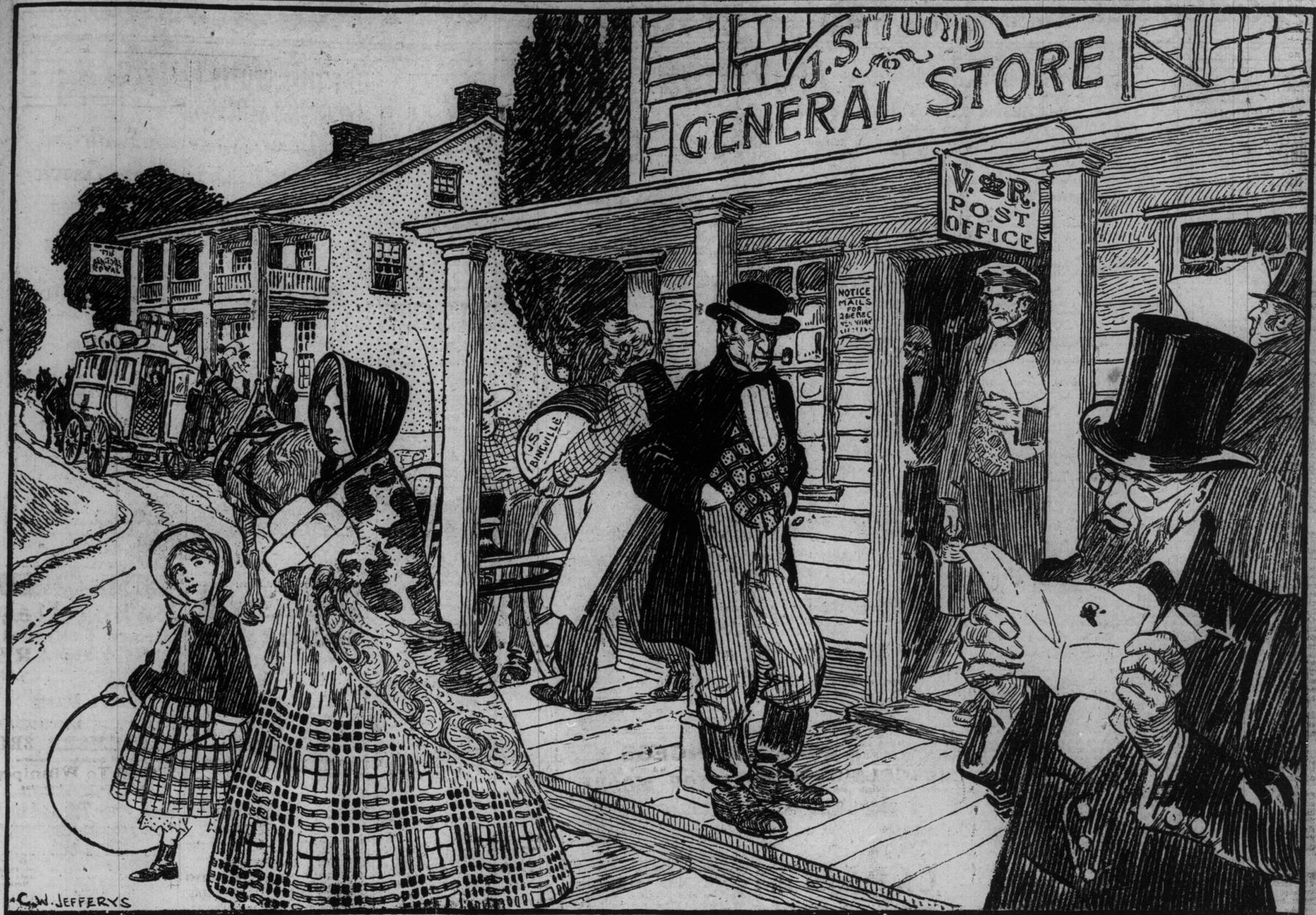


THE EVOLUTION OF CANADIAN COMMERCE--Seven Pictures



No. 5.—The Old Familiar Country Store at the Corners Before the Confederation of the Canadian Provinces

FIFTY THOUSAND ATTEND ON MANUFACTURER'S DAY

Continued From Page 1.

The human tide, it is safe to say that last year's mark for manufacturers' day was easily passed. There was a denser, more justling, elbowing crowd in the manufacturers' and process buildings, which were naturally particular magnets. Expressions of wonderment at the quality of the products were to be heard on every hand, and in many cases they came from persons who have been regular exhibition visitors for years, for the secret of the fair's success lies in the fact that it keeps pace with the country's development, and there is "something new" to be seen everywhere. Only the superficial observer who takes a general look around with no eye for detail could pass a "same old thing" judgment. Luckily there are few individuals of this spirit, the great majority, wide-awake Canadian men and women that they are, recognizing that year by year there are things to be seen that were not to be beheld before. There were automobiles and churns on exhibit years ago, but they were not the automobiles and churns of to-day, nor will those of to-day be altogether the same as those of next year, for these are times of many inventions and patents applied for.

Ideal Weather.

The weather showed a marked change from that of children's day, and it was all for the better; in fact, it was almost ideal. The early fall crispness of the air was pleasantly conscientiously endeavoring to do its duty. It now appears that conditions are settled and that the almost uninterrupted stretch of fine weather which the exhibition has enjoyed for years is to be repeated. The directors are already figuring on receipts that will come near the \$250,000 mark, as against \$234,000 last year.

The closing of the roadways has provided a good thing in keeping down the dust raised by vehicles, but in the opinion of many people it would be an improvement to exclude from the grounds all other than necessary vehicles. However, the speed regulations have thus far averted accidents.

Give Them Light.

A visitor from the United States admitted that he was surprised at the size and construction of the buildings but thought the grounds poorly illuminated.

"Give the people a blaze of electric light as they did at the Pan-American. They like it," he asserted. "Another thing that would make a hit would

MANY THOUSANDS INTERESTED

The Miniature Food Factory One of the Principal and Most Interesting Features of the Toronto Exhibition.

Great interest is evidenced by the thousands of visitors to the Canadian National Exhibition in the miniature food factory erected by the Canadian Shredded Wheat Co. in the Process Building.

The entire process of manufacture of this popular cereal is shown and fully substantiated—the claim of its being the cleanest, purest and most nutritious cereal in the world.

The wheat is not touched by human hands during the transforming operation—it is steam cooked, shredded and electric baked—all accomplished by the most wonderful machinery.

All the rich, nutritious qualities of the whole wheat are embodied in Shredded Wheat—every bit of the wheat berry being utilized—the outer coats, so rich in the elements that make brain, bone and muscle, and generally discarded by the white flour millers, are made perfectly digestible by the steam cooking and shredding process.

To know how your favorite cereal is made will interest you, and after seeing how clean and pure the entire operation is, you will eat your Shredded Wheat Biscuit in the morning with greater relish.

Glistening Automobile Display.

By far the most beautiful display of autos at the exhibition is to be seen at the McLaughlin-Buick exhibit in the Transportation Building. Here are to be seen cars for everybody, from the runabouts at eleven hundred dollars to an eight thousand dollar six cylinder car. An attractive "model 8" four cylinder, five passenger, shaft driven car is shown at thirteen hundred and twenty-five dollars, also a forty horsepower, shaft driven, five passenger car, catalogued as model 17, which is duplicate of the car, which has been breaking all world's records, both in the United States and at Montreal. This car is selling at twenty-two hundred and ten dollars. Their handsome and superb Limousine on the same chassis as preceding car, is most artistically finished and admired by all, as the most comfortable and convenient in design and is appreciated to being the equal of any high priced car. This car is catalogued at thirty-three hundred dollars. Perhaps the most admired and popular car in the exhibit

is the fifty-horse power, seven passenger, four cylinder, shaft driven machine at thirty-six hundred dollars. This car has a rich superb finish equal to any six or seven cylinder car on the market and connoisseurs are wondering why they should pay such high prices for foreign-made cars when a McLaughlin-Buick is sold at such a reasonable figure.

That the Canadian public are interested in McLaughlin-Buick cars, is most evidenced by the number of orders received and the many enquiries made.

This company is also showing a model of the famous Welch car, which is acknowledged to be the aristocrat of American cars and has already established a firm reputation for comfort, stability and grace. People who have been under a heavy expense as regards cartage will be interested in the Reliance Motor Truck, which has a speed of twenty-two miles and a carrying capacity of three and a half tons. Other sizes of this truck of the same type are made and parties interested will be able to see them on display, as well as a full and complete line of cutters and sleighs at the McLaughlin-Buick at the corner of Richmond and Church-streets.

The general construction of the McLaughlin-Buick machines is the highest grade in every particular. In not one single instance have efficiency or stability been sacrificed for the sake of saving expense.

Every individual piece of material that enters into the construction of these cars down to the last nut and bolt must pass a number of trained inspectors. Every car is thoroughly tested out and carefully adjusted before it is permitted to leave the factory.

Interchangeability of parts is a feature which most makers claim for their cars, yet few of them really possess it in its true sense. Interchangeability means that every part of a car is exactly like every other part of its kind. It does not mean almost or nearly like it, but exactly so, in many cases to the one-thousandth part of an inch. It means that when any part must be replaced a new one may be ordered from the factory and that it will fit without alteration in the slightest degree. True interchangeability is possible only in factories possessing the most complete equipment of machinery and tools capable of producing accurate work and where these are kept in the most perfect condition at all times.

At the Front Again.

The tent of the Independent Order of Foresters again occupies one of the most prominent positions in society place at Canada's National Exhibition. As you enter the main gate at Dufferin-street, turn your eyes to the right, and in large letters a few yards away

you may read "I.O.F." inscribed upon a streamer.

As usual, this society has provided one of the best tents on the grounds, which is beautifully decorated and furnished. The genial Mr. George A. Mitchell, superintendent of organization, is in charge, with an obliging staff of assistants, who will be delighted to greet the quarter of a million of their brethren and the many thousands of visitors who are not members of this great fraternal and insurance organization.

Carey Fireproof Safe.

Ford & Featherstone, the sole distributors in Canada of the famous Carey safes, are installed at their old stand in the industrial building. Lack of space prevents showing a full line of these fireproof safes that are becoming so well known through the Dominion, but visitors will see a few safes that have demonstrated their superior fireproof qualities in recent fires.

Bird's Dining Hall.

A fine, wholesome and tasty meal is served in real quiet style at Bird's Dining Hall, opposite the centre of the grand stand. If you want to get satisfaction call at Bird's. It will only cost you twenty-five cents.

The Glassblowers.

One of the most attractive shows on the Midway is O. H. John's glassblowers, where all kinds of pretty ornaments are made by means of blowing and spinning glass. To watch the process is an education in itself. You will profit by calling to see them.

Self-Computing Scales.

"Honest weight as shown above" is the motto of the Toledo Computing Scale Co., exhibiting in the manufacturers' building. Every business man should call at the company's booth and have the peculiar virtues of these springless scales explained.

K-Zow Jar or Car Sealer.

It is a boast of many housewives that they can preserve fruit that tickles the palates of their families, but is frequently their grief that their fruit sealers which they have not made air tight, they preserve become decomposed. This is dispelling and discouraging, and it is with a view to putting an end to the resulting vexation that the K-Zow Sealer Opener has been manufactured. This little device is on exhibit in the manufacturers' annex.

In the manufacture of this instrument the company has provided the age. That it does what it is intended to do is simply demonstrated to every visitor to the booth.

FINE ELECTRIC PLANT PUBLIC OWNERSHIP IDEA

Winnipeg Has Fine Exhibit in Process Building Which Is Attracting Attention.

(Winnipeg is not the least bit ashamed of its public ownership venture in the direction of a 60,000 horse power electrical plant, but is on the other hand quite proud of its big undertaking to judge by the western city's exhibit in the process building.

There is a tank 16 feet by 12 feet, with a miniature river and power plant modeled upon what it is expected to look like when completed next year, at a cost of \$3,250,000. Water flowing over a dam imparts realism even if the model power house has no electrical generating equipment.

The plant is being established on the Winnipeg River at Point Du Bois, 77 miles from Winnipeg. When in operation it will be a very formidable rival of the Mackenzie-Mann power company, which has a present monopoly and sells power at around \$5 per h.p. per year. The civic plant will, it is figured, be able to cut charges in two. The construction work was halted for a time because of negotiations with Mackenzie and Mann, who offered to sell out, but the city considered the terms unreasonable.

The exhibit is in charge of George M. Hall, who is promoting the publicity campaign for the Winnipeg Exhibition of 1912.

Clean, Hot, Palatable.

Brown's dining tent at the northwest of the Process Building gained the reputation yesterday of making more people feel comfortable inside than any individual feature of the fair—and what's more, the silverware was clean, the meals served piping hot and the dessert palatable. Price 35 cents.

An Ambitious Exhibit in Steel.

Notwithstanding the fact that there was no tariff protection, the Canadian Sheet Steel Corporation, Limited, are forging ahead, and a visit to their exhibit in the process building is worthy the attention of every patron of the exhibition. With an investment of \$723,000 and a plant that cost \$320,000, the company are producing the highest grade of polished steel for stoves, and galvanized steel for building material, in the world. Samples of their

product can be seen at their exhibit, which not only shows the quality of goods but the various labor operations involved in their manufacture. Through photos they also comprehensively show the size of their factory and the machinery used in the plant. The capacity of the plant is 15,000 gross tons annually, and the company are now shipping daily 25 tons of finished product.

British Columbia's Exhibit Makes 'Em All Sit Up and Take Notice.

When it comes to government exhibits, they've all got to take their hats off to the woolly west; that is, the extreme west—British Columbia. This exhibit from that province is the wonder of the Canadian National Exhibition, and the "Queen Bee" of the horticultural building. The biggest things that easterners ever imagined become diminutive when the products of the Rocky Mountain Province are brought into view. Exhibition Commissioner W. E. Scott couldn't very well bring the forest giants down with him, but he has brought sections of them that tell a comprehensive tale. There is a cross section of a Douglas fir, cut 25 feet from the butt, that measures, diametrically, 5 feet 6 inches. Mr. Scott says he could have produced one double that width, but it would be too difficult to handle. The plinth shown is only 18 inches thick, but 12 men couldn't lift it. There are also sections of spruce and cedar just as remarkable. Some of the trees grow to a height of 215 feet. There is a magnificent plant 4 feet 6 inches wide, cut from a board 80 feet long, shown in the exhibit.

In the fish section, too, there is just as much to marvel at. Everybody knows the industry which made British Columbia famous; but few people can comprehend the mammoth size of the fish until they have seen a spring salmon weighing 75 pounds. Some very excellent samples of white sea bass, red sea bass and black cod, are also shown.

The fruit raising industry of British Columbia has reached such proportions and proved such a successful venture, that the province now boasts of its possibilities in this field, as "the coming orchard of Canada," and the abundant array of luscious fruit of all kinds shown in the exhibit, does not belie the suggestion. Their principal fruit market is in the prairie provinces, and despite the rapid rate at which orchards are being planted, it is impossible to keep pace with the growing population of the grain growing areas.

The big game, native to the province, is also represented in the display, including big horn, bear, panther and elk. An immense stuffed elk roachet, and galvanized steel for building material, in the world. Samples of their

be mounted in the horticultural building to-day.

Mr. Scott is assisted by W. J. Brandt, both gentlemen are very enthusiastic in their discourse about their province, telling that the revenues in 1906 amounted to nearly \$6,000,000, having tripled in six years; that B. C. mines have produced over 300 million dollars; trade has increased over 15 million dollars; fisheries produce 14 million dollars; forests produce over 12 million dollars annually; orchards over seven million annually, and that she has millions of acres of paper-making material undeveloped.

Salome Cut Out.

The Midway has been deprived of some of the features considered injurious to public morals. Inspector Dickson and Constable Irwin acted as censors. A "Salome" and other oriental dances have been eliminated as a result.

A Second Art Gallery.

The art gallery is not the only place to view a pleasing display of art. There is a fine collection of high quality of art calendars and art advertising specialties, hand color plates, etc. in the booth of Brown & Bigelow, in the Manufacturers' Building. Manager J. N. Williams will be pleased to have callers at the office, 433 Traders' Bank Building, Yonge-street.

Commercial Travelers' Day.

At a special committee meeting of the Commercial Travelers, arrangements were made for a tent on the exhibition grounds for the convenience of travelers and their friends on Travelers' Day.

Runaway on Grounds.

A runaway team of horses on the roadway west of the first line of cattle sheds at 2:45 p.m., created a panic. As there was a good deal of traffic the miracle was that no one was hurt. Half a dozen people afterwards told of hair-breadth escapes to interested groups of auditors. A constable halted the frightened animals in front of the police station. The only victim was a horse with wagon attached standing by the roadside. It was kicked by a flying hoof, illustrating the saying that it's always the innocent bystander who gets hurt.

The Latest in Player Planos.

To all interested in pianos, the new player piano of Ye Olde Firme of Heintzman & Co., on view at the exhibition, will be an object of great interest, being as it is, one of the finest instruments of this class turned out by any manufacturer. It will also be shown at the firm's warehouses, 115-117 King-street West.

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