

CANADIAN GOSSARD COMPANY ADOPTS PROFIT-SHARING PLAN

ALL EMPLOYEES TO PARTICIPATE

Individual's Share of Yearly Profits to Be Determined
By Faithful Service and Good Work—
Plan Outlined.

A move that appears to be a practical solution of the so-called labor problem and to introduce a true co-operative relation between the employer and employee, has just been announced by the Canadian H. W. Gossard Company, Limited, 254-256 West King street, Toronto. This concern is a branch of the American company, and manufactures high-grade corsets. Dating back to January 1 of this year, all employees who are with the company on December 31, 1915, will be granted a share in the year's profits up to 10 per cent. of their salaries. That is to say, each individual worker at New Year's will receive a cheque for 10 per cent. of the year's earnings. The percentage allowed to each employee, of course, will be graduated according to the length of time she has been with the company. Every one, even the very newest arrival, will receive at least 3 per cent. as her share. This arrangement virtually means a voluntary and substantial increase in salary to the whole Gossard organization.

The World called at the office of the Gossard Company and asked for the manager. Mr. R. C. Sturton, the secretary of the parent company, was introduced. "Is it true," asked the representative, "that you are about to introduce a profit-sharing plan in your factory?"

"It is not only true, but we have already done so," was the response. "On what sort of basis do you intend to operate your plan?" "By granting merit marks to each employee. So many points for length of service, so many for perfect attendance, and so many for perfect work. Anyone considered worthy to be employed here will receive at least 3 per cent. on the total salary earned during the year. Since our hours are agreeable and the work congenial there is no reason why every girl should not make far more than the minimum share. It may not be generally known, but we make a policy of paying beginners who master the details of the work."

"What is the motive behind the move?" asked The World, as the manager led the way to the workrooms. "Mainly, to establish relations with our employees on a firm and friendly basis. We never forget that the people working with us are human and we make a point of treating them humanely. As a result of our efforts in this direction, our employees have acquired the habit of finding happiness in their work. Look for instance, pointing down the high-sunlit room, 'where will you find a healthier or brighter place to work? There's plenty of light and fresh air. And the work is attractive. The materials are exquisitely fine and dainty and the making of corsets after all is a business for which a woman is by nature and inclination well adapted.'"

Certainly there was much to be said for his point of view. For as one looked, one's eyes received the same impression of airiness, cheer-

fulness and smiling health. Not only did the girls look healthy and rested, but their surroundings were such as to keep them so. The World remarked on the well-dressed, intelligent class of girls employed.

"To make a good product requires good employees," was the retort. "We insist upon a certain grade of character for all our workers—office as well as factory. Naturally we are somewhat proud of the class of girls in our employ, for we realize they are good company for any young woman to get into."

"Like other firms, you, no doubt, have your labor troubles occasionally," was the scribe's next question.

"Well, you'd be surprised to find how free we have been from anything of the kind. Rarely do we have any one leave us except for some serious reason. When our people have the best there is they have no desire to leave us, for what would they gain by the change? Of course when we get an extra rush of orders as at present, we can find room for additional help. But I don't doubt that before long we shall have every available position filled. You see when a girl comes here she finds her surroundings so congenial as a rule that she doesn't rest satisfied until she gets her share in; and thus it makes things better for all of us. The tide of employees flows to us because of superior conditions furnished and remains with us for the same reason. The economy is apparent."

"Now that you have the new profit-sharing plan in force, you'll have to put up barriers to keep them away." The manager smiled. "No, we'll follow our usual policy of trying to find places for the better ones," he said. "You must remember that our growth has been nothing short of phenomenal since our establishment here two years ago. And there are always fresh opportunities for advancement opening up for ambitious and intelligent girls. We are here to stay."

What girl of intelligence and refinement could resist the attraction of a well-paid position with a prospective share in the profits of the company at the end of the year? The company's earnings may suffer somewhat for a while, but this will be compensated for, it is estimated, by increased output and fewer changes among the employees. From a general survey of the business situation, the conclusion is irresistible that much remains to be done of this kind before the workers, lost in the industrial shuffle following upon the war, will be content to take up their old duties again. One of the first things necessary is to cure the producer of the mental shortsightedness which prevents him from seeing beyond the yearly dividend.

Healthy dividends are essential to progress, it is true, but even more important is a due regard for the necessities of the individual workers by whom those dividends are earned. Of this, the new industrial policy of the Canadian H. W. Gossard Company, Limited, forms a notable and encouraging example.

TO HELP SHOE CAMPAIGN.

To assist in the boot and shoe campaign to put on shortly by the Friends of France in the interest of the re-

SOCIETY

CONDUCTED BY
MRS. EDMUND PHILLIPS

The Duke and Duchess of Devonshire have graciously consented to be patrons for the "L'Aide a la France" fête to be held in Montreal on June 6, 7 and 8.

Col. Knox-Niven is the guest of the Duke and Duchess of Devonshire at Government House, Ottawa.

Mr. George H. Locke, the chief librarian, is in Fredericton, N.B., delivering the convocation address at the University of New Brunswick.

The 45th Highlanders Chapter, I.O. D.E., held its monthly meeting yesterday afternoon in the St. Andrew's Institute, Mrs. C. W. Darling, the regent, in the chair. The special occasion was marked by the arrival of Mrs. A. E. Gooderham and Major Wilfred Mavor, M.C., to present the wives and mothers of the officers and men overseas with badges, 50 being given, four of which were combinations, meaning both husband and son overseas. Tea was served at the close of the meeting.

Lady Good-Adams, wife of the governor of Queensland, Major Sir H. J. Good-Adams, has, says a Reuter's message from Brisbane, given birth to a daughter, Lady Good-Adams, named after her mother, Mrs. Roper.

The president of the university and Lady Falconer will give a reception this afternoon for the return of the members of the staff, who have been at the front, and for their friends.

Mrs. Sydenham C. McGill is visiting her daughters, Mrs. E. H. Bickford and Mrs. Morgan Jellett. The Bishop of Ottawa and Mrs. Roper gave an informal reception on Tuesday afternoon in honor of the delegates in Ottawa for the diocesan convention of the Woman's Auxiliary to Missions. More than three hundred guests were present.

Colonel W. S. Dunnick, Mr. Somerville and several other men who have made their name in patriotic work, left yesterday for Akron, Ohio, to speak on behalf of the American Red Cross drive.

The marriage of Mr. M. O'Neill of Port Hope, and Miss D. Tarver, is announced to take place in Toronto early in June.

A delightful entertainment took place at St. Margaret's College last evening, when the classes in physical culture, folk and aesthetic dancing, Swedish and battalion drill gave a highly creditable and charming performance.

Lieut. A. J. Haldane, 18th Battalion, who is at present in Canada on sick leave, is in Ottawa on a short visit.

Mr. Justice MacLaren and Mrs. MacLaren have taken a cottage at Cobourg for the summer.

Mr. and Mrs. W. Greening have bought Mr. A. Barker's house in Dunvegan road.

Mr. Justice and Mrs. Craig, are visiting Mrs. Harvey Fitzsimons, Justice Craig is in Ottawa for the purpose of establishing a branch of the Navy League, of which he is vice-president.

Miss Marie Strong has issued in-

itations to a recital this evening at her studio, 563 Sherbourne street, at 8.15 o'clock.

The annual athletic meeting of Upper Canada College will take place this afternoon at 2.30 o'clock.

The United Empire Loyalists' Association will hold a patriotic evening at the Margaret Eaton hall to-night at 8 o'clock in commemoration of May 18.

The Cheero Dramatic Club gave a very much enjoyed drama last night in the Aurora Lee clubrooms. The guests were received by Miss Hill, the honorary secretary, and Mrs. Harry Bethune. The patronesses were Lady Moss, Mrs. J. B. Moss, and Mrs. C. S. Catto. Dancing was carried on to the music of an amateur orchestra, which came in for much applause. There was a buffet supper, the long table being decorated with carnations, daffodils and ferns. The Base Hospital will benefit by the proceeds.

Father Hart, one of the Roman Catholic chaplains with the United States army, has been paying a brief visit to his sister, Miss M. L. Hart.

Lieut.-Col. and Mrs. H. F. Osler have returned to Winnipeg.

Miss Catherine Hilland Merritt left yesterday to spend the week-end in St. Catharines.

Mrs. W. Douglas, San Diego, Cal., is the guest of Mrs. W. J. Douglas, St. Alban's street.

Mrs. Malcolm South left yesterday to spend three months in Philadelphia.

Mrs. E. Bryce, Montreal, is expected in town on Friday and will be the guest of her mother, Mrs. W. J. Davidson, East Roxborough street.

Miss Helen Bell, Montreal, is in town for the Macdonald-Davison wedding.

Captain Harold Macdonald arrives in town from Quebec on Sunday.

The Ontario Ladies' College entertained the students and the ex-students of the college last night at the Heliconian Club, the hostesses being Mrs. W. J. Davidson, Mrs. J. H. Hales, Mrs. Brock Wilkinson, Mrs. G. D. Atkinson.

The Amelita Club presented its assistance to a silver cigarette case at its farewell party for him at the home of Miss Thelma Townsend, Miss Marion Hare, secretary of the club, making the presentation speech. Mr. Norman expects to proceed overseas shortly with a draft from the 5th Battery.

Mrs. Haldane is to speak to the Women's Canadian Club next week on food conservation, is expected in town on Monday from the west, and will stay at the home of Mrs. J. H. Hales.

Miss Grace Davidson gave a bridge party this week for Miss Beatrice Davidson, whose marriage takes place next week to Captain Harold Macdonald. Mrs. Charles Parsons gave a tea, and Mrs. Macdonald Duff gave a tea also and Miss Eleanor Gooderham a dinner.

Mrs. Hazel Fitzgerald and Mrs. Fitzgerald, London, Ont., will spend the summer in Cobourg.

ercises of the 36th year of the hospital's existence. A group of 66 uniformed nurses marched in to receive the pin and diploma which removed their fears of satisfactory service.

Sir Joseph Flavell, chairman of the board, presided, the opening prayer being said by Rev. Trevor H. Davies. The chairman, on behalf of the board of trustees, paid tribute to the "unobtrusive faithfulness of Miss Gunn and the women who serve with her in the training school," the sentiment meeting with great applause from the nurses and audience that it was some minutes before Miss Gunn got a chance to read her report, which stated that in the 36 years of its existence the institution had turned out 857 nurses, 52 of whom are dead, 136 not in touch with their alma mater, 261 married, 400 engaged in various phases of nursing, 83 on active service overseas and 82 in the military hospitals of Canada, six having won the Royal Red Cross of recognition for services.

The address to the graduates was made by Mrs. Plimpre, who said that three elements entered into the life of the nurse—religion, science and service. The speaker referred to the early ages when the care of the sick was in the hands of the orders, men and women, referring to Florence Nightingale, she said she had raised nursing to a profession, and that her example was an inspiration to all nurses since her time.

Short addresses were also made by Drs. Marlow, McCollum, McIlwraith and C. K. Clarke. The work of Miss Kelly, the head nurse of the Burnside, was referred to in glowing terms and brought emphatic endorsement from the audience. Lady Hearst presented the pins and diplomas. That \$5000 will be needed for the work of a roof garden to help accommodate the nurses was announced by the chairman. Also that an extension to the nurses' residence was in progress.

The following is the list of prize-winners and of the graduates: Senior Year.

In connection with the department of social service, University of Toronto, for one year's continuation work, given by the board of trustees, Toronto General Hospital, and P. C. Larkin-E. Kathleen Russell, Windsor, Nova Scotia; Helen Rosalind Goforth, Chantigny, North Hanan, China.

The Dr. James F. M. Ross Scholar-

SPEAKING FROM EXPERIENCE



THE DOCTOR: "Ah, yes, restless and feverish. Give him a Steedman's Powder and he'll soon be all right."

STEEDMAN'S SOOTHING POWDERS
Contain no Poison

Announcements

Notices of any character relating to future events, or the raising of money, are inserted in the advertising columns at 25 cents an agate line.

Announcements for churches, societies, clubs or other organizations of future events, where the purpose is not the raising of money, may be inserted in this column at two cents a word, with a minimum of fifty cents for each insertion.

MINISTERIAL ASSOCIATION, Local Council of Women, Daughters of the Empire—Kindly attend the City Council Monday, May 20th, at 2.30. Subject: Health Estimates.

THEOSOPHY and the Church Hymnal—Address by N. W. J. Heydon for The Theosophical Society, Sunday, seven-fifteen, Canadian Foresters' Concert Hall. Violin solos—Miss Doris Robins.

Highest standing in obstetrical nursing given by Dr. F. D. McIlwraith—Ethel F. Fenwick, St. John's, Newfoundland.

Intermediate Year. The Arthur McCollum Memorial Scholarship, given by Mrs. Charles E. Bagie, general proficiency—Gertrude H. Kilburn, Kilburn, New Brunswick.

Highest standing in examinations, given by Mr. P. D. Larkin—Vera Hughes, Toronto.

The 1918 Class. Florence R. Armstrong, Hope Aylesworth, Ruth Eawden, Edith Pearl Beavis, Dorothy Beavis, Amy Gertrude Bone, Amy Theodore Brown, Helen B. Cameron, Adelaide A. Campbell, Constance Montgomery-Campbell, Ella Jean Campbell, Rosabel Coutts, Mabel R. Cunningham, Gladys A. Dauphin, Phyllis Dene, Jessie G. Dickson, Allison Dodds, Helen S. Duff, Nairne Margaret Duff, Edith Mary Fells, Ethel S. Fenwick, Helen Rosalind Goforth, I. Dorothy Harstone, Viola Gertrude Henderson, Olive May Hewins, Bessie E. Holmes, Ada Belle Kennedy, Elizabeth Kenwell, Mary Louise Kersteman, Jean Maude Kilgour, Mae G. Loring, Bessie Pool Laird, Ada M. Lamb, Mildred I. Leachinger, Anna Stirling Love, Margaret H. MacLennan, Nora Longford Marshall, Mary

Wilma Mickle, Annie Isobel Minnes, Lucy M. Morin, Betty Bell McBeth, Alice Jacqueline McCullough, Margaret M. McGillivray, Emma Dixon McKinnon, Edna Mabel McPhee, Mary Agnes MacCallum, Una Macdonald, Rose Irene MacNevin, Florence M. Latham Patterson, Vera Pearson, Bessie Louise Peli, Loris Avon Prangley, Beatrice Roug, Catharine Ryan, E. Kathleen Russell, Winnifred Harriet Shortreed, Bessie Amelia Silcox, Mildred Boyd Sparling, Marion Enid Stewart, Florence Thompson, T. Regina Vallancourt, Doris Virginia VanDuser, Reba Veitch, Gwendolyn Victoria Washington, Marjorie Wellwood, Margaret C. Whyte.

HOTNESS HOUSE READY.

The new Hotness House for the men in khaki, which was opened yesterday at 76 West King street, is ready today for the men for whom comfort and enjoyment it is intended. It is comfortably and brightly furnished, and in addition to the countless gifts from private individuals and firms, the sum of some hundreds of dollars a month is guaranteed for its upkeep.

COLONEL IN RESERVES.

Miss Colin H. Campbell, of Winnipeg, who is well known in Toronto, has accepted the hon. colonelcy of the Winnipeg Women's Volunteer Reserve. The newly-appointed officer has given support to the "new offensive" of the corps in training a large body for increased war service behind the lines in France. Miss Campbell will be in Toronto next week with the National Chapter, I.O.D.E.

Spanking Doesn't Cure

Don't think children can be cured of bad habits by spanking them. The trouble is constitutional, the child cannot help it. I will send you to any mother my successful home treatment, with full instructions. If your children trouble you in this way, send no money, but write me today. My treatment is highly recommended to adults troubled with urine difficulties by day or night. Address

MRS. M. SUMMERS,
Box 45 WINDSOR, Ontario

DINNER TO QUESTS.

University Entertains Lord Reading and Hon. Elihu Root.

A GRAND MEDICINE FOR LITTLE ONES

Baby's Own Tablets are a grand medicine for little ones. They are a laxative—mild but thorough in action and never fail to regulate the bowels, sweeten the stomach and make baby well and happy. Concerning them, Mrs. Francois Fournier, Tourville, Que., writes: "I have used Baby's Own Tablets for my baby and would recommend them to all mothers, as they never fail to benefit the little ones." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams Medicine Co., Brockville, Ont.

ACCIDENTAL DEATH.

Without leaving the room the coroner's jury inquiring into the death of Cadet Norman Johnson, who was killed on May 12, when he fell from a height of 500 feet when over the Leaside aviation centre, returned with a verdict of accidental death. A rider to the effect that no blame could be attached to any one was added by the jury. Coroner C. J. Currie conducted the inquest.

Georgina and Onyx Shoes

Emphasizing cool comfort, becoming simplicity and serviceability. No matter what the season you will find that appropriate style in Georgina and Onyx Shoes.

Insist upon a "Blachford" product.

Fashion plates of latest Georgina and Onyx styles mailed on request.

Built Exclusively By

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Shoe Manufacturing Company Limited

92 Sherbourne Street, Toronto
Obtained through Canada's leading boot shops

MAGIC BAKING POWDER

CONTAINS NO ALUM

It is a pure phosphate baking powder and is guaranteed by us to be the best and purest baking powder possible to produce.

The perfect leavening qualities of "Magic" combined with its purity and wholesomeness make it the ideal baking powder.

The ingredients are plainly printed on the label and our half century reputation should be sufficient guarantee of the high quality of these ingredients.

E.W. GILLETT COMPANY LIMITED

WINNIPEG TORONTO, ONT. MONTREAL

Polly and Her Pals

POLLY SUTTLINLY DOES LOOK 'PERT' IN HER MILITARY GAUFFEURS SUIT!

SHE'S SHORE DOIN' HER OLE PAW! PROUD!

AUNT MAGGIE SURELY IS EXEMPT.

LAUGH A MERRY HOW I ENVY THE CHILD!

DEAR ME! WHAT'S TO PREVENT YOU FROM JOINING THE DRIVING CORPS?

By Sterrett

IT BE A PUTTY LOOKIN' BIRD IN THAT OUTFIT WOULDN'T IT?

OH, I DUNNO MAGGIE, YOU USTER BE A PIERCE IN HER RIDING HABIT!

TRUE SAM'L, BUT THAT WAS TWO HUNDRED POUNDS AGO!