THURSDAY MORNING

THE TORONTO WORLD

Use it for its

FLAVOR

Use it for its

PURITY

Use it for its

CREAMY

RICHNESS

Use it because it's

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SEPTEMBER 2 1915

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CHILDREN'S DAY GREATEST POSSIBLE SUCCESS AT FAIR ALL RECORDS WERE BROKEN

Possibilities of This

Province.

to Northern Section of

Ontario.

that are open to the enterprising set-

tler

Attendance Away Ahead of FACTS ABOUT CHILDREN'S DAY Last Year and Education Featured When Thousands of City's Scholars With Parents and Friends Enjoy Their Biggest Day of the Year.

The attendance at the Exhibi-tion yesterday was 111,000, making a record for Children's Day. Last year the total on the same day was 104,000. To date the attend-ance is 35,000 more than last year's figures for the first three days.

Of all the animated pictures that ever the grounds of the Canadian National Exhibition prestented, yesterday's takes the banner. The sight was one never to be forgotten. Sidewalks were more than crowded early walks were more than crowded early in the day. The readways, protected NORTHERN ONTARIO from vehicular traffic, soon became avenues of moving humanity, and by three o'clock in the afternoon the lawns were filled to overflowing.

By far the biggest, busiest throng of children that have over visited the Exhibit is Designed to Show fair, on children's day, took full possession of it and it was impossible almost to step freely without being in danger of tredding on "tiny tots." Laughter and fun were the order Mischief was written on every facethe mischief of getting in and around and seeing things. The grounds formed a veritable fairyland. What a wonderful sight! Nothing ever dreamed of could be so beautiful. Wide eyes took in everything. No more enthusiastic assembly has ever made a day of it than that which did so yesterday.

Wonderful Sights.

The wee ones just gasped in astonishment, the nearest approach to what they actually saw in real life being their dreams of Santa Claus. It was their dreams of Santa Claus. It was hibit has several features. Designed first to convey to the people of the day" for the children saw things that province and the outside visitors at a fitting celebration of "education province and the outside visitors at a gay" for the children saw things that will be remembered a life time. The the Exhibition an idea of the natural possibilities of Northern Ontario, it possibilities as well the diversified character Master and Miss Young Toronto of the country and the opportunities

certainly did accept the directors' invitation whole-heartedly and took advantage of every moment from the time the gates opened until they closed. Indeed, the rush for tickets vantage of every moment from the time the gates opened until they closed. Indeed, the rush for tickets was so great at one time that it took at minutes for newcomers to get their admission tickets to new of the time that it took

his wonder. There great multitudes swayed in an ever-increasing mass of humanity "What do you think of that?" he was asked. "The rulers of tomorrow are at the fair," he replied. It was too big a task to describe all he thought; it would require too much time. "Wonderful" was the unanimous exclamation. An educational theme permeated the grounds and buildings and was particularly felt at the luncheon of the directors, where James L. Hughes spoke on the subject of "Education." The important place which Toronto oc-cupies as an educational centre was emphasized. Its schools system and emphasized. Its schools, system and future usefulness were touched upon. Fine Institution. The new technical school was cited as an institution to be proud of. Cooperation was eulogized. One of the main points brought out was that the schild should be permitted and en-couraged to find its own place in life. It should work under its right power. Teachers should try to reveal to each one his own line. "God has given each one a power greater than any other and we must help find it," said Mr. Hughes At Directors' Luncheon, "We must not make book knowledge the supreme element in the training of our boys and girls," was the advice which James L. Hughes gave at the directors' luncheon yesterday in his address on "Education." "The chil-

It required 45 minutes to press thru crowd and buy ticket. Children's Day the biggest day of the Fair thus far. Weather conditions perfect. Winds mild, sun strong and warm. Six thousand more people by 4 o'clock than all day last year. One hundred and forty-three lost children given party at police headquarters.

Thousands in line for grand stand performance two hours before starting time.

Every seat on stand occupied by most appreciative audience on cord Directors more than pleased with grand reception of Educational

Day.

"Emden 11." successfully captured and blown to pieces. Largest crowd on Children's Day in history of the Exhibition.

EXHIBITION NOTICES

tion to send specimens to the exhibit. These include the Canadian Copper Company at Sudbury; iron ore from the Helen Mines and Magpie Mine, owned by the Algoma Steel Company; silver from the Pen Canadian; talc, crown gypsum and graphite. It is worth while in this connection to note that Ontario furnishes a large propor-tion of the raw talc supplied to the trade in the form of tollet powders. Building stone, ornamental stone, mica WELL REPRESENTED Building stone, ornamental stone, mica, and pressed brick are other products that maintain the mineral superiority

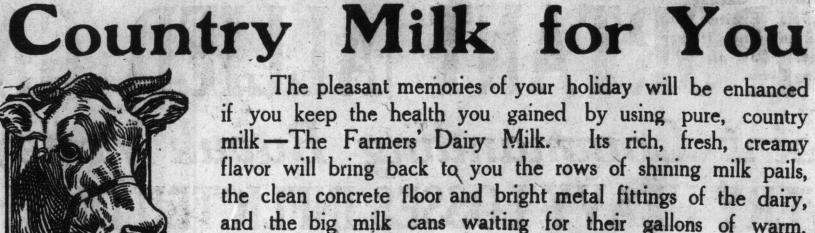
of Ontario. As is generally known, this exhibit is the preliminary to a widespread is the preliminary to a widespread campaign to be conducted by the gov-**BIG CAMPAIGN STARTED** ernment to direct immigration to nor-thern Ontario. It starts with the Canadian National Exhibition, but Immigration Will Be Directed will be continued thruout the length and breadth of Canada, and in other countries where the opportunities of-fered for settlement in Ontario are bound to be appreciated. The exhibit is in charge of Messrs. Albert Stewart and Geo. E. Palmer,

Occupying the most conspicuous osition in the government building representing the department of agri-culture, who are in constant attendthe Northern Ontario exhi ance, and will cheerfully give information and distribute literature to all who are interested, while Mr. W. K. Neil has particulars regarding the bit, arranged under the direc-tion of Hon. G. Howard Fergu-son and Hon. James J. Duff. This exmineral branch at his fingers' ends.

> THE HUDSON EXHIBIT **COMMANDS ATTENTION**

A Full Range is on View and is Highly Approved by Motorists.

The centre of interest in the trans-



if you keep the health you gained by using pure, country milk-The Farmers' Dairy Milk. Its rich, fresh, creamy flavor will bring back to you the rows of shining milk pails, the clean concrete floor and bright metal fittings of the dairy, and the big milk cans waiting for their gallons of warm, foaming, pure milk.

Taste That Rich, Fresh, Creamy Taste

Back Home? Here's

Try this milk on your cereal. Start the children to school on a big glass of it. They just love the taste of The Farmers' Dairy Milk. And it is so good for them-so rich in butter-fat - so fresh and pure - and safe because it is scientifically pasteurized.

This Milk Costs No More

PHONE

For

Making

Money

BARRIEFIELD SOLDIER

Doubtful.

Special to The Toronto World. KINGSTON, Ont., Sept. 1.—Pte. Bonchier, 38, of Kingston, attached to

Despite the added expense of giving you this better milk, we are able to offer it to you at the same price as ordinary milk.

(Continued on Page 4, Column 2).

The rarest thing in the world is to

see two men who look exactly alike.

And in dress the good clothier and tailor so varies his choice of pattern and style that each of his customers

can secure a certain exclusiveness,

and not meet his own suit on the

equal to the best and better than the

suits show the perfecting of the ar-

tistic lines in the neat and semi-formfitting coat, a style which has been

oping for several seasons.

The present season's styles in men's

To make a coat for an athletic

he can make clothes for men

cleverly has this been worked

figure of average proportions is a comparatively easy task for a design-er. His skill and class are shown

out by the Semi-ready physique type

aystem that one can get a better fit in Semi-ready today than in made-to-

who call themselves hard to fit.

The average man likes something

difference in facial form.

street.

measure

rest.

Thinking of Suits

Among a group of well-dressed men | modification of "the Marlin," which

Marlin.'

Another style among the thirty de

signs shown in the book is a three-button sack on more conservative lines, with blunt corner lapels, while

third popular style has soft roll

lapels, not quite so wide as "the

Two very neat styles for stout men are shown in plates Nos. 313 and 314. Norfolk jackets are well represent-

ed in variable form in the book, while

dress suits and dinner jackets are shown in new designs.

you see a diversity of style in suits and was the most popular style last sea-top coats almost as distinctive as the son.

was so great at one time that it took at minutes for newcomers to get their admission tickets to pass into the grounds. Rulers of Tomorrow. Joseph/Oliver, president of the Ex-hibition, stood on the steps of the ad-ministration building about 1 o'clock and watched the scene in amazement. He wore a smile double the size of the Hu son cars mile double the size of the Hu son cars mile double the size of the Hu son cars mile double the size of the Hu son cars mile double the size of the Hu son cars the Hudson has long been recog-nized to hold an undisputed position in the American and Canadian mar-ket. Already several sales have been made by the staff, proving the poputhat the agricultural extent of North-ern Ontario is not alone confined to the "clay belt," which contains alone some 16,000,000 acres. Here and there, all thru the country, are rich arable sections, and a ded to these more than 4,000,000 acres of the choicest agricul-tural land is found in the Rainy River valley. a district which can truly be made by the staff, proving the popu-larity of these serviceable machines. With all their splendor of lustre, fin-

With all their splendor of lustre, fin-ish and graceful yacht lines, the Hud-son cars present a striking appear-ance. The different types shown are the light six-40 with the artillery wheel, the identical car fitted with wire wheels, the handsome cabriolet type for ladies' use, the sedan, limou-sine, roadster and the model six-54, which has proven such a favorite with valley, a district which can truly be said to be without rival in any part of the broad Domini

Best Ever Seen. Never before have the mineral re-sources in their character and extent which has proven such a favorite with

this year's purchasers. The yacht-line body can be describbeen so well displayed. Not even the Panama-Pacific Exposition in San ed as a verifable "road cruiser," with its classy lines an added attraction, and with its speed, durability and easy-riding qualities it is the apex of Francisco exceeds in comprehensiveness this display. Perhaps the most interesting feature of this branch of the exhibit is some gold ore from the Dominion mines in Munro township perfection in motor car construction. Since its first appearance in Novem-ber, 1913, the Hudson has had a re-

near Matheson on the T. & N. O. Rail-way. The value of this ore, which assays \$60,000 to the ton, is placed at \$8000. Still dealing with precious markable record, being unable to keep pace with orders for many weeks. The Hudson has been fittingly call-ed the pioneer of lightness, as it was the first car in which the excess of overweight was removed and a strongmetals there are 35 bars (each weigh-ing 90 pounds) of silver from the De-lora Mine, valued at \$21,000. There are products also of cobalt metal and of nickel cobalt. The Coniagas Reer car was developed in consequence. "Staunchness without weight" has been the motto followed by Howard E. Coffin, designer of the Hudson, and duction Company have sent interest-ing samples, and the Timiskaming Mine is represented by a half ton sam-ple of high grade ore. The Porcupine with ordinary care it is declared cap-

able of covering 100,000 miles. district has contributed samples from There is no other car like the Hudthe Hollinger, Dome, Vipond and Mc-Intyre Mines that vary in quality but give a concrete example of the extent son. It seems to be the final evolu-tion of an age of experimenting. Many models seek to be classed with this machine, but the Hudson differs greatly from all of them. Elegant up-holstery and finish, the full-disappearof Ontario's mineral bearing area. Mine Specimens.

Practically all of the operating mines in northern Ontario have taken advantage of the department's invitaing tonneau and many other innova-tions are the reasons for the remarkable record established. The manager of the Dominion Au-

tomobile Co., M. A. Thompson, has charge of the exhibit. He has declared himself greatly pleased with the num-ber of purchasers and prospects. The Hudson people have proved the worth That Will Be Worn of their car, and the fact that it is now of their car, and the fact that it is now entering upon its third season of tri-umphant leadership, with its 15,000 satisfied owners, gives proof that this make has a permanent hold on the af-

fections of the motoring public.

NASMITH'S GRILL.

In addition to serving the best full ourse meal for fifty cents on the Canadian Auto Power Limited. The grounds, Nasmith's are providing an a attachment is shown connected to a the west end of the grand stand. One is assured of satisfaction at Nasmith's. THE BUCK STOVE EXHIBIT

THE BUCK STOVE EXHIBIT

Is Domestic Economy in Itself.

to draw the attention of every Can-adian house wife, but they were more

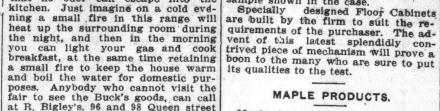
power. Farmers visiting the should not fail to visit this Canadian Thousands of people thronged the Buck Stove exhibit yesterday with wondering amazement at the many va-uration of people thronged the invention and make arrangements with the company to have a free dem-onstration on their farms. Officials in would be sufficient attraction in itself

CHRISTIE'S BISCUIT CABINET. An object of special interest at the

room of the Christie-Brown Company at the Exhibition, is their new Biscuit Cabinet, which is acknowledged to be all seasons of the year, as it takes the the most sanitary and most attractive place of a gas and also a coal range article of its kind ever put upon the and doubles the facilities both of cook- market. This convenient receptacle and doubles the facilities both of cook-ing and of baking, as both gas and coal can be used at the same time or separately. Many people with small kitchens will appreciate the advantage a sample of the biscuit contained in of one store doing the work of two. a plain tin that is set in behind. This

The gas oven and broiler of the Happy Thought Range are ventilated so that no odor can escape into the kitchen. Just imagine on a cold eve-

BEST 23 TICKETS \$1.00



Maples Limited have one of the most attractive booths in the manufacturters' building. Their well known

Maple Butter and Sugar never fails to please the most fastidious tastes. A full course dinner of exceptional merit is obtainable at 35 cents at Bird's dining hall, while a special din-There is no question but that the products of Maples Ltd. are of a highner at 50 cents is served that is meet-ing with the instant approval of all grade quality. Our representative learned that their new factory at Duf-ferin and Van Horne streets have Exhibition visitors who have patron ized this popular dining establishspecial facilities for refining and turning out into containers of housement hold size the well known brand of "The Olde Tyme" Maple Syrup.

PATRONIZE .W.C.T.U. Beautifully situated at the south end of the government building and fac-

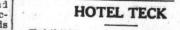
and boil the water for domestic pur-poses. Anybody who cannot visit the fair to see the Buck's goods, can call

at R. Bigley's, 96 and 98 Queen street

BIRD'S VERY POPULAR.

east, where a full line is always dis-

played



Board of Trade Open.

ing the transportation building, is the entrance to the W.C.T.U. dining Exhibition accommodation is obtainable at one dollar per day Euro-pean plan. All rooms have running hall. Patronage should be extended to these noble women who do their work without any renumeration, all the profits being used for the work water, Mid-day luncheon served at fifty cents. Romanelli's orchestra of the society. from six to eight p.m. An excellent meal, just like mother

used to make, is the main feature of this clean and attractive dining hall. Give them your patronage and help along a good cause. If you are inter-For the convenience of members and

their guests, the board of trade club ested in the giving of a motor ambu-lance to the boys at the front you cooms, on the 20th floor of the Royal Bank Building (the highest comm cial building in the British Empire), are remaining open until 9 p.c. durcan view one outside of the entrance and enquire inside about the plans being Exhibition, and members are priv-ileged to entertain ladies at dinner. which is served until 7.30 p.m.

A FINE ENGINE.



the Soil 1990 together with \$1.50, presented at The World, 40 West Richmond street, Toronto, or 15 East Main street, Hamilton, entitles bearer to a copy of the new book, "MAKING MONEY FROM THE SOIL." By mail add parcel postage-7 cents first zone, 18 cents Ontario, 20 cents in Canada, GALT CITY DEBENTURES SERIOUSLY INJURED ABSORBED AT HOME Private Bonchier Fell on Tent Peg Experiment of Offering Them for and Hurt Spine-Recovery Sale Locally Yielded Excellent Results.

From

This Certificate

YOU CANT

FIGHT

Special to The Toronto World. GALT, Ont., Sept. 1.—The experi-ment of the city council in offering city debentures for sale locally has

proved a success, the demand for this kind of investment exceeding the amount of debentures offered, with the result that it has been decided to dis-

Bonchier, 38. of Kingston, attached to the Army Service Corps, Barriefield camp, fell on a tent peg and received sericus injuries to his spine. His re-covery is doubtful. The charge is made that there are citizens who are making money by the illegal cale of flasks of whiskey to soldiers after the hotels close at 7 p.m. pose of all remaining for the per cent. Iocally. These Cebentures bear five per cent.



Special. Order tailoring wherein suits are made to measure in four days, and a perfect fit is assured, is important factor in the Semiready tailoring. A large fashion portfolio, showing most of the new designs, offers an easy method of selection. The measuring chart permits a perfect physi-

cal photograph of the customer to go to the cutter's tables. Ed. Mack, Limited, of 167 Yonge

In the booklet published this sea-son, "As Worn by Him," style No. 301, ter models in Semi-ready tailoring. coat, with wide soft roll lapels, round corners and patch pockets. This is a

amazed when they saw for the first time a Happy Thought Range com-bined for coal and gas which is being demonstrated. The advantages of this combination are that it is suitable for