

# GREAT FUN AND LAUGHTER IN EVERY CORNER OF FAIR

### Early Morning Street Cars Unloaded Cargoes of Anxious, Excited Children, and They Had the Biggest Day of Their Young Lives.

Canada's biggest and best asset turned out yesterday at the Exhibition and took the place by storm. Early in the morning the cars unloaded their cargoes of living humanity and the thousands swarmed thru the turnstiles and marched in, battalions and herds, their coming a triumphal outpouring of the generation in which the country takes its greatest pride. Mothers and elder sisters accompanied the kiddies in many instances and once again were children in the exhilaration of the joy of the little ones. Guides were not needed to direct the children to where they would find enjoyment. Like the needle to the magnet, each soon found his favorite object. Thruout the day, the manufacturers' building was a perfect sea of swarming boys and girls, examining with alert interest the various exhibits and stretching out hands at every turn for the ever desired souvenir. By noon they were to the most part laden with trophies of their spoils in the shape of fans, buttons, bags and various samples and the lunch baskets that fairly bulged in the early hours had become emaciated.

Like attracts like, and the educational building was another centre of interest. In the cases where the snakes were lying, all harmless in their mummy condition, the boys flocked about the enclosures curious and interested.

"Harry, see this funny snake," called out one little lad, but he had to repeat his invitation several times, because Harry was himself busy explaining that a multi-colored snake, ornamented with a long silky haired-end that lay on the floor of the case in which the Indian stood in all the glory of his native costume, was the stick with which the aborigine brought their ponies into subjection.

For the girls, the playground were displayed in the shape of tiny garments made by the girls and raffia mats and fascinat- ing "tams" that will later grace the heads of their dolls, the girls clustered. The books for the blind were objects of inspection to others, and the boy with the eyes that see, passed his hand curiously over the letters on the pages, and wondered how they could ever take the place of sight to those whose eyes were sightless.

"This is a lost art," said the man to a representative of The World, and he pointed to a table at which his modelling it into gracefully shaped pots and urns. "The art of pottery is dying," continued the mentor, "and that man over there is the youngest apprentice in the world."

"Machinery is now doing the work and these we are turning out are merely for curios, as a general thing." Crowds of boys and grown-ups watched the evolution of the lump of clay that was truly as wax in the hand of the potter.

Admired Trophies. History up-to-date was given the boys and girls who surged like bees about the cases where the reminders of the world's greatest conflict are displayed, and here became vivid realities as bright-eyed lads took in the details of guns captured from the Germans, examined the mechanism of the latest battleship and supplied the story attached to the blood-stained hat of the Belgian officer, or the captured helmet of a German soldier. Down in the playground a ball game was in order, and the swings had their quota of patrons at an early hour.

When the company of the 35th marched thru the grounds in the afternoon the child appeared like magic from every corner of the compass, and they watched the even tread of the trained feet, took in the points of the prancing horses upon which the commanders rode and hummed the words and notes of "Tipperary" with a new relish and understanding.

A group of figures found sympathetic attention from passing groups. Here a baby looking as natural as life itself took their fancy, and even the bride who stood in her bridal adornment in her case nearby failed to withdraw their allegiance. The soldiers' camp and the realistic trenches where real soldiers perform their military evolutions were sights new to the children, who until lately lived in a city knowing nothing of the arts of war, and from the outskirts the camp was viewed by the wondering eyes of the multitude.

As the day advanced parties of tired picnickers covered the lawns and waterfront, mothers and children

### MILITARY DAY PROGRAM

8.00 a.m.—Gates open. War trophies on view in Government Building.  
8.30 a.m.—Buildings open. Processes under way.  
9.00 a.m. to 7 p.m.—Trenches and dug-outs open to public inspection, model camp.  
9.00 a.m.—Cat show opens.  
9.00 a.m.—Judging cattle and sheep.  
9.30 a.m.—Midway shows all open.  
Con. T. Kennedy attractions.  
10.00 a.m.—Soft cheese-making competition, Dairy building.  
10.30 a.m.—Playgrounds demonstration.  
1.30 to 3.30 p.m.—Highlanders' band (plaza).  
2.30 p.m.—Judging breeding horses and harness ponies.  
2.00 p.m.—Motorboat races.  
2.00 p.m.—Drill and bayonet exercises, model camp.  
2.00 p.m.—Butter-making competition, Dairy building.  
2.00 p.m.—Playgrounds demonstration.  
2.30 p.m.—Grand stand performance.  
3.30 p.m.—Armored motor cars before the grand stand.  
4.00 p.m.—Musical ride.  
4.00 p.m.—Review of overseas troops, Veterans and Boy Scouts, by H.R.H. the Duke of Connaught.  
4.00 p.m.—Trench defence and attack, model camp.  
4 to 6 p.m.—Creators' Band (plaza).  
4.45 p.m.—Overseas troops parade thru grounds.  
5.00 p.m.—Acroplane flights and bombing.  
6.15 p.m.—Destruction of miniature battleships, waterfront.  
6.30 p.m.—Guard mounting, model camp.  
7.00 p.m.—Highlanders' Band, grand stand.  
7.30 p.m.—Vaudeville.  
8.10 p.m.—Creators' Band (plaza).  
8.15 p.m.—Musical ride.  
8.30 p.m.—Armored motor cars before grand stand.  
9.00 p.m.—"Grand March of the Allies," "Review of the Fleet."  
9.40 p.m.—"Patriotic Year" fireworks.  
10.00 p.m.—God Save the King.

### CREATORS' BAND TODAY.

Matinee Program.  
Part I—  
1. March—"Trippoli"..... D'Anna  
2. Overture—"Magic Flute"..... Mozart  
3. Intermezzo—"L'Amore Fritto"..... Godard  
4. Suite Pastorale..... Mascagni  
(a) Morning.  
(b) Death of Asa.  
(c) The Dance of Anitra.  
(d) In the Hall of the Mountain King.  
Intermission.  
Part II—  
5. Hallelujah Chorus from the "Messiah"..... Handel  
6 (a) Gavotte from "Mignon"..... Thomas  
(b) Loin du Bal..... Gillet  
7. Sextet from Lucia..... Donizetti  
(Solos by Signori Catena, Nalino, Rossi, Malvest, De Luca and Florio).  
8. Dance of the Serpents..... Boccalari  
Evening Concert.  
Part I—  
1. March—"Columbus"..... Creator  
2. Overture—"Mignon"..... Thomas  
3. Berceuse from "Jocelyn"..... Godard  
(Solos by Signori De Mitty and De Luca).  
4. Suite Pittoresque Scenes.  
(a) March—Air Du Ballet.  
(b) Angelus Fete Boheme.  
Intermission.  
Part II—  
5. Walse—"La Sirene"..... Waldteufel  
6. Prelude, Act 2, "Marcello"..... Verdi  
7. "Adagio Cantabile," from Sonata Pathetique, Op. 13th..... Beethoven  
8. Overture—"Hanshauser"..... Wagner

### TORONTO FAIR SONG AT SHEA'S.

"Take Me To Toronto Fair" is being featured by Shea's Orchestra this week, under the leadership of Mr. Gus Nauman. The catchy hit of this song seems to be taking hold everywhere, and the publishers report that the second edition is already being run. The song was written by Gordon V. Thompson, whose songs have reached a quarter million copies in Canada.

happy in the enjoyment of one of their most memorable days. Children's Day at the Exhibition was certainly the best ever, the record even early in the day beating that of all former years. By 5 o'clock 110,000 had been passed on to the grounds. The behaviour of the kiddies was testified to by no less a judge than William Banks, Toronto's genial censor. "I have seen 50,000 children lined up at the Crystal Palace, London," he was heard to remark, "everyone of them trained for the occasion, but their conduct could not surpass that of the children today. A better behaved or better dressed crowd I never saw."

By 5 o'clock in the afternoon thousands had lined up about the grand stand waiting for the evening's performance. So great was the anticipation of the wonderful treat in store when the march past would take place and the bands would send out their thrilling military airs and the fireworks would go off and mount in the grandest spectacle imaginable, that the boys and girls found no fatigue in waiting for the moment of the opening of the gates to arrive. At night the army of Toronto's boys and girls found their way to the cars, tired but satiated and satisfied for had they not taken part in Canada's greatest fair day?

# Rather Than Lower the Value We Will Raise the Price

Men of Canada:---The day has dawned when the Scotland Woolen Mills is forced to raise its price to EIGHTEEN DOLLARS in order to maintain the high standard of value you have become accustomed to.

It is no longer possible to tailor your Suit or Overcoat with our famous BRITISH WOOLENS for \$15 and leave ourselves any margin of profit at all.

Our big British Mills have been producing enormous quantities of KHAKI, and they have to pay fancy prices to get a surplus supply of raw wool fleeces with which to manufacture our woollens. War conditions have almost doubled the cost of production at our mills, and freight charges on shipments from the old land are in many cases three or four times as large as they were before the war.

From July 31st, 1914, to July 31st, 1915, the Scotland Woolen Mills Company turned out more orders than in any previous year in its existence, and yet for more than three months past we have BEEN SELLING AT A LOSS.

Gentlemen:---It is now over nine years since we opened at 139 Yonge Street, Toronto, introducing Canada's first one-price tailoring institution, and we fixed the price at a figure within the reach of every man. During that period our unequalled value in Made-to-order Suits or Overcoats of BRITISH WOOLENS at fifteen dollars---"no more, no less"---has brought our name and fame into tens of thousands of Canadian homes, and we have grown to such an extent that it now requires THIRTY-SIX stores to look after our trade, together with a big mail order department for those who are out of reach of our branches.

It has taken me almost a year to write this announcement. We have hesitated a long time about increasing your clothes cost. We have entirely reorganized our business to cope with the change in price. Big shipments of expensive fabrics have been received from our mills, and arrangements have been made for a steady supply for future needs. Our standard of value will be RAISED. For \$18 you will have much wider choice, better fabrics, better workmanship and trimmings, better attention and quicker deliveries.

I believe we have shown good judgment in changing the price now, rather than lower the VALUE. It is for YOU to decide whether we are right or wrong.

The change goes into effect simultaneously in every Scotland Woolen Mills Store on Saturday morning, September 4th---except in the extreme West, where the price remains at \$20.

*Edison Mills*  
PRESIDENT

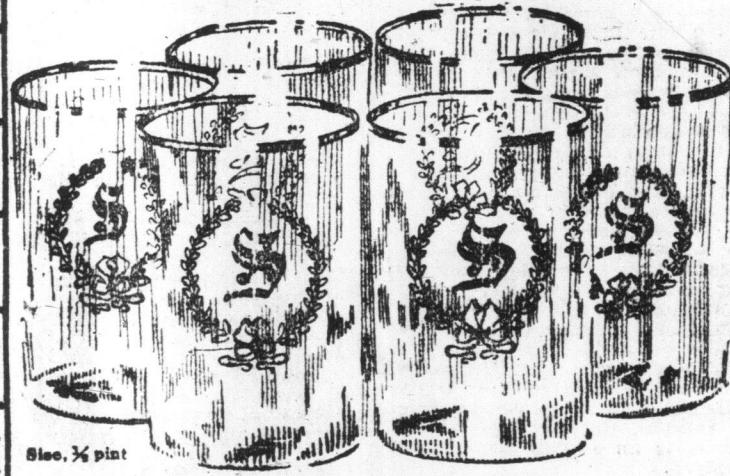
# Scotland Woolen Mills Company, Limited

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