

1941 C.N.E. GIVES "CANADA'S ANSWER"

63rd Annual Exhibition Features Canada At War

World's Largest Yearly Exposition Is Presenting Thrilling, Informative Picture of Our Country in Wartime — Canadian Army, Navy, Air Force Show Training to "Help Finish the Job" — Industrial Workers, Farmers of Dominion Display Fine Contributions — 1941 Women's Activities Stepped Up.

Those thousands of Canadians who, together with their friends from south of the border, pay a visit to the 1941 C.N.E. will enjoy a unique experience. They will see presented there a rare and dramatic close-up of a country at war. Bristling with armaments, humming with wartime activity, the Exhibition's 63rd annual show features Canada's fighting men training with fighting machines to "help finish the job"; skilled Canadian workers turning out war weapons; the "soldiers of the soil," the Canadian farmers, parading their finest products; Canadian women serving in the ways they know best; interesting evidence of Canada's thriving trade with other nations of the world.

Education, Relaxation
Vacationers who seek relaxation at the C.N.E. may take time out there for sport and play on the shores of Lake Ontario. They may enjoy a whirl in "Frolicland," a world of candy apples, goofy games and wild rides. Again they may sit in cool comfort at the hand shell and listen to the music provided by the famous U.S. Navy Band. Evenings, they take seats for the grandstand spectacle "Britannia," or dance on Canada's liveliest dance floor to the strains of America's big name dance bands.

The leisureed visitor will find time to take in the vast number of special exhibits in the score or more buildings. Some of the other highlights of the Exhibition are:

WOMEN'S WORLD — Daily throughout Exhibition: making clothing for civilians of bombed British cities; clothing modelled on Saturday, Sept. 6, by the British war guests. Prize winning linens, knitted articles and quilts. Canadian handicrafts including metal work, woodwork, weaving and pottery. "New clothes for old" — Women's Building. C.N.E. Cooking School featuring uses for surplus Canadian foods. Many daily prizes and awards. Twice daily. Electrical and Engineering Building.

HORSE JUDGING — Breeding classes, August 27 to Sept. 4. Har-

ness and Hunter classes, Sept. 1 to 6, Coliseum Arena.

CATTLE JUDGING — Dairy breeds, August 25 and 29. Beef classes, August 30 and Sept. 1 and 2, Coliseum Arena.

SHEEP JUDGING — August 25, 26 and 27, Swaine Pavilion.

WAR MUSEUM — Messerschmitt fighter shot down over England; parts of Junkers and Heinkel bombers; escape device removed from captured German submarine; hundreds of most interesting relics from bombed St. Paul's Cathedral, Westminster Abbey, Buckingham Palace and Westminster Hall, Centre Court, Governments Building.

ART — Large and varied display of the finest in Canadian art in this all-Canadian show. Art Gallery. Display of Art of 20 nations. Practically all countries represented. General Exhibits Building, Graphic Arts and Photography — International Building.

HORTICULTURAL BUILDING — Exotic beauty of thousands of blooms and the refreshing coolness of green shrubs and effin pools. The Canadian Gladiolus Society will hold its annual show in the Horticultural Building on Friday and Saturday, August 22 and 23.

CANADIAN HOMES — To demonstrate ideal living conditions and the most modern house and apartment layout six homes have been built and completely furnished. They range from the business girl's one-room apartment to an eight-room residence. International Pavilion.

NATURE'S WONDERLAND (formerly Children's Zoo) — For the second year featuring by popular demand, mothers and babies of the animal, reptile and bird kingdoms. A close-up of early infancy in nature's own nursery. Admission: Children 5 cents, adults 10 cents. North Road, east of Art Gallery.

AIR RAID SHELTERS — In contrast to Canadian homes are two air raid shelters: an Anderson shelter from Birmingham, England, and a bombproof underground shelter, complete with cots, food, etc. International Pavilion.

Cooking School Events Popular

Women Visitors to Exhibition Enjoy Sitting In On its Sessions — Birthday Cakes Given Away — Apple Pies Tested By Army, Navy and Airforce Men

The C.N.E. Cooking School, which has been a well-known and popular feature of the Exhibition for several years under the direction of Mrs. Kate Aitken, director of Women's Activities, will, it is announced, again be held on each of the fourteen days of the 1941 Canadian National Exhibition from August 22 to September 6, in the Electrical Building, at 2.30 and 8 p.m. respectively.

This year, it is stated, the school will pay special attention to Canadian surplus foods. These include such products as flour, apples, fish and vegetables which the Dominion is unable to export under present war-time shipping conditions.

Using Up Surplus Foods
In order to encourage the use of these Canadian surplus foods, the C.N.E. Cooking School announces that a \$50.00 prize will be given for the best apple pie and a \$10.00 prize for the best loaf of bread entered in a contest sponsored by the C.N.E. It is expected that in the neighborhood of 1,000 pies will be entered in this competition. An interesting highlight in connection with this event is that the pies will be tasted by members of navy, army and air force units stationed in Exhibition Park during the Exhibition.

Each afternoon the program from the Exhibition Cooking School will be broadcast, and during the broadcast the features which have made this event so popular with thousands of women visitors to the "Ex" will be carried on. These will include a birthday cake, donated daily to the oldest lady in the audience, an Overseas Box given twice daily for some lucky sailor, soldier or airman whose friends are in the audience, and an engraved

EXHIBITION PROGRAM

Friday, August 22 — Opening Day — Lieut. Governor opens 63rd C.N.E.

Saturday, August 23 — Warriors' Day, associated with Red Cross and Auxiliary War Services.

Monday, August 25 — Children's Day.

Tuesday, August 26 — Automotive Day.

Wednesday, August 27 — Food Products and Merchants' Day.

Thursday, August 28 — Women's Music and Art Day.

Friday, August 29 — Press Day.

Saturday, August 30 — Manufacturers', Athletic and Floral Day.

Monday, September 1 — Labor Day.

Tuesday, September 2 — International Day (Program under the auspices of International Business Machines Co. Ltd.)

Wednesday, September 3 — Agriculturists' Day.

Thursday, September 4 — Transportation, Commercial Travellers' and Service Clubs' Day.

Friday, September 5 — Live Stock Review Day.

Saturday, September 6 — Citizens' and Children's Day.

Children's Chorus Presents Concerts

Coming From a Number of Towns and Municipalities of Ontario, Groups of Young Singers Will Be Guests of the Exhibition

C.N.E. headquarters announced recently that a number of children's choirs representing several towns and municipalities in Ontario, will, with the civic leaders of these places, be guests of the C.N.E. during the fourteen days of the 1941 big fall show.

Lead Community Singing

Towns represented by the choirs will, it is stated, include Brantford, Oshawa, Beamsville, Stratford, Watford, Newmarket, Orono, and New Toronto. There will also be a choir representing Toronto itself, as well as an Ontario provincial children's choir of 200 voices.

These choirs will, C.N.E. officials state, on the day on which each is a guest of the Exhibition, give a 20-minute program of song in the "New Town Hall," a theatre now under construction in the International Building. Audiences attending these programs will be enabled to sing along with the choirs in the rendition of familiar airs, it is announced.

Sports Program Packs Thrills

This Year At The C. N. E. Many Exciting Competitions Will Be Run Off — World Championships to be Decided

Many championships, C.N.E. officials state, will be decided in the extensive sports program being arranged for the 1941 Canadian National Exhibition. It is announced that sanction has been granted the C.N.E. by the American Power Boat Association for the holding of the world's championship in the 225 cubic inch hydroplane motor boat race. The Canadian championship in the same class and in the outboard motor boats will also be held on the Exhibition course.

The world's championship softball teams, the Rochester Kodaks and the Rambler girls' team from Phoenix, Arizona, have both indicated their desire to play at the Exhibition, as have the famed "cowboy" team from Enid, Oklahoma.

Canadian championships will be contested in a variety of sports, including archery, swimming, table tennis, dancing and weight-lifting. Leading runners from the United States and Canada will feature the two track meets held during the run of the Exhibition, which special events will again be scheduled for members of Canada's armed forces. The junior track meet, by far the largest of its kind in the Dominion, will be held on Children's Day, August 25.

Swimming, diving, yacht, dinghy and model yacht races will be features of the waterfront display.

Swimming Is Fine Exercise

Because It Brings All Muscles of Body Into Play

Swimming is the ideal form of exercise because "it calls into play the general body musculature and produces the elongated, smoothly functioning type of muscle in a uniformly developed body." This is the opinion of an eminent physician, as well as an expert swimmer Dr. David Mezz, of Brooklyn.

This should be good news in this season of swimming. Natural water is best—the ocean, the lake, the river. The ocean is so saturated with oxygen that it detoxicates all noxious matter almost instantly. Sea animals are so used to a high oxygen content in their environment that they will hardly live an hour in a bucket of sea water that can not renew its vitalizing force.

LIMIT TIME IN WATER

Swimming, although ideal from the standpoint of the number of muscles used and the way they are used, is subject to some hazards. The fact that the body is sustained and suspended by the specific gravity of the water, makes swimming seem less effortful than it really is and leads to tempting the swimmer to exertion beyond his powers. It is a common experience of swimmers to be surprised at the amount of fatigue they feel after what they thought was a moderate amount of exercise.

Then, too, the water as a medium keeps the body cool, and there is no warning sense of overheating to tell the swimmer he has had enough.

FOUR INDIAN DANCERS



Presenting a programme of Tribal dances every day in the courtyard of the National Industries Building, Canadian National Exhibition. These programmes form a part of the display and entertainment provided under the direction of the Welfare & Training Service, Indian Affairs Branch, Department of Mines & Resources.

silver tray, presented by the directors of the C.N.E. to the guest from the farthest point from Toronto.

During the Cooking School programs, ladies in the audience will be given an opportunity to hem a nightgown, mend clothing, or knit stockings for some child in bombed Britain. Each afternoon and evening there will be the usual drawing for the gift boxes of food prepared in the school.

Exhibition Wants Ancient Vehicles

Ancient Horse-Drawn Equipages Soon To Be Seen on Parade In Exhibition Park

The old grey mare is coming into her own again! What with the government gasoline conservation plan and everything, it looks as though the horse might eventually reduce the car. At least, so think C.N.E. agricultural officials. To that end they intend to move that in this second year of war the horse has a very real place in Canadian life. Therefore, during the second week of the 1941 Canadian National Exhibition, it is announced that there will be staked on various days yet to be designated, a parade of ancient horse-drawn vehicles through Exhibition Park.

It is planned that these will include such old equipages as wattle wagons, pioneer carts, democratic, barouches, victorias, caleches, hansom cabs, dog carts, etc., thus giving the young Canadian an insight into the modes of transportation with which his great-grandfather and great-grandmother had to contend in the early days.

Victorians, Barouches, Democrats
The C.N.E. requests farmers and dwellers in the rural communities of Ontario who own such vehicles to get in touch with the agricultural section of the C.N.E., Lumsden Building, Toronto. The Exhibition will pay all costs of transportation of the vehicles to and from the C.N.E. if the owner will consent to the use of his property in these parades.

It is expected that in a number of cases collectors of ancient equipages attending the Exhibition will wish to buy vehicles exhibited, and if the owner is agreeable the C.N.E. will sell it for him.

So, if in some obscure corner of your barn you have an old dog cart, victoria, or covered wagon, bring it out and take a look at it. It might be just the thing the C.N.E. is looking for.

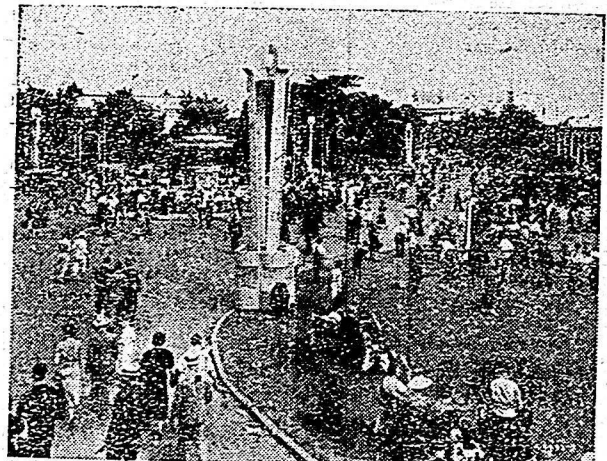
Training planes, bombers and pursuit planes, air force equipment of all descriptions and the men that man them to answer your questions—all this is but a part of the R.C.A.F. display at this year's Canadian National Exhibition.

This Fashion Model Is Expert Plowman

Far from city lights and their usual occupations two young women are at work on a farm in Great Risington, says a Gloucester, England, despatch. One plows; the other shears sheep. They are Violet Shirley, 19, of Canterbury, who used to be a mannequin, and Nelly Blow, 24, of London, who used to be a children's nurse.

Here are a few of the jobs they have done in the past eighteen months: Plowed about 300 acres of the farm with a tractor, and some adjoining grass lands; cut about 250 acres of corn with a tractor and binder; sown corn with a tractor and drilled it with horses; harrowed up to 100 acres in an eight-hour day, planted twenty acres of oats in one day.

Wide-Eyed Visitors Throng Streets of Exhibition City



From far and near, they're coming this year to enjoy a thrilling time at the C.N.E. It's "Canada's Largest City," with a two-week population of over 2,000,000.

Noblesse Oblige

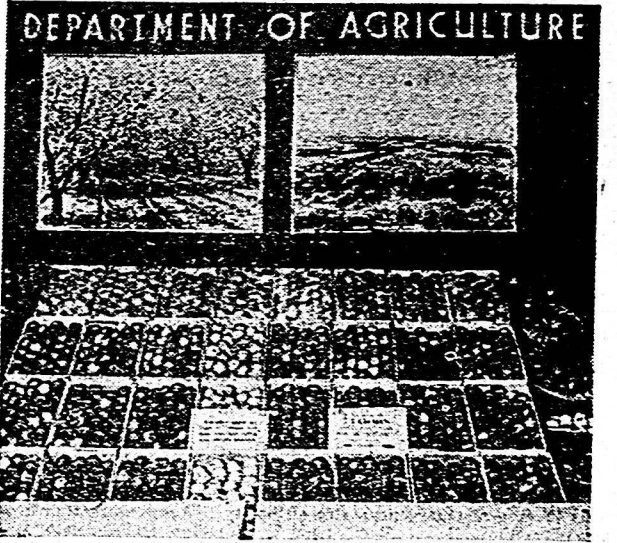
At a dinner to Dorothy Thompson, a noted New York merchant approached Mrs. Sara Roosevelt, and told the President's mother: "If you'll pose for a picture with my mother—I'll contribute \$500 to the Warm Springs Foundation." "I'll be glad to pose with her, even if you don't contribute any money," said Mrs. Roosevelt. "Just for that, I'll contribute \$1,000," said the merchant. "And now I'll bring my mother here, for the picture." "How old is your mother?" asked Mrs. Roosevelt. "92," said the merchant. "In that case," said the President's mother, rising to accompany him, "I'll go to her—because I'm younger."

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APPLES IN ABUNDANCE AT "EX"



And Canada's fertile fields, orchards and gardens are on a war production basis too.

Ontario Mayors Exhibition Guests

C.N.E. headquarters, Toronto, announce that during the 14 days of the 1941 Exhibition, from Aug. 22 to Sept. 6, the leading cities and municipalities of Ontario will be guests of the World's largest annual exposition. These municipalities include Brantford, London, Newmarket, Midland, Oshawa, Peterborough, Stratford, Collingwood, Niagara, Kitchener, Barrie, Hamilton, Brampton, Guelph, and Grills.

Swimming, diving, yacht, dinghy and model yacht races will be features of the waterfront display.

Each of these towns, it is announced, will be represented by its mayor and his wife, the chairman of the local School board and his wife, heads of the Men's Service Clubs, as well as a representative choir from each municipality.



EXHIBITION VISITORS

W. T. Pember cordially invites you to his special sale of fine Hair Goods and hairdressing facilities.

PEMBER STORES
129 Yonge St., Toronto, Ont.

British Government War Museum is in Canada this summer. It is part of the British Government exhibit at the Canadian National Exhibition.

"See CANADA'S ANSWER!"

To the tramp of marching feet, the roar of aeroplane engines, the rattle of machine guns and the rumble of tanks, Canada gives her answer to the world. And if you want to see these things, for yourself—visit this year's Canadian National Exhibition. The Department of National Defence will show you things civilians seldom see—guns, equipment, munitions and supply will show you in action. You'll see fighting machines, planes, tanks, and women's war work. The Red Cross, women's war organizations, agriculture, science, music will all combine in a glorious demonstration of Canada's patriotic war effort. It's an absorbing Exhibition no Canadian should miss this year.

MESSERSCHMITT and War Trophies
The British Ministry of Information through the Department of National Defence have just released the first official display of war trophies taken down in the Battle of Britain—a complete escape apparatus, a complete escape apparatus, a Heinkel instrument and parts from a captured German Heinkel, and Junkers bombers from bombed Buckingham Palace, Westminster Abbey, St. Paul's and Westminster Hall.

JOHN MELLAR
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