



201

announcements, which were after-
wards published in the Empire Day
number of 1911, and circulated all over
the world-over. He was the most suc-
cessful man in this connection ever
sent by "The Times" to Canada.

In 1917 Mr. Feliden retired from
"The Times," and at once started on
the promotion of what might be fit-
tingly termed his "piece de resis-
tance." His great idea at that period
was to produce a real Empire paper
—a paper that would have no touch
of politics attached to it, and which
would represent everything that is
best in British Ideals and British
trade and industry. He considered
that the fitting time to produce this
paper was in the middle of the Great
War, when the Government was con-
sidering the constitution of a National trade policy
before the aftermath of the war pre-
sented itself, and, in the meantime, to
keep the British trade flag flying in
the markets of the world, whilst the
manufacturers of the United Kingdom
were engrossed in the production of
munitions of war. To this end he
gathered round him a band of earnest
workers, secured the co-operation and
financial support of some twenty of
the greatest captains of industry,
bankers and commercial men of the
country, and founded an association
of interests under the title of the Im-
perial Trade Propaganda Organiza-
tion, and elected Mr. Governor, and
under his Orders in Council, could
not permit a new paper to be started
at that time, Mr. Feliden therefore
very heavy. Every male member of
looked round, and succeeded in pur-
chasing what was then a very small
and unobtrusive publication under the
comprehensive title of "The Empire
Mail." He took this paper over in
March, 1918, and produced his first
issue under the new organization at
the beginning of the following month,
just at the time when the Germans
tamboyantly announced that "A sin-
gle combat has been opened between
England and Germany to decide our
future position in the world, and
whether Anglo-Saxons shall continue
to press their will upon the world."

It was a fateful hour to start a great
economic movement, and many British
manufacturers in consequence
looked askance at it, but, nothing
daunted, Mr. Feliden pressed forward
with the publication, and the paper
was produced—a 20 page Royal
quarto issue, which was the size of the
paper for the next two or three
months. In August, whilst the Inter-
national Conference was sitting in Lon-

don, and in all foreign lands where
our kinsmen reside. Letters of
acknowledgment and commendation
under the name of the Propaganda
were received by Mr. Feliden from
their Majesties the King and Queen,
H.R.H. the Prince of Wales and H.R.
H. the Duke of Connaught.

Some of the other journalistic ac-
tivities of Mr. Feliden may be sum-
marised as follows: He is the author
of "The Victorian Era; Sixty Years
Unprecedented Progress," a record
of the Arts, Inventions, Manufactures,
and social and economic progress of
the British Empire during Queen Vic-
toria's reign; (the late Queen Vic-
toria sent Mr. Feliden a personal let-
ter of thanks for this work); Is
"British Trade Falling?" a series of
articles contributed to the "Daily
Mail" in 1900; and which aroused
great attention in trade and industrial
circles throughout Great Britain.
"Ten Thousand Miles in Five and a
Half Weeks," a technical and gen-
eral record of the tour of the mem-
bers of the Institute of Electrical En-
gineers through the United States of
America, 1905; and "Britain's Elec-
trical Industries," a record of Works
visited in England and Scotland, 1906.

Mr. Feliden was Chairman of the
Trade Journals Committee of the Pos-
tal Reform Movement, which was
under the Presidency of the late Sir
Hugh Gordon Reid, and of which Sir
Hugh Gordon Reid was Vice-presi-
dent. This Committee succeeded in
securing reduced postage rates for
technical, trade and commercial
journals between Great Britain and
Canada, thus contributing very large-
ly to an extension of business between
the Dominions and the Mother Coun-
try. For this work he was compli-
mented by the Postmaster-General of
both countries.

Mr. Feliden was the first journalist
to fly in the earliest types of British
Military Biplanes. He helped to
raise the first Volunteer Regiment
following the outbreak of War in
August, 1914. He gave the name to
and was one of the pioneers of the
National Motor Volunteers, and was
appointed Organizing Officer for Great
Britain, and was in charge of Hertford-
shire, England, in 1915. On the suc-
cessful establishment of the National
Motor Volunteers, Herts. Corps, he
was appointed Chief Executive Offi-
cer. Mr. Feliden received a personal
letter of thanks from the late Lord
Kitchener in connection with his re-
cruiting work for the New Army in
1915.

he produced a 54 page issue, which was a remarkable compilation, and it contained exclusive articles, all autographed, and illustrated with photographs of the writers), contributed by the Empire leaders assembled in London. The first of these articles was written by the Rt. Hon. Sir Robert Borden, and was followed by contributions by the Hon. Arthur Meighen, the Hon. N. Rowell, the Hon. A. Calder, the Hon. W. M. Martin and names too well known to Canadian readers to need further comment. The Prime Minister of Australia, the Rt. Hon. W. M. Hughes, the Prime Minister of Newfoundland, the Rt. Hon. W. Lloyd, the Prime Minister of New Zealand, the Rt. Hon. W. F. Massey, the Minister for the Australian Navy, the Rt. Hon. Sir Joseph Cook, the Minister of Finance for New Zealand, the Rt. Hon. Sir Joseph Ward, Bt., and the Solicitor General for Australia, Sir Robert Garran, also contributed to the issue, and one and all sent messages of encouragement and support to Mr. Feilden's paper, eulogizing his propaganda as a means of drawing the Empire closer together. From that time onward Mr. Feilden registered success after success in the Empire Mail, and in May of this year produced a truly remarkable Empire Day Number of 100 pages, which contained autographed messages and special articles from many of the greatest men in the Empire. This issue contained, from the pens of these Imperial Statesmen and leaders, a unique collection of views and opinions upon our Imperial destiny, aspirations and obligations, which have been read with the deepest interest wherever the Union Jack

KI-MOIDS
after meals, dissolved on the
tongue—keep your stomach
sweet—try Ki-moids—the new
aid to digestion.

MADE BY SCOTT & BOWNE
MAKERS OF SCOTT'S EMULSION

(See next page.