

FORD'S SUCCESSSES ATTRACT INTEREST

Public Eager to Find Out Truth About Winners.

PEOPLE DISTRUST HALO

Popular Wish Is to Discover if Manufacturer Is Real Thing, Says Dr. Marquis.

BY S. S. MARQUIS, D. D. (Copyright United States and Great Britain, 1922, North American Newspaper Alliance. Also protected by copyright in other countries of the world. All rights reserved.)

CHAPTER I. (Continued.) No longer ago I delivered an address on the Ford way of handling labor. The membership of the organization to which I was speaking was composed chiefly of working men. The president of the club introduced me and closed his remarks by saying, "Now that you are no longer in the employ of Henry Ford tell us the truth about him." The same lurking suspicion. If only the truth were told! If only those who know him intimately would tell all they know—well, if it did not take the halo from his head it might, at least, give it a jocular slant. Speaking of halos, I am reminded of a row of saints which occupied the niches above the altar in a certain theological seminary. They were made of marble and each had upon his head a halo, also of marble, and resembling nothing so much as a large dinner plate. Winter had a disastrous effect upon these halos. The frost cracked them and they fell off. A sudden drop in temperature during the night meant that one or more of those blessed saints would be minus a nimbus in the morning.

Halo Test Wanted. There are those who would like to see what effect a frost would have on the halo of Henry Ford. They want to know the worst, not to "have it over," but to help "put it over." If there be such among my readers they are going to be more or less disappointed. I was accused not long ago by a prominent labor leader of being more responsible than any other one man for creating the Ford halo. He thought I ought to try to take it off. But why waste one's time? Once a halo is on the wearer of it, it is the only one who can take it off. If he proves himself worthy, the halo sticks; if otherwise, the halo fades of itself. For the present, I am interested neither in the halo of Ford, nor in holding it off. The truth is, as everybody knows, there is some lay in every popular idol. There is some in Henry Ford. It would be possible to write a book made up entirely of adverse criticism of both himself and his company, every word of which would be true, and yet the book on the whole would be utterly false and misleading—as false and misleading as one of unstinted praise. There are things that are laudable both in the man and his company and there are things in both which it is a pity are there. I shall endeavor to state the truth in a frank and friendly manner. It may be that such publicity will tend to eliminate some of the things which cause us to miscalculate with our admiration.

Ford Criticized Frankly. On the return journey from Europe above referred to I found it necessary to make a very frank criticism of certain ideas advanced by Mr. Ford. It was to the effect that if he stuck to the things he knew, and let those alone about which his training had not qualified him to venture an opinion, he would avoid placing himself in a foolish position. The criticism stuck. I have heard him refer to it many times since. The last time he mentioned the matter in my presence he added, "and I have come to the conclusion that the best friend one has in the man who tells him the truth." I hope he will receive the critical portion of these pages in the same spirit. They are meant to help, for I would like to see that halo stick.

But as for halos—they may be left to the biting frosts of time. History, in spite of Mr. Ford's gibes at her, will ultimately put him in the niche in which he belongs, with or without a halo according to his deserts. The ordinary mortal is content to hitch his wagon to a star. This is a sport too tame for Henry Ford. He prefers to hang on to the tail of a comet. It is less conventional.

more spectacular and furnishes more thrills. Mr. Ford loves sensations, lives in them and on them, is everlastingly creating them, jumping from one to another. And many of his sensational acts and utterances are so clever that the world looks on with something more than amusement. In spite of the fact that he has come near making a clown of himself on more than one occasion, the audience, for the most part, continues to watch him with wonder and admiration. He has been right so many times in industrial matters, done so many admirable and worthwhile things, that we are inclined to forget the times he has been wrong or foolish. I suppose that an acrobat with a net under him takes risks that he would not take if he were looking down on the bare hard earth. In like manner, I suppose, the fact that one has under him several hundred millions to fall back on renders him more or less indifferent to a tumble. He can afford to try stunts he would otherwise hesitate to undertake. But whatever the reason, Henry Ford has drawn to the limelight as a moth to a candle. If he comes out slightly singed, as in the case of the peace ship and the Tribune trial, he nevertheless comes gaily and boldly back to flutter around a Semitic or other candle. One can not but marvel at the continuance of the public's patience, interest and faith.

Success Draws Interest. There is a popular interest in Henry Ford which is not difficult of explanation. The world's chief interest is, and always has been, in successful men. It does not matter much in what field their achievement lies, so long as they have achieved. Captain Kidd, Jesse James, Kate Ruth, Ty Cobb, Sullivan, Dempsey, Samson, Goliath of Gath, Napoleon, Washington, Grant, Foch, Lincoln, Homer, Shakespeare, Aristotle, Wagner, Verdi, Chopin, Rockefeller, Morgan, Schwab, Carnegie, Edison, Ford—pirates, outlaws, four-base hitters, prize fighters, soldiers, statesmen, writers, painters, composers, movie stars, financiers, inventors—we are interested in them, if only they are a success. And we want to know all there is to know about them. Henry Ford is among the top-notchers in the field of achievement along industrial lines. He is in the class of highly successful men, and he shares in the interest which the world gives to this class as a whole. But more of Mr. Ford than to any other man of his class. He is the most widely known, the most talked-of, and—among the masses—the most popular man in private life today, and has been for the last 10 years. How account for it?

Ford Good Advertiser. It is said of him that he is always doing something a little—some wise, some foolish; that he is the best self-advertiser of the age; that the spotlight cannot be shifted fast enough to keep him out of it. Henry Ford does do sensational things. In addition to that he frequently makes sensational attempts to do things he is unable to do. And from the self-advertising point of view, a sensational attempt is almost always as valuable for immediate purposes as a sensational achievement. The man who proposes to ride Niagara Falls in a barrel will be several weeks before the event in which to enjoy the publicity that will be given him, and to exhibit the barrel for a consideration. If he survives his sensational undertaking, the barrel will be of still greater value to him. If he should not chance to come up after his spectacular plunge, and it was a taste of notoriety he craved, he had what he wanted for a brief time and, presumably, his barrel would be empty. (To be Continued.)



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HEIRS SUED FOR LAND Ex-Wife of Clarke County Man Seeks to Establish Rights. YANCOVER, Wash., Nov. 20.—(Special).—Mrs. Fannie J. Fletcher of Santa Rosa, Cal., today filed suit against the children of her husband of 30 years ago, alleging that she had been deprived of property belonging to her near Washington by fraudulent methods in 1912. She said she did not know that she had lost the property until the death of her ex-husband in 1921. She was married to Henry H. Carpenter in 1873, she declared in her complaint, and in 1881 she and her husband acquired the Washington tract. In 1884 she left him and went to California and her husband obtained a divorce. She claims that she never lost control of her share of the property until Carpenter, having remarried, entered suit against her to quiet title to the property and get full ownership. According to the complaint Carpenter had notice of the case published in a small country weekly, knowing well that she lived in Santa Rosa. The defendants in the case are Henry H. Carpenter, Alice M. Smith, H. C. F. and George C. Carpenter, the last four named being heirs to the estate.

Reclamation Drive Planned. THE OREGONIAN NEWS BUREAU, Washington, D. C., Nov. 20.—E. F. Blaine of Seattle, chairman of the educational committee of the Western States Reclamation association, arrived here today and opened headquarters from which will be conducted a campaign for the passage of the Smith-McNary reclamation bill and the Forrester bill, appropriating \$100,000 for a federal examination of the Columbia basin irrigation project.

COST BILL IS ARGUED Election Contest Case Heard by Judges Bingham and Kelly. SALEM, Or., Nov. 20.—(Special).—Arguments for and against the cost bill filed by the plaintiff in the election contest proceedings instituted by R. R. Coster against Governor Olcott were heard by Judges Bingham and Kelly in the Marion county circuit court here today. The bill filed by Governor Olcott was in the amount of \$2000, and included attorney fees and the costs of conducting the defense. This amount is covered by a bond posted

Advertisement for 'The Impossible Mrs. Bellew' starring Gloria Swanson. Includes 'COLUMBIA' logo and 'Heart-Throbs Clothed in Magnificence!' text.

Waterman's Ideal Fountain Pen advertisement featuring an hourglass and two pens. Text: 'No. 52 \$2.50 with Clip Cap \$2.75' and 'No. 55 \$5.00 with Clip Cap \$5.25'. Includes 'To-Day and 100 years hence' slogan.

No. 52 This is a brother of No. 55 described opposite, and in all respects identical except in size. Its splendid performance has made it a favorite with millions of users the world over. It is as dependable as the Sun and can be relied upon to do the work intended of it day in and day out, whenever and wherever called upon. Doctors, lawyers, stenographers, bookkeepers and students of all ages—if you would really know the joy of a perfect pen, go to your dealer today and select a No. 52 Waterman's Ideal with a point that exactly fits your particular style of penmanship.

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Advertisement for 'Under Two Flags' starring Priscilla Dean, James Kirkwood, and 5000 others. Includes 'RIVOLI' logo and 'COMEDY' text.

Advertisement for 'Strongheart' the wonder dog, featuring a dog's head and 'Brawn of the North' text. Includes 'KEATES AT THE ORGAN' and 'Liberty' logo.

Advertisement for 'Where is My Wandering Boy Tonight?' featuring Cullen Landis and Virginia True Boardman. Includes 'BLUE MOUSE' logo.

Advertisement for 'What's Wrong with the Women?' featuring a woman's face and 'WHAT'S WRONG WITH THE WOMEN?' text.

Advertisement for 'Greater Movie Season' featuring 'Rivoli, Liberty, Peoples, Majestic, Columbia' and 'it starts NOV. 25 ENTERTAINMENT DE LUXE'.

Two 'HELP COMMUNITY CHEST' logos with the text 'Give by the Month'.