

CO-OPERATION OF PRODUCERS AND DAIRYMEN URGED

Prof. Deane of Guelph Addresses Milk Producers' Association.

At a meeting of the local Milk Producers' Association held last night, the county building on Ridout street, Professor H. A. Deane of the Guelph Agricultural College, who has had 30 years of experience in dairying and other farm products, spoke on the vital question of the day, in so far as the farmers are concerned, the disposal of surplus milk.

Make Good Roads. In his speech he stated: "The day when the Farmers' Government took the helm. People began wondering then what would become of the Dominion as they had no faith in them and were fearful lest they should run the country into debt from which they would never get out, but I may safely say that the present Government did the same thing that was attempted by others, who failed, but they succeeded. Take our road for instance. Two years ago it was full of ruts, bumps and other things detrimental to the bringing of farm products into the city, but now look at it. It is paved and is a credit to the country. The farmers realize that good roads are necessary to bring dairy products into the cities, and they took things into their own hands, thus making the first vital step in bringing milk prices to normal by improving hauling conditions."

Chinese Market. We are unable to find a steady market for our milk and milk products in this country, but we can ship it to other countries. China needs milk products, and is unable to supply its own demand and must buy it elsewhere. This is the best market in the world. This is one of the solutions to the surplus supply which we have on hand and which, alone in London, amounts daily to nearly one thousand gallons.

Live 150 Years. There is much more value in one pound of milk products than there is in a pound of beef, yet if we were to ask for a quart of milk just think what a howl the newspapers and all householders would make, yet that is what they are paying for a pound of beef, and they haven't got to cook the milk either before they are able to use it. But a milk product is really a special oil, for the brain and that is the reason you can almost hear some men's brains crack. They don't use enough butter, cream, or milk. The people of today were to use milk and milk products constantly they would live as long as some of the men mentioned in the Bible who lived anywhere from 150 years up. People of today in Bulgaria are known to be living to 150 years of age, because they are the greatest milk consumers in the world and live principally on sour milk."

First Cheese Factory. Branching on to co-operative dairying he stated, "The history of co-operative dairying dates back to 1835 when Jesse Williams in the State of New York started a cheese factory. In 1863 the first cheese factory was erected in Canada, being built in the Village of Norwich."

"Standard prices are back of the co-operative plan. There is no system in the way the situation is being handled at present. We must all work together if we are to achieve this end. The London association must be able to dictate terms. It is unfair to the farmers to lower or raise the prices without first consulting them and if this co-operation plan works out as it should there will be no need for consultation, they will be part of the first."

Advocates Advertising. "The vital question of this association is, 'What shall we do with the surplus milk?' My plan is for the local organization to co-operate with the provincial and have these two get together and join up with the Dominion and put on a Dominion-wide advertising campaign in the newspapers, in the street cars and in the streets and fields. Every one else is doing it, and getting big returns. Why not the farmers? Have it continually before the people, point out its good merits and you will double the consumption of milk in London and elsewhere."

Cause of Surplus. "Look at the splendid results that were obtained in Toronto. The board of education and the board of health in that city have done much to increase the consumption of milk and the very best results were obtained by advertising. The public does not understand the food value of milk and this is the cause for so much surplus stock."

Results will never amount to anything unless we have co-operation. Get the manufacturers of dairy products and the producers together and everybody works."

Emphasizes Co-Operation. "The farmers are never assured of any standard price for milk and for this reason they have lost in the last few years and lost heavily in some cases. The can't go on, farmers are not going to keep cows unless they are a paying proposition and to make it a paying proposition and at the same time give the public a fair showing we must have, as I have stated several times, and I want to emphasize, co-operation."

EARLY HARVESTING GENERAL THROUGHOUT WHOLE OF PROVINCE

Hay, Wheat and Small Grains Being Reaped At Same Time.

Following is a summary of reports by the agricultural representatives to the Ontario department of agriculture: Heavy rains early in the week in most parts of the province revived pastures to a wonderful extent, and by the week-end a marked improvement was observable in the milk flow. The root crops also were greatly benefited by the showers.

Harvesting operations are being rushed, and were never more varied. Middlesex puts it thus: "Cuts are now being cut, three or four weeks earlier than last year, and it is rather unusual to have hay, wheat and small grains harvested at the same time." A number of farmers are also threshing. Haldimand says that fall wheat is threshing very well, both as regards yield and quality.

Hay is selling in Kent at \$20 a ton. The second cutting of alfalfa is now being done, and is giving fair satisfaction. Halton, however, says that farmers who kept the first crop for seed report that many pods matured very poorly on account of the hot weather. Peas have been badly scorched by the hot weather, and are not doing so well as usual.

Corn is making tremendous growth with timely rains and continued hot weather. It has reached the tasselling stage in most parts of the province. Essex reports that early tomatoes are at the height of their season. Lennox and Addington states that a large acreage of millet and buckwheat has been sown during the week.

Cattle Set Aside. In most counties the marketing of cattle has been shut off and by the work of harvesting, although many good beef animals are ready for buyers. Perth, however, states that a number of fine

You're Invited To The Mystery Marriage

Invererie Heights, Port Stanley, Civic Holiday, Monday, August 1

A Girlish Bride—A Stalwart Groom—A Wonderful Out-of-Doors Ceremony.

Special Wedding Music by the R. C. R. Band, including Lohengrin's Bridal Chorus and Cathedral Chimes. Are you wondering who the bride will be? Picturing the demure little charmer, whose heart was reached by Cupid's arrow? Oh, better wait till she appears next Monday afternoon.

LAND SPORTS.
100-yard dash—Boys under 15.
100-yard dash—Girls under 15.
100-yard dash—This year's groom.
50-yard dash—This year's brides.
100-yard dash—Married men.
75-yard dash—Fat men, over 180 pounds.
50-yard dash—Young ladies.
50-yard dash—Married ladies.
50-yard dash—Men, 60 years and over.
Three-legged race—Couples, all ages.
Boot and shoe race—100 yards and return.
Pillow fight in barrels—Open.
Boot and shoe race—Open to men and boys.
Wheelbarrow race—Open.
Blindfold race—Open. (Men blindfolded, driven with strings to wrists by lady partner).
Potato race—Carry potato 50 yards on spoon and return.
Pick-a-back race—50 yards. Open to men, boys or couples.
Ball-throwing contest—Women and girls.
Obstacle race—Open.
Boxing in barrels.
Clothespin race—Contestants must run 100 yards, pick pin off line with teeth, and return.
Sack race—100 yards, open.
Bun-eating contest.
Nail-driving contest—Ladies. (Each to drive five nails).
Watermelon-eating contest—Open to both sexes, all ages.

WATER SPORTS.
L. and P. S. Bathhouse.
Swimming race—Boys, 50 yards.
Swimming race—Open, 100 yards.
Swimming race—Ladies, 50 yards.
Pick-a-back race in water—Open, 50 yards.
Obstacle race—Land and water.
Novelty race—Swim from stand to land, eat pie, and swim back.
Endurance race—From diving stand to point opposite L. and P. S. Boardwalk booth and return.
If you want to have a good time at Port Stanley, You Had Better Go Yourself. Extra Fast and Frequent Train Service. LONDON AND PORT STANLEY RAILWAY.

Civic Holiday Free Attractions Schedule

2:00—Land Sports, Invererie Heights.
2:15—Water Sports, L. and P. S. Bathhouse.
2:45—Baseball, Beach Diamond.
3:00—Baby Show, Invererie Heights.
3:15—R. C. R. Band Concert, Invererie Heights.
4:30—Mysterious Marriage, Invererie Heights.
5:00—Daylight Fireworks and Discharge of Prize-Scattering Bombs, L. and P. S. Beach.
5:15—Wedding Breakfast, L. and P. S. Cafeteria.
8:00—Boardwalk Carnival.
8:15—R. C. R. Band Concert, Beach Movie Show.
8:30—Free Beach Movies: Anita Stewart in "The Yellow Typhoon."
9:00—Carnival Costume Judging, Boardwalk.
Finals—Grand Fireworks Display, L. and P. S. Beach.

Combination race—Swim from Beach around diving stand back to land, and paddle canoe to L. and P. S. booth. (Three canoes only).
High diving—Ladies.
High diving—Gentlemen.
Fancy diving—Ladies.
Fancy diving—Gentlemen.
Diving from greased pole.
Canoe race—Gentlemen.
Canoe race—Ladies.
Pillow fight—over water.
Cork race—Open.
Cork race—Ladies.
Canoe-tilting contest—Open.
Prizes for handsomest lady bathers in costume.

PRIZE SHOW.
A prize for every entrant.
Best baby girl—Under 1 year.
Best baby boy—Under 1 year.
Best twin babies—Either sex, under 2 years.
Heaviest baby boy—Under 1 year.
Heaviest baby girl—Under 1 year.
Best blue-eyed baby—Under 2 years.
Best dark-eyed baby—Under 2 years.
Championship—Best baby, either sex, under 2 years.

R. C. R. BAND CONCERT.
Afternoon Program.
March—"The Quarter-Deck," Alfred.
Overture—"Morning, Noon and Night," Suppe.
Valse—"Peggy O'Neill," Pease.
Selection—"Yemen of the Guard," Sullivan.
Song—"The Nightingale," Zeller.

MYSTERIOUS MARRIAGE CEREMONY.
"The Church Call."
"Chimes and Evening Hymn."
The Wedding March—"Lohengrin," Wagner.
Gavotte—"Wedding Bells," Rimsky.
Ballet—"Egyptian," Lugini.
"O Canada."
"Ode Save the King."
Capt. M. Ryan, director of music. By Permission, Lieut.-Col. Hill, O. C.

FANCY DRESS CARNIVAL.
Best "Miss London."
Best comedy—"Bride and Groom."
Best typical St. Thomasite, by a Londoner.
Best typical Londoner, by St. Thomasite.
Best costume—Boy under 16.
Best costume—Girl under 16.
Best novelty comedy costume—Lady.
Gentleman.
Best "Spirit of Revelry"—Open.
Best "Canada"—Open.

Return Fare—Adults 50c, Children 25c.

The Mysterious Bride Will Be Fashionably Attired in Artistic Garments

The Bridal Gown,
The Bridal Veil,
The Bridal Undergarments;

—all supplied by London's Leading Fashion Shop.



Our wish to the happy couple:

Haig's luck,
Lieut.-Col. Bishop's pluck,
Prince of Wales health, and
Rockefeller's wealth.

THE MYSTERY BRIDE'S COMPLETE APPAREL IS ON DISPLAY IN OUR EAST WINDOW TODAY

ARTISTIC Ladies' Wear Co.

211 DUNDAS STREET LONDON

OUR SHOWING OF NEW FALL STYLES IN SUITS, COATS AND DRESSES NOW ON DISPLAY. WE WELCOME YOUR INSPECTION.

The McClary Electric Range

In Their Home Will Insure Domestic Tranquility



There will be no worry about meals overdone or underdone, because even the novice housewife can prepare the daintiest of dishes when she cooks electrically with the McClary range.

Besides, they will have the advantage of great economy; for instance, you can cook by hydro for one-third the cost of gas. In London two thousand housewives using electric ranges have proved that electricity for cooking is cheaper than any other fuel, including coal or wood.

The Hydro Shop

The Store the People Own.
Dundas and Wellington Streets, Phone 7000.

ished cattle are changing hands, one load going to Great Britain. Lambton says: "The first trial shipment of live stock to the British market left this county last Monday. Mr. John Zavitz and Fred Dolbear contributed 74 head. The success or failure of this shipment will greatly influence the method of disposing of the balance of heavy cattle in the county."

Middlesex also refers to the export of cattle as follows: "Some cattle are being shipped to England and will likely net about 11.5 cents. These cost about 14c per pound last fall, and from 2 1/2 to 3 cents to winter, or their total cost

is around 17 cents, and they lose to the owner about five cents." Lennox and Addington reports: "Consolidary prices for milk at \$1.30 a cwt., for 3.3 per cent milk. Hogs are scarce, and are selling at from \$11 to \$12.75 a cwt."

Recent rains have made the land easier to plow, and many hay fields are being prepared for fall wheat. Owing to the early harvest it is likely that an increased acreage of fall plowing will be done. Grenville is of the opinion that there will be a shortage of good seed grain



OUR GIFT TO THE HAPPY PAIR IN THE MYSTERIOUS MARRIAGE IS A

Solid Oak Eight-Piece Dining-Room Suite

"The House of Homes." **THOMAS** "The House of Homes."
Our best wishes go with this gift. May they live long to enjoy it, and all their troubles be little ones!

The Dainty Bride

like most modish people, chooses for the completion of her wedding raiment a chic pair of white satin pumps from the unequalled selection always available at London's leading footwear store.

Cook's Shoe Store Dundas and Richmond Sts.



A Mysterious Wedding at Port Stanley

on Civic Holiday would not be complete without the

FLORAL REQUISITES

They will be complete in every detail from the charming BRIDAL SHOWER BOUQUET to a setting of beautiful flowers and palms with a roped aisle, leading to the altar, over which will be erected a decorated canopy supplied by the bride's favorite floral artists.

In Eastern Ontario, and urges farmers who have good seed from last year to hold it. Wellington says that summer fallowing will be more practiced this year, as thistles and other weeds have been making great headway during the last two years.

A BABY OR A CONNOISSEUR

It makes no difference whether a child or a connoisseur selects a Diamond from My Jeweler, they can only get one quality, as he sells only Blue-White Diamonds, that have that winning way. His new store is John A. Nash, Jeweler, 182 Dundas street, "where you will eventually buy."



The Beautiful Orange Blossom Wedding Ring

to be used at the Mysterious Wedding was secured from

JOHN A. NASH
"My Jeweler"
of course.

No music with his plain band rings --but years of harmony

He sells perfect Blue-White Diamonds that have that winning way. His store is

182 DUNDAS STREET

"where you will eventually buy."

The Happy Couple's Home Will Boast a

"HOOVER" Electric Suction Sweeper

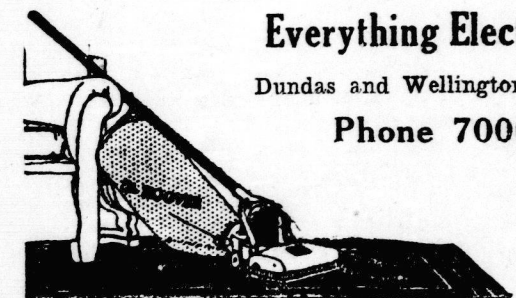
When the wedding ceremony ends at Port Stanley on Civic Holiday history begins. But the bride and groom are starting right. The Hoover will keep their carpets and rugs perpetually clean and sanitary. And the bride, too, will long maintain her youthful freshness in a home equipped with so essential a labor-saver.

The Hydro Shop

Everything Electrical

Dundas and Wellington Streets

Phone 7000



ATTACKS WOOL SCHEDULE. Washington, July 29.—The wool schedule in the Fordney tariff bill was the special object of an attack by Senator Gooding, Republican of Idaho, in the senate yesterday during a lull in the hearings on the measure by the senate finance committee. Mr. Gooding declared the old schedule K in the Fordney bill "was very commendable," as compared with the new wool schedule.

MEET CLOSES SATURDAY EVENING. Columbus, Ohio, July 29.—Owing to the rain Thursday the grand circuit race meet here will not come to a close until Saturday evening. Three unfinished races, the free-for-all pace, the 2:08 trot and the Southern Hotel Stakes will be concluded today, and in addition the 2:15 pace, the 2:16 trot and the 2:05 pace will make up Friday's program.

Ottawa, July 29.—An application of the township of Howard, Ontario, for reconsideration of a railway commission order for protection at Victoria street crossing, Thamesville, Ont., and distribution of the costs of maintenance, is dismissed, and the disposition dated June 5, 1910, allowed to stand, in a railway commission judgment issued today.

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