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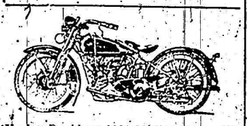

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"All of its goodness is sealed tight in the clean wax wrapped packages.
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AFTER EVERY MEAL

ISSUE No. 34 - '30

Canadian National Exhibition crowds throng Dominion Government Building to view local products and those of far off lands.

Canada Gets Lion's Share of Tourist Trade — C.N.E. Powerful Attraction

Of all U.S. tourist money spent in foreign countries, Canada gets the lion's share—34 per cent.—according to Babson. Of all Canada's sightseeing attractions, none exerts the powerful annual draw of the Canadian National Exhibition in Toronto.

How many Americans visit this, the world's largest exposition, is not definitely known, but it is far up in the thousands, and every state contributes to the total. In a 1929 check-up made in one of the exposition's parking areas where 10,000 motors were lined side by side, there were license plates of 42 different states. Visitors come, in addition, by every rail and water route and by air.

Magnitude of the spectacle is possibly its greatest appeal.

This year, the dates are August 22 to September 6 inclusive. Canada's greatest annual celebration is a thousand expositions in one. Any attempt to survey it in the course of a few words is apt, therefore, to be bewildering. Its attractions range from art galleries to battles for world's swimming titles; from mammoth historical pageantry to "sea fleet" races; from shows of blooded livestock to concerts by the Exhibition's gigantic 2,000-voice choir.

The scene of these festivals is both Exhibition Park and Exhibition City. Its 350 acres on the edge of Lake Ontario include wide stretches of velvet lawns, rose gardens, groves of trees and horticultural spectacles which are unique in themselves.

Its buildings, scores of them, are stately permanent edifices, carved out of stone or built of steel, brick and concrete. The magnificent new home of the National Motor Show alone cost more than a million. The Coliseum and Live Stock Pavilion, with an arena seating 12,000 people in comfort and 16½ acres under one roof, is the largest exhibition structure in the world. Exhibition City has nine miles of its own paved streets, its own internal transportation system, railroad terminal where sightseers step straight from the trains to the Park, as well as bus, coach, and street car lines, linking it with every other section of Toronto and outside points. Twenty million dollars, in all, is invested in equipment, land and buildings.

This year displays from every corner of the Dominion are being given special prominence in the showings. They come from points as scattered as the Yukon and the Canadian Rockies, the Pacific Coast fisheries, the wheat plains of the Prairies, northern gold fields, and southern industrial centres, habitants of Quebec and the Maritime Provinces. From the British Isles comes the finest, the largest and the most elaborate exhibits ever sent to this continent. A score of other nations will also be represented—the Gold Coast, British West Africa and Sierra Leone, Bermuda, Jamaica, the Orient and other parts of Europe and Asia.

The displays cover art, agriculture and industry. A day in Exhibition City is a transcontinental tour through Canada in miniature, and a bird's-eye view of the globe.

The Exposition is one vast carnival. Thirty concert bands are heard in recital, including one great unit of outstanding musicians, the All-Canada Permanent Force Band under Captain Charles O'Neill of historic Quebec Citadel. Four times during exposition weeks, the spectacular 2,000-voice choir under Dr. H. A. Fricker, M.A., F.R.C.O., attracts music lovers from widely scattered sections of America to hear its concerts.

Every evening on a thousand-foot stage, 1,500 performers appear in a huge musical pageant and dramatic spectacle, "Les Voyageurs," before audiences averaging 25,000 nightly. This enormous production, unequalled anywhere else on the continent, is the climax of each day's celebration and concludes with a pyrotechnic blaze of light and color which uses the entire sky-line as its background.

Sport spectacles are daily events. On August 27th picked natators from the four corners of the world compete in a 15-mile swimming Marathon for a fortune in prizes and a world championship. Preceding this on August 22nd, international mermaids race for the women's world title over a 10-mile distance. These swims are held on the Exposition waterfront with every foot of the course in plain view of spectators scattered along a mile and a half of sea-wall and boulevard. Exhibition Park has a natural grand stand with sightseeing accommodation for a quarter of a million individuals.

The roar of the mosquito fleet in the International Outboard Motorboat speed trials is a thrill in any language. Seaplane races with international competitors are equally exciting. World champions will also appear in rowing and sculling events, canoeing and yacht races. Radio announcers whose names are known to every family in America will broadcast a number of these contests.

For good measure there are dog and cat shows, a baby show, judging competitions, floral parade, warriors' parade, fashion and handicraft shows, a superb horse show in the Coliseum's tanbark arena, and a mile of midway which includes practically every known variety of amusement devices.

The Canadian National Exhibition is easy to reach. Fifty-five million Americans live within 500 miles of Toronto. There are special rates on all railroads, steamship lines, and airways. A network of de luxe highways lead to the Exhibition from every point of entry on the U.S. border. Hotel accommodation includes some of the finest hostelries on the continent, among them the largest and most luxurious in the British Empire.

But a feature of Toronto during the annual exposition which always impresses visitors is the city's hospitality to its guests. Thousands of homes are thrown open to visitors where modern and comfortable accommodation may be secured. Under the direction of the Canadian National Exhibition an elaborate downtown Information Bureau offers complete details of available residences. All are carefully inspected and approved.

For half a century Toronto's hospitality at this time has been a civic tradition. Rates are not raised above normal. There is not only ample accommodation, but inexpensive accommodation—no lack of it. This year will be one of the greatest and most spectacular celebrations in the Canadian National Exhibition's entire history, and as a holiday trip, one which is entirely alone in the diversity of its attractions.

Beaconsfield Proverbs

The fool wonders, the wise man asks.

The oldest pig must look for the knife.

Who asks in God's name, asks for two.

Courage is fire, and bullying is smoke.

An obedient wife commands her husband.

Business with a stranger is title enough.

There's no fishing for trout in dry breeches.

We cannot eat the fruit while the tree is in blossom.

The impressive "All-Canada Year" opening ceremonies of the Canadian National Exhibition will take place on Friday, August 22nd.

Amber glass, indirect lighting and other novel innovations to prevent glare on the finishes of motor cars are being utilized in the Automotive Building at the Canadian National Exhibition.

The Canadian National Exhibition waterfront is 1½ miles long.

Canadian National Exhibition attendance eclipses that of any other annual exposition in the world.

Manufacturers' Building one of the most popular at the Canadian National Exhibition.

Right of Succession To British Throne

There is considerable discussion just now as to the possible personality of Britain's future ruler.

It is opportune therefore at this interesting time to make the position clear.

Actually the whole issue is clearly defined in the British Constitutional law of succession, but few seem to know how this would work out in actuality.

The line of succession to the Crown of Great Britain at the present moment can be explained very clearly.

First, of course, comes the Prince of Wales. As he is unmarried the next in line is the Duke of York. It is here that a very interesting and romantic position arises. For the time being the succession-right goes on to the little Princess Elizabeth, but should a son be born to the Duke and Duchess, although he would be younger than the Princess, he would not merely stand before her in the right to the throne, but actually he would exercise the potentiality of diverting the line to an enormous degree, as will be explained later.

What May Happen

Should another daughter be added to the family of the Duke and Duchess of York and there be no son, the Princess Elizabeth will remain the direct heiress to the throne in her own right.

That is always providing of course, that the Prince of Wales does not marry and have a family. That much desired condition of things would, should it happily happen, again divert the line into an entirely new channel.

Following the Princess Elizabeth at present in the direct line are the Duke of Gloucester, Prince George, Princess Mary and her eldest son, now the young Viscount Lascelles, in the order given.

There is a good deal of misunderstanding as to the position of Princess Mary to the throne. Many people appear to think that she should come before the Princess Elizabeth. But according to the definite law of succession the right passes to "the heirs and successors."

It is because of this clause that the birth of any royal baby is of such immense importance constitutionally.

Each such birth creates the possibility of this succession branching off at an entirely new tangent.

Thus, should the Prince of Wales marry, any and every child of such a union would rank in precedence to every other member of the Royal family. Again should the eldest son of the Prince of Wales marry, it would be his children, who would once more alter the position and place the remaining members of the Prince of Wales' family several steps away from the throne.

It is in this way that the Princess Mary could only succeed to the throne in the event of the Duke of York's family dying without direct issue and both the Duke of Gloucester and Prince George dying childless.

In both the cases of the Duchess of York and Lord Harewood their position could only be that of Royal Consort with no right of any kind personally.

Even a Commoner

Perhaps the most interesting fact in this connection is that it is now possible by Constitutional Law for even a "commoner" to be a potential King or Queen of England in his or her own right. This has only been possible since 1917, when King George by special Proclamation changed the name of the royal house to Windsor and created the alteration in the law by which in future the title of Prince or Princess should only be used by children of the sons of the King. Thus when Princess Mary's son was only plain Master George Lascelles he was still in the line of succession, but was not allowed to take on any special title. He is now Viscount Lascelles only by reason of being heir to his father's title of Earl of Harewood.

There is also the outstanding instance of the eldest son of Prince and Princess Arthur of Connaught. He is strictly a "commoner," although both his parents have royal titles.

In the case of a female she can only succeed to the throne after all her brothers, but she has a superior right over the brothers of the King.

Soap Jelly

As a rule, housewives prefer to make their own soap jelly from a recognized good soap, but many do not know the procedure. The following recipe will be found useful.

Cut into thin flakes one pound of yellow soap and turn into a saucepan, pour on a pint of cold water, and put this on the fire to dissolve. Let the soap cook slowly until clear, remembering that if not watched it may boil over very quickly. One pound of this soap jelly will be sufficient to lather between five and six gallons of water.

This is an excellent way of disposing of the odd pieces of soap which accumulate in large households.

Britain is to have bigger airships and larger oceangoing liners.

Dean Inge:—I think middleage is the best time, if we can escape the fatty degeneration of the conscience which often sets in at about 50.

Artificial sunlight is used in an underground garden which has been established in the cellar of Cumberland Lodge, Windsor Great Park. Daffodils were in bloom by the second week in January, and strawberries ripened by March 12th.

Be careful what you start when trying to stop something.

MAKING IT RAIN

A Dutch natural scientist, experimenting in rainmaking, succeeded in causing a general precipitation over an area of three square miles by dropping chipped ice on clouds from an airplane.

C.N.E. Horticultural Show Big Feature Oasis to Visitors on Hot Exhibition Days

A keen demand for space in Horticultural Hall by many growers, and the numerous and insistent requests for information that are coming in daily, augers well for the success of the forthcoming Horticultural Display of the Canadian National Exhibition's "All Canada Year" celebration.

The Horticultural Committee, who have much to do with the designing of the Show, and the general layout of the building, at their initial meeting of the year, expressed themselves as well pleased at the big crowds attracted to the display, and the full measure of approval that attended their efforts in 1929. The cool and entrancing beautiful interior of this building proves to be a veritable oasis on the sweltering hot days of Exhibition period, and its restful confines are appreciated not only by flower enthusiasts, but by many thousands of the general run of Exhibition visitors. The committee heartily approved of again adhering to the side wall plan, which proved so outstandingly successful for the proper staging of the large group displays. The decorated screening, and subdued lighting effects which made these groups appear really fairyland like, will again be taken full advantage of. In an effort to further enhance the attractiveness of plants and groups, several important changes have been made in this division, and prize money has been materially increased and extended. Though a great deal of floor space is directed to the professional exhibits, the interests of the small grower and amateur gardener is well taken care of and the classes for the latter are seasonably most comprehensive. The Toronto Horticultural Society again features at this show with two splendid special prize lists, catering to Horticultural Society members, and another special class of great educational value to visitors will be the "Specimen Backyard Garden," a class that will show what can be done on an ordinary city lot by those who have horticultural leanings.

The Horticultural Building Display runs the full period of Exhibition, Aug. 22nd to September 6th, and there is no charge for admittance. The annual prize list now being mailed contains full information, classifications, etc., and is mailed free on request to H. W. Waters, General Manager, Lumsden Building, Toronto.

Reproduction of Theme Poster adopted by Canadian National Exhibition to typify "All-Canada Year"

Gigantic Music Festival Will Thrill Spectators With Song and Pageant

Simultaneously with the fourteen days of the world's largest annual exposition, the Canadian National Exhibition at Toronto, the Dominion stages a continuous music festival.

Pageantry, massed choruses, scores of ensembles in brass, a musical Mardi Gras and an elaborate series of competitions are all features of this section of the program.

This year, the Canadian celebration is to be held from August 22 to September 6 inclusive with Wednesday, August 27 set aside as Music Day. Under the direction of Dr. Herbert Fricker, M.A., F.R.C.O., the gigantic Exhibition Chorus of 2,000 voices will give a series of four concerts in the Coliseum, an immense arena seating more than 10,000 listeners. They are to be heard on August 23 and 28, September 2 and 8. Accompanying the chorus, there will be a new Canadian military unit, the All Canada Permanent Force Band under Capt. Charles O'Neill. Including seventy-six musicians drawn from Canada's historic regiments from the Quebec Citadel to the west, the unit has been organized specially for the celebration and will, in addition, give open-air recitals daily.

Thirty other bands will also play during the fourteen days of exposition, among them Canada's finest aggregations.

Each night, with a cast of 1,500 performers on a 1000-foot stage, a mammoth spectacle, "Les Voyageurs," is being staged. These immense productions have become in the nature of a national tradition, attracting audiences of 25,000 for each performance. Reservations have been coming in since February.

While essentially pictorial, the musical features of the pageant are in themselves unique. Invariably, each showing is preceded by a few minutes of community singing and the effect of a chorus of 25,000 voices, clearly audible throughout the entire 350 acres of Exhibition City each evening just at dusk, is, in itself a never-to-be-forgotten thrill.

On Music Day, the great park and waterfront is given over to melody. The affair has an informal and spontaneous atmosphere which sets it apart. Between 100,000 and 250,000 spectators throng the grounds and waterfront. Dozens of strolling troubadors in the costumes of all nations mingle with the thousands on the lawns, giving impromptu recitals in every convenient space. They sing madrigals, glees and roundelays, sea chanteys, ballads and folk music. In the costumes of all nations, French Canadians, Czecho-Slovakians, Hungarian gypsies, Irish, Scottish and Russian, they are interspersed with groups of dancers. Choirs from foreign colonies singing their national airs are among the most interesting ensembles.

Musical competitions are many and varied. Choral societies, church and commercial choirs, as well as choirs of men's voices and women's voices all take part. Other vocal departments include classes for quartettes and duets as well as coloratura, lyric, dramatic and mezzo sopranos, lyric and robust tenors, baritones, basses and children's voices. There are 13 distinct classes for violin, cello, and piano and seven for cornet and trombone in the brass department as well as two for brass quartettes.

Novelties include harmonica contests, singly and en masse, held on Young Canada Day when nearly a quarter of a million children attend; Old Time Fiddlers' competitions which bring the veterans from dozens of back townships and for Canada's large percentage of citizens with Scottish blood, a series of matches with the pipes.

Band competitions are held separately and scores of Canadian groups enter.

Elaborate displays staged by the music trades in the Music Building and a national radio show in the Electrical Building are parts of the general exhibits crowding the scores of beautiful permanent edifices.

INVITING you to visit our exhibit at the Canadian National Exhibition.
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400,000
more users in the last three months
The tremendous increase in SALADA Tea sales shows this extraordinary growth in Canada.
"SALADA" TEA
'Fresh from the gardens'

Pithy Paragraphs

On the Worlds' Largest Annual Exhibition

"All-Canada Year" at the Canadian National Exhibition is an ideal time for Canadians in other countries to return to their native land and see Canada from coast-to-coast.

The cost of constructing the Ontario Government Building at the Canadian National Exhibition was approximately $700,000.

Canada's National Motor Show at the Canadian National Exhibition, Toronto, occupies 120,000 square feet in the new Automotive Building.

The Live Stock Pavilion at the Canadian National Exhibition, Coliseum accommodates 2,000 heads of cattle, 1,500 sheep and 1,200 swine.

The new Engineering and Electrical Building, costing $650,000, was officially opened at the 1928 Canadian National Exhibition.

Music Day, one of outstanding attractiveness at the Canadian National Exhibition, falls this year on Thursday, August 28th.

A feature of Opening Day at the Canadian National Exhibition this year will be the 5th Marathon World Championship Women's Swimming Race. The five prize winners in this event will be eligible to compete against the men in the main section Marathon scheduled for Wednesday, August 27th.

"Les Voyageurs," historic pageant, will be presented nightly before the grandstand as a leading feature of the "All-Canada Year" celebration at the Canadian National Exhibition. Over 1,500 artists and musicians will take part.

This year's agricultural prize list of the Canadian National Exhibition is greater in excess of $125,000.

Over 750,000 school children of Canada have received invitations to attend the Canadian National Exhibition as guests of the management on Young Canada's Day, Tuesday, August 26th.

Exhibition chorus of 2,000 voices accompanied by the specially recruited All-Canada Permanent Force Band, will be heard in four concerts at the Canadian National Exhibition this year. This, the most colorful and largest choral organization in Canada, appears in the Coliseum in August 23, August 28, September 2-September 6.

Advance sale of tickets for the grandstand evening performance at the Canadian National Exhibition is already open. Reservations may be made which will be held at the box plan wicket until four o'clock on the day of the performance, or, if the order be accompanied by the remittance, tickets will be held until called for. Admission, 25c, reserved, $1; box seats, $1.50 per chair, a box containing five chairs. The grandstand is completely sold out for every performance.

"Why do you insist that fancy bathing suits ought to be encouraged?"
"Because, they tend to prevent people from going into the water, where they might be drowned."

Exhibition Notes

Over ... as many people attend the Can... National Exhibition as any of t... ted States Agricultural Fairs.

Outbo... otorboat and yachting races wi... atured on the Canadian National ... ibition Aquatic Sports program.

Childr... anding contests will feature the ... Young Canada's Day program ... the Canadian National Exhibiti...

Edwa... Beatty, B.A., K..., LL.D., ... and President of ... adian P... Railway Company, will officiall... "All-Canada Year" Canadia... ional Exhibition, Friday, A...

Over ... electric lights illuminate th... dian National Exhibition grou...

Stand... m at the Canadian National ... Grandstand, accommodates ...

The ... the Canadian National Exhibition ... dings, park and ground is $26,0...

Canad... tional Exhibition for 1930 ... riday, August 22nd to Saturday, ... ember 6th.

This ... "All-Canada Year" at the Canadian National Exhibition, Toronto.

An ... ion booth for the free dissemination of descriptive literature on the Canadian National Exhibition and a ... y of approved private ... ers has been opened at 9 F... t East, Toronto.

Nine ... ne-half miles of paved streets ... the Canadian National Exhibition ... ffic.

The Very Best Used Cars in Toronto
On Display AT 5... During the Exhibition, YONGE STREET (The ... y address to find)
SAVE
The ... your trip to the Exhibition ... e home one of the best ... cars in Ontario. ... first class condition ... our selection:
BUICKS, HUDSONS, HASHS, CHEVROLETS, ESSEXES, PONTIACS, OLDSMOBILES, REOS, AUBURNS, and others.
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SEE THE BALL GAMES
While Visiting the Exhibition
Aug. 22-23 (2 Games 23rd)—Baltimore.
25-26-27 (2 Games 27th)—Newark.
28-29-30 (2 Games 30th)—Reading.
Sept. ... C...
Maple Leaf Stadium Situated ... Close to Exhibition Grounds