

Machinery Hall To House Big Exhibit

What the Motor Can Do On the Farm and in the Forest; Fine Display Will Interest Visitors

MACHINERY in motion.

Visitors to the Saint John Exhibition in past years have complained that not enough use was made of Machinery Hall—that it did not justify its name.

That will not be the case this year. Machinery Hall will house the largest individual machinery exhibit ever seen here, and it will be in operation.

In view of the necessity for reducing cost of production by the use of motor driven machinery on the farm, in the forest, and in the fisheries, K. C. Irving, local distributor for the Ford Motor Company, saw the opportunity to make an exhibit in Machinery Hall, which would be of absorbing interest to all who are in any way interested in the use of the motor industry. He has not spared expense to carry out his plans, and his efforts to educate visitors regarding the application of motor machinery to the tasks of the farm, the forest and the fisheries will be supplemented by the presence of experts from the general staff of the Ford Motor Company.

WHAT THE VISITOR WILL SEE.

The exhibit will be made up largely of equipment not hitherto known in the Maritime Provinces, but approved by the Ford Motor Company after extensive use in central and western Canada and the United States. That is to say, the machinery is new in these provinces. Of course this is not true of all of it, but the following list will show that much of it is not now used in the Maritime Provinces. There will be a full line of cars, trucks, light delivery vans, light deliveries, chassis, marine motors, lobster-trap hauling attachments, Miami scrapers, Perry scrapers, one-ton cranes, moving machine attachments for cutting hay, the full crawler attachment used in lumber operations, back-filler attachments for construction work, road grading machinery, especially the Hadfield-Pennfield grader for road building and

who paid for his tractor in one year and saved an additional \$1,200 over his cost of the previous year. Another had spent only \$20.95 in repairs in three years. Already 16 full crawler attachments have been sold to go into the woods in New Brunswick and Nova Scotia this year.

THE FARMER'S INTEREST.

Mr. Thorne said the display of agricultural motor machinery should convince the farmer of the advantage of power farming and how it pays. Instruction would be given for the proper preparation of the seed bed. As 60 to 80 per cent of the farmer's costs is for labor, he must turn to machinery, the use of which will also give him greater production. That the farmers are appreciating more and more the necessity for using machinery is shown, he said, by a very notable increase in sales. This is especially true in Prince Edward Island and the Annapolis Valley. New Brunswick is not yet in the market to nearly as great an extent as the State of Maine. Mr. Thorne told of one Saint John man who owned a large farm and agreed to have a tractor demonstrated on his land. The tractor remained on that farm.

As already noted, all visitors to the exhibition will be attracted by machinery in motion, and all who are interested in the basic industries will find in machinery hall perhaps the most interesting attraction of the whole fair.

EXPERTS WILL ATTEND.

All of this machinery that can be operated will be in full operation, and it will be going on the first day of the exhibition, and not several days later. As already noted, it will be the biggest individual exhibit ever seen in Machinery Hall, and undoubtedly will prove one of the most attractive.

H. L. Thorne has been giving particular attention to the installation of this exhibit. In addition to Mr. Irving's staff there will be present to demonstrate and explain the exhibits, the heads of the Maritime division of the Ford Motor Company; the chief Ford representative of industrial manufactures; Arthur Lowe, head of the advertising department for Canada; Edward Schultz, full collar attachment representative, direct from Milwaukee; and Mr. Edred, representing the Hadfield-Pennfield Road Grading Company.

In an interview Mr. Thorne spoke of the importance of reducing the cost of production, with special reference to the operating cost of lumbermen, which he declared could be cut in two by the use of motor machinery. As an illustration, he spoke of one operator building a brick wall has been removed and replaced with concrete. A lot of foundation work has been done between the main building and the annex, with new concrete footings for the posts. A large section of floor under the main dome has been reinforced and renewed. Quite a number of changes have been made this year in the industrial space, and more of the exhibits will be in operation this year. The grand stand has also been improved. At the back, cement footings, and the underposts strengthened. The front has been recast and a new entrance provided at the western end, with ticket office on either side. This will be much more convenient.

Down by the horse and cattle stalls a bunk house for attendants has been erected. It has twelve compartments, four of which have four bunks, and four two bunks. This will be greatly appreciated by every attendant upon the live stock.

More pens have been provided for the judging of hogs, and a great deal of general repair work has been done. The dining hall has collapsible tables, and at 8.30 every evening there will be

Official Guide To Exhibition Tells Everything

A COMPLETE official souvenir catalogue and programme of the Saint John Exhibition has been published for the Association by the Merchants' Advertising Service of this city, of which Gerald J. Casey is manager. Everything the visitor wants to know appears in this book, such as map of grounds and buildings, pictures of each of the vaudeville acts and midway, different departments, full list of all live stock and other exhibits, daily judging and vaudeville program, as well as the hour and place of all the various general and special attractions, a copy of which should be taken home by everyone visiting the Exhibition. Copies will be offered for sale at mere cost throughout the grounds and buildings.

This is the third consecutive year that Mr. Casey has published to the satisfaction of the Exhibition Association, and the advertisers, his Souvenir Book, and this year he has spared no effort in making it more interesting and attractive than ever. He also has had under lease from the city of Saint John, the advertising privileges in the cabins of the Saint John-Carleton ferries for the past three years.

removed and dancing will begin, ending at midnight. On the Broadview avenue side the fence has been pushed back twelve feet and will provide parking space for fifty cars.

AN INVITATION

Saint John wholesalers state that they will be very pleased to receive a visit from their out-of-town customers during Exhibition week. If you are a storekeeper be sure to call in and see your jobber.

RETAIL MERCHANTS

Provincial members of the Retail Merchants' Association will meet with a hearty reception at the Saint John branch. Miss Alward, the efficient secretary will be there to welcome visitors.

SEE THE NEW SCHOOL

While in Saint John, do not fail to see the new Vocational school on Douglas avenue, and while on the avenue walk up to the Falls.

DEMONSTRATION OF DAIRY EQUIPMENT

Milking Machine to Be Used at Exhibition; Series of Lectures

The Maritime Provinces have so much to hope for from the development of the dairy industry that one of the exhibits at the Saint John Exhibition, September 4 to September 11, should be seen by the largest possible number of men and women interested in dairy work.

There will be a practical demonstration of modern dairy equipment in actual operation. Last year an effort was made to prepare an exhibit of this character, but it was so far from complete as to be a great disappointment to the directors themselves. This year Andrew Allen, manager of the Saint John branch of the International Harvester Company, consented to take the chairmanship of a committee to provide a real demonstration. As a result those who attend will witness the whole process from the milking to the packing of the butter.

MODERN STABLING.

In the first place a stable equipment has been provided, with modern stalls for cows. The cows will be there during the demonstration, and a milking machine will be used. The

milk will be taken to the cream separator, and the cream will go on to the churn, and the product of the churn to the butter worker. Thus the whole process will be fully and clearly demonstrated every day, and there will also be an exhibit of dairy salt in various forms, dairy utensils and butter wrappers. In addition, there will be lectures on dairy subjects, by A. H. White, from

the department at Ottawa, with a display of illustrations of great interest and educational value to all who are engaged in the industry. Chairman Allen and his co-workers have labored to good effect, and have provided the most satisfactory exhibit of its kind ever seen at a fair in Saint John. The official "daily programme" will give the hour for these demonstrations.

W. W. Alward, M.A., A.R.I.B.A.

J. Kenneth Gillies

Alward & Gillies
Architects

Canada Permanent Building

Saint John, N. B.

BETTER ENTRANCE TO FAIR GROUNDS

Grand Stand Has Also Been Improved; Much Repair Work Done

The first impression the visitor to the Saint John Exhibition, Sept. 4 to Sept. 11, will get will be at the very entrance. It will be favorable and typical of the fair as a whole.

The old entrance has been torn away and new ticket office and turnstiles erected with asphalt pavement right up to the doors. The plan is more artistic, and the ticket offices are so placed as to give quicker service and avoid crowding.

In the structural part of the main building a brick wall has been removed and replaced with concrete. A lot of foundation work has been done between the main building and the annex, with new concrete footings for the posts. A large section of floor under the main dome has been reinforced and renewed. Quite a number of changes have been made this year in the industrial space, and more of the exhibits will be in operation this year. The grand stand has also been improved. At the back, cement footings, and the underposts strengthened. The front has been recast and a new entrance provided at the western end, with ticket office on either side. This will be much more convenient.

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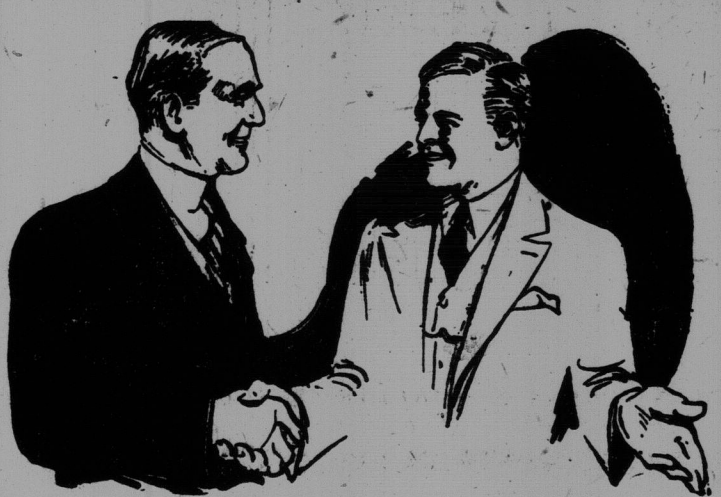
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WELCOME TO SAINT JOHN!

The Canada Permanent Mortgage Corporation and The Canada Permanent Trust Company will be pleased to receive a call from their out-of-town clients during their visit to the Saint John Exhibition.



We'll Be Mighty Glad To See You!

Any time! But at Exhibition time you are more than welcome; and we want you to consider our front door wide open. Just step right in—and be greeted by the courteous welcome that has placed our name uppermost in the minds of the hardware dealers of the Maritimes.

We want you to have a good time while in the City attending the exhibition, and it will be a very great pleasure for us to have you make our office your headquarters.

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