

MOTOR ENGINEER HAS HARD TASK

Mitchell-Lewis Chief Tells of Hours of Work and Study He Put In on the New Six.

HAD THE WORKMEN CRITICISE

By JOHN W. BATE.
Chief Engineer, Mitchell-Lewis Motor Company.

Sometimes I wonder that the Society of Automobile Engineers does not establish some sort of an iron cross as a decoration for its members as a reward for close, confining and long and intensive work by the men who are responsible for the mechanical features of an automobile. Not until he has spent many a sleepless night, many hours of experimental work in his laboratory, sanctum, inner of inners, or whatever he may call his workshop, can an engineer put his stamp of approval upon a model and say with any degree of satisfaction to the manufacturing department: "There, take the details and make the car. It's as good as human ingenuity can design it."

After all the time spent in my department there was one order placed in big, black letters in the executive offices of the Mitchell-Lewis Motor Company: "This car, 'the six of '16,' is to be built as good as it can be built. Build up the factory's production on a quality basis so that the product may be marketed at the lowest possible price without, in any way, stinting the car. This is the Mitchell way—always has been the Mitchell way and always will be the Mitchell way."

Not long since I essayed getting intensive data on the way "the six of '16'" was being built in our big plant and hit upon the idea of getting each workman in charge of the several departments to criticize his mechanical practices and to tear to pieces any claims that the company made for the machine—in short to speak out and give me his conscientious and earnest criticisms. "Speak freely—it is from men of your skill and experience that an engineer may profit most," I said.

And every workman catechised did as directed. The consensus of opinion was that if the material entering into the structure of "the six of '16'" was what our metallurgical laboratory pronounced it, there was no real reason why the Mitchell Six should not be good for 200,000 miles of hard road work. Not a practice was condemned—none could furnish a better plan for working out the finished car than that which obtains in the Mitchell factory. I believe I gleaned the honest, earnest and efficient inner thoughts of our workman. With them all satisfied, I permitted myself to appear at once.

Defies Competition.

The net result of planner, manufacturing and inspection is that the Mitchell company is out with a competition-defying car. The record of manufacturing and selling is proof that the dealers and the buyers are agreed that they are getting full value for their money. In 1912 the Mitchell company produced the "Baby Six," which achieved such success that it was admittedly a real car at a popular price. There was proof in the handling of that model enough to convince the most sceptical engineer that the car was real—many of them sold at a premium over the catalogued price. All over the country engineers strove to attain the 300 per cent. real car. But none could equal the Mitchell output at its price, and upon my return to the field in which I had not been represented since 1912—the field of the lighter and lower priced six-cylinder car—we brought out "the six of '16'" at \$1,350.

I do not believe it is possible to produce this car with its features of absolute merit one dollar cheaper. In fact it will be necessary to conserve every energy, study every economic feature of output and material buying, to continue to put out "the six of '16'" without an advance in price.

Moon Cars' Agent Hunting Dealers

C. E. Enaley, "live-wire" representative of the Moon Motor Car company of St. Louis, is making the Omaha Auto show on a hunt for dealers and distributors. "Omaha certainly has a wonderful show," said Mr. Enaley at the Fontenelle this morning. "I am sure that it will do a lot of good for the industry. We are not represented in the show as we should be, but we have not had the right sort of connections in this territory. This year we are putting out a car that is not surpassed by any at the price, and I am expecting to line up connections while here that will put us into the show next year as strong as any."

"Moon cars are up-to-the-minute in design and are standardized throughout. Our dealers' proposition is attractive and I am having enough calls from prospective dealers and distributors to make me think we can make moon cars a big factor in this state."

SWEET SINGERS AT THE AUTO SHOW—La Salle quartet from Chicago singing afternoon and evening at the Auditorium.

Hugh Anderson



Dorothy Henke



Christian Mathiesen



Lillian Steele

New Pierce-Arrow Roomy Body Model Proving Popular

A new body model that is attracting a great deal of attention and favorable comment is the new Pierce-Arrow four-passenger. The car differs very much in design from other Pierce-Arrow models, but is nothing more or less than a four-passenger touring car built on a run-about chassis.

The sides of the body are low, with low seats. The rear seat is wide enough to hold two passengers with plenty of room, or two and a child. The rear seat is only far enough back of the front seats for comfortable foot room. The rear end of the body is sloped back to cover the chassis and part of the gasoline tank, similar to the three-passenger run-abouts, the motor woman's questions. Any woman can drive it on the busy streets with ease of mind and comfort.

"The selection of a car," says T. G. Northwall, "is a matter of business, just as important a matter of business as the purchase of a house and lot. It is a family event and should have the same careful investigation. We can always count on pleasing the woman in the case when we can show her our Coupe De Luxe and its easy driving features coupled with luxurious fittings and upholstery."

Commercial Club is Piling In Rocks to Save Barge Crib

Ten men are today at work piling rocks in a crib just north of the barge house on the river front beneath the Douglas street bridge.

The Missouri river deceived the Commercial club river navigation people in that the ice broke earlier than usual. The club had expected to put in the rocks in the spring in time to prepare for the thaw in the middle of March. Then the thaw came in the middle of February and the barge house stood a chance of receiving some severe bumps when the floating rafts of ice came down.

So a hurry-up call was sent for rocks. A carload of them is now on the ground. Rocks are piled in and then cracked slabs is sifted into the pile of rocks. A lot of brick are also being used north of the pile of rock.

WATCH YOUR STEP

Especially if you have any symptoms of Stomach, Liver or Bowel weakness, such as

**POOR APPETITE
SICK HEADACHE
INDIGESTION
CONSTIPATION
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Always be on the safe side by resorting to the famous

**HOSTETTER'S
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Over 22,000 Eight Cylinder Cadillacs are now in the hands of owners. The American public have backed their confidence in the Cadillac Eight, to the extent of over \$50,000,000.00.

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Cadillac Company of Omaha

2060-64 Farnam Street

GEO. F. REIM, President

Phone Douglas 4225

You'll Come Back

Just pay a ten minutes' visit to the Apperson exhibit and you'll come back and have a look at the line again.

You will do this because the Apperson 1916 is deserving of your closest attention.

We don't care how critical you are, you will be impressed by our "Chummy (the four-passenger) Roadster" when you see it. It is the most talked of car in America.

Sixes, \$1,550 Eights, \$1,850

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Thursday Night is Society Night at Auto Show