

**MITCHELL PIONEER
AUTO OF BOLIVIA**

Lone Dealer at La Paz Introduces "Father of Cars" in the Andes.

IS DOING BIG BUSINESS

Bolivia, South America, the country of Andean heights, torrid valleys and freezing plateaus—a South American Switzerland that perhaps never will be liberally provided with hotels for tourists—has a total of 153 automobiles within its confines. And almost all of these machines have been brought into the country since 1915.

But there is a Mitchell distributor down there, at La Paz, who has the courage of a Pizarro, the faith of an Indian in the development of the great country and the loyalty of Bolivian in the future of Cordillera crossed country, who expects some day to exchange automobiles for the money of the biggest land owners and demonstrate that Bolivia will be an absorber of motor cars of no mean importance.

Senor Virginio Cattoretti is the "automobile king" of Bolivia. He is a native of Italy and has been in South America eleven years. Tall, athletic and a keen lover of sports, Senor Cattoretti became obsessed with the cycle sport in Chili and Bolivia and won many stirring victories several years ago. It fell to his lot to get a Mitchell car and with this he made several long trips through the Andes, climbing passes and demonstrating not only the endurance and stamina of the Mitchell, but his own grit as a driver.

When he achieved the record of being the first pilot of an automobile to Titicaca lake, 13,000 feet above sea level, Senor Cattoretti began to study the map of Wisconsin to locate Racine, the home of the Mitchell Motors Company, Inc. He wanted to visit the factory and converse with Engineer John W. Bate. He knew, intuitively, that the Mitchell that climbed to Lake Titicaca would pass current at more than par in Bolivia.

It was a long journey, but only recently Senor Cattoretti visited the Mitchell plant. His conference with President Otis C. Friend, Vice President J. W. Bate, Sales Manager John Tainish, Foreign Sales Manager F. Sarda and other Mitchell officials appeared to give the impression that Senor Cattoretti feared not the stupendous handicaps nature had thrown up against motor car operation in Bolivia—that he called the Mitchell machine that conquered the climb to Titicaca "the father of the automobile" in Bolivia and would import every Mitchell he could get for the business he has seen insight into South American conditions realized was coming.

"It was quite natural for me to become a devotee of the motor car after a considerable experience with bicycles along the Andean coast," said Senor Cattoretti at Racine. "Being of Italian birth, I succeeded in getting Fiat representation in La Paz and then came the Mitchell, king of the Andes." It also was my good fortune to bring in the first motor truck, Bolivia ever had.

"The natural trend of progress in Bolivia is an open book. Enterprise and a desire to overcome all sorts of

Ready for All Sorts of Weather



obstacles that are little known to people of the United States will soon make Bolivia a very gratifying market. I'm enthusiastic over the future market and hope to see a lot of Mitchell cars conquering the Andes."

Costs Real Money to Get Autos Out as Needed

By incurring an almost unbelievably increased expense on account of the freight car shortage and material market, which reached its most acute point in January and February, the Hupp Motor Car corporation succeeded in producing and shipping more cars this year than even during the record-breaking winter months of 1916, according to a statement just made by C. D. Hastings, vice president and general manager of the corporation.

"As I view the motor car situation at present, it is one of production and shipping," said Mr. Hastings. "Even with our increased production, orders for immediate shipment have piled up on us and the month of March finds us with orders for nearly 2,000 cars for immediate delivery. These orders we are filling as fast as production and the freight car situation will allow, but each day finds orders piling up still more. The breaking up of winter weather will aid us greatly in getting machines to the distributing points, as they can be driven overland in greater numbers. The opening of lake traffic next month will also be of great benefit."

Dort Car Beats 100-Yard Man from Standing Start

Multi-cylindered cars may be quick at "get-away," but the performance of the four-cylindered Dort on the athletic oval of Leland Stanford university last week shows it to be a car of great elasticity.

"Ric" Templeton, coaching the Leland Stanford boys, had a bunch of his best out on the oval when a Dort enthusiast blew along in his car. "The motorist, a friend of 'Ric's," was expounding the good qualities of his car so broadly that "Ric" is reported to have said to him, "Suppose you think you can trim Jud House here at 100 yards from a standing start." House, by the way, is "Ric's

best man this year and holds a record of 10 2-5 seconds for the distance. "Surest thing you know," said the motorist, and the crowd gathered around to see the fun and the subsequent discomfiture of the motorist. But this was one of the times when the dope didn't run true to form, for while House put a big lead on during the first four seconds, while the motorist was getting his mount into high, he was all of three yards in the rear when he tape was crossed, the Dort having made the distance in less than 10 seconds.

Comfortable Driving in Overland in Sleet Storm

"The weather of the last week has given us about the best possible demonstration of the real comforts of the Overland all-year car that we could have planned," said J. R. Jamison, branch manager of the Willys-Overland company.

Owners of ordinary touring cars were forced to put up their side curtains and take them down again half a dozen times, and even when they were up those curtains did not give adequate protection from the penetrating dampness of the snow and sleet. They offered but a temporary makeshift against the weather.

"With the Overland all-year car, the same time required to adjust side curtains, converted the open touring car into a handsome, comfortable limousine, a permanently closed car with glass sides, the comforts and richness of appointments found in the finest limousines. It is the ideal car for March uncertainties of weather, for April showers, for the extreme heat of summer or for the coldest of winter weather.

"The entire sides of the convertible car are of glass, which is removable. When they are removed the car is as open to the air as any touring car, and the only difference in that respect is that the top is a permanent part of the car and always in use. It supports and sustains the body of the car and has a handsome finish, a great improvement over the average soiled and wrinkled apron top. On the average car the top is up about 75 per cent of the time and it is not built with any idea of permanency as is the convertible top."

Bee Want Ads Produce Results.

BATTERY ATTENTION IS MOST ESSENTIAL

First Act of New Car Owner Should Be Strong Test, Says Rosengren.

DISCHARGE IS CONTINUOUS

The first thing that the owner of a new automobile should do is to go to the battery service station and let the battery expert test his battery, according to Mr. Elmer Rosengren, the local Willard expert. He gives the following reasons for this:

"The battery really commences to wear the instant that it is assembled. As long as the plates are in contact with the electrolyte, the battery is slowly discharging itself.

"If, therefore, an automobile is a long time in transit from the manufacturer to the dealer and then is a long time in the hands of the dealer, it is entirely possible that the battery may have become considerably discharged. This slow discharge is perfectly natural. Before the car owner puts it to hard usage he should have it fully charged. If this is once done, the generator should keep it in that condition.

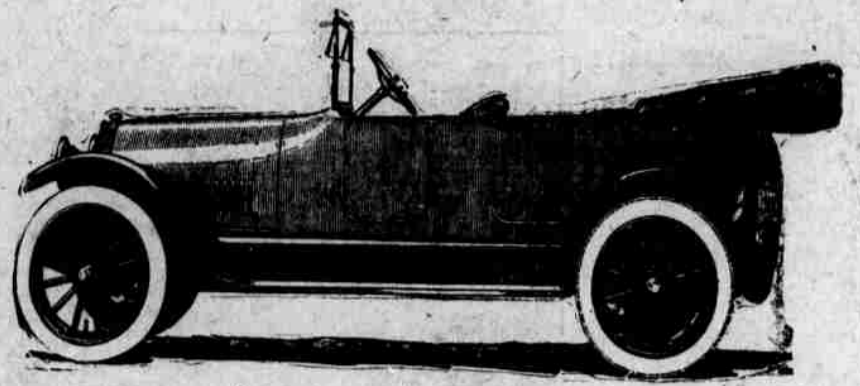
"It is to prevent the motorist starting out with a half charged battery when he expects a fully charged one that we advise all new car owners to have their batteries tested immediately.

"This step is really more than just seeing that the motorist gets the full value for the money spent on his machine. It is really the first step in assuring him a long and useful life of service from his battery, for if the battery starts its life fully charged and then is closely watched by the owner during the first three months of its life the odds are a thousand to one that it will give little trouble. If, on the other hand, it goes into commission half charged, this condition gets worse and worse until finally the battery is thoroughly starved and the owner thoroughly disgruntled. This starved condition is particularly bad, for no amount of charging at the service station will put the battery back in the excellent condition in which it was at the start."

New Time Record is Made By Scripps-Booth Eight

Eddie Horton left Sixteenth and Farnam Tuesday night, March 13, at 9 o'clock, for Fremont, driving the red Scripps-Booth eight, carrying four heavy men in the car, and arrived in Fremont twenty minutes after 10, before the movies closed. That is a pretty good showing, but it was eclipsed by the return to Omaha Wednesday morning, having left Fremont at ten minutes to 10, and arriving in Omaha at just 11 o'clock. The drive was made entirely in high gear and through six inches of snow and slush.

Just before leaving Fremont Mr. Horton called up the W. M. Clement Motors company from the Terry hotel and on arrival at the garage it was just exactly 11 o'clock.



More Power at Less Cost

Both Series "18" Studebaker FOUR and Series "18" Studebaker SIX are noted for their great power, and especially their great power in ratio to their very low consumption of gasoline.

It has taken Studebaker four years to improve, refine and perfect the wonderful Studebaker motor. It has been solved through the experience of 250,000 cars in the hands of owners. It is only through an evolution like this that perfection of power in ratio to fuel consumption can possibly be developed.

There are no secret processes; no basic patents; no features of design that are unknown or prohibited by patents. The Engineer can use what he wishes, but he can only

know how to use the best features by continually improving, refining and perfecting—through the experience of a motor in actual service.

This is why Studebaker can truthfully claim that the design of its motor is unsurpassed in simplicity, accessibility and power. By the refinement of reciprocating parts, vibration has been reduced to an almost unobservable minimum.

The bearing areas of the motor have been enlarged and increased, giving greater durability, more strength, still further insuring smooth, vibrationless operation.

But you cannot appreciate the splendid POWER of the Studebaker car until you TRY it.

FOUR-CYLINDER MODELS

FOUR Chassis.....	\$ 885
FOUR Roadster.....	985
FOUR Touring Car.....	985
FOUR Landau Roadster.....	1180
FOUR Every-Weather Car.....	1185

(All Prices F. O. B. Detroit.)

SIX-CYLINDER MODELS

SIX Chassis.....	\$1150
SIX Roadster.....	1250
SIX Touring Car.....	1250
SIX Landau Roadster.....	1350
SIX Every-Weather Car.....	1450
SIX Touring Sedan.....	1700
SIX Coupe.....	1750
SIX Limousine.....	2600

(All Prices F. O. B. Detroit.)

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And we are one of the 850 Willard Service Stations that will see that they keep going.

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It is not enough to fill your battery regularly with distilled water and to make regular hydrometer tests.

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Willys-Overland Motor Cars

Permanence

When an institution, almost from its inception, takes the commanding position in its field—

And when that institution maintains that commanding position without interruption over a series of years—

Then you may be assured of that institution's integrity—both as to its product and its dealings with the public.

From an output of 465 cars eight years ago the Willys-Overland industry has grown steadily and this year our dealers have contracted for more than 200,000 cars.

Our net resources have grown in that time from a little more than fifty thousand dollars to more than sixty-eight million dollars.

This year we are building the most comprehensive line of motor cars ever produced by any one concern.

They include Fours, Sixes and an Eight.

If yours is a family of average size, you will be particularly interested in the comfortable, powerful, Big Four at \$850 or Light Six at \$985. They exemplify the remarkable values characteristic of the entire line.

When you buy any car in the Willys-Overland line you are assured by our commanding position in the industry, by our unequalled facilities and resources, of integrity of value in your car throughout the whole period of its performance in your service.

Light Fours
Touring . . . \$665
Roadster . . . \$650
Country Club . . . \$720

Big Fours
Touring . . . \$850
Roadster . . . \$830
Coupe . . . \$820
Sedan . . . \$820

Light Sixes
Touring . . . \$875
Roadster . . . \$860
Coupe . . . \$850
Sedan . . . \$850
Willys-Six . . . \$825
Touring . . . \$825

Willys-Knights
Four Touring \$2425
Four Coupe . . . 2150
Four Sedan . . . 2100
Four Limousine . . . 2250
Eight Touring \$3250

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Big Four \$850

Light Six \$985



The Willys-Overland Company, Toledo, Ohio
Manufacturers of Willys-Knight and Overland Automobiles and Light Commercial Cars