

BE WISE
Dine At The Tecumseh
Our dining-room assures you only
of the best in cuisine and service. At
prices most reasonable.
Luncheon 70c. Dinner \$1.00.
SPECIAL SUNDAY DINNER,
1 to 2:30 p.m.
TECUMSEH HOTEL

Smoked PICNIC
HAMS, POUND 30c
Small sizes on sale today.
WILSON'S
Phone 5600-5601.

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

Taylor's 6 Cut-Rate Drug Stores

DIAMONDS
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.
Diamond Merchants and Jewelers.
386 RICHMOND STREET.
Phone 1064.

COMPLY WITH THE NEW REGU-
LATIONS.
Purchase a Pair of
MACBETH AUTOMOBILE LENSES.
Western Ontario Electric Co.
Phone 4071. 237 Dundas Street.

Piano Tuning
and Repairing in my
specialty.
S. Boardman
Formerly six years
with Hamilton &
Co. Phone 3511.
ywt

DON'T
THROW AWAY
good miles, when your tires can be
made like new at
London Tire Repair Depot
254 Wellington Street. Phone 2334.
A. WILKES. Opp. McCleary's.
ywt

We Are Now
Retrofitting, dub-
bling and rebuild-
ing tires.
GET IN EARLY.
London's
Rubber Man
346-8 Dundas St. BROCKMAN.
Phone 5124.

Glasses Will Not
Help Your Eyes
Unless properly fitted. Properly
fitted glasses will not
"pinch" your nose. Experi-
ence has given us the
"knack" of fitting efficient
glasses that are comfortable.

Carlyle
TREBILCOCK
OPTICIAN
233 Dundas Street, Two Doors East
of Majestic. Phone 235.

\$5.00
No charge
for fitting
Anderson & Nelles, London

Properly Fitted
Glasses
Cost no more money than im-
properly fitted ones. They cer-
tainly cost much less eye strain,
and the satisfaction of KNOW-
ING you have the RIGHT ones
is worth a great deal to you.
That's why it's to your very
decided advantage to have your
eyes fitted at the

Brown Optical Co.
EYE SPECIALISTS AND
OPTICIANS
223 Dundas St. Phone 1877.
ywt

INTEREST RATES ALLOWED
In Savings Bank 4 Per Cent
Debentures 5 to 5 1/2 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.

Parnell The Breadman
Phones 929, 1390.

Your Time
Counts

—RAILROADMEN!
—BUSINESSMEN!
—PROFESSIONAL MEN!
—TRADESMEN!
Your success depends upon ac-
cording to the time of day. It is
bringing success. Complete, in gold-
filled cases—
\$12, \$15, \$20, \$25 and \$40.
C. P. R. and G. T. R. Official
Watch Inspectors.

YOUNG'S
TWO STORES.
170 Dundas St. 674 Dundas St.
ywt

FOR "GOODNESS"
SAKE EAT
Johnston Bros.
XXX Bread

—DELICIOUS—
—WHOLESALE—
—FRESH AND PURE—
YOUR GROCER SELLS IT.
JOHNSTON BROS., PHONE 944.

THEOSOPHISTS FORM AN
ORGANIZATION IN LONDON

E. McKone Is Named President of New
Lodge.
The completing of a new lodge in
London of the Theosophical Society
has been effected Friday afternoon
for a charter will be made to the
general headquarters of the society in
Los Angeles, Cal.

The following officers were elected:
E. McKone, president; Ed. Westland,
vice-president; Mrs. Nellie Shaw, cor-
responding secretary; Mrs. Marie
Westland, recording secretary; E. E.
Parslow, treasurer, and Mrs. Mary
Burns, librarian.

The new lodge is to be known as
the London Lodge of the Theosophical
Society. The main body of an interna-
tional affair, having national sections
in 24 different countries. The Amer-
ican section, which includes the United
States and Canada, has now about 190
lodes, and the London lodge is the
latest to be organized. It starts off
with forty members.

The work of the society in the world
is entirely altruistic, most of the work
being done gratis. Its aim is the gen-
eral bettering of the race through a
fuller understanding of the laws of
nature. It strives to bridge the gulf
between science and religion, and to
study the hidden powers latent in man.
Mr. Munson, who has been here for
two weeks, went to Albany.

CABLES \$15.00 TO REDMOND.
CHICAGO, Jan. 25.—T. P. O'Connor,
who has been in Chicago for several
weeks, today called \$15.00 to John E.
Redmond for the Irish Nationalist pro-
pally party, he announced.

WINTER WEATHER
HARD ON LITTLE ONES

Our Canadian winters are extremely
hard on the health of little ones. The
weather is often so severe that the
mother cannot take the little one out
for a airing. The consequence is that
the baby is confined to overheated, badly
ventilated rooms; takes colds and
becomes cross and peevish. Baby's Own
Tablets would be given to keep
the little one healthy. They regulate the
stomach and bowels and prevent or
cure colic. The Tablets are sold by
medicine dealers or by mail at 25
cents a box from The Dr. Williams
Medicine Company, Brockville, Ont.

Your Child's Eyes
Need every care. They should
be examined, and, if necessary,
fitted with a pair of GOOD
GLASSES at a very moderate
cost.

JOHN S. BARNARD
Optician.
194 DUNDAS STREET.
ywt

TAYLOR'S THROAT AND
LUNG BALM
IS GUARANTEED TO STOP THAT
Taylor's 6 Cut-Rate Drug Stores

If Business Is Warfare
Then Advertising Is Ammunition.
You will be well-directed and
effective if handled by
Federal
Advertising
Service
Dominion Savings
Building,
LONDON, CANADA.

Rowat's
COFFEE
Have your
FURS
remodelled now at the
lower charge.
BELTZ & CO.
ywt

FARM HELP VITAL TO
GREATER PRODUCTION;
CO-OPERATION NEEDED

County Council and City Dele-
gation Discuss Plans.
MEN MUST COME EARLY

Farmers Unable to Get Seed-
ing Done in Time
Otherwise.

A deputation consisting of A. E. Mc-
Creedy of the resources committee, To-
ronto; D. Miller, of the local office of
the provincial board of labor; S. F.
Gibson, ex-Mayor of London; and
Commissioner Gordon Philip, ad-
dressed the members of the county
council yesterday urging more co-
operation in the interests of greater
production.

It was urged upon the members of
the county council the absolute neces-
sity of securing farm help earlier than
was the case last spring.

Each speaker dwelt upon the im-
portance of producing more foodstuffs
as well as the people at home.

In order to produce more food farm
help must be secured, each speaker
pointed out, and that help must be se-
cured early in the spring in order to
get the best results. Last year farm
help was furnished by the committee
representing the local board of trade.

The assistance thus rendered the
farmers would have been greater had
the men been induced to go to the
farms earlier when the seeding com-
menced.

The committee appointed by the
county council assured the delegation
that the utmost would be done to se-
cure men to go to the farms by making
conditions on the farms as attractive as
possible.

A large number of men from the city
had assisted in the harvest and the
farmers had appreciated this, pointed
out Mr. McCreedy. The securing of
farm help would, all the speakers
thought, be greatly facilitated by closer
co-operation between city and county
authorities.

LAW ASSOCIATION
MOURNS DEATH OF
MAXWELL D. FRASER

Resolution of Condolence at
Meeting of Lawyers.

At a meeting of the members of the
Middlesex Law Association held in the
city hall Friday afternoon, a resolu-
tion of condolence was passed in con-
nection with the death of M. D.
Fraser, K.C.

Those in attendance were: E. McCreedy,
K.C., Sir George Gibbons, K.C.,
Judge Taylor, K.C., F. P. Betts, K.C.,
Thomas Purdon, K.C. (president), C.
H. Ivey, T. G. Meredith, K.C., Judge
Joseph H. Baird, P. H. Fisher, K.C.,
Tennant, T. W. Scandrett, C. G. Jarvis,
R. G. Fisher, E. W. Flock, E. W. Har-
rison, Hume B. Elliott, K.C., Parker
Graydon, Marshall Graydon, John Macpherson,
John M. Gunn, J. W. Winnett, J.
C. H. Ivey, K.C., J. H. B. Elliott, K.C.,
J. W. R. Barram, Thomas Coleridge,
and T. E. Perrin (secretary).

The president spoke at length as
to the reason for calling the meeting.
A committee, consisting of President
Purdon, K.C., Judge Macbeth,
Judge Judd and Mr. F. E. Perrin, was
appointed to draft a resolution of con-
dolence.

The following resolution was moved by
E. McCreedy, K.C., and adopted:
Moved by E. McCreedy, K.C., seconded
by F. P. Betts, K.C.: During the
past few months "death's pale flag" has
advanced on the ranks of the members
of the Middlesex Law Association.
Friday it claimed with startling sud-
denness one of its oldest and most
valued members, Maxwell D. Fraser, K.C.

Mr. Fraser studied in the office of
Elliott, Fraser & Co., M.P., and was
called to the bar in 1872, and entered
into partnership with his brother, the
late James H. Fraser, K.C., M.P., and
brother's death. Later he associated
with him in partnership J. P. Moore,
K.C., the firm being Fraser & Moore.

Had High Ideals.
Mr. Fraser was one of the most re-
spected members of the bar. He was
the highest type of practitioner. His
clients' interests were his first con-
sideration. He was acting as counsel
or solicitor. His ability and faithfulness
secured a large solicitor's practice.
He numbered among his clients the
Bank of British North America and the
London and Western Trusts Company.
He was elected king counsel in the
year 1908.

He was president of the Middlesex
Law Association in the year 1906, and
was one of its trustees continuously
since its organization, 35 years ago. He
was also president of the Western
Ontario Bar Association, during its
existence, for one year. He was unani-
mously nominated for the office of
honorary secretary of the Law Society by
this association at the last election, and re-
ceived a splendid vote over the whole
province.

Founded Trusts Firm.
He never sought public life, but was
appointed one of the directors of the
London and Western Trusts Company,
and President of the Free Press
Printing Company. His greatest achieve-
ment 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
its solicitor.

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

"He has passed out of the world of
living."
Out of the world of the sad,
into the world that rejoices.
We bid thee, O Fraser, farewell,
and into the world of the glad."
Moved by C. G. Jarvis, seconded by
J. W. Winnett, Resolved, that we
attend his funeral in a body.

Moved by Judge Macbeth, seconded
by Judge Judd: Resolved, that a copy
of this resolution be engrossed and sent
to his widow and family.

The following gentlemen spoke in re-
cord of their recollection of the good
qualities of the deceased member of the
bar: E. McCreedy, K.C., F. P. Betts, K.C.,
Sir George Gibbons, K.C., T. G. Mer-
edith, 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 mir-
acle in history of mankind. Today you
bought here in London for 2 cents the
history of the world of yesterday. The
whole world is being drag-netted
you, and you will know its story
for today at breakfast tomorrow morn-
ing and resignation at Ottawa, a sad
in France—anywhere and everywhere
the representative of the newspaper is
there with his notebook, obtaining the
news for you."

Thus graphically did Blake Duff,
editor of the Welland Telegraph, bring
home to the members of the London
Advertiser Club the value of the mod-
ern newspaper, when he addressed them
on "The Fourth Estate" at their din-
ner at the Tecumseh Hotel last night.

Mr. Duff's epigrammatic phrases car-
ried a "punch" with them that made
his hearers sorry when he sat down,
and he added to this a droll humor that
will make his words remembered in
this city. Such ability to impress and
to entertain at the same time as he dis-
played in his address is seldom met
with, and he received no stinted ovation
from his audience last night.

The Highest Skill.
Mr. Duff said that behind the prod-
uct when finished was the highest skill
and ingenuity of man. Years of study
and effort and millions of dollars had
been spent in the construction of the
channels that tomorrow would give men
their news for a penny.

Faithfulness was the beacon, and
"What does the world want to know?"
was the guiding star of every period-
ical and comes that entered into the news-
paper of today.

Carlyle said that there were three
estates in the world, and that yonder
in the press gallery at a fourth estate,
which was not greater in importance
than the other three, Napoleon had
said that the Cologne Gazette was
worth the battles of the Rhine. The
papers of those days didn't give any
more space to the battle of Waterloo
than the London Advertiser or the Wel-
land Free Press would give to the gas-
trophers' ball. And yet if the newspapers
of one hundred years ago were termed
the fourth estate, and if a single one
bears witness to the fact that ten bat-
tles, was it not worth while to con-
sider what they were worth today?

Said Severus Thibault:
Last February, when President Wil-
son was to make a momentous an-
nouncement, the Chicago Tribune and
the Chicago Herald-Examiner, and the
Chicago Tribune sold 700,000 copies.

The paper was made from pulp cut
in this country and was made in
pulp mills along the Welland Canal.
Eighty-four acres of pulp-land were
cleared for that issue and 610 men
took four days to make the paper. If
spread out sheet by sheet, it would
reach from Belvoir Street to Cape
Horn. If that amount of paper were
bought in the 60's it would have cost
\$185,000; the actual cost of the paper
was over \$20,000.

The newspaper was the seventh in-
dustry in Canada, and Canada was
led in this by only four other coun-
tries, the United States, Great Britain,
France and Germany. The present
newspaper was the outgrowth of the
idea of the Canadian people, and it
contained official reports of the army
and other news, and was posted in the
forum 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
Timmel in Frankfurt in 1615, and 50
years later the Oxford Gazette appeared.
In 1752 the Halifax Gazette was
published by Bartholomew Green, con-
sisting of two pages, nine by fifteen
inches.

The Quebec Gazette was followed by
the Montreal Gazette. That Benjamin
Franklin had a hand in founding the
latter paper was not generally known.
He came to Canada in 1776 to stir up
revolution among the French-Can-
adians, and brought news, news, and
news with him. Failing in his pur-
pose, he left the plant, and the fore-
most took it over and began the
paper.

In Upper Canada the first paper was
the Upper Canada Gazette, a paper
fifteen by nineteen and one-half
inches, published at Niagara. In
1799 it merged with the Great
Ontario, and was published by the
Government. The attitude of officialdom
at this time as always was one of in-
tolerance, for as far back as 1799 the
Government of Queen Anne, excess stamps
had been placed on the papers in order
to keep the price of the paper up and
to keep the information from the many.

Pioneer Editor.
In 1824 William Lyon Mackenzie be-
came editor of the Advocate in To-
ronto, and in 1840 Toronto's first daily
appeared, the name of the To-
ronto Telegraph.

Formerly the great newspaper re-
flected the genius of Franklin or Dana,
but that era had now passed, and in-
stead of the voice of a single great
man or outstanding personality, the
newspaper now had a voice of its own,
to which every man on the staff added
his share.

One of the most unique papers in
the world was the Prensa, published
in Argentina, sold for seven cents, and
contained the news of the world. It was
a political Ontario dailies would pu-
lish in a week. It was published in a
8,000 copies, which included a
palatial hospital, hotel, library and
conservatory of music.

Can't Be Bought.
A touching tribute was paid by the
meeting to the service rendered during
the war by the paper, which was the last connect-
ing link between that unfortunate land
and the world. It was the only paper
of the Belgian people. The Ger-
mans had failed to suppress the fugi-

five sheets, for in spite of a reward of
100,000 francs, no informer could be
bought.
Each morning in his mail the Ger-
man governor, who never knew what a
free press was, finds a copy of the
Belgian paper, which tells a story of
spade, which tells a story of spade,
and the crown prince a knave.
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 Satur-
day, while no other paper had it until
Monday morning.

Birth of News.
James Gordon Bennett discovered
news in the modern sense, and he re-
nounced 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
papers they got passed away. 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 paper then
began to pass from the editorial room
to the counting room to a considerable
extent.

Newspapers were not as subservient
to capital as they are today, or
years ago, for they had learned
that they could only live if they served
the public.

"The obligation of the paper is pri-
marily and lastly to the reader. There
are two lights to the pathway of the
editor, what the public wants, and
what the public should have. News-
papers were never more truthful and
closer to sound principles than they are
at present. They are the eyes, the
ears and to some extent the tongue of
the people. The newspaper casts its
beams into the dark places and crime,
vice and ignorance flies before it like a
mist before a summer sun."

It is to write the history of the day
that the public may know itself, its
virtues and its weaknesses," he added
in conclusion.

Urges Co-Operation.
Previous to the address of Mr. Duff,
Rev. J. A. Miller, who is in charge of
the Ontario Government employment
bureau here, made a plea for co-opera-
tion with the employment bureau, for
among other things, a letter of advice
would be added in this way. He had
found that it paid to advertise early in
the war, and he was glad to see that
the bureau was advertising here.

W. J. Lunt, in moving a vote of
thanks to the speaker, highly compli-
mented him on the excellence of his
address. He moved a resolution that
seconded the motion, a standing vote
of thanks was tendered Mr. Duff.

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the war, and he was glad to see that
the bureau was advertising here.

MEMBERSHIP GROWS,
CHURCH DEBT FREE,
DECLARE REPORTS

First Congregational in Flour-
ishing Condition.
GREETINGS TO EX-PASTOR
Members at Annual Meeting
Refer to Service Dr. Silcox
Rendered.

At the 56th annual meeting of the
members of the First Congregational
Church Dr. E. E. Braithwaite presided.
Reports were read from all the ac-
tivities connected with the church,
showing satisfactory results from a
busy year's service. An increase was
reported in membership, an increase in
the general income, missionary offer-
ings doubled, the church free of debt,
current expenses paid up, much of this
being due to the excellent work of the
Ladies' Aid and Women's Missionary
Auxiliaries. The Sunday school re-
ported, but falling off in membership,
but an increase in attendance, having risen
from 100 per cent in 1916 to 75 per cent
in 1917.

The death of Mrs. Silcox and subse-
quent resignation of the pastor, Dr. J.
R. Silcox, was feelingly referred to, and
hopes were expressed that a successor
might be found to the vacant position.
The members of the church and con-
gregation at the front were remembered
and names of the deceased were read
from several of whom the boxes of
comforts sent by the ladies and Sun-
day school.

The departure of Miss Winifred Ste-
ven for service with the Chislehurst
Mission in October last was recalled.
Dr. Braithwaite was thanked for his
pastoral assistance, and the retiring
officers were warmly praised for their
services, and were re-elected by ac-
clamation.

A vote of thanks was tendered to
the press for the publicity afforded, and
the members of the church and con-
gregation at the front were remembered
and names of the deceased were read
from several of whom the boxes of
comforts sent by the ladies and Sun-
day school.

The secretary was instructed to con-
vey to Dr. Silcox the greetings of the
church and congregation, and to re-
ceive from him the service rendered dur-
ing his brief ministry here being fully ap-
preciated by all present.

At the close of the year were appointed
as follows: Pastor (vacant); secretary,
F. W. Robbins; treasurer, R. John-

FOOT SPECIALIST on Bunions,
Fallen Arches, Corns, Etc.,
Coming to this Store

Monday, Tuesday, Wednesday
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.
Scholl, the recognized foot authority.

There is a
DR. SCHOLL
Appliance or Remedy for Every Foot Trouble

Come in and let him show you that the proper
fitting of the proper appliances will end all that
foot aches.

No charge whatever. Come and be relieved.

**DR. SCHOLL'S TOE-
FLEX, 50c EACH.**
Straightens crooked
toes, removes cause
of bunions.

**DR. SCHOLL'S
BUNION REDUCER,
50c EACH.**
Protects bunions or
enlarged joint.

COOK'S SHOE STORE

**DR. SCHOLL'S TOE-
FLEX, 50c EACH.**
Straightens crooked
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