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WEEKLY STORIES FROM OUR BUSY CENTERS**ELECTRIC STOVE REAL AID TO HOUSEKEEPER**

Archer Shop Handles the Best Types of Appliances and Accessories.

With the advent of the summer days that in years gone by have meant small comfort for the mother of a large family who has had to spend part of every hot, enervating day over a hotter and more enervating wood or coal burning kitchen stove comes the time for the head of the house to ponder on the need of an electric stove in his home. Its presence there means that the mother is relieved of the onerous task of preparing the meals in the midst of ever-present heat waves and can do her work in a kitchen where the cooking unit throws but a very small amount of heat.

The Gurney Electric Range, universally recognized as one of the best of its kind, and which is sold in London by the Archer Electric Shop, 221 Dundas street, is a stove that through years of the most rigid tests has lived up to the manner in which it is recommended by the manufacturers.

When looking at the Gurney Electric Range it hardly seems possible that the old-fashioned stove could have been developed into such a handsome cooking appliance. The sparkling beauty of the Gurney Electric in no way detracts from its cooking ability. No materials are used in its construction that will not stand the wear and tear of everyday use.

Its porcelain-lined oven is an assurance of absolute cleanliness. The top units are rapid in their operation and the switches turn either way. These features are factors that are yearly making the Gurney the favorite of more and more Canadian housewives.

This range is made in many varieties, and the Archer Electric Shop can supply any type desired. Besides electric ranges, this firm carries a complete stock of all electric fixtures, lights and appliances and employs an experienced staff of electricians for the work of wiring houses and installing fixtures.

MODERN SHOE HERE TWENTY-FIVE YEARS

Many Changes Since the Firm First Started in London.

Over twenty-five years of constant worth-while service to Londoners on expert shoe repair work has established the Modern Shoe Repair of 505 Richmond street, as one of the outstanding businesses of its kind in Canada.

Expert, conscientious workmen, finest of leather findings and materials, together with the most modern machinery known for the rapid and careful repairing of shoes, enable the Modern Shoe Repair to turn out that kind of shoe fit that is known as just a little better than ordinary work, and that brings customers back again and again.

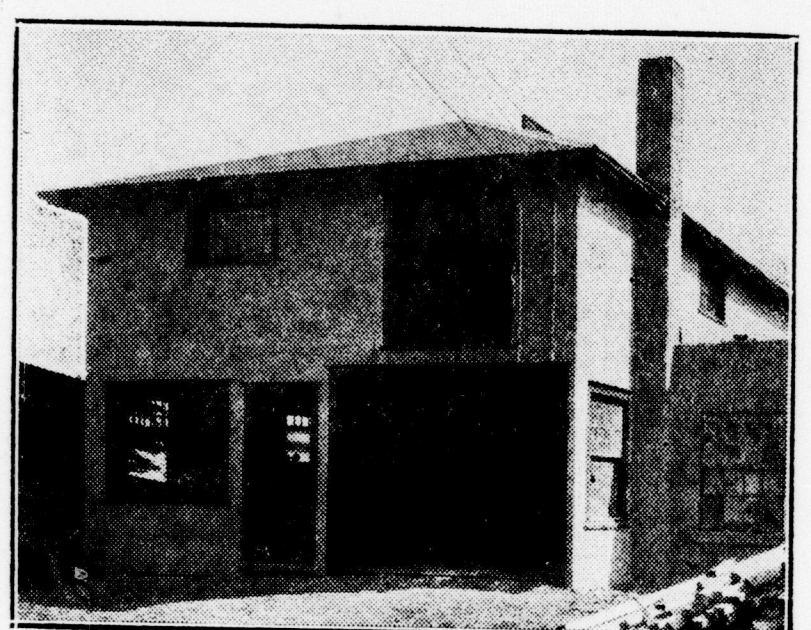
Twenty-five years is a long time as measured in the span of life, and many changes occur in people, customs and conditions in the course of that time. Many changes have also taken place in the business methods and machinery employed by the Modern Shoe Repair, but no change has ever been made in the policy of using only the finest leathers and employing only expert workmen. These

Let's Pull Together

It is an universal truth that the world must keep on moving, and that money must be kept in circulation. If a man dies, the world goes on just the same, for there is always someone to take his place. While man is on earth, he must learn to live in such a way that he will be useful to those around him. This moral holds good in the business world, and right in the circle of merchants in London.

They want the support of every householder in the city, and it is up to the latter to accord this assistance, and thus live up to the standards that the golden rule demands. But then it is not all one-sided. The householder does not give all and receive nothing. The merchant needs him as much as he needs the merchant. If this co-operative system goes on our city cannot help but prosper. It must go ahead.

Let us all pull together to make London's name and prestige known in all the cities in Canada and the United States and finally the whole world. This may sound like a big proposition, but nothing is impossible.



NEW ADDITION TO FIRM.
Above is shown the new office building of the R. H. Smith Lumber Company on Erie avenue, South London, made necessary by the expansion in the business of this firm.

PAINT OF REAL VALUE IN PRESERVING WOOD

"Don't Put It Off—Put It On." Advice of the Pace Firm.

Spring is here, and with it the ever-recurring urge to clean up the home again, and apply paint and new wall paper as a means to brightening the entire aspect of the residence both within and without.

The firm of W. T. Pace & Son, 251 Ridout street, which has been an established London business for the last 35 years, employs a staff of experts in the work of paper hanging, painting, graining and all work of a similar nature and of late has carried out contracts on several large industrial plants. This concern did not paint work in the new London arena, and handled the decoration of all the buildings at the Western Fairgrounds last fall.

"Our constant aim is to provide service and satisfaction that really mean something," says Fred Pace, manager of this firm, "and we believe that the householder always benefits in the long run by paying a little more, and thus being assured of securing work that is absolutely beyond criticism."

W. T. Pace & Son are members of the Master Painters' Association, an international organization, embracing firms in every city and town in Canada and the United States, and which this year is spending \$250,000 in the "Save the Surface" advertising campaign.

"This campaign," said Mr. Pace, "is intended to impress the average person with the real need of preserving wood and metal surfaces by the periodic application of paint. In this regard statistics have proven that depreciation in property through neglect to paint is five times that occasioned by fires. Our advice to the public is: 'Don't put it off; put it on.'"

WOOD HEADS SOCIETY.
Associated Press Despatch.
New York, May 16.—Arthur B. Wood of the Sun Life Assurance Company, Montreal, was today elected president of the Actuarial Society of America, to succeed Robert Henderson of the Equitable Life Assurance Society, New York.

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ADDITIONS COMPLETED BY SMITH LUMBER CO.

South London Concern Supplies Materials For All Building Purposes.

Since the time when London first began to make a name for itself as a city of importance the Smith Lumber Company, of 11 Erie avenue, has been rendering service of the better class in the construction of residences and other buildings, until a few years ago, and of late years of specializing in supplying lumber and building materials of all descriptions. About six years ago this concern abandoned the building and contracting phases of its business and devoted its entire energy to supplying materials needed in construction work.

This firm's knowledge of the building situation has been a great help to their many customers. They handle only the class of material that they know will prove satisfactory, and having learned through experience that paying men for waiting for lumber is a heavy expense to the contractor they concentrate on prompt delivery. They are always willing to give full credit, take back unused material and settle any possible misunderstandings in a generous way to the satisfaction of the customer.

Just recently the Smith Lumber Company found it necessary to erect new sheds, storerooms and a larger office. These are all completed now, and in them the best and latest equipment has been installed in order to insure clients the best word in service. A private room has been set aside where plans and problems, both constructional and financial, may be discussed.

SILVERWOODS' MILK OF PROVEN QUALITY

Secured From Selected Herds and Scientifically Tested Daily.

Since the inauguration of daily house-to-house milk delivery by Silverwoods, Limited, in this city, the high quality of this milk has produced an increased demand for it. Monthly, London housewives are beginning to realize the real value of this safe, rich, clean milk, and more orders are coming in from day to day. It is secured from select herds and rushed by rapid trucks to the sanitary factory on Bathurst street. There it is handled through a method of production that conforms to the best scientific standards. It is carefully tested by experienced workmen before bottling, and then is rushed to the customers by an early home-to-home service.

That the high quality of Silverwoods coffee and whipping cream is recognized in London homes is evidenced by the growing demand for these two products.

Silverwoods also produces specially-cultured buttermilk, the medicinal value of which is commended by leading physicians.

Silverwoods' safe milk is perfect food for father, mother, and the child. It promotes energy, muscle and health, and is undoubtedly the cheapest available single food the householder can buy. Drink more of Silverwoods safe milk. A trial is solicited. Phone 6100.

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