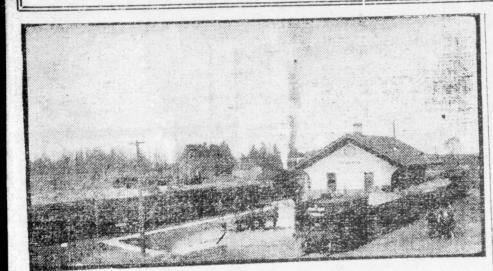
-Stay In Western Ontario!-

Stay In Alvinston, Where Farmers and Businessmen Are Working For a Greater Province—Land Cries Out For Men.



LOADING SUGAR BEETS AT ALVINSTON. These Roots Are Foremost in Boosting the Farmer's Bank Account.

ALVINSTON CITIZENS PUT SHOULDERS TO WHEEL OF PROGRESS

Progressive Element Declares For The Advertiser Campaign For New Era in Western Ontario Agriculture.

[By Arthur C. Bowman, Advertiser Commissioner.]

Alvinston, April 12.—After years of "conservative" advance Alvinston and its surrounding district are rubbing their eyes and beginning in a more or less subdued way to proclaim advantages as an agricultural district. Unless the signs go wrong, the murmur of awakening industry which is arising from Alvinston will soon develop into a loud song of prosperity. Like nearly every other community in Western Ontario these days, Alvinston is touched with that spirit of unrest, which is turning forgotten pastures into fertile fields, and once neglected sand land into peach orchards. More fortunately situated than some of its neighbors, its citizens feel that it is destined to play a large part in the agricultural rejuvenation of the province.

AGITATION IS WELL RECEIVED.

The "Stay in Ontario" movement meets with a cordial reception here, and there has arisen in the community a spirit of selfanalysis, a study of the problems which confront the farmer and fruit grower, and a hopeful spirit of enterprise, which aims at the development of a pull-together movement of businessmen and 'armers. Everyone seems to be willing to get behind and push.

Leaders in the movement for a better Alvinston are men of prominence in the community; conservative citizens who have They are not men who are engaged in promoting "wild ca real estate schemes, but respected citizens who from long familiar ity with conditions and intelligent observation have become fille with an abiding faith in the future of the community in which they live. They have studied its needs and now, touched with the revival spirit which is bringing Western Ontario into its own, He is attempting to form a Co-opera are working fogether to place before the outside world the advantages and opportunities offered by their district to city men looking for a home in the country, capitalists with money to invest and immigrants seeking an opportunity to carve out a home in a new country.

THE PROGRESSIVE SPIRITS.

For instance, there is D. I. McEachern, a lumber manufaccurer and lifelong citizen of Lambton, who used to go on pillaging expeditions into the neighboring sugar bushes with Hon. W. I. Hanna long before the provincial secretary turned his attention to law-making. Mr. McEachern, as president of the Alvinston and Brooke Fruit Growers' Association, has done much to make the product of his native orchards known for its excellent quality, and has helped to place the industry on a highly-organized business basis. President J. C. Bimdner, of the board of trade, seconded by the secretary, Alexander McPhail, who is also postmaster, have interested capital in the wonderful sugar beet production of South Lambton farm lands and the prospects are that a factory calculated to handle double the present production of beets will soon be erected in Alvinston.

AMERICANS TAKING NOTICE.

Reeve John McCallum is devoting much of his time interesting American land companies in the possibilities of farms in his township. Each and every one has faith in home opportunities, and with others, they form the nucleus of one of the livest "booster few large orchards and here, as elseclubs" the Province of Ontario ever had.

Best of all, there is plenty to "boost" without stretching a of Ontario, the growth of the industry single point. Land, some of the finest in the province, is still is more advanced by means of better available at reasonable prices, although it has gone up 30 per cent. during the past year. Sugar beets, canners' produce, corn and than by the planting of new trees. fruit are making a comfortable living for scores of farmers, and there is plenty or room for scores of others.

In no place in Ontario can there be found a better field for intensive farming, and two railroads give best shipping facilities to all parts of the country. Like many other places all over this western country, the land is there, the opportunities are there, amazing. For instance, Mr. D. J. Mc-

The men alone are wanting. PUBLICITY AND MEN NEEDED.

"We need two things here, proper publicity and more labor, son. Although the last two years have said Mr. J. C. Bimdner, in speaking of the agricultural situation. been rather unfavorable for apples, "Such publicity as is given by The Advertiser is of inestimable Mr. McEachern's 60 trees have given value. So far we ourselves are scarcely awake to what we have here. When outsiders know what we have they will come to in- business is the revenue derived from is a large and growing one." vestigate. More labor means larger population and smaller evaporated apples. The money refarms. We have too much pasture land. Many of our larger practically clear profit, as the fruit farms have not the men to work them as they should be worked."

"I think some of our farmers are taking life too easily for the good of the country," said Reeve John McCallum. "They as feed for stock. Mr. H. L. Bimdner make an easy living as they are and do not go in for improvements. There is too much of the "let well enough alone" attitude. That the community is prosperous can be demonstrated by a drive eight miles from the village at through the country at any time of the year. A look at some of \$3,104 88. From 30 to 60 cents per through the country at any time of the year. A look at some of the splendid buildings, which adorn our farms, give ample evidence fruit, and every part is used, even to of the productiveness of the soil. But the country while at present the cores and peelings, which are ship supporting many in affluence is capable of supporting as many and "champagne." more. There is plenty of land for sale at \$71 to \$75 per acre, and now is the time to get in on the ground floor, for as people begin to appreciate the possibilities of this section land values will rise more and more. I myself can remember when land recently pronounced worth \$125 per acre by an American visitor was selling for \$15. Many of the farms available are practically new land, and the kind that give maximum production in return for the minimum of labor."

GIVE US YOUR IDEA

Some time ago The Advertiser suggested the formation of a central publicity body for the purpose of properly advertising the advantages of Western Ontario. In Lambton County and elsewhere local publicity associations have already accomplished much, and in the opinion of many, the time is ripe for larger work along this line. We should be glad to publish opinions of our readers on this or any other question pertaining to the needs of rural Ontario. We invite our readers to discuss with each other through our columns the best means of bringing Western Ontario lands to the front.



D. J. McEACHERN. tive Association Among Lambton Fruit Growers.

EXPERT CARE IN GROWING APPLES

Farmers in Alvinston District Come to Realize Orchard Values.

OLD TREES REVIVED

Fruit Yield of District an Important, Those of the association who are Factor in County's Resources.

[By The Advertiser Commissioner.] Alvinston, April 12.-The territor surrounding Alvinston produces thousands of barrels of apples each season. The quality of this fruit is particularly high, and Alvinston apples are always in demand by dealers. There are where, in the apple growing districts methods in caring for old orchards Nearly every farmer has a few apple

trees, and, all told, the production of the district cuts a very large figure in the agricultural wealth of Lambton. The yields of some of the older trees, when properly cared for, are Eachern has one tree which produced nine barrels of apples in a single seanim good profit.

An important feature of the apple handled by the evaporators consists of windfalls, or inferior fruit, which otherwise would be of no use, except who operates an evaporator at Alvinston, gives the amount paid by his company to farmers within a radius of hundredweight is paid for this class of

Only One "BROMO QUININE," that is Laxative Bromo Quinine Cures a Coldin One Day, Grip in 2 Days

AMERICANS BUYING LAMBTON LAND

Men Who Colonized Kent Secure Many Options Near Town of Alvinston.

CORN CROP INCREASING

Southern District of Lambton Promises to Rival Neighbors in the Production of Cereal.

[By The Advertiser Commissioner.] Alvinston, April 12.—Corn growing becoming a leading activity in this einity, and if the yield continues to crease. South Lambton will soon ival Essex and Kent in the production this cereal. The greatest increase has taken place during the past three years. At present the Straus Land Company, an American corporation, which has operated largely in Kent and Essex Countles, is securing options n many large farms with a lisposing of them to corn farmers from the Central States.

All farms secured by this company are thoroughly overhauled. Fences re straightened, buildings repaired and low acres underdrained before the and is placed on the market. In Esex and Kent many acres of land, so

aken in corn culture the Brooke and lvinston Agricultural Association has rected a hall to be used for its annual agricultural products. The structure could be done again. Farmers find that I have three houses in the city cost \$3,300, and is so constructed that it can be used as a skating rink during

ORGANIZE FRUIT GROWERS IN COUNTY OF LAMBTON

D. J. McEachern Would Pool Entire Crop of County On System By Which Society of Which He Is Head Has Prospered.

By The Advertiser Commissioner.] Alvinston, April 12 .- The organizaion of all the fruit growers in Lambon County into a co-operative associ ation for maintaining a definite standard of produce is strongly advocated ov President D. L. McEachern, of the Alvinston and Brooke Fruit Growers' Association, Mr. McEachern has been n communication with a number of similar bodies in the county, and as a rule the proposition has met with a favorable reception. It is likely that he present season will see the partial carrying out of the plan.

Stated briefly, Mr. McEachern proposes that the fruit growers should adopt uniform methods of caring for orchards and packing fruit. It is also etter prices can be secured by marketing the crop as a unit, than by selling individual yields to different dealers at varying prices.

Brings the Good Prices.

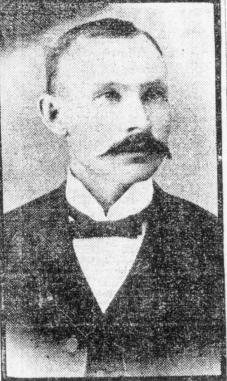
On a smaller scale this plan has worked very well, as is exemplified by the success of the Alvinston and Brooke Association, which was organzed three years ago. In the first year f its life the members of the association exported a large quantity of fruit to England at top-notch prices, and in the two following years succeeded in disposing of their crops to better advantage than many of their neighbors, All spray pumps, chemicals and orchard supplies are bought by the association in large quantities and the members reap the advantages of lower

authorities on spraying give the benefit of their advice to less-proficient members and a concerted effort is nade to see that all orchards receive the best care and cultivation. The same idea is carried out in packing the fruit, and when it is finally ready for the market a deal is closed with the commission merchant whose terms eems best. In this way the growers not only receive better prices for their apples, pears and peaches, but develop a spirit of study investigation, co-operation and self-help which results in lasting good to the whole in-

Get In All the Dealers.

"This year we hope to induce al he fruit growers to co-operate in marketing their product in the West," Mr. McEachern told The Advertiser. ed in exporting fruit across the Atantic, and although the great United States market is closed to us, we find that we can dispose of nearly all our field in Western Canada, shipping by boat from Sarnia to Port Arthur and Fort William. Our position gives us excellent access to this market, which

which lie at their doors.



President of the Alvinston Board Trade, who is boosting for a Sugar Beet Factory

ALVINSTON AFTER A SUGAR FACTORY

Would Manufacture Lambton's Bumper Beet Crop Within Own Borders.

AMERICANS ATTRACTED

Dominion Sugar Company Also Considering Location in Thriving Western Village.

[By The Advertiser Commissioner.] Alvinston, April 12 .- President J. C Phail, of the Alvinston Board of Trade, are out to land a sugar beet factor; for that village, and at present prospects for success are very hopeful. Last year more than 5,000 acres of sugar beets were grown in Lambtor county, largely in the vicinity of Al vinston. One hundred and ninety-five carloads, of from 25 to 40 tons each were shipped from the village to factories at Wallaceburg, Berlin, even to Owosso and Crosswell, Michi-

Now, the members of the board of trade are figuring on manufacturing their beets at home and have opened negotiations for the building of a factory. They offer a limitless water supply for evaporating operations on the Sydenham River and good railroad connections settle the question of ac essibility to markets.

"Mr. D. M. Gordon has assured us that he will consider the question of locating a branch of the Dominion

TO OUR READERS.

tions asking what charge is made for the publicity

given various districts by the articles in this series.

The "Stay in Ontario" movement is intended as a pub-

lic spirited enterprise and there is absolutely no charge

in connection with it. Wherever people are doing

things, wherever Western Ontario agriculture is proy-

ing itself. The Advertiser is glad to secure facts and

statistics which will help in bringing to the people

of Ontario a better knowledge of the opportunities

The Advertiser has received several communica-

Of Alvinston. A Leader of the Progressive Element.

Sugar Company's works at this place,' said Mr. Bimdner, "and representatives ow as to be almost valueless, has been of an American firm would in all probeclaimed and is today in a condition ability be willing to come in, provided

crops, have no effect on the flax. ership Farmers get \$12 per ton for flax in

Results Talk!

STRAWS FROM ARKONA, ONT., WHICH WILL HELP TO SHOW WHICH WAY THE WIND IS BLOWING IN WESTERN ONTARIO AGRI-CULTURE. ARKONA THINKS SHE IS "SOME PUMPKINS" WHEN IT COMES TO THE GROWING OF FRUIT AND VEGETABLES. IN ADDITION SHE HAS A BASKET FAC-TORY AND PRODUCES MAPLE SUGAR, WHICH EX-PERTS SAY IS BETTER THAN THE VERMONT VA-RIETY. ARKONA IS LOCAT-ED IN LAMBTON COUNTY. NEAR THE AU SABLE RIVER. HERE ARE A FEW OF THE REASONS WHY AR-KONA HAS FAITH IN HER ABILITY TO MAKE GOOD:

MR. PHIL AUSTIN, WHO OPERATES A GREENHOUSE, HAS ALREADY TAKEN OR-DERS FOR \$500 WORTH OF EARLY TOMATOES. MR. AUSTIN ALSO SOLD \$2,000 WORTH OF MIXED FRUIT LAST SEASON FROM A 12-ACRE FARM.

E. MORNINGSTAR, AN-OTHER FRUIT GROWER, SOLD \$5,000 WORTH OF APPLES. PEARS, PLUMS, PEACHES AND CRANBER. RIES- FROM A 40-ACRE FARM.

HENRY BUCK CLEANED UP \$1,200 FROM FOUR ACRES OF APPLES, PEACHES, PLUMS AND CRANBERRIES. ONE ACRE OF PEACHES BROUGHT WATTS BROS.

T. RIGGS REALIZED \$100 FROM A QUARTER ACRE OF

W. G. SNOWDEN GOT \$392 WORTH OF APPLES FROM THREE ACRES. EDWARD RICHTER, \$234

WORTH OF BLACKBERRIES FROM ONE ACRE, AND \$1,080 FROM THREE ACRES OF PLUMS.

HUGH ROSS \$100 WORTH OF STRAWBERRIES FROM ONE ACRE.

D. JOHNSON \$288 WORTH OF APPLES FRON ONE AND ONE-HALF ACRES; AND \$800 WORTH OF STRAWBERRIES FROM FOUR ACRES.

AND THERE IS ROOM FOR HUNDREDS MORE!

TRANSFER OF LICENSE

Walter Obernesser To Take Over His Father's Hotel in Hamilton.

The following applications for transfer of license have been received at the office of the Provincial Secretary: From Mrs. Wm. Mehlenbacher, Humberstone, to Arthur Furry, Humberstone; from N. W. Porter, Welland, to P. R. Whaley, Welland; from George Ringer, Gas Line, to Abraham Thomas, Humberstone; from H. H. Saunders, Port Colborne, to C. McNeal, jun., Port Colborne; from Lawrence Downey, North Bay, to S. Payette, Mattawa; from Etta Klyne, Lombardy, to John Klyne, Smiths Falls; from Adam Ballentyne (shop), Hamilton, to Sam E. Cole, Hamilton; from Jacob Obernesser, Hamilton, to Walter Obernes- | Open all year. Booklet. Samuel Ellis. 71bu

from Alex. Laplante, Cornwall, to Wm. Williams, Cornwall; from L. Schwan, Fort William, to Alex. J. Black, Fort William; from D. A. Donohue, Fort William, to Charles Edward Tyner. Fort William; from Paul Bruyea, Napanee, to Louis M. Brooks, Peterboro; from T. P. J. Powers, Belleville, to David Gunn, Ridgetown.

MATTER NOT BROUGHT TO COMPANY'S NOTICE

Superintendent Davidson Speaks of St. Marys Train Service.

The St. Marys Journal in discussing an article published in The Advertiser a few days ago, in which a G. T. R. official here was quoted as saying that t would not be profitable for the comany to add another train from this city to that place, declares that the people of St. Marys are not particu-arly anxious for an additional train, ut rather a rearrangement of

It is proposed to have the local now perated from here in the morning dey its departure until about 10 o'clock

"The matter has not been brought my attention, and I am unable nerefore to give any opinion as to he feasibility of the proposal from he company's viewpoint," Superin-

CORRESPONDENCE

As an indirect result of the interest the land. Last year the American in- earlier opportunity to reply to Mr. Poterests operating in this county brought over several colonies of Galicians, who proved to be good workers. cock's statements that the letters appearing in the papers are being written by those opposed to municipal all exhibition of corn, oats and other It is likely that something of the sort ownership. I might say in this regard the sale of sugar beets profitable, and and every one of them is connected to it is a good thing for the land. Last hydro, although two were formerly ear one man took \$540 worth from connected to the London Electric. This seven acres. This is rather excepional, but there is no reason why it
cannot be done on other land. Profits

full sympathy with municipal ownernetting \$45 to the acre after all work ship if properly managed, but entirely opposed to the kind of municipal man-"There is no reason why a sugar agement we have been treated to by actory could not be as profitable here as a flax mill, and we have a aries and increasing the staff until the large flax business. The growing of flax is carried on with advantage on old pasture land, which has lain idle thereby placing a handicap on a young for so long that the soil is full of white industry that is not paying its way grubs, wire worms and other pests. is not the kind of management that in-These insects, while ruinous to other creases confidence in municipal own-

Mr. Pocock calls attention to the cheap rate for light and power in Lonhe raw state, the manufacturers cheap rate for light and power in Lon-urnishing the seed and harvesting the don. Does he pretend to take the glory for that to himself and manager? Has forgotten already who set the rate in London, and in some cases has set so low he cannot follow? Thanking you for your space, your your, JOHN DUNKIN.

ruly, 219 Wortley road.

A FRIEND IN NEED FOR WOMEN.

Women who are run-down, wornout from over-work, or from troubles peculiar to the sex will find Mothers' Cordial or Herbal Tonic a friend in-deed. It tones and strengthens the nerves, purifies the blood, improves the spirits and gives a clear complexion. It is intended especially for expectant mothers, and should be taken for at

Mothers' Cordial or Herbal Tonic insures safe and casy childbirth and rapid recovery. It is also a splendid remedy for painful menstruation, and approaching that critical period known

as the Change of Life. This valuable remedy contains no stimulants or hurtful drugs. It is a scientific blend of Indian Herbs, whose curative and strengthening properties are well known to the medical profes-

At your Druggist's, or by mail \$1,00 per package, or 6 packages \$5.00. N. B. Write for Free Circular. Dr. Coonley Medical Co., Windsor, Ont. Recommended and sold in London by Anderson & Nelles.

Ailments of Men Happily Overcome

SUCCESSFULLY TRIED BY

Undoubtedly the following prescription will work wonders for that great class of men who, through dissipation of their natural strength, sind themselves in their "second childhood" long before the three score and ten allotted to life's pleasures and enjoyments are reached.

It is presumed to be infallible, and highly efficient in quickly restoring in "nervous exhaustion," weak vitality, melanchoila and the functions.

First get fifty cents' worth of

First get fifty cents' worth of compound fluid balmwort in a one-ounce package, and three one-ounce package, and three ounces syrup sarsaparilla compound; take home, mix and let stand two hours; then get one ounce compound essence cardiol and once ounce tincture cadomene compound (not cardamom). Mix all in a six or eight ounce bottle, shake well, and take one teaspoonful after each meal and one spoonful after each meal and one when retiring followed by a drink

of water.

By mixing it at home no man need be the wiser as to another's shortcomings, and expensive fees are avoided.

are avoided.

Lack of poise and equilibrium in men is a constant source of embarrassment even when the public least suspects it. For the benefit of those who want a restoration to full, bounding health, and all the happiness accompanying it, the above home treatment is given. It contains no opiates or habit-forming drugs whatever. Mix it at home and no one will Mix it at home and no one will be the wiser as to your affliction.

reliable regulator. Never known to fail. Dr. De Van's Pills are very powerful in regulating the generative portion of the system. Refuse all cheap imitations. Dr. De Van's Pills are sold at 35 a box, mailed direct on receipt of price, from the Scobell Drug Company, St. Catharines, Ont. Sold by all druggists in London. ywt

Atlantic City Hotels.

GALEN HALL ATLANTIC CITY

HOTEL AND SANATORIUM
With its elegant comforts, its tonic and
curative baths, and superior table and
service, is an ideal place for winter and
spring. Always open. Always ready. 16tf F. L. YOUNG, General Manager.

WILTSHIRE Virginia Av. and Beach Ocean view. Capacity 350. Private baths, running water in rooms, elevator, sun parlor, etc. Music. Special, \$12 50 up weekly; \$2 50 up daily.