

in it, whether manually or in designing, can be conscious that they are doing something to make child-life happy and instructed, and also are aiding in producing from that child-life, young men and young women with healthy minds and healthy bodies. No other occupation has that human side. That is the way it impresses me and must, I think, impress others. While doing good things for yourselves, you are doing great things towards making the child-life of this country what we would have it, and not barren and profitless. I do not believe in toy monstrosities. Leave those out. In real life we have plenty of ugly looking men and we can afford to let them suffice, and not endeavor to reproduce them in toys. There is a fine field for artistic and instructive toys. This may be made one of the finest and most efficient branches of educational system.

I had a letter from a school teacher in Nelson, British Columbia, saying that he had introduced the toy industry there. The children are greatly interested and are doing splendid work. This industry connected with the school system will do a great deal of good in helping the artistic sense and technical skill of the children as they grow older. The men who make the 'big strike' will be the men who get close to child-life. If we can have something in the toy business in Canada that is interesting, instructive and amusing, that is what we want. The Department of Trade and Commerce has gotten together the things that you see in the Exhibition, and the toy manufacturers must do the rest. You should be organized, even if all that is done is to form a committee. The Toy Fair should be held every year. Make it an annual event. I repeat that I was surprised and struck by the ingenuity, adaptability and finish of the toys exhibited. I think a wise move to make is to get into co-operation with the school teachers throughout Canada. There is much of the work of manufacturing that can be done in the homes. We have long winters, and such an industry should be gladly received for its profitable occupation during periods when outdoor amusements are restricted. In the Province of Quebec, where they have so many children, they do not know what to do with them and nice long winters, the toy industry should be made a home industry. In the homes for old people how blessed would be such an interesting employment. Then there is the utilization of returned disabled soldiers. They will receive the opportunity to profitably make use of their limited manual ability."

As a result of this exhibition the different women's organizations adopted the following resolutions which they are sending out to all of the women's organizations in Canada:

Whereas, women, being the chief purchasers of toys, have it in their power materially to assist or hamper the "Made in Canada" principle in respect of toys; and

Whereas, the representatives of the women's organizations of Toronto here assembled learn with satisfaction that the Canadian manufacturers of dolls and toys who have exhibited at the "Toy Fair" have agreed to make use of a "Made in Canada" stamp on all their dolls and toys, so that the purchaser may be assured of the genuineness of the articles bought;

Be it therefore resolved, that we respectfully urge the Department of Trade and Commerce of the Dominion of Canada to bring this matter to the knowledge of as many Canadian women as possible through women's associations, clubs, institutes, and to individuals; feeling as we do that the majority of Canadian women will be glad to do all in their power to foster the Canadian-made doll and toy industry, and that if there are other kinds of toys required by them that are not as yet made in this country they will desire to purchase only those that are imported from and manufactured by the allied nations."

Resolved, that this meeting of members of women's organizations of Toronto further respectfully beg to make the following suggestions to the Canadian manufacturers of dolls and toys:—



New Prices August 1, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916

Chassis	\$45000
Runabout	47500
Touring Car	49500
Coupelet	69500
Town Car	78000
Sedan	89000

f. o. b. Ford, Ontario

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

Ford Motor Company of Canada
Limited
Ford, Ontario

Assembly and Service Branches at St. John, N.B.; Montreal, Que.; Toronto, Ont.; London, Ont.; Winnipeg, Man.; Saskatoon, Sask.; Calgary, Alta.; and Vancouver, B.C.

1st. That the said manufacturers give wide publicity to the fact that "Made in Canada" toys are procurable, as many people are still unaware of the fact.

2nd. That the said toys be legibly and prominently stamped "Made in Canada."

3rd. That the toys be durable, artistic, and otherwise satisfactory to child nature.

4th. That there be an annual "Toy Fair" at the time of the Canadian National Exhibition, and at similar exhibitions in other parts of Canada.

5th. That Canadian artists be employed in the work of designing Canadian toys.

Resolved, that this meeting suggest that women in all parts of Canada, as they are the chief purchasers of toys, in consideration of the great expense involved in the equipment of the necessary factories and machinery for the making of toys, be willing to support the said industries after the close of the war, as well as during the present crisis, and also be willing to pay the necessary small increase in the cost of toys due to the fact that in this country child labor is not made use of as has been the case in the making of toys procured from Germany.

Resolved, that this meeting respectfully suggest to the retail merchants that there be a special department

where toys are sold marked "Made in Canada."

Resolved, that this meeting request the importers of toys from the countries of the Allies to purchase only those toys that are used in the respective countries, not those made there especially in accordance with the ideas prevailing there as to what foreign trade demands.

Resolved, that this meeting respectfully requests the Department of Trade and Commerce of the Dominion, if endorsing the above resolutions to send copies to all the nationally organized associations of women in Canada, and to as many other associations as can be reached.