STRUGGLE OF TELEPHONE PIONEERS RECALLED

First Ten Subscribers In London Were Secured After Hard Struggle Involving Months of Continuous Labor By "Veterans"

It was the year 1881. Little groups of the curious stood in front of what is now Kingsmill's department store and watched workmen going through strange manoeuvres on the the Ontario Loan and Debenture

Company building. Somebody asked somebody else what it was all about.

"They're putting in a telephone ex-change," one interested individual, a "veteran" of the business, explained. He was Elmer Johnson, chief telephone mechanic for the city of Boston, a tall pale person whose name is still known because he was one of

the first "experts" of that day. "Telephone," a native said con-temptuously. "There ain't no sich

Johnson smiled tolerantly. Perhaps he had a vision of the future of that "animal"—a future which is now regarded as the greatest industrial romance in history. But he said

That day in early July the first exchange London had ever known was installed. It was a crude affair compared with the marvelous telephon mechanics of the present. But it did its work. What is more important, it was the forerunner of a system which today is universally recognized as the biggest time and labor saving convenience in the world. Back in the early 80's the telephone

had not made much headway. Radio, future uses of the telephone. which was born but five years ago has developed 1.000 per cent faster than the telephone in a like period of time. When a courageous pioneer in 1880 tried to sell this epochal device to the city of London, his spirit was broken by the skepticism of the age, and he departed holding his hands up. "No sich animal" was the verdict of an incredulous public.

the baby. He is more or less confined to stuffy, badly ventilated rooms. It is so often stormy that the mother does not get him out in the fresh air as often as she should. He catches colds which rack his little system; his stomach and bowels get out of order and he becomes peevisl To guard again and cross. To guard against this the mother should keep a box of Baby's Own Tablets in the house. They regulate the stomach and bowels, and break tp colds. The new sales tax will not increase the price of Baby's Cwn Tablets, as the company pays the tax. You can still obtain the Tablets through any medicine dealer at 25 cents a box, or mail post paid from The Dr lliams Medicine Co., Brockville

A Gleamy Mass of Hair



Girls! Try this! When combing and dressing your hair, just moisten your hair brush with a little "Danderine" and brush it through your hair. The effect is startling! You can do your hair up immediately and it will appear twice as thick and heavy — a mass of gleamy hair, sparkling with

life and possessing that incomparable life and possessing that incomparable softness, freshness and luxuriance. While beautifying the hair "Danderine" is also toning and stimulating each single hair to grow thick, long and strong. Hair stops falling out and dandruff disappears. Get a bottle of delightful, refreshing "Danderine" at any drug or toilet

and freight office decided to install two phones so they could com-municate with one another more readily. Then the express company, Bank of Commerce, Bank of Baritish North America, McClary Manufacturing Company, McCormick Manufacturing Company, and others, took it up in rapid succession.

Find Subscribers.

Ten subscribers were found after a long period of solicitation, and finally a telephone exchange was in-stalled on the fourth floor of the Ontario Loan and Debenture building. Mr. Throop was appointed manager and Thomas Whiting superintend-

Equipped with Professor Graham Bell's original receiver, the telephone of the 80's was quite an efficient ma-chine. The wooden transmitter, however, was affected by changes in temperature just as radio is now. The mouthpiece was in the form of hole in the box.

W. J. Costello, superintendent of the Bell Telephone Company in Lon-don and one of the pioneers of the business, outlined some of the obstacles which confronted telephone engineering at that time. Almost every difficulty of service could only be corrected after long hours of ex-

hat it was a miserable-looking little pamphlet, containing the names of fourteen subscribers. The only private residence having a telephone in 1881 was that belonging to the late the last to install telephones. They the last to install telephones. They can be last to install telephones. They can be that Mr. Hunt also owned the first electric light in the city, he having founded the London Electric Company. A man of extraordinary vision, with a keen appreciation of the essential truth in the ancient adage, "Nothing is impossible" in M. Hunt in the ancient adage, "Nothing is impossible." manager of No. 5 division of the Bell Telephone Company of Canada, who in the accompanying article predicts a gradual world revolution predicts a gradual world revolution

Seven-Day Wonder.

His telephone was a seven-day The late B. J. Throop organized London into a telephone center. He and Thomas Whiting, afterwards manager of the Guelph exchange, ones who happened to come during a cone who happened to come the cone where ones who happened to come during a were appointed agents representing the Bell Telephone Company. It was in a cyalcal mood their job to get ten subscribers. Ten in a cyaical mood.

their job to get ten subscribers. Ten was then considered enough to start few private residents took up the But that first trail blazer, whose ame has been forgotten, planted a Whiting combed the city. Their first city. When the objective of 500 was



VIEWS OF TELEPHONE EXCHANGE.

These exchanges are working night and day in London that 12,000 telephone subscribers may enjoy condepartment in which more than 100 brass plugs to connect one drop to another. The subscribers annunciation operators connect station with station, the number of connections averaging more than 80,000 a day.

These exchanges are working night innous service the year around. Photographs show sections of the department in which more than 100 perators connect station with station, the number of connections averaging more than 80,000 a day.

The exercise of much tolerance and ingenuity that he and stable owners did not come to blows. At one village, Mr. Baulch offered a cabman some money to drive him a certain place. The man looked dangerous and refused with more emphasis than another. The subscribers annunciation with station, the number of connections averaging more than 80,000 a day.

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brass plugs to connect one drop to another. The subscribers annunci-ator at the exchange consisted of be corrected after long hours of experimentation, and frequently it would take years to determine the root of various mechanical troubles. In 1881, if you wished to telephone the Tecumseh House you would ask central for the hotel by name. Numbers were unknown until as many as 300 stations had been constructed. In 1882 the first directory card was printed.

"All telephone improvements have The last copy of the first London telephone directory has disappeared. Old timers will tell you, however, times with The Advertiser. "Underground wiring became assential early

Telephone Was Toy.

of thought and language through the future uses of the telephone.

Indicate the telephone dustrial and social evolution is confuture uses of the telephone.

Canased it for the chased it for the lower through the long-distance was considered a whim the telephone through the long-distance was considered a whim the long-distance was considered a whim the long-distance was considered a whim the long-distance was considered as which is the long-distance was considered as whim the long-distance was considered as which is the long-distance was considered as whin the long-distance was considered as which is the long-distance telegraph had gained such popular approval that long-distance telephoning took years to develop.
"The ultimate function of te phony has yet to be conceived," Mr. Costello went on. "Right now a man in London can talk to any place in the world through the repeater bulb, similar to that used in radio, and the Pupin coil. In time these phe-nomenal appliances, with the further exploitation of the cable, will enable any man to speak with friends in any man to speak with friends in New Zealand or Africa in five min-

But that first 'rail blazer, whose name has been forgotten, planted a seed which was destined to burst forth the following year into a timp bud. Another "organizer," impressed with the wonder of Alexander Graham Bell of the Tecumseh Hotel. This well-how life in the development of the the only one in Western Ontario to have such a rare contrivance. It would therefore attract travellers. Of course it could need to have been of any practical use when it was the only machine of its kind in the city. When the objective of 500 was tations were in the objective of 500 was convert was Charlie Davis, manager of the Tecumseh Hotel. This well-known old-timer succumbed to Mr. Throop's elquent persuasions because he saw real advertising possibilities in the telephone. His hodel would be the only one in Western Ontario to have such a rare contrivance. It would therefore attract travellers. Of course it could near contrivance in two would therefore attract travellers. Of course it could near contrivance in two would therefore attract travellers. Of course it could near contrivance in the cocasion.

The winter season is a hard one on the work of the set of the telephone in Brantford in London had Just about attained the first telephone in Brantford in London had Just about attained the first telephone in Brantford in London had Just about attained the first telephone Company here is of the devil' was printed to calebrate the cocasion.

At that time everything was printed to calebrate the control of the end of the etity when the object to the intrivance in London had Just about attained the first telephone of alexander Graham Bell invented the first telephone of three times that total was recorded in the city during 1823. Today the leght the city during 1823. Today the leght the city during 1823. The was at 1829, when the first real travellers of the devil' such the city during 1824. Since that date the trimphs of the promote are sent to the occasion.

At that time everything was printed to calebrate the city when the telephone

with the modern telephone so efficiently that you will be able to speak with a friend in China in a few minutes. A famous personage will die in Australia and local newspapers will appoint some

and refused with more emphasis than delicacy.

"You toffs are ruining my bus!nes," he exclaimed. "The telephone is goin' to put the stable trade on the rocks. I wouldn't drive you if the rocks. I wouldn't drive you if no one of the biggest features in conection with telephone service is that

system, making necessary to all na-tions the use of a common language, which will join all the peoples of the earth into one brotherhood," Mr. Beard declared. "Already wireless has been linked up with the tele-phone. Within a few years this sysradio stations for the transmission and reception of messages which will be heard alike by the transmitters

North America's supremacy in the task of convincing an incredulous But while it required eight years had become a necessity in village and to bring the number of city sub-

Ex. Comp. Vance of Inwood, Ex. 28,000 miles of wire in use to serve comp. Burleigh, Ex. Comp. Charles our London subscribers, 85 per cent

em will be perfected through the ompanies establishing permanent nd recipients."

B. L. Baulch, manager of the Northern Electric Company here, is

PIONEER SALESMAN.
B. L. Baulch, manager of the Northern Electric Company here. Mr. Baulch was the first salesman of electrical appliances of Western Ontario. He forecasts general use of the wireless telephone within a few earlier days.

Back in the first years of this cen

rural population that the telephone

Boyes; M. 4th V., W. C. Bradley;

supper was given. Addresses were given by Ex. Comp. M. Cameron, immediate past Z. of Strathroy Chapter, Comps. R. Williamson, Peter Garson, W. O. Erb of Watford, said. "Although we have more than

men.

Livery Stablemen Fought

New Innovation and

Feared It Would Bring

Ruin to Their Busi-

ness—Threatened

To Attack Sales-

to their interest.
"At one of these meetings a rather extraordinary prediction was made. I was explaining the telephone system to a group of men, and the question came up about the cost of telephone wires and poles. Just then an old man stood up and advised his colleagues not to put in an exchange, but rather to wait a while. He said by doing this the expense of wires and poles would be avoided, for it would not be long before the wireless telephone came into existence. Everybody tittered at the time, but there is no doubt the old man's phophesy will some day come

trie Company. Mr. Baulch is, of through or course, vitally interested in the de- week velopment of electrical appliances. The day is coming, he predicts, when entire homes will be heated by electricity.

Within ten years, N. Baulch, and virtually in the telephone and eness helieve the radio electricity.

The possibilities of radio have only been touched upon indifferently, Mr. Baulch claims. Experiments lately conducted indicate that within a few years electric power will be transmitted by radio without losing any of the conquest of distance by tele of its original force. Already this phone engineers to which "finis" may has been attempted and with some not be written for another century

"Radio," Mr. Baulch declared, "will shortly be as universal as the tele-phone. The Northern Electric Company is today devoting a great pro-portion of its resources to improvement of radio communication. In time the voice of a friend thousands of miles distant will be heard as

distinctly as if he were conversing with you in the same room." journer, L. Elliott; jun. sojourner, The promise which London holds W. C. Polley; M. 1st V., F. Gaunt; M. 2nd V., J. Blake; M. 3rd V., F. keep abreast and in preparation for extended service. According to Mr. Beard, the company will be able to After the installation an oyster meet the needs as they arise.

"Our engineering department ready provision has been made for much of this growth," Mr. Beard

said. "Although we have more than 28,000 miles of wire in use to serve Collins, Ex. Comp. Dr. Hamilton, and of that is underground. In this way outers. Miss Agnes Ferguson of London in making London a beautiful city spending a few days as the guest "We have a force of some 375 em-Canadian Press Despatch.

Brantford, Jan. 18.—Evered Hart
Of her counsin, Miss Eleanor Pepper.

Of her counsin, Miss Eleanor Pepper.

The least regulation of London a beautiful city is spending a few days as the guest ployees with an annual pay roll appropriate to the property of the

will die in Australia and local newspapers will appoint some reporter to "get the story." The reporter will call Melbourne, Australia and speak with relatives of the deceased.

Faith in Future.

"I have faith that we shall some day build up a great world telephone for convincing the public that the installation of an exchange was to their interest.

the rocks. I wouldn't drive you if you were dyin."

"To put in an exchange or not to was the question that worried all these small rural communities," Mr. Baulch said. "We held numerous organization meetings for the purpose of convincing the public that the installation of an exchange was to their interest.

No Difference Made.

"As a user of electric light or pow it makes no difference to me how many residents in the city make use of the same service. But as a telephone user it is a matter of great importance to me how many subscribers I can speak to. Thus th monthly and yearly increase in the number of stations adds materially to the value of my service.

The Bell Telephone Company i London, Mr. Beard said, handles 90, 000 local calls a day as a general average. There are about 79 long distance lines radiating from the rue."

Cheated by Electricity.

As manager of the Northern Electric Company. Mr. Baulch is, of to St. Thomas calls average 800

> in the telephone and electrical busi ness believe the radio and telephon will be linked up for the benefit of every subscriber. Epoch-making steps in telephone progress mark the development of the art and indicate the promise of the future. Yet they are but chapters in the great stor

WOMEN! DYE

Sweaters Waists Dresses

Diamond Dyes

Each 15-cent package of "Dia-mond Dyes" contains directions so simple any woman can dye or tint any old, worn, faded thing new, even if she has never dyed before. Chany color at drug store,-Advt.

With Gun Thrust In His Face Druggist In Windsor Defies Threat and Battles Attacker

J. Wilkinson's Presence of Mind Saves Large Sum in Open Safe.

C. H. BEARD,

BANDIT ESCAPES

Police Flier on Scene Immediately, But Assailant Disappears.

Canadian Press Despatch. Windsor, Jan. 18 .- Routing a gun-

man from his store single-handed at 35c "Danderine" does Wonders

for Any Girl's Hair

for Any Wilkinson, druggist, Bruce avenue and London street, prevented the robbery of a large sum of money which was in a drawer in an open safe at the rear.

Mr. Wilkinson was in the act of :30 o'clock Thursday night, Arthur

Mr. Wilkinson was in the act of putting away the day's receipts when the bandit entered the store. He made a casual inquiry about the time of a train and when the proprietor went to the rear of the store the bandit followed. Whipping out a gun Mr. Wilkinson was in the act of andit followed. Whipping out a gun rom his overcoat pocket, the in-ruder jabbed it in Mr. Wilkinson's ace and demanded money.
"Throw up your hands!" he com-

Mr. Wilkinson did not even reply but made a lunge at the gunman and grasped the arm that held the weapon. Wriggling himself free from the hold of the druggist, the bandit fled from the store. Mr. Wilkinson then picked up the telephone which was but a few feet away from the spot where he had been standing and sent in an alarm to the police. The flier squad was on the scene within a few minutes but found no trace of the bandit after making a thorough

ALLAN LATHAM M'CRAE OF

Special to The Advertiser.
Windsor, Jan. 18.—Allan Latham
McCrae, one of the prominent men of the border municipalities, died shortly after 11 o'clock this evening. known for his interest in athletics, and was Essex County representative of the Ontario Athletic Commission as boxing commissioner. For some Club, Walkerville. He was a son of the late John McCrae, who for many

earch of the neighborhood. WINDSOR DIED LAST NIGHT

The late Mr. McCrae was widely years he was president Beaver Boat years was division court clerk here. He was 64 years of age and is survived by his widow, Josephine O McCrae, one son, John W. of Uni-versity of Michigan, and one sister,

Helps Neighbor His Own Suffers Special to The Advertiser. Dorchester, Jan. 17 .- The ring-

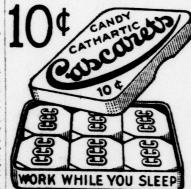
ing of the village fire bell about 8 o'clock last night called villagers, including Joseph Calvert, to the home of Mr. Joseph Dundas, where a chimney blaze was causing considerable anxi ty to the family. The blaze was extinguished before any damage was done. But a rather more serious state of affairs developed when Joseph Calvert on returning home found his own

chimney blazing merrily. The fire in this case had gotten through into a partition. The blaze was extinguished, however, before serious trouble developed.

insurance and real estate business

SICK, BILIOUS

Liver and Bowels



Feel fine! No griping or incon-venience follows a gentle liver and bowel cleansing with "Cascarets. Sick Headache, Biliousness, Gases a bottle of delightful, refreshing "Danderine" at any drug or toilet counter and just see how healthy and youthful your hair becomes.—Advt.

Versity of Michaellan, and one sister, Miss Edith McCrae.

During the war years the late Mr. McCrae was a member of the British secret service and made several trips

Versity of Michaellan, and one sister, Indigestion, and all such distress one by morning. For Men, Women and Children—10c boxes, also 25c and 50c sizes. Any drug store.—Advt.

FISHERY PLANT IS BRANTFORD BOY

Archie Mac Company of Port Evered Hartley Went Through Stanley Sustains Heavy Loss Early Ttoday.

Special to The Advertiser,

Port Stanley, Jan. 18 .- Fire of unknown origin totally destroyed the buildings and contents of the Archie Mac Fish Cc., Main street, at an went through a weak spot and was Mac Fish Cc., Main street, at an went through a weak spot and was hold a bonspiel.

early hour this morning.

The fire was discovered about two by the firemen. The fire was discovered about two a.m., but had made such headway that the fire department upon arrival could only confine their efforts to save the adjoining buildings. The whole equipment twine, nets, corks, etc., will be a total loss. The amount of the loss sustained by the company has not as yet been determined but will run into several thousand dolars. will run into several thousand dol-lars there being large quantities of twine, nets, etc., stored in the build-

ing for the winter.

The company's tug, Archie Mac was docked farther down the harbor house and other buildings of the Cooperative Fish Co. adjoining on the Attorney Hayward by direction of north side were only slightly dam-

VAGRANCY CHARGED. Special to The Advertiser.

Windsor, Jan. 18 .- Cecil McLaren, said by the police to have begged at the home of Magistrate W. E. Gundy and other residents of Windsor, was sentenced by Mr. Gundy to a term of three months in the county jail at Sandwich today, when he was con-victed of vagrancy.

THE **Highest Peak** By an exclusive process

cod-liver oil, the tonic-

wealth of Norway's seas in

SCOTT'S **EMULSION**

is made as palatable as cream SCOTT'S is cod-liver oil raised to and far more nourishing. the highest peak of efficiency.

Thin Ice While He Was Skating.

ILLEGAL RESTRAINTS SAID TO BE EXISTING

Action Is Taken Against Live Poultry Dealers' Protective Association.

Associated Press Despatch. New York, Jan. 18.-United States Attorney-General Daugherty, today filed a petition against the Live Poultry Dealers' Protective Association, Inc., and twenty-two of its officials and principal members.

trade prices throughout the country, REDUCTION IN TAX RATE IS COUNCIL OBJECTIVE

to exist in the business. Prices es-tablished by the association affect

The action was taken, Mr. Hayward

Special to The Advertiser

Petrolia, Jan. 18 .- Strict economy will be the slogan of the 1924 council. This was announced at the inangural meeting by Mayor Drummond. The council will begin in earnest next Monday night to carry out that platform. Last year the council lowered the taxes by five mills ,and it is likely the counc year will endeavor to lower the rate

At the regular convocation of Bruce Royal Arch Chapter, No. 53, G.R.C., the officers for the coming year were installed by Ex. Comp. Vance of Inwood, with Ex. Comp. Sherrin as director of ceremonies, as follows: First principal, Charles Collins; second principal, Fred W. Scarsbrook; third principal, Stanley G. Churchill; scribe N., Norman C. Hibbert; scribe E., J. E. Wismer; treasurer, Joseph Hacketh; prin. sojourner, R. Williamson; sen. so-

MANUFACTURERS LIFE INSURANCE COMPANY

GROWING BY MILLIONS

HEAD OFFICE, TORONTO, CANADA

1923

52 Millions **New Business** 246 Business in Force 12 Income 47 **Assets**

The amount set aside for the payment of Dividends to Policyholders in 1924 is the largest in the history of the Company.



Write for a copy of Annual Report.

Branch Office, 201 Royal Bank Building, London. W. H. HUTCHINSON, B.A., Branch Manager.