

## World's Largest Annual Fair, Canadian Exhibition Bigger, Better, Promises Something New for All

The world's largest annual exhibition, the Canadian National Exhibition, August 20 - September 6, in Toronto is within an overnight motor trip for more than 50,000,000 North Americans.

And motoring to the Ex is an annual holiday treat for most of the

3,000,000 people who annually make the late summer pilgrimage. This year there are two bonus days, Wednesday and Thursday of the first week, giving visitors a total of 16 days to view the wonders of the Ex.

In addition there were two international trade days, August 18 and 19 in advance of the opening of the Ex when importers and traders were permitted to view the displays of foreign exhibitors from 12 British and foreign countries in the International and Government Buildings.

**Bigger, Better**  
In most ways the new Exhibition is bigger and better than ever. From the moment Premier Minister John G. Diefenbaker officially opened the Ex Wednesday until the closing ceremonies late on September 6 there will be something new, something more thrilling than ever before.

This year Danny Kaye, comedy star of stage and screen, headlines the Grandstand Show with a cast of hundreds in Canadiana '58. The "Clown Prince of Comedy" will be repeating his success of 1956 when he amused thousands nightly at the huge grandstand arena. Canadiana '58 will be an all-new show with the world's longest girls procession line headed by Jack Arthur, his wife Midge, and Alan and Blanche Lund.

**Renovate Grounds**  
In physical layout, there will be much that is new to the regular Exhibition visitor. Parks Commissioner George Bell and his crew have been busy throughout the winter and spring arranging new layouts for the grounds.

Of particular interest to motorists is the new hard-surfaced parking area with accommodation for 5,000 cars. This is located on top of a new embankment built up from Lakeshore Road on the Toronto waterfront. In addition to these new, better parking facilities, the parks staff have constructed new formal gardens and added many new decorative fountains.

**Princess Fountain**  
The old Fountain, which was the traditional meeting place at the Ex, has been demolished and replaced by a new one on the same site. It was named the Princess Margaret Fountain by the Queen herself during her Canadian tour. Additional pedestrian walks have been created and some of the former streets and roads have been closed to motor traffic.

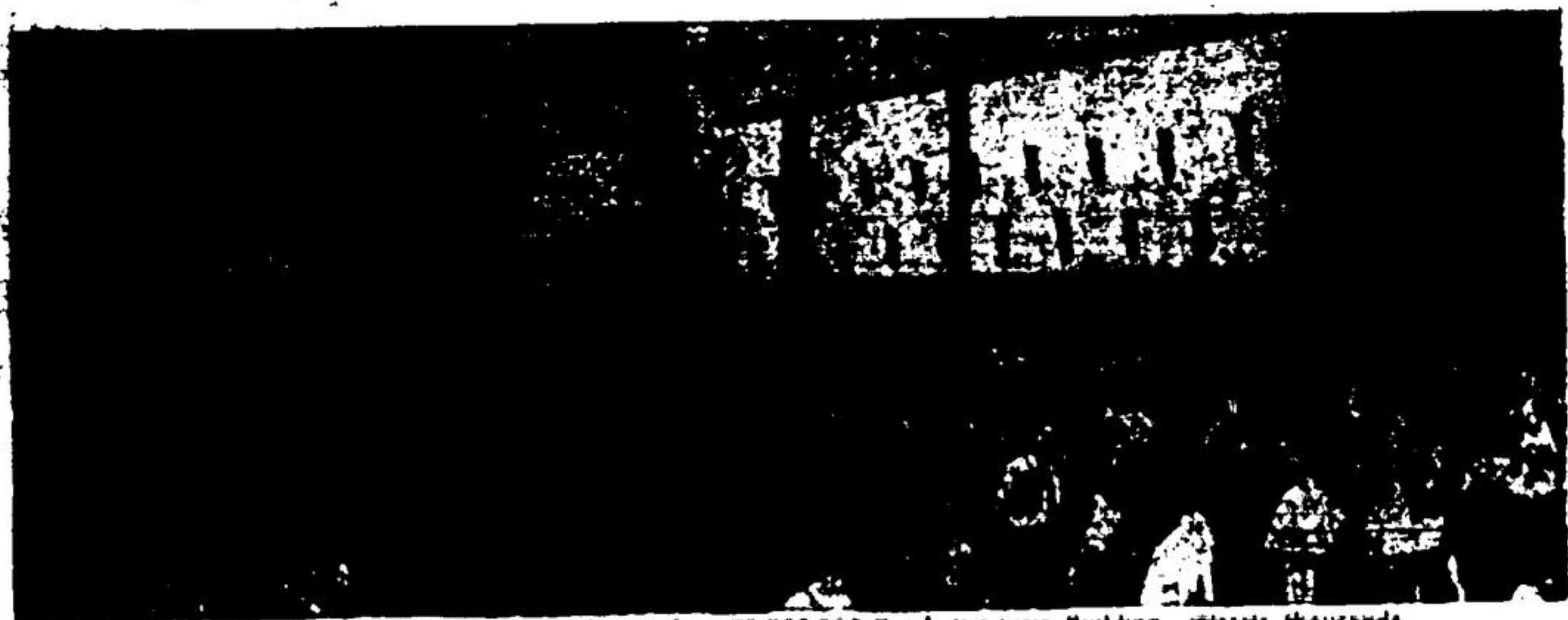
As always, Canadian manufacturers and dealers will be showing the latest in their Fall lines in the

Automotive Building. Displays in all the permanent buildings will be bigger and better than ever.

**Hall of Fame**  
For sports enthusiasts and just anyone there is Canada's Sports Hall of Fame with which is combined the Hockey Hall of Fame. Under the direction of H. W. Hobbins, former Sports Editor of the Telegram-Toronto, the Hall of Fame will contain memorabilia of Canadians who have won fame throughout the world in their

realm of sport. The History of Transportation, which has replaced the antique car display, will be seen in the upper west corner of the Coliseum. This combines the features of the former antique car show with the

History of Canadian Transportation of most forms. This year the History of Transportation will give away an antique car as a prize. Yes in all ways the 85th Exhibition will be bigger and better than ever.



Largest of its kind in the world, the modern \$1,500,000 Food Products Building attracts thousands.

350 acres of fun, interest, entertainment

# CANADIAN NATIONAL EXHIBITION



**PLAN YOUR VISIT NOW**  
New attractions! New events!  
New exhibits for the whole family!

It's new, it's exciting, it's the largest annual exhibition in the world. For a thrill you'll remember for years to come, plan now to visit the 1958 C.N.E. New landscaping, beautiful new floral displays, the magnificent new Princess Margaret Fountain, and hundreds of thousands of new exhibits and attractions are offered for your enjoyment this year. Fifty-four permanent buildings are filled with the latest in science, industry, and the arts—see livestock champions and the agriculture wealth of

Canada on display. You'll enjoy music throughout the grounds and, no visit to the "EX" is complete without a trip down the biggest, brightest midway of all. Make sure you check the C.N.E. schedule now. You won't want to miss the many special days, with prizes, give-aways, and thrilling events—the parade on Warriors' Day, August 23rd—Kids' Day, August 25th—Lake Fair Day, and many, many more. There's nothing like it in the whole world. Make it a date now, for the whole family!

<p><b>DAMY QUEEN</b> Lovely milk maids from over 50 counties will compete for the title of Miss Dairy Queen, 1958, in the Coliseum.</p>	<p><b>MILE OF MIDWAY</b> New rides, new games to thrill the hearts of young and old on the marriest mile of fun at the C.N.E.</p>	<p><b>FOOD PRODUCTS BUILDING</b> There are prizes and give-aways galore in the world's largest Food Products Building. Don't miss Food Products Day, August 27th.</p>	<p><b>GLORIOUS FLOWERS</b> See fine blooms and prize winning arrangements in the magnificent Horticultural Building.</p>	<p><b>R.C.A.F. BAND</b> The famed Band and many others will play every afternoon and evening of the beautiful C.N.E. Bandshell. There are thousands of free seats.</p>	<p><b>NATIONAL HORSE SHOW</b> Special all-western roundup Wed., Aug. 20th. See top riders compete for honours August 21st to 27th in the Coliseum.</p>
<p><b>INTERNATIONAL EXHIBITS</b> See exciting exhibits of the manufactured and natural products of 14 of the world's great nations in the Government Building and the International Building.</p>	<p><b>WORLD OF WOMEN</b> See beautiful fashion shows every hour, cooking schools, handicrafts, and other exciting exhibits in the multi-million dollar Queen Elizabeth Building.</p>	<p><b>MOVE-AWAY HOME</b> You may be the lucky winner of the modern 7-room home which is on display in front of the Grandstand.</p>	<p><b>THRILLING AFTERNOON GRANDSTAND SHOW</b> See death-defying drivers in the Swenson Thrillcade every afternoon August 21st to September 1st. General admission for children is 15¢.</p>	<p><b>INTERNATIONAL AIR SHOW</b> Thrill to the famed Blue Angels acrobatic team, gigantic bombers, and many of the world's newest planes—September 5th and 6th only.</p>	<p><b>WORLD'S LARGEST AGRICULTURAL BUILDING</b> See more than 10,000 animals on display, champion livestock, fruits, vegetables, butter sculpture, cat, dog, and poultry shows.</p>



"Meet Me at the New Fountain"



A High Point Midway Thrills for all

### Lots of Prizes Will be Given At Exhibition

A total of \$2,500 in prizes will be given away this year in the Food Products building at the Canadian National Exhibition.

The major prize is a 1958 Station Wagon to be drawn on Food Products Day, Wednesday, August 27. C.N.E. president Fred Walsh and general manager Hyam McCallum will officiate at the proceedings in front of the Food Products building at 8:15 p.m.

**29 Major Prizes**  
During the period of the Exhibition, there will be 29 other major prizes to be won by visitors to the building. Included are freezers, refrigerators, radios, television sets and washer and dryer combinations. Some lucky visitor could need the station wagon to carry home his merchandise prizes.



Danny Kaye, Grandstand Headliner

**Danny Kaye**  
STARS IN THE LAVISH EVENING GRANDSTAND SPECTACULAR

See this famous star of stage, screen, radio and television supported by hundreds of dancers, musicians, and entertainers on the largest stage in the world. Climaxed by a brilliant display of fireworks.

**TICKETS NOW ON SALE** C.N.E. Grandstand Ticket  
Office on the City Hall Lawn, Toronto 10.00 a.m. to 9.00 p.m.  
Monday thru Friday 10.00 a.m. to 3.00 p.m., Saturday  
Main C.N.E. Grandstand Box Office at Exhibition Park  
9.00 a.m. to 9.00 p.m. daily, except Sundays  
Or at your local agent

**EVENING GRANDSTAND**  
Reserved seats: \$3.00, \$2.00, \$1.00

**AFTERNOON GRANDSTAND** Reserved seats: \$1.50,  
General Admission: (sold at Box Office only) Adults: .75¢  
Children: .15¢

**INTERNATIONAL HORSE SHOW** Reserved seats: \$1.00,  
General Admission: Adults: .50¢ Children: .25¢

**THE DAYS FOR '58**

A BIG DAY EVERY DAY (NOT INCLUDING SUNDAYS)

Wednesday, August 27th OPENING DAY	Thursday, August 28th PRESS AND ADVERTISING DAY	Friday, August 29th WOMEN'S DAY	Saturday, August 30th WARRIORS' DAY	Sunday, August 31st YOUNG CANADA'S DAY	Monday, August 25th AUTOMOTIVE DAY	Tuesday, August 26th FOOD PRODUCTS AND MERCHANTS' DAY	Wednesday, August 27th FLORAL, MUSIC, ARTS AND HEALTH DAY	Thursday, August 28th ELECTRICAL DAY	Friday, August 29th Sole to the Province of Newfoundland	Saturday, August 30th INTERNATIONAL AND ATHLETIC DAY	Sole to the Province of New Brunswick	Monday, September 1st LABOUR DAY	Tuesday, September 2nd MANUFACTURERS' AND SERVICE CLUBS' DAY	Sole to the Province of Manitoba	Wednesday, September 3rd FARMERS' AND LIVESTOCK PARADE DAY	Sole to the Province of Alberta	Thursday, September 4th TRANSPORTATION-COMMUNICATIONS AND COMMERCIAL TRAVELLERS' DAY	Sole to the Province of Nova Scotia	Friday, September 5th RADIO AND TELEVISION DAY	Sole to the Province of British Columbia	Saturday, September 6th CITIZENS' AND CADBY DAY
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**CANADIAN NATIONAL EXHIBITION**  
**AUG. 20-SEPT. 6**  
TORONTO-CANADA

reduced fares to the

**CANADIAN NATIONAL EXHIBITION**  
AUGUST 21st to SEPTEMBER 6th (EXCEPT SUNDAYS)

**DIRECT INTO THE GROUNDS**  
Return Fare \$3.00 Includes Admission (Daylight Time)  
For Children's rates see your Agent  
Leave Acton Leave Exhibition 9.06 a.m. 10.30 p.m.  
Exhibition passengers traveling on regular buses will transfer at Toronto Bus Terminal to buses running into the grounds.

Tickets and Information at  
**W.F.L.E.S. Confectionery**  
PHONE 297

**All for Free**  
Entertain Your Family at Ex

The whole family can be entertained and fed at this year's Canadian National Exhibition, all for the price of admission to the grounds.

Mother can see the day long fashion shows for nothing. Father can watch athletic events for nothing. The children can listen to the R.C.A.F. band for nothing.

**Food is Free**  
As for food... providing your doesn't want a steak dinner, there are enough free samples from the exhibitors in the Pure Foods Building to satisfy any healthy lunchtime appetite.

Then for a slight additional cost the family may drive home in a new car or a valuable antique one. They may win a new bungalow or deposit \$5,000 in their bank account.

**Exhibits Open**  
Of course, all exhibits in the more than 50 permanent buildings are open to public view without charge. Unless, mother is determined to buy a new washing machine or other appliances, father can expect to return home with his pocket book intact.

Special events on certain days can also be seen free of charge. The Air Show, featuring the famous Blue Angels acrobatic team from the United States Navy, is one of these. The Warriors' Day parade, with its host of bands and marching units, is another member of the free list.

**Big Fireworks**  
Fireworks every night, closing the grandstand show, may be seen from almost any vantage point in the Exhibition Park.

For the animal lover there is the Coliseum, where farm and domestic animals from pigs to show dogs and horses can be seen almost every day without charge. The list is almost endless. In fact, a family could spend every day at the Exhibition, see something different every day including various feature attractions, and pay nothing more than the cost of admission.