



Factory Employees at the Canadian Plant at Ford, Ont.

\$50,000 a Month Increase In Wages—Staff Increased By 900 Men Since War Was Declared

Increase the prosperity of the individual and you increase the prosperity of the nation.

The influence thus exerted by the Ford Canadian Company towards upholding and upbuilding the prosperity of the Dominion in times when such an influence is intensely valuable forms a story of real human interest.

This story is founded on three events:

1. An increase in wages of \$50,000 a month.
2. The reduction of working hours from nine to eight.
3. The addition of 900 men to the pay roll since war began.

In the Spring of 1915, Canadian manufacturing interests were in most cases being guided by a policy of retrenchment rather than of expansion. It was a time when caution seemed the better part of valor.

The Ford Canadian executives, however, preferred to look upon the situation with more optimism. At that time they were considering putting into effect a higher standard of wages for their employes. They saw no reason why they should stop the wheels of progress on account of the war, so in April 1915, the new Ford standard of wages was adopted.

Here was a war-time increase of from 15 to 60% for every eligible worker in the plant. The average laborer was at once presented with a \$38 a month raise.

It is estimated that this increase distributed among the 2,400 Canadian Ford employes amounts to about \$50,000 a month. And bear in mind that their previous rate of pay was considered good.

So, by April 16, 1916, the Ford Canadian Company will have given its employes \$600,000 in increased wages for one year.

Surely, this is increasing the prosperity of the individual with a vengeance.

Likewise it increases the prosperity of the merchants from whom these employes buy. And it increases the prosperity of the wholesaler from whom the merchants buy and so on down the list. The commission man, the jobber, the manufacturers in all parts of Canada share in it. And in the natural course of events the whole nation benefits from this increased distribution of money.

In the nine leading cities from St. John to Vancouver there are Ford Branch establishments that are also assisting in this promotion of prosperity.

In the plant at Ford City there are about 2000 employes whose places of abode are in the four towns of Ford City, Walkerville, Windsor and Sandwich. There are 1000 more employes working in establishments in these four towns whose output either in its entirety or its greater part is taken by the

Ford plant. Thus 3,000 persons there are dependent upon the Ford factory.

Basing an estimate on the fact given in the last census report that there are five in the average family, this makes a total of 15,000 people that look to the Ford Plant for their support.

In other words half the people in these four towns whose combined population is about 30,000 are directly benefited by the prosperity of the Ford Canadian Company.

At the same time that they received this increase in wages, the Ford employes were further benefited by a reduction in working hours of from nine to eight per day.

Few firms, excepting those working on government contracts, have found it desirable to add to their number of employes to any great extent since war began. But so resultful has been the Ford Canadian policy of full speed ahead, war or no war, that it has been necessary to take on 900 additional employes since August 1914.

Has the Ford Company as a Canadian Plant with its own army of highly paid workers done "its bit" for Canada outside of boosting her prosperity? Again let us consult statistics.

In contributing to the Patriotic and Red Cross funds, the employes, officers and stockholders gave \$59,304.39 or an average of \$29.60. The factory workers alone gave \$30,410.04 or an average of \$18.71 per man. Office employes gave \$6,168.60; everyone, almost without a single exception gave to the absolute limit. For instance, twenty-two girl office employes, stenographers and file clerks contributed a total of \$77.50 per month for 12 months.

The total contribution from the town of Ford with its 2,200 population was \$75,776.99 or an average of about \$34 per capita which is one of the largest per capita contributions of any city or town in the Dominion.

Ford employes are the highest paid automobile workers in the British Empire. They are paid 3 times as well as the average Canadian workmen—receiving \$1,200 a year as against the average wage of \$435 as given by the last census reports.

The Ford Canadian executives have proved to their own satisfaction—and figures make this proof obvious—that the increased permanency of a man's employment, his increased skill gained through this longer time of service, and other factors, fully counterbalance this increased expenditure in wages.

And so the owner of a Ford car receives a direct benefit from all this since it results in putting into his car a skilled workmanship that is most unusual and that goes far towards making the Ford car the wonderful mechanical production that it is today.

Ford Motor Company of Canada, Limited

Ford, Ontario

- Ford Runabout . . . \$480
 - Ford Touring . . . 530
 - Ford Coupelet . . . 730
 - Ford Sedan . . . 890
 - Ford Town Car . . . 780
- f. o. b. Ford, Ontario



All cars completely equipped, including electric headlights. Equipment does not include speedometer.