

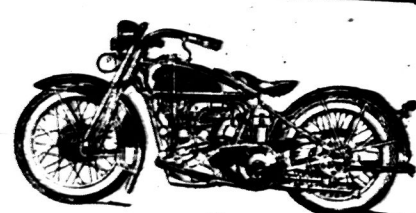
Band Instruments
Visit
The Conn-Leedy Store
10 SHUTTER ST., TORONTO
Opposite Massey Hall

SEE - HEAR
Brunswick
RADIO
True Performance
At the Music Building
RADIO RADIO WITH
PANATROPE AND RECORDS
"The Network of the Home"

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

EAT at the Union Station, To-
ronto, where the RAIL-
WAYS operate four eating places and
serve upward of 2,000 people a day.
If you appreciate superior food well
cooked, cleanliness, and service by
courteous employees at moderate
prices.

USED CARS
ARE CHEAPER
IN
TORONTO
AT
SEE & DUGGAN
MOTORS Ltd.
599 - 623 Yonge St.



Harley-Davidson 1931 Models are on dis-
play at our new store, with many new
features that will interest you, and we
invite you to come and inspect this
master motorcycle. Sold on "easy terms."
Walter Andrews Limited
531 KING ST. TORONTO
101 YONGE ST. W. HAMILTON

FOR SALE
BEAUTY PARLOR
and
BARBER SHOP
EQUIPMENT

BIG SAVING ON EQUIPMENT DURING
EXHIBITION. Large hair dryers,
basins, permanent waving machines,
barber chairs and fixtures, sitting chairs,
hairdressing chairs, dressers, cabinets,
sinks, manicure tables, sterilizers, cabinets,
sinks, etc., must be sold regardless of
cost. Everything will carry a money
back guarantee.
Apply at our Head Office:
JONES BROS. OF CANADA, LIMITED
23-25 ADELAIDE ST. WEST

WHEN AT TORONTO
EXHIBITION
Come and Visit Us
We sell 10,000 horses a year to satis-
fied customers. We can supply you
with one horse or a carload at market
prices. All horses loaded on rail-
roads free of charge.
Auction Sales Every Tuesday and
Friday.
Special Offering in Every Line
of Harness.
COULTER BROS., Props.
THE REPOSITORY
10-28 NELSON ST., TORONTO

Exhibition Notes

Over twice as many people attend
the Canadian National Exhibition as
any of the United States Agricultural
Fairs.

Outdoor motorboat and yachting
races will be featured on the Canadian
National Exhibition Aquatic Sports
program.

Children's dancing contests will fea-
ture the 1930 Young Canada's Day
program of the Canadian National
Exhibition.

Nine and one-half miles of paved
streets support the Canadian National
Exhibition traffic.

Over 100,000 electric lights illum-
inate the Canadian National Exhi-
bition grounds.

Standing room at the Canadian Na-
tional Exhibition Grandstand accom-
modates 8,000.

The value of the Canadian National
Exhibition Buildings, park and plant
is \$20,000,000.

Canadian National Exhibition dates
for 1930 are Friday, August 22nd to
Saturday, September 6th.

This will be "All-Canada Year" at
the Canadian National Exhibition,
Toronto.

Canada Gets Lion's Share of Tourist Trade - C.N.E. Powerful Attraction

Of all U.S. tourist money spent in
foreign countries, Canada gets the
lion's share—34 per cent.—according
to Babson. Of all Canada's sightsee-
ing attractions, none exerts the pow-
erful annual draw of the Canadian
National Exhibition in Toronto.

How many Americans visit this, the
world's largest exposition, is not de-
finitely known, but it is far up in the
thousands, and every state contributes
to the total. In a 1929 check-up made
in one of the exposition's parking
areas where 10,000 motors were lined
side by side, there were license plates
of 42 different states. Visitors come,
in addition, by every rail and water
route and by air.

Magnitude of the spectacle is pos-
sibly its greatest appeal.

This year, the dates are August 22
to September 6 inclusive. Canada's
greatest annual celebration is a thou-
sand expositions in one. Any attempt
to survey it in the course of a few
words is apt, therefore, to be bewilder-
ing. Its attractions range from art
galleries to battles for world's swim-
ming titles; from mammoth historical
pageantry to "sea flea" races; from
shows of blooded livestock to concerts
by the Exhibition's gigantic 2,000-
voice choir.

The scene of these festivals is both
Exhibition Park and Exhibition City.
Its 350 acres on the edge of Lake On-
tario include wide stretches of velvet
lawn, rose gardens, groves of trees,
and horticultural spectacles which are
unique in themselves.

Its buildings, scores of them, are
stately permanent edifices, carved out
of stone or built of steel, brick and
concrete. The magnificent new home
of the National Motor Show alone cost
more than a million. The Coliseum
and Live Stock Pavilion, with an
arena seating 12,000 people in comfort
and 18½ acres under one roof, is the
largest exhibition structure in the
world. Exhibition City has nine
miles of its own paved streets, its own
internal transportation system, rail-
road terminal where sightseers step
straight from the trains to the Park;
as well as bus, coach, and street car
lines, linking it with every other sec-
tion of Toronto and outside points.
Twenty million dollars, in all, is in-
vested in equipment, land and build-
ings.

This year displays from every cor-
ner of the Dominion are being given
special prominence in the showings.
They come from points as scattered
as the Yukon and the Canadian Rock-
ies, the Pacific Coast fisheries, the
wheat plains of the Prairies, northern
gold fields, and southern industrial

stand with sightseeing accommodation
for a quarter of a million individuals.

The roar of the mosquito fleet in
the International Outboard Motorboat
speed trials is a thrill in any lan-
guage. Seaplane races with interna-
tional competitors are equally excit-
ing. World champions will also ap-
pear in rowing and sculling events,
canoeing and yacht races. Radio an-
nouncers whose names are known to
every fan in America will broadcast a
number of these contests.

For good measure there are dog and
cat shows, a baby show, judging com-
petitions, floral parade, warriors' pa-
rade, fashion and handicraft shows, a
superb horse show in the Coliseum's
tomb-like arena, and a mile of midway
which includes practically every
known variety of amusement device.

The Canadian National Exhibition
is easy to reach. Fifty-five million
Americans live within 500 miles of
Toronto. There are special rates on
all railroads, steamship lines, and air-
ways. A network of de luxe highways
lead to the Exhibition from every
point of entry on the U.S. border.
Hotel accommodation includes some of
the finest hostilities on the continent,
among them the largest and most lux-
urious in the British Empire.

But a feature of Toronto during
the annual exposition which always
impresses visitors is the city's hospi-
tality to its guests. Thousands of
homes are thrown open to visitors
where modern and comfortable accom-
modation may be secured. Under the
direction of the Canadian National
Exhibition an elaborate downtown in-
formation Bureau offers complete de-
tails of available residences. All are
carefully inspected and approved.

For half a century Toronto's hospi-
tality at this time has been a civic
tradition. Rates are not raised above
normal. There is not only ample ac-
commodation, but inexpensive accom-
modation—no lack of it. This year
will be one of the greatest and most
spectacular celebrations in the Cana-
dian National Exhibition's entire
history, and as a holiday trip, one
which is entirely alone in the diversity
of its attractions.

Exhibition chorus of 2,000 voices
accompanied by the specially recruited
All-Canada Permanent Force Band,
will be heard in four concerts at the
Canadian National Exhibition this
year. This, the most colorful and
largest choral organization in Canada,
appears in the Coliseum on August
23, August 28, September 2, and Sep-
tember 6.



Manufacturers' Building one of the most popular at the Canadian National Exhibition.

centres, habitants of Quebec and the
Maritime Provinces. From the British
Isles comes the finest, the largest and
the most elaborate exhibits ever sent
to this continent. A score of other na-
tions will also be represented—the
Gold Coast, British West Africa and
Sierra Leone, Bermuda, Jamaica, the
Orient and other parts of Europe and
Asia.

The displays cover art, agriculture
and industry. A day in Exhibition
City is a transcontinental tour
through Canada in miniature, and a
bird's-eye view of the globe.

The Exposition is one vast carnival.
Thirty concert bands are heard in re-
cital, including one great unit of out-
standing musicians, the All-Canada
Permanent Force Band under Captain
Charles O'Neill of historic Quebec
Citadel. Four times during exposition
weeks, the spectacular 2,000-voice
choir under Dr. H. A. Fricker, M.A.,
P.R.C.O., attracts music lovers from
widely scattered sections of America
to hear its concerts.

Every evening on a thousand-foot
stage, 1,500 performers appear in a
huge musical pageant and dramatic
spectacle, "Les Voyageurs," before
audiences averaging 25,000 nightly.
This enormous production, unequalled
anywhere else on the continent, is the
climax of each day's celebration and
concludes with a pyrotechnic blaze of
light and color which uses the entire
sky-line as its background.

Sport spectacles are daily events.
On August 27th picked swimmers from
the four corners of the world compete
in a 15-mile swimming Marathon for
a fortune in prizes and a world cham-
pionship. Preceding this on August
22nd, international mermaids race for
the women's world title over a 10-
mile distance. These swims are held
on the Exposition waterfront with
every foot of the course in plain view
to spectators scattered along a mile
and a half of sea-wall and boulevard.
Exhibition Park has a natural grand

Horticulture Judges

Plants and Groups—A. H. Walker,
Macdonald College, Quebec.
Cut Flowers—W. Dale, Brampton,
Ontario.

Cut Flowers—E. Dale, Brampton,
Ontario.

Cut Flowers—F. Noton, Toronto.

Cut Flowers—F. Fletcher, Toronto.

Gladioli—G. L. Hutt, Georgetown,
Ontario.

Dahlias—J. H. Wylie, Toronto, Ont.

Fruit—Commercial Packages—Paul
Fisher, Burlington, Ont.

Apples, except Commercial Packages
—W. L. Hamilton, Collingwood, Ont.

Al Peaches and Grapes, except
Commercial Packages—F. A. J. Shep-
pard, St. Catharines.

Pears and Plums, except Com-
mercial Packages—E. F. Palmer, Vine-
land, Ont.



Canadian National Exhibition crowds throng Dominion Government Building to view local products and those of far off lands.



Reproduction of Theme Poster adopted by Canadian National Exhibition to typify "All-Canada Year"

C.N.E. Horticultural Show Big Feature Oasis to Visitors on Hot Exhibition Days

A keen demand for space in Horti-
cultural Hall, by many growers, and the
numerous and insistent requests for
information that are coming in daily,
augurs well for the success of the
forthcoming Horticultural Display of
the Canadian National Exhibition's
"All-Canada Year" celebration.

The Horticultural Committee, who
have much to do with the designing of
the Show, and the general layout of
the building, at their initial meeting
of the year, expressed themselves as
well pleased at the big crowds at-
tracted to the display, and the full
measure of approval that attended
their efforts in 1929. The cool and en-
trancing beautiful interior of this
building proves to be a veritable oasis
on the sweltering hot days of Exhi-
bition period, and its restful confines
are appreciated not only by flower
enthusiasts, but by many thousands
of the general run of Exhibition visit-
ors. The committee heartily ap-
proved of again adhering to the side
wall plan, which proved so outstand-
ingly successful for the proper staging
of the large group displays. The de-
corated screening, and subdued lighting
effects which made these groups ap-
pear really fairland like, will again
be taken full advantage of. In an ef-
fort to further enhance the attrac-
tiveness of plants and groups, several im-
portant changes have been made in
this division, and prize money has
been materially increased and extend-
ed. Though a great deal of floor space
is directed to the professional exhibits,
the interests of the small grower and
amateur gardener is well taken care
of and the classes for the latter are
seasonably most comprehensive. The
Toronto Horticultural Society again
features at this show with two splen-
did special prize lists, catering to Hor-
ticultural Society members, and an
other special class of great education-
al value to visitors will be the "Speci-
men Backyard Garden," a class that
will show what can be done on an
ordinary city lot by those who have
horticultural leanings.

The Horticultural Building Display
runs the full period of Exhibition,
Aug. 22nd to September 6th, and there
will be no charge for admittance. The an-
nual prize list now being mailed con-
tains full information, classifications,
etc., and is mailed free on request to
H. W. Waters, General Manager,
Lumsden Building, Toronto.

Gigantic Music Festival Will Thrill Spectators With Song and Pageant

Simultaneously with the fourteen
days of the world's largest annual ex-
position, the Canadian National Exhi-
bition at Toronto, the Dominion
stages a continuous music festival.
Pageantry, massed choruses, scores
of ensembles in brass, a musical
Mardi Gras and an elaborate series
of competitions are all features of
this section of the program.

This year, the Canadian celebration
is to be held from August 22 to Sep-
tember 6 inclusive with Wednesday,
August 27 set aside as Music Day.
Under the direction of Dr. Herbert
Fricker, M.A., P.R.C.O., the gigantic
Exhibition Chorus of 2,000 voices will
give a series of four concerts in the
Coliseum, an immense arena seating
more than 10,000 listeners. They
are to be heard on August 23 and 28,
September 2 and 8. Accompanying
the chorus, there will be a new Cana-
dian military unit, the All Canada
Permanent Force Band under Capt.
Charles O'Neill. Including seventy-
six musicians drawn from Canada's
historic regiments from the Quebec
Citadel to the west, the unit has been
organized specially for the celebra-
tion and will, in addition, give open-
air recitals daily.

Thirty other bands will also play
during the fourteen days of exhi-
bition, among them Canada's finest
aggregations.

Each night, with a cast of 1,500
performers on a 1,000-foot stage, a
mammoth spectacle, "Les Voyageurs"

is being staged. These immense pro-
ductions have become in the nature
of a national tradition, attracting
audiences of 25,000 for each per-
formance. Reservations have been
coming in since February.

While essentially pictorial, the
musical features of the pageant are
in themselves unique. Invariably,
each showing is preceded by a few
minutes of community singing and the
effect of a chorus of 25,000 voices,
clearly audible throughout the entire
350 acres of Exhibition City each
evening just at dusk, is in itself a
never-to-be-forgotten thrill.

On Music Day, the great park and
waterfront is given over to melody.
The affair has an informal and
spontaneous atmosphere which sets
it apart. Between 100,000 and 250,
000 spectators throng the grounds and
waterfront. Dozens of strolling
troubadours in the costumes of all na-
tions mingle with the thousands on
the lawns, giving impromptu recitals
in every convenient space. They
sing madrigals, glees and roundels,
sea chanteys, ballads and folk music.
In the costumes of all nations, French-
Canadians, Czechoslovakians, Hun-
garian gypsies, Irish, Scottish and
Russian, they are interspersed with
groups of dancers. Chorus from

INVITING you to visit our
exhibit at the Canadian
National Exhibition.

MASON & RISCH
AND
Henry Herbert
PIANOS

See and Hear the Famous
DUO - ART
Reproducing Piano
MASON
RISCH
230 Yonge St. Toronto

foreign colonies singing their na-
tional airs are among the most inter-
esting ensembles.

Musical competitions are many and
varied. Choral societies, church
and commercial choirs as well as
choirs of male voices and women's
voices all take part. Other vocal
departments include classes for
quartettes and duets as well as solo
soprano, lyric, dramatic and mezzo
sopranos, baritone and children's
voices. There are 13 distinct classes
for violin, cello and piano and seven
for cornet and trombone in the brass
department as well as two for brass
quartettes.

Novelties include harmonica con-
tests, singly and en masse, held on
Young Canada Day when nearly a
quarter of a million children attend.
Old Time Fiddlers' competitions which
bring the veterans from dozens of
back townships and for Canada's
large percentage of citizens with Scot-
tish blood, a series of matches with
the pipes.

Band competitions are held sepa-
rately and scores of Canadian groups
enter.

Elaborate displays staged by the
music trades in the Music Building
and a national radio show in the
Electrical Building are parts of the
general exhibits crowding the scores
of beautiful permanent edifices.

The Canadian National Exhibition
waterfront is 1½ miles long.

The Very Best Used Cars in Toronto

On Display During the Exhibition,
AT 547 YONGE STREET
(The easy address to find)

SAVE

The cost of your trip to the Exhi-
bition and drive home one of the best
reconditioned cars in Ontario.
In stock—in first class condition—
ready for your selection:
BUCICKS, STUDEBAKERS, FORDS, PONTIACS,
CHEVSELES, REOS, AUBURNS,
and many others.
Your car accepted in trade. Every
car sold on an absolute three-day
money-back guarantee.

O'Donnell-Mackie
LIMITED

Ontario Distributors
Auburn and Cord
Front Drive

(Dealers wanted in towns one to Six
Thousand. Ask about our liberal
franchise.)

When at the Toronto Exhibition

You are invited to call at the Heintzman stand in the Ma-
nufacturers' Building and see the wonderful display of UPRIGHT
SPECIAL DESIGNS.

If you are down town, would be glad to have you call in, as a
duplicate display is on hand at our warehouses, 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.

SEE THE BALL GAMES

While Visiting the Exhibition

Aug. 22-23 (2 Games 23rd)— Baltimore.	Sept. 1 (a.m. and p.m.) 23— Rochester.
25-26-27 (2 Games 27th)— Newark.	4-5—Buffalo.
28-29-30 (2 Games 30th)— Reading.	8-9-10—Montreal.

Maple Leaf Stadium Situated on Fleet Street
Close to Exhibition Grounds