

AUTOMOBILES

"THE SIX OF '16" IS OUT BY MITCHELL

Price Materially Cut, So that the Announcement Makes Real Sensation.

IS NOT IN BABY SIX CLASS

"The six of '16" at \$1,250, just announced by the Mitchell factory of Iacine, is creating more comment and discussion in automobile circles than any new model announced in recent years. This "six of '16" is now being shown by the Mitchell Auto company of this city, and the steady line of visitors looking over the latest creation of J. W. Bate presage an even more insistent demand for this new Mitchell six than for the light six of 1914, which was sold out before the last season had hardly got well under way.

The striking feature of this new model to the casual observer is the remarkable value that is apparent at a glance. While this is a light six, it should in no way be confused with the average six-cylinder cars in its range. "The six of '16" is not a baby six—it is a real full-sized car—a car of such size, beauty and completeness of equipment as would have listed at double the price two years ago. It is readily apparent this car has not been built to meet a price. The manufacturing facilities of the big Mitchell forty-five-acre plant, all its financial resources and the well-known constructive genius of Chief Engineer J. W. Bate, who has at five different times in the last fourteen years created a new class in automobile design and value, are expressed to the highest degree in this new Mitchell model, "the six of '16."

Remarkable Equipment.
Outside of the price—\$1,250—there is nothing to distinguish this car from those listing up to \$2,000. The 125-inch wheel base, the forty-two-horsepower motor, the Bate improved cantilever springs, the long, clean, classy boat lines and the commodious body dimensions with deep, luxurious upholstery, the richness of the finish and completeness of the equipment indicate the thoroughness necessary to make possible this remarkable car at the list price.

While the long wheel base, 125 inches, the large 34x4 wheels are all conducive to easy and comfortable riding qualities, light weight serves as a serious drawback to this important feature. However, as a consequence of Mr. Bate's untiring effort to bring about a logical equality in these directly opposed principles he designed and perfected the Bate improved cantilever spring and as an evidence of the point of perfection Mr. Bate has reached in improving the cantilever springs, rebound straps and snubbers or shock absorbers are absolutely unnecessary and in riding qualities the claim is made that this car cannot be approached by any seven-passenger touring car in the world up to 5,000 pounds in weight.

Most Accessible Car.
After an examination of the car, the claim that this is the most accessible car in the world seems well founded. The "Bate Two-Unit Three-Point Suspension" construction is used as in all former Mitchell Models designed by Mr. Bate. This construction is such that either complete unit can be removed from the car without removing the body or disturbing any other part.

The front and rear seats are mounted on removable standards and these standards and all the floor boards can be quickly and easily removed, exposing the entire mechanism under the body, which is ordinarily so inaccessible.

The carburetor, accessibly located it attached directly to the cylinder casting, the intake manifold being cast inside the cylinder block. This arrangement insures a uniform temperature for the gases when entering the cylinders which improves carburetion and increases the miles per gallon of fuel.

The equipment is complete down to the last detail including quick acting, two-piece, ventilating windshields, a positive acting one-man top with quick acting

side curtains, engine driven power tire pump with long hose, and air gauge, speedometer, oil indicator, electric horn, license plate brackets front and rear, spare tire carrier in the rear, dimming head lights, tail lamp, combination instrument board and inspection light, wide foot rest, robe rail, package pockets, jack, complete set of tools, etc.

HUPMOBILE FACTORY HAS DEALERS FOR BOAT RIDE

W. L. Huffman and W. M. Clement have just returned from Detroit, where the Hupmobile dealers' convention was in session during the entire week. The Hupmobile factory adopted a very unique method of getting the undivided attention of 400 of its agents by holding the convention on one of the largest and handsomest passenger steamers on the Great Lakes, which was chartered for the occasion. The boat was fully equipped with officers, crew, cabaret performers, etc., so that life on board the ship was not altogether monotonous. By having the delegates all together it

was possible to accomplish in a very few days that which under ordinary circumstances would have taken much longer, besides affording splendid recreation and vacation to those in attendance.

Of course, the big feature of the convention was a full explanation of the new models of Hupmobiles, of which there were several on board ship, and plans were promulgated for making this the largest year in the history of the Hupmobile.

The factory is pledged to the produc-

tion of not less than 15,000 Hupmobiles and every one of that number was subscribed by the different dealers.

The W. L. Huffman Automobile company has contracts for 1,500 and is delivering cars right now. The Hup at \$1,085 is a very attractive proposition.

E. C. Swigert, J. J. Gragg, Charles Aureswald and other Nebraska sub-dealers of the W. L. Huffman Automobile company were also in attendance at the convention.

Cole Eight Makes Good Mileage Record

A gasoline mileage test in a new Cole eight-cylinder touring car, with the top up, run on the streets of Indianapolis and the roads near the city last week, showed an average of 18.2 miles to each gallon. Every drop of gasoline in the car was drained out before the test was

made, including the gas in the carburetor, and then two measured gallons placed in the big tank at the rear of the car. When the run was finished and the car stopped it had traveled 32.4 miles. This is one of the best averages made, although many of the eight's are averaging fifteen miles or more to the gallon.

Buick Drivers Enroute to Coast.
The salesroom and service station of the Nebraska Buick Auto company is

fast becoming popular as a rendezvous for coast-to-coast travelers, as nearly all of the late arrivals are driving Buicks. Mr. Drefson has established a register and a record of each car in evidence as to miles traveled and fuel used and the over-aided smile on his face is proof positive that the Buicks are delivering the goods, as usual.

Mr. and Mrs. Lee Huff are now touring through Iowa, calling on friends and dealers.

MARATHON

You pay for a tire the price at which it was made to sell—the price depends on the quality and the quality on the price. You can't get out of a tire that which is not built into it.

Cheap tires are built for those who cannot afford to discount the future—good tires are an investment—they cost more to buy but less to use.

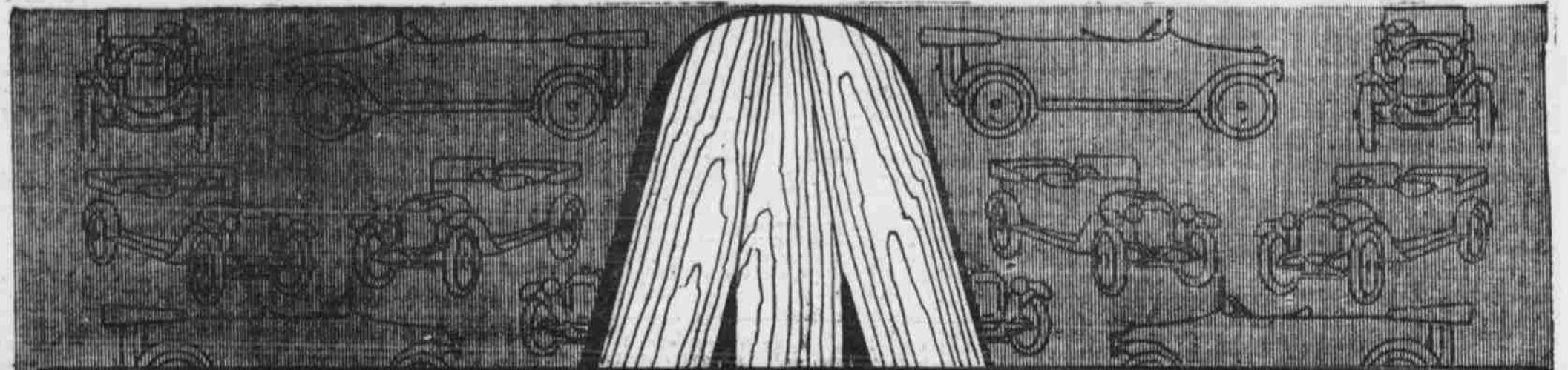
We Stand Alone

Marathon Tires stand alone—the criterion by which to judge all others. Hand built of the finest materials, they embody the concentrated Angle Tread that makes possible the 5,000 mile guarantee—why not buy a "prove-it" tire.

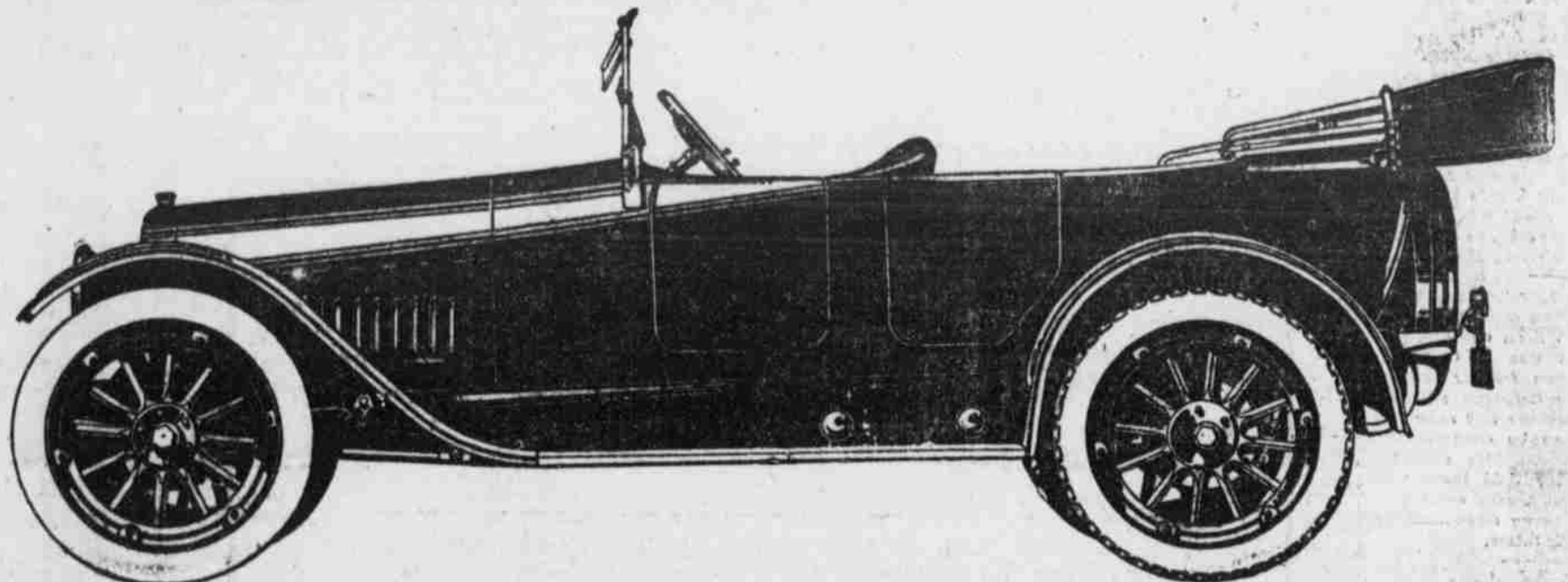
Akron-Marathon Rubber Co.
2522 Farnam Street, OMAHA, NEB. Douglas 2366.



Positive Experts On All Self-Starters.
Strahle & Anderson
Red 4473. 2059 Farnam.



The Six of '16



Mitchell

\$1250

The Greatest Car Value the World Has Ever Known

You are impressed with its value at first sight. Its equal has never before been offered by us or any one else. This luxurious car is *not* a "Little Six"—cut down in size to meet a price. It is a *real* car with a powerful, flexible, economical motor and long wheel base.

It possesses all that these features imply in beauty, satisfaction, comfort and roominess and is the most accessible car built.

Illustrations cannot picture the real car from every viewpoint nor convey the right conception of its beauty, size and power.

Words alone cannot describe the thrill of its smooth action, its easy handling, its luxurious comfort.

Study This Mitchell—You'll Long to Drive It
Drive This Mitchell—You're Sure to Own One

125-inch wheel base; 42 horse power; large tires, anti-skid rear; Bate two unit system with Bate cantilever springs; chrome vanadium steel construction; oversize body; ten-inch upholstery.

With seven-passenger body \$35.00 extra

The new Six of '16 is now being shown by Mitchell dealers everywhere

Mitchell-Lewis Motor Co.
Racine, Wis. U.S.A.

Over Eighty Years of Faithful Service to the American Public.
WE CAN MAKE IMMEDIATE DELIVERIES.

MITCHELL MOTOR CO.

2054 FARNAM STREET.

TELEPHONE DOUGLAS 782.

OMAHA, NEB.

DODGE BROTHERS MOTOR CAR

You have read the specifications before, but you can well afford to read them again as a reminder of how fine the car really is:

One-man top; jiffy curtains; real leather upholstery; deep, soft tufting of natural curled hair; streamline steel body; oval moulded fenders; 30-35 h. p. bloc motor with removable head; full floating rear axle; Timken bearings thruout; imported Swiss ball bearings in clutch and transmission; waterproof Eisemann magnet 12-volt Northeast motor-generator for starting and lighting; self-lubricating Chrome Vanadium steel springs; drop forgings and drawn work instead of castings.

The wheelbase is 110 inches
The price of the car complete is \$785
(f. o. b. Detroit)

DODGE BROTHERS, DETROIT