

MAN WHO RUNS THE OMAHA MOTOR EXHIBITION.



CLARKE G. POWELL.

BRIGHT OUTLOOK FOR THE FUTURE

President McClaren of Mitchell-Lewis Motor Company Enters Into Discussion of Auto Business

FROM THE MANUFACTURING END

By H. L. McCLAREN, President Mitchell-Lewis Motor Co. Automobile dealers who deal in plattitudes in discussing the manufacturing situation in 1915 and the outlook for 1916 are wasting words. Simple truths tell a story of prosperity, profitable returns on investments and hopeful prospects for the coming season.

The scarcity of materials that enter into the makeup of the automobile, and the consequent high payments for finished products required to keep dealers and agents from clamoring for deliveries, put a tax on the energies of many makers last year. The latter had to overcome a stiffer resistance to produce cars and when, finally, the machines were shipped to dealers, the cost production price was out of line, to the sorrow of the manufacturer. In every case where the automobile company was well founded—had its neighborhood, material was bought at higher prices than those that should have prevailed but the pride of the maker offset this—he wanted to keep up his reputation for manufacturing efficiency, and clipped off much profit to get cars out as specified or, perhaps, as faithfully promised.

Plenty of Material on Hand.
The Mitchell-Lewis motor company, with its fine record and its origin dating back to 1914, when its output made for the greater advancement of the Badger state, was fortunate in having executive units that had the right perspective on the needs of the fall of 1915 and the spring of 1916, and there was never an hour in the production schedule under the direction of Engineer John W. Bate when the factory was in danger of coming to a manufacturing standstill because of lack of material.

In years gone by the veteran organization drew upon its stored-up supplies of materials quite as naturally as a squirrel upon its winter store of food. There was the natural daily demand and someone had followed the precepts of the Mitchell company in providing the storehouse to draw upon.

Shortage of Automobiles.
Were I to venture an opinion, I might say: Look out for a shortage of automobiles the coming spring.

Not all of the concerns now building cars and marketing a large percentage of the finished product will be able to get material. That is obvious. Not all will be able to keep their plans up to the 100 per cent efficiency standard. They will find a scarcity in the labor market, perhaps, or a total disability problem in the getting of parts essentially vital to manufacturing. The concerns that are run as is the Mitchell-Lewis Motor company will have little or no trouble in providing the factory with material. Some dealers, shrewd, forerunning and enterprising, will have the cars ready for the demands. They will clean up and will have the jump on the men whose parent companies are temporarily embarrassed by the lack of material.

We expect no untoward effects, no matter what the spring demand may be. There never was a period in the history of the company when it was so well prepared to meet every call upon its manufacturing facilities. During the last two years the plant has been raised to its highest phase of efficiency and a brand of prosperity that fairly made organization. It makes the officers of the company proud to scan the results. They are certain to be pleased with the results of the coming season.

Did the call for winter types of cars come in from the four corners of the country—the Mitchell-Lewis factory was equal to the demand.

Did the popular fancy become obsessed by the nifty roadster that was provided on "The Six of '16" chassis and threaten to swamp the plant with orders? Mr. Bate met the emergency, and, as a well-known critic puts it: "Put out enough of the sweetest roadster job to keep all the dealers pleased."

Optimism the Idea.
Optimism, some more optimism, and then a lot more of this buoyant feeling, is the message that the president of the Mitchell-Lewis Motor company would like to have reach the farthestmost points of the United States. The most wholesome demand for good cars produced by concerns with reputations covering a long range of manufacturing years is about to make its presence felt. Our factory is ready, the Mitchell dealers from New York to California points are keen to take away every car we can make and Mitchell owners who possess unbounded loyalty to the traditions and product of the veteran Racine company are the assets that make for the greater value of our investment.

New York conditions, by many considered a good economic barometer, never were better so far as the Mitchell company is concerned. I know little about the relations of the rival companies with the Atlantic seaboard dealers. But I do know that we had orders for so many deliveries of "The Six of '16" in New York City alone that we had to resort to daily shipments by express to co-operate to the highest degree with our dealer. It was no uncommon thing to find express cars backed up to the sidings near our plant twice a day, so formidable did our daily business with the east become.

What has become of the "serious

times" among the bankers for the manufacturers of automobiles who dreaded to learn their respective standing among the men who extended credits?

A great transformation has taken place. The maker whose company is well founded finds no difficulty in borrowing all the capital he needs for increased business. The exact condition of every motor plant is known in the inners of the financial world.

The Mitchell-Lewis Motor company has no obligations it cannot meet at the moment it is expected to meet them. This company has increased its business beyond the fondest dreams of its officials; there is nothing in the business sky that looks like a storm cloud. I am proud to be known as the president of a concern that has lived so long and done so well. My keynote, slogan, or whatever it may be called, is:

"There's no time for failure, for every moment of manufacturing and merchandising time is taken up with business. If

the success of the Mitchell company reflects the industry as a whole, then 1916 will mark the greatest motor car making conditions ever known.

Ryan of Lincoln to Handle Marmon

Fred Ryan of Lincoln, has taken on the Marmon agency for the eastern half of Nebraska and certain counties in western Iowa.

The temporary location of the Omaha show room is at 204 Farnam street. As soon as larger quarters can be found the Ryan company will move into them.

A. Rothwell will have charge of the Omaha branch and will locate in Omaha. E. M. Welch, factory representative, is very much pleased with the connection and anticipates a good showing from the Ryan Motor Car company. Mr. Welch will be here during the Omaha show.

Why A C Plugs Are Equipment of Best Made Cars

Up to a few years ago the automobile manufacturers in selecting the spark plugs with which to equip their cars were considering two points, as far as the performance of the plugs are concerned; that the insulator would not crack too easily and that the plugs would not sputter too quickly.

At that time motors had lower compression and were run at lower speed and the automobile buyer did not expect the performance out of the motor that he is looking for today. Later high speed motors were brought out and experience showed the manufacturers that laboratory and dynamometer tests were not sufficient; that these tests were all right

as a preliminary, but when they were completed it was to their advantage to go in a hilly country to test the plugs in actual service as a wider range of requirements shows different results than could be obtained on the block. It was then found that spark plugs were pretty bad. When taking a long grade the motor would run all right until they reached a certain point on the hill, then it would backfire and miss. At times the carburetor was blamed and everybody that had the same trouble felt that the hill was too much for the motor.

But the Champion Ignition company, manufacturers of A C plugs, made a study of these conditions and found that the spark plugs were to blame most of the time for knocks, backfires and missing when going up a hill, also missing at high speed.

These points were brought out to the manufacturers who took a great deal of interest in the matter and made comparative tests which showed them that it was

not only necessary for a plug to have a good insulator and not to sputter too easily, but of equal importance is the fact that it must be gas tight and stay gas tight after the motor becomes hot. With this ordinary design of plugs that is not obtainable as the metal shell and tightening nut will expand under heat so much more than the porcelain that is practically loosens the porcelain in its seat and causes a serious leakage.

Mushy Novels Wreck Homes.

"Many a marriage that otherwise would have been happy is wrecked on the shoals of idealism, falsely created by 'mushy' novels." Such is the opinion of 250 California librarians in session here.

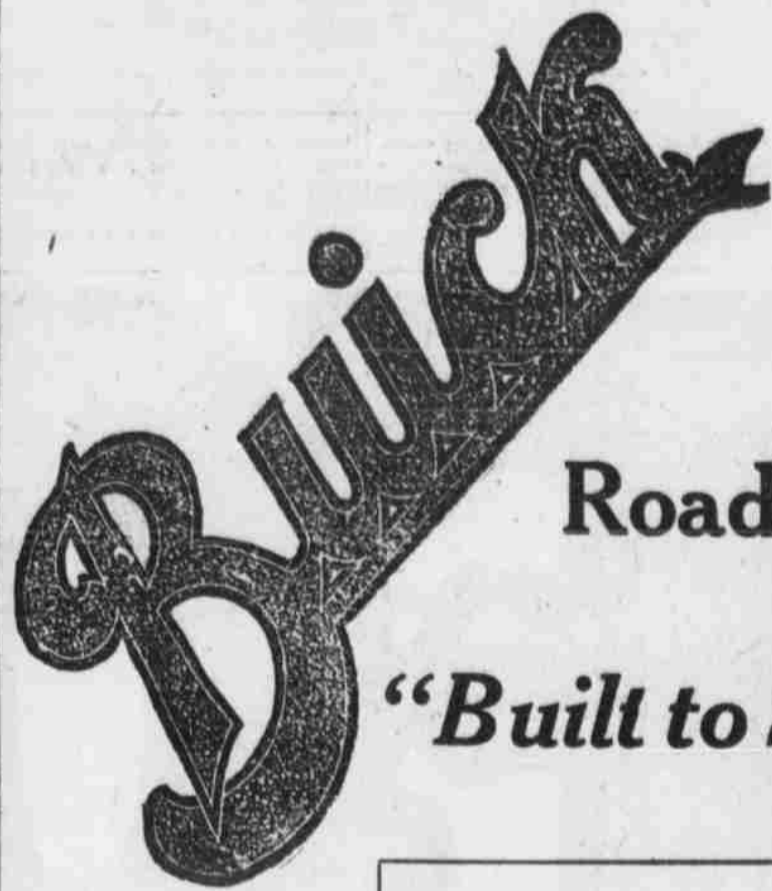
"Disturbances following this sentimental reading embittered young married women," declared Miss Zevie Brown, secretary of the association, who also declared that girls should not be allowed to devour novels because "it weakens their minds."—San Diego Union.

GETTING RESULTS FROM YOUR STORAGE BATTERY

Anybody who has driven a motor car knows that it is harder to start the motor in cold weather than it is at other times. The motor, on account of the cold, is naturally stiffer and must be turned over more rapidly in order to start. On this account the Nebraska Storage Battery company advise that the best of care be given a storage battery in order to have it do its work properly.

The first thing they recommend is that the battery be kept filled with distilled water and that a hydrometer test be made at least once a month to make sure that the battery is sufficiently charged. A fully charged battery will not freeze at any temperature in which motor cars are driven. In fact it requires 15 degrees below zero to freeze the solution in a battery whose specific gravity is kept up to the proper point, which is 1.250.

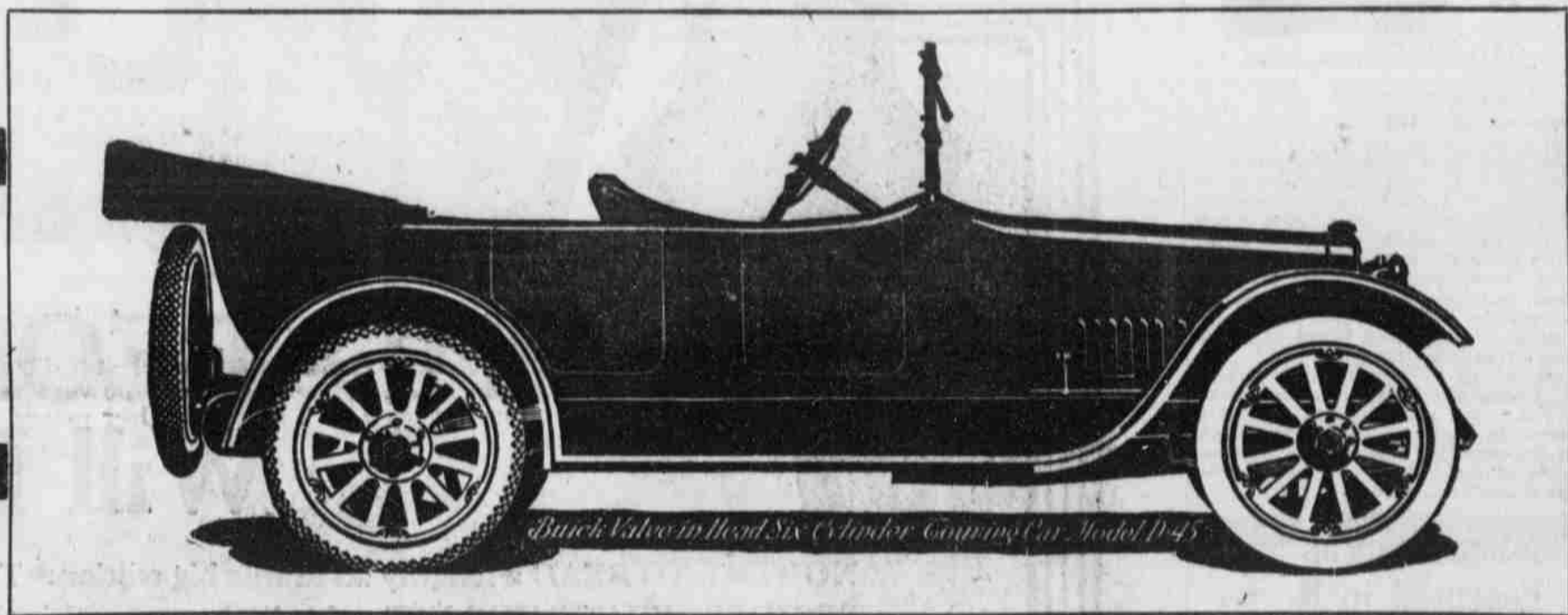
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Visit our Booth, have our salesman go over the Cut-Away Chassis with you, have him explain the principle of Valve-In-Head motor construction, and why it is the most efficient type motor built.

Have him show you the Heavily Reinforced Pressed Channel Steel Frame---The Full Floating Rear Axle---The Cantilever Springs---The Cellular Radiator, and its many other Mechanical Superiorities.

Then go over the complete car. Note the Graceful Body Lines---The Beautiful Finish---The Roomy Interior, Upholstered in Genuine Leather ---The Silk Mohair One-Man Top with Inside Operating Curtains.

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By placing Your Order NOW you will Insure Delivery to Suit your Convenience. If you wait you may be disappointed, as a great many were last fall by not being able to get a BUICK.

The Spring Demand will be the Greatest in the History, and the Great BUICK Factories at Flint, Michigan, are working day and night to supply this demand, but they are far behind with the orders from dealers who have foreseen this demand and are preparing to take care of it.

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