

Today

Henry Ford's "Today." He Supports Coolidge. And Gives Reasons. What About California? By ARTHUR BRISBANE

This writer telegraphed Henry Ford, asking why he supported Coolidge. The answer, which you may read below, makes Henry Ford the editor of this column for today.

Mr. Ford's wire from Dearborn, Mich., received over the telephone from Ford headquarters in New York City, reads:

"To Arthur Brisbane, New York City:

"In reply to your telegram. I support Calvin Coolidge and confidently expect his election for the following reasons:

Our government has been freer of the influence of money power during Calvin Coolidge's brief administration than for a long time before.

Business and Money Power.
"He understands the difference between American business and money power. American business is the means by which we earn our living and supplies the needs of the country. Agriculture, manufacture and transportation are its three pillars. It is constructive. The money power represents the exploiting, gambling and destructive counterfeits of business.

Use and Profit.
"Two systems of business confront each other in this country—production for use and against production for profits only. Calvin Coolidge is on the side of productive service and prosperity.

"He is increasing the number of jobs in this country by drawing back into business the moneys that have been driven out by high taxes. The greatest prosperity will not rest until Calvin Coolidge's drive against high taxes.

Our American Course.
"He is sprung from the old American stock which went south and west and fixed our American course, and he will hold the government steady in that course.

"He is short on promises and long on action.
"In our business we prefer the doers to the talkers. I want as good or better service for the nation as we insist upon in the Ford Motor company.

Americans Are Intelligent.
"Why all this talk about throwing the election into congress? Who would want that except those who cannot hope to control the people, but could easily control congress? Such a mistake would indicate that Americans are not intelligent enough to decide an election—and that is not the case. Americans are able to elect their own president and they are on guard against all efforts to cheat them out of that right.

Politicians Do Not Like Him.
"I believe in Calvin Coolidge, regardless of party, because he is an honest, able man, with a task that deserves the help of all forward-minded men, regardless of party. I like him because he knows how to think, because he can see clearly and because the politicians do not like him.

"HENRY FORD."
Very like Mr. Ford is the statement. "I like him (Coolidge) because he knows how to think, because he can see clearly and because the politicians do not like him."

There is nothing as important to this country as the work to be done next Tuesday. Henry Ford, who gives work to tens of thousands of men at high wages, is entitled to a hearing on business conditions, prosperity and the probable effect of the election on both.

The great war was an illness of all nations; it attacked and hurt them all. The problem now is recovery from that war. Ford, who does an annual business of more than a billion dollars, believes that Calvin Coolidge is the man best fitted to the task of keeping hard times away and continuing prosperity.

What about California? That is one big question in the political situation. One well-informed Californian writes, "California will surely go for Coolidge, in spite of all the La Follette talk. Another, well acquainted with the state, predicts victory for La Follette.

What Henry Ford says about throwing the election into congress will interest California especially. The election thrown into congress would probably result in a deadlock in the house and the election of Governor Bryan as vice president, which would make him president on March 4.

Governor Bryan, as everybody acquainted with him knows, is an earnest, honest, intelligent American, desiring only to serve his country and act justly.

But if he shares the opinions of his distinguished brother, who went all the way to California to intercede with the legislature on behalf of the Japanese, Governor Bryan would oppose the laws against Asiatic immigration. That will make Californians thoughtful. They mean to keep California white.

In England the Tories are overwhelming victorious. The labor party, which put through the Dawes plan, smoothed out the bitter ill feeling between France and England, and re-established commercial relations between England and Russia, has nothing to be ashamed of in its brief period of government.

It will be the second party in the house of commons, with the liberals a pitiful minority, smaller than the home rule party in the days of Parnell.

When men are in doubt they usually vote on the side of conservatism. That explains partly the British election.

In this country many will vote on the side of "conservatism" against a change and against the possibility of business stagnation, and uncertainty caused by an election thrown into congress.

Fresh Cut Roses, Each, 5c
Darwin Tulips, Each 5c
Carnations, Each 5c

1.50 Large Fantails 50c

75c Gold Fish, Each 29c
1,000 Domestic Goldfish, Each 5c
Japanese and American Fantails
Cut Flower Dept.—Main Floor—West

1.25 Princess Electric Curling Irons 59c

This necessary accessory for the smart woman of today is specially priced for Saturday only.

Notions—Main Floor

Women's 1.65 Silk Hose 1.00

All silk with fine lisle tops, reinforced at all points of wear. Brown, tan, gunmetal, gray, jack rabbit, wood, log cabin, black and other popular shoe shades.

Main Floor—North

Silk Kid Fabric Gloves 1.00

Gauntlets short gloves, long gloves, novelties and plain styles. Double silk, single silk and suede fabric. All desirable shades.

The Brandeis Store
Main Floor—North

Learn New Cut Lace and Embroidery Work

Mr. and Mrs. W. M. Luce of New York City are here to give you free lessons in the new cut lace work and embroidery. A very fascinating variety of designs.

Third Floor—West

Women's Allen A. Silk Hose

At 150

Weights and shades to please the most fastidious. Sheer, clear chiffons, service chiffons, medium weight silk and heavy silk.

Praline, tanbark, rose blond, rose taupe, nude, jack rabbit, nutmeg, airedale, gunmetal, brown, Nu Russian, Russian calf and black.

Main Floor—North

Perrin's Exclusive Novelty Gloves

Appeal to All Fastidious Women 4.50

French and American made. Real kid, Arabian mocha and imported cape leather. Flare cuff or turn-back cuff in artistic color combinations of beaver, gray, mode, brown and black.

French Lambskin Gloves

Finely Fashioned Trimmed With Paris Point Embroideries—Price Only 3.00

One-clasp gloves with flare cuff in splendid quality French lambskin. Brown, beaver and black.

Main Floor—North

Kayser's Smart Chamoisette Gloves 2.25

Most desirable styles and color combinations. Turn-back or flare-cuff styles. One-clasp. In mode, beaver, gray and covert.

Main Floor—North

THE BRANDEIS STORE

Continuing Saturday --- Our Special Sale of 1,000 Dresses 23.00

All New Fall Dresses Worth from \$30 to \$60

All Purchased Fresh From Noted Style Creators

The materials include rich Crepes, Flannels, Brocades, Bengalines, Charmeuse, Satins, Twills, Velvets, Faillie Silks, Novelty Cloths, etc., made up into charming styles for

Such Colors as—
Brown, Penny
Hui-Ko, Artichoke,
Saddle, Dusk,
Rosewood, Cinnamon, Navy and plenty of black.

Afternoon Sports Street Dinner and Evening Wear

Sizes for Young Women of 16 to 20. Sizes for Women 36 to 44 With Extra Sizes to 52.

These Values Are the Talk of the Town

The Brandeis Store—Second Floor

Extra Specials on Toiletries

| | |
|---|--|
| M. T. Goldman Hair Dye, 1.19 | 50c Djer Kiss Adherent Face Powder for 31c |
| 1.00 Fitch's Ideal Dandruff Remover for 63c | Djer Kiss Double Compact, 1.29 |
| 50c DeWitt's Kidney Pills, 35c | 60c Cutex Manicure Set, 42c |
| 1 Pt. Beef, Iron and Wine, 69c | 65c Kotex, 45c |
| Hand Scrub, 39c | 25c Fan Toi Incense for 19c |
| Pinard's Lilac, 98c | 1.00 Clothes Brush for 49c |
| R. & G. Lipstick for 19c | 1.00 Mavis Toilet Water, 69c |
| 4-inch Powder Puff for 10c | 1.00 Mavis Face Powder, 39c |
| 35c Pond's Cold or Vanish'g Cream, 25c | 50c Java Powder for 33c |
| Mineralava Face Finish, 69c | Metal Soap Box for 19c |
| Cutex Cuticle Remover, 27c | Xbazin Depilatory for 39c |
| 1.00 Lavioris, 69c | 1.00 Floramay or La Trefle Powder for 65c |
| 1.00 Aubrey Cream for 75c | 60c Almond Meal for 33c |
| 1.00 Krank's Lemon Cream, 69c | Soap Doll, large assortment, 9c |
| Bocabelli Soap, 1.35 | Jergens's Lotion for 39c |
| Crema Oil Soap, 6c | Woodbury's Cold or Facial Cream, 19c |
| Dozen, 69c | 75c Pert Rouge for 59c |
| Kolyano Tooth Paste, 23c | 50c Lashlux, 37c |
| 60c Forhan's Tooth Paste, 39c | 1.00 La Jade Vanity Perfume, 69c |
| 90c Mellin's Food for 73c | Stein's Theatrical Cream, 1/2 lb., 45c |
| Life Buoy Soap, 6c | 50c Mennen's Shaving Cream, 33c |
| Dozen, 69c | 1.00 Henna San Paste, 36c |
| 1.20 Bromo Seltzer for 89c | 50c Boncilla Beauty Pack, 37c |
| Peppodent Tooth Paste, 36c | 1.00 Lysol, 75c |
| 50c Boncilla Beauty Pack, 37c | 25c Glintex Shampoo, 10c |
| 1.00 Danderine for 67c | |

The Brandeis Store Main Floor—West

Important Selling of New Porto Rican Hand-Made Lingerie

Unusually low prices together with an unusually large selection of the season's smartest designs make this an outstanding event.

1.98 Porto Rican Nightgowns 1.59

Of the finest quality nainsook, hand-sewn, exquisitely hand-embroidered and hemstitched, giving a distinctive new effect. With round, square or V neck. Kimono and sleeveless styles. Sizes 15, 16, 17 and 18.

1.98 Porto Rican Chemise 1.59

All hand sewn and attractively embroidered on fine quality nainsook, with hemstitching and eyelet work. Bodice tops. All the new pastel shades. Sizes 36 to 44. They are economical, since they tub so well.

Other Attractive Values

Lingette and Satinette Slips 1.95

Slips with the look of silk and the wearing qualities of cotton. Tailored tops with hemstitched straps. Blue, black and brown. Sizes 36 to 44.

Lingette Bloomers 1.29 to 1.98

New fall and winter weight bloomers and pettibockers, with reinforced seams, double cuff at knee and elastic at waist. In every desired light shade.

The Brandeis Store Third Floor—Center

Saturday's Feature Events for Children

Boys Will Be Boys-- So Here Are Suits

To Stand the Roughest Wear

All with Two Pair of Pants

At 9⁸⁵

Tweeds, serges, cassimere and fancy mixed suits, with yokes, pleats and belts. The coats are lined with alpaca—and the trousers are also lined. Sizes 8 to 18.

At 12⁷⁵

Tweeds, serges, pencil stripes, etc., in belted styles. The coats are alpaca lined—both knickers are lined. Some of the suits have golf knickers.

There Is More Than Warmth In These "Cravanette" Boys' Overcoats \$15 16.50 \$20

They are cut on smart lines to give just the swagker a correctly tailored overcoat should have. The fabrics were chosen with one eye to patterns and the other to durability. The tailoring is the type that holds together.

Boys' Shop—Fourth Floor

Special Sale of 600 Children's Hats

Smartly Styled of Fine Velvets and French Felts

Unusual group of clever new fall models in styles most becoming to the smallest miss. Specially Priced Saturday. Regularly Priced 3.95

1.75

Second Floor—East

Stockings Made for Wear

Children's Allen A. Hose 35c

Weights for boys and weights for girls. Black and brown. All sizes.

Main Floor—North

Infants' and Kiddies' Outing Flannel Garments 48c

It is a splendid grade of outing flannel and all the garments are well made and cut to a full size. Seams nicely finished.

Gowns, Petticoats, Sleepers, Kimonos, Wrappers, Pinning Blankets, Bloomers, Creepers. Each—

Third Floor

Miss 6 to 14 Will Delight in This Complete Assortment of Beautiful Coats 15.00

Newest styles for fall and winter the smart little girl will want for school and dress wear. Every desired material, every new coloring, every new trim is included in this very complete showing.

Second Floor

Boys' and Girls' Taped Waist Union Suits

Special Saturday 1.00

A very good weight in white and gray. Sizes 2 to 12 years.

1.00 to 1.50 Children's Vests and Pants 69c

Musing garments in cream and natural. Vests with high neck and long sleeves. Pants in angle length with closed seats. Sizes 1 to 10.

Third Floor—Center

Buster Brown Shoes for Long Wear

A Large Variety of Styles for Boys and Girls

Two-Tone Dress Shoes
Made on the foot-shaping last in the laced style only. Sizes 8 1/2 to 11. 4.00
Sizes 11 1/2 to 8. 4.50

Children's Sturdy School Shoes
Well made for long wear of strong tan elkskin. Welt soles. Sizes 8 1/2 to 11. 4.00
Sizes 11 1/2 to 2. 4.50

Elkskin Blucher Shoes
Splendid shoes of pearl or smoke elkskin. Goodyear stitched soles. Sizes 2 to 5. 2.00
Sizes 5 1/2 to 8. 2.50

Calfskin Oxfords
In gunmetal, in tan or mahogany calfskin. Welt soles with rubber heels. Sizes 2 1/2 to 7. 4.50

Patent Leather Lace Shoes
A fine little shoe for better wear. White eyelets and lacing. Sizes 2 1/2 to 5. 2.00
Sizes 5 1/2 to 8. 2.50

Infants' First Step Button Shoes
In black or brown kid and in patent vamp with black kid tops. Sizes 1 to 3 1/2. 1.50

The Brandeis Store—Third Floor—East