

EXPECT BIG CROWD TO WITNESS EVENTS AT THE EXHIBITION

Many Big Events Scheduled for Today, Labor Day, Including the Sports.

HEAR CANADA'S PREMIER

Sir Robert Borden to Deliver Important Message to the People of Canada.

Saturday attendance 102,000 Same day last year 127,000 Decrease to date from 1917 15,100

Today, Labor Day, should lead off the big days at the Canadian National Exhibition. Every day this week should be a record and if they do there will be great rejoicing among the directors. So far the attendance is somewhat below that of last year at this date. The difference is, however, and would not have been had fair weather favored each day last week. But with two rainy days there has been a setback, one which will only have the faculty of urging the visitors on to greater numbers in the remaining days.

There are many reasons why today should prove a bumper. Sir Robert Borden, Senator Robertson and James T. Gann will be the guest of honor. They will speak in the afternoon, and at 5:30 the premier will give an address from the main stand, south of the horticultural building. Late Saturday, a message was received, which stated that Sir Robert would bring an important message to the people of Canada.

Thousands will make it a point to visit the grounds if only to hear this message, but in addition there are other special events which will make a full day for those who get away from their business duties. The Labor Day sports and demonstration promise to be on an unusually large scale. The great natural amphitheatre, capable of accommodating some 20,000 people on its banks, and situated south of the Dufferin street entrance, will be the scene of the sports.

It is the only big athletic event of the year, and the entries have been very satisfactory. A most interesting event will be the tug-of-war, for which six teams are entered. A special tug-of-war contest between two munition factory teams will be exceptionally interesting. It will be held about four o'clock.

To many Torontonians, the baby show is the chief attraction today. Hon. Dr. Cody, minister of education, said recently that the baby show is the greatest asset the country had—there will be some fine samples today. The entries are quite large, the interest is keen, and the event will be witnessed by baby lovers from everywhere.

Dinghy racing commenced at ten o'clock this morning when the Darrow Shield championship, and the George Gooderham Cup will be fought for. At one o'clock the dog show opens, and indeed, in every portion of the grounds there will be something of interest going on to entertain, instruct, or amuse the crowds.

PAPER FOR OFFICE, HOME AND TRENCH.

Among the most attractive exhibits of the Exhibition is No. 49, that of the Interlake Tissue Mills, Ltd., situated in the west end of the manufacturers' building. The decorative effects are all products of the firm, artistically arranged, the color scheme being in shell pink and white, the ceiling having a lattice-work of green paper rope with pink roses clinging in the interstices.

GRAND TRUNK AT TORONTO EXHIBITION.

This year the Grand Trunk System is installing in its own building at Toronto a very interesting and comprehensive exhibit covering the natural resources of the country contiguous to its lines and depicting the many attractions offered in the tourist districts of eastern and western Canada. The exhibit contains large pictures of typical scenes in these summer playgrounds, and in addition there are handsomely mounted specimens of fish and game taken from the waters and forests of these territories. Western Canada is represented by an exhibit of grains and grasses from Manitoba, Alberta and British Columbia. There are also samples of the dairy products of the west. The territory served by the Grand Trunk Pacific Railway offers to homeseekers some of the most attractive lands in the west. There will be in attendance at this exhibit representatives thoroughly conversant with the western country who can give first-hand information to inquirers. Do not fail to see the Grand Trunk exhibit in the Railway Building, situated on the Exhibition grounds.

The Exhibition attendance thermometer is expected to break through the top this week. John G. Kent, manager of the Exhibition, has sleeping quarters at the grounds and occasionally uses them from say 2 to 4 hours out of every 24.

PROGRAM FOR MONDAY

Labor Day.

8.30—Patriotic Food Show and Vocational Training Demonstration. Building open.

8.30—Poultry Show opens.

9.00—Cattle, sheep, swine and horse judging.

10.00—Darrow Shield Championship, Toronto Bay, 14-foot dinghies.

10.05—George H. Gooderham Cup, 16-foot dinghies.

10.10—Final for L.S.S.A. Challenge Cup.

10.30—Model Playgrounds Demonstration.

11 a.m. to 1 p.m.—Six Highlanders Band (main band stand).

12 noon—Weighing in of contestants for hay show.

P.M.

1.00—Judging, Baby Show.

1.00—Dog Show opens.

1.30 to 3.30—G.G.B. (main band stand).

1.00—Model Camp opens to public.

2.00—Labor Day Sports—Lake front, foot Dufferin street.

2.00—Lectures on Pictures, Art Gallery.

2.00—Grand stand, videoville.

2.30—Model Playgrounds Demonstration.

3.30 to 5.30—Creators' Band (main band stand).

4.00—Lectures on Pictures, Art Gallery.

4.00 to 5.30—Talk on making of a picture, outdoor art studio.

4.15—Gymnastic Drill, Model Camp, and Guard Mounting.

5.00—Motorboat races, Canadian National Exhibition Challenge Cup (on the lake).

5.45 to 7.45—Six Highlanders Band of Hamilton (main band stand).

7.00—Grand stand performance.

7.00—Parade of prize cattle and horses (grand stand).

8.00 to 10.00—Creators' Band (main band stand).

8.00 to 10.00—G.G.B.G. (north band stand).

8.45—Fireworks.

9.00—Spectacle, "Britannia Militant."

CREATORS' BAND.

1—March—"Exposition Empress."

2—Overture—"Zampa".....Cecchi

3—Intermezzo—"Cavalleria Rustica".....Harold

4—Suite Espagnole—"La Feria".....Lacocani

(a) Suite Espagnole—"La Feria".....Lacocani

(b) Le Reja.....Lacocani

(c) La Zancuela.....Lacocani

5—Intermission.....

6—Angela.....Massenet

7—Soprano Solo—"Aria Lucia".....Doniselli

8—Grand Selection—"Carmen".....Btzev

(a) Prelude.....Btzev

(b) Habanera.....Btzev

(c) Grand Selection—"Carmen".....Btzev

(d) Finale.....Btzev

Solos by Signor De Mitty, Rossi and Rosano.

MASSEY-HARRIS TRACTORS BIG AID TO PRODUCTION

The greater production campaign made the tractor famous. Among the demonstrations at the Exhibition this year the Massey-Harris tractor has a large place. This tractor has an unerring frame which gives a low center of gravity, so it is not easily upset, no matter how much higher one wheel is than the other. The front wheels have a radius of 23 inches, yet the tractor turns in a small space. The belt is driven from a pulley without gears. In plowing, the tractor steers itself, and under other conditions it is very easily controlled.

In the hottest weather the tractor does not become tired. From early morning until late at night the four-wheeled horse is ready for any task however difficult. When not working, the tractor sets nothing, nor does it require any attention. When working, the fuel is gasoline or kerosene. Two gallons of water fills up the space set apart for it. In the radiator, the capacity of five gallons is required. The tractor has an exception being an improved pattern of the honeycomb type.

Besides the demonstration of the tractor, the Massey-Harris people are showing the "Blizzard" elevator in action. Attached to the tractor by a belt pulley, the centrifugal drive makes a roaring noise, but it does the work and gets the food into the silo in quick time. The Massey-Harris Co. still maintain their superiority as manufacturers of farm labor-saving machinery.

SALISBURY ELECTRIC COMPANY, LIMITED.

This progressive firm, which has recently opened new premises at No. 615 Yonge street, is showing a complete line of pressed steel Electric Radiators, affording a simple, clean and effective auxiliary heating system for our homes this winter. These radiators contain no water, but are filled with a specially prepared non-evaporating oil. They cannot freeze, they never require refilling or any other attention, and the firm claims that there is no reason why they should not last for a lifetime. Visitors to the Exhibition this week should make a point of seeing this exhibit in the industrial building.

Never in the history of Canada has there been a greater need for a clean, logical and economical supplementary heating system than there is at the present time. The scarcity of coal, its high price and the crying need for fuel conservation, all combine to make it quite certain that the great reception the Salisbury Electric Radiator is meeting with will be continued. It is something which interests almost every visitor to the Exhibition.

The 342d Regiment from Camp Grant, Rockford, Ill., is expected at 9 o'clock in the morning. It brings a band of 50 members.

Double Ash Sitter. On view at the Exhibition. For Sale by All Hardware Dealers. Manufactured by FURNIVAL & CO., TORONTO

EXHIBITION NOTICES

FARM WORK LIGHTENED BY ELECTRIC POWER

In a large tent near the eastern entrance of the Exhibition grounds is the exhibit of the Lalley Light and Power plant, which is distributed in Toronto by McMullen & Lee, 472 Yonge street. The Lalley Light and Power plant will furnish electric light and power for rural homes and barns. How simple it is to install the Lalley Light and Power plant is shown in the exhibit. The Lalley Light and Power plant is a complete, simple, electric lighting system, consisting of a small compact, private electric light and power plant, consisting of an electric generator, directly driven by a small ball-bearing gasoline engine, and a set of storage batteries. The gasoline engine is noiseless, in fact one would not tell that it was running.

ELECTRIC LIGHTING AVAILABLE FOR EVERYONE

A complete, simple, electric lighting system is the Lalley Light which is on exhibition just inside of the eastern entrance gates on the Exhibition grounds. The machine is a small compact, private electric light and power plant, consisting of an electric generator, directly driven by a small ball-bearing gasoline engine, and a set of storage batteries. The gasoline engine is noiseless, in fact one would not tell that it was running.

AUTOMATIC TELEPHONE.

Telephone delays are a thing of the past. Everyone who has used one of the automatic telephones, will be waiting for the operator to say "number." At last the general public are turning their thoughts to the automatic telephone. Be sure and see the exhibit of automatic telephones in the process building at the Exhibition and you will readily understand how essential the automatic telephones in the home are. The exhibit shows several large manufacturing plants, as well as in several cities.

PLANET BICYCLES.

The display of the Planet Bicycle Company in the transportation building at the Exhibition is a fine one. It should be seen by all visitors to this outdoor sports exhibit. The various models of bicycles for young and old, the company has a fine display of the latest models. The Eadie coaster bike, which is fitted on all Planet bicycles, is shown as an accessory as well. A fine assortment of keys is displayed for the benefit of the trade, many of whom carry keys with the bicycles and bicycle accessories.

DEAN'S CANOES.

A trim looking lot of canoes is seen in the display of the Dean Canoe and Boat Co., at the Exhibition, in the main building. The canoes on display are of the latest design, and are of the lightest material, as well as hunters' canoes are shown. All the luxuries that go with a canoe are seen, such as cushions, backs and extra paddles. Every lover of canoeing should see this exhibit.

TASTEFUL PRODUCTS FROM MAPLE SUGAR.

Products from pure maple sugar are shown by Maples, Limited, in the manufacturers' building at the Exhibition. Of particular interest to the housekeeper is the display of rich maple butter which may be used with appetizing results as icing for cakes or as filling for pastries. Maple syrup is now so popular. The butter contains pure cream and to assist quick consumption is put up in small containers. The cases corresponding to the process building. These attractive products are manufactured at the plant of the firm, Van Horne street, Toronto.

THE PIANO THAT PLEASES.

Among the names that stand for excellence in the things that constitute quality in the musical world, that of Newcombe stands high with the connoisseurs. The pianos which are turned out by this well-known firm are to be seen and heard in the exhibit which is displayed in the manufacturers' building at the Exhibition. Durability is assured by the material used in manufacturing the Newcombe piano, and by the mechanical and scientific principles used in the construction of the Howard Patent Tension Rod with which every instrument is equipped. Beauty of exterior is secured by the choice woods and many designs employed, and the cases corresponding to the tonal qualities for which the Newcombe is widely known.

See the Child Welfare Clinic and Exhibit conducted by the Provincial Board of Health daily in the north wing of the Government Building.

There wasn't another seat to be had on the grand stand after 8 o'clock Saturday night and one had to be thin to find standing room on the lawn.

Shot Tower of the CANADA METAL CO. LIMITED

where 50 Balloons are liberated daily at 4 p.m. WATCH for the RED LIGHT JUST NORTH from THE EXHIBITION

For Sale by All Hardware Dealers. Manufactured by FURNIVAL & CO., TORONTO

PATRIOTIC PLEASANT METHOD TO SAVE WHEAT

Bravely sons and bonnie daughters of Scotland forever the best when the product of the oat was served out to them at three meals a day. It has taken food laws and regulations to teach Canada that oats in various forms are not only substitutes for flour, but in regard to taste, are proving even more popular and beneficial.

The Western Canada Flour Mills Co., from their extensive plants in Winnipeg, Vancouver, Edmonton and Calgary, are sending out tons of oat products which go to build up the nation. Specimens of these oat products are on display in the National Exhibition, where valuable and scientific information is given by Miss Warner, the chemist of the company, and booklets with useful recipes are distributed.

Save wheat by using oat substitutes is the keynote of the products which are shown in tempting display on bread, in cereals, in porridge, in confectionery. These are all made from varieties of oats, either alone or in combination with percentages of flour. These products, so high in food values and low in cost, are all exemplified in the exhibit which may be seen at the stand of the Western Canada Flour Mills in the manufacturers' building.

DAWSON'S DRAINAGE DIGGER DEMONSTRATED.

An invention which bids fair to eliminate drainage difficulties is the Dawson Drainage Digger, which is demonstrated at the Exhibition grounds just north of the grand stand by the inventor himself, Mr. George Dawson. This machine is a distinct boon to the farming community.

The inventor is a Toronto man with 51 years' experience in drainage work, and is located at 187 Spadina avenue. He is willing to assist any farmer in overcoming poor drainage. At this exhibit Mr. Dawson gives demonstrations of his labor-saving device, and is ready to explain its many advantages to all farmers who call. Dawson Drain Digger is the only machine that will do this class of work.

LAST CHANCE TO SEE GARRICK PLAYERS.

Tonight and Tuesday and Wednesday are the last three nights of the series of performances by the Garrick Club in conjunction with His Majesty's Theatre. The Garrick Club is a distinct boon to the farming community.

THE CECLIAN KEEPS PACE.

Greater and better than ever is the word for the Ceclian National Exhibition of 1918, and all signs point to the most successful year in its history. Large undertakings mark prominently the march of events and not the least outstanding in Canada is the wonderful success of the world-famous all-metal action Ceclian piano. The Ceclian piano is a distinct boon to the farming community.

STOVES DE LUXE.

Gas stoves de luxe, manufactured by the famous George M. Clarke Co. of Chicago, are featured in an exceptional exhibit of the McDonald & Wilson Co., 37 Yonge street, Toronto, at the Exhibition this year. The exhibit embraces all of the latest designs in stove manufacture. The makers are the famous firm of America, having been established and well known for years. Years of experience in this class of work manufacture have perfected their stoves to such an extent that they are undoubtedly the best that can be obtained. The exhibit consists of types of stoves for every use from the home to the large hotels. The exhibit is the latest word in sanitary kitchens. The showing is well worth anyone's attention.

FINE MOTOR BOATS.

Specially adapted for use in shallow water is the disappearing propeller boat, manufactured by the Disappearing Propeller Boat Company, Toronto. The firm has an interesting exhibit of these boats under the grand stand at the Exhibition, all of which are fitted with the special propeller which, when shallow water is encountered, folds up into the bottom of the boat, thus avoiding any injury.

CANADA'S LEADING BISCUITS.

The old reliable firm of Christie, Brown Co., Ltd., began to trade in the manufacturers' building of the Exhibition, where despite food limitations they are continuing to keep up their enviable reputation for the best biscuits on the American continent. While adhering to regulations regarding the appearance of substituting products of the firm are by no means suffering in either taste or appearance. The exhibit is most inviting, having the appearance of a double model store with tastefully arranged biscuits lining the walls, and drawing many admiring housekeepers and businessmen.

SOAP THAT BEAUTIFIES.

Causes of joy to the women of every household is the discovery of "Rit," a product which is being displayed in the manufacturers' building at the Exhibition. "Rit" performs a double operation every time it is used, washing and dyeing at the same time. The white discarded blouse or ribbon becomes a transformed and beautified object when washed with Rit. A boudoir or bedroom may take on a new appearance when curtains and cushions are submitted to the influence of this renovator of the home. "Rit" is manufactured by the Sunbeam Chemical Company, Toronto.

FURTER AND DALTON FURS.

Furter & Dalton's display of furs in the manufacturers' building at the Exhibition is offering opportunity for the choice of pretty sets of the skins which are at present all the vogue. Fox suitable for either summer or winter wear is shown in the carefree design which proves to be becoming. Lynx, which is also high in favor, is represented by a set in taupe, having the neck piece in the form of a ribbon order, while the muff is of barred-shaped design. These exceptionally fine goods are all manufactured at 562 West Dundas street, Toronto.

ARTISTIC CUSHION COVERS.

Staincraft cushion tops arranged in rows in the booth No. 120, under the grand stand, form a gay display at the Exhibition. The Cushion Co. These tops are made of velvet and corduroy, and the emblems of every Canadian and American are obtained on them in beautiful colors, with dyes that will not fade and that will wash well. They carry the insignia of the Y.M.C.A., the I.O.G.T., and the P.A.E. and others. The official service flags with their one, two or more maple leaves in the center also decorate the booth. S. G. Martin, a returned soldier, is assisting Mr. Coutts at the booth.

Garage Equipment

Car Owners and Dealers LOOK HERE!

Did you ever think that any spark plug could stand up to its work continuously from 8 a.m. till 10 p.m. every day for two solid weeks without the least sign of a crack in the porcelain?

Come and See the TUNGSTEN SPARK PLUG AT THE "EX"

In the TUNGSTEN we have the plug that every car owner has often wished for—a plug that will work right along from dawn till dusk without ever ceasing to deliver a big, fat, sizzling hot spark that assures maximum motor efficiency.

But--See for Yourself!

We are operating a special machine that shows six Tungsten Spark Plugs at work. They will run all day long from the time the Exhibition opens in the morning till it closes at night. What ever else you miss at the Exhibition, be sure you see the demonstration of this super-spark plug.

In the A. R. Williams Exhibit--Machinery Hall

The A. R. WILLIAMS MACHINERY CO., LTD.

64 Front St. W., Toronto

CHEVROLET

Canada's Popular Car

REFINED AND IMPROVED

New Series "Four-Ninety"

MORE than ever does the new Chevrolet "Four-Ninety" embody that quality of workmanship and efficiency in service which is characteristic of Motor Cars much higher in price.

See the new series Chevrolet "Four Ninety" at the nearest Chevrolet dealers showrooms at once, as there is a threatened shortage of cars. Send for description and specifications.

CHEVROLET MOTOR CO. of CANADA, Limited OSHAWA, ONT.

See all Models on Display at the Showrooms of

GEO. E. GOODERHAM & CO.,

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AGENTS: Hyslop Bros., Victoria Street; Dundas Motor Sales, Dundas Street West; Skelley & Son, Danforth Avenue.

Advertisement for Garage Equipment, Car Owners and Dealers, LOOK HERE!, Tungsten Spark Plug, But--See for Yourself!, The A. R. Williams Machinery Co., Ltd., 64 Front St. W., Toronto.

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Advertisements for Small Eels, Pure, Children's White or, The Regu, 43.75 "Tre on Sale, Wom, A Special P of Soft, Was, Men's.