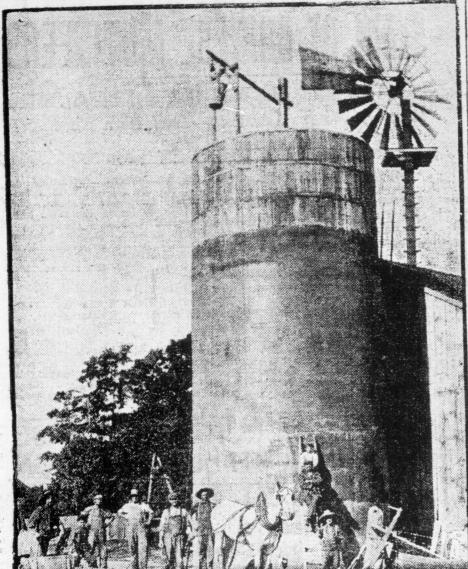
In the Ingersoll Dairy District Scores of New NEW 1912 SPRING WALL Silos Are Monuments to Good Business Methods

A PILLAR OF OXFORD'S PROSPERITY



About one year ago better met. ds of handling ensitage induced the condenserice, cearneries and cheese factories of Oxford county to allow its use in feeding cows whose milk is sent to the factories. As a result hundreds of vast concrete silos, like that shown above, are going up all over the county. The raising of corn has increased in direct ratio.

A WORD OF APPRECIATION

TO THE EDITOR OF THE ADVERTISER. ACCEPT MY CONGRATULATIONS ON THE VERY EX-CELLENT MATTER ON LAMBTON WHICH APPEARED RE-CENLY IN YOUR PAPER. THIS DISTRICT IS THE VERY FLOWER OF THE LAMBTON FRUIT BELT AND IS DEVEL-OPING RAPIDLY. COULD SHOW YOUR REPRESENTATIVE SOME INTERESTING "SIGNS OF THE TIMES" SHOULD HE

EVER CONSIDER A TRIP TO THEDFORD.

A. J. GRANT M. D. SECRETARY-TREASURER. THEDFORD BOARD OF TRADE.

INGERSOLL THRIVES ON DAIRYING INDUSTRY

Many Farmers Have Thousands on Deposit in Banks and They Are in Town Six Days a Week-An Absence of Idlers Is Noticeable

Oxford county.

"This is a six-day-a-week business

town," said George Jayne, secretary of

he board of trade. "In some other

places business languishes during the

week, and on Saturday the farmers

come to town and there is a big day.

Here conditions are different. Our

merchants do not have to depend on

Most every day is Saturday here.

the Saturday trade to make a showing.

farmers do not wait until Saturday to

come to town. For fifteen miles around

they are in every day with milk and

drive back past the stores. What

more natural when a man has money

in his pockets than that he should

spend it for the things which he needs?

Often, too, he takes home some little

luxury for the wife and children. So

everyone is satisfied. The storekeepe

loes a good cash business, and the

farmer and his family get what they

want when they want it, instead o

waiting a week, or maybe two, until

comeone gets around to drive to town Farmers Support Banks.

shere. In fact, the greater part of

eir deposits comes from the farmers

thousands on deposit, besides owning

fine farms with improved buildings

"Of course, the wholesale utilization

of milk in cheese factories, conden

series and creameries together with

he concentration of farmers on the

dairying industry to the exclusion of

some other places," said a local bus-

to the town from the same industry

All our industries, many of which are

to make the prosperity of the town.

ENGLISH FIRM TO BUILD ROAD.

Railway, work on which, it is expect-

ed, will be started this spring. Nego-

HIT BY GAS SHORTAGE.

[Canadian Press.]

tiations are now under way.

to artificial gas again,

But this is more than

ther branches, makes the cost

living here a trifle higher than

and herds of standard dairy cattle.

this vicinity. Many of them have

tores either.

inessman.

All the money is not left in the

The ranks get their

"The reason for this is that our

[By The Advertiser Commissioner.] ing condition of the dairy industry in Ingersoll, March 5 .- A visit to Ingersoll taverns serves to throw considerable light on the prosperity of the place and the country surrounding. At first glance these hostelries appear like any other well-kept public houses in small towns. On observing more closely, however, one finds that somedawn on one, the bars and sitting rooms are empty of loungers. As with the hotels, so with streets and corners,

In the first analysis there seems no direct relationship between this state of affairs and the farming community of Oxford, but a little thought causes one to see that here is a pretty good index to the prosperity of the town and the agricultural district which to a large extent supports it. The businessmen and workers of Ingersoll and the farmers who do business with them are too busy making money to spend much time in bar rooms or on street corners. When they have business at a hotel, they go in, spend their money, and get out again.

idlers are conspicuous by their ab-

Business Six Days a Week. Businessmen are inclined to attribute this enviable state to the thriv-

TIME TO WAKE UP!

To the Editor of The Advertiser: You are doing Ontario and its native populace an inestimable amount of good by your endeavor to disabuse minds of the people of the false glamor of the West, and its presumptious claim of vast superiority over our own province. The western provinces, no doubt, present rare opportunities and are destined to become great and prosperous regions, but considering everything they can never outstrip Old Ontario, and it is time we more generally wakened up to that fact and not lose faith in and loyalty to our own, the oldtime farmer province.

I have long been in sympathy with the "Stay in Ontario" cry and have been preaching it at all opportunities.'

EDGAR M. ZAVITZ.

PROVES THAT OXFORD GROWS FINE PEACHES

Ingersoll Man Gives Up Drug Business and Devotes Himself to Fruit Ranching-Attains a Reputation in Remarkably Short Time.

Ingersoll, March 5 .- A lot is being said newadays about the tired bus-Musical comedies are. written for his benefit, physical culture experts, pugilists, preachers and have all come forward with remedies pense with the qualifying adjective. for his supposedly pitiable condition. He is earnestly beseeched to eat sawdust biscuits, give up coffee, drink mineral water, walk five miles per day, make a garden, take a few Swedish

\$500 MONTHLY FROM ONE HERD

Oxford County's Cows Have men that thriving municipality. Built Many a New House and Barn.

Distributes Sum of \$25,000 Monthly Among the Dairymen of the District.

[By The Advertiser Commissioner.] Ingersoll, March 5 .- "Future improvement in the dairying industry will be along the lines of quality rather than quantity," said Mr. R. B. Hutt, of the St. Charles Condensed Milk Company yesterday. "Although there is still plenty of room in some parts of the county and district for 2 or 15 miles around Ingersoll has, I think, about all the cows it will stand Farmers are now turning to the improvement of the breeds. They are endeavoring to produce a strain which will produce the highest possible quantity and quality of milk per an-

"When we started here eleven years ago farmers were satisfied with any old kind of dairy animal, providing it was the 'female of the species.' Now they have about all the nondescript animals they can afford to keep and milk and more of it. At first there was a tendency toward the raising of horoughbred strains, but lately as become simply a question of the animal which will produce the most oney on a given quantity of feed. This, I think, will continue to be

he trend of the industry, not only in exford, but all over the Dominion. "In regard to the chances of sucess in dairying, I can best illustrate rom our own figures. The first day ur factory started eleven years ago, were using 3,500 pounds of milk Now we use something like 0.000 pounds, and expect to be up to 100,000 soon. Among our 333 dairies within a radius of 12 or 15 miles of Ingersoll, we monthly distribute \$25,-000 Our largest patron receives \$500

"Of the farmers who started with us and have continued sending in their milk up to date there is scarcely one who has not built a new house, erected large barns, or bought more land. Many have done all three. And as yet, we are but a small factor as compared to the cheese industry.

Mature Corn Necessary. "Last year we found it possible to allow the feeding of ensilage during the winter months to the cattle in our dairies, and this has opened up a new feature of dairying. The first ensilage used in this county was made from immature corn which fairly rot-They get their money and ted in the silos. It was so sour that it tainted the milk, and we found it necessary to prohibit its use. Now, the farmers have learned to Continued on Page Three.

[By Arthur C. Bowman, Advertiser exercises, go in for golf, see the pa-fama girls in the "Isle of Bunk," and learn how to relax."

Mr. George Ianson, of this town, thinks he has something better than any of the aforementioned diversions. Not that Mr. Ianson is a "tired bus iness man." He might have bee once, but to accurately describe him professors in the great universities as he is today, it is necessary to dis-

Saw a "Neglected Opportunity." Tiring of one business he has sim oly turned to another with the result that he has not only worked out his own problem, but has opened the eyes of his neighbors to some of their neglected opportunities, and is playing a large part in opening up hitherto unthought of agricultural opportun ities in the County of Oxford.

For many years Mr. Ianson conduct ed a drug store in the town of Ingeroll. He was up-to-date, gained and held a large trade, and was regarded as one of the most successful business-But as the years went by he felt the call of the soil. He wanted to get back to the land.'

About seven years ago he bought a small farm about half a mile from WHAT ONE FIRM DOES the outskirts of the town. On a side hill he planted 200 peach trees. Then about remodelling the house and tarns, set out berry bushes and generally improved the whole place. little more than a year ago he disposed of his business in town and moved out to the country place to enjoy the fruits of his labor.

A Crop of Sixty Bushels.

There are many people who will tell

ou that peaches cannot be grown successfully away from the lakes; Mr. Ianson knows better. His first crop harvested last summer was 60 bushels. And out of his 200 trees only about 75 were at that time sufficiently matured to bear a full crop. Next year he expects a much larger yield. While much fruit from the Niagara district and other famous peach-producing sections was damaged by hail his product was the finest quality and he had no difficulty in disposing of his entire crop at fancy prices. So great was the demand among his own neighbors that he was forced to turn away scores of would-be customers.

Mr. Iason now owns the largest peach orchard in the county, and he s setting out more trees. This spring on low lying land not fitted for the He has faith that Oxford large fruit. county is destined to excel in other nes than dairving.

Matter of Taking the Trouble. "Peaches will grow in this county is well as any other when the land s right," said the pioneer orchardist o The Advertiser representative. "You will find many people who will tell you that it is too cold here to grow even apples simply because they never took the trouble to plant trees and find out. If they did plant trees they did not give them the proper care. Peaches will grow well on the side hills in certain sections of this county and cherry trees will grow on the lower lands where the ground is too dense for peaches. My orchard is on side hill exposed to every north wind that blows and I will give you a dollar for every dead of blighted tree you My trees are sheltered to me extent by my berry bushes, but peaches will stand a temperature of 22 degrees below zero in winter. It is only the spring frosts that injure

There is much of Oxford county that is as well fitted for fruit growing as the district around Grimsby. Already they are growing peaches and other fruits in a small way near Woodstock.

When are you coming to town again, George," inquired a friend who companied The Advertiser man view Mr. Ianson's orchard. for? I am satisfied here," was the re-

BRITISH LAND SPECIALISTS ARRIVE

[Special to The Advertiser.]

Tilbury, March 6 .- The new British settlers, who are to go into the busness of raisir onions and other vegetables in this district, are arriving teadily, and many have already moved into the new homes which have been rected by the syndicate which is behind the development project. All the new comers are practical farmers, and as soon as pos

sible they will commence operations on the land. Big results are looked for the next few years from this enterprise and it is expected that it will boom bis portion of Kent as it has never been boomed before

The Windsor Record Indorses "Stay In Ontario" Campaign

From time to time the Record has made up by the benefit; which accrue argued that Ontario was good enough, and has pointed out that there were dependent upon or closely related to better opportunities here than in the trict and advertise Norfolk apples. dairying industry, are on a stable producing agricultural pasis and pay good wages. The dairies, west more than anything else, have helped

county council in appointing a pub- started soon, and after the campaign [Canadian Press.] licity committee and making an apgets under way the residents of the Niagara Falls, Ont., March 6.—An propriation, although meagre to be county will begin to see the benefits. English firm will likely construct the productive of the best results, to promote Essex County and attract for our young men right here in Essex. Niagara Falls, Welland and Dunnville new settlers.

"Stay in Ontario" slogan, which magnificent market right at our very might well have been started before doors. this by the press of this banner province. However, it is not too late to in connection with other places in Western Ontario, Galt attract our share of the thousands of movement. All parts of the county

in Lambton County.

There need be no petty jealousies other places in Western Ontario, Galt has been hard hit by the gas shortage this year. The manufacturers have been particularly handicapped and unless the council gets some positive assurance of a centinual angular development has been hard hit by the gas shortage immigrants pouring into this countinual will be enriched. There will be no distinction between the south and the north ridings. What we want is to establish a name for Essex County and unparalleled advantages.

ture of \$1,000 has accomplished so much for the county that the association is now asking for \$5,000. Norfolk County recently made a substantial grant to boom that dis-

Warden Montreuil is chairman the Essex County Council committee One of the effects of this campaign to portray the advantages of Essex has been a wise step taken by the County. Active work will no doubt be

There are unsurpassed opportunities The London Advertiser has taken mate; we have all kinds of transupport and has started a portation facilities and we have a dry spell the clover was an excellent We have the soil; we have the cli-

St. Paul's Church here. He is a sonand unless the council gets some posi-tive assurance of a continual supply, arrangements will be made to return

PAPERS ARE HERE

Style and Quality are notable teatures of our New Wall Paper Display. Even in the selection of the lower-priced papers these two vital considerations were before us. In order that we may lead rather than follow, we keep in close touch with the world's best producers and fully informed as to the changing ideas and tendencies in the art of wall decoration, and carry an unlimited range in both domestic and foreign productions. This means that our stock covers a very broad field of artistic papers, which will be found in harmony with the very newest drapery fabrics, rugs, furniture, and other home furnishings now in vogue.

The distinct individuality which is a strong characteristic feature of this display will give the walls a character and originality which will add greatly to the value of the room's turnishings, a most important consideration, as even the best draperies, carpets, etc., loose much of their beauty if the walls are not properly treated. The walls are the background for the whole setting of the room, and it is in this our wall paper experts (who make a continuous study of harmony and color effect) could render you invaluable service freely-no charge for suggestions and ideas. We mention a few of the different papers represented in our new stock, and invite your inspection of the entire line while complete.

Estimates Given On All Kinds of Interior Decorating

With our own staff of expert painters and decorators we are prepared to execute all kinds of interior decorating, and will be pleased to furnish free an estimate on any work you contemplate having done this spring.

Satisfaction Guaranteed

We employ none but firstclass skilled workmen, and all work undertaken is guaranteed. Decoration schemes will be submitted with estimate for the newest ideas in decoration for the different rooms. Consult our Wall Paper Man.

Third Floor.

FOR THE DRAWING-ROOM-A very handsome variety of two-tone silks, with beautiful floral patterns, in greens, blues and champagne grounds, at from, per roll.. 20¢ to \$1.00

Also a large variety of gilt pattern papers, some with crown decorations, others with beautiful friezes. These

FOR THE DINING-ROOM-An endless variety consisting of beautiful floral and fruit tapestry papers, cutout and straight borders, in both fruit and oriental designs, with plain grounds to match. Also a large selection of imitation leathers with panel strapping and ornaments to match. Prices, roll......8¢ to 75¢

IN THE LIVING-ROOM-An elegant selection of crown panel papers, with base decorations to match, also a large variety of plain papers in leathers, velours, crepes, silk fibres and blended grounds, all of which have panel strappings to match. Also a complete stock of beautiful pattern papers in colonial, oriental and other designs, in browns, tans, greens, blues, etc. Prices, roll. 10¢ to \$1

FOR THE BEDROOM-We are showing a great variety of beautiful floral effects, also large variety of plain papers, with cut-out borders and panel decorations to

Also just received a number of Chintz Bedroom Papers, all of which have draperies to match, a stock of which we

A complete stock of Varnish Tiles for kitchen and bathroom. Get our prices on Burlaps, Room Moldings and Plate Railings.

Wall Paper, Carpets and Furniture-Third Floor.

LADIES' NEW SPRING COMBINATION UNDERWEAR THIS WEEK

We are showing a complete range of Ladies' Combination Underwear this week in all the different varieties and weights, in both cotton and lisle. It is most important in having your new spring dresses fitted that they be fitted over the corset model and underwear which you adopt for the season's wear.

Fine Ribbed Cotton Combinations, low neck, sleeveless, lace yoke, tight knee or umbrella drawers; suit

Fine Ribbed Lisle Combinations, low neck, plain top, sleeveless, umbrella drawers, lace trimmed (new cut); suit 75¢ and \$1.00 Fine Ribbed Lisle Combinations, low neck, sleeveless, lace yoke, umbrella drawers, lace trimmed suit\$1.35 Fine Swiss Ribbed Mercerized Cotton Combinations, low neck, sleeveless, tight knee, suit \$1.50

Fine Swiss Ribbed Lisle Cominations, low neck, sleeveless, hand crocheted yoke, umbrella drawers, lace trimmed; suit \$1.75 Ladies' Knitted Underwear-Main Floor.

Switches, Puffs and Curls Made From Your Combines

Save Your Combings. Switches, Puffs and Curls Made to Order.

ALSIKE A SUCCESS ON MANY FARMS

Splendid Clover Crops Reported from the Clandeboye District.

[Special to The Advertiser.] Clandeboye, March 5 .- The farmers in this locality have been having such great success in growing alsike and red clover during the last few years Like the dead man whose friend came to that they are becoming more or less pay him the five dollars that he owed enthusiastic about it. There has been much alsike shipped

from this point by Mr. J. Trevithick, some going to Chicago and some to Toronto. This year's crop was a large yield

and some farmers are trying out a new scheme. They prepare the ground he same as for fall wheat and shake the seed on it in time for it to germinate and grow before the winter sets in. The clover does not seem to need very much moisture and while the

NEW WOODSTOCK RECTOR. [Special to The Advertiser.] Woodstock March 6.-Rev. Brewin, of Christ Church, Brighton, England, has been appointed rector of

Reawakening Signs

WAKING UP THE AMERICANS. A year ago a few farmers interested a the agricultural development of the County of Lambton appeared before the body which corresponds to the board of supervisors over here and asked for \$1,000 "to be used in advertising the resource of the county." Just think of it! Suppose a few farmers of St. Clair County would-if they could-come to the board of supervisors and ask for \$1,000 to advertise the resources of St. Clair County. 'we might arise the while, but we'd drop dead again."-Port Huron Times Herald.

THEY KNOW A GOOD THING. A syndicate is securing options on orchards and bare land in this district with the idea of fruit growing on an extensive scale. Thamesville Herald.

A representative of an English syndicate is here taking options on farms. -Leamington News.

NOT SO SLOW.

And, by the way, they are now plan-ning on an expenditure of five million dollars on good roads in Ontario, and they propose to invite the American automobil drivers over there for a spin. Why? Oh, those "slow" Canadians figure that when some Americans see their good roads and their fine farm lands they will come over and buy a farm or two. Oh, no, they're not so slow .- Port Huron

MORE PUBLICITY. The Thedford Board of Trade has is revised.

title "Ten reasons why Lambton County is a coming fruit district.'

TEACHERS ARE ACTIVE.

W. H. Johnston, secretary of the West Huron Teachers' Association has issued circular letter to all teachers of the ownship, urging them to use their influence to promote improvement in agriulture and living conditions throughout their districts.

Some Fox Hunt

[Special to The Advertiser.]

Mossley, March 5.—The in-telligence flashed over the telephones that a rosy fox had made its debut from its ren-dezvous in the recesses of jungles adjacent to the quaint village of Mossley, whereupon a quartette of nimrods equipped with blunderbusses, supplemented with a phalanx of canines as an aide-de-camp, kept up a fusiliade of shots, which facilitated ostensibly the flight of the dexterous souvenir seemingly. After exhaust-ing the cartridges, the phalanx of caninies captured the trophy after a lapse of three days.

LISTS MUST BE REVISED.

[Canadian Press.] Regina, Sask., March 6.—The Government announced last night that no provincial election will be held in Saskatchewan until the lists have beer