

Middlesex Is a Banner County

Too Fine a County To Be Without an Agency To Make Its Advantages Known

Western Ontario Editors Are Lining Up In Big "Stay in Ontario" Campaign

Press of the District Throwing Its Weight With The Advertiser's Efforts to Restrain Tide of Emigration From Banner Counties.

APPRECIATED BY THE EXPRESS.

The *Aylmer Express* says: The *London Advertiser* is doing good work, in that, while allowing that the west is great, it shows that Ontario is in no way behind it, and is ably supporting the parties in Kent who are putting up small holdings for fruit and vegetable raising.

FOUND THE BEST METHOD.

Sim Brothers, publishers of the *Rocky Mercury*, have written The Advertiser as follows: "Let us congratulate you on the interest which your articles are awakening all over Western Ontario, and we may add that the people of the western counties owe you a debt of gratitude for having found the best method of proving to the young men and women of Ontario the wonderful rich heritage which surrounds them in that strip of country between the Niagara and Detroit rivers, a district that for climate, production of soil, variety of agricultural and horticultural products, easy access to markets and possessing the conveniences of modern civilization cannot be surpassed anywhere in the world—a twentieth century Eden where every prospect pleases and man is not vile but is the highest type of citizenship. Let the good work go on."

"DOING A LONG-NEGLECTED WORK."

The *Clinton New Era* of a recent date says: "The *London Advertiser* is doing a long-neglected work by pioneering a splendid 'Stay in Ontario' campaign. It is simply wonderful what our possessions are when attention is called specially to them. For years the whole cry and the trend of the times has been 'Westward! forever westward!' and as a result of it this and other provinces have suffered heavy depletion of both population and dollars and cents. Many who went west have done well and the door is still wide open, but while this is true all the green fields are not in the three westerly provinces and British Columbia. We do not depreciate the great wheat fields and the broad acres, but we think this is an opportune time to join in an extolling of a province which, had its possibilities not been great and its people not industrious and level-headed, would have suffered very much more seriously by the long continued draft made upon it. New life is being instilled into the products of the orchard, vegetable growing is taking a rank it never had before, and our American cousins, generally on the alert for number one, are seeking the purchase of thousands of acres of good Ontario soil and are not bantering about the price. Are we awake to the fact that Ontario is the land flowing with milk and honey? There is no barrier in the way of the modern farmer increasing the returns of his estate one bushel to the acre by better cultivation and the choice of the best seed. This in itself would amount to thousands of dollars in the regular routine of work. The market is open to every growable commodity and at prices that insure a good reward for the labor, and our cheese factories and creameries are still recognized as competent to produce the best the customer can purchase. With a prospect of a new interest being taken in northern Ontario, an awakening of the older sections of this province is also at hand, and by it we hope to record such a development as has never been known in our history. A few people cannot accomplish this, but by the hearty co-operation of everybody it may be easily attained. 'Stay in Ontario' is the watchword for all this. It is the only way to keep the population of Huron county and the other counties if the financial results would not be the biggest surprise yet experienced. If you will put your ear to the ground you will already hear the trend of this forward march."

EMIGRATION HAS GONE FAR ENOUGH.

Extracts from an editorial in the *Glencoe Transcript* with the heading "Stay in Ontario" are as follows: "The thought is beginning to take shape in Ontario minds that this westward trek of our farm population has gone about far enough. Many circumstances combine to strengthen the thought into a conviction. In the place we have heard every little while of land purchases made in the best counties of the peninsula by American investors looking for a better place on the Canadian field, prefer Ontario for settlement and cultivation. It is strange that our own people, born and bred on the land, should, in their anxiety to clear out, sell it to them 'dirt cheap.' What is worth while to the American investor while to the Ontario man? 'It is not necessary to speak of the not-to-be advantages of soil and climate possessed in a unique degree by Ontario. There are sentimental reasons also why the Ontario man should stand by his own province. It gave him his education, not only in school, but more important even, it has breathed a thousand influences into his being, of field and stream, of church and home training. He owes much for all this. Now he turns his back and leaves the land at the first opportunity? The rush for quick wealth carries many men from the safe moorings and makes their life a wreck. Stay in Ontario and keep the affection whole is good advice to many a young man. 'But the economic considerations are equally potent. It is true that the defeat of reciprocity has deprived Ontario of what would have been a great' (Continued on Page Eight.)

Editor Urges Kent to Spend \$15,000 in Advertising Resources

Movement Assumes a General Aspect and Reawakening Leaven Begins to Spread Through the Whole Loaf.

DISCOURAGING "TREK TO THE WEST."

The *Thamesville Herald* has taken up the "Stay in Ontario" cry and with the heading "Booming the Western Peninsula" prints the following: This spring old Ontario is again witnessing the discouraging spectacle of hundreds of its farmers leaving for the west. This migration is not confined to young men, but, as aptly stated by our Wabash correspondent last week, many of the best farmers are leaving good farms in Ontario to seek their fortunes in the west.

This problem is becoming serious. The Dominion Government has spent hundreds of thousands of dollars in advertising Canada and assisting emigration, but we are bound to confess that so far old Ontario has not received the benefit that it should from this enormous expenditure. True, a good portion of the emigration of the last decade has stayed in Ontario, but they are city dwellers and have not gone to the rural sections. The large majority of the newcomers suited to agricultural work go westward.

While the population of Ontario may have increased during the last ten years, there are portions of it where the population has decreased, and we think we are safe in saying that this western peninsula is one. Every year we see a number of our best men succumbing to the lure of the west, selling out here and journeying westward to build themselves a home on the great prairies.

What is to be done? Let us do what the west has been doing persistently, boost and advertise. Think of the enormous amount of money which the west is itself spending every year to make its opportunities known to the world. Why cannot we do the same. Here in this western peninsula we have land peculiarly adapted to growing tobacco, corn, fruit and garden truck. In the counties of Kent and Essex we have soil and climate conditions that other counties have not. We have opportunities just as good as the west can offer. A man can grow stuff for the canning factories that are springing up all around us; he can grow tobacco and he can grow fruit. He can, with industry and thrift, build for himself a comfortable home in this part of old Ontario as good as any man wants, even though on the start his earthly possessions be few.

What Essex needs is an advertising campaign. Not a small penny wise and pound foolish affair, whereby the county councils vote a few hundred dollars or so, but a real, live, forceful campaign. Something that will stir things up and let people know that we are on the map. An expert should be hired to take charge of it. The county councils should spend a few thousand dollars each. Chatham and Windsor should spend a few thousand, and every town, village and township contribute according to their assessment. By this means ten or fifteen thousand dollars could be raised.

What changes could be wrought in this way. Advertising could be done in the old country which would have the effect of bringing to this peninsula the class of small farmer and market gardener that we need. With united effort great things could be accomplished. In five years our population could be doubled, and the rosy picture which Editor Bowyer drew in the *Windsor Telegram* a few weeks ago of the myriads of market gardens and network of electric roads would become a pleasant reality.

Since the above article was "set up" we see by the papers that the Essex council has got busy. The dispatch says: "The plan of the committee is to issue advertising matter, probably in the shape of a pamphlet, setting forth the advantages of Essex county as a tobacco district, for the cultivation of peaches, grapes and small fruits, for truck gardening and the growth of radishes and melons, as a centre for corn and hogs, hay and oats, and in fact to publish a booklet that will be representative of every way of all the various interests in the county. The committee will seek the co-operation of towns and villages, so as to make the publicity campaign as broad and as effective as possible."

With Lambton and Essex both into an advertising campaign, it is certainly up to Kent.

CITY EATS IT ALL

Weigh Scales Clerk James Dean is inclined to agree with those who say that there is room in the London market for a larger supply of small fruit grown within easy distance of the city. "Once in a while a large quantity of strawberries from different parts of the county come in on the same day," he said, "and the price drops below normal. As a general thing, however, the city takes all the small fruit brought in and wants more. Many people come from the district around Arkona with strawberries and have no difficulty in disposing of them. Strawberries never should go below seven cents per box. It is the same way with nearly everything else that is brought to the market; the city eats all that is brought in."

MANY RETURNING TO MIDDLESEX

This County Is Populated by Men Who Have Money, Bankers Say.

VERY FEW SALES FORCED

One Hundred Dollars an Acre Not an Unusual Price—Apples and Alfalfa.

Like the tortoise that may be slow but gets there all the same, Middlesex County is steadily and surely forging ahead to her rightful place in the front rank of Ontario agricultural districts. The general revival of agriculture is making itself felt, and although outward and visible signs of increased activity are not so abundant as in other Western Ontario counties, a deep beneath the surface will indicate that Middlesex is far from stagnating, but their owners are working out the county's destiny (Continued on Page Eight.)

MIDDLESEX REQUIRES A PUBLICITY BUREAU

Real Estate Men Declare That There Are Splendid Fruit Lands Within a Stone's Throw of London.

That there is plenty of land in Middlesex as suitable for fruit culture as in the counties to the north and west is the opinion of Mr. John Anderson, of Anderson & Company, real estate dealers. "We are selling fruit land down in Elgin county which is no better in any way than some of the sandy loam lands within a stone's throw of London. The difference is that Elgin people have been told by agricultural experts that their land is good and the fact has been advertised more extensively than is the case of our own county. One of the chiefest needs of Middlesex county is publicity, and the work of The Advertiser along that line is sure to do much good. If a sympathetic, accurate publicity campaign is kept up there is no doubt that people will soon become educated to the fact that Western Ontario is as good a country as a man may wish for."

"I have often wondered why there is not more attention paid to orchards in the district surrounding this city. We can grow good apples here, that is beyond dispute. The success of the Farmers' Advertiser's experiments, and the results achieved by independent growers who have applied scientific methods to their neglected orchards, proves beyond dispute that in this case of fruit culture Middlesex county can be excelled by none. Yet we import apples from Oregon and British Columbia, and a good sale for them is found in London stores, although they are really inferior in flavor to the best home product. 'Farmers will tell you that they cannot find a profitable market for their apples. This is largely true, but the reason is not hard to find. Most of the orchards in this county are not sprayed, the fruit is attacked by insects and is not properly packed. Consequently it is not bringing the prices paid for unblemished, well-cared-for apples which are free from decayed spots and the attacks of insects. The flavor of the fruit itself may be better than the foreign product, but the public are attracted by the fine appearance of the sprayed, carefully-packed article. Shortage in Small Fruits. 'There is plenty of acreage within easy driving distance of the London market which is available for growing strawberries and small fruits, yet there is always a shortage in both these products. Any householder knowing that it is necessary to get on the market early in the morning if one expects to get a supply of good fruit for the dinner table. Strawberries which have been driven in all the way from Arkona are eagerly bought because there are no others available. Twenty-Acre Farms the Thing. Mr. Thomas C. Knott, of Knott & Sangster, was of much the same opinion as Mr. Anderson. 'When people go in more for intensive farming and some of the present large farms are split up into 20-acre plots, there is bound to be a big boom in fruit. It is ridiculous that we should import apples from Oregon and British Columbia, for I know that the land in those places is no better and the climate little more suitable for apple growing than our own. The fruit may be better colored than ours, but they have the advantage of more sunlight, but in flavor the home product far surpasses the imported article. It is only a question of intelligent care."

PLAIN HENS' EGGS WILL BE SOLD IN LARGE QUANTITIES

Poultry Dealer Says London Will Be Famous as Great Producing Centre.

London, world-famed as the home of blooded chickens, is destined to become as equally prominent as an egg-producing centre. That is the opinion of Mr. A. J. Morgan, whose business as a dealer in poultry supplies brings him into close touch with the poultrymen of this city and the district surrounding. There are many dozens of pedigreed eggs, worth many dollars a setting, shipped from London each year, but it is the common or breakfast table variety in which Mr. Morgan sees the future of the Middlesex poultry industry.

"There is a growing tendency among men interested in poultry to go into the business of producing strictly fresh eggs for the fancy trade," said Mr. Morgan to an Advertiser representative. "People are beginning to realize that they can get more for eggs stamped with the date on which they were laid, and carefully packed in pastebored boxes than for the same article sold in relatively large quantities to commission men. People are willing to pay a little more for eggs which they know to be strictly fresh, and the man who establishes a reputation for the excellence of his individual wares, and puts them up in an attractive package is the man who gets the cream of the market. 'Some idea of the increase in this class can be gained from the fact that we have sold twenty times as many dating stamps for the labeling of eggs this year as during 1910 and 1911. While there are but very few chicken ranches conducted on anything like a large scale, there is a large and increasing number of people who are finding it profitable to produce fancy eggs as a side line. Hand in hand with this there is an inclination to get away from the raising of exclusively pedigreed stock and go in for the producing of a strain

A GREAT BOOM FOR LAMBTON

Most Progressive County in Ontario.

In addition to the good work being done by the Lambton Publicity Association, by various towns in the county and by individual effort, the County of Lambton has been during the past two weeks, getting the benefit of a splendid series of articles in The *London Advertiser*. Arthur C. Bowman, of the editorial staff of that paper, has paid several visits to the county, and has written the articles from personal observations.

which will produce the highest possible number of eggs per hen per year.

"Shipments of live chicks are becoming common. People are beginning to buy day-old chickens in preference to hatching the eggs and taking chances of heavy losses through unsuccessful incubation and loss of fertility through low temperatures from coast to coast."

Chances in the egg industry are shown by the fact that Canada this year imported something like 700,000 dozen from the United States, whereas our exports amounted to only 25,000 dozen.

SARNIA, March 8.—Rev. Llewellyn Brown, of the First Baptist Church, Bradford, will lecture here in the Central Baptist Monday, March 25. Rev. W. H. Barrowclough delivered an interesting sermon yesterday in the Central Baptist Church. He chose as his theme "Christianity and the Early Britons."

Philip Muller, D. Helby and J. L. Rignin are here on business connected with the Muller Brass Works. The ferry Conger made her first trip at 6:10 Saturday night since she was laid up several weeks ago by an accident to her rudder.

Spring Display of Linoleums, Oilcloths, Mattings, Etc.

Many people prefer—both from the standpoint of cleanliness and economy—linoleums or mattings for the bedroom rather than carpets. We are especially well equipped to serve those who are in need of this class of goods, as we have just received several large shipments from the various factories, both in Canada and abroad. Everything that is bought here is of the unmistakable SMALLMAN & INGRAM quality.

Inlaid Linoleums



There can be no doubt that where heavy usage is given a floor covering, the proper material is INLAID LINOLEUM. We have a large and varied stock of this class of goods. A great number of different designs are shown. Conventional, Floral and Oriental—as well as clever imitations of Parquet, Plain Hard-Wood, and Tile Floors. Three qualities. Per square yard.....80c, \$1.10, \$1.25

Printed Linoleums

Our Printed Linoleums are in designs suitable for every room in the house. For the bedroom there are dainty Pale Blues, Pale Greens, French Gray and Canary, in the beautiful basket weave effect. Trellis designs are much affected for these rooms. Excellent patterns also for dining-room, kitchen, pantry, bath and vestibule. Five qualities. Per square yard.....40c, 45c, 50c, 55c, 65c

Cork Felt

A new idea from England is Cork-Felt—most suitable for bedroom, hall or nursery. It is springy and pleasant to the tread and noiseless. First time shown in London. There is a pattern particularly designed for the children's playroom; Mother Goose pictures and rhymes. Instructive and amusing. Per square yard.....65c and 75c

Cocoa Door Mats

The weather for the next few weeks will be door-mat weather. Mud and slush everywhere to be tracked into the house, office or store. Canadian and English makes; all sizes, 65c to \$5.00. Special sizes made to your order.

Special

Just received a large shipment of Japanese Floor Rugs and Mattings. Excellent for bedrooms, etc.

Lino-Shine

Lino-Shine is made expressly for beautifying and preserving linoleums of all kinds. It fills up the pores of the fabric and presents an elastic, durable and easily cleaned surface. Per can.....30c, 60c and 80c

Cork Carpet

For offices, factories, etc., we have an extra heavy, plain Cork Carpet in green and brown. IMPORTED AND DOMESTIC. Per square yard.....80c, \$1.00, \$1.10, \$1.25

We Cordially Invite You to Our Display of New Spring Wall Papers

At this special showing will be found sixty different papers, all placed on screens, showing the different styles of decorations.

The great progress made in the production of Wall Papers this season has resulted in designs and color effects which far surpass anything brought forward in past years. The new floral effects are true to nature, and wonderfully duplicate the actual blossoms and foliage. The conventional designs are original and clever, and include endless new effects for library, hall, dining and other rooms. All the productions at this display have been most carefully selected, and embrace Wall Papers in great variety, suitable for every room in the house.

This is an opportunity which everyone interested in beautifying the home will welcome. A remarkable feature is the very reasonable prices placed on these goods. Values are greater than in any previous season.

We carry a complete stock of Wall Papers from 5c to \$5.00 per roll, also BURLAPS, MOLDINGS, etc.



Display of Ladies' Spring Suits, Dundas Street Window.

SMALLMAN & INGRAM LIMITED

Demonstration in Corset Section This Week.

ATTEMPT TO MURDER A NEW YORK JUDGE

A Bomb Sent to Rosalsky's Home From an Unknown Source.

New York, March 18.—An attempt to kill Judge Otto A. Rosalsky, of the criminal branch of the court of general sessions, with a bomb came within a hair's breadth of being successful Saturday night. It was only a defect—said to be a small accumulation of dirt—in the mechanism of the infernal machine, which the justice had unsuspectingly opened, that saved him from probable death or certain injury. The bomb later exploded while being examined by Inspector Owen Egan, of the Bureau of Constables, wounding Egan about the face and arms and almost blinding him.

MEDICINE Versus NATURE

Why turn yourself into a medicine-chest, filling it with every new concoction that comes along? Nature does the curing, not medicine. Ask your Doctor if **SUNSHINE** AND **SCOTT'S EMULSION** is not the treatment for Coughs and Colds, Grippe, and many other ills. ALL DRUGGISTS

HON. WILLIAM ROSS DEAD

Asthma Causes Death of Aged Senator From Nova Scotia. Ottawa, March 17.—Senator William Ross died at 6:30 o'clock this morning at his boarding-house, 132 Napier street, after a very brief illness. He was about the Parliament Buildings on Saturday, but seemed very feeble. He was complaining of asthma. In the course of the day he caught a chill, which acted on a weak heart, and in the evening his condition became alarming. Dr. T. Gibson being summoned. Nothing could be done for him, and he died early in the morning. His children were unable to be present at his bedside, and his son has sent instructions by telegram that the interment "take place at Halifax. The funeral will take place tomorrow afternoon from Rogers' undertaking establishment to the Canadian Pacific train for Halifax. Senator Ross a few days ago attended the funeral of Senator Miller, another aged Nova Scotian legislator, with whom he had sustained intimate

relations for many years. This demise creates the fourth vacancy in the representation of Nova Scotia in the Senate.

A CALL TO SARNIA. [Special to The Advertiser.] *Thamesville, March 16.*—Rev. W. J. Ashton, of the Methodist Church, has received an invitation to become the pastor of Devine Street Church, Sarnia, at the close of this conference year. Mr. Ashton has accepted, subject to the action of the stationing committee.

WAS A GREAT SUFFERER FOR FIVE YEARS FROM DYSPEPSIA.

Dyspepsia is one of the most prevalent troubles of civilized life, and thousands of people suffer untold agony after every meal, for nearly everything that enters a weak dyspeptic stomach acts as an irritant.

"The long train of distressing symptoms, which render life a burden to the victim of dyspepsia, may be promptly cured by the use of Burdock Blood Bitters. Mrs. Wm. J. Boyne, Lepreau, N.B., writes: 'I thought I would write and tell you of the good Burdock Blood Bitters has done me and also tell you how thankful I am. 'For five years I had been a great sufferer from dyspepsia, and tried different doctors and proprietary medicines, but could get no relief. One day a friend told me to try Burdock Blood Bitters. I did not have much faith in it, but I thought I would give it a trial. To-day I am completely cured, and I will always recommend it.'"

Burdock Blood Bitters has been on the market for about thirty-five years and is manufactured only by The T. Milburn Co., Limited, Toronto, Ont.