

At Canadian National Exhibition



Million Dollar Motor Salon

What unquestionably will be the finest building in America devoted exclusively to the purposes of automobile display will be opened in the beautiful park of the Canadian National Exhibition at Toronto this summer. The palatial new structure will occupy a prominent place overlooking Lake Ontario. Immediately across the boulevard from the new Engineering and Electrical Building. The latter was opened last year at a cost of \$650,000. The great automotive salon will cost \$1,000,229, that being the figure embodied in the accepted tenders.

446 feet in length and 294 feet in depth. It will be constructed of stone, steel and brick with concrete flooring on the main and mezzanine floors. The ground will have 95,000 feet of display space with the remaining 25,000 feet on the mezzanine. Passenger models and buses will occupy 60,000 feet, trucks will be allotted 35,000 feet and 25,000 feet will be available for accessories and parts. Stairs leading to the mezzanine will be at each of the four entrances and the wide stairways will be flanked with ornamental wrought iron balustrades. The pillars and facings of the building at the main entrances will be of cut and cast stone with artificial stone and wrought iron decorations. Stone-colored crystalline stucco plaster with joints sawn will form the

inside walls. Majestic stone pillars will extend to the roof at the mezzanine floor and artistic lighting arrangements have been made to blend harmoniously with the color effects of the automobile models. Indirect lighting will prevent glare on the highly finished cars. Amber glass will be used in all windows with Spanish iron grilling inside and out to give a decorative touch. The building will be used annually by the Canadian National Exhibition fall motor show and the National Motor Show of Canada in the winter. The opening in August when the world's greatest annual exhibition swings open its gates on the 23rd, will provide the Canadian National motor show ever held in this country.

Edwin Franko Goldman Band

Maintains High Standard Set in Previous Years



This internationally famous organization will be heard daily throughout the Canadian National Exhibition this year. Other noted bands will appear as usual.

of Great Britain, France, Mexico, the United States and elsewhere have appeared in former years at the Canadian National Exhibition. The high standard has been maintained this year by the engagement of the great Edwin Franko Goldman organization of New York, sixty musicians, and regarded as the leading ensemble of its kind in the United States.

FOR SALE BEAUTY PARLOR and BARBER SHOP EQUIPMENT

BIG SAVING ON USED EQUIPMENT DURING EXHIBITION. Large hair dressers, basins, permanent waving machines, barber chairs and fixtures, sitting chairs, hairdressing chairs, dressers, mirrors, manicure tables, sterilizers, cabinets, signs, etc., must be sold regardless of cost. Everything will carry a money back guarantee.

Apply at our Head Office: JONES BROS. OF CANADA, LIMITED 29-31 ADELAIDE ST. WEST

MASON & RISCH

invite you to see and hear the new MASON & RISCH and HENRY HERBERT PIANOS including the famous DUO-ART Reproducing Piano at the Canadian National Exhibition

MASON & RISCH Limited 230 YONGE ST. TORONTO

Famous military and concert bands are a novelty which are expected to prove a sensation at the Canadian National Exhibition as they have outdoors elsewhere.

Exhibition Notes

Agricultural Resume
The Canadian National Exhibition, now recognized as the greatest agricultural institution in the world, has fifty-one consecutive years of unabated effort to advance the interests of our Nation's basic industry. The present year sees the management of this great organization planning and preparing a more interesting and educational agricultural program than ever for its "EMPIRE YEAR" Celebration. From end to end of the sixteen and one-half acres of buildings under one continuous roof, the very finest live stock in the land will have the most modern and sanitary exhibiting facilities, judging arenas and show rooms. It is safe to say that the spectacle to be presented will faithfully portray "The Agricultural Development of a Nation."

Heralding the show the annual premium list went through the mail some weeks ago to a host of patrons in all provinces throughout Canada and the many States of the union. The list for 1929 is the most attractive and comprehensive ever issued by the C. N. E. Association. It contains one hundred and fifty-eight pages and is replete with information relative to agriculture embracing every division of live stock. Through the many sections listed regions and improvements for the general good of breed and breeder are noticeable.

Increased Entries in Horse Events
In the breeding horse section, classes have been added for young horses, and the "Junior breeders"

will be afforded an opportunity of presenting their animals to advantage. Saddle, harness and hunter classes will, as usual, make up the Horse Show. There has been considerable revision of the classifications in this department and the prize money for the respective placings is now on a more generous scale. The 1929 Horse Show obviously will be outstanding than even that of 1928 when a record entry was secured. Well filled classes of first quality and keenly contested events always characterize the splendid show in the Arena and furnish much pleasure and many thrills each afternoon and evening to the vast crowds in attendance.

Poultry Classes to Encourage Juveniles and Egg Exhibits

The Poultry, Pigeon and Pet Stock Shows will be held on the upper floor of the eastern annex and the most modern cooping equipment is being provided to accommodate an entry of at least 6,000 exhibits. A special feature that makes this show attractive to breeders is the guarantee of single cooping of all birds entered at a nominal fee of only 75c per individual exhibit. This is of great benefit to breeders of high quality stock, for when birds are cooped together in no cage—as they are under the double cooping system—serious injury to a valuable specimen often results. Boy and girl poultry breeders are being catered to on quite an extensive scale, twelve sections being provided for juvenile competitors. By way of encouragement the Hon. John S. Martin, Ontario Minister of Agriculture, offers a silver trophy for the "Best Young Pair Shown". Other new additions this year are Fanciers' Egg Classes and Sales Display Pens.

Trotting Program

The 1929 renewal of the trotting and pacing program annually sponsored by the Canadian National Exhibition has been announced and is being acclaimed by horsemen as the most important race meeting of its kind in Canada this season. Offering an aggregate of \$8,500 in purses, its outstanding features are the two futurity races inaugurated by the Canadian Standardbred Society and having respective guaranteed values of \$3,000 and \$2,000. The two futurities, one for three-year-old trotters and the other for three-year-old pacers, will be contested on Wednesday, September 5th, with the 2.10 pace, thus making a feature of racing that will be witnessed at no other race meeting in Canada this year.

The balance of the program is devoted to class races of uniform value of \$500 and provides for trotters and pacers whose eligibility range from the 2.30 class down to the 2.10 pacers. The entire program is being raced under the rules of the Dominion Harness Horse Association and the eligibility of horses intended for racing at this meeting may be obtained from Mr. Charles Snow, 321 Brock Avenue, Toronto. The most liberal conditions to be found at any meeting in Canada are included in this program, including a three-per-cent entrance fee with absolutely no deductions from money winners. Entries positively close on August 17th when a cash payment of \$15 (the entire entry fee) must be forwarded with the entry, together with the name and description of the horse. The usual money divisions prevail and trotters are given a four second allowance in all pacing classes.

The Complete Program follows:
Tuesday, September 3rd
2.30 Trot. Purse, \$500
2.30 Pace. Purse, 500
Wednesday, September 4th
2.16 Trot. Purse, \$500
2.15 Pace. Purse, 500
Thursday, September 5th
2.10 Pace. Purse, \$500
The Futurity for three-year-old pacers, owned, foaled and trained in Canada: Purse, \$2,000 and Silver Cup donated by the Dominion Harness Horse Association.

The Futurity for three-year-old trotters, owned, foaled and trained in Canada: Purse, \$3,000 and Silver Cup donated by the Toronto Driving Club.

Eat at MUMBY'S
West End of Grand Stand
Excellent Meals in 50c.
Dining Room
CAFETERIA IN CONNECTION
Exclusive Surroundings
Pure Food at Moderate Prices
No Waiting — Over 1,000 Seats
28 Years on Grounds
J. A. MUMBY — Manager

Card of Various Sport Events at the C.N.E.

Sport is as popular and necessary a phase of the national life of the people of Canada as of other countries that the Canadian National Exhibition has given it a prominent place on its program of activities. Ever on the alert to the demands of its two million visitors each year and as a contribution to the diversity of the card of attractions for people of all ages and both sexes, the world's greatest annual exposition has again arranged a list of sports events, afloat and ashore, calculated to provide enough thrills to reverybody.

For the third year in succession the Canadian National Exhibition, in conjunction with the Wrigley interests, will hold the famous \$50,000 world championship Wrigley swim marathon. The course will again be immediately in front of Exhibition Park, the women's event of ten miles on Friday, August 23rd, opening day, and the men's swim on Wednesday, August 28th, at a distance of fifteen miles. It has been stipulated that the water shall be at a temperature of 53 degrees or warmer at the hour set for the start. In the event of this condition not being met, the "big splash" will be postponed to the following day. Natatorial stars from all over the world have already forwarded their entries.

Sea Fleas Big Feature
Outdoor motor races, for which cash prizes of \$8,000 have been provided, have attracted drivers of international fame and the spectacular little "sea fleas" will be a daily feature on the water front. Lake Ontario at this point is particularly suited to the purpose. Novelty events for these ubiquitous little flyers have also been arranged.

The Lake Yacht Racing Association will bring international competition to the Canadian National Exhibition. Speedy, graceful racing craft from many points on Lakes Ontario and Erie in Canada and the United States will compete.

Harness racing enthusiasts will see their favorite sport at its best. Included in the program are \$5,000 Futurities.

Track athletes of both sexes who represented their countries at the Olympic Game in Amsterdam last year will be seen in the Canadian National Exhibition meet which antedates even the Canadian championships. The stars of Europe and America have been seen in former years at this gathering of spiked shoe exponents and the sport's luminaries will again be in competition. Bicycle racing, having emerged from its lethargy of the past year or two, will again be a prominent feature.

Carnival of the Clouds
Aviation is being stressed for this Empire Year Celebration and plans are being laid for some racing events.

Exhibition Visitors

While in Toronto are cordially invited to avail themselves of our board services, where they will find a staff of expert dining consultants, capable of rendering advice on present habits as well as future commitments.

Wright, Wilson & Company
STOCK EXCHANGES
Members Standard Stock and Mining Exchange
Second Floor, King St. W. TORONTO
51 KING ST. W. TORONTO
(One door East of Bay St.)

When in Toronto See Connor Washers

See our Exhibit under the Grandstand at Exhibition—See the new Connor Thermo Electric Washer, also equipped with gasoline engine where electricity is not available. When on Yonge St. call at our Connor Washer Stores, 415A Yonge St. or 1654 St. Clair Ave. West and see these machines demonstrated.

WHEN IN TORONTO SEE OUR Bicycles and Motorcycles

36 Queen St. East
or write for Catalogue. We prepare delivery charges on Bicycles.
PERCY A. McBRIDE'S



Save the Price of Your Fare to Toronto

Permanent Waving \$5.50
By Experts
When you visit the Exhibition don't fail to have one of our famous Permanent Waves at the Reduced Rate of \$5.50.
With or without appointment.
Specialists in the Shur Wave Method of Permanent Waving. (For ladies who care.)

ROBERTSON'S
288 YONGE STREET, TORONTO
Write for Booklet "W2" on the care of a Shur Wave Permanent Wave.

Scores of planes and other aircraft of various classes and designs will attend the Canadian National Exhibition. An international carnival of the clouds will present some startling surprises for Exhibition visitors.

LARGEST EXCLUSIVE FURRIERS IN THE BRITISH EMPIRE

AUGUST FUR SALE

New Models For 1929-30
To Select From
20% to 30% OFF

BUY NOW — PAY LATER

Visit Our Spacious Showrooms While in Toronto

SELLERS-GOUGH FUR
244-250 YONGE ST., TORONTO CO. LTD.

USED CARS Lowest Prices. Greatest Values

When in Toronto, be sure to see our stock of Selected Cars

VAUGHAN MOTORS, LTD.
525 ST. CLAIR AVE. WEST
(At Vaughan Road) Phone Hillcrest 1346

SEE THE BALL GAMES
WHILE VISITING THE EXHIBITION

Aug. 23—Baltimore
Sept. 2—A.M. & P.M. Buffalo
Aug. 30, *31, *31—Newark.
*Two Games For One Admission

Aug. 27, 28, 29—Reading
Aug. *24, *24, 26—Jersey City
Sept. 3, 4, 5, 6, 7—Montreal

SPECIAL SEPT. 6—St. Louis American's (Dan Howley, Mgr.) and Montreal, Both For One Admission.

MAPLE LEAF STADIUM—Sited Close to Exhibition Grounds

When at the Toronto Exhibition

You are invited to call at the Heintzman stand in the Manufacturers' Building and see the wonderful display of UPRIGHT and GRAND PIANOS, as well as the very artistic display of SPECIAL DESIGNS.

If you are down town, would be glad to have you call in, as a duplicate display is on hand at our warerooms, 195 Yonge Street, opposite Eaton's.

RADIO and PHONOGRAPHS, a wonderful display of the latest models in Radios, many makes to choose from. Also all designs of Orthophonic Victrolas, and Victor Records.

Terms. Pianos 10% cash, balance spread over three years. Radios and Phonographs, 15% to 25% cash balance arranged over a period of 12 months.

price
teas
payment
A!!
Farming
The West are not
entirely on wheat
They have learned
school of experi-
ence learned that
land may be, they
of the elements,
needed.
recklessness
(Cons.) There is a
highways of Nova
and anything of
erience before. A
number of motor-
cars have gone "speed-
ing". The results are in-
evitable. A car is leaving a
disaster in Nova
is appalling.
Free Trade
The Journal (Ind.)
Canadians in the
the within the Em-
book and his friends
what will take
Canadian industries
quite free trade,
by competition
Australia is in-
question.
For Neurlogia.
IM
the only fortune
it is not to be
nds, but in the
television.
R DAY
get that
of
tone
PPED
ES
Now!
exposure
pains, there
in Aspirin.
ork of that
pain, just
ore serious
ia, neuritis,
p. No ache
e-seated for
re, and they
ll druggists,
for various
of pains and
RIN
ned in Canada
29