BE WISE Dine At The Tecumseh

Luncheon 70c. Dinner \$1.0 SPECIAL SUNDAY DINNER, 1 to 2:30 p.m.

TECUMSEH HOTEL

Smoked PICNIC 30c HAMS, POUND 30c WILSON'S Phones 5600-5601.

Taylor's Throat and Lung Balm The Only Guaranteed Remedy For All Coughs, Colds and Bronchial Irritations; 25c.



A large and well-assorted display of loose and mounted diamonds

Rings\$5.00 to \$400.00 Necklets ..\$10.00 to \$500.00

C. H. Ward & Co.



COMPLY WITH THE NEW REGU. LATIONS. Purchase a Pair of

MACBETH AUTOMOBILE LENSES. Western Ontario Electric Co. 237 Dundas Street



Piano Tuning and Repairing is my S. Boardman

DON'T THROW AWAY

od miles, when your tires can b

made like new at London Tire Repair Depot 354 Wellington Street. Phone 2334. A. WILKES. Opp. McClary's

We Are Now GET IN EARLY.



346-8 Dundas St. BROCKMAN.

Phone 5124.



Glasses Will Not Help Your Eyes

Unless properly fitted. Properly fitted glasses will not "pinch" your nose. Experience has given us the "knack" of fitting efficient glasses that are comfortable.







Properly Fitted Glasses

Cost no more money than im. Need every care. They should properly fitted ones. They cer- be examined, and, if necessary, tainly cost much less eye strain, fitted with a pair of GOOD and the satisfaction of KNOW. GLASSES at a very moderate ING you have the RIGHT ones cost. is worth a great deal to you. JOHN S. BARNARD That's why it's to your very! decided advantage to have your

eyes fitted at the

223 Dundas St. Phone 1877.

The London Loan and Savings Company of Canada

INTEREST RATES ALLOWED In Savings Bank 4 Per Cent Debentures 5 to 5 Per Cent

M. J. KENT, Manager.

BODY-BUILDING FLESH-MAKING

Parnell's Bread

Is what you should use for your family. It costs no more and is just as easy to get. Try a trial loaf today.

Taylor's 6 Cut-Rate Drug Stores Parnell The Breadman

Phones 929, 1390.

Your Time Counts

-RAILROADMEN! -BUSINESSMENI

-PROFESSIONAL MEN! -TRADESMENI Your success depends upon accuracy. Diamond Hall Watches bring success. Complete, in gold-

\$12, \$15, \$20, \$25 and \$40. C. P. R. and G. T. R. Official Watch Inspectors.

170 Dundas St. 674 Dundas St

FOR "GOODNESS" SAKE EAT

Johnston Bros. XXX Bread

-DELICIOUS--WHOLESOME--FRESH AND PURE-

YOUR GROCER SELLS IT. JOHNSTON BROS. PHONE 944.

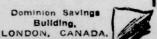
THEOSOPHISTS FORM AN ORGANIZATION IN LONDON

E. McKone Is Named President of Nev Lodge. The completing of a new lodge in

Optician, 194 DUNDAS STREET. TAYLOR'S THROAT AND

If Business Is Warfare then Advertising is ammunition. Yours will be well-directed and effective if handled by

Federal Advertising



Rowat's Pleases People Whi 50c per pound COFFEE T.A.ROWAT & CO.
250 Dundae St.
Phones 3051-3068

Have your

lower charge.

BELTZ & CO.

FARM HELP VITAL TO **GREATER PRODUCTION:**

Resolution of Condolence at Meeting of Lawyers.

Founded Trusts Firm. He never sought public life, but was appointed one of the directors of the London and Port Stanley Railway Company, and president of the Tree Press Printing Company. His greatest achievement outside of the practice of his pro-fession was that he was the founder of the London and Western Trusts Company, and since its incorporation a member of the board of directors, and

Brown Optical Co.

IS GUARANTEED TO STOP THAT COUGH—25c.

EYE SPECIALISTS AND

Taylor's 6 Cut-Rate Drug Stores

The Middlesex Law Association records with deep genuine sorrow Mr. Fraser's death, and extends to his widow and family their heartfelt symmethy in their irreparable loss.

widow and family their heartfelt sympathy in their irreparable loss.
"He has passed out of the world of the waiting.
Out of the world of the sad, Into the world of the giad."
Moved by C. G. Jarvis, seconded by J. W. G. Winnett: Resolved, that we attend his funeral in a body.
Moved by Judge Macheth, seconded by Judge Judge Resolved, that a copy of this resolution be engrossed and sent to his widow and family.

The following gentlemen spoke in regard to their recoffection of the good qualities of the deceased member of the bar: E Meredith, K.C., F. P. Betts, K.C., Sir George Gibbons, K.C., T. G. Meredith, K.C., H. B. Elliott, K.C., Judge Macbeth, Judge Judd, J. B. McKillop, J. C. Elliott, C. H. Ivey and Marshall Graydon.

MODERN NEWSPAPER **GREATEST MIRACLE IN AN AGE OF MIRACLES**

Blake Duff Gives a Brilliant Address Before Ad. Club.

TRIBUTE TO BELGIUM

The Huns Have Failed in Effort to Suppress Paper.

"The newspaper is the greatest miracle in an age of miracles. Today you bought here in London for 2 cents the history of the world of yesteray. The

torum and sent out to the provinces.

Early Beginnings.

The modern newspaper, however, dated from the invention of movable type, and the first was published by Tmmell in Frankfort in 1615, and 50 years later the Oxford Gazette appeared. In 1752 the Halifax Gazette was published by Bartholomew Green, consisting of

tive sheets, for in spite of a reward of 100,000 francs, no informer could be sought.

Each morning in his mail the German governor, who never knew what a free press was, finds a copy of the Belgian paper, which calls a spade a spade, which terms Bethmann-Hollweg a liar, and the crown prince a knave.

The reporter, that prying, inquisitive, romantic person, who deals in the events of the world, the speaker described as one of the most vital members of the human organization.

The greatest scoop" ever "put over," he thought, was that secured when the Paris reporter for the London Times obtained a copy of the Berlin treaty, and published it in his paper on Saturday, while no other paper had it until Monday morning.

Birth of News.

James Gordon Bennett discovered news in the modern sense, and he renounced all so-called news of his time. With the birth of news, and the advent of the telegraph, the railroad and the cable, the subscribers that paid for what they got passed away werever. When the papers sold for six or seven cents, they took advertisements, but they didn't need them. To the paper that sells for two cents, the advertising is the breath of life. The power then began to pass from the editorial room to the counting room to a considerable extent.

Newspapers were not as subservient was a subservient than ware 25 or even

GREATER PRODUCTION;
CO-OPERATION NEEDED

County Council and City Delegation Discuss Plans.

MEN MUST COME EARLY

Farmers Unable to Get Seeding Done in Time Otherwise.

Men must come the county Council the should be a managed to the county of the ward the plant of the wards, and the plant of the wards of the county of the wards of the county of severing farm help earlier than 15 and command that entered into the necessary of severing of severing farm help earlier than 15 and command that entered into the necessary of severing of severing of severing of severing of severing farm help earlier than 15 and command that entered into the necessary of severing farm help earlier than 15 and command that the results of the county council the should necessary to the several than 15 and 15

GREETINGS TO EX-PASTOR

Members at Annual Meeting Refer to Service Dr. Silcox Rendered.

See a serior base of the complete of the compl

TO TELL OUR CUSTOMERS ABOUT FOOT COMFORT, AND HOW EASILY IT CAN BE ATTAINED.

Free Examination and Advice This specialist was trained under the personal direction of Dr. Wm. M.

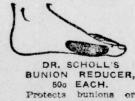
There is a DISCHOII
Appliance or Remedy For Every Foot Trouble

fitting of the proper appliances will end all that foot suffering.

DR. SCHOLL'S TOE.

FLEX, 50c EACH.

toes, removes cause



enlarged joint, COOK'S SHOE STORE

SAVE

Owing to the fact that Great Britain and her allies are urgently in need of all the surplus wheat and flour produced in Canada, we respectfully suggest you continue and increase your worthy effort to save by utilizing every slice of Neal's delicious, nutritious AloafA Bread—there are so many uses for it.

NEAL BAKING COMPANY, Ltd.

Phones 2173-1313

Factory 2-10 Carlton

Wrighton; mission steward, Mrs. Anundson; pew allocation steward



marvellous switches, transformations, pompadours, waves and many other hairgoods, which for haif a century have brought back the charm and bloom of

DORENWEND'S HAIR GOODS wonderfully designed and fashare so wonderfully designed and fash-ioned that they are everywhere accepted as the wearer's own beautiful hair.

FOR BALD MEN DORENWENDS TOUPEES AND WIGS, made on our sanitary patent structure that has given comfort and pleasure to thousands of men. We will be pleased to the please to the please to the will be pleased to the please to show you why you cannot afford to be

days only, January 30 to February 1.

ROSS', LIMITEL

IN OUR SHOWROOMS YOU WILL FIND SELECT FURS AT MANUFACTURERS' PRICES.

Our garments are all guaranteed. They are made for

service. They are carefully designed and made. They are always up to the fashion of the hour. Hudson Seal Coats, Persian Lamb Coats, Natural Canadian Muskrat Coats, Fur Sets, Fur Stoles, Musts and Neck-

pieces, in all the popular furs of the season. IT WILL PAY TO BUY NOW, AS FURS ARE RAPIDLY

ADVANCING IN PRICE.

Ladies' Wear Department

Clearing all Coats and Suits to make room for spring styles. Big Bargains All This Week Waists, Hosiery and Gloves, in the best makes shown in

PHONE 1319.

196 DUNDAS STREET.

VOICE OF THE PEOPLE A PROTEST FROM A WEE ONE. Coal Dealers All Turn Deaf Ear To Woman's Appeals

A PROTEST FROM A WEE ONE.
To the Editor of The Advertiser:

Brrri! Isn't this the coldest place on earth to bring a baby! Say, i thought i would die the first few days i was here. Oh, such a big building with great long halls enough to frighten anyone, let alone a wee baby like me, and the hands that touched me; like ice, only one, 'her of the tender voice.' She was so warm and soft to cuddle up to, and she would hold me, oh, so close to her, but after a few minutes a terrible dragon would come and take me through those halls that made me shiver, to a little bed all to myself.

This lasted for a couple of weeks and then i was taken with 'her of the tender voice' to a lovely warm to talk to me and tell me what a dear i was, for you see i had nothing to cry about till one deadful evening. 'Oh, isn't it just terrible cold, my dear, i am perished, my poor hands are cold through gloves and all. Oh, this is the new baby; bless her wee heart, i just can't help kissing her, cold as i am. You love—oh, she is going to cry about till one deadful evening. 'I don't want people to give it to me,' she said. "I have plenty of money to here, you had better take her. And more.

I kept them up all night, but i did not want to, and i am so sorry for the both, 'he of the deep, deep voice' has gone to work with a head-ache and just a wee little bit of temper, while she who is so soft and warm is so white that i feel frightened, but that terrible pain has taucht me a lesson, when i grow up never, never will i go near a baby if am cold no matter how much ! love it.

THE WEE ONE.

Woman's Appeals

Pitiful Case Is Reported To The Advertiser by

Mother.

In an absolutely futile endeavor to set even a small amount of coal to keep herself and baby warm, Mrs. Crosbie of 154 Whanneliffe road spent nearly all day yesterday. She went from oalyand to coalyand, and from there to coal day resterday. She went from oalyand to coalyand, and from there to cold through glove and to coalyand to coalyand, and from there to coalyand to coalyand, and from