

**SMART BODIES ON NEW MITCHELL CARS**

Latest Models, Designed by J. W. Bate, Are of the Four Season Type.

**YEAR ROUND LUXURY**

The new Mitchell closed bodies for all four seasons are out and show all the coming trends, as can be expected from John W. Bate, the Mitchell man.

Every Mitchell body, closed or open, represents the finest attainable in that class of car. The luxury models are lavish in their finish, design and appointments. The ablest craftsman has been consulted and employed by John W. Bate in their construction.

The trend seems to be towards four season types—cars for winter and summer—for fair days and for storms. One Mitchell car of this type serves for all the year around. It is never too cold for it, never too stormy and never too warm.

**Sedan is Popular.**  
The Mitchell sedan, which is the Springfield type, is finished, upholstered and equipped like the finest limousine, but the seats are all inside, so anyone can drive it while sitting with the rest. The car has a dome light. The front seats divide, and with two extra seats the car comfortably carries seven. The plate glass sides in this car completely disappear when an open touring car is desired.

The Mitchell cabriolet is another four-season model. It is a three-passenger coupe, with an auxiliary seat for still another passenger, and changes readily into a very smart roadster. The top drops back and the side windows drop down into the doors.

The Mitchell limousine is a fine example of a luxury car. All wool whipcord upholstery, with silk drop curtains, three electric lights, telephone, toilet and vanity case, flower vases, smoking sets, Waltham clock, arm rests and auxiliary seats that face either way, are only a few of the dainty touches that make this car stand out from the throng. The coupe seats four and is finished and upholstered like the limousine.

**King Eight Figures In Hazardous Test On Pacific Coast**

Los Angeles, Cal., Sept. 16.—The eight-cylinder King has again proven supreme in California. In the latest test "Hi-Gear" Jerry Woodfill piloted the motor car to Big Bear lake in the San Bernardino mountains over the "Rim of the World" route on a radiation test. The test was held under actual owners' touring conditions. The King traveled 254 miles, of which 130 was over steep mountainous roads without filling the radiator with water, proving that the eight-cylinder King would not boil on such a hazardous and strenuous venture.

The trip was made official by having Los Angeles newspapers as observers, and the radiator cap was sealed by County Sealer of Weights and Measures Fuller before the start. This climb was accomplished by the King eight in second gear, carrying a load of approximately 1,050 pounds. From the summit the going was easy and good time was made around the shoulder of Strawberry peak of past Heap's ranch, through the valleys of Deep creek and Green valley. From Green valley the road rises and falls like huge waves on the ocean and gradually reaches an altitude of 7,500 feet. This is the summit of the range, and then comes a gradual descent through Fawnskin valley and finally to Big lake.

Upon arrival in Los Angeles, when the radiator was unsealed, it was found that the King eight had consumed just three quarts of water after having traversed a distance of 254 miles in a total running time of ten hours and fifty-nine minutes.

**Australian Firm Selects Velie Six From Other Makes**

Seven weeks ago Andy Robertson, a Scotchman, representing Clutcruck Bros., the largest automobile dealers in Australia, came to this country in quest of a high-grade American six to supply the Australian trade.

With the starting of the great war the importation of European cars stopped abruptly and the faraway firm was forced to turn to American-made cars as a substitute. An experience of two years with many well-known makes narrowed those acceptable to the Australians down to six and Mr. Robertson came on to investigate the factory methods, integrity and standing of those few companies.

Seven weeks were devoted to a thorough canvass of the automobile situation and to factory inspection. Difficult tests were demanded, materials compared and as a result of his findings Mr. Robertson selected the Velie line of "Biltvel" sixes.

Mr. Robertson said: "I am satisfied the Velie is quality throughout. The more we see of them in comparison with others the better they prove up. All Velie dealers and owners whom I have visited are enthusiastic alike, which tells its own story. Australia already knows the Velie and has confirmed my opinion. We have made no mistake in our choice." Mr. Robertson left a large order at the Velie factory before sailing for Sydney.

**Ford Used as "Mount" In "Bull Dogging" Feat**

The recent annual cowboy's reunion at Las Vegas, N. M., introduced a new sport, in which a Ford car figured very prominently, says W. P. Adkins of Holmes-Adkins, South Omaha Ford distributors. "Bull-dogging" a wild steer is a familiar stunt in that section, but heretofore it has been done from horseback rather than from Ford-back. It consists of jumping from a running horse to the neck of the steer, seizing the steer by the horns and twisting his neck until he

MANAGER L. F. STRUBBE AUTO COMPANY.



A. W. Dothwell

is thrown to the ground. It is not one's idea of a warm summer afternoon's pastime.

At the recent cowboys' reunion "Tex" Austin made the jump to the steer's back from the Ford car driven by Johnny Judd, and "Tex" not only made the jump, but also the throw of the steer successfully. The Ford in New Mexico is almost as dear as his horse to the cowboy's heart.

**Paige Cars Selling In Solid Trainloads**

Enough orders have already been filed at the factory of the Paige-Detroit Motor Car company to assure the smashing of the September sales record as completely as the record for August was broken when more than \$2,000,000 worth of cars were sold and delivered, Sales Manager Henry Krohn reports.

**Heard at The Omaha Automobile Club**

**Danger in Bright Lights.**

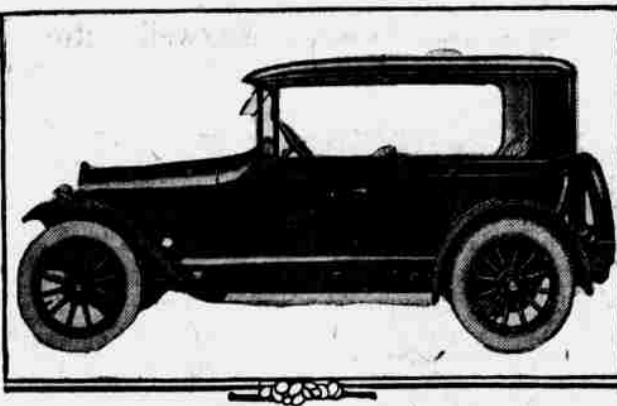
"The danger that lurks in the glare of the extra bright headlights was forcibly and very nearly dangerously demonstrated last Sunday night," remarked S. E. Smyth, assistant secretary.

J. T. Pickard, a member of the club, was driving along leisurely when a machine with powerful lights came out of an intersecting street and threw the glare of the light in his eyes, blinding him so completely that he ran into a car coming from the opposite direction. Pickard could see nothing and had to take chances with the above result. While he and the other car stood there expelling innermost thoughts of the man who insisted on displaying locomotive headlights in the city, the latter, the real cause of the accident, drove hurriedly away. Take the same situation on a narrow road in the country with embankments on either side and make a guess at the result.

**Camp Sites Needed.**  
"Lincoln is going to set aside space in its parks or elsewhere for the accommodation of camping tourists. An idea prevails that the tourist who camps out is the man of very moderate means," said Mr. Smyth. "This is wrong. Some of the biggest and most expensive cars through Omaha have carried easterners who delight in roughing it. The camp tourist who finds the city has provided accommodations for him will tarry awhile, rest up and mix in again with city ways. 'He who carries, spendeth,' and Omaha merchants might as well have the trade as Denver and Cheyenne. Tourists naturally begin to think of extra purchases of water bags, tow ropes, shovels, etc., when they hit the gateway to the west. They will buy these things further on if not in Omaha. City park, Denver, is thronged with tourists who stay a few days and the merchants get the trade. Omaha needs camp sites."

**Tales Told by Auto Tourists.**  
"Yes, those River-to-River hills in Iowa are right pert little inclines,"

**Mitchell Four-Season Sedan**



laughed J. G. Morgan, who hails from near Rico, Colo. "But say, if you really want to try hill climbing, come on out to Rico and take a run at Disappointment hill. Steep? So steep the folks in the back seats nearly fall out."

"Ever in Bisbee, Ariz.? It's the only city in the world that I know of that has but one street. That's what I said, one street," remarked L. A. Payne of Frisco, who travels the year around and sells auto accessories. "The street runs through the middle of the town and the town is at the bottom of a deep canyon."

"Up in the northern part of Iowa during a wet spell tourists on a certain stretch of road looked suspiciously on any exceptionally fine piece of straightaway. A certain enterprising farmer had a perpetual mudhole, which he kept in paying condition by throwing dust over the surface. Sort of spreading his net for fish."

"Two months ago on July 13, I said J. G. Morgan of Rico, Colo., 'there were exactly 750 automobiles in Colorado Springs bearing Oklahoma license numbers. I guess that's some trade from one state. Nebraska should

pay more attention to the camping tourist."

"Here's a valuable tip to Omaha motorists who have chauffeurs," remarked Mr. Smyth. "When your driver takes you to the theater, a dance, the depot or calling, arg you sure he takes the car back to the garage? From the record of cars stolen it looks like auto thieves steal the car after the time the owner is deposited at his designation."

**Chandler Six Makes New Economy Record**

Twenty-six and three-tenths miles on one carefully measured gallon of gasoline from a special one-gallon tank is a new record for economy recently made by a seven-passenger Chandler stock touring model, which has been run 5,000 miles.

Starting at the Rochester City limits, the Chandler was put over the road to Canandaigua, with Barney Cane at the wheel and accompanied by R. H. Houston of Chicago. The car came to a stop as the gas

ran out just a mile west of Canandaigua. It was estimated that it could have been run on into this town had it not been for a bad detour with a soft dirt road, which proved a big gas consumer.

It is not an unheard of thing for certain very light cars to get as great mileage out of their gasoline as this, but for a big six-cylinder seven-passenger machine which has been run 5,000 miles to show such light fuel

consumption is regarded as sensational by the automobile engineering fraternity.

"We averaged on the whole trip from twenty-five to twenty-seven and thirty miles an hour," said Mr. Houston. "Slowing down to five miles an hour, with two inspection trips along the road, and hitting it up to fifty-one miles an hour, just to demonstrate the gas consumption under pressure were features."

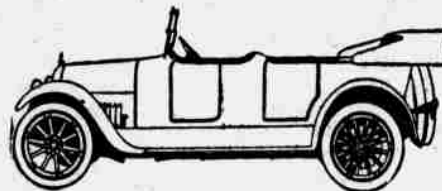


The White Line Radiator is just one of the individualities of the Stearns-Knight. There are no less than twenty-five distinctive features found in the Stearns-Knight ONLY. Each of the twenty-five distinctive features are advantages which Stearns-Knight owners enjoy.

A demonstration will be cheerfully given, at which time we will be pleased to tell you where and why the Stearns-Knight differs.

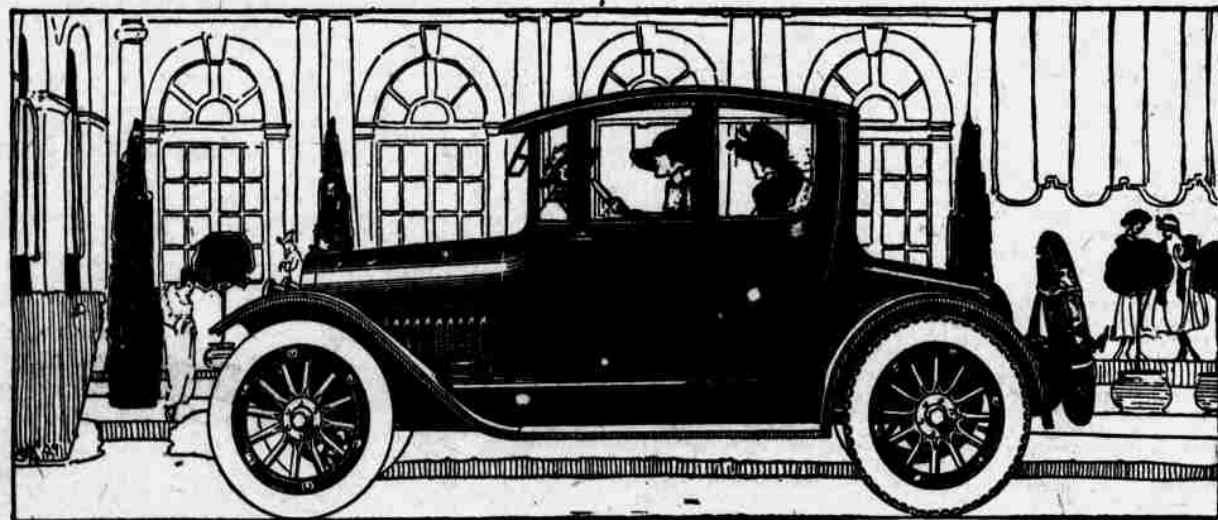
**McIntyre-Hayward Motor Co.**

2427 Farnam St. Omaha, Neb.



**MID-YEAR MODEL**

- 26 Extra Features
- 73 New Conceptions
- 7 New-Type Bodies
- 127-in. Wheelbase
- 48 Horsepower
- \$1325 f. o. b. Racine
- For Touring Car



One Winter Car—The Coupe

**"My Scientific Car"**

A Statement by John W. Bate, the Efficiency Expert  
The First He Has Ever Signed

The latest Mitchell, in every detail, typifies my ideals of efficiency.

I have never said that before.

Yet I have devoted 13 years to this car. I have made some 700 improvements. And this is my 17th model.

We have all kept silent on my objects until my work was done.

**Efficiency is This:**

Efficiency means doing things in the best way possible.

In the factory it means economy. It means minute-saving at every point. It means right arrangement. It means trained men. It means machines to perform each operation in the quickest way.

We have that now. The Mitchell plant is the model of this industry.

We have worked out here a factory saving of at least 50 per cent. A car like the Mitchell, in most modern plants, would cost the maker at least one-fifth more than here.

**A Lifetime Car**

I consider that efficiency also means a car built to last a lifetime. A car's life is affected by use and abuse. But seven cars of my building have already averaged 175,000 miles each. That's over 30 years

of ordinary service. One has already run 218,000 miles.

That is due to my policy of giving every part at least 50 per cent over-strength. To do that, and get lightness, I use much Chrome-Vanadium steel. I use more drop forgings, more steel stampings than any other maker, I believe. There are 440 such parts in the Mitchell. I use almost no castings.

**Took 55,000 Hours**

I have devoted to this Mitchell some 55,000 hours. For I work both night and day. I have worn out fifty cars in comparing one idea with another. Each part has been tested in every known way before I adopted a standard.

Now, by watching materials, by endless tests and inspections, we keep every part to that standard.

When I drive a car I want it built as I build it. I want it for safety's sake, for the sake of en-

durance and for economy. I know that able engineers look for a car of this kind, because so many buy the Mitchell. And I believe that all men, when they know the facts, will demand scientific cars.

**Luxury Bodies**

This year our artists have designed seven types of new-style luxury bodies. Before they did so, I had them examine 257 new models, European and American. So not an attraction is missed—not a dainty touch, not a new idea.

There are two all-season models—the Touring Sedan and the Cabriolet. There are two winter cars—the Limousine and Coupe. There are open cars, and a top that detaches.

All the beauties and luxuries known to body-building are combined in these new models. They are exhibition cars.

**26 Extra Features**

These new models contain 26 extra features—things that other cars omit. Our factory savings pay for all of them. Our luxury bodies contain a score of touches which you do not find elsewhere.

That is my idea of efficiency—to make the Mitchell, in every detail, typify the utmost in a car. I believe that every man who knows—and every woman—will say that I have done so.

JOHN W. BATE.

Mitchell Models	
3-passenger Roadster,	\$1325
5-passenger Touring Car,	\$1325
7-passenger Touring Car,	\$1360
Equipped with Demountable Top only, 2000 Rate	
3-passenger Cabriolet,	\$1775
4-passenger Coupe,	\$1850
7-passenger Springfield Sedan,	\$1985
7-passenger Limousine,	\$2650
All prices f. o. b. Racine	

MITCHELL MOTORS COMPANY, Inc., Racine, Wis., U. S. A.

**J. T. Stewart Motor Co.**

Distributors  
Omaha, Nebraska

Phone Douglas 138

2043-52 Farnam St.

**DODGE BROTHERS MOTOR CAR**

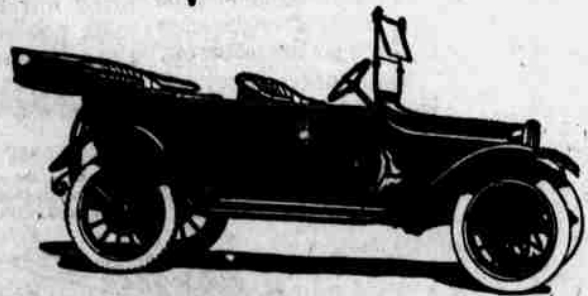
The high price it demands when sold at second-hand increases the respect in which the car is held, as this knowledge spreads

It would be hard to find a truer test of enduring worth. People are not eager for used cars unless they know that such cars have before them a long life of satisfactory service.

It will pay you to visit us and examine this car

The gasoline consumption is unusually low. The tire mileage is unusually high

The price of the Touring Car or Roadster complete is \$785 (f. o. b. Detroit)



MURPHY-O'BRIEN AUTO CO.  
1814-18 Farnam St. Omaha, Neb.  
Phone Tyler 123.