LEVERHULME HAS **FAITH IN CANADA**

Head of Lever Brothers, Ltd., Opens New Addition in Toronto.

Significant as presenting a new and strong note of optimism, as well as indicating possibilities in a field of economics little known in Canada. was the ceremony on Saturday of opening the fine new annex to the Toronto branch of Lever Bros. Ltd., Lord Leverhulme, president of the company in England, delivering the notable address of the occasion: Optimism in the industrial future of Consider on the control of the control of the control of the occasion. Canada, enthusiastic advocacy of co-operation between labor and capital, as well as a strong defence, both of the policy of maintaining present high wages and of selling articles as cheap as possible, featured the ad-dress of Lord Leverhulme, while J. dress of Lord Levernume, while J. E. Ganong, president of the Canadian Toronto branch of the firm, urged the need not of a high, but of a sufficiently protective tariff to ensure a fair competitive field for Canadian-made goods. Those present on this occasion included Lord Leverhulme, J. E. Ganong, Harry G. Hart of England, William Mackay, John M. Mackay, George Bull, D. O. Jackson, Miller Lash and John M. Miller.

Miller Lash and John M. Miller.

Mr. Hart is a member of the board of directors in England, and John M. Miller is vice-president of the branch in Toronto, while W. M. Mackay is advertizing manager. There were easily six hundred present to do honor to the occasion, and of this number at least three hundred remised certificates of co-partnership.

Lord Leverhulme, in the course of his address, pointed with emphasis to the meed of capital as one of the pivots around which any industry revolved. No machinery in any industry could be supplied without capital, nor could it be installed without capital neither could the genuineness of soap and other articles be-famed throut the world except thru advertising which could not be procured without capital. Capital he had used to bring his business to its present-day stage. Last year the profits had given to shareholders a dividend of 2½ per cent. It was evident, then, that if any kind of real profit was to be maintained it would be only thru greater efficiency thru gaining the hearts of the employes, thru maintaining the present standard of wages, but at the same time selling the articles to the public at the lowest possible cost. It was evident that the factor of wages alone did not serve the desired end, since it was always shown that a raise in wages was followed by a correspondessential need was greater production and a greater selling power, both of which could be influenced only thru greater individual effort. "I always tastic in opposing capitalism as a blot upon the escutcheon of industry

itiative and useful energy," said Lord Growth of Industry.

Mr. Ganong, in his short address, stated that the new building would form one of the social and recreation centres of the branch, and that in it would be provided those things which would serve to make life worth living to the employes, such as lunch rooms and comfortable if simply upholstered rest rooms. The growth of Lever Bros. in Canada, said Mr. Ganong, was indicative of the general growth of industry in the Dominion. What the country needed was not a high, but a protective tariff, a tariff which enabled Canadian made goods to compete successfully with any market in the world. Goods could be produced as cheaply and every bit as well in Canada as anywhere in the world.

The new additions to the Toronto

is he who fails to save, who fails to provide for the needs of either or both his family and the exingencies of advancing age or who lacks both in-

MEN YOU HEAR OF Seen as Their Friends Know Them



of G. E. Gooderham & Company, of handles the Gooderham-Bedwell-Moore motor and Studebaker and Chevrolet ears. Mr. Bedwell, who was born in England, was educated in Victoria College, Erle, and King's College, London, Eng. He has been four years in the automobile business. His favorite sports ere cricket and motoring.

LORD LEVERHULME AND BUSINESS ASSOCIATES



head of the great soap industry, known the world over, is seen standing in the front row, hat in hand. On his left is F. E. Ganong, president of the Canadian Sunlight Soap, Limited, and on his right is Harry Goodwin Hart, a member of the British board of directors. On Mr. Hart's right is John Miller, vice-president of the Canadian Sunlight Soap, Ltd.

JUDGE HINTS AT CRIMINAL TRIAL

Timber Probe May Lead to Prosecution of "Apparently Respectable Men."

(From The Sunday World.) Criminal prosecutions in connection with the disclosures that have been made during the hearings of the Riddell-Latchford timber probe were foreshadowed by Judge Riddell at a meeting of the commission at Osgoode Hall on Saturday. Thruout the inquiry, he remarked, that which worried him more than anything else was "that apparently reputable men have placed themselves in the clutches of the criminal alt."

anything else was "that apparently reputable men have placed themselves in the clutches of the criminal law."

The observation created more than a passing ripple among counsel in the investigation. They declined afterwards, however, to venture any opinion as to whom the judge was driving at.

Affidavit Not Sworn.

Mr. McKay pointed out that Bell's affidavit was not sworn to. Bell, he contended, believed all its comtents, and altho he had not personally checked the books, he took it for granted the statement was perfectly correct, as he had men doing that work for him.

Justice Riddell remarked that Bell, when giving evidence, appeared to be perfectly frank and had admitted mistakes.

Several lumber companies found by the commission to have made wrong returns, and, therefore, indebted to the government from a few thousands to millions of dollars for dues, are to be proceeded against in the are to be proceeded against in the civil courts, but Saturday's proceedings would seem to indicate that civil certain men will have to face crim-

ceedings would seem to indicate that certain men will have to face criminal actions.

No Dues Were Found.

Claiming that the Spanish River Lumber Co. had cut 15,000,000 feet of timber—about 3,000,000 fifty-foot logs—for which they had made no return to the province and had paid no fees, R. T. Harding, crown prosecutor, contended that out of a total of over six million pieces, 300,000 logs went up the jack ladder more than were returned to the government. This, he argued, showed that a customary deduction of five per cent. had been made from the actual number of logs cut, and he referred to the evidence of the withness, Ferguson, woods superintendent, who had sworn that clerks had daily made deductions in the shanty books. "I think Ferguson told the truth," said counsel. Lumber Left to Waste.

Counsel next took up the contracts entered into by the Spanish River Lumber Company, in the Mississauga reserve in 1914, to take off fallen timber on five berths by April 30, 1915. Ine government plant include two large structures plant include in the wave acted in the utmost good faith in every way" he said.

Justice Ricdell: "There is no fraud for far as they are concerned in the way of forgery or perjury?"

Mr. Harding: "No."

Mr. Harding: "No."

Mr. Hobertson thought that before any officer of the department, should be heard on Monday, December 6, at 4 p.m. An interim report will be a total for the un

plant include two large structures known as North and South buildings. The North building, when completed, will be 140 feet long, and the South building will be 120 feet in length. Both in time will be six stories high. It is expected that in time their area will extend to the banks of the River This would make them about 320 feet long. The North building in which the delightful luncheon was held, will be used for social as well as for purely industrial purposes, and the South building will be used only for manufacturing purposes. The board of directorate in Canada have in mind a plan to build a roof garden on the North building which will en-hance the value of the general sur-roundings, and make life that much

more worth the living.

To was noted at the banquet that when Lever Bros., Limited made its first bow to the Toronto public this city had only 200,000 population; today the population is well over the half million mark.

held in Canada.

cruiser, Marks, had shown that one million feet were left to waste.

Justice Riddell: "Do you charge wilful fraud in leaving it there?" Mr. Harding: "They just took out

Affidavit' Not Sworn.

VICTORIA ST.

HARRY HOLMAN & CO.

TERAULEY ST.

The Great Comedy Success
OWEN MOORE in
"THE POOR SIMP"
Shown at 1.20. 4.15, 7.45 p.m.
The Bateman Girls; The Three
Rianos; Snow and Velmar; 8—Blue
Devils—8; The Reymours; Carol
Hartridge; Pollard Comedy;
CLYDE COOK in "Kiss Me Quick."

LIBERAL-

CONSERVATIVE

PROVINCIAL

CONVENTION

Will Be Held December 1 and 2

in the Masonic Hall

Cor. Yonge St. and Davenport Rd.

TORONTO

Come and help make this the most repre-

sentative and effective political gathering ever

what was profitable."

Questioned by Justice Riddell as to what he suggested in the case of Wm. J. Bell, vice-president and general manager of the company, who had made an untrie affidavit. Mr. Harding replied he would leave that to the commission.

Justice Riddell raised the point as to whether there was not conspiracy on the part of the officers of the company in respect to the five per cent. reductions.

Whatever might be recommended by American Company Agrees to Supply Province With

(From The Sunday World.)
The power situation in Ontario has Whatever might be recommended by the commission as a basis for future dealings between the lumbermen of the province and the government, said Robt. McKay. K.C. for the lumber companies, it should be remembered that the present system has been in vogue for years, had been accepted as fair and workable by both lumbermen and government and up to the present had not been questioned by either parties.

(From The Sunday World.)

The power situation in Ontario has been further relieved by an arrangement made by Sir Adam Beck with the Niagara Power Co., an American concern, for the supply of 10,000 horsepower, The Hydro have been negotiating for some time with the Niagara Company to obtain this power. Lately the Hydro obtain this power. Lately the Hydro obtained 15,000 horsepower from the Electrical Development Company and this relieved the situation to a considerable extent. There are still a few municipalities where restrictions are in vogue, tho this does not amount to anything serious. The additional 10,000 horsepower will remedy matters in this respect

CONSERVATIVES ELECT OFFICERS FOR YEAR

R. S. Robertson, counsel for the Graves, Bigwood Lumber Company, asked for a date to be fixed for the hearing of evidence on behalf of his clients. "My clients claim to have acted in the utmost good faith in every way" he said.

Justice Riddell: "There is no fraud so far as they are concerned in the way of forgery or perjury?"

Mr. Harding: "No."

Mr. Perguson, second of the draws in connection with Ward Two Liberal-Conservative Association was held Saturday evening in Victoria Hall. Alex. Lewis, president, occupied the chair.

The following were the officers elected: Hector MacLean, president; Norman Johnston, first vice-president; President. R. Ferguson, second president.

president; Gordon Shaver, third vice-president; T. Gearing, treasurer; T. Close, financial secretary, and J. Adamson: secretary.

Delegates were appointed to the convention, and Alex. Lewis gave an outline of the year's work. Brief addresses were delivered by Ex-Ald. H. H. Ball, Aldermen Risk and Winnett. Ex-Controller Sam Mc-Bride, T. R. Ferguson, Capt. Craw-ford and others.

ROYAL ONTARIO MUSEUM

ARTS AND LETTERS IN NEW QUARTERS

Club Takes Possession of St. George's Hall as Its New Home.

With much stately ceremony, made beautiful by mediaeval costumings, the Arts and Letters Club of Toronto on Safurday night took possession of their new quarters in St. George's Hall, Elm street. About 200 club members were present and marched in procession from an upper room in the building street. About 200 club members were present and marched in procession from an upper room in the building into the great hall where President Vincent Massey, clad in scarlet robes and supported by robed officials and beefeaters, received the keys of the building from Sir Frederick Stupart, president of the St. George's Society. The ceremonious lighting of the first fire in the new fire place was followed by a dinner and speeches of congratulation upon the new era of the club's life which was opening out so auspiciously. A musical program followed. For about 10 years the club has lived in rooms at the old court house, the main hall having been at one time one of the criminal court rooms. During the club's occupancy the room was the scene of many notable musical and dramatic events.

In preparation for the change St. George's Hall has been entirely renovated by Messrs. Sproat and Roipe. The stage has been taken out. Six beautiful windows with stone traceries and a magnificent cut stone fireplace have been put in and the walls recovered to accord with the arriandid.

have been put in and the walls recovered to accord with the splendid
timbered roof which remains unchanged. The Graphic Arts Club and
the Ontario Society of Artists have
rooms on the third flat of the building and St. George's Society retains an
office on the ground floor. The cheering of the architect-member responsible for the work, was an event of the

COMMUNITY SERVICE CAPTAINS SELECTED

The Federation for Community Service held a meeting yesterday afternoon when the list of team captains was completed and other organization

The appeal to the public to subscribe to the 47 charities commences tomorrow, continuing until Friday and all concerned are looking hopefully forward to attain the desired result. CHARGED WITH THEFT.

Edward McCartney, 235 Frankli avenue, was arrested yesterday avenue, was arrested yesterday a 9.40 a.m., by Detective Alexander, o police station No. 9, on the charge of theft of \$35 from J. W. Foster, 335 Roncesvalles avenue. The police have been looking for McCartney for about a year, but he had been in Detroit until now.

FORMER BANK MANAGER DIES IN TORONTO

of the Standard Bank of Newcastle Ont., for twenty-five years, died in St. Michael's Hospital yesterday morn- New Thorncliffe Track Takes ing at the age of eighty-five. He had lived in retirement for some years with his son, Rev. R. W. Allen, M. A., rector

his son, Rev. R. W. Allen, M. A., rector of Brampton.

The late Mr. Allen was born in the township of Hope in 1835. He was a son of W. Henderson Allen, who came from Country Fermanagh. Ireland, in 1819, and settled in Hope. In 1872 he married Annie H. Wallbridge, daughter of Elizabeth Z. Wallbridge, of Newcastle. She died in 1899.

In addition to Rev. R. W. Allen, deceased is survived by a daughter, Mrs. Charles E. Clarke, of Toronto. He was a life-long Conservative.

The funeral will take place tomorrw at St. George's Church. Newcastle, of which the late Mr. Allen was a warden for many years.





Pop. Mat. Wed Best \$2.00 NEXT WEEK—SEATS THURS.
DAVID BELASCO ...

ISNT IT

A GRAND

OLD NAME

LENORE ULRIC

"THE SON-DAUGHTER" A Play of New China Original N. Y. Cast and Prod

An Apology to Other Theatre Managers

We feel complimented—highly so—for your visits to the STRAND last week, for WE know YOU know a GOOD show when you see it. Real racing, stunning slave girls, artistic Oriental dancers, writhing in rhythm to an augmented orchestra, all alive in prolog, and a motion picture spectacle that obliterates the past and obscures the future—no wonder you honored us—our only regret is that we could not seat you—YOU KNOW, crowds!! Come again, please.

STRAND

Citizens' Mass Meeting MASSEY HALL Monday, Nov. 29th, 8 p.m.

LAST

WEEK,

11 P.M.

NOON

TILL

Official Opening of Federation for Community Service Campaign

SPEAKERS:

Hon. E. C. Drury, Premier of Ontario. Rev. W. A. Cameron, Bloor St. Baptist Church VOCAL SOLO: Ernest Caldwell.

NOVELTY SEXTETTE: Saxophone

Violin, Piano, Drums, and Banjo, from Mosher's Arcadia. ROTARY GLEE CLUB, conducted by Mr. Ernest Bowles.

G.A.U.V. BAND: Parade from King Edward at 7.15 and arrive at Massey Hall at 7.30 P.M.

Everybody Welcome Doors Open at 7.30 p.m. ADMISSION FREE

Sir James Woods: Chairman.

FOUR MILLIONS ARE **BET AT WINDSOR** James K. Allen, who was manager

in Over Two Millions in Wagers.

(From The Sunday World.)
According to returns issued on Saturday by the provincial treasurer, the amount wagered at the autumn meeting of the Windsor Jockey C'ub was \$3,964,422, and at the Thorncliffe Park meeting \$2,106,967. In the case of the former cub the receipts including pari-mutuel commission of \$396,442, and \$118.725 at the gate, were \$567,804, and the expenditures \$244 351, this showing a surplus of over \$323,000.

As regards the Thorncliffe Association's meeting, the receipts are given as \$90.036, but in addition to this the portion taken of the amount wagered was \$227.550. The expenditures figured \$224.743, so that there was a balance of over \$90.000 to the good. The admission tickets at Thorncliffe meeting totaled 57,346.

ALEXANDRA | TONIGHT JACK NORWORTH

In the Greatest of All Comedic MY LADY FRIENDS TODAY!!!



ELEANOR PAINTER THE FAMOUS "SEXTETTE" ALL NEXT WEEK

WINTER GARDEN WEEK

" BLACKMAIL" BUSTER KEATON Futuristic Revue, Friend and Downing, The Importal Four, Jeff Healy Company, Zolar and Knox, Reo and Helmar, Mutt & Jeff, Loew's Weekly News of Events.

LOEW'S UPTOWN "THE STOLEN KISS" arring CONSTANCE BINNEY



GEORGES

in "The Wonder Man" "LAST NIGHT"

Quinn & Caverly; Paul Kleist & Co.; Dianna Bonner; Diebel & Waters; The Novellos.

Regent THOMAS MEIGHAN

"CONR IN QUEST OF HIS REGENT OPERA CO. "ROMEO AND JULIET"

GRAND OPERA | MATINEES WED. & SAT. TWIN BEDS OF THE DUMBELLS In Their Second and Brightest Edition of the Musical Revus

BIFF BING BANG THING NEW.
Evgs., 25c to \$1.50. Mats., 25c to \$1.00.

RUBE BERNSTEIN'S BATHING BEAUTIES JACK HUNT

GAYETY

The Sporting Widows

AL K. HALL. DELIGHTFUL CHORUS.

After Tomorrow

GERRARD

ROBIN PROBS: Easte

Composition

Decided and Will Subm ONE LABO

Geneva, Nov. 2 e task undertake e League of Na ided that the m icil on perso ency, and that my position in their govern The mandates ost the entire sarily postponed to cessor to Sir Reg Bourgeois, who was trip to Paris, also was replaced Rome for a few de The French gov vited to arrange tion and sustenamilitary expedition. The mandates of clude one member national labor orgattend all the mee

attend all the mee capacity only who terest to labor are Must Subi Mandatories will mit annual report ite likely to on of the bl solution of the bit til the next meeti The committee new members fin that it is imposs the new states car sian territory. The mittee is that the tually form part

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Must Find So or Will Co Men in

Chicago, Nov. 2 ultra conservat ailroad brother their efforts to check unless som ferences between is found, was del States Raiiroad I Warren S. Stone chief, of the Bro Engineers.

Appearing before officials of 15 of way unions, Mr. Safter being class ultra-conservative the point where excuses to the some plan must results for railw. Mr. Stone told had tried to em last July, under in the United State of the signed The labor representation of the coards of adjust hear and pass of than wage disput

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