

FORD TESTS HIS STARTER A YEAR BEFORE USING

Now Turning Them Out at the Rate of 3,000 a Day With the Generator.

Henry Ford tested the Ford starting and lighting system on his own car for one year.

Ten months ago the Ford Motor company was not manufacturing electric starters; today the output of its starter department is greater than that of any other manufacturer of electric starting devices in the world. Its nearest competitor makes 1,000 a day, whereas the Ford company's output is fast approaching the 3,000 mark, 2,881 already having been manufactured in one day.

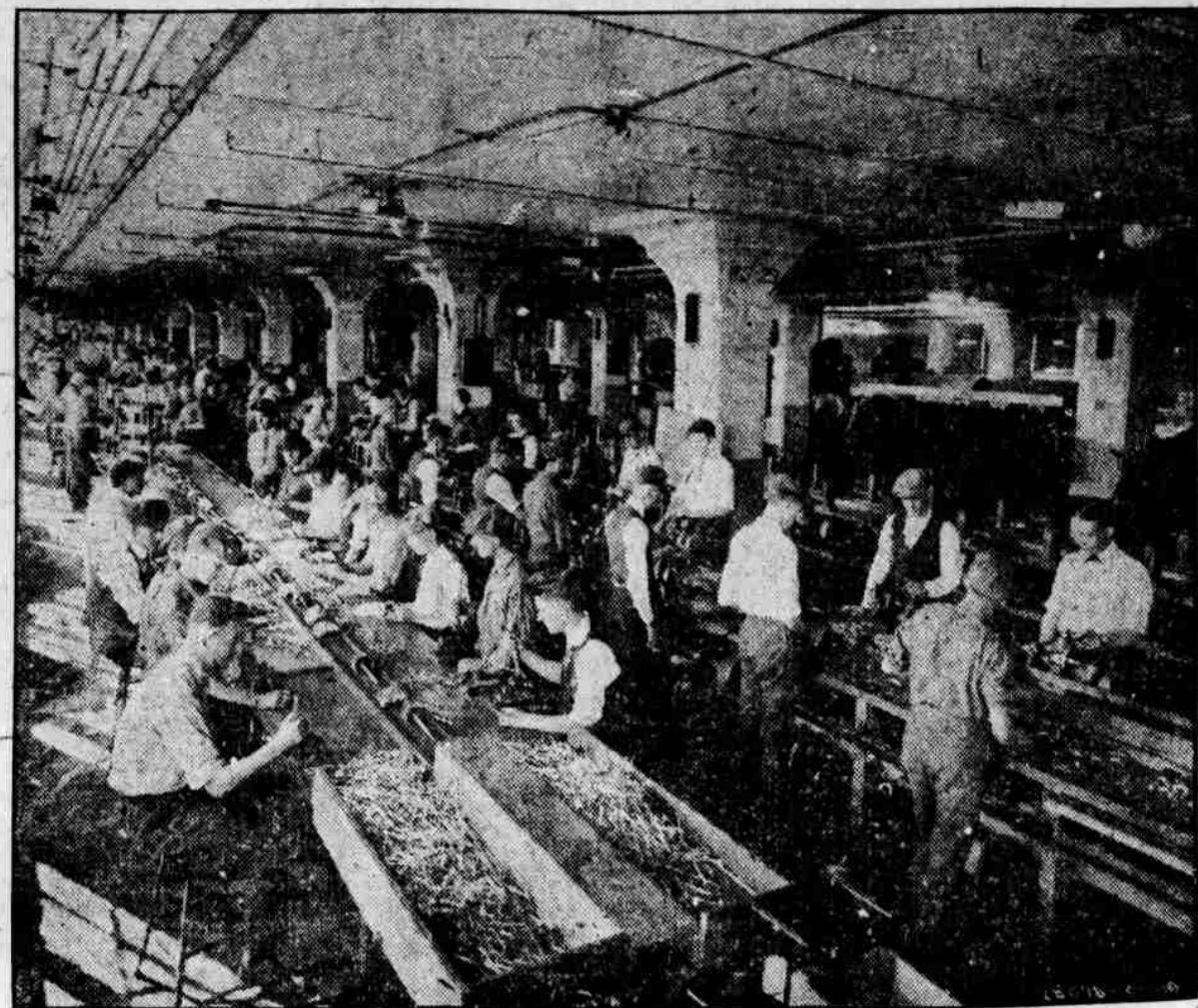
The Ford starter—and generator, for it is really two separate units—is not the result of a new idea or of a sudden decision. More than eight years ago Henry Ford's vision saw the need, and his electrical engineers were instructed to begin experimenting. After seven years of constant research, which took into consideration the many different climates in which the Ford car is used, together with the factors of size and weight and an adaptability to quantity production, 23 trial jobs were built. These were tested in many different ways. Mr. Ford himself used one on his car for a year. Still the engineers continued their experiments and improvements.

Installed on Trucks.

Then came the order from the government for 15,000 three-ton trucks, each one of which was to be equipped with two synchronized Ford motors. A starter was essential, so the new one now being installed on Ford cars was evolved. But only one starter and generator was used to turn over the two Ford motors in each tank. January 1, 1919, the Ford Motor company began equipping enclosed cars with this new starting and lighting system. Ford engineers say that although the entire system—starter and generator—weighs only 31 pounds, it produces a higher torque output (constant rotary motion) pound for pound, than any other system on the market.

When the department for build-

Ford Plant Making Starters Fast



The power from the starter to the motor is applied through the well known Bendix drive, which automatically engages the starter and then, once the motor is started, the starter immediately disengages. It is equipped with oilless bearings and needs practically no attention.

Within another 30 days or six weeks, the Ford company expects to be making enough starters so that every Ford car will be equipped with the new electric starting and lighting system.

American Girls Love Too Much, Claims Jap Doctor

Scandinavian and American Woman Doctors Disagree—Claim Tired Look of American Girls Due to Working Under Tension, Not Too Many Love Affairs—Intense Passions Burn Out Quickly.

By MARGERY REX.
Written for the International News Service.

New York, Nov. 8.—Are American girls tired-looking because they waste too much energy in love affairs? Yes, says Dr. Tomo Inouye, of Japan, who first made this statement. No, says Dr. Kristine Munch of Norway and Dr. Alma Sundquist of Sweden, who declare love affairs keep women young and render secure the bloom of youth and beauty.

These scientists are delegates to

In search of an authoritative opinion from an American we hastened to consult Dr. Beatrice Hinkle, celebrated physician and psycho-analyst.

Said Dr. Hinkle:

"If American girls are worn out and look tired the cause is not too many love affairs.

"That tired look, whenever it is present, is caused by the tension under which the girl lives, and in some cases, by the enormous output of energy and the unsatisfying conditions of her life. A lack of



Dr. Tomo Inouye.



Dr. Alma Sundquist.

the International Conference of Women Physicians, and during a recent trip to the national capital delivered themselves of their respective opinions on why our women look "so tired."

"It is absolutely true that the girl with many suitors looks happier and healthier than the neglected, unattractive young woman. The unsought girl suffers an agony of unappreciation that reflects itself in her unhappy look. It is not at all silly for a girl to be made happy by masculine attentions. It is the normal state, it is involuntary and instinctive and has nothing to do with reason or logic.

"Yet the girl who plays and trifles with men is simply behaving in an immature, actually infantile manner. She carries into adult life a condition acceptable only in the life of the child.

"Such a young woman is keeping herself in the state of mind of the child, and physically her condition is one of 'hope deferred maketh the heart sick.' She plays with one young man and another, but none of these loves reaches fulfillment, its natural object.

"Before we criticize the girl who is attracted by many men we must always discover what her aim is. Then we can possibly understand her. She is a 'seeker' and we do not know what 'motivation' causes her various quests. The 'seeker' type of individual often is looking for an ideal, and places his or her own halo on each new acquaintance, only to find it does not fit. Then he or she transfers it to the next.

Held Back By Ideal.

"She is often held back from a sensible choice by the impossibly high ideal that has been held before her both in literature and in the home. She cannot find this ideal man, for he does not exist. She rejects one good man after another and has not gained her object.

"There is great good in the worldly wisdom that urges a girl to marry some suitable worthy man who desires her for his wife. But she pouts 'I don't love him so very much,' and then refuses. Yet see, she has in her mind that ideal and the man hardly approaches it.

"Now and then great and intense attractions spring up. They come into being suddenly and go out just as suddenly.

Intense Passion Burns Out.

"Any psychologist will tell you that these intense passions burn out quickly. A solid and satisfying relation is one based on substantial qualities.

"Let us teach the facts and the psychology of life to the young girl, leaving out the old-fashioned ideal of perfection. A girl who is considering a young man's attentions should try to understand him, his needs, his temperament. She should try to see his good qualities and not expect him to be impossibly perfect. Let her believe much of our trouble with the problems of girls is due to our stern Puritanism in not being

LOST WAR GAINED FORTUNE TRYING TO OUTDO FORDS

Frenchman's Efforts to Manufacture Low Price Automobile, a la American "Liz-zie," Fail Miserably.

By BASIL D. WOON,
Universal Service Staff Correspondent.

Paris, Nov. 8.—America is the only place in the world that can turn out a Ford. England tried and England failed, and now France has chalked "failure" across the ambitious "Citroen enterprise."

Andre Citroen was one of the war get-rich-quickers. He made munitions. When the armistice came he decided a low-priced automobile was what France needed and set about making it. But Fords were still coming into the Bordeaux assembling factory, and while Fords could be bought in France Andre wasn't sure he couldn't sell "Citroenades," as his jitney was dubbed.

A few days later, therefore, an embargo on American automobiles was announced. Pressure of public opinion forced the lifting of the embargo last July, but, not to be outdone, the French finance minister slapped an ostensible 75 per cent tax on all foreign cars, which works out—the French doing the valuing at about 150 per cent duty.

Citroen's next step was to announce "quantity production" on Ford lines. He announced he would make 50 cars a day. He could only make 35 a day, until he went broke because no one would buy them because of an alleged defect in the carburetor and the feed.

Citroen cars are passed up by the auto buyer at 12,000 francs, but let an ancient rebuilt 1910 Ford appear on the scene and its owner can get 10,000 francs for it the first day.

The Citroen factory is now being operated by another company. Andre of the Ford idea is out in the cold bemoaning the loss of his munitions fortune and hoping that one day somebody will give him a job.

Calls Coconut the Perfect Food, Has 100 Disciples In the U. S.

London, Nov. 8.—The "Apostle of the Coconut," who claims to have 100 disciples in America, has just been unearthed in German New Guinea by the correspondent of Country Life.

The apostle, Auguste Englehardt, 35, wealthy and handsome, contends that the coconut is the original food of man, and should continue to be so, as all other foods are responsible for the bad passions in the heart and mind of man. Now that the war is over, he intends to leave his island home of 15 years, return to Europe and proclaim his teachings.

Englehardt lives on the island of Kabason and is also a sun-worshiper. He adopted the simple dress of the natives, consisting merely of a loin cloth, and when he receives visitors this outfit is completed by the addition of a wrist watch and a walking stick. He speaks fluent English and quotes Shakespeare.

He lives entirely on the coconut and sleeps on a bed of sand. His physique is described as perfect and his personality "charming."

An English inventor's rowboat for one person, which can be folded into an easily carried 18-pound package, has a canvas bottom with hollow sides that are inflated with an air pump.



ANY automobile will give a good demonstration when new. If you want to learn what "permanence of value" means, take a ride in some Cadillac hereabouts that has covered 25,000 miles or so.



J. H. Hansen Cadillac Co.
Omaha :: :: Lincoln

PRICES TALK Public Double Tires

GUARANTEED 5,000 MILES (STANDARD GUARANTEE)

FREE--PUNCTURE PROOF INNER TUBE--FREE

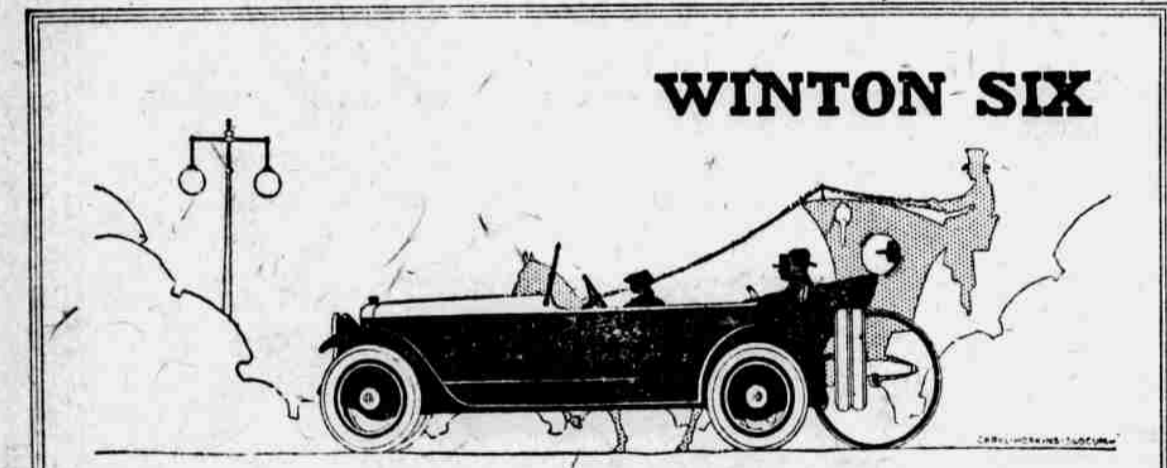
This is your chance to get a Puncture-Proof Inner Tube Free with each PUBLIC DOUBLE-TREAD TIRE ordered. These Tires are GUARANTEED FOR 5,000 MILES. They are reconstructed and practically puncture-proof. Two hundred thousand (200,000) car owners are using Public Double-Tread Tires. These Tires often give from 2,000 to 5,000 miles of service. Remember you get a Puncture-Proof Tube Free with each Tire ordered. Put one of these tubes in your tire today, inflate with air just like ordinary tubes, then forget punctures for 5,000 miles or more. ORDER TODAY. DON'T DELAY.

THESE PRICES INCLUDE TIRE AND TUBE:

28x3	4.50	31x4	11.47
30x3	7.50	32x4	12.05
32x3	8.50	34x4	12.38
32x3 1/2	9.00	36x4	13.09
34x3	10.00	38x4	14.15
34x3 1/2	10.50	40x4	14.80
36x3	11.00	42x4	15.50
36x3 1/2	11.50	44x4	16.20

In ordering state whether S. S. C. plain tread or non-skid is desired. Send \$2.00 deposit for each tire, balance C. O. D. subject to examination. 5% special discount if full amount accompanies order.

PUBLIC TIRE CORPORATION
Dept. C 3512, S. Michigan Ave., Chicago, Ill.



WINTON SIX

The Road of Rapture

IT'S yours, that road of keen delight, a road without ruts or detours, with pleasure heaping higher at every mile, and mellow sunshine all the way.

Go where you will, you're on that road when you go in this new Winton Six. It's a glorious car, of power for every need and every fancy, as smooth as the leaf of a rose, and as charming as a Golden Gate sunset.

Try it yourself: that's the only way to make the acquaintance of the newest and most enjoyable thrills the motor car world can provide.

Consider us at your service. Simply telephone.

ROBERTS MOTOR COMPANY
WHOLESALE

KEYSTONE MOTORS CORPORATION
RETAIL

2203 Farnam Street Phone Douglas 2181

Ford

THE UNIVERSAL CAR

Every Ford Owner Should Know

Just what Ford Service is, and why it is different from ordinary garage service, and why it is more profitable to patronize the Authorized Ford Dealer. The Ford Dealer is a part of the Big Ford Family. He carries a large stock of genuine Ford parts for repairs and replacements, so you don't have to wait while he sends for them, and he uses only genuine parts because he knows the imitation parts aren't dependable and don't wear.

He has a thoroughly equipped up-to-the-minute garage with tools that enable his Ford Mechanics to efficiently and properly make any repairs—from a minor adjustment to a complete overhaul. And when the work is finished, his bill represents the reasonable, standard Ford prices.

Now, we are Authorized Ford Dealers—a part of the great Ford Service organization which was formed chiefly to put within each community a dealer who would have more than a passing interest in Ford repairs and adjustments. We are prepared and equipped to render prompt, careful Ford service. Drive in or 'phone and we'll come after your car.

SAMPLE-HART MOTOR CO., 18th and Burt Sts.
UNIVERSAL MOTOR CO.—2562 Leavenworth St.
C. E. PAULSON MOTOR CO., 20th and Ames Ave.
ADKINS MOTOR CO., 4911 South 24th St.
McCAFFREY MOTOR CO., 15th and Jackson Sts.

Insist on Genuine Ford Parts