

# Interest to Motorists

## NOT EVERYONE CAN DRIVE

Detroit is becoming increasingly strict in the matter of granting automobile drivers' license. In the neighborhood of 30% of applicants are being turned down for physical or mental deficiencies. In many parts of the State, however, applicants for licenses need only fill out the

State's questionnaire, and pay their fee to become licensed drivers.

## WATCH YOUR STEP!

October and November are, according to the National Automobile Chamber of Commerce, the months most productive of automobile accidents in the entire calendar.

Neck Bleeding Prompted Starching. History verifies the fact that the practice of starching, which came in fashion in England in the reign of Queen Elizabeth, was invented by a Spanish woman about the middle of the fifteenth century. She wished to hide a blemish on her neck with an enormous ruff.

## Ford Co. To Erect a Huge New Plant On the Mississippi

WILL BE SITUATED BETWEEN MINNEAPOLIS AND ST. PAUL

All major decisions covering the construction of the Ford Motor Company's plant to be erected along the Mississippi river between Minneapolis and St. Paul have been made and details just announced will give the first information regarding the magnitude of the new Ford project.

Hydro-electric plant, steam plant and manufacturing and assembly plant constitute the three important buildings with interest centering chiefly about the hydro-electric development since it represents the company's most extensive undertaking of this kind.

The dam where the power will be developed is 574 feet long and was completed by the government in 1917. When the Ford engineers started work it was discovered that modification of the power house structure built by the government was necessary in order to take advantage of improvements since made in water wheel design. More than 6,000 cubic feet of concrete work was torn out and the changes are now nearly completed. They will permit installation of modern turbines and besides, in connection with conditions will effect the highest efficiency.

The power house will be 160 feet long by 74 feet wide and 48 feet above the foundation. Four water wheels of 4,500 horse-power will be installed, which, in connection with four vertical generators, will under normal conditions produce approximately 18,000 horse power.

Within a short distance of the hydro-electric plant, and on the river bank, it also is planned to erect a steam powerhouse to supplement the water power in case of emergency.

The immense manufacturing and assembly plant will be erected on an imposing site on the bluff 100 feet above the water level. It will front on the Mississippi River Boulevard and will be faced with stone on three sides and so designed as to present a most attractive appearance.

The building will be one-story high, 1,720 feet long and 600 feet wide and will have more than 1,000,000 square feet or 23 acres of floor space.

Railroad tracks will, of course, enter the building, but a transportation feature will be two tunnels leading underneath the factory from a river dock to elevators which will carry freight directly into the building. This anticipates a new era of river transportation on the Mississippi.

Special attention will be given to landscaping and general improvement of the grounds in the company's 187-acre tract so that all will blend harmoniously with the surrounding parkway development.

## ENCLOSED CAR IN WIDE FAVOR

DECLARES NORMAN BELL IN DESCRIBING BIG DEMAND FOR NASH MODELS

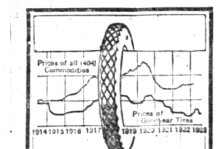
"Never in the history of our company has the enclosed car met with such wide favor as is being demonstrated this fall," said Norman Bell, of Bell Bros. Garage, local Nash distributor, in discussing present conditions and the probable future outlook in the dealer end of the automotive industry. "Enclosed car shows here and at every other city in the country have demonstrated clearly that public demand is for the closed type of motor car."

"That does not mean that the open car is passing from the picture. There are many who still favor this type of vehicle and that is true particularly in the rural and farming communities."

## In Doors in Winter

"The man on the farm has been schooled to stay indoors in winter when he is not engaged in some necessary work about the farm and his motor car likewise is kept in the barn or garage save when travel absolutely is necessary."

"With the coming of the spring sunshine, whenever spare time can



LOOK at the way Goodyear Tire prices have been kept consistently lower than the average for all commodities. Then think of the improvements represented by that finest of all Goodyears, the new Goodyear Cord. Despite this, prices are 37% lower now than in 1920, and 30% lower than in 1914. This is the time to buy Goodyears.

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GOOD YEAR

be found, the farmer loads up the family for a spin into town or along the many miles of improved highways near his home and it is then the open car appeals.

"But the man in the city or rural district, who must use his car winter and summer, is turning to the closed model in steadily increasing numbers."

Price Difference Small. "This is due primarily to the small differential between open and closed car prices as much as to the modern design of the closed car which easily can be made as comfortable in hot

weather as the open car by simply lowering the windows.

"The big plant in Milwaukee, devoted exclusively to Nash bodies, has been unable to keep up with demand for closed cars which has grown steadily. The Nash line of 14 cars now includes seven closed models, four on the six-cylinder chassis and three on the four-cylinder, demand for which is declared by factory officials to have set a pace for the industry."

## STUDEBAKER CO. HAS NEW MODEL

BEAUTIFUL NEW FIVE-PASSENGER COUPE ADDED TO THEIR LINE

A Light-Six five-passenger Coupe which admirably combines Sedan comfort and roominess with the sociability of the Coupe has just (Continued on Page Seven)

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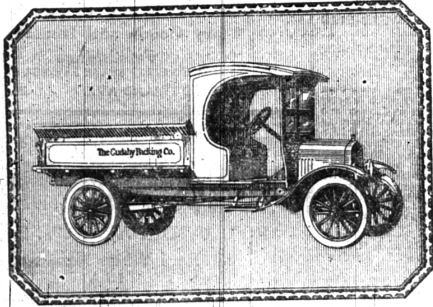
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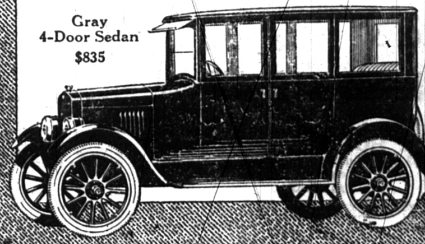
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