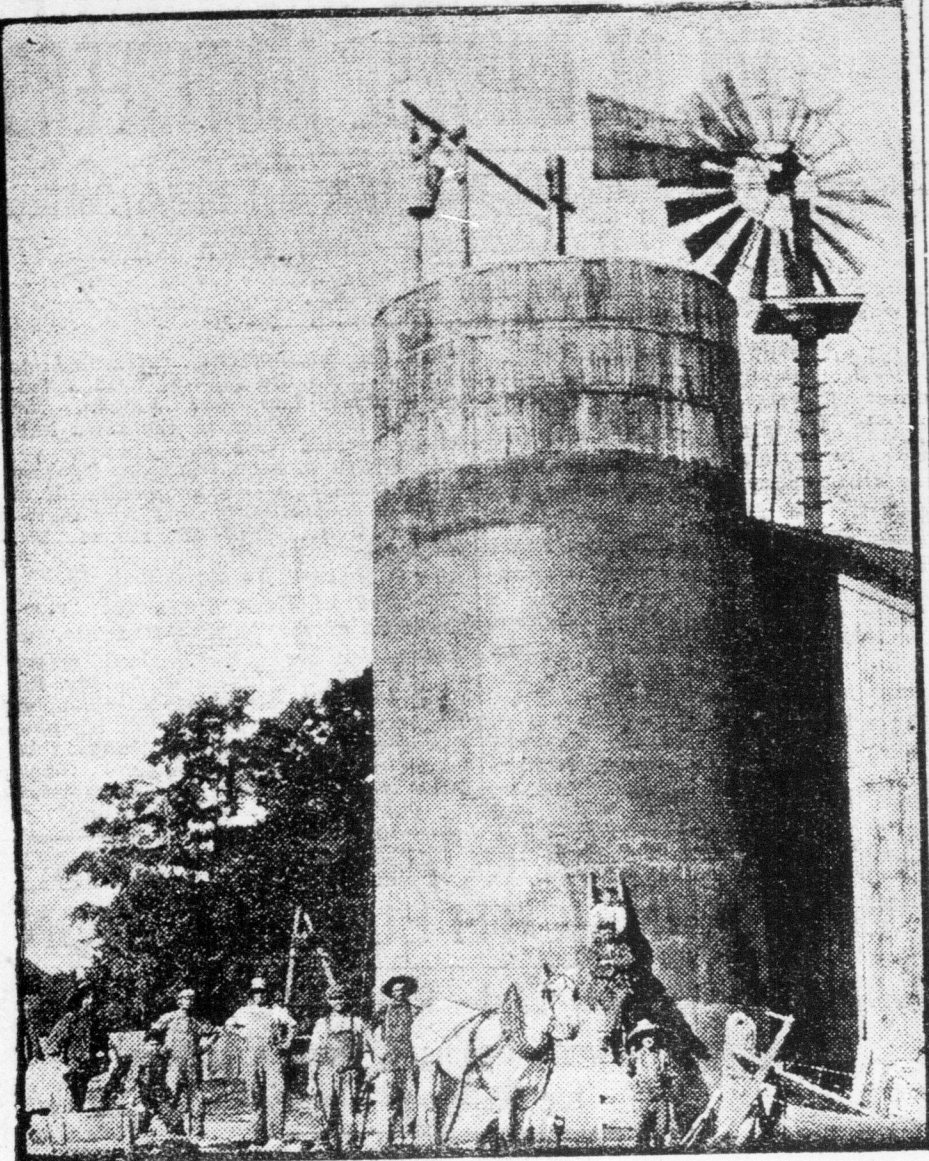


In the Ingersoll Dairy District Scores of New Silos Are Monuments to Good Business Methods

A PILLAR OF OXFORD'S PROSPERITY



About one year ago better methods of handling ensilage induced the condenser, creameries 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 EXCELLENT MATTER ON LAMBTON WHICH APPEARED RECENTLY IN YOUR PAPER. THIS DISTRICT IS THE VERY FLOWER OF THE LAMBTON FRUIT BELT AND IS DEVELOPING RAPIDLY. COULD SHOW YOUR REPRESENTATIVE SOME INTERESTING "SIGNS OF THE TIMES" SHOULD HE EVER CONSIDER A TRIP TO THEFORD.

A. J. GRANT M. D.
SECRETARY-TREASURER.
THEFORD 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

[By The Advertiser Commissioner.]

Ingersoll, March 5.—A visit to Ingersoll town serves to throw considerable light on the prosperity of the place and the country surrounding it. At first glance these hostilities appear like any other well-kept public houses in small towns. On observing more closely, however, one finds that something is missing. Then it begins to dawn on one, the bars and sitting rooms are empty of loungers. As with the hotels, so with streets and corners, idlers are conspicuous by their absence.

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.

Business Six Days a Week.
Businessmen are inclined to attribute this enviable state to the thriving condition of the dairy industry in Oxford county.

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 the minds of the people of the false glamor of the West, and its presumptuous 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 old-time 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.
Coldstream.

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.

[By Arthur C. Bowman, Advertiser Commissioner.]

Ingersoll, March 5.—A lot is being said nowadays about the tired business man. Musical comedies are written for his benefit, physical culture experts, pugilists, preachers and professors in the great universities have all come forward with remedies 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 Built Many a New House and Barn.

WHAT ONE FIRM DOES

Distributes Sum of \$25,000 Monthly Among the Dairywomen 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. B. B. Hut, of the St. Charles Condensed Milk Company yesterday. "Although there is still plenty of room in some parts of the county and district for 12 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 animal."

"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 they are scientifically breeding for milk and more of it. At first there was a tendency toward the raising of thoroughbred strains, but lately it has become simply a question of the animal which will produce the most money on a given quantity of feed."

"This, I think, will continue to be the trend of the industry, not only in Oxford, but all over the Dominion."

"In regard to the chances of success in dairying, I can best illustrate from our own figures. The first day our factory started eleven years ago we were using 3,000 pounds of milk daily. Now we use something like 60,000 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 monthly."

"Of the farmers who started with us and have continued standing 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 impossible 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 rotted in the silos. It was so sour that it tainted the milk, and we found it necessary to prohibit its use. Now, however, the farmers have learned to

BRITISH LAND SPECIALISTS ARRIVE

[Special to The Advertiser.]

Tilbury, March 5.—The new British settlers, who are to go into the business of raising onions and other vegetables in this district, are arriving steadily, and many have already moved into the new homes which have been erected by the syndicate which is behind the development project. All the new comers are practical farmers, and as soon as possible they will commence operations on the land. Big results are looked for in the next few years from this enterprise and it is expected that it will boom this portion of Kent as it has never been boomed before.

The Windsor Record Indorses "Stay in Ontario" Campaign

[Windsor Record.]

From time to time the Record has argued that Ontario was good enough, and has pointed out that there were better opportunities here than in the west for producing agricultural wealth.

One of the effects of this campaign has been a step taken by the county council in appointing a publicity committee and making an appropriation, although meagre to be productive of the best results to promote Essex County and attract new settlers.

The London Advertiser has taken up the campaign and has started a "Stay in Ontario" slogan, which might well have been started before this by the press of this province. However, it is not too late to attract our share of the thousands of immigrants pouring into this country and so build up a mighty race of people in this district of fertile land and unparalleled advantages.

Agricultural development has been stimulated by a publicity association in Lambton County. The expenditure

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 district and advertise Norfolk apples.

Warden Montreuil is chairman of the Essex County Council committee to portray the advantages of Essex County. Active work will no doubt be started soon, and after the campaign gets under way the residents of the county will begin to see the benefits.

There are unsurpassed opportunities for our young men right here in Essex. We have the soil; we have the climate; we have all kinds of transportation facilities and we have a magnificent market right at our very doors.

There need be no petty jealousies in connection with the publicity movement. All parts of the county 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 in particular and Ontario in general. The first thing for us to do is to become enthusiastic ourselves.

NEW 1912 SPRING WALL PAPERS ARE HERE

Style and Quality are notable features 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 furnishings, a most important consideration, as even the best draperies, carpets, etc., lose 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 first-class 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... 20c to \$1.00

Also a large variety of gilt pattern papers, some with crown decorations, others with beautiful friezes. These range from, per roll... 8c to 30c

FOR THE DINING-ROOM—An endless variety consisting of beautiful floral and fruit tapestry papers, cut-out 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... 8c to 75c

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... 10c 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 match. Prices, roll... 5c to 60c

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

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, high neck, short sleeves, tight knee; suit... 50c
Fine Ribbed Cotton Combinations, low neck, sleeveless, lace yoke, tight knee or umbrella drawers; suit... 65c
Fine Ribbed Lisle Combinations, low neck, plain top, sleeveless, umbrella drawers, lace trimmed (new cut); suit... 75c 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 Combinations, 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 Combing.

SMALLMAN & INGRAM LIMITED

Save Your Combing. 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 that they are becoming more and more 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 the 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 grain crop was not very good in this locality this year on account of the dry spell the clover was an excellent crop.

NEW WOODSTOCK RECTOR.

[Special to The Advertiser.]

Woodstock, March 5.—Rev. F. H. Brewin, of Christ Church, Brighton, St. Paul's Church here. He is a son-in-law of the late A. G. Blair, and has visited Canada many times. He will take up his duties about May 1.

Reawakening Signs

WAKING UP THE AMERICANS.

A year ago a few farmers interested in 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 resources 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. Like the dead man whose friend came to pay him the five dollars that he owed "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 planning on an expenditure of five million dollars on good roads in Ontario, and they propose to invite the American automobile 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 Times Herald.

MORE PUBLICITY.

The Theford Board of Trade has issued

and is distributing hand bills, entitled "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 a circular letter to all teachers of the township, urging them to use their influence to promote improvement in agriculture and living conditions throughout their districts.

Some Fox Hunt

[Special to The Advertiser.]

Mossley, March 5.—The intelligence flashed over the telephone that a rosy fox had made its debut from its rendezvous in the recesses of jungles adjacent to the quaint village of Mossley, whereupon a quartette of nimble-rods equipped with blunderbusses, supplemented with a phalanx of canines as an aide-de-camp, kept up a fusillade of shots, which facilitated ostensibly the flight of the dexterous sovereign. After exhausting the cartridges, the phalanx of canines 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 been revised.