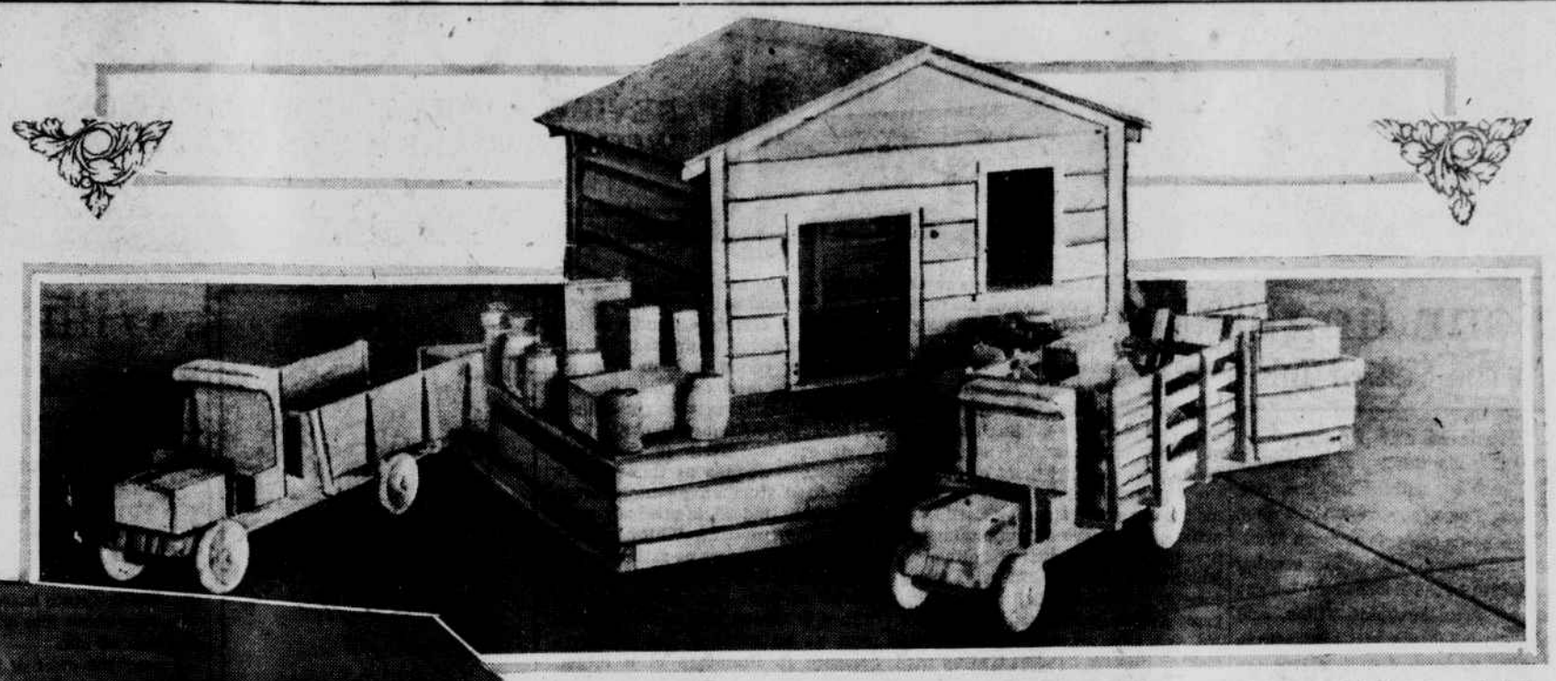
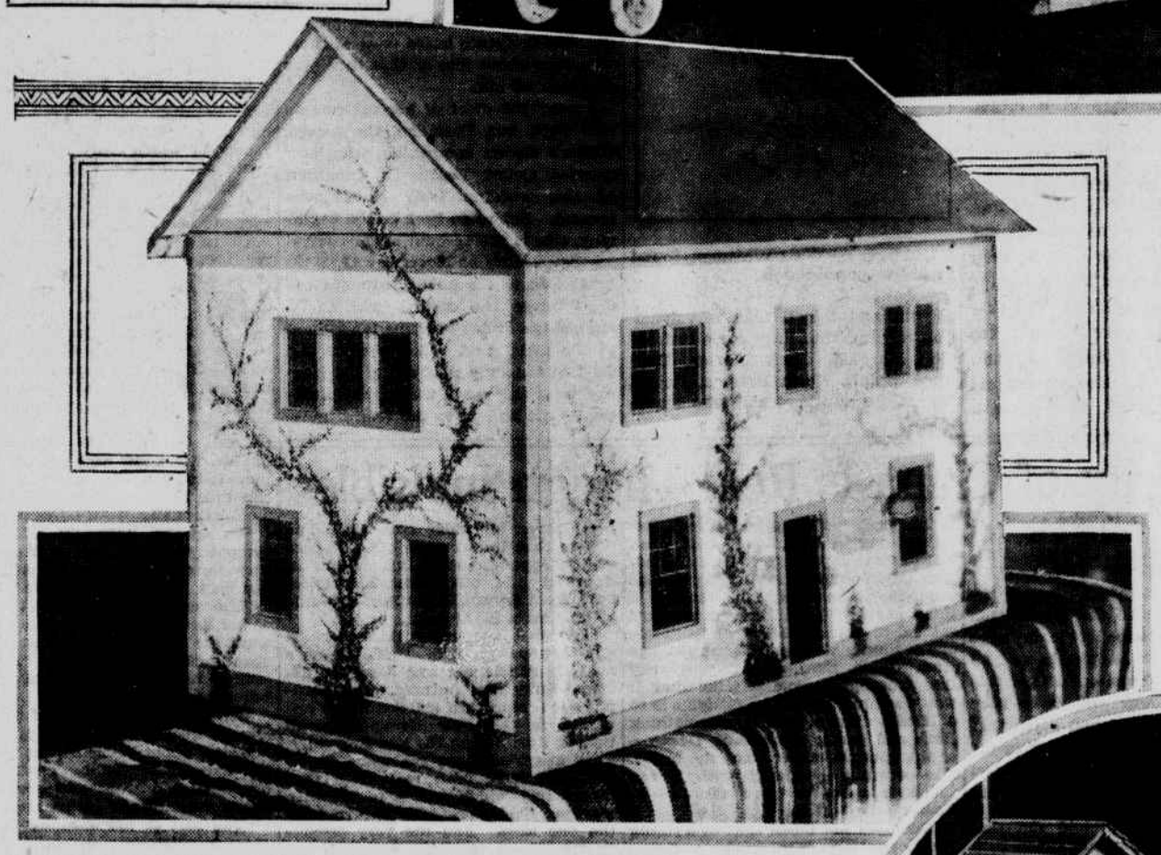
# SOLDIERS' TOYS START OF A BROAD BUSINESS PLAN

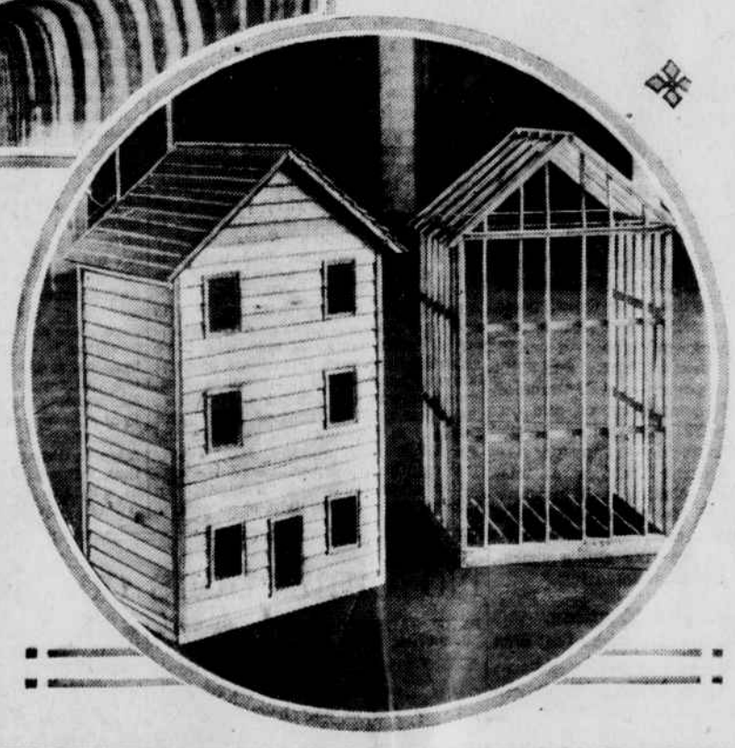
## Dover Farms Industries, Inc., Has Wonderful Exhibition in Madison Avenue and Its Directors Hope to Extend Work from 77th Division Men to All the Nation's Disabled—Home Owning One Feature of Idea and Whole Scheme Is Put on a Commercial Plane

Here is a toy group that would delight any boy. The warehouse, motor trucks, boxes and barrels are furnished either completely set up or knocked down. In the latter instance the lucky boy can have a fine time putting them together.



This country home comes in sections and a child can put it together. It even has real windows that go up and down.





Any boy with a mechanical turn of mind would be delighted with this house. Its beams, rafters, &c., are so arranged that they fit like those in any portable house.

IN a big loft lighted by many windows of a handsome new building on Madison avenue, No. 598 to be exact, there is now being displayed sets of toys that are interesting in themselves, but doubly so as we approach the holiday season because of the appeal they make to the children. Far more than incidental, though, is the fact that these toys represent the work of our disabled soldiers.

And as the interest is sure to be extended—it has already been largely awakened—this exhibit may be viewed from another angle. The toys on view are only a fraction of the work in this direction and in other lines that a large and influential association means to extend until a staggering number of men "put out of business" by the effects of the war are earning their own living.

The present output has been hastened in order to take advantage of the Christmas season. In scope the plans for the betterment of the soldiers go very much further.

The name of the association that has started and will carry on this splendid work is the Dover Farms Industries, Inc. Its subname is the Community Development Corporation, which was organized two years ago to aid service men to establish themselves in the country. It owns 380 acres of land in Dutchess county, with the station of Dover Furnace (Harlem Division, N. Y. C.) on the property.

The directors are Lucien S. Breckenridge, Bertram De N. Cruger, Snowden A. Fahnestock, Harold S. Gladwin, Bradley Martin, Hoffman Nickerson, H. F. Osborn, Jr., Warren S. Sterling, Erastus T. Tefft and Henry D. Walbridge.

Through its industrial organization, the Dover Farms, the directors propose to aid in coordinating the activities of the various groups now assisting needy and disabled men. The property at Dover Furnace is to be made available for home sites, convalescent and summer camps and industrial units.

### *Aims to Make Disabled Men Free of Any Charity Idea*

In the field of manufacturing alone it is believed that a central organization will be able to direct:

1. Selection and design of articles to be made.
2. Arrangement of processes and supply of material.
3. Sales, storage and shipment of manufactured articles.

The aim underlying all activities is to develop the earning capacity of a disabled man along sound economic lines instead of making him an object of charity, too often the case now. It intends to make these men ready to meet competition in the articles they make, whatever these may be.

As a grand climax to these efforts will be one of combination with all the other units that are trying to help the disabled service man to earn a living and thus to establish a nationwide organization. But it is not intended to sink the identity and personnel of any group of people now at work—rather to aid them in making their efforts more effective.

Thus the central organization will be ready to supply models, materials and market. To succeed in this big aim an advisory board is wanted in the various lines of endeavor and also a consulting board made up of affiliating groups, including the Red Cross, the American Legion and the Vocational Board.

In addition to its directors the corporation numbers among its stockholders Vincent Astor, George F. Baker, Jr.; Leopold S. Bache, Hamilton Fish, Jr.; Arthur Curtiss James, Allen L. Lindley, William Church Osborn, R. Thornton Wilson and many others.

The exhibition of articles now at 598 Madison avenue is the first one shown publicly. They were made by disabled men in two local shops and are only a sample of what will hereafter be shown. Some of the toys were made by men so badly handicapped that they are unable to go to the shops but do the work at home. Other men have been trained in the shops opened in New York and Brooklyn, but the point has always been made, and will continue to be made, that in their training men are to learn to do their work thoroughly and be able to compete with able-bodied men doing similar work. In fact, the men are told at the outset that unless they take their training seriously and arrive at this point of excellence it will be useless.

### *Real Money, Honestly Earned, Means Everything to the Men*

And to this plain statement the disabled men have without exception responded bravely. They don't want to be "objects of charity."

"You would appreciate what real money earned by honest work means to these men," said Warren Sterling, who is in charge at the salesroom, "if you could see them getting the first dollar or two they have earned since the war. A dollar thus earned is a forecast of manly independence."

Mr. Sterling served with the Seventy-seventh Division, and he said that the nucleus of this idea of which the homes and honest labor of the Dover Farms will be its proud achievement appeared to him, to Bradley Martin and to others interested while they were in the midst of war. Some of the directors, including Mr. Sterling, had the opportunity of visiting England before 1918 and after 1914 and they could study the plans already forming there for the rehabilitation of soldiers, wounded and rendered unfit for their former ways of earning a living, into self-supporting individuals. And this, said Mr. Sterling, is in the heart of every worthwhile ex-service man.

How far reaching the plans are may be gathered when it is proposed that the men who are to be housed at Dover Farms, where work in the shops, on the farm, or in the homes if that is necessary, may lead to the men eventually owning their own homes. Besides this home work to be given out to men too disabled to bear work in a shop, some will be apportioned to their wives if they show an inclination to assist in building a home.

"The local shops have done well," said Mr. Sterling, "as one may see by looking at the toys on sale, but there have been difficulties of transportation of the men to the shops from their homes to be overcome, and where it was necessary to get home work to disabled men other difficulties arose.

"Besides, the idea of carrying on the work in the country is like the realization of a dream to most of these men. And, in truth, it will be the realization of an ideal to them and to the directors.

"Anybody will see the advantage of the country over the city for men suffering from physical disablement or even from shock only. If there is any doubt as to this ask the men themselves. They know they will get strong and well there much more rapidly. And to be able by one's own labor to at last possess a home is an alluring prospect. There is nothing illusory about this prospect, for it is the firm purpose of the directors to carry it out."

The toys made by the disabled soldiers do not represent even a moiety of the work planned for them, but as Mr. Sterling well said it was necessary to make a beginning somewhere, and taking advantage of the season it was decided to develop a line that would sell.

### *Toys Best of Their Kind; Some Are Most Unusual*

Not that an apology needs to be made for the toys—they are the best of their kind, and in certain particulars they are an advance on anything of the sort ever made.

This is notably true in the building blocks. With a set of these blocks made by the soldiers there is no constructive problem too great for the little builders to undertake. There are circular blocks of all kinds and sizes in the various lots and every variety of architectural arch can be attempted and carried out with success.

Then there are wagons of all kinds, automobile trucks, railways, bridges, towers, stations, warehouses, all with their attendant barrels, cases, bales and other forms of content for merchandise. To look at these in their set up state delights the little people who already are thronging the salesroom.

And when these young folk realize that when they get these toys in the shape they are shown it is possible for them to take them apart and set them up again their interest touches delight.

All the toys can be delivered in the finished shape or merely the lumber—basswood in all instances—with measurements and plans and other complete directions, so the children may make for themselves their own wagons and motor trucks, their own stations and warehouses.

Great favorites with the youngsters are the toy houses, each complete, with two or three or four rooms, with "real windows," a "real" elevator in some instances, and growing shrubs and flowering plants for the exterior.

There are tools, too, provided for the cutting of the lumber and the making of the holes where the nails are to be driven. In fact, it would be impossible to suggest anything that a boy carpenter would need if he wanted to construct a house for his sister's dolls and offer it to her as a Christmas present, the work of his own hands.

"We started in on this line because it is a standard," explained Mr. Sterling. "Thus we have been able to offer a good many men already a steady job, and that is the great desideratum. What is the use of setting men to making a lot of crazy stuff out of old tin cans, &c.? They know how foolish this is, and are as award as anybody that the fad which sets them thus to work will soon die out.

"Take the blocks for an example. These are, I do not hesitate to say, better things than any of the kind purchasable in the shops. We are selling them and all our stock this year at wholesale prices, for two reasons. The first is that we need to get started, and the second is that we wish to sell. Big sales will encourage the men more than any amount of emotional talk.

"For that is what we're aiming at—a remaking of wage earning men. So long as these men manufacture things for which there is a real market and do it legitimately, asking no consideration for any disability or weakness, they become different men. There are a few men already who earn enough at piecework to support their families decently. We want to increase that number until all the disabled men have been taken in.

"With a countrywide organization, there is nothing wild about this plan, nothing that appears miraculous. These men are taught a trade. What it is depends on the individuals. They differ, of course, in capabilities and talents. But in the long run we will establish enough lines so that all of them outlook indeed. He saw nothing but beggary before him when he should be released from hospital. And what he feared would certainly have been justified had not some one with a better idea than is common devised a plan by which he could work his brain. You see he has an inventive streak; he can make new things and improve old ones. His work for us has helped the cause.

"Now, to tell him so was to help him. He has lost his poise, but he is a new man, a can become wage earners and never feel again, as so many do now, that without outside aid and protection they and their dear ones would starve.

"That is why all that we do is practical.

"Now the logical place for these men, as soon as facilities for our manufactures are planted there, is the country. No one can gainsay this, and before another season we expect to have our houses up and occupied and our shops working regularly at Dover Farms. It is a prospect that puts new life and hope into the hearts of these men who have, as everybody knows, suffered a lot more than mere wounds received in the war.

"Many of them have had the courage taken out of them by people who meant only to be kind but didn't know how to go about it. The way to cheer up a man and keep him cheered is to show him how to earn a dollar and then lead him to where he can earn it.

"One of our best workmen who has developed new toys out of his head was seriously injured by a premature explosion of a piece of ordnance at Key West. Unable to get overseas and yet incapacitated to even a greater extent than many who saw active service—for his eyes were affected and his hearing was gone—he had a cheerless successful man and he feels it so that life to him notwithstanding his incapacities is a sweet thing.

"This help of a practical kind we wish to bring to as many men as possible. What we have done so far is only a starter.

"In our workshop in Seventy-fifth street, in another in Orange, N. J., there are a good many men as happy as the one I have singled out, and for as true a reason. This is that life seems to be opening up anew to them.

"There are samples of our toys at both these places, and they are to be seen also in a shop in Brooklyn. But this place is the general round up."

The aim of the Community organization is one that has been felt by many who have given this big problem of the disabled service men a good deal of thought, and some of them have favored from the first a central organization to carry it out. Under the present directors it seems that the problem is likely to be solved in the only way that could be used, that of getting them back at once into practical affairs.

## Change Your Name and Go to Yale Free

OVER the name of the director of the bureau of appointments of Yale University there is the advertisement announcing the vacancy of two scholarships which make the possession of a certain surname the criterion for an award. You're in or out $300, according to whether or not your name is Leavenworth. But the founders of the second scholarship were more liberal—if your name isn't Lockwood or DeForest the $333.33 may be yours if you'll "be some other name," to wit: DeForest.

Now, if you want to do something in the interest of higher education and at the same time preserve a name, at a cost, here's how: Accumulate money to yield $333.33 annually as David C. DeForest did in 1823, founding a scholarship for the education of "the male descendants of Mehitable Lockwood, the mother of the donor. In default of descendants as aforesaid, the same sum to be applied to the education of others of the name of DeForest, giving preference to the next of kin of the donor. And in default of candidates of the name of DeForest the same sum to be applied to the education of young men in indigent circumstances and of good talents who are willing to assume the name of DeForest."

And then don't forget to authorize in the deed of your gift the insertion of advertisements, so that the education and the name will be kept going; that some "indigent young man" who might be thinking up bizarre and uncomfortable ways of earning his tuition may gain it by simply swapping one cognomen for another.

There is the story of a young Italian, Giovanni Salvini, who, in an effort to find some genuine American name to substitute for his own, adopted "Mike Sullivan." Some such person might now make a further change and become "DeForest," a high sounding and Huguenot name. Then we should have a repetition of the anecdote which tells how O'Patrick was asked what his name was before it became O'Patrick. "Ach, it was Murphy." "Well," pursued the questioner relentlessly, "and what was it before it was Murphy?"

Even O'Patrick's Teutonic easy-goingness was ruffled. Hadn't he assumed the name of O'Patrick because, while his name was Murphy, he always had to answer that it was Katzenellenbogen originally? No, not even two names belied his identity. What was the use?

Precisely. What is the use of trying to insure a name's immortality with a college education as a bait? Times and names go and change—even if Romeo did remain Romeo. And with the going of time there appears the following notice, "At present there are no applications for the Leavenworth Scholarship," which is open for competition to all students whose surname is Leavenworth and who are regularly enrolled in Yale.

There was a story current about twenty-five years ago of how one of the young Rothschilds was scoffed at by a self-made man.

"You would never have amounted to anything, never would have had so much as a penny, if you hadn't inherited it from your father," inveighed the self-made one.

"You're wrong," retorted young Rothschild. "I would have had a fortune anyhow. I'd get some one to make me his heir."

And he did. He advertised in the paper for some one to adopt him as his heir. Before the lapse of many days he received a letter from an elderly gentleman who would be very glad to have the young man as his heir. The letter further explained that he was a man of well nigh 80 with a claim against the Mexican Government. He didn't think he'd live to fight it out. The young man, if he cared to, the letter continued, could join the fight and inherit the claim, which ran into the millions.

# Riot of Buying Follows Slump of Austrian Money

WHILE the Hungarians have once more distinguished themselves by fleeing from a king who insists upon dropping out of a clear sky, the Austrians have been earning honorable mention in another popular runaway game. A special phrase had to be coined for the new pastime, which is known as "the flight from the crown," to which is sometimes added "and the stampede toward the foreign exchanges." There is such a general interest in the latest relapse of the Austrian fiscal body that it has caused practically a revolution in the kaleidoscopic life of the erstwhile serene and ever gay Viennese.

Consider for a moment the events of the first week of October, 1921. In that week the demoralization of Austrian currency probably reached its most serious crisis to date. It was then that every man, woman and child in Vienna began the famous anti-buyers' strike. They simply stormed the stores in an effort to buy whatever they could obtain for their kronen. Prices were marked up 100 per cent between sales, but the tide of buyers would not be stemmed.

They insisted on exchanging poor evidences of the printer's art for every imaginable sort of merchandise regardless of their needs and the intrinsic value of the article purchased. Old bachelors wearing monocles and spats bought washboards and sewing machines when they learned that the motor cars were sold out, while at the next counter pretty little flappers clamored for snuff boxes and chess sets simply because there weren't any more chinchilla coats to be had. Not everybody was able to get rid of his kronen and nobody got what he wanted, but the most disappointed shoppers were those who had to go home with a few hundred thousand crowns left in their pockets.

Pity the poor shopkeeper! When he finally was able to turn out the mob and draw down the iron shutters in front of his place of business all he had left to look at was several tons of beautifully engraved, cheaply printed or badly counterfeited Austrian kronen, three different classifications of the same worthless article. On the following morning he might not even be able to get his bank to accept the stuff because there is a limit to the amount of waste paper that may be stored in such places. A bright idea struck him. "To-morrow I'll make my prices in foreign currency."

"That cretonne sells for 200 Czecho-Slovak kronen per meter. Too much? All right, I'll let you have it for two Swiss francs or, if you prefer, twenty-one cents in American money."

If the customer didn't happen to be a well stocked foreign exchange broker the next man or woman in line would push him aside and cry, "I'll take it—here's a million Polish marks."

It's a great game for every one except the man who owns something of real value and is supposed to have a store for the purpose of selling it. And, judging from the murmurs of the mob, it is not a healthy symptom. It is the sort of disease that is apt to break out eventually in the form of a revolution, no matter how patient the public may formerly have been.

A comparison of the prices on the Vienna Stock Exchange for October 3 and 5 is of interest. Here we find a shipping share up 6,000 points in the two days, a lumber company registering a gain of 3,300 points and a cordial distillery's stock up 11,000 points. Of course, the last case cited can be appreciated in the United Saharas of America, but even the best pedigreed bull in Wall Street must get some sort of a thrill out of rise of 1,200 points in a sugar stock these days or 3,890 points in the junior securities of a conduit and cable company.

The profits to be made on the Vienna bourse are staggering. That is exactly the difficulty. Everybody is afraid to sell because of the enormous tax he will have to pay on the turnover. On the second of the two trading days taken as an illustration there were actually thirty-one stocks sold for without eliciting a single offer. One stock, Galician Petroleum, was quoted at the fat round figure of 100,000 kronen (normally $20,000) bid, none offered.

Looking at the same cubist picture through American eyes, one also sees a totally different side of the mad scene. On October 5 the United States dollar was quoted at 3,033 Austrian crowns. That meant that the krone was valued in our money at only three one-hundredths of a cent. Consequently the price of the most expensive stock ever quoted in Vienna was actually only $30 and the largest gain recorded on the Stock Exchange for the two day period was but three and a half points in our way of figuring. However, the price appreciation averaged close to 25 per cent, and should be compared with a jump of, say, 22 points in two days in Baldwin Locomotive, 26 points in Mexican Petroleum or 29 in Union Pacific. Our financial editors would probably call it a busy day in the stock market if general rises in proportion to the above figures were to take place here and if thirty-one bids went begging for offers. It is little wonder that the Viennese man in the street has begun to think that he has been pushed off into the gutter. To him the collapse of the krone is as serious as it is comical to us who figure in terms of a currency possessing real purchasing power that is steadily improving as prices are being marked down.