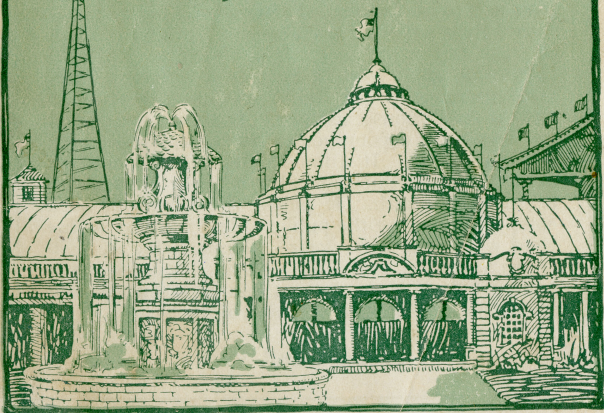


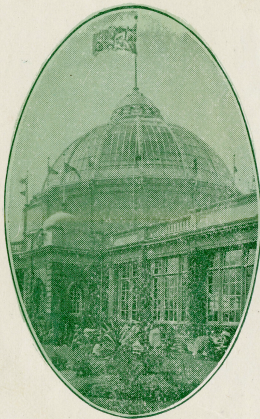
FACTS —————
concerning
CANADIAN
NATIONAL
EXHIBITION

• Toronto •
Aug. 26 - Sept. 7
(inclusive)

Produce & Save
1879 - 1918



An Annual World's Fair



THE Canadian National Exhibition, now in its fortieth year, represents a colossal achievement of Canadian organization. That there have been bigger expositions of a somewhat similar nature in Europe and America need not be denied. World's Fairs, like that at St. Louis and Chicago some years ago, or the more recent one at San Francisco, were gigantic productions. At the same time it should be remembered when making comparisons, that

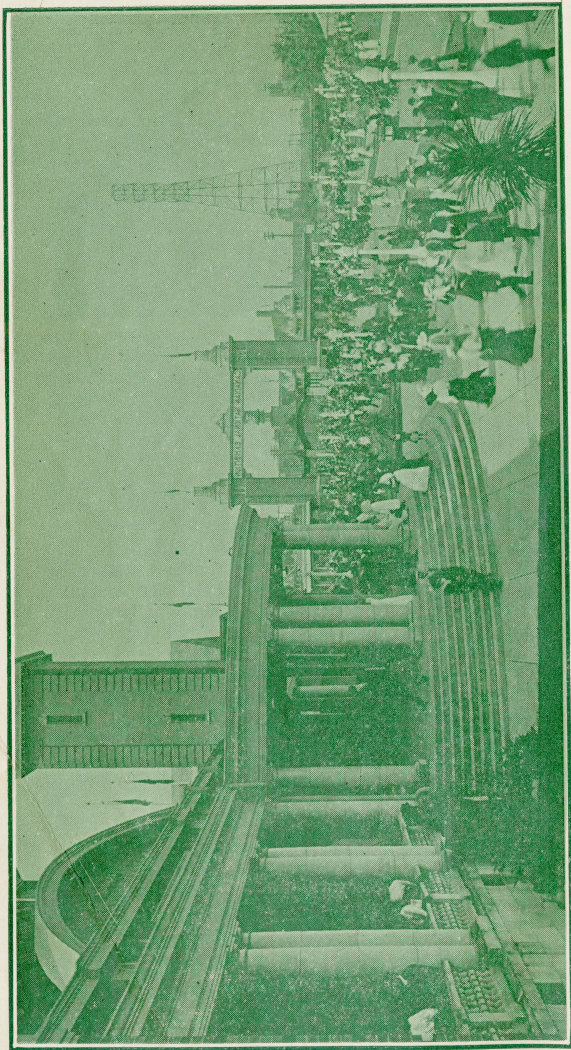
these World's Fairs are isolated incidents that have occurred at irregular intervals in different places. They have been, in every sense, transient. Buildings and other works erected at tremendous cost have had to be demolished after a brief life had concluded their period of usefulness. Nothing remains of them but a memory. The Canadian National Exhibition is a World's Fair of a different kind. It is permanent. Its buildings and other works have a continuous existence. It serves a national purpose in the encouragement of enterprise of every legitimate kind. It stimulates friendly competition among rival producers of almost every known description of wealth. It places the results of such competition before the public. And it keeps up the good work year after year. Commencing in 1879 as an ordinary Fall Fair, it has developed to a point where it is the largest annual industrial and agricultural exhibition in the world.

Produce and Save

“Produce and Save”

PRODUCE and Save” is the 1918 watchword of the Canadian National Exhibition, and its whole organization will be devoted to the promotion of war time measures. In increasing its premium list to stimulate greater production of live stock and agricultural products the Exhibition feels that its duties have just begun. Where there is plenty there is waste and extravagance. This characteristic the Association wishes to help the nation combat after the generous harvests have been garnered. The farmer, having done his best despite the labor shortage and many other serious handicaps, the housewife and consumer must lend their co-operation. There may be abundant food at home, and much to spare for the boys at the front, but that which we spare must be carried over three thousand submarine-menaced miles when every ton of ocean shipping is precious. With little inconvenience and without a solitary meal being less nutritive or delectable, home consumption can be shifted towards foods that are less available for export, and in that way every individual can help conquer the U-boats. In order to demonstrate how everyone may contribute to the war time efficiency of the nation, the Exhibition will be turned into a huge food-saving camp, and in co-operation with the Governments, Federal and Provincial, every possible agency will be utilized to teach in a practical, helpful way, food conservation and substitution. In addition to the special appeal to the consumer, there will also be assembled for the benefit of the progressive farmer a magnificent display of farm labor-saving machinery, that he may find methods of complying with the request of Hon. T. A. Crerar, Minister of Agriculture, who has sent this message to the farmers of Canada: “Plan to bring as much new land under cultivation for another crop as possible, and thus increase acreage for 1919. It will be needed then just as much as now.”

Produce and Save

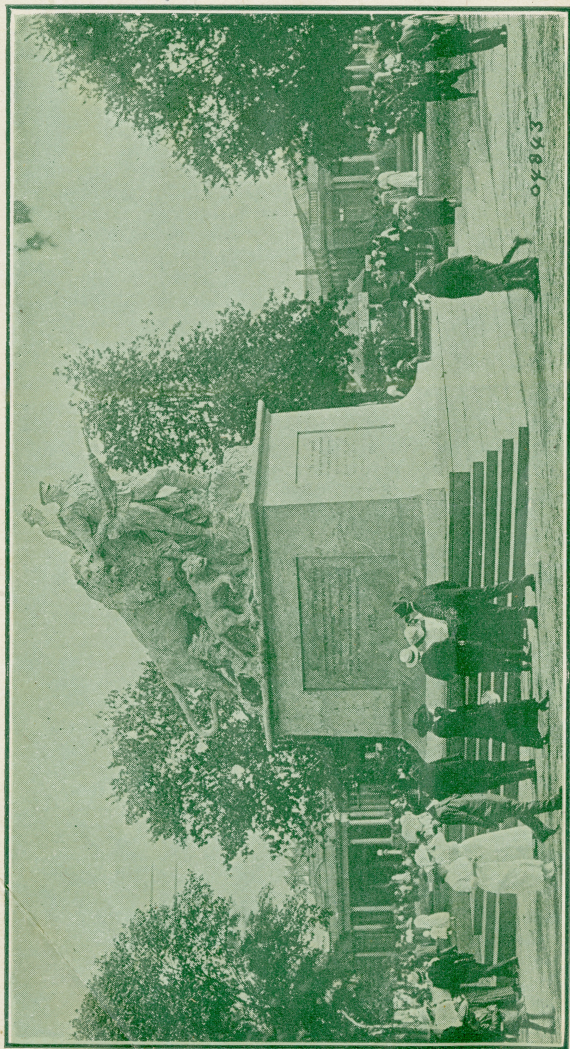


GOVERNMENT BUILDING AND WESTERN ENTRANCE

A Glorious Spectacle

GREAT Britain, as in so many other glorious ways, is fortunate in the pictorial possibilities of her history, and the Canadian National Exhibition plans this year to take full advantage of this wonderful wealth of scene and story in an effort to achieve a new standard for its Spectacles, already famed the world over. Presented on an outdoor stage, 700 feet long, these gay, glowing colorful panoramas of history are outstanding features each year, and have won for the Exhibition a distinction and renown peculiarly its own. Britannia's muster of heroes from a thousand battlefields, the picturesque figures, past and present, around whom British tradition revolves, will be assembled in a stupendous spectacle of martial splendour, unequalled in the annals of pageantry. Down the centuries to Henry's Bowmen and Harold's mail-clad Knights, the entranced beholders will be carried through the days when chivalry lent a grandeur to warfare that its modern manifestations by the Hun illy reflect, to the heroes of Trafalgar, of Waterloo, and back to the present and Currie's gallant Canadians, Haig's armies and the other heroes "Over There," who are making new history that will survive the test of ages. An elaborate, impressive performance of great magnitude and significance, of flashing, changing colors, with stirring climaxes and an adequate, pulse-quickenng finale, enlisting hundreds of superbly costumed participants, it will link the wonderful past with the more wonderful present, leaving the spectators glowing with a warmth of patriotic fervor appeased. In addition to the Spectacle there will be a programme of diversion and entertainment on a colossal scale. A score of bands, a gloom-chasing Midway, a Grand Stand performance of exceptional merit, introducing a matchless array of talent and a rapid succession of special attractions will be a few of the features of this pretentious programme of wholesome entertainment and recreation.

Produce and Save



"THE SPIRIT OF CANADA"

Stamp of Canadianism

"SUCH a wealth of educational features has seldom been drawn together upon any occasion.

The four corners of the earth have contributed to it, but, above all, it bears the stamp of Canadianism. It is so organized that the farmer may feel he is attending a Farmer's Fair while having opportunity to study the methods of his city brother. City business men, on the other hand, may compare notes and secure valuable hints regarding their own business. And all who attend may read a thousand new and strange facts regarding the varied natural resources of many provinces, our transportation systems, our forests, mines and fisheries, new lines of industrial endeavor, the preservation of health and practical methods of education and a multitude of things which cannot be listed here."—*Canadian Countryman*. The attendance last year was 917,000, a daily average for the twelve days of over 76,000. Attendance records for the past four years follow:

	1914	1915	1916	1917
Monday.....	21,000	28,000	32,500	36,000
Tuesday.....	23,000	40,000	41,000	81,000
Wednesday...	104,000	111,000	113,500	54,000
Thursday.....	37,000	61,000	64,000	66,000
Friday.....	42,000	44,000	39,000	51,000
Saturday.....	115,000	123,000	126,000	127,000
Monday.....	135,000	141,000	147,500	152,500
Tuesday.....	36,000	51,000	61,000	62,500
Wednesday...	59,000	63,000	69,500	59,500
Thursday.....	60,000	62,000	59,500	63,000
Friday.....	44,000	53,000	57,000	55,000
Saturday.....	86,000	87,000	99,500	109,000
Total.....	762,000	864,000	910,000	917,000

Produce and Save

GOODERHAM FOUNTAIN AND THE PLAZA



A Well-balanced Exposition

WHILE, as a general proposition, the average short term exposition may be considered largely an agricultural show, the Canadian National is different, distinctive. Except, perhaps, at the Winter Live Stock Show at Chicago, there are no bigger or better displays of live stock on the continent. Representative exhibits of grain and other farm produce are also made on a large scale, practical demonstrations given in advanced husbandry, comprehensive exhibits made of farm implements and labor-saving devices, and, in short, full attention paid to the farming side. But agriculture, while receiving that attention which its great importance demands, is only a part of the whole. All other branches of industry and productive effort are prominently featured. The manufacturing interests of the country play a large part in the Exhibition each year, making extensive displays of their product, and demonstrating in a striking way the versatility and skill of our workers and the ability of Canada to compete in the world's markets. Thus a proper balance is maintained between the farmer and the manufacturer, and the Exhibition is made thoroughly representative of Canadian life in general, epitomizing the development of the arts and crafts, education, invention and the various sciences of industry, to which the Exhibition constantly strives to be an inspiration and an enduring stimulus.

Produce and Save



A CORNER OF THE ART GALLERY

Exhibition City

EXHIBITION CITY is a self-contained community, having 10,000 permanent residents during the period of the Fair, its own power and electric plant of 60,000 lamps, paved streets, telephone, telegraph, postal, customs house and banking services, police station, firehall, etc. It is a City Beautiful set down in a natural park, which slopes gently from the shore of Lake Ontario along which it stretches for upwards of a mile. In all there are more than seventy buildings utilized for Exhibition purposes. The main group, constructed of steel, stone, concrete or brick, together with their square feet of exhibit space, are as follows:

Government Building.....	48,400	Square feet
Horticultural Building.....	29,900	" "
Manufacturers' Building.....	72,500	" "
Manufacturers' Annex.....	73,000	" "
Industrial Building.....	76,200	" "
Transportation Building.....	51,000	" "
Art Gallery.....	7,084	" "
Railways Building.....	8,200	" "
Dairy Building.....	25,000	" "
Machinery Hall.....	35,000	" "
Women's Building.....	18,500	" "
Poultry Building.....	36,500	" "

Other leading buildings are: Administration; Arena, with stabling accommodation for 1,500 horses; two score livestock barns; dog and cat building, and a Grand Stand 725 feet long, with seating accommodation for 16,800 people and standing room on the lawn for 8,000 more.

Produce and Save

Stands for Democracy



THE Canadian National Exhibition is educative in all its processes. Its mission is to inspire more devoted citizenship, to acclaim the greatness and possibilities of Canada, to advertise the advantages of the Dominion, to place on exhibition the best of her products and methods that there may arise before the emulous minds of visitors new visions of achievement. Sir Geo. H. Perley, K.C.M.G.,

Canadian High Commissioner in London, paid it this tribute on his last visit to the Exhibition: "You are not only teaching the people how to produce more on the farms and increase the output of our factories, but you are helping in many ways to broaden and uplift us from the moral and artistic standpoint. Further than that, at the present time you are carrying out a loyal and patriotic duty by placing before your visitors the situation and conditions at the front, encouraging them to enlist, and doing everything possible towards winning the war. The Exhibition is important from industrial and commercial points of view, as well as for a higher reason. Democratic institutions are on trial and the Exhibition will show the Kaiser that Canadians are not afraid of his military organization and will fight to the end."

Produce and Save

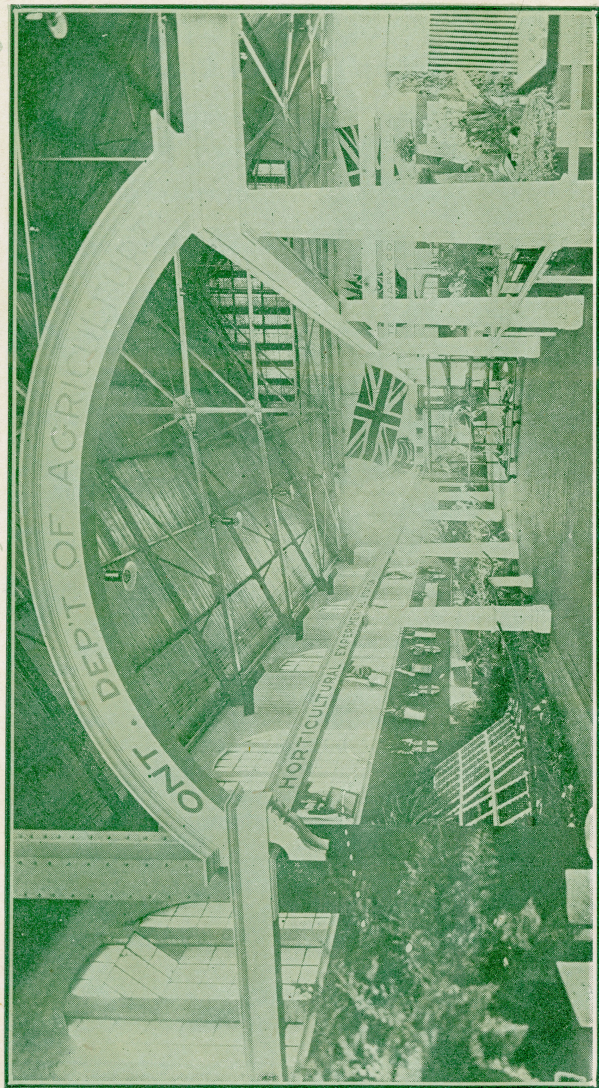
An Empire Trade Centre



IN a country where community rivalry is so keen, perhaps nothing could better illustrate the national regard in which the Canadian National Exhibition is held than the universal acquiescence in its selection by the Dominion's Royal Commission as the site for the proposed all-British building which the Commissioners recommended should be erected by H.M. Government for the exclusive

display of United Kingdom products after the war. There are in Ontario 350 Fairs and Exhibitions, and many more are scattered over the remainder of the Dominion. The members of the Commission were impressed by the evidence that these institutions are more and more each year affording opportunities for business interests abroad to secure first-hand data relative to Canadian trade requirements. It is a striking proof of the wisdom of the choice made by the Commission that from all these institutions stretched across the Continent not one word of criticism has been heard upon the selection of Toronto as the exposition centre for Empire trade on this side of the world. It is generally admitted that there is no better place to test out Canadian possibilities than at the Canadian National Exhibition, which is the gateway to the Canadian market.

Produce and Save



ONE OF THE MANY GOVERNMENT EXHIBITS

To Win the War

IN remaining open during the war, the Canadian National Exhibition is conceded to have performed a very important public service, measuring well up to its national responsibilities and opportunities, and contributing generally to the morale of the nation, showing wherein everyone can do something towards winning the war. Briefly, some of the ways in which it has co-operated in war measures are as follows:

Inspired patriotism and stimulated recruiting.

Increased premium money in departments considered as war aids.

Provided wholesome diversion and turned that diversion to patriotic ends.

Did everything possible to encourage preparedness for the period when economic pressure might prove the deciding factor.

Instilled the urgent need for thrift and for the substitution of foods that the country might spare a more liberal portion for the mess kettles of the boys doing our work abroad.

Strove for the cessation of all rivalries except that of war efficiency.

Urged the production of every last bushel of grain, every last pound of meat, every last shell.

Brought out with such emphasis the lessons of the times that no one could have seen it without being emotionally stirred to national service and patriotic co-operation.

Produce and Save



LUNCH HOUR ON CHILDREN'S DAY

Pride of Achievement

CANADA has no institution which better reflects the national spirit than the Canadian National Exhibition. It is a monument to the civic progressiveness of Toronto, a triumph of loyal, vigorous citizenship and one of the Queen City's greatest contributions to the educational service of the nation, to her industrial efficiency and agricultural advancement. The paramount reason for the majority of Fairs and Exhibitions is primarily the exploitation of the immediate locale. Not so the Canadian National, with its annual attendance of 1,000,000 people, drawn from all parts of the continent. It is the arena for the display of the strength and enterprise of the whole nation and the testing ground for much that other nations have to offer, a giant kindergarten, where hundreds of thousands go for relaxation and enjoyment, and are taught, enlightened and elevated in thought without being conscious of the many influences. A year of travel in Canada can here be condensed into a few days' sightseeing. "There is contagious pride in this yearly assembling of Canada's best that exerts a unifying influence," in the opinion of one writer, who continues: "Every exhibitor is proud of his achievement, whatever may be his choice among the infinitely varied fields of usefulness. This pride is best manifested in the artistic arrangement, the touch that beautifies, the appeals to the æsthetic sense in almost every design and arrangement. That expression of joy in achievement inspires responsive pride in every casual spectator, strengthening the feeling of fellowship in an achieving people of a wonderful country."

Produce and Save



WATCHING THE WATERFRONT SPORTS

Forty Years' Growth

THE following few figures tell at a glance something of the magnitude and growth of the Exhibition:

Year	Receipts	Attendance
1879.....	\$ 57,296	101,794
1889.....	73,195	650,000
1899.....	109,085	752,000
1909.....	249,603	837,000
1917.....	492,000	917,000

Largest attendance one day, 154,000, Labor Day 1913.

Held annually for two weeks for.....	40 years
Area of Park.....	264 acres
Extent of Waterfront.....	1½ miles
Value of Buildings.....	\$2,500,000
Indoor Floor Space for exhibits	700,000 square feet
Seating Capacity of Grand Stand.....	16,800

The Canadian National Exhibition is national in more than name. The grounds and buildings are provided by the city of Toronto, and the Exhibition is carried on by a board of 25 members, eight of whom are elected by the City Council, eight by the manufacturing interests and eight by the agricultural associations of Canada, the twenty-fifth being the Minister of Agriculture for Ontario. Over 125 different associations are represented in its membership. It is self-sustaining, showing an annual surplus, which goes to the city of Toronto for the maintenance of the grounds and the construction of new buildings.

Produce and Save

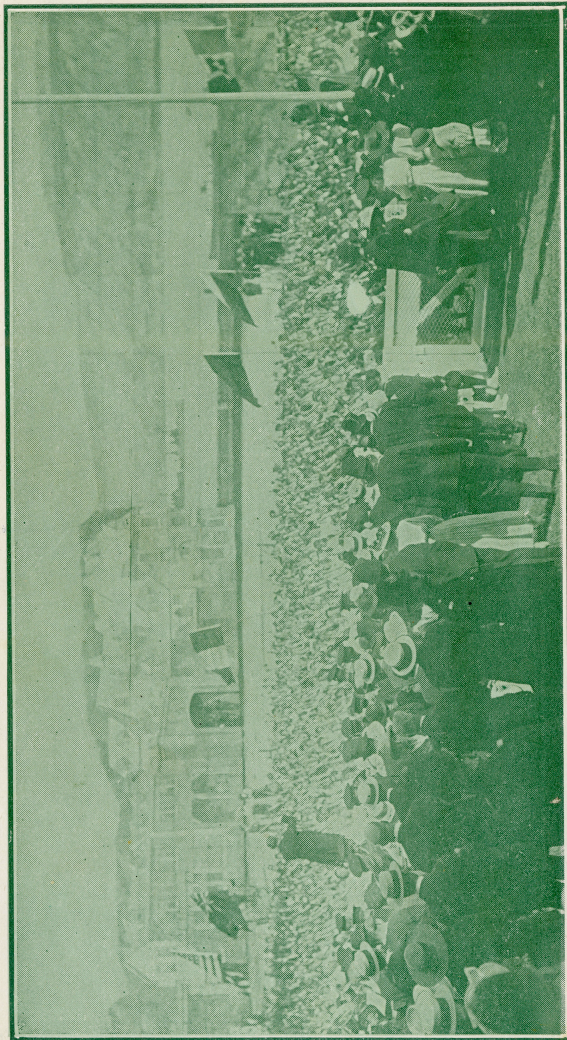


DUKE OF DEVONSHIRE INSPECTS THE PRIZEWINNERS

The Greatest on Earth

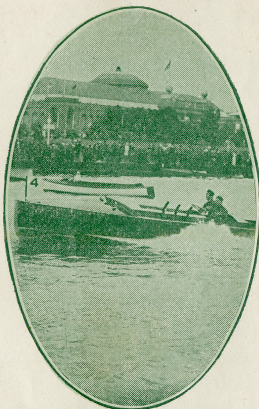
FIRE-PROOF Grand Stand, 725 feet long, seats 16,800, standing room for 8,000 more; over 70 buildings in use; Park area 264 acres, stretches $1\frac{1}{2}$ miles along lake shore; electrical plant of 60,000 lamps; over \$350,000 spent in arranging and staging; \$60,000 prize list; pays surplus each year to city of \$25,000 to \$60,000; every Governor-General has opened Exhibition since 1879; second largest Dog Show in America; second largest trap-shooting contest on the continent; biggest live stock exhibit; greatest poultry show; outdoor stage 700 feet long; held annually for 40 successive years; score of bands; art exhibit of world's masterpieces; indoor exhibit space of over 700,000 square feet always taxed to capacity; immense auto show with first showing of the new models; a field all its own in the matter of special attractions; paved walks and streets; plant worth over \$5,000,000; held annually for 40 years; has its own post office, customs house, telephone exchange; telegraph office, fire hall, police station and branch bank; exhibits and government displays from all over Canada; permanent population during Exhibition time of 10,000 people; admission, 25 cents; 50,000 six-for-a-dollar strips sold annually before Exhibition opens, assuring in advance attendance of 300,000; stabling for 1,500 horses, 1,500 cattle, 1,200 sheep, 600 swine; record day's attendance, 154,000; twelve days, 1,009,000; attendance of 752,000 in 1909, 837,000 in 1910, 926,000 in 1911, 962,000 in 1912, 1,009,000 in 1913, 762,000 in 1914, 864,000 in 1915, 910,000 in 1916, and 917,000 in 1917.

Produce and Save



CHORUS OF 2,000 SCHOOL CHILDREN

Mirror of National Progress



THE two weeks the Canadian National Exhibition is in progress each year, are regarded as peculiarly the national holiday and it is agreed by experts that no nation so centres and concentrates itself as does Canada at Toronto during the closing days of August and the early days of September, a period when Canada pauses and takes an inventory that the people may see how they have progressed as a

nation and prospered as a people in the year just closing. "Education by demonstration" is the motto of the management. It is a civic undertaking made possible by the well-directed community progressiveness of the citizens and the unselfish service of public-spirited Directors, who give their services free through a sense of civic devotion and national advancement. They are men with nationwide business interests, each a specialist in the line he represents, and some have served the Exhibition ten to twenty years; one, indeed, still in service, was a member of the devoted little band that brought the institution into existence 40 years ago. The Canadian National Exhibition is a convincing revelation of Canada to herself, an education to the people on the vast extent of their rich heritage and of their possibilities as a united nation.

Produce and Save

Dear Little Sylvia

As A War Aid

WHILE essentially designed to promote the arts of peace, the Canadian National Exhibition has also proved its utility in these more stirring times and since the outbreak of hostilities has sought to be part of the national war service. Since 1914 the military theme has been uppermost in the programmes and in addition to glorifying and emphasizing the national industrial contribution to the Allied cause, has stimulated recruiting and turned even its diversions to military ends, tapping the reserves of patriotic fervor. The Exhibition has felt that there is a right and a wrong way of depicting the world struggle. There is the ultra-realism in which the horrors of conflict are piled up; and the other method—the one that emphasizes its glories and heroisms, the spiritual compensation for the physical torture and mental horrors, the side where frightfulness is lost sight of in the romance, the exaltation of great achievement. It is this inspiring side the Exhibition has sought to picture, using its world-famous Spectacles as the principal medium, thus portraying the real significance of the struggle to those who are battling for democracy. By picturing in pageant or spectacle the greatness of the institutions and traditions of Britain, the contrast stands out vividly and by inference the infamy of the attempt to destroy the structure that has stood the test of centuries is forcibly driven home.

Produce and Save