

Co-operation Has Made Western Fair An Unqualified Success

EXHIBIT OF CANADIAN-MADE TOYS
TYPICAL OF DOMINION'S STRONG BID
TO CAPTURE FORMER IMPORT TRADE

Has Been Feature of Toronto Exhibition and Bids Fair to Equal Interest Shown There in Local Presentation—Indorsation of Local Women Has Been Made to Insure Success of Canadian-Manufactured Toys That Will Open New Employment Field.

The exhibit of Canadian-made toys, which has been captured by the management for the Western Fair, will, it is expected, reach London late tonight from Toronto, coming direct from the Canadian National Exhibition.

Canada's first national "Toy Fair" was held in Toronto under the auspices of the department of trade and commerce from March 28 to April 8, inclusive. So favorably impressed were the directors of the Canadian National Exhibition with the first Canadian Toy Fair, that they asked the minister of trade and commerce to arrange for a repetition for the Toronto exhibition just being brought to a close. There it has been one of the features which has attracted special attention from visitors, and numbers are looking forward to seeing the Made in Canada toys at the Western Fair during the coming week. The exhibit will be placed in a strategic place between the women's work and school exhibit, and will occupy a space 21x16 feet.

Pledge Local Support.

At the first meeting after the holiday season, held several days ago, the Local Council of Women, which, by the way, is a federation of more than twenty women's organizations of the city, pledged its support to the toy-making industry in Canada, and appointed a committee to enter upon negotiations to secure the Toy Fair for London. In the meantime, Secretary A. M. Hunt of the Western Fair Association had been in communication with the department of trade and commerce, and also with Secretary Beebe of the Canadian Toy Association in regard to securing the exhibit for the Fair.

The Local Council expressed its warm approval of the enterprise of the Fair board, and further assured him that the members of the Local Council would do all in their power to bring the Toy Fair at the Western Fair to the attention of the public.

Another Pledge of Support.

In line with this action on the part of the Local Council, the Women's Emergency Corps executive of No. 1 Military District, at a meeting held on Thursday forenoon, passed a resolution in which the members pledged themselves to buy only Canadian-made toys. Owing to the fact that women are the chief buyers of toys, the interest manifested among the women of London in the industry should be especially gratifying to the department of trade and commerce, and the members of the Canadian Toy Association.

Toy-making is an example of an industry which has practically had its birth and development in the emergencies arising from war-time conditions. Apart from the surprising rapidity of the growth, another striking feature in connection with the industry has been the prominent part taken by women in laying the foundations. Toy-making has especially appealed, be-

cause of its possibilities in furnishing employment for disabled soldiers, and thus helping to solve one of the most difficult problems of the war.

\$1,037,000 for Toys.

Immediately after the outbreak of the war, Mrs. Lorenza Evans of Quebec City began to interest herself in the establishment of a Canadian home toy industry. In the fiscal year of 1914, which ended four months before the outbreak of war, the total value of toys imported into Canada was \$1,037,000, of which \$550,000 came from Germany and \$5,600 from Austria. Through Mrs. Evans's efforts, on August 13, 1914, the Home Workers' Club, soon afterwards known as the Home Workers' Patriotic Toy Industry, was established, with headquarters at Morrin College, Quebec City. Mrs. Evans enlisted the services of eight clever girl artists, who made models for toys. A number of home workers were soon employed making toys from these models. Later on work was found for a number of convalescent soldiers. In April of this year an exhibition of the toys made by the home workers was held in Morrin Hall, Quebec, at which one stand was devoted to articles made by convalescent soldiers.

Created Work.

In order to cope with the problems arising from the closing down of factories, reduction of staffs in shops and offices, the Women's Patriotic League of Toronto, in the autumn of 1914, found it advisable to establish a registration bureau for women other than purely domestic. Through the bureau many inefficient workers were discovered, who still could not be allowed to starve. It was considered better to give them work than give them charity, and the league naturally did not wish to cut into any established industry. Doll-making of an inexpensive type, such as had been coming from Germany before the war, was hit upon. From one or two young foreign girls, the experiment grew till 51 women of various ages and degrees of capacity were employed.

The stuffing of the dolls employed the less efficient, and the dressing of them the more skilled. Three or four very old women, whose sight was not of the best, were engaged sewing rags for rug-weaving, etc. One branch followed the fashion of the day, and the members of the league had a large stock of dolls dressed and ready for sale. These were disposed of through the co-operation of wholesale firms, bazars and organizations interested in patriotic work. As a result of the inspiration of the Women's Patriotic League in Toronto, several firms are engaged in the manufacture of cheap dolls, and the other trades employing a certain amount of unskilled labor, running full time. A certain number of physically unfit, who cannot be employed in factories, still find employment in the workroom of the league.

While the league set rolling the ball of industry labeled "toy-making," it does not consider itself a really commercial proposition, nor has any manufacturer of toys reason to regard it as a rival.

Returned Soldiers' Toy Factory.

In Winnipeg a toy factory for returned soldiers, managed and operated by returned soldiers, developed from plans devised in the drawing-room of a well-known Winnipeg woman, Mrs. A. E. Richards. The toy factory, which in the big prairie city is helping to solve one of the leading problems of the great war has produced, owes not only its origin, but much of its success as well to the untiring efforts of Mrs. Richards. Though London women have not had the honor of originating the toy-making movement, since it has been brought to their attention they are prepared to support it loyally as a worthy patriotic movement.

TAKE ADVANTAGE OF FAIR WEEK TO HOLD I. O. D. E. RALLY HERE

Members of Order Arrange
District-Wide Conference.

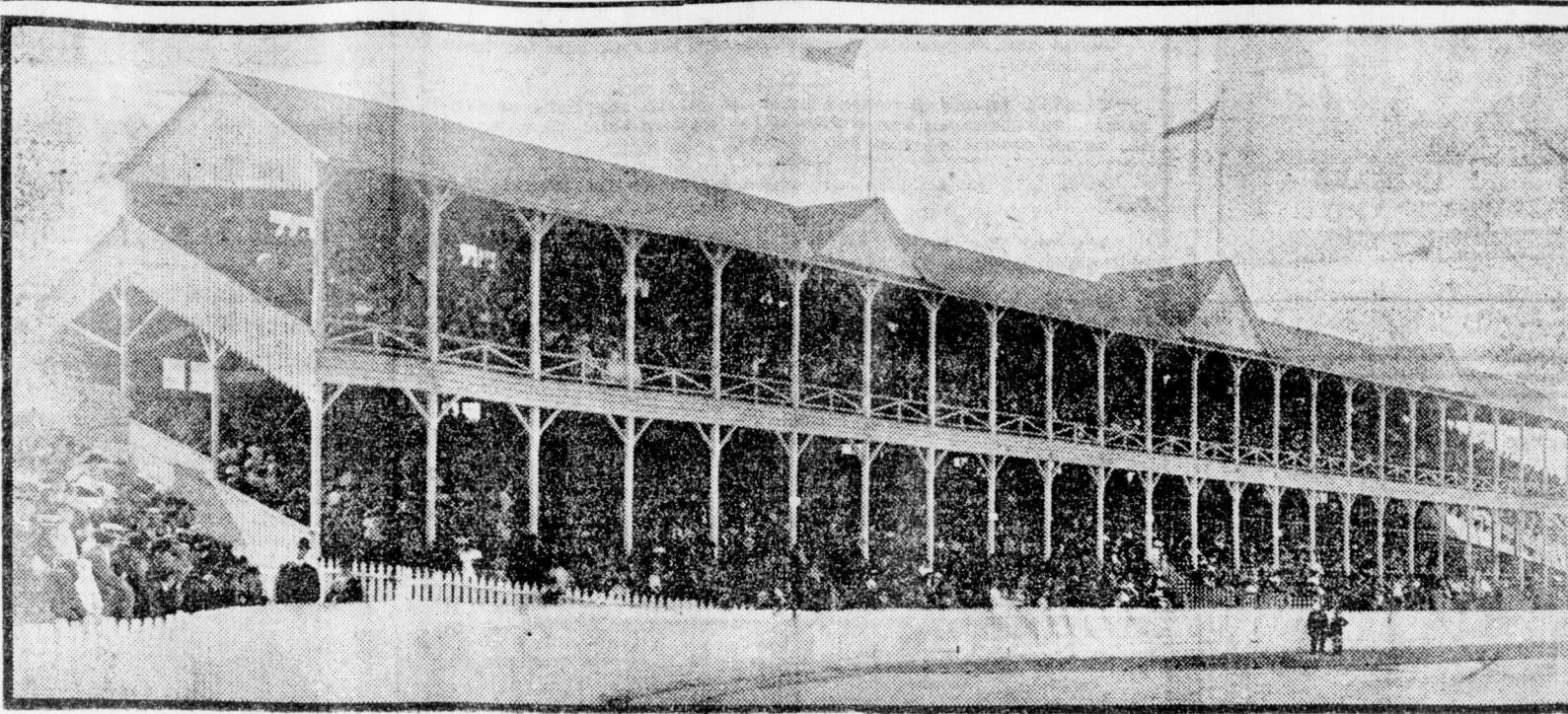
CALLED FOR WEDNESDAY

Workers From Western Ontario Coming to City for
Big Convention

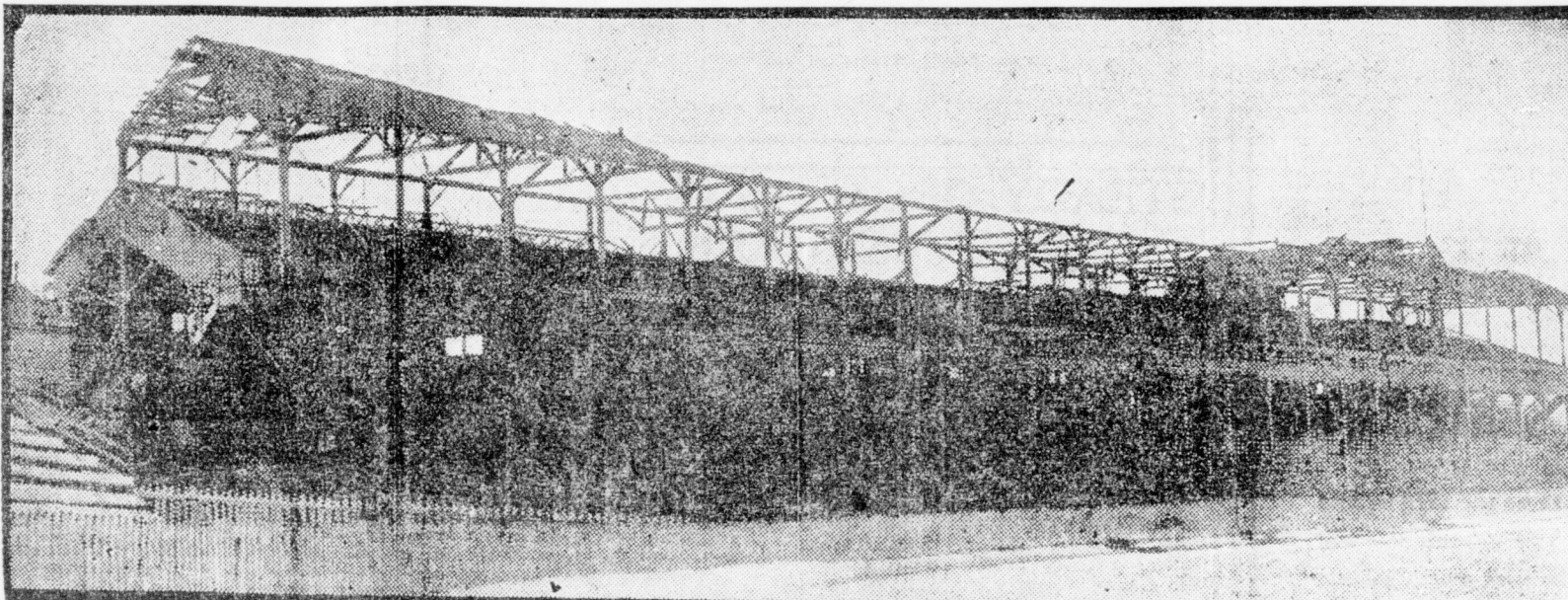
Realizing that a large number of members of the Imperial Order of Daughters of the Empire from all parts of Western Ontario will be in town during Fair week, the Municipal Chapter of London has taken advantage of the exceptionally fine opportunity afforded to arrange a conference of I. O. D. E. workers of No. 1 Military District, fixing the date for Wednesday, September 13, right in the middle of the week.

Tuesday was at first considered as a suitable day for the conference, but, as soon as it was known that this would be Military Day, the date was at once changed to Wednesday. In the first place, the Municipal Chapter would not conflict with Military Day. In the second place, the local members of the order, who devote so much of their means and strength to the providing of soldiers' comforts, naturally wanted to attend the Fair Military Day. In the third place, they knew it would be absolutely no use to ask the out-of-town mothers, sisters, wives, daughters and sweethearts of soldiers to attend even the most fascinating conference in the city while just a mile or so away soldiers

WHAT IT WAS; WHAT IT BECAME; WHAT IT IS NOW



The old double-deck grandstand that served the Western Fair visitors until 1914.



The same stand after it had been practically destroyed by the fire that broke out in the cookhouse underneath, used as a kitchen by the soldiers that occupied the grandstand in the winter of 1914-15.

were putting on a big demonstration, and proving the main attraction of the day at the Exhibition grounds.

At the I. O. D. E. rally, which will be held in Cronyn Hall, morning and afternoon, it is expected there will be a large representation of the 45 chapters of the military district outside the city. These chapters are as follows: "Avonlea Chapter," "St. Pauls Station," "Fort Malden," "Amherstburg," "Marlborough," "Blenheim," "24th Kent Regiment," and "Major George Smith," both of Chatham.

"PROVINCIALISM" OF WESTERN FAIR NOT RESENTED IN LONDON

Annual Fair Is That in More
Ways Than One.

SPIRIT OF CO-OPERATION

Showing of Stock Is Considered
More Representative
Than Any Other.

Possibly there are those who refer to the Western Fair as a "provincial institution," but if the provincialism of the exhibition is illustrated by the general heartiness with which the citizens of London, appealing generally, enter into the spirit of Fair week and co-operate to make it the success that it has been in the past, London is quite willing to have the annual Western Fair labelled as a "provincial" institution.

In another sense, the Western is a provincial fair. The slightest sense of the word does not convey its only use. Without referring disparagingly of the stock exhibits of the larger Toronto Exhibition, the directors of the Western Fair claim, with every reasonable pride, that the showing of stock at the Western is more representative of Ontario than any other annual fair fall in the country.

Draws Cream of Stock.

Western Ontario is the centre of the stock-breeding of Ontario, and Western Fair draws the very cream of the breeds. Animals that carry off the first prize at Toronto are often hard put to gain anything better than a second or a third here because of the keener competition. The same is true of a number of classes of agricultural exhibits.

Every year the increased prize lists draw better and better stock shows, and this is particularly true of poultry. London has a continental reputation as a poultry breeding centre, and were it not for the showing of London birds at Toronto and other large shows the poultry exhibits there would be considerably below their present standard. London and district poultry breeders rally to the Western every year, and here is the opinion of experts, the showing here is the best on the continent.

Keenest Co-operation.

Co-operation in the past has been the keynote of the success of the Western Fair, and it bids fair to continue. The Western is large enough to attract general attention, and is at the same time small enough to bring the "co-operation" spirit into full play. Among breeders and exhibitors, London is regarded as the "home" fair, where everyone gets together, has a good time, and provides competition that is all the keener because of the fact that district breeders and exhibitors are showing against one another in their home territory.

Every year the personal element is a big factor in the success of the Western, and while the country-fair stage passed decades ago, the same feeling of good fellowship that so marks these smaller exhibitions, is typical of London and of the Western.

Fair week to London merchants is the biggest of the year. The merchants, therefore, from what might be called purely selfish motives, get together to make it a record-breaker. That they succeed is too well known to draw any comments. It's the "get together" spirit that brings results.

NORWEGIAN BOAT SUNK.

LONDON, Sept. 8.—The Lloyd's announces the sinking of the Norwegian steamer Hiso.

Shipping records give two Norwegian steamers named Hiso. The larger one, and probably the one referred to by Lloyd's, is of 1,562 tons gross, and left the Tyne on August 20 for Oran. She was owned in Arendal. Another steamer Hiso, of 112 tons gross, is owned in Aalesund.

New steel grandstand that was first used last year to replace the destroyed wooden structure.

VAST FLOW OF GOLD FROM GREAT BRITAIN TO UNITED STATES

\$270,000,000 Received at
New York Since Last
May.

[Canadian Press.]

New York, Sept. 9.—Additional gold imports amounting to about \$10,000,000 were deposited at the assay office yesterday by J. P. Morgan & Co., financial and commercial agents of the British and French governments. This consignment was preceded earlier in the week by some \$35,000,000 and makes a total of between \$265,000,000 and \$270,000,000 received from abroad since last May, when the gold inflow got under way.

A considerable part of the \$35,000,000 lot was found to consist of French coin and bars. Previous shipments have been in British coin and bars bearing the stamp of the British treasury. The appearance of French gold in the exports of the British Government suggests that the Bank of France has been asked to lend of its vast store of the precious metal to the British Government for the purpose of stabilizing sterling exchange and British credits in this country.

EPIDEMIC DECLINES.
NEW YORK, Sept. 8.—A sharp decrease in the infantile epidemic noted today. The new cases

BLACKLIST POLICY
TO STAND DESPITE
REQUEST OF STATES

Lord Robert Cecil Says Reply
Is Forthcoming.

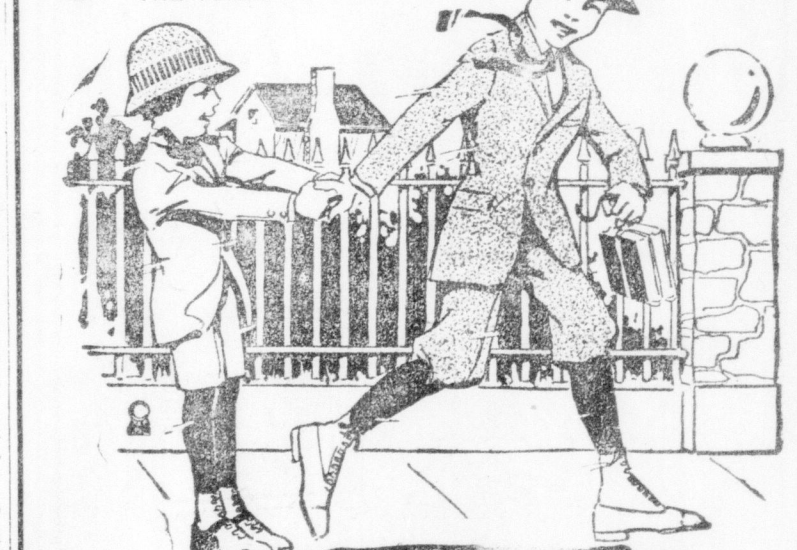
LONDON, Sept. 8.—"It is not likely that Great Britain will change her blacklist policy at the request of the United States," said Lord Robert Cecil, minister of war trade, in discussing today the possible effect of recent American retaliatory legislation. To the Associated Press Lord Robert stated that a reply to the action of the United States would likely be forwarded before long. He declined to enter into a discussion of the probable contents of the note, however. The minister of war trade professed himself to be puzzled by the provisions in the revenue bill passed by Congress at Washington, dealing with the prohibition of imports, as such orders, he said, were adopted strictly in an effort to conserve tonnage, and were applied accordingly.

In a general defence of British commercial acts to the Associated Press, Lord Robert said:

"The ideas expressed by some of your newspapers that Great Britain is adopting a deliberate policy with which to injure American trade is the purest moonshine, since outside our own dominions our trade with the United States is the most important. Of course, natural trade rivalry exists, but no responsible statesman in this country would dream of proposing an insane measure designed to injure American commerce."

or thirteen fewer than yesterday, while the deaths were fifteen, also a drop of thirteen.

PAXMAN'S "THE PLACE TO BUY."



Give your boys and girls good, strong, Serviceable School Shoes, and let them romp and play. We have them all sizes, from babies' up. Babies' Blucher cut, patent foot. Dongolans, 3 to 7. Per pair 75c to \$1.13. Children's Buttoned Dongolans, 8 to 10. Per pair \$1.50. Boys' boxed tips, calf, heavy soles, 11 to 13. \$2.50. Girls' Buttoned Dongolans, medium weight soles, 5 to 7. \$1.25. Boys' boxed tips, heavy soles, 8 to 10. \$1.50. Boys' boxed tips, heavy soles, 11 to 13. \$2.00. Boys' boxed tips, calf, heavy soles, 11 to 13. \$2.50.

These Shoes will be of much interest to Western Fair Visitors. Come in and see them. Also other shoes for ladies' and gentlemen, at low rent district prices.

PAXMAN'S 210 KING STREET.
"THE PLACE TO BUY."

London Art Woodwork Co., Ltd.

DESIGNERS AND MAKERS OF

Furniture and Fittings for Church, School, Lodge, Store, Office, Bank, Etc.

Everything in High-Class Woodwork

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McClary's DO NOT FAIL TO SEE OUR EXHIBIT

In the Machinery and Stove
Building at the Western Fair

This exhibit will show you the most complete line, and the most improved line, ever displayed by us; and for sixty-seven years, remember, we have been manufacturing and displaying just the goods you need.

It will consist of the new *Electric Ranges, Heaters and Appliances; Gas Ranges and Heaters; Coal and Wood Ranges*, in both cast iron and steel; *Baseburners and other Heaters*; and our well-known *Warm Air Furnaces*.

Demonstrations Will Be Given Daily in the Operation of Both Electric and Gas Ranges

Incidental to these demonstrations, you will of course see samples of the thoroughly comprehensive line of Kitchen and Household Utensils which we manufacture in Sheet Iron; Nicked Ware; and "Famous," "Canada," "Imperial" and "Scotch Grey" Enameled Wares.

Still another feature of the exhibit will be our *Military Field Kitchen*, officially approved by the British war office, and now in use with British troops in training in Canada, and on the battlefields of Europe, and the only field kitchen with United States troops on the Mexican border.

You are also cordially invited to visit our head office, corner of York and Wellington streets, and let us show you through our wares factories and foundry:

Everything For the Kitchen and For Home-Heating

McClary's