

**FACTS**  
*concerning*  
**CANADIAN  
NATIONAL  
EXHIBITION  
TORONTO**

An illustration of the Ontario Science Centre's main building, featuring a large dome and classical columns. A wide, curved path leads from the foreground towards the building. Several groups of people are depicted walking along the path and standing in the open areas. The scene is framed by large, leafy trees on both sides, and the overall style is that of a vintage poster or brochure.

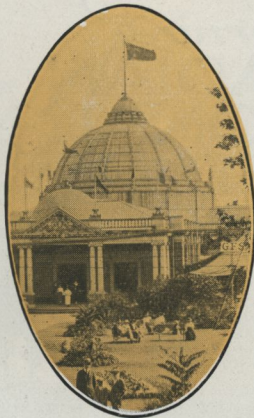
**INDUSTRY·THRIFT  
PROSPERITY**

**Aug 26—Sept. 9**  
**(inclusive)**

**1879**

**1922**

## The Spirit of Canada



**A**LTHOUGH its recreational side is an important factor in the progress of the Canadian National Exhibition, it does not forget that its main mission is to instruct and to teach the lesson of better citizenship. There is no attempt to preach or dogmatize. What the eye sees and the ear absorbs at the Big Fair is not easily forgotten. It does a work vital to the welfare of the com-

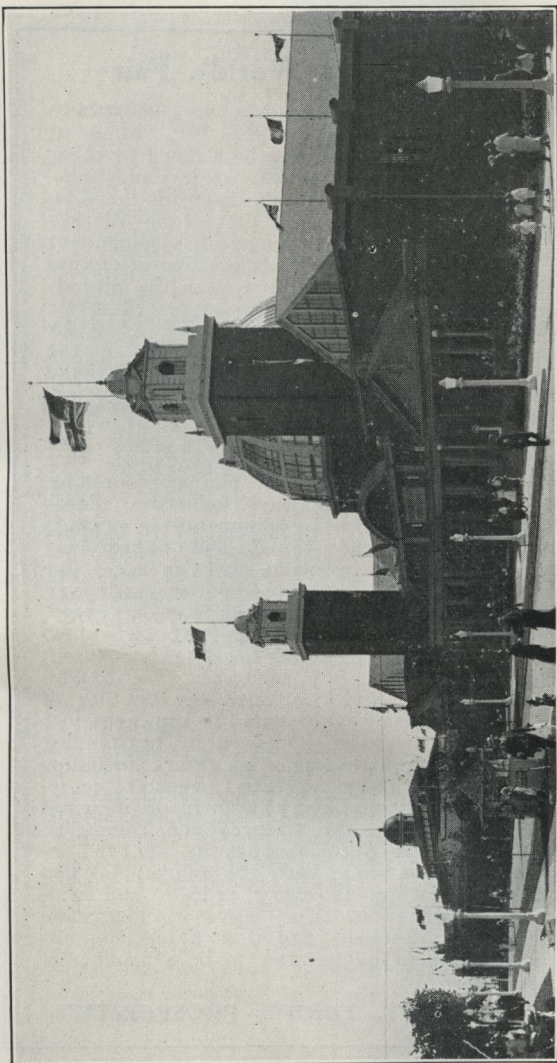
munity and spreads its salutary influence throughout the Dominion. It has common sense and the competitive impulse at its root. It is something stable and enduring, a permanent institution increasing in size and influence with the prosperity and growth of the country, annually recurring as much expected as the seasons. It was established in 1846 as a Provincial Fair and taken over, extended and broadened by the City in 1879. It has run continuously since, including the entire War period. Every year people gather here from all parts of the Dominion to take an inventory of national affairs and to assimilate new ideas for the future. It is an exposition of every branch of man's constructive genius, and of his inventions which bring all the resources of nature under his command for the betterment of mankind and the advancement of civilization. It is the people's exposition and a monument to unselfish community effort. Loyal public cooperation is an underlying secret of its wonderful success.

## The Annual World's Fair

**T**ORONTO has many advantages—geographical, climatic, educational, etc., some of which to an extent may be claimed by other cities—but in at least one sense it stands supreme, incomparable—it is the home of the Canadian National Exhibition, the annual World's Fair, an event that is admittedly pre-eminent in the Exhibition world, annually attracting over 1,000,000 visitors. Last year the attendance was 1,242,000 in 13 days, a record better than ever recorded by any World's Fair for the same number of consecutive days. In the crowds last year 36 states of the Union, all the Provinces of Canada, Australia, New Zealand, the British Isles and several countries of Europe were represented. Why the interest? The C.N.E. is the great Show Case of Canada, that marvelous land of forests, plains, mountains, lakes, rivers, mines, railways, industries, education and progress. Developments in Canada are ever new, hence the Exhibition mirroring as it does Canadian advancement in every line of effort increases in drawing powers each year. It always opens on the second Saturday before Labor Day and extends into September, thirteen days in all. This year the dates are August 26th to September 9th, inclusive. The Exhibition is owned and controlled by the City of Toronto and surplus revenue, if any, goes into the public treasury. Directed by outstanding leaders and practical men of affairs, including some of the nation's greatest workers, representing practically every branch of industry, agriculture, arts, the sciences and commerce, the Exhibition is constructive in aim, and international in scope with the educational motive dominating its every process and wide flung ramification. The Directors give their services gratuitously and it is a business distinction much sought after to be a member of the Board.

**"INDUSTRY, THRIFT, PROSPERITY."**





Two of the Many Massive Buildings.

## The Holiday Supreme

FOR those seeking recreation the Canadian National Exhibition is a marvellously rich field. The best bands of Europe, the United States and Canada are heard here; there are contests in instrumental, vocal and band music, monster community sings and many other similar features. There are motor boat and yacht races, automobile races and auto polo; hippodrome and vaudeville performances; a giant midway; wonderfully effective fireworks and other spectacular displays. In fact in the matter of special attractions the Exhibition has the field all to itself. In front of the grand stand is given each night a mighty spectacle, vivid, colorful and thrilling, that costs more than \$50,000 to stage. The performers number 1,500, the stage is 800 feet long and there is accommodation in the grand stand and paddock, sitting and standing, for 25,000 people. When the Prince of Wales opened the Exhibition in 1919 the greatest throngs that ever attended the annual world's fair up to that time filled the grounds. This year the "Smiling Prince" will again be an attraction. He will not be here in person, but his triumphal tour of India and the Far East will be reproduced on a scale approaching regal magnificence. Pageant masters, who have been engaged on the production for several months, have planned a spectacle that has all the pomp and prodigal display of the Orient and the warmth, mystery and glow of the desert. This should be the best of all spectacles shown in the long history of the Exhibition, and quite worthy the Empire's future ruler. The Exhibition provides a programme with something to suit every taste. No class of people is overlooked. One day is set apart for the special entertainment of the soldiers; another for that of the farmers; another for the manufacturers. There are also Labor Day, Press Day, Children's Day, Women's Day and others. Approximately \$600,000 is spent annually in staging and arranging, a large proportion of which goes for special attractions.





Gooderham Fountain and Manufacturer's Building.

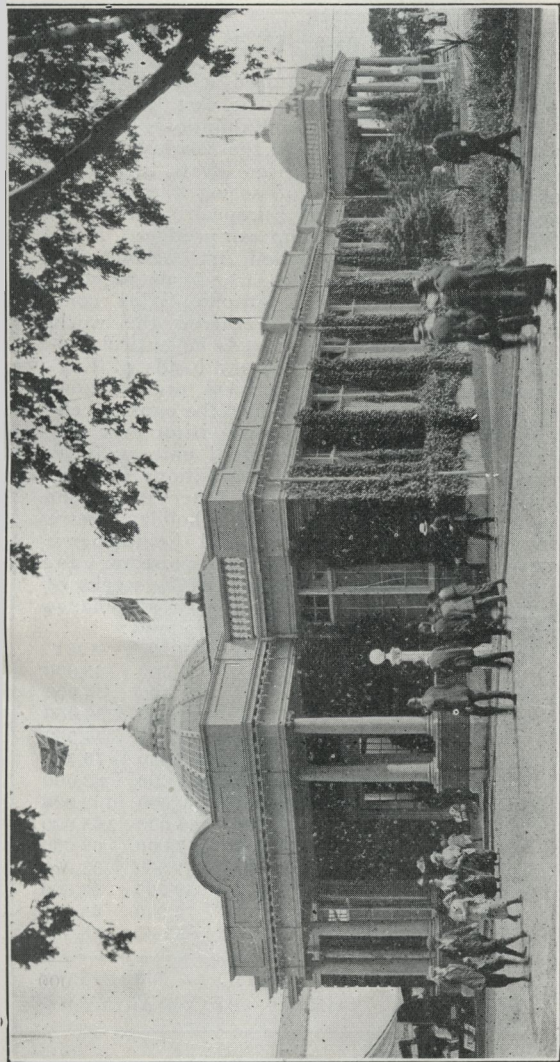
## 1,242,000 Visitors

ART and Music are featured at the Canadian National Exhibition. The Art Loan Exhibit, selected by the Exhibition's resident agent in England, added to the carefully selected Canadian collection, gives lovers of Art an opportunity each year of seeing the choicest productions of the great European masters and the best that this Continent can produce. There are also displays of Applied Art, Graphic Art and Commercial Art on a large scale together with an impressive Photographic Salon comprising Art photographs gathered the world over. The Exhibition also leads in musical programmes. The famous military bands of England and the foremost musical organizations in America have helped make the musical entertainment something that no visitor ever forgets. The C.N.E. is recognized universally as the greatest of all annual expositions combining so many amusements and other attractions as to make it the outstanding holiday centre for the American Continent. And the number is steadily growing. You can learn more of Canada by a visit to the C.N.E. than by weeks of travel at any other time. Daily attendance records for the past four years follows:

	1918	1919	1920	1921
Saturday .....	35,500	57,500	65,000	
Monday .....	33,400	104,000	56,000	55,000
Tuesday .....	92,000	97,000	125,000	230,000
Wednesday ..	48,000	115,000	72,000	74,500
Thursday ....	69,500	71,500	73,000	76,500
Friday .....	54,000	62,000	65,000	62,000
Saturday .....	102,000	117,000	130,000	102,000
Monday .....	174,500	189,500	196,000	165,000
Tuesday .....	57,500	63,000	67,000	69,000
Wednesday ..	71,000	76,000	85,000	93,000
Thursday ....	54,000	81,000	69,000	75,000
Friday .....	79,500	67,500	72,000	66,500
Saturday .....	111,000	122,000	84,000	108,500

Total ... 946,400 1,201,000 1,152,500 1,242,000  
**"INDUSTRY, THRIFT, PROSPERITY."**





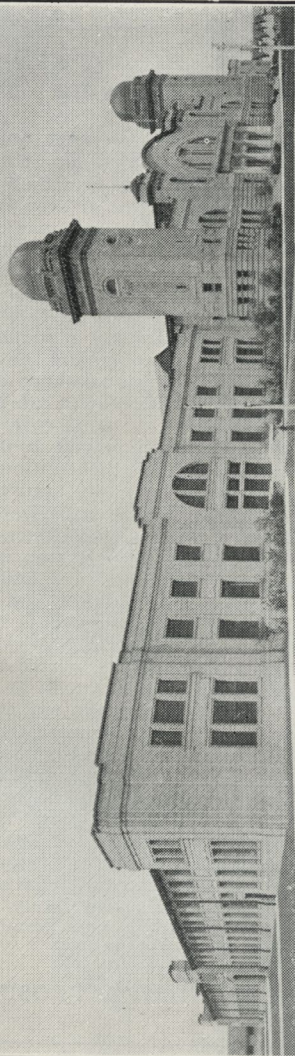
Palace of Horticulture.

## Still Growing

**W**ITHOUT exception the best and biggest permanent exhibition plant in existence, the Directors of the Canadian National Exhibition envision a future of even more wonderful things and are planning many years in advance. In the certain growth of the Dominion and with the improved radial and other transportation facilities promised for the near future the management feels that it has sufficient justification for laying a foundation for a great plan of expansion and development. The scheme involves nothing short of the reconstruction and rearrangement of the entire \$11,000,000 plant at tremendous cost, a definite intelligent objective being aimed at in steps so gradual as not to disturb the continuity of the Exhibition. One of the new features will be the Boulevard Drive, which will circle the City and will be to Toronto what Riverside Drive is to New York. As the first step in the new scheme, two new buildings are being opened this year, Exhibition Coliseum and the Pure Food building. The first named is the largest and most costly single structure ever erected on a permanent Fair grounds. It cost \$1,000,000 and an additional \$500,000 will be spent on equipment. The building has  $8\frac{1}{2}$  acres under roof and one of its many features is a judging ring 300 feet long with seating capacity for 7,600 people. The Pure Food building, which will be devoted exclusively to the exposition of food products, is 267 feet long by 230 feet wide, but such an overplus of space demand has already developed an extension 180 feet long will be started immediately after the 1922 Exhibition. Work will also likely be started before next winter on a new Machinery hall, 450 feet long, to cost \$300,000.

**"INDUSTRY, THRIFT, PROSPERITY."**





Exhibition Coliseum.

## Figures That Talk

Attendance, 1921 .....	1,242,000
Receipts, 1921 .....	\$778,000
Admission .....	25 cents
Annual Cost of Staging .....	\$600,000
Prize List .....	\$80,000
Value of Building and Plant .....	\$6,000,000
Value of Grounds .....	\$5,000,000
Record Attendance .....	1,242,000
Record Day's Attendance .....	230,000
Held Annually for .....	44 years
Area of Park .....	264 acres
Number of Buildings .....	80
Extent of Lake Front .....	1 mile
Indoor Exhibit Space, Sq. Ft. ....	1,250,000
Grand Stand Seating Capacity .....	16,800
Grand Stand Standing Room .....	8,000
Grand Stand Length, Ft. ....	725
Stage and Scenery Length, Ft. ....	800

1,500 Performers in nightly spectacle; Self-contained City with its own post office, lighting and power plant of 80,000 lamps, customs house, telephone exchange, telegraph office, police and fire stations, branch bank; exhibits and government displays from all over Canada, United States, Great Britain and other points; visited annually by 200,000 United States visitors; stabling for 1,500 horses, 1,500 cattle, 1,200 sheep, 600 swine.

**"INDUSTRY, THRIFT, PROSPERITY."**





The Midway.

## As Others See It

Lord Byng of Vimy, Governor General of Canada:—"Every man will find at the Canadian National Exhibition a true picture of what Canada is doing towards the development of the great inheritance which is hers, and an inspiration to stick to the ideals of the succeeding generations of her citizens."

Lord Burnham, Imperial Press Delegate:—"We think it is a wonderful testimony to Canadian enterprise that you should have made a record here in establishing such an Exhibition as a hardy annual such as does not exist in any other part of the world. As I went through part of the Exhibition this morning I was delighted to find one of the most attractive shows I have ever seen."

Hon. Dr. Reid, former Minister of Railways and Canals:—"I congratulate you on the success of the Canadian National Exhibition. Each and every year it is growing. It is more than a provincial or national Exhibition. There is no exhibition, I believe, in Canada or in any country that does as much for its country as the Canadian National Exhibition does for our country."

Mr. J. S. McKinnon, former President Canadian Manufacturers' Association:—"This Exhibition has outgrown the bounds of the City of Toronto, the Province of Ontario, and the Dominion of Canada. It stands among the World's Fairs that are held periodically over the face of the world. If we search for the cause of this marvellous success, in which so many Exhibitions have failed, we will find that the management have been guided wisely, details have been worked out of successful 'erm-ination, and efficiency has been written in large letters in everything undertaken by the Canadian National Exhibition."

**"INDUSTRY, THRIFT, PROSPERITY."**





The Main Entrance.

## The Nation's Show Window

UNLIKE many World's Fairs of the past, there is found at the C.N.E. very little of the bizarre, the garish or tinsel, in the architecture or decoration of the 80 odd buildings that are so pleasantly situated on the broad acres of Exhibition City, which at other than Exhibition time is one of the most beautiful parks in a City noted for its park system. One finds no showy, mushroom structures here. Wrought in stone, brick, concrete and steel, the massive buildings command admiration through the impression they give of permanence. Cupolas, minarets, spires and domes lend to them an aspect at once inviting and impressive. Facades and contours are anything but prosaic or conventional. The buildings look what they are, vast show cases of a nation's product of factory and farm, mine and stream, lake and forest, school and ocean, studio and office. Among the principal buildings are the following:

	Sq. Feet
Government Building .....	48,400
Horticultural Building .....	29,900
Manufactures Building .....	72,500
Manufactures 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
Pure Food Building .....	26,900
Exhibition Coliseum .....	340,000

**"INDUSTRY, THRIFT, PROSPERITY."**





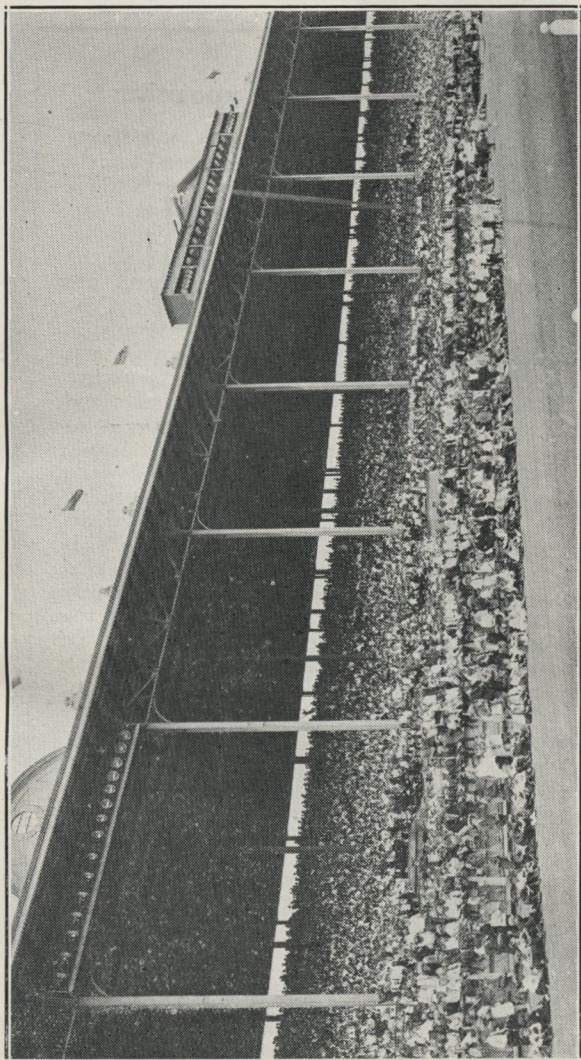
A Glimpse of the Lake.

## A Well Balanced Exposition

**W**HILE as a general proposition, the short-term exposition may be considered largely an agricultural show, the Canadian National is different, distinctive. Proportionate representation is given every branch of improved animal husbandry and except, perhaps, at the International Show, at Chicago, there are no better displays of live stock on the Continent. The importance of all other branches of Agriculture is conceded by the arrangement of prizes and classifications. Representative exhibits of grain and farm produce, fruits and dairying are made on a mammoth scale, demonstrations given, comprehensive displays 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 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, 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, a great summary of national achievement, epitomizing the development of the arts and crafts, education, invention and the various sciences of industry, to which the Great Fair constantly strives to be an inspiration and an enduring stimulus.

**"INDUSTRY, THRIFT, PROSPERITY."**





Afternoon in the Grand Stand.

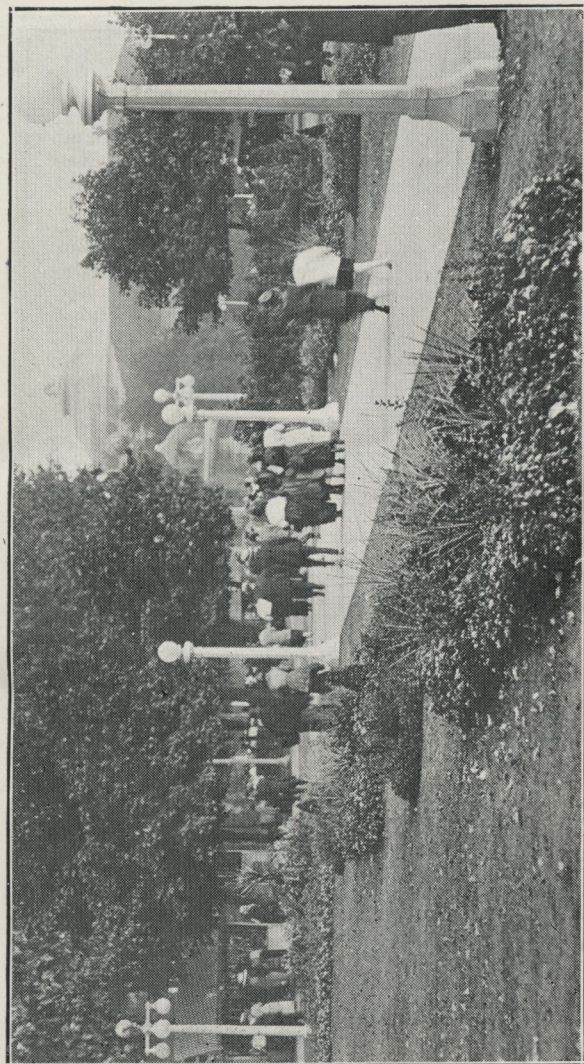
## Progressive Development

AS the gates close each year visitors and exhibitors rejoice that the Canadian National Exhibition has not falsified the hopes reposed in it in advance, and agree that no more fitting epitaph can be applied than to say it leaves trade and the people happier than it found them. And everyone knows that the next year, and the next, and the next, will see greater and greater developments for the spirit of Canada is the force behind. As the C.N.E. has grown and prospered it has steadily extended its grounds and equipment until now it has a permanent plant that no other city can hope to equal. When taken over by the city in 1879 the Exhibition had 40 acres of ground and a few scattered buildings, valued at \$120,000. It now has 264 acres, valued at \$5,000,000, and over 80 buildings worth \$6,000,000. There is nearly one mile of waterfront. The progressive development of the Big Fair as shown by its attendance and receipts is one of the best indications of its growing success and importance:

Year	Receipts	Prizes	Attendance
1883.....	\$ 56,911	\$23,138	171,765
1893.....	87,247	31,232	267,192
1903.....	162,065	37,515	527,320
1911.....	336,178	52,862	926,000
1912.....	384,708	46,748	962,000
1913.....	459,238	47,606	1,009,000
1914.....	336,150	47,641	762,000
1915.....	356,502	50,595	864,000
1916.....	434,323	53,834	910,000
1917.....	492,733	54,839	917,000
1918.....	513,157	61,278	946,000
1919.....	774,550	68,536	1,201,000
1920.....	775,076	75,174	1,152,000
1921.....	788,771	79,439	1,242,000

**"INDUSTRY, THRIFT, PROSPERITY."**





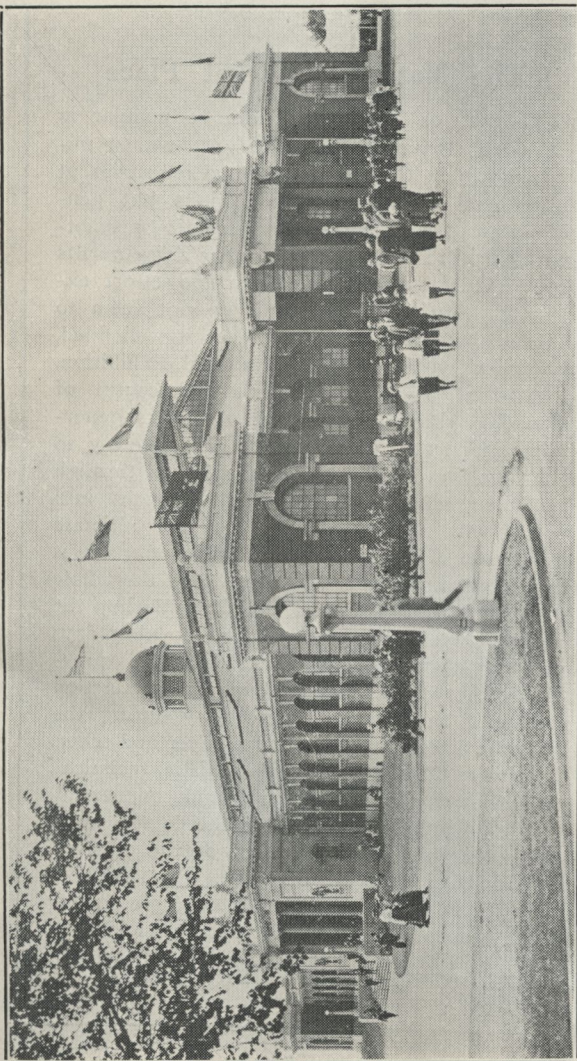
The Angle Walk.

## The National Market Place

**T**RADE, or Industries Fairs, so popular in Great Britain and Europe, are almost unknown in Canada. Individual industries at infrequent intervals hold exhibitions, but, generally speaking, they are small affairs, promoted by private interests, and rarely bring results commensurate with the outlay and effort expended. Canadian conditions do not seem to favour their growth. Their place is well filled, however, by the Canadian National Exhibition, located at Toronto, the industrial centre of Canada. Manufacturers and producers generally regard this Exhibition as the gateway to the Canadian market, through which, as through no other medium, can they be brought into touch with the distributor and the ultimate consumer. Unique in its variety of display, it is a modern specialized market where the whole nation concentrates itself annually during the closing days of August and the opening days of September. Brought together here is practically the whole range of Canadian production and it is the one big opportunity during the year for direct contact between buyer and seller. It mirrors Canadian activities, artistic, technical, cultural, agricultural, industrial and commercial, and is an infallible register of the development, the enterprise and the energy of the country. It is an arena for the display of the industrial strength of Canada, and the testing ground for much that other nations have to offer.

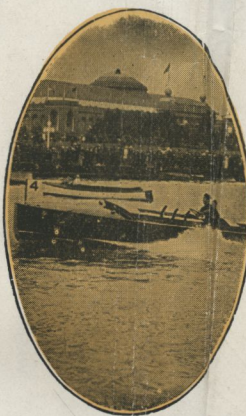
**"INDUSTRY, THRIFT, PROSPERITY."**





Home of the National Automobile Show.

## Exhibition City Beautiful



WITH paved walks and streets it is possible to spend days under cover in profitable sightseeing at the Canadian National Exhibition with merely a few steps from one building to another. The waterfront is a very attractive feature. The Lake itself with its white sails or furrowing, swift motor boats is always a study while the

sweep of the Island to the East and the vast curve of Humber Bay to the West, completes as charming a lake scene as Ontario, a Province of scenic marvels, has to show. The natural advantages of the grounds and an appreciation of them by landscape artists combine to produce a delightful result. Thousands of semi-tropical flowers and domestic plant life in bloom, their colors blended into harmonious effects, convert the Park into a vast garden. There are shady paths, restful retreats, focal points and open spaces among the majestic buildings. The Exhibition is artistic in every vista, perfect in all its loveliness, complete in almost all its details and quite unlike any other short term Fair or Exhibition on this or other Continent, standing alone, at the very apex of Exposition achievement. For a true and complete impression of Canada, her progressive spirit, her resources, her capabilities and her people a visit to the Canadian National Exhibition is recommended.

**"INDUSTRY, THRIFT, PROSPERITY."**



