

## Showing of Apples at the Fredericton Exhibition Was Particularly Good

York, Sunbury and Queen's Counties Furnished  
the Display Largely—Quality in Coloring and  
Form Was High—Indication of What Can be  
Done in This Section—The Prize-winners.

The Horticulture Section of the Fredericton Exhibition which was open for public inspection last week was one of the best ever shown in New Brunswick. The apples shown were of magnificent color and form and indicated what can be done in this part of New Brunswick in the way of growing fruit. The counties of York, Sunbury and Queen's comprising the central portion of the Saint John Valley, showed the bulk of the fruit and the prize-winners were largely from that section.

The prize-lists are as follows;—

### APPLES.

3 boxes, Duchess—1, J. Murray Estey; 2, W. B. Gilman; 3, Frank L. Noble.  
3 boxes, Dudley—1, Frank L. Noble; 2, F. E. Smith; 3, F. A. Hubbard & Son.  
3 boxes, Wealthy—1, F. A. Hubbard & Son.  
3 boxes, A. O. V.—1, A. R. Gorham; 2, F. A. Hubbard & Son.  
3½ boxes, Duchess—1, Chas. Parent & Sons; 2, W. P. & F. L. Fox.  
3½ boxes, Wealthy—1, W. P. & F. L. Fox.  
3½ boxes, A. O. V.—1, W. B. Gilman; 2, F. A. Hubbard & Son.  
Box Duchess—1, W. B. Gilman; 2, F. A. Hubbard & Son.  
Box Dudley—1, W. P. & F. L. Fox; 2, Frank L. Noble; 3, F. E. Smith.  
Box Fameuse—1, W. P. & F. L. Fox; 2, F. A. Hubbard & Son; 3, J. Murray Estey.  
Box McIntosh—1, W. P. & F. L. Fox; 2, F. A. Hubbard & Son.  
Box Wealthy—1, Frank L. Noble; 2, F. A. Hubbard & Son; 3, W. P. & F. L. Fox.  
Best Box, A. O. V.—1, W. B. Gilman; 2, W. P. & F. L. Fox.  
½ box, Duchess—1, F. A. Hubbard.  
½ box, Dudley—1, W. P. & F. L. Fox; 2, Chas. Parent & Sons; 3, F. E. Smith.

½ box, Wealthy—1, F. A. Hubbard & Son; 2, W. P. & F. L. Fox.  
½ box, A. O. V.—1, W. B. Gilman; 2, F. A. Hubbard & Son.  
Ten ½ boxes—1, F. A. Hubbard & Son.

Best Barrel—1, W. B. Gilman; 2, J. Kelly; 3, W. P. & F. L. Fox.  
Basket Dudley—1, W. P. & F. L. Fox; 2, J. Kelly; 3, F. E. Smith.  
Basket, Wealthy—1, F. A. Hubbard & Son; 2, W. P. & F. L. Fox; 3, J. E. Kelly.

Basket, McIntosh—1, J. E. Kelly; 2, W. P. & F. L. Fox; 3, F. A. Hubbard & Son.

Best A. O. V.—1, J. E. Kelly; 2, W. B. Gilman; 3, F. A. Hubbard & Son.  
Best 5 Baskets—1, F. A. Hubbard & Son; 2, W. P. & F. L. Fox; 3, W. B. Gilman.

### Plates.

McIntosh Red—1, Guy Hawkins; 2, J. E. Kelly; 3, J. Murray Estey; 4, W. P. & F. L. Fox; 5, F. A. Hubbard & Son.

Alexander—1, J. Murray Estey; 2, W. P. & F. L. Fox; 3, J. E. Kelly; 4, Guy Hawkins; 5, Frank L. Noble.

Wolf River—1, Chas. Parent; 2, W. G. Clark; 3, J. Murray Estey; 4, J. E. Kelly; 5, F. A. Hubbard & Son.

Fameuse—1, Frank L. Noble; 2, F. A. Hubbard & Son; 3, J. Murray Estey; 4, Chas. Parent.

Dudley—1, J. E. Kelly; 2, W. P. & F. L. Fox; 3, F. E. Smith; 4, Guy Hawkins; 5, Frank L. Noble.

Duchess—1, Vera Willis; 2, Chas. Parent; 3, F. E. Smith; 4, J. E. Kelly; 5, W. P. & F. L. Fox.

Wealthy—1, F. A. Hubbard & Son; 2, J. E. Kelly; 3, Chas. Parent; 4, W. P. & F. L. Fox; 5, W. G. Clark.

Bishop Pippin—1, W. P. & F. L. Fox; 2, F. A. Hubbard & Son; 3, A. R. Gorham.

Bethel—1, J. E. Kelly; 2, A. R. Gorham; 3, Chas. Parent.

Baxter—1, A. R. Gorham; 2, Guy Hawkins; 3, Chas. Parent.

### THE ONE-WAY GATE.

Were you but here, the days would  
cease to be  
Devoid of song and cheer; hues  
gay and bright  
Would then relieve the gray mono-  
tony.

No longer would I know the ache  
that night  
Ne'er fails to bring; 'tis then I need  
you most.

The day's strife ended, I to pleasure  
turn,  
Entreating Lubertia to rout the  
ghost,

Of boredom; but for you I always  
yearn.

Were you but here, I'd gladly be  
your slave.

I'd do a thousand things to make  
your eyes—  
Dear, blue eyes—shine like lanterns  
in a cave.

I'd bring you all the gifts that money  
buys

Does any one ever return, my mate  
Once he has been led through the  
One-way Gate?

—WILLARD KING BRADLEY in  
Ainslee's.

Passerby—Any fish in this stream?  
Fisherman—I dunno. I've dropped  
'em a line every day this week an'  
ain't got no reply yet."

Dr. Dillback—I cannot keep from  
you the fact that your condition is  
very serious sir. Is there anybody  
that you would like to see?

Patient (faintly)—Yes.  
Dr. Dillback—Who?  
Patient—Another doctor!

"Willie, isn't it rather extravagant  
for you to eat both butter and jam  
on your bread at the same time?"

"No, mother, it's economy. You  
see the same piece of bread does  
for both."

Canada Baldwin—1, W. P. & F. L. Fox.

Tolman—1, W. P. & F. L. Fox; 2, F. A. Hubbard & Son; 3, Guy Hawkins.

Golden Russet—1, J. E. Kelly; 2, Robert Gay; 3, Chas. Parent.

Northern Spy—1, W. P. & F. L. Fox; 2, F. E. Smith.

Milwaukee—1, Frank L. Noble; 2, J. Murray Estey; 3, Chas. Parent.

A. O. V.—1, W. P. & F. L. Fox; 2, Robert Gay; 3, A. R. Gorham.

Best collection six commercial varieties—1, J. E. Kelly; 2, W. P. & F. L. Fox; 3, F. A. Hubbard & Son; 4, Chas. Parent; 5, F. E. Smith.

Best collection grown on one farm—1, Chas. Parent; 2, F. A. Hubbard.

## ODD ADVERTISING MEDIUMS ARE BEING USED IN EUROPE; PUBLIC MIRRORS ARE UTILIZED

"Announcement by the British post-office that firms may buy advertising space on dies used for postal stamp cancellations calls attention to some unusual phases of European advertising and selling methods," says a bulletin from the National Geographic Society.

"Proprietors of the great Parisian department stores bemoan the lack of advertising media, such as our great daily papers. It is not possible for them, as it is for our merchants, to 'cover' their city by using space in two, three or four daily papers, therefore they resort to whatever substitutes are available. They use theatre tickets, menu cards in cafes, and engage men to distribute leaflets among the patrons of the sidewalk cafes.

"To display their high-grade gowns, furs, jewelry, cloaks and other merchandise, they have show cases in the theatre lobbies and in hotel lobbies. Their own windows are largely lost to them because they place their bargain tables on the sidewalks outside the stores. One thinks he is coming upon some market when he sees crowds of women gathered about stands, and then the visitor realizes it is 'dry goods' that is being sold and goes closer to see one of the unusual sights of Paris, thousands of women finger-ing over the bargain stockings, waists, ribbons and other articles of the sidewalk tables.

### Few Articles in Cases.

"Inside the huge Paris department stores the goods must tell their own stories; therefore they are spread out in profusion and confusion on tables. Only the most valuable articles, such as jewels are in the show cases.

"Incidentally, a visit to one of these stores is a Paris experience that even the male visitor should not miss. There are five department stores that are reputed to do a larger gross business than the busiest American store—a business amounting to more than the equivalent of \$100,000,000 a year for each of them.

"And some of them do it in spite of sales methods that seem circuitous to the American. One makes a purchase from a sales clerk, and the sales clerk conducts the buyer to the accountant of her department. There seems to be no central cashier desk. This accountant makes out the bill of sale and the price, and next, still with the customer in tow, the sales clerk proceeds to the cashier for her department. Then, and not until then, does she accept the customers' money. She presents that to the cashier with the sales bill, obtains the change and gives it to her customer. She may have been away from her counter or table 5 or 10 minutes.

### Store Like Opera House.

"One of the newest of these huge Paris emporiums has only galleries instead of upper floors, and resembles in architecture, a large, stageless opera house. Stairways are affixed in what seems to be airy fashion outside the galleries, and they spiral around the tiers of balconies. Elevators also are suspended outside the edges of the galleries, and since the curved sides of these tiny elevators, facing the great court of the store, are made entirely of glass, one has a curious sensation of being carried aloft on a platform from which he may tumble at any moment into a vast pit of merchandise below.

"Electric signs, both in London and Paris, are not so elaborate as those in America, but the lettering is much larger, as it is on the unlighted signboards. A department store in Paris announces its name in letters that cover the greater part of one side of an eight-story building. Fronts of London buildings are occupied by signs with only a few words which spread over the entire wall space. Nor are they less spectacular than American signs in their locations. A series of signs flashes nightly from the famous Eiffel Tower.

"London uses the outside of its street cars and buses for signs as well as its inside. The government also sells advertising space in stations, on railroad trains and in the station lunch rooms to advertisers. There is much less excuse for unsightly outdoor advertising in London than in Paris, because in London newspaper advertising is developed along the lines employed in the United States and newspapers with enormous circulations reach every strata of society.

### Bulletins "Cry" Papers.

"Newspapers in London do not employ newsboys who cry their wares; instead the newsboys and news dealers are provided with bulletins which announce the leading 'stories' in huge black type. Even 'sandwich men,' who do not themselves sell papers, are employed to stroll the busy streets

with announcements of the features in latest editions.

"One surprising Continental advertising medium is the 'sleeper' ticket. When one obtains a reservation he receives what looks like half a tabloid newspaper. Only the left-hand column constitutes the ticket proper. The remaining nine-tenths of the 'broadside,' save for brief bilingual official notices, consists of announcements of cigarettes, railways and automobiles or of statements of the 'comforts' of hotels from Paris to Constantinople. Even the bills on the Continental dining cars have their liquor advertisements tucked away at the bottom.

"In Italy the first-class compartments have various advertisements affixed behind glass on the walls somewhat after the manner of our street car advertising cards. The feminine passenger who wishes to apply powder to a dainty nose before the mirror of a first-class compartment in Italy must dodge the ever-present liquor advertisements. They are not pasted on the surface, but are built in, so to speak, behind the glass."

## UNUSUAL BITS OF NEWS BUT ALL TRUE

### LEARNING TO COOK.

Brussels—Miss H—might try learning to cook. That's how the Princess Astrid progressed toward a forthcoming change in her name, it seems. Prince Leopold likes to endive salad and beer. The princess made some salad for him when he visited Stockholm.

### BURNED PANCAKES.

Auburn N. Y.—Burned pancakes provide insufficient judicial reasons for the change of name of Mrs. Charles L. Shergur back to plain Lydia Sloan. Justice Stevens has denied the annulment petition of her husband, who is 82 and was formerly national chaplain of the G. A. R.

### FLOOD VICTIMS APPEAL

Sebring, Fla.—Liquor is needed as medicine for flood victims at Moorehaven. The Sebring Chamber of Commerce appeals for shipments.

### DUTCH ARMY REBELS.

Amsterdam—If the Dutch army must take long hikes in hot weather it must have more beer; that's all. Refusal to increase the supply caused a mutiny at Assen in which one non-com was killed and several privates wounded.

### OXFORD BAGS DOOMED.

Philadelphia—It may not be because of a great exhibition of virility here Thursday night, but Oxford bags are going out of style. It is so un-liked by retail clothiers in convention.

### SMOKING WOMEN BLAMED.

Atlantic City, N. J.—Much of the increase in fire losses in the United States in recent years is due to women smoking in boudoirs. The opinion of John B. Morton, formerly president of the National Board of Fire Underwriters.

### GIRL SHOTS 11 BEARS.

London.—Having shot 11 Polar bears, Miss Louise A. Boyd of San Rafael, Calif., is on the way home from Franz Josef Land in the Arctic. Miss Janet Coleman of San Francisco and the Countess Rivadavia of Spain made the trip with her.

## Time Changes C. N. R. Effective Sept. 27th

Commencing Monday, Sept. 27th, Canadian National Train No. 242 will leave Fredericton at 6.45 a. m. Mondays, Wednesdays and Friday, instead of Wednesdays and Fridays, arriving Saint John 11.45 a. m., same as at present.

Train No. 240, leaving Fredericton at 3.00 a. m. Mondays only and arriving Saint John 7.30 a. m. will be cancelled.

These are the only changes in Canadian National train services in and out of Fredericton effective this date.

## THE WESTERN UNION DID GOOD WORK

The hurricane that swept the Miami district of Florida with loss of life and great damage to property found the Western Union prepared.

It is now known that Florida had warning of the approaching storm and acting on this information from the Weather Bureau the Western Union immediately sent seven installation gangs to the storm area. This, with other gangs in regular work there made a total of two hundred and five Western Union men on the ground when the storm broke. Under the direct supervision of Vice President Tiley five hundred Western Union men are now in the storm area. Five extra gangs were sent to Mobile prepared for the worst.

Contact with Miami Beach was lost at 12.30 p. m. on Saturday and restored at 9.30 p. m. on Sunday. A direct wire to Miami City was established at 4.25 p. m. Tuesday by Western Union and additional wires were restored Wednesday morning from West Palm Beach to Miami City.

Friday, Saturday and Sunday night the Western Union office was the only illuminated building on Flagline street in Miami. Electricity there and in the Western Union Miami Beach office was obtained from its emergency gas engine equipment, which is a feature of the equipment in all important Western Union offices.

New York now has three channels of communication to Miami City and also a cable circuit to Miami Beach via Punta Rassa and Key West. Key West has a wire into Miami City. Atlanta has five channels of communication into the city.

Night letters were being sent from West Palm Beach Monday night, indicating that the rush of urgent traffic had been handled.

Even with the new line of communication it should be understood that their capacity is limited and that extraordinary efforts are being made to re-establish lines in this emergency.

In 9 holes of golf Briton wagged his club 352 times before hitting the ball. If he ever does 18 holes he'll be one golfer that will carry his lunch.

## Special Bargains!

LADIES' LISLE HOSE .....25c.  
LADIES' SILK HOSE .....35c.  
MEN'S COTTON SOCKS .....15c.  
MEN'S BALBRIGGAN UNDER-WEAR, per garment .....45c.  
LADIES' SILK SCARFS .....65c.  
LADIES' CREPE DE CHENE SCARFS .....\$1.00  
GINGHAM .....12c per yard.  
CURTAIN SCRIM .....10c per yard.  
LOTS OF OTHER BARGAINS.  
Call and Inspect our Stock.  
Satisfaction Guaranteed.

## THOMAS E. GEORGE

Queen Street West  
Phone 358-11.

## FIRE ALARM LOCATION IN THE CITY

6 Argyle and York Sts.  
7 Victoria Hospital.  
8 Children's Aid Home.  
12 Westmorland and Aberdeen Sts.  
13 Northumberland and Saunders Sts.  
14 Brunswick and Smythe Sts.  
15 Charlotte and Smythe Sts.  
16 Georg and Northumberland Sts.  
17 King and Northumberland Sts.  
21 Queen and York Sts.  
23 York and George Sts.  
24 Queen and Westmorland Sts.  
25 Brunswick and Westmorland Sts.  
26 Charlotte and Westmorland Sts.  
27 King and York Sts.  
28 Saunders and York Sts.  
31 Queen and Regent Sts.  
32 Needham and Regent Sts.  
34 Queen and Carleton Sts.  
35 Brunswick and Carleton Sts.  
36 Charlotte and Carleton Sts.  
37 George and Regent Sts.  
38 King and Regent Sts.  
43 St. John and Aberdeen Sts.  
44 Queen and St. John Sts.  
45 Brunswick and St. John Sts.  
46 Charlotte and St. John Sts.  
51 King and Church Sts.  
52 George and Church Sts.  
53 Union and Church Sts.  
54 Shore St. and University Ave.  
55 Brunswick St. and University Ave.  
56 Lansdowne St. and Waterloo Row.  
57 Grey St. and University Ave.  
112 Smythe and Aberdeen Sts.

# A LITTLE THING

**T**HE power called habit is a little thing \* \* \* \*  
but it can pull your eyes open at a certain  
hour every morning, determine whether  
you dress the right or left foot first, drop a  
fixed amount of sugar into your breakfast coffee  
—free your mind for thoughts that demand actual choice.

The little habit of glancing over these advertising columns daily, checking this and that which appeal to you, frees your mind from any guess-work about the merits of a product; helps you choose wisely when you buy. If you are familiar with newspaper advertisements, you can discriminate merits, weigh one product against another, these truths against those. And the habit of buying only advertised goods takes the hazard out of shopping; puts in a good, sturdy sure.

Start a Friendly Little Habit That Will Pay.  
Read the Advertisements in These  
Columns today.