

FORD DAY AT THE FREDERICTON FAIR

UNIVERSITY MEN WANTED FOR THE PRINCESS PATS REGIMENT

Three Companies, composed of University, professional and business men, have already gone as reinforcements—A Fourth Company at Montreal authorized by Militia Department.

Unfortunately it is known to only a few of the many university, professional and business men throughout the Maritime Provinces, who would otherwise be greatly interested, that Canada's famous regiment, the Princess Pats, has now become practically a University Battalion. Reinforcements, a company at a time, are recruited exclusively from this fine type of Canadian manhood. Already three companies have gone overseas and a fourth has recently been authorized by the Canadian Militia Department and a platoon is asked from the Maritime Provinces to go as a unit with this company.

Heretofore our eastern provinces have certainly not sent their proper share of this class of men for the successive "Universities Companies" as they are called, the upper provinces and the west supplying most of the recruits. This has been due, however, to the regrettable lack of information available through the press concerning this splendid effort to reinforce the Pats with a type of man who may well be entitled to uphold the highest traditions of this famous regiment. It is therefore earnestly hoped that our Maritime newspapers will lend a hand in giving the facts herein stated as wide a circulation as possible so the required number will be forthcoming to make up the complete platoon of 50 men. Already enough have volunteered to form a nucleus but the time is short and there is still room for a good many more.

For Varsity Boys. How about the university men in particular, both under-graduates and graduates? If the universities of Edmonton and Saskatchewan can each send a platoon and McGill a full company of 250 men, surely the six maritime universities should be able to furnish together at least one platoon. What about it? Dalhousie, Mt. Allison, Acadia, Kings, U. N. B., St. F.X. Get together boys and let us have at least a half section (6 men) from each university. This would leave a fourth section (12) men open to professional and business men who may not be identified with any particular maritime college. There are in nearly every city and community, representatives of the various universities who are always ready to help forward the good work and we appeal to them to pass along this information to men anxious to enlist but looking for the proper corps to join.

The need today is for men, men to join the ranks, regardless of whether they feel themselves capable of becoming efficient officers or not, for at present there appears to be a large over supply of officers for the maritime regiments. In these university companies in particular the men enlisting in the ranks is given every chance for promotion according to ability, not only to N. C. O.'s rank but to commissioned rank, this system being but a natural consequence of the fine type of men enlisting. Here, therefore, is a splendid opportunity for this type of men, for which the appeal is being made to come forward and join Canada's premier regiment every platoon of which is worthy of our best manhood and which will secure for these men the great advantage of good comradeship with fellow countrymen of similar tastes and ideals.

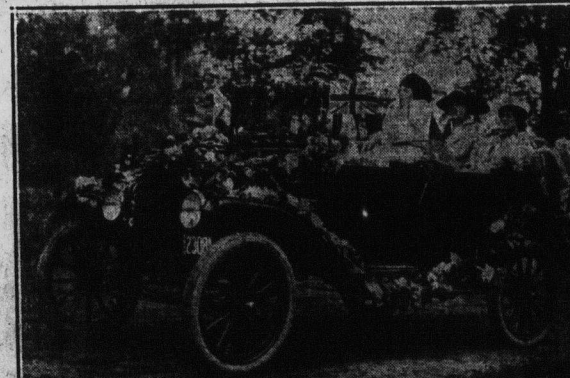
Headquarters at Montreal. The headquarters of the successive companies is at Montreal and the recruiting, organizing and training of these corps is in charge of Captain A. S. Eves. Each company is given a thorough training in Montreal for about two months, after which it is sent overseas to complete its training at an excellent camp near the sea on the south coast of England—the training base of the regiment. Anyone wishing to get into the maritime platoon of the 4th Universities Company, now assembling at Montreal, should fill in at once the application form given below, being careful to name references, and forward same to Captain A. S. Eves, 282 Sherbrooke St., West Montreal. The applicant will then be sent a medical examination sheet to be filled in by an army medical officer and an attestation paper to be executed before a magistrate in the nearest city and as soon as these are returned and approved a warrant is at once issued for the transportation of the applicant to Montreal.



The party in this car seemed imbued with a patriotic spirit as well as some leanings towards a roving existence. The slogan, 'Ford the world over,' showed the extent to which the Ford has become known.

This system is effective and rapid and free from red tape. The regulations respecting enlistment, pay and separation allowances are precisely the same as those for other Canadian troops.

APPLICATION FORM
Fourth Universities Company, C.E.F.
Name in full.....
Address.....
Age.....
No. of children.....
Next of kin.....
Address of next of kin.....
Occupation.....
Military experience.....
When able to proceed to Montreal.....
References.....
Remarks.....



This is one of the Fords which made the trip to Fredericton last Monday. The occupants evidently enjoyed the outing.

REAL ESTATE NEWS.
Transfers of real estate in St. John county have been recorded as follows:
Mrs. Minnie R. Brown to John Armstrong, property in St. Martins.
East St. John Land Syndicate to Annie M. Storm, property in St. John.

FRENCH GENERAL'S SON KILLED IN FALL FROM AEROPLANE.
Toul, France, Sept. 24.—Lieut. De Maudhuy, son of Gen. De Maudhuy, of the Sixth Army Corps, has been killed by the fall of an aeroplane he was piloting. He was well known for having made an attack single-handed on six hostile aeroplanes.



The above picture shows some of the Ford cars after they arrived in Fredericton on Monday last from St. John.

ST. JOHN AUTOS IN GOOD TRIP TO THE CAPITAL

Fifty Ford Cars took part in excellent run on Monday last.

On Monday the 20th about 50 enthusiastic Ford owners with their friends enjoyed a pleasure trip to the Fredericton Exhibition. The cars assembled on King Street East about three o'clock, decked with flags and streamers, the weather was ideal for a trip of this nature and the motorists reached the capital in four hours without mishap. One of the features of the fair on Tuesday morning was a Ford parade in which about 15 cars took part; prizes were won by the following: Mrs. Chestnut and Jack O'Neill of Fredericton and W. R. Skillen of Woodstock. Each car was filled with friends of the owners and the excursion was greatly enjoyed by all present. The autos slid along easily and the roads were found to be in excellent condition.

- HOTEL ARRIVALS.
Royal.
H. S. Thomson, Moncton; J. P. Galagher, Lislet, Valcartier; N. R. Cooper, J. C. Murrie, Toronto; Mr. and Mrs. E. F. Powers, Bear River; Mrs. J. Burgess, Master W. Burgess, Grand Falls; Mrs. B. Cunningham, P. W. Paul, J. T. Mahoney, Boston; E. E. Winkley, Lynn; B. W. S. Martin, Quebec; J. B. Laidlaw, E. M. Peat, Toronto; A. Dobrotsky, P. Falle, J. K. Wyman, Montreal; P. M. Armstrong, Paterson; D. A. Morrison, Amherst; Miss E. Vanvont, Boston; W. E. Johnson, N. Y.; Mrs. R. P. Clarkson, Wolfville; J. LeGallia, Truro; Mr. and Mrs. M. N. Cockburn, Miss L. Barnard, Mrs. G. E. Smith, Mrs. E. A. Cockburn, St. Andrews; R. J. Done, Halifax; P. Linck, New York.
Victoria.
J. Johnson, Woodstock; A. L. Brember, Boston; F. H. Tingley, Moncton; J. C. Gillespie, Truro; Miss E. McKenzie, New Glasgow; Irvin Ingalls, Grand Manan; F. C. Robinson, Moncton; J. R. McLean, Sussex; C. H. Small and wife, Brookville; Miss Small, do; B. W. Kay, Ashman; J. E. McAuley, Lower Millstream; M. F. Pearson, Montreal; Z. Garneau, Quebec; Rev. A. J. Hughes, Everett, Mass.; F. R. Kent, St. George; H. E. Hamilton, Richmond, Me.; W. A. Wiley, Chipman; O. R. Arnold, Sussex; J. C. Fair, Black Cape; W. B. Chandler, Moncton.
Dufferin.
H. Peire, Moncton; E. F. Peebles, Montreal; Harry Lukes, do; William Lukes, do; Mr. and Mrs. John B. Lord, New York; C. B. Crosby, Yarmouth; Mr. and Mrs. R. E. Le Blanc, do; R. G. Brooks and wife, Chicago; Mrs. E. F. Stocks, Boston; Miss Stocks, do; C. H. Jackman, Oxford, N. S.; A. R. Wetmore, Fredericton; Mr. and Mrs. A. G. Milne, Hartford, Conn.; I. J. Walters and wife, Boston; Harry McDonald, Shediac; A. J. Altridge, Houlton, Me.; A. J. Hachle, Meteghan; Mr. and Mrs. T. L. Perry, Asheville, N. C.; A. LeBlanc and wife, Moncton; Abner Cripps, Sussex; Arthur Maaga, do; Kenneth B. Lamb, do; Jas. Lamb, do; Otto W. W. Smith, Boston; Henry C. Lewis, Yarmouth; R. S. J. Freeze, Sussex; John A. Cummings, Boston, Mass.; F. J. Downes, Boston, Mass.; Geo. F. Hanson, Montreal.

FORD SALES TRIPLED

Phenomenal Increase this year—Especially in Rural Districts.

Ford, Ont., Sept. 23.—August Ford sales in Canada more than tripled those of the same month last year. This is a remarkable increase for the first month of the new sales year, and doubtless results partly from the price reduction of \$60 on every Ford car, announced August first. The exact increase of sales for the month was 206 per cent over a year ago. In rural districts, especially, the number of Ford owners is steadily on the rise, and the increase of these sales alone for August was no less than 222 per cent. This demonstrates the ever close relation between successful crop conditions and motor car sales.

At the Winnipeg Ford Branch, the cars sold during the first ten days of August ran well over the total sales of July and August of last year. Orders are still coming in and seven car-branch. It is figured that the finest motoring of the year is in the late summer and fall, and furthermore, the Ford is an all-the-year-around car. The small city of Chatham, Ont. reports the sale of six cars in one day, and sales for the first two weeks of August far in excess of the same period last year. The Calgary branch reports the closing of 50 contracts with various dealers of that territory which average a one hundred per cent. increase over last year. Similar reports are coming from other sections, and Ford officials believe that more and more the light, strong motor cars is becoming a utility and that the current season will be far in excess of anything this company has ever known.

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WILLARD USES EXTRA HARD OAK FOR BOXES.

An interesting fact in connection with the manufacture of Willard Storage Batteries is that the oak which they use for boxes is so hard that furniture makers are unwilling to use it for any except special purposes, inasmuch as it is difficult to work and dulls the edges of ordinary tools. The Willard Company searched all over this country before they discovered this material, which they believe is superior to any other for the purpose. In addition to using very hard wood, they groove the corners of their boxes and lock them together with hard maple dowels securing the bottoms with lead-coated, acid-proof screws. They say that as a result of these precautions many months are added to the battery's life in service. Ordinary cheap battery boxes are quickly rotted apart by the bumps which they get over rough roads and car tracks.



Ford automobiles at the old Suspension Bridge on their way to the capital. Those in the party stopped at this interesting point and surveyed the old bridge, which is being dismantled, and the new highway bridge.

Linen Shower.
On Thursday evening about forty young ladies met at the home of James Estey, King street east, and tendered Miss Maud Crisp daughter of the Rev. R. S. Crisp, a handsome linen shower in anticipation of her approaching marriage. The shower included an entire cluny ladies' luncheon set as well as numerous other valuable presents. At the close of the festivities a luncheon was enjoyed by the young ladies.

An Appreciated Gift.
On Thursday a barrel of very fine apples, grown at "Lone Water" farm at Westfield, N. B., was received at Partridge Island from Mr. and Mrs. R. M. Burden with the accompanying note: "We thought if the men on the island were at their homes now they would be enjoying their own apples, so we send this barrel for a little treat." Needless to say the gift is greatly appreciated.

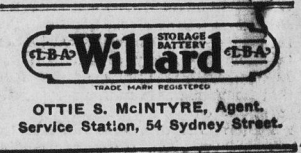
AROUND WORLD TO REACH CANADA

Canadian Trade Commissioner who was war prisoner in Germany returns to Dominion.

Special to The Standard.
Ottawa, Sept. 24.—Mr. C. F. Just, Canadian trade commissioner, who was detained by the Germans in Hamburg for six months after the outbreak of war and upon his release was sent to Russia to investigate opportunities for Canadian trade, has reached Canada again by going around the world. He travelled over the Trans-Siberian Railway, through Japan and across the Pacific. He is now in Vancouver and will visit all the industrial centres of the Dominion, meet Sir George Foster, Minister of Trade and Commerce, in Ottawa, and then go right back to Russia. Canadian manufacturers are very optimistic about the possibilities of trade between Canada and Russia and the government intends to do all it can to encourage the development of that trade. A great deal depends on the Canadian manufacturer studying

the Russian market and taking the proper steps to get a footing there. Some large orders for British Columbia timber have been given by the imperial government as a result of the representations of Mr. H. R. McMillan, chief forester of British Columbia, who was sent over by the Trade and Commerce Department as a special trade commissioner. Similar orders had previously been going to the United States. It is learned also that one of the biggest timber dealers in Great Britain and a large contractor for the imperial government has come to Canada for the purpose of making extensive purchases. He had formerly imported his timber from other countries. The Postmaster General has satisfactorily concluded arrangements whereby the rate postage on parcels despatched from Canada to Fiji has been reduced from sixteen cents to twelve cents for each pound or fraction of a pound and the maximum weight of a single parcel has been increased from seven to eleven pounds. The new arrangements will take effect on the 1st of November.

C. P. R. SUBURBAN SERVICE.
On Saturday, Sept. 18th, and Sunday, Sept. 19th, Canadian Pacific will operate extra suburban train St. John to Welsford and return. Going leave St. John 1.10 p. m. local time, returning leave Welsford 8.40 p. m. All suburban stops.



Advertisement for Ford Touring Car, Ford Runabout, and Ford Town Car. Includes prices: Ford Touring Car Price \$530, Ford Runabout Price \$480, Ford Town Car Price \$780. Features 'MADE IN CANADA' and 'Ford' logo.

Advertisement for Labatt's ALE --- STOUT --- LAGER. Includes text: PURE --- PALATABLE --- NUTRITIOUS --- BEVERAGES. FOR SALE BY WINE AND SPIRIT MERCHANTS EVERYWHERE. LOCAL OPTION --- Residents in the local option districts can legally order from this brewery whatever they require for personal or family use. Write to JOHN LABATT, LIMITED, LONDON, CANADA.

Advertisement for Beecham's Pills. Includes text: Remember whenever you are troubled with minor ailments of the digestive organs, that these may soon develop into more serious sickness. Your future safety, as well as your present comfort may depend on the quickness with which you seek a corrective remedy. By common consent of the legion who have tried them, Beecham's Pills are the most reliable of all family medicines. This standard family remedy tones the stomach, stimulates the sluggish liver, regulates inactive bowels. Improved digestion, sounder sleep, better looks, brighter spirits and greater vitality come after the system has been cleared and the blood purified by Beecham's Pills. Worth a Guinea a Box. FOSTER & COMPANY, St. John, Agents for New Brunswick.