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### Many New Features at C.N. Exhibition

In its own 350-acre Exhibition Park stretched along a mile and a half of Toronto's Lake Ontario shoreline; with \$35,000,000 worth of permanent buildings, a 22,000-capacity grandstand, and the biggest tent on the continent, the Canadian National Exhibition is preparing for its seventieth—and biggest—year. The Exhibition runs August 26 to September 10th.

Begun as a fall fair, the C.N.E.'s now the world's largest annual exposition. Along the 12 miles of paved boulevards, in Patty Conklin's Mile of Midway Merriment, on 2,250,000 square feet of exhibitors space, from bleacher seats lining the waterfront swim course, and looking into plane-filled skies above. Exhibition Park, 2,612,000 visitors were entertained and edified last year. C.N.E. officials anticipate a larger number this year.

The Olsen and Johnson show will be back; its chorus of Radio City Music Hall dancers and 20 Canadian girls is now rehearsing six hours daily at the Exhibition. The girls are working out in a five-ring tent which is at least a third longer than any three-ring circus tent. When the chorus move onto the giant 1000 foot outdoor stage in front of the \$3,500,000 grandstand, the left and its 45,000 square foot floor area will be used for dancing. Dancing under the 10,000 yard canvas top will be the music of Benny Goodman (August 26, 27), Tommy Dorsey (August 29 to 31), Vaughn Monroe (Sept. 1 to 3), Duke Ellington (Sept. 5 to 7), Guy Lombardo (Sept. 8 to 10) and Stanley St. John.

With every inch of display space booked this year as in every post-war exhibition, exhibitors are keeping a crew of carpenters, painters and technicians busy on their displays. Nearly 600 workmen are presently engaged on construction and maintenance work by the C.N.E. alone. When the Exhibition opens more than 6,500 people will be employed in all capacities.

The armed forces will produce a three-service exhibit complete with a model submarine engaged in battle, and a parachute training display. To link the two exhibits they have built an 80-foot Bailey bridge across a heavily used road. The Canadian Red Cross are preparing an elaborate display in their building. This will include motion pictures of blood donor service, veteran services display, and an exhibit of emergency relief which embraces radio operators maintaining communications via station VESQNE.

In the Foods Products Building, exhibitors will give away \$3,000 worth of prizes — "a prize every thirty seconds" — on Food Products Day, August 31. The Automotive Building will house more mechanical displays of cut-away cars this year and at least five manufacturers will unveil 1950 models at the C.N.E. Manufacturers and dealers will exhibit new office equipment, new paint products, late style features, household innovations and a hundred other factors in what Elwood Hughes, general manager of the C.N.E., refers to as Canada's "pageant of progress."

In the General Exhibits Building, a display of atomic science will reveal radioactive substances, equipment, and demonstrations previously screened from layman view. Fourteen pieces of radioactive ore which arrived last week for this exhibit set Geiger counters whirling at 20 feet distance.

A strong factor in maintaining Canada's agricultural leadership, the Exhibition is the harvest-time show place for cattlemen, horse breeders, sheep, swine and poultrymen. An early harvest this year has prompted the expectation of more entries in livestock shows at the C.N.E. Dairymen have engaged a sculptor of animal subjects to carve from refrigerated butter a life size model of cow and calf. To keep spectators posted on judge's showing decisions, life size paintings of authentic details have been prepared for the poultry and dog shows. These standard-of-perfection paintings will illustrate the points on which livestock judges base their decision.

The C.N.E. Horse Show runs from Friday, September 2 through Saturday, September 10. Judges for this show, which rates high with horse lovers across the continent, will include this year: Dr. Edgar W. Fowell of Bryn Mawr, Pa., Hugh S. Lowry of Peterborough, Col., R. S. Timmins, D.S.O., of Toronto, Sydney W. Glass of West Chester, Pa., Wilfred Davies of Todmorden and Lt. Col. S. C. Bates, O.B.E., of Toronto.

To facilitate transportation of horses and other livestock for American exhibitors, there is a Customs office at Exhibition Park. Other facilities maintained at the C.N.E. include telephone, telegraph, express offices, branch bank, post office. The Exhibition operates its own police and fire departments, a public works department, transportation and street cleaning systems. The clean-up squad which nightly clears tons of debris, candy-wrappers and cigarette stubs from Exhibition Park numbers about 500.

Among facilities maintained by the C.N.E. is its own hospital and a newly-enlarged baby centre. The latter is held to be "the biggest baby centre" in the world. Here 100 cribs and 18 graduate nurses look after infants and children up to three years of age while their mothers tour the Exhibition. Cribs are disinfected and remade with fresh linen after every occupant, electric ranges, refrigerators and ice-boxes are provided for preparation and storing of infant food.

Musical programs at the C.N.E. run the scale from importation of a Guards' band from England to Old Time Fiddlers' Contest. This year His Majesty's Royal Marine Band (Portsmouth Division) are coming to the Exhibition. Regina, Saskatchewan is sending the entire 54 members of the Junior Lions Band to the C.N.E. to compete for Dominion band honours. A twelve year old Alberta farm boy will come to participate in the Old Time Fiddlers' contest.

Gymnastic displays, water-skiing, softball and lacrosse are embraced in sports events at the Exhibition which are culminated by the famous ten-mile swim in cold Lake Ontario waters. A post review of the Harmsworth Trophy Race is being arranged. It is expected that Jack Schaeffer, Stan Dollar and Harold Wilson will race their craft. Guy Lombardo is bringing his boat as well as his orchestra to the Exhibition. Every evening of the Exhibition, RCAF aircraft and Royal Canadian Navy Seafires will perform above Exhibition Park.



VAUGHN MONROE

One of today's most popular bands, Vaughn Monroe brings his musical organization to Guelph next week for a one night stand in the Memorial Arena. His powerful baritone voice is a favourite on the nation's juke boxes. Earlier ambitions to be a concert baritone have given way to his success as a band-leader, but he often sings such classics as the Clown Song from "Pagliacci" from the bandstand. And the bobby soxers, bless 'em, love it!

Domestic band honours. A twelve year old Alberta farm boy will come to participate in the Old Time Fiddlers' contest.

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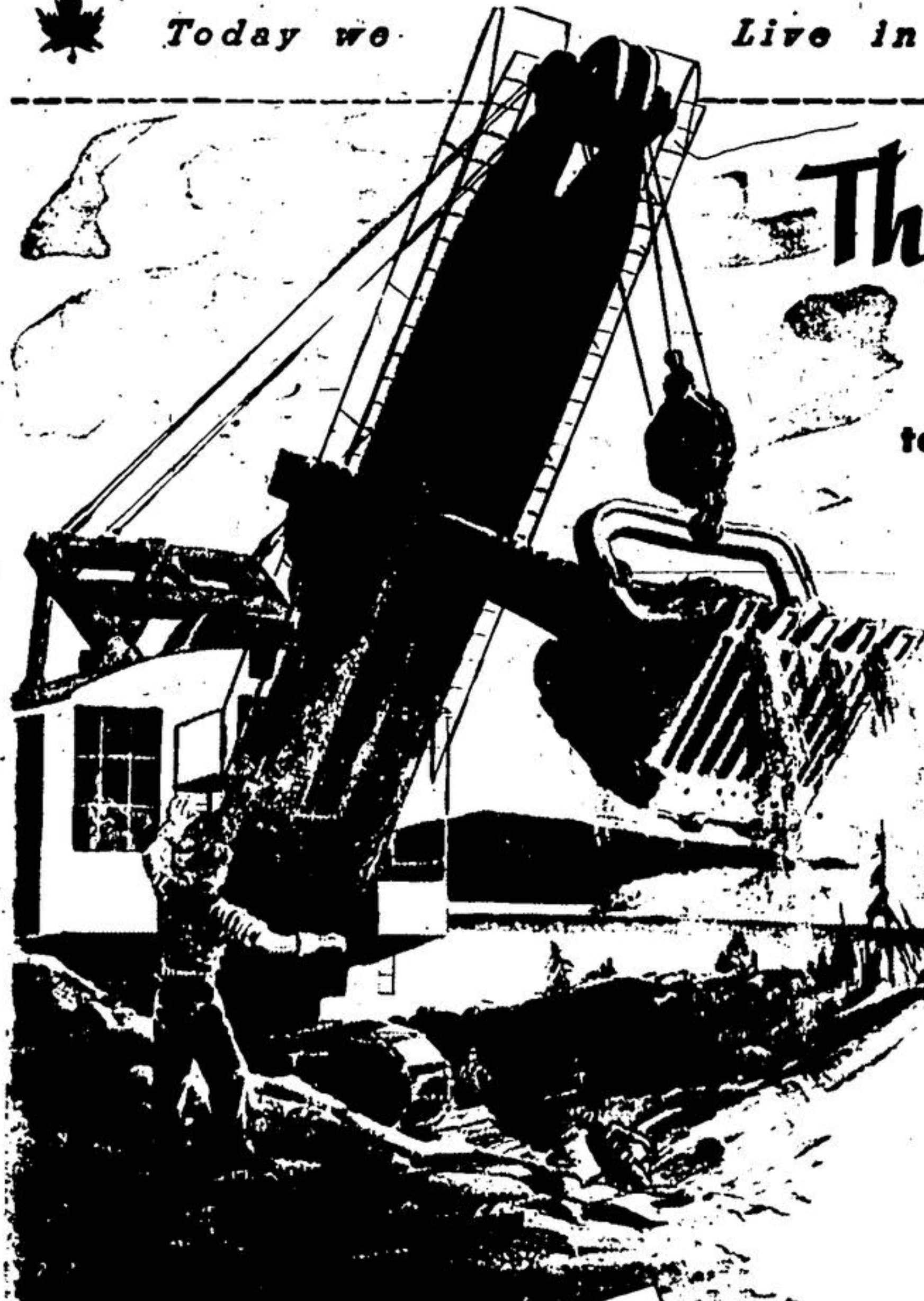
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Mr. Butcher — member of Canada's 1936 Olympic basketball team — after returning from college in the U.S. and being manager of a local insurance office, started his own Butcher Enterprises. Their development provides many examples of this young Canadian's energy and enterprise. They include: a unique and successful service in the wrapping of products for shipping; and the modernization of the Windsor Arena to present outstanding sports and entertainment events with great success.