C.N.E. In War-Time Leads The Way

World's Largest Exposition Opens: "Business-as-Usual"

1940 Canadian National Exhibition Fills A More Important Role in Promoting Empire Trade Than It Did in Peacetime — Agricultural Show This Year of Prime Significance — Royal Air Force Quarters Can Be Seen on the Grounds

When the Canadian National Exhibition established a record in 1939 for vacating the buildings which had housed every branch of its exhibits, administration and entertainments, to make way for arrival of thousands of newly-recruited soldiers, speculation surrounded its future. And, as 1940 got under way, the question became even more audible: "Is the 81-year-old institution going to be interrupted?"

One glance at the big exhibition now would answer any question. Today, leadership established in peace time has suddenly become leadership in wartime. British exhibitors, eager to reach the eyes and ears of Canadian industries and the Canadian public, have been represented to a greater extent than ever before. Government officials proved eager to use the "business as usual" sign; Canadian industry and commerce are giving leadership through the exhibition's facilities.

R.C.A.F. QUARTERS THERE

Fortunately, the program of training of Canadian soldiers, which had recruited the wide resources of Exhibition Park, provided that men in training should not spend the summer season in the Toronto area. Even before war broke out last year, in the middle of the exhibition's program, officials of the Department of Defence had held conferences with the exhibition directors, had outlined their needs, had received in return the assurance of the exhibition officials that the entire Park and its big buildings would be employed for defence use. And at that time the Department's officers stated that they preferred to have no men in the park in summer, but would be moving out to other centres.

As a result, plans for the exhibition this year fit into the program of the military. Royal Canadian Air Force quarters alone now remain in the park, but this is more than offset by that colorful branch of the service as an opportunity to show how airmen are trained. It forms an important exhibit or display of the activities of many of the war presentations. Elsewhere, although rendered sombre by the times, the show follows the usual patterns. Much of it is seeking to present to the public the importance of wartime economies and methods of conforming to wartime regulations and practices.

EXCHANGE OF FARM IDEAS

As an economic factor, the exhibition will fill a more important role than it did, probably, in peacetime. This is reflected most vividly in the livestock and agricultural spheres. Entries for hundreds of classes (in fact, every class) are ahead of previous years and enquiry reveals that this is because agriculture faces new standards and new requirements caused by pression of overseas demands. In bacon-type hogs, for instance, buyers of purebred animals promises to be heavy, with study of types of hog-raisers rousing more interest than in any other year. Thus the exhibition serves as an exchange of ideas and materials which affect Canada's war effort. In countless other departments the same principle is plainly seen.

INTRA-EMPIRE TRADE

Most important, however, is the exhibition's role as a focus through which Empire plans and ideas and methods can be seen by Empire citizens. Empire trade has become more vital to Britain's existence. Foreign trade means valuable exchange for purchasing war needs. This has been the theme of British exhibitors in their discussions with exhibition officials, and it is obviously their goal in the quickened interest they have now shown in the exhibition this year.

To exhibition officials and directors 1940 has become a year for greater service. They hope the exhibition will play its greatest role this year.

EXHIBITION PROGRAM

23rd FRIDAY—Opening Day—First official public appearance of Earl of Athlone.
24th SATURDAY—Warriors' Day.
26th MONDAY — Children's Day.
27th TUESDAY—Automotive Day.
28th WEDNESDAY — Food Products & Merchants' Day.
29th THURSDAY — Women's, Music and Art Day.
30th FRIDAY — Press and Graphic Arts Day.
31st SATURDAY—Manufacturers', Athletic and Floral Day.
2nd MONDAY—Labour Day.
3rd TUESDAY—International and Service Clubs.
4th WEDNESDAY — Agriculturists' Day.
5th THURSDAY—Transportation and Commercial Travellers' Day.
6th FRIDAY — Livestock Review.
7th SATURDAY — Citizens' Day.

Heat Wave Hatched Chick Inside Cabinet

Farmer John Starr, of Goldsboro, N. S., could not account for the plaintive peeping coming from somewhere in the house and he knew he hadn't any baby chicks. But when he opened a door to a cabinet, out hopped a chick. He says the heat wave hatched one of the eggs stored there.

Ask for BEE HIVE

P&J

Earl of Athlone Opens 1940 Exhibition

Here is a recent photograph of the Governor-General of Canada, His Excellency the Earl of Athlone, shown with his wife, Princess Alice, shortly before they came to Canada in June. On Friday, August 23rd, the Earl makes his first official public appearance in Canada when he declares the 1940 Canadian National Exhibition open.

THE WAR-WEEK—Commentary on Current Events

"THE BATTLE OF BRITAIN" BEGINS IN REAL EARNEST

The Battle of Britain began last week, less than two months after the capitulation of France. Each day, wave after wave of German planes crossed the Channel to bomb England; each day, hordes of British planes soared to battle with the enemy.

Whether or not actual invasion by German land forces was shortly to follow remained the big question of the hour. Military experts were in disagreement. Watching the targets at which the German bombs were aimed—advanced bases of the Royal Air Force, and strong British coastal positions — they declared that the Nazis could be planning anything from a simple attempt to break British civilian morale, up the scale to an all-out air attack on the country as a whole which would precede or coincide with the attempted invasion by sea.

Would Isolate Britain!

Several neutral commentators of note expressed the opinion that the Nazis' chief target for the present was Britain's sea-borne commerce (ports, docks, shipyards, harbors, ships and convoys were bombed); and that the Nazi objective was to blockade Britain, isolate it, weaken it by destroying its commerce and its contacts with the Empire and the world, starve it into submission if possible, or in any case weaken it by battering its ports and shores and breaking up its lines of naval communication.

"skyline" on Britain on a 2-to-1 basis but also to carry on an extremely effective air offensive on the Continent.

Spain On Her Ear

No. 3 trouble-maker (Hitler, of course, is No. 1), General Franco, irate at British supervision over Spanish imports, sent a note to London demanding retaration of the blockade on oil, gasoline and other contraband products. The Falangist newspaper in Madrid, Arriba, after announcing that Spain was now a "neutral belligerent", declared that British action in shutting off Spain's supplies of gasoline from the United States and Rumania constituted an "aggression and an act of war."

Would Drive British Out

The Japanese parliament voted last week in favor of taking all available and effective measures to drive the "British influences" from East Asia . . . following which Britain announced the withdrawal of troops from the Shanghai area; along with forces from northern China they were sent "elsewhere" (to Hong Kong and Singapore, presumably) . . . in London Chinese Ambassador Quo Tai-Chai received a sympathetic hearing when he asked for British assistance in preventing complete penetration of French Indo-China by Japan (Britain fears that once Japan has a strong foothold in Indo-China she cannot be ousted from the French colony, but will instead expand her activities into Siam and possibly into British Burma) . . .

U. S. Senate Split

In the United States Senate debate continued on peacetime compulsory military training. That body was split on the question, and President Roosevelt's Administration faced the battle fight since the days of the Supreme Court contest . . . The two major political parties were seen warming up for the November election and clearing the decks for action; the broadcasting companies were preparing to allow Wendell L. Willkie to "fireside-chat" as well as Franklin D. Roosevelt . . . Disturbed by Japan's "Greater East Asia" policy, the U. S. appeared during the week to be seeking friendlier relations with Soviet Russia, signing a new trade pact;—Moscow, on the other hand had some interesting things to say about the United States: that the U. S. is preparing to occupy the western hemisphere colonies of European nations as a prelude to armed intervention in the war, and that the war in Europe has actually increased Anglo-American cross-purposes with the United States trying to exclude Britain as well as other competitors from South American markets and England turning toward compromise with Japan . . .

400,000,000 Questions

Back home in the Dominion, eight million Canadians were getting ready to answer four hundred million questions during national registration week . . . members of the House of Commons were on holiday, but the Government, among other pressing matters, was occupied with the problem of Western wheat growers forced by lack of elevator space to store on their farms the bulk of this year's harvest (a cash advance to farmers was being considered) . . . Hon. C. D. Howe, Minister of Munitions and Supply, declared that Canada's output of planes should reach 300 per month by the end of the year . . . news came during the week that thousands more British children seeking safety from the war zone might be expected to arrive on our shores in the next few months . . .

Criticism of the Hepburn program to place boy students on farms and set back the date of school openings in Ontario to September 16 was so widespread that the provincial government agreed to allow decision on the matter to rest with each individual board in the case of rural schools . . .

"The Last Obstacle"

Mallory Browne, Christian Science Monitor correspondent in London, called the new turn of events "a sort of interim phase of the war" during which, while Hitler and Mussolini continue their attempt to organize the conquered portions of the Continent, they prepare more drastic action against the remaining European obstacle to their domination of the world — Britain and its empire.

Farther south, Mussolini appeared to be coming into his own as a first-class trouble-maker. All signs pointed to an early grab at Greece's Adriatic coast, and perhaps a try for a slice of Yugoslavia. (The Italian Government enraged that Greece was supplying oil, planes and other material to Great Britain; that it was cruelly oppressing Albanian minorities in the country). In Africa, Italian forces, spun out from far-off supply bases, moved slowly deeper into British Somaliland, were engaged in sharp conflict with the British defenders of Berbera, Somaliland capital.

Surprise For Italians

That the R. A. F. could spare sufficient planes to bomb many strategic points in Italy and to intensify the air attacks on Germany, came as an unpleasant surprise to Fascists and Nazis alike last week. They were obliged to realize that the R. A. F. was able not only to cope with the German

1940 EXHIBITION FEATURES

See how the Navy, the Army, the Air Force are being supported by the whole Dominion—industries, sciences, agriculture, women's work. A dramatization of Canada at War.

Famed throughout the world as the big Goldman Band from the United States. Playing each night from the modern Music Bowl. Shall you hear it when it's in charge.

Direct from the San Francisco World's Fair, and brought through the courtesy of International Business Machines—"Art of 79 Countries"—a impressive contemporary show.

Duke Ellington, Tommy Dorsey, Jimmy Dorsey, Sammy Kaye, Eddie Duchin, Al and Bob Norris with their Canadian Coster Int. head the list of big-time dance bands that will be featured this year's vast, cool Dance Pavilion. Don't miss them.

A brilliant presentation of latest advances in the automotive industry including a preview of many 1941 models.

One of the most brilliant attractions during Horse Shows on the continent. Many special features, harness and hunter classes. Sept. 2-7th.

Women's war work dramatized in a huge Red Cross Exhibit. Learn there how you too can help the national effort.

CANADIAN NATIONAL EXHIBITION Toronto AUG. 23 to SEPT. 7

TRY IT THE "SALADA" WAY

Infuse 6 heaping teaspoons of Salada Black Tea in a pint of fresh, boiling water. After 6 minutes strain liquid into 2-quart container; while hot, add 1 to 1½ cups of sugar and juice of 2 lemons, strained; stir until sugar is dissolved; fill container with cold water. Do not allow tea to cool before adding cold water or liquid will become cloudy. Serve with chipped ice. The above makes 7 tall glasses.

"SALADA" ICED TEA

Lost Kingdom . .

by OREN ARNOLD

CAST OF CHARACTERS

ROBERT BARRY — hero, ex-
flyer.
MELISSA LANE — heroine,
Barry's partner.
HONEY BEE GIRL—Indian;
member of Barry's party.
LADES JONES — pioneer;
member of Barry's party.

* * *

Last week: **Starting out to search for Bob after his long absence, Honey Bee Girl grows increasingly bitter toward Melissa.**

CHAPTER XXIII

"We have about a hundred matches here, and six candles." He was inspecting his shoulder pack, now reclaimed. "They would serve us in event the flashlight failed."

Lissa smiled up at him. They were alone in the cavern again, and she was not afraid now.

"I should have had the flashlight in my own pocket, of course," he resumed. "But it's kind of bulky. And I never dreamed of such an emergency as we faced."

"Let's forget all that," she suggested. "Let's—plan things!"

He caressed her, pausing to kiss her twice. "Say, partner, you're wonderful, aren't you?"

"I want you to think so, anyway, Dr. Barry!"

They walked very close together, with her head touching his shoulder.

"What shall we plan?" he queried. "Home? Career? Happiness? Where do you want to live, sweet-heart?"

"With you."

"I know, but—where? New York? Arizona? Timbuctoo?"

She smiled up at him again. "You know you told me, after a while, you'd want to rest a moment?"

"Yes. But, Bob—I'm seeing things again?"

"Yes? What?"

"I just saw a flash of light, of reflected light, when your pocket lamp wasn't turned that way."

* * *

JOYOUS REUNION

It was true. Two minutes later he saw the pinpoint of direct light gleaming from an angle above them.

"HELLO!" shouted Bob. "WHO IS IT?"

"Bawb" . . Bawb? Are you all right? It is Honey Bee. Bawb?" The two hastened to join her. Her brilliant gasoline lantern illuminated a really joyous reunion there.

There was much talk. 'Lissa thought she had never seen the Indian's face show such animation. Suddenly she felt a surge of pity for Honey Bee; the poor girl thought herself in love with Bob. 'Lissa suddenly remembered, and kissed her, long and thoroughly.

Neither of them really looked at Honey Bee, so intent on each other were they, or they surely would have observed the wild jealousy that suffused the Indian girl. The squaw was literally mad, insane.

"Let's hurry down," 'Lissa urged, happily. "Come on, dear."

Bob climbed to the foot of the first ladder, as customary, and waited for her there, his hand held up to assist her. It was, however, quite a long climb down, 20 feet nearly to that first narrow ledge. Caution was essential. 'Lissa remembered the total height there was 600 feet, and it looked 6000.

Above on the rim, Honey Bee stood glaring. She was still glaring when 'Lissa stepped onto the ladder.

Suddenly the Indian girl saw her chance! All the pent-up fury in her came to life.

(To Be Continued)

Age of Chivalry Will Never Die

Psychologist Says Women Like Being The Weaker Sex

Women will see to it that the "Age of Chivalry" will "never really die," Prof. William L. Reuter, of the Westminster College (Wilmington, Pa.) psychology department believes.

Because women like being "the weaker sex" Reuter explained, they will never want to be considered the equal to men in the full sense. Full equality would discourage chivalrous conduct in men, he said.

WANT A CONQUEROR

"As far as the average woman is concerned, she would prefer, normally, that the man be the conqueror and she the conquered," Reuter said.

Pussy Rings The Bell

Jim, a 14-month-old black and white cat, sometimes acts as bellringer at St. Catherine's Church, Nunhead, England. He rings the bell by himself, and does so with a sense of rhythm.

FLATTERING BUTTON-FRONT MODE

PATTERN 4462

By ANNE ADAMS

Pattern 4462 not only makes you look inches slimmer, but it has an expensive air that belies its low cost. That button-front is smart, slenderizing and convenient for "hurry up" dressing. Those long, pointed side bodice sections are an outstanding fashion feature and give unusual figure-flattery with their smooth bias cut. There are front and back skirt panels. The pointed tabs add a nice finish to the sleeves—have the revers and tabs in fresh contrast if you like. Don't delay in ordering this useful pattern!

Pattern 4462 is available in women's sizes 34, 36, 38, 40, 42, 44, 46 and 48. Size 36 takes 4¾ yards 35 inch fabric.

Send Twenty Cents (20c) in coins (stamps cannot be accepted) for this Anne Adams pattern. Write plainly Size, Name, Address and Style Number.

Send your order to Anne Adams, Room 425, 73 West Adelaide St., Toronto.

TABLE TALKS

By SADIE B. CHAMBERS

Peaches and Cream —Then More Peaches

Dessert planning these days should not be a difficult problem with all the delicious fruit on the market, from which to choose. Peaches are always one of the most popular. Perhaps that is why something which rates high is called "a peach."

Served with cream and sugar, peaches that are perfectly ripe and richly flavored are a dish fit for a king. Fresh peach pie and peach shortcake are treats expected by the family each year, now that the peach season is in full swing. Serve these often.

The rest of the dinner should be rather light since either the pie or the shortcake is rather a hearty dessert. For instance you might start the meal with tomato juice mixed with a little lemon juice. Then serve broiled or fried fish, with lima beans and a cucumber salad. The market will have to guide you regarding the fish, but we hope it will be brook trout. In preparing, sprinkle the fish lightly with lemon juice, roll in a mixture of flour and cornmeal (equal parts) and broil or fry crisp, first on one side then on the other. After the fish is on the platter sprinkle with salt and pepper.

PEACH PIE

10 perfectly ripe peaches, 3 eggs, 1 cup sugar, ¾ cup flour, 3 tablespoons butter, 2 tablespoons butter, ½ teaspoon salt, 3 tablespoons water.

Scald the peaches, slip off the skins and cut in halves. Sift salt and flour and work in lard or butter or equal quantities of each. It is best to work in with pastry blender. Add water (very cold) a few drops at a time, cutting it in with a broad bladed knife. Shape into a round flat cake, roll on a lightly floured borad, roll into a sheet. Fit into a nine inch pan, which has been greased. Fink the edges and fill with the peach halves cut side up. Beat eggs until light, add sugar and a sprinkle of nutmeg; pour over peaches and bake in a hot oven for 12 minutes. Reduce heat and cook until peaches are tender, about 30 minutes longer.

PEACH SHORTCAKE

2 cups pastry flour
3 teaspoons baking powder
¾ teaspoon salt
5 tablespoons butter or lard
¾ cup milk
10 peaches
¼ teaspoon nutmeg

Sift flour once; measure and add baking powder and salt; sift again into mixing bowl. Cut in shortening with a pastry blender; add milk, cutting in with broad handled knife. Turn on to a slightly floured board and knead very lightly with the tips of the fingers, which must be well floured. Divide dough into halves and roll gently into two rounds not more than ½ inch thick. Fit one round into a well greased round 9-inch dish and brush with softened butter. Put remaining dough on top and bake in hot oven for 20 minutes (400). Reserve some peaches for garnish. Separate halves of shortcake; spread bottom half with softened butter and half of the fruit which has been previously prepared with fruit sugar sprinkling. Put on top, crust down; spread with butter and remaining peaches. Garnish with whipped cream and sliced peaches, and serve with or without sugar and cream.

Next week a discussion on canning peaches, jellies and conserves.

READERS WRITE IN!

Miss Chambers welcomes personal letters from interested readers. She is pleased to receive suggestions on topics for her column, and is even ready to listen to your "pet peeves." Requests for recipes or special menus are in order. Address your letters to "Miss Sadie B. Chambers, 73 West Adelaide Street, Toronto." Send stamped, self-addressed envelope if you wish a reply.

3 Million Women Do 85 Per Cent. of Buying in Canada

So Merchandising Experts Say — As Members of Women's Organizations in Dominion They Are Being Accorded Special Representation at the 1940 C.N.E.

Three and a half million Canadian women members of 39 women's organizations with affiliations in cities, towns, and villages in every section of Canada, are being accorded special representation at the Canadian National Exhibition this year.

Those three million women, the merchanising experts say, do 85 per cent. of all the buying in Canada. As such, their opinions are not to be taken lightly or their whims easily set aside. Their articulate representatives are comprised of 91 women's editors on daily papers from Halifax to Vancouver, and scores of ladies of the press, feature writers, cookery experts, magazine editors, and the like.

THOSE FAMOUS IN HISTORY

This being the day of the woman, librarians in the city of Toronto thought it would be well to focus some attention on the exploits of women famous in history, those famous in to-day's life being pretty well known through the medium of the press.

Accordingly, they dug into statistics, reference books, encyclopedias and private opinion and emerged with the following:

The three things for which women became famous in history were, in order of precedence, beauty, power and goodness. They have no explanation, they say, why the goodness should be last, but there it is.

BEAUTY, GOODNESS

Citing statistics, they explain the woman has been relatively slow in emerging from obscurity. Of the 25 billion people who have seen the light of day since the beginning of the world, only 5,000 have been important enough to be celebrated in histories, encyclopedias, and "Who's Who". Of these 5,000, only 200 were women. Biographies and histories of most of these will be assembled in a special display.

Among those whose charm and beauty made historians attentive were Helen of Troy, Cleopatra, Mary Queen of Scots, and Lady Hamilton. The others had qualities which were less memorable than beauty.

—Wrigley's Spearmint Gum is the favorite! Millions enjoy its long-lasting, genuine spearmint flavor. Healthful, delicious, refreshing! Get the good habit of enjoying it after every meal!

WRIGLEY'S SPEARMINT CHEWING GUM AFTER EVERY MEAL

GET SOME TODAY!

Too Much Suntan Harmful To Looks

Damages Beauty In Many Cases; Expert Says Some Women Are Allergic to It

It really isn't smart to suntan to excess. Not only do the doctors say that, but the beauty experts too, this year. Too much tan is out.

"It's a case of some folk being allergic to sunshine," says Ann Delafield, a New York beauty director. She thinks sun has caused more damage to beauty than anything else in recent years.

IT DRIES THE SKIN

"No woman over 25 should suntan from the neck up," is Miss Delafield's admonition. That's because sun dries the skin, resulting in wrinkles. She adds that any woman who is more than 40 who sun-tans her body is adding three years to her looks.

If you still want tan, it's well to sun only about five minutes on your back and five minutes in front each day. The rest of the day stay out of the direct sunlight. Wear a large sunhat, carry a gay parasol or wear a good-looking beach robe.

Spats on Fire

A man's spats—which had been cleaned with an inflammable compound—caught fire, and another man sprained his wife's jaw in kissing her. These are two accidents for which claims have been paid by an insurance company at Hartford (Connecticut).

Two Nabisco Shredded Wheat, with milk and fruit, is a breakfast that is not only mighty good to taste but full of *balanced nourishment*. This simple meal actually contains three Vitamins (A, B1 and C), Calcium, Phosphorus, Iron, Proteins and Carbohydrates — *Eight vital elements in one delicious dishful . . .* Health authorities recommend whole grain cereals as an essential "protective" food. Nabisco Shredded Wheat is 100% *pure whole wheat*—serve it regularly—and get real nourishment for your food dollar.

LOOK FOR THIS FAMILIAR PACKAGE AT YOUR FOOD STORE

THE CANADIAN SHREDDED WHEAT COMPANY, LTD., Niagara Falls, Canada

MADE IN CANADA—OF CANADIAN WHEAT

REG'LAR FELLERS—The Racket Buster

By GENE BYRNES

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Roll Your Own and the DAILY MAIL