

ROWAT'S TEAS
Used in Homes Where Dining Is a
Fine Art.
55c, 50c, 45c, \$1.00, \$2.00, \$3.00.
T. A. ROWAT & CO.
250 Dundas Street. Phone 3051-3052.



DIAMONDS
A Diamond for an engagement
ring. Beautiful Blue White Dia-
monds set in Platinum, white,
green and yellow gold.
Rings from \$25 to \$1,250.
C. H. Ward & Co.
Diamond Merchants, Jewelers and
Opticians.
586 RICHMOND STREET.
Phone 1084.

PHONE CARTER'S FOR
WAGON COVERS
We make everything made of canvas.
351 GLEBE ST. PHONE 6197

SINCE 1888
**Taylor's
Throat and
Lung Balm**

has been the favorite house-
hold remedy for cough, colds
and all bronchial affections.
Sheer merit alone has made
this medicine the standard
cough remedy for over 50
years.
35c, 65c and \$1.00
Manufactured and Sold
Only At

**TAYLOR'S
Drug Store**
New Address
390 RICHMOND STREET.
Half Block South of Dundas.
Phone 594 for Trial Bottle etc.

**Egg, Stove,
Chestnut
COAL**
Also Blacksmith Coal. Prompt de-
livery to all parts of the city.

Orchard's
45 York St. Phone 384.

**LONDON
OPTICAL CO.**
HAVE YOUR EYES EXAMINED.
A. M. DAMBRA, OPTOMETRIST.
Dominion Savings Building, Richmond
Street. Phone 6150.

Purity Bread

IS A
FAIR PRICE
AND OF
FULL NUTTY FLAVOR

PHONE 944 OR HAVE OUR WAGON CALL.
R. FAIRFUL
262 OTTAWAY AVENUE. LONDON.

—TO THE TRADE—
FURS

**THE GIFT DE LUXE
A Fur Coat or
Neckpiece**

Since gift-giving is a matter of making
the recipients happy, why not select or let
us send you what will please them from our
superior FUR STOCKS—they are absolutely
reliable and reasonably priced.
HUDSON SEAL (DYED MUSKRAT)
COATS—Our special coats in this fur are
all made from selected skins in ripple back
style with belt or silk girdle. Collars and cuffs
are rich in contrasting fur.
PERSIAN LAMB fashions a coat that the matron or elderly person
wears very becomingly. Models we are showing are in the ripple back
or circular skirt style with belt or silk girdle. Collars and cuffs in con-
trasting fur or self and a smart nose of contrast.
**MEN'S FUR COATS, COLLARS, CAPS, GAUNTLETS
AND MOTOR ROBES.**
FUR CATALOGUE mailed on request. Mail orders promptly
attended to.

SPITTAL BROTHERS LIMITED
WHOLESALE FURRIERS AND HATTERS.
RICHMOND AND YORK STREETS. LONDON, ONTARIO
105-52

THE REAL HENRY FORD

**EDSEL WAS WILLING
TO GO TO THE FRONT**

The Criticism Against Henry
Ford's Son in Wartime
Was Unfair.

DID GREAT SERVICE

Suffered Martyrdom Without
Complaining—Not Spoiled
by His Father's Riches.

BY S. S. MARQUIS, D. D.,
Former Pastor of Henry Ford, and
for five years head of the Ford
Welfare Department.

CHAPTER XVII.

Edsel Ford.

"There is one job in this war I do
not want and will not take, and that
is the job of a rich man's son."

It was Edsel Ford who made this
statement to me and the circum-
stances which called it forth, to-
gether with the tone of sincerity and
righteous indignation in which it was
uttered, left upon my mind an indelible
impression—the impression that I
was in the presence of a man whose
character, patriotism, courage and
ideals were such as to make the mar-
tyrdom which he was suffering at the
time one of the most unjust and bar-
barous cruelties inflicted during the
war. And it was a martyrdom, as we
knew who saw him die after a day go-
ing steadily and silently about his
work, facing the great problems and
shouldering the enormous responsi-
bilities involved in changing over
from a peace basis to a 100 per cent

war basis one of the largest indus-
tries in the country.

It was at the time that Edsel Ford
was being accused by his critics for
not offering himself for military ser-
vice that I had a talk with him con-
cerning the matter, during which he
made the statement above recorded.
Before recording more fully what
passed between us at that time, there
are one or two things which ought
to be stated which will go a long
way toward explaining Edsel Ford's
action at that time.

Edsel Ford was a mere boy in his
teens when his father began to train
him for the management of the busi-
ness which sooner or later would de-
volve upon him. It was arranged
that the boy should acquire by ac-
tual experience a thorough, practical
knowledge of both office and shop.
It was Mr. Ford's purpose to share
his responsibilities with his son as
fast as the latter was able to assume
them.

Did Not Go To College.

Edsel Ford did not go to college.
It is my impression that he did not
care to do so. I know his father

turned more and more for important
decisions in the shaping or approval
of policies affecting the conduct of
the business. Back of the son was
the father, of course, and doubtless
no action of great importance was
taken without the father's knowl-
edge and advice, but the fact remains
that the approach to the father for a
long time was, as a rule, through
the son. In short, the son came to
be regarded as the active head of
the business, and absolutely indis-
pensable to the conduct of it under
the circumstances. This was the
situation in the Ford Motor Company
when this country entered the war.

Was Indispensable.

I happened to be one of the men
who went before the draft board in
the case of Edsel Ford and stated
that was at its height, I said to
him: "We who know the circum-
stances believe that you are needed
here; that you can render a more
valuable service to your own coun-
try in directing the war work being done
here in this plant than in any other
capacity. But, as you know, the
public is ignorant of the cir-
cumstances requiring your presence here.
Because of this you are being mis-
understood and subjected to criti-
cism and insult. I believe that it is
a way out which will make it pos-
sible for you to enter the service and
at the same time keep in close touch
with this business. I believe that if
all the facts were put before the
authorities in Washington you would
be given an appointment in connec-
tion with the military service in this
district that would permit of your
keeping in close touch with affairs
here. We would still have you within
reach to advise us in matters of im-
portance."

A Real Patriot.

His answer was, "The matter you
propose has already been suggested
to me. I have been assured that
such an appointment could be ac-
cured for me. But I refuse ab-
solutely to let anyone take such an
action in my behalf. I honestly be-
lieve that I can render my best and
most valuable service here. But if
not here in connection with this
business—then in France. I want no
stay-at-home appointment. I will
accept none. I do not want to don
a uniform with the assurance that
I will be expected to do nothing but
sit in a swivel chair. There is one
job in this war I do not want and
will not take, and that is the job
of a rich man's son. If the authori-
ties, in whose hands my case is
resting, feel that I am mistaken in
my belief that I can render my best
service here, then I would prefer the
trenches to a swivel chair."

And this was the man at whom
were being hurled the epithets of
"coward," "pacifist," and "slacker."

No man labored and rendered a
more valuable and patriotic service
to his country than he.

Minds aflame with what they call
patriotism sometimes work in pe-
culiar ways. One of the men con-
nected with certain war activities
in the city of Detroit, and one who
had been most vehement in his de-
nunciation of Edsel Ford, asked me
through a second party to furnish
him with a man from my depart-
ment qualified to do a certain work
in connection with his organization.
I sent word to him that I had a man
specially fitted to do the work he
wanted done; that he was a cripple
and so not able for active service,
but specially anxious to do his
bit, that his present salary was so
much, and that I thought he would
prove himself worth that amount and
more to him. His answer was "Is
this noisy critic of Edsel Ford?"

Two or three things happened dur-
ing the war which for a time had a
decided effect on Henry Ford's in-
terest in and management of his
business in Highland Park.

First of all, with the outbreak of
the war in 1914, he became an ardent
pacifist, and devoted a great deal
of his time to propaganda and mea-
sures of one kind and another which
he honestly and sincerely believed
at the time would tend to shorten
that conflict. He was so absorbed
in his pacifist undertakings—the
peace ship, for example—that his
mind was more or less withdrawn
from his business.

Another matter that tended to les-
sen his interest in the Highland
Park plant was the development of a
farm tractor, which because of its
utility, appealed to him more than
the car.

Then came the building of the
Rouge plant which ultimately involved
him in litigation with some of the
stockholders of his company. This
litigation seemed to arouse in him
at times a feeling of antagonism to-
ward the plant at Highland Park, so
much so that he seemed on the point
of starting the manufacture of an-
other car—did announce, if my mem-
ory serves me rightly, that he had
the establishment of another plant
and the building of another car in
mind. At any rate, his interest in
affairs at Highland Park, to an ap-
pearances, was on the wane. He came
infrequently to his office. He was
more than ordinarily difficult to
reach. The result was that to Edsel
Ford the executives of the company

were not eager for him to have a
university training. The son remain-
ed at home and followed the letter
his father's plans in regard to his
practical education. He was a boy
clean in mind and habits, and of ex-
ceptional strength of character. Few
young men have been as little in-
fluenced by prospective millions as he.

Edsel Ford Driving His Speedy Power Boat, His Father Standing
Immediately Behind Him.

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A List of Many Things That Will Serve As Gift Suggestions

Shop Comfortably
In the Morning

Shop Comfortably
In the Morning

Perhaps, yes, most likely, this list will not contain the
very thing that you thought you might like to give, but
a single careful reading will bring to your mind many
more things than are contained in the list, and it is quite
safe to say these can be best secured in this great Christ-
mas store. Our stocks are specially arranged for the
supreme convenience of gift seekers.



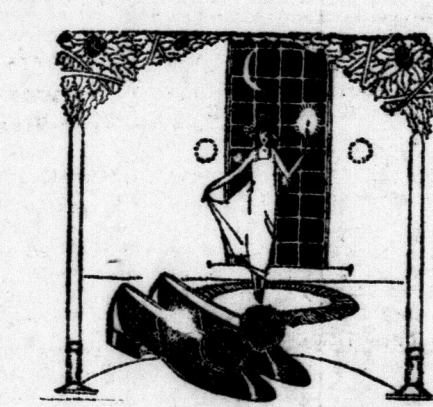
The Rambler Selects A Billy Burke Vanity Box

Few things smarter to be found this season than the new
Billy Burke vanity boxes!

A distinctly convenient size to carry when shopping or
at a matinee, yet so cleverly arranged that one finds room
for powder, or rouge, a generous mirror, a coin and bill
purse, and even a memorandum pad, with still heaps of
room for the handkerchief or a collection of oddments.

In fact, a miniature replica of the dressing table, complete
with all its necessities, and snugly encompassed in unique
and lovely cases of lovely hand-sewn or tooled leather.

And immensely reasonable in price are these ideal gifts!
As low as \$4 for a case of genuine tooled leather, beau-
tifully fitted, with a range of prices up to \$12.



GIFTS FOR HER

Boudoir Slippers in suede and kid,
trimmed with pom-pom in gray and
brown. Price \$1.19
Other Slippers are kid and suede moos-
sins \$1.75 to \$3.75
Cosy Felt Slippers in gray, brown, black,
cardinal and pink \$1.00 to \$2.00
Pettibakers in Habutal Silk and Glove
Silks, all shades \$4.95 to \$7.75
Fancy Underskirts in Glove Silks, Habu-
tal Silks, Satins and Taffetas. Prices...
..... \$4.95 to \$9.50
Padded Vests in Japanese Silks, without
sleeves \$1.49
Padded Vests in Japanese Silks with
sleeves \$3.00
Beautiful Japanese Padded Robes, hand-
somely embroidered, others plain. Prices
..... \$9.50 to \$20.00
Cosy Velour Robes, elaborately trimmed
with satin ribbon. Prices \$7.50 to \$14.50
Silk Scarfs \$2.50 to \$6.50
Fancy Knitted and Crochet Hug-Me-
Tights \$2.50 to \$6.00
Wide Brushed Wool Motor Wraps
\$3.50 to \$6.75
Brushed Wool and Fancy Knitted Scarfs
..... \$1.39 to \$6.75
Silk Sweater Coats \$6.50 to \$16.50
All-Wool Sweater Coats \$4.50 to \$22.50
Mohair Sweater Coats \$9.50 to \$15.00
Camel Hair Pullover Sweaters
\$13.50 to \$17.50
Fancy Knitted Pullover Sweaters
\$2.49 to \$12.75
Brushed Sport Sets \$4.50 to \$9.50
Cosy Spencers \$1.75 to \$1.95

Second Floor.

PARCELING AND MAILING
BOOTH
Fifth Floor.

Gift Umbrellas for Sun or Rain

Women's Colored Silk Umbrellas are in
great demand. Handles are a big factor
this Christmas. They come with Bacolite
rings and leather straps to match the
coverings, with ivory tips and shanks to
match the handles. The colorings com-
prise navy, green, purple, brown and wine.
Others come perfectly plain. Price.....
\$8.00, \$10.00 and \$12.00
Women's Umbrellas, with ivory tips
and shanks, in union taffeta and silk and
wool coverings. Prices \$4.00 and \$5.00
Men's Gift Umbrellas, coverings of silk
and wool, with neat tape edges, full-sized
paragon frames, large assorted stock
handles, with gold or sterling silver in-
serts, burnt ivory, ebony, pimento, snakewood,
mission wood, opera or crook shapes.
Prices \$2.50, \$3.00, \$3.50, \$4.00, \$5.00, \$6.00,
\$7.00, \$8.00, \$9.00, \$10.00, \$12.00, and \$15.00
Quantities are limited, so make your selec-
tion early, while the assortment is best.



Fascinating Lingerie for Gifts

Hand Embroidered Gowns \$3.50 to \$6.50
Lace Trimmed Gowns \$8.00 to \$7.50
Silk, Satin and Crepe de Chine Gowns
\$6.50 to \$15.50
Silk Knickers \$2.50 to \$7.50
Step-Ins 65c to \$7.50
Satin and Crepe de Chine Pyjamas
\$12.50 to \$15.00
Silk Bed Jackets \$3.50 to \$12.50
Silk, Satin and Crepe de Chine Camisoles
..... 95c to \$3.50
Tie Aprons 50c to 95c
Corset Covers 55c to \$3.50

THE CHRISTMAS BLOUSE.

Dainty Blouses in crepe de chine, in flesh
and white. Prices \$6.50 and \$8.50
Dainty Georgette Blouses in flesh and
white, with fillet lace trimming. Prices
..... \$8.50 to \$15.50
Beautiful models of lace and crepe, show-
ing effective combinations, all shades.
Prices \$12.50 to \$22.50
Smart styles in Metacraze, made Jacquette
style in brown, navy and black. Prices
..... \$9.75 to \$20.00
Beautiful beaded and braided models.
These are exceptionally smart, all shades.
Prices \$10.00 to \$25.00

SMALLMAN & INGRAM
LIMITED

who has come in contact with Edsel
Ford who does not have for him a
real affection and admiration. He is
the kind of man that men want to
see succeed, for there is in him the
kind of spirit that guides private
wealth in channels that makes for
social and industrial betterment.
Tomorrow's Chapter: The Son
and His Father's Shoes.

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**Children Cry
FOR FLETCHER'S
CASTORIA**

**HAVE YOUR EYES EXAMINED BY
THE SPECIALISTS OF
THE BROWN OPTICAL CO.**

26 Years Experience.
223 DUNDAS STREET. MONTREAL—LONDON—WINDSOR. PHONE 1877.

The stocks in store at the head of the
lakes which occurred last week, ship-
ment have slowed down, and only
11,500,000 bushels went forward during
last week, as compared with 28,000,000
bushels the week previous. As a con-
sequence, the total of all grains here
is now 1,651,423 bushels heavier than
last Saturday, now totalling over
17,500,000 bushels.

Fort Williams, Dec. 10.—Following
the drop of over 12,000,000 bushels in

THINGS TO DO TODAY

Get the old country and dis-
tant parcels away.

Order your personal Greeting
Cards—last date for Christ-
mas orders.

Visit the French Gift Depart-
ment, Fourth Floor. See the
pretty Christmas Table Deco-
rations and Favors.

When in doubt visit the Gift
Bazaar on the Second Floor.
You'll get the inspiration
there.

Mail your gifts at the parcel-
ing booth on the Fifth Floor.
See the new China and Cut
Glass in the Christmas Shop,
Basement.

Select your Gift Umbrellas,
Club Bags and Leather Goods
now—that you may have them
engraved or lettered free in
good time before Christmas.

TORTOISE SHELL

Comb and Brush Trays. Prices....

..... \$1.19, \$2.00 and \$3.50

Buffers 35c and \$6.50

Mirrors, bonnet and ring handle
styles. Prices \$3.75 and \$5.50

Shoe Horns 35c and 75c

Combs, mixed and all coarse 60c

Hair Brushes \$5.50 and \$6.75

Manicure Pieces 50c

Tooth Brush Holders \$1.00

Hair Receivers and Powder Boxes
..... \$1.25

Hat Brushes \$3.75

Clothes Brushes \$1.25

Ring Stand 85c

Pin Cushion and Jewel Case, com-
bined \$1.75

Jewel Case \$2.75

Clocks \$5.00

GIFT BAZAAR