

Western Ontario Can Supply Peaches For Entire Province; Niagara "Belt" Surpassed

Failure of Peach Crop Around Niagara Does Not Make Any Difference This Year. For the Western Peninsula Crop Fills the Bill.

[By Staff Reporter.]
Cedar Springs, July 11.—No peaches in the Niagara fruit belt this year? That doesn't make any difference, for Western Ontario can

supply the demand of the whole province for that popular and luscious fruit.
The Leamington district has been producing the fruit for the western end of the province up to the present, but from now on Cedar Springs will have to be reckoned with, the growers of that booming district twelve miles south of Chatham are expecting to market co-operatively 250,000 baskets of choice peaches this fall.

Twenty years ago Jim McGuigan, of "the ridge," as the fruit land from Cedar Springs to Ridgeway is called, got the idea that if peaches would grow in the Niagara district, they

Cedar Springs District, a Comparatively New Fruit Field, Will Market 250,000 Baskets of Peaches Alone in 1914. Benefit of Co-operation.

would grow on "the ridge" which is fifty miles farther south than Niagara, and having the courage of his convictions he set out a small orchard. Now he grows thirty-five acres, and expects to have 25,000 baskets of peaches off his 4,000 trees.

Advantage Over Niagara.

"We sure have the advantage over the Niagara fruit growers," said Mr. McGuigan as he accompanied an Advertiser reporter through his peach orchard. "If the peach crop fails through early frosts we can turn our hands to the tobacco crop and take \$300 worth off every acre, which helps to keep the wolf from the door in the winter time," he added smilingly.

"I have fifteen acres in tobacco this year, which should produce between 1,800 and 2,000 pounds to the acre. It is all contracted for at 15 cents a pound."

"Last year the frost riddled my peaches, so I set out thirty acres of tobacco immediately to keep us busy in the fall, and I was not disappointed."

"The Niagara people may be able to grow tobacco, but I haven't seen any of it yet."

Mr. McGuigan has already disposed of over 1,000 baskets of cherries and expects to sell 500 more before the season closes. He has six acres of raspberries and four of Lawtonberries and several acres of plums and pears.

"How about markets?" asked the reporter.

"Couldn't be in a better place," said Mr. McGuigan, who is president of the recently organized Cedar Springs Fruit and Vegetable Growers' Association. "Why we have four railroads within twelve miles, the Canadian Pacific, Grand Trunk, Michigan Central and Pere Marquette, while the Wallaceburg, Chatham and Lake Erie radial road taps the heart of 'the ridge' and crosses all the railroads. This gives us the very best of markets of the day, the radial cars running every hour; half of the car being for freight."

Approves of "Stay in Ontario."

"I heartily approve of The Advertiser's stay-in-Ontario campaign," continued Mr. McGuigan. "I believe it has done a lot of good and I wish your paper every success. Why, if the people only knew! This land is even better than the Niagara soil," he said as he bent down and picked up a handful of the rich sandy loam for the reporter to examine.

The farmers of the district are

Harvesting Record Cherry Crop



Picture by Advertiser Reporter.
Cherry-pickers on the farm of James McGuigan, Cedar Springs, finishing the last of a 1,500-basket pick from the six-acre cherry orchard. The pickers were at a Napoleon sweet cherry tree.

getting out of grain growing as rapidly as possible. As the radial car swept through the country, young orchards of peaches, cherries, and apples were to be seen on every side, as well as acre after acre of tobacco. The growers do not believe in harvesting the latter crop all at once, having it planted so that only a small portion at a time is ready.

A German Convert.

Max Budding, a German, who arrived in Ontario last March, is also a staunch supporter of Western Ontario. "I traveled through the Niagara district, Lambton and Essex counties before I came here," said Mr. Budding to The Advertiser. "My land is just as good as any I saw in any of those

Old-Timers Firmly Convinced That Succeeding Years Will See Wonderful Growth of Business Transacted on Big "Square."

With the prospect that the Covent Garden Market may be paved with asphalt, as such a plan is now being considered by the board of control, comes the announcement that as the years go by the market will take on large proportions and become of more value and importance to the city. This is the belief of both Charles Maker, market clerk, and James Dean, weigh scales clerk. Mr. Maker has observed the growth of the market for eleven years, and Mr. Dean has weighed hay, oats, cattle and hides for seventeen years.

There is no history, nor are there any figures, to show the growth and development of London's public market, but old-timers are authority for the statement that the market will grow larger instead of smaller with the advance of time.

Some Early History.

J. B. Cox, a grain and cattle buyer of the early days, shortly after the market was established in 1850, can recall how farmers came to London from points 32 miles from here. "In those days," said Mr. Cox, "farmers crowded the market every day for ten months in the year, and the surprising part of it was that no vegetables were in evidence. Grain was the commodity in those days. Pork was also sold in large quantities, and people wouldn't buy a hog unless it weighed 250 pounds

were at last cutting out the middleman, who up to the present has been underpaying the farmers and overcharging the consumers."

250,000 Baskets of Peaches.
The association is growing by leaps and bounds, and will market this fall, besides 250,000 baskets of peaches, hundreds of tons of tobacco and many thousands of bushels of tomatoes.

"That can be done in one place can be done here," said President Jim McGuigan, of the association. "The farmers of this locality are just as intelligent as those of any other, and if an association in the Niagara district is a success, ours can be just as great. Everything will be looked after in a businesslike manner. We are going to start with only fifty or so picked members, that we may be sure to get a high quality of fruit, and that when our stamp goes on a package we may be proud of it."

Co-Operative Buying.
"It was little or no trouble," said Mr. Hunter, "to swing the growers in line. We now buy all our spraying materials

Predict Record Growth For Great Cost-Equalizer---Covent Garden Market

or more. I have purchased as high as sixty carloads of pork in one day.
Population 19,000.

"The population of London in about 1850 was 19,000. I will always remember that, because it was the time that King Edward, then the Prince of Wales, came to the city. Farmers continued to come here in large numbers from long distances, because there were no banks in the small communities. London at that time had four banking institutions. Today the market is used by farmers who come from a distance of only ten miles, although occasionally some drive in from points farther away."

Some Old Prices.

"You could buy chickens on the market in those days for 15 and 20 cents each. Ducks sold two for a quarter, turkeys 50 cents each, potatoes 25 cents a barrel, dressed pork 4 and 5 cents a pound, eggs 5 and 6 cents a dozen, a quarter of mutton for 25 cents, sheepskins \$5 each.

"In 1872 wool reached the highest price ever known in Canada, and on this market washed wool sold for 63 cents a pound, and unwashed wool for 40 cents a pound. Thirty years after that date I bought the same kind of wool for 12 cents a pound."

Took It Out In Trade.

"Even with eggs selling then at 5 and 6 cents a dozen, the farmers would take it out in trade. I can remember some nights when rigs covered this market, and farmers would stable their horses and leave their outfits on the market days," said Mr. Cox. "farmers crowded the market every day for ten months in the year, and the surprising part of it was that no vegetables were in evidence. Grain was the commodity in those days. Pork was also sold in large quantities, and people wouldn't buy a hog unless it weighed 250 pounds

business will increase with the years."

In carload lots, as well as baskets, fertilizers, etc. This gives the small grower a chance to get his supplies just as cheaply as the man with a larger farm."

Seven large greenhouses have sprung up in the district, where last year there were none. One of the proprietors, W. Grant, figured that he had made his pay so well that he will enlarge it. The glass crops grown were principally early lettuce, tomatoes, and cucumbers. This fall several more greenhouses will be erected, and in the very near future Leamington will have a worthy rival in the early vegetable business.

Building Pickle Factory.

The first sod has been turned for the erection of a large cucumber pickle factory, which will be in full operation at Cedar Springs next year. It would not be surprising to see another canning factory go up in the district. The British American canning factory at Blenheim, four miles distant, is kept busy day and night when "the fruit is on," and with the large

Hay and Grain of Early "Trade and Barter" Days Is Supplanted By Vegetables in Which the Future of the Market Lies.

Mr. Maker's Prediction.
Market Clerk Maker believes that the present business of the market will increase rather than fall off. He says one of the largest days in the last year saw about 800 rigs on the market, a record in his experience of ten years on the job. There is now an average of 400 rigs on the market on market days, and this number is usually exceeded on Saturday.

Hay and Grain Business.
Even the hay and grain business is falling away to make room for the market gardening products. Farmers don't bring as much hay into town as formerly, because the auto has made inroads on the work of the horse.

Vegetables All Year Around.
That there will be vegetables for London residents the whole year around seems to be borne out by the arrangements successful farmers are making to harness the vegetable business. Where before they depended largely on what they raised in the regular season, they are now going in for hothouse vegetables.

This will insure a good supply of fresh vegetables the whole year around. Fruits fall under this head also, and modern methods in farm produce are predicted with the advance of raising farm produce.

The market is a valuable asset to London, as thousands of dollars change hands annually in the sale of market gardening products. At the small average business of \$20 each, when there are 400 rigs on the market, this would mean \$8,000 every market day. This, however, is only an estimate, and many are the days when the rigs exceed the number of 400, and when the business each farmer does is considerably over \$20.

average being put out at the present the district will shortly be producing three times the amount of fruit and vegetables that it has in the past.

The Question. "Why do farmers go West and put up with innumerable hardships when the very best land lies right here in Western Ontario?" is one that is asked instinctively after looking over the Cedar Springs district.

Eggs Not All in One Basket.

There is no such thing as complete failure if one crop goes "bad" in Western Ontario. As Mr. McGuigan says: "If the peaches fall me, I can keep the wolf from the door by growing tobacco."

Western Ontario is but now coming into her own. B. F. Bradley, of Jeanettes Creek, has opened the eyes of Western Ontario to the possibilities of her land, when he has essayed to cultivate over 1,600 acres, and will this season of year on the farm, make a profit of over \$11,000. The very best land in the province is here in Western Ontario, and can be bought from \$10 to \$300 an acre.

Do You Know Anyone In This List?

- | | |
|----------------------|--------------------------------------|
| T. ALGER | 60 Wharnclyffe road north. |
| S. BADALATO | Dundas street east. |
| W. J. COOPER | 175 High street. |
| JAMES DUNCAN | London Junction. |
| C. F. DUCHEMIN | Wortley road and Bruce street. |
| MRS. DEPTIE | 282 Egerton street. |
| E. EGGLESTON | 202 Hamilton road. |
| E. S. ENGLISH | Adelaide street. |
| J. F. FORTNER | 71 Wharnclyffe road. |
| GEORGE FINNEGAN | 35 Blackfriars street. |
| M. FOWLER | Wharnclyffe road north. |
| H. GEACH | 471 Simcoe street. |
| MR. GILLIGAN | Chesley avenue. |
| GRAND OPERA PHARMACY | Richmond street. |
| J. H. HUMPHREY | 108 Adelaide street. |
| J. HERRITAGE | Hamilton road. |
| WM. HUDD | 247 Wellington street. |
| MR. HEALEY | Wharnclyffe road south. |
| MRS. HARDING | Askin street. |
| HUNTER & COURSEY | Hamilton road. |
| MR. HANLEY | Campbell and Rectory streets. |
| R. W. JAMES | 46-48 Blackfriars street. |
| WM. KIDNER | 604 York street. |
| LEGG & GARTSHORE | Richmond and Horton streets. |
| W. H. LISTER | 136 1/2 Wortley road. |
| WM. LOUGHREY & SONS | 435 Horton street. |
| MR. MASSEY | Colborne and Cheapside streets. |
| GEORGE MILLER | 84 Wellington street. |
| MRS. MATTHEWS | Clarence street. |
| MR. MUSTARD | Oxford and Waterloo streets. |
| MANHATTAN PHARMACY | Corner Central Ave. and Richmond St. |
| C. MCKERLIE | 103 Egerton street. |
| W. R. MCKAY | 131 William street. |
| MCLARY'S WELFARE | Wellington street. |
| MCLARY'S WELFARE | Chelsea Green. |
| MR. NICHOLSON | York street. |
| MR. A. J. OMOND | Dundas street. |
| MR. PENWARDEN | Hamilton road. |
| MRS. RIARDON | Oxford and Quebec streets. |
| F. L. ROSS | 144 Hamilton road. |
| W. J. REID | 285 Wortley road. |
| MRS. SMITH | Byron avenue. |
| TECUMSEH PARK | |
| TAYLOR DRUG COMPANY | Wellington and Horton streets. |
| TAYLOR DRUG COMPANY | Dundas street east. |
| J. J. WALKER | 540 Dundas street. |
| MR. WATSON | Hamilton road and Egerton street. |
| P. WARD | 132 Waterloo street. |
| J. WINSLOW | Chelsea Green. |

If you've found some dealer you know, and of course you have, then you'll know where to obtain SILVERWOOD'S ICE CREAM, for the above is a partial list of London's most progressive tradespeople, and they all handle SILVERWOOD'S ICE CREAM.

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The Essentials of a Successful Business Are:

In the first place, to have a good stand, then secure reliable, courteous clerks, and THEN, and really this is more important than all other considerations combined, SEE THAT YOUR GOODS ARE RIGHT. By RIGHT we mean fresh, made of pure materials, put up in attractive packages and bought so that you can sell them at reasonable figures. That's just where we can give you the advantage over other firms. We can give you prices and goods that will compete with anything obtainable anywhere, and our shipping facilities are such that we can deliver goods to any part of the province in perfect condition. We already have a refrigerator car running into Hamilton weekly, also one to St. Catharines and Niagara Falls. These cars contain all classes of produce for merchants in these cities. If our traveller has not called on you drop us a line, and it will be a pleasure to have him see you.

We have outgrown our present quarters as far as the manufacturing of butter is concerned, and have in the process of erection (in fact, it is nearly completed) one of the largest creameries in the province. It is made of reinforced concrete, and when completed we are sure there will not be another in this part of the country that is as fine and complete in every way with regard to absolute sanitation, modern equipment, etc., etc. Our CREAMERY BUTTER is put up in 56-lb. boxes, wrapped in our SILVERWOODS wrapper, or if you want something for your special trade, we can have your own wrapper prepared and the butter put up in this. One of the nicest ways to handle butter is to have it in cartons, and we can give it to you this way if you wish it.

We are also large handlers of DAIRY BUTTER, which we have graded according to quality, and priced to correspond.

We have, at all times of the year, special arrangements whereby we are able to secure STRICTLY NEW-LAID, FARM-GATHERED EGGS. These are absolutely reliable, no matter at what season of the year you purchase them. We also can supply you with storage eggs. HAVE YOU CONTRACTED FOR YOUR WINTER'S SUPPLY YET?

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