

**\$1150** F. o. b.  
Racine

Mitchell Junior—a 40 h. p. Six  
120-inch Wheelbase

**Mitchell**  
SIXES

**\$1460** F. o. b.  
Racine

7-Passenger—48 Horsepower  
127-inch Wheelbase

## John W. Bate's Club The Night Work Done On Mitchells

An experimental room in the Mitchell factory is known as John W. Bate's club.

Here, after hours, for many a year, he has worked on the features you get in the Mitchell.

You see the result in hundreds of extras. You see it in 100 per cent over-strength. You see it in countless added values which are paid for by factory economies. But let us impress on you the principle which lies back of all.

### Nothing Is Easy

Every motor car maker believes in efficiency. But it means an enormous investment, both of time and money. In the Mitchell it meant building and equipping a mammoth plant to this end. It meant supplanting old machines with new. It meant years of study, years of training men to build every part economically.

It meant that 98 per cent of the car, including luxury bodies, had to be built in this plant. It is very much easier to buy these things than build them.

Part by part, on hundreds of parts, labor and machine cost has been reduced to the minimum. On many a part to one-third what it was.

It has cost us millions of dollars. It has cost Mr. Bate a dozen years, working night and day. It has cost many an able helper such work as few men perform.

That is why the Mitchell excels in efficiency, and in all that efficiency brings you.

### Three Years to Attain 100% Over-Strength

This year, for the first time, we announce double strength in every important part. It has taken three years to get to this standard, from a 50 per cent margin of safety.

To you it means a lifetime car, according to the evidence. It means safety, small upkeep, minimized repairs. To Mr. Bate it means new tests and standards for every vital part. To us it means, with present steel prices, a vast extra cost.

Many parts are built oversize. Parts which get a major strain are built of Chrome-Vanadium. Over 440 parts are built of toughened steel. We pay for steel as high as 15 cents per pound.

But the result is marvelous endurance. For instance, not a single rear spring has

broken since this standard was adopted. And that was two years ago.

### Many Extras Free

We include in the Mitchells every desirable feature we know. There are 31 extras which cost us \$4,000,000 on this year's Mitchell output. And they are things—like a power tire pump—which nearly all cars omit.

We have this year added 24 per cent to the cost of finish, upholstery and trimming. And that to a car which long has led in beauty and in luxury. The savings made in our new body plant pay for all these added touches.

You get these things at the Mitchell price because of our efficiency. Because John W. Bate has cut our factory cost in two. In this respect, among fine cars, the Mitchell stands unique.

See what this plan has accomplished. See what it means in values which rival cars don't give. One hour's study of the Mitchell cars will win you to the Bate idea.

### Also An \$1150 Six

Note that this year—to meet a wide demand—we bring out Mitchell Junior. A slightly smaller motor—a little shorter car. And a lower price than the 7-passenger Mitchell. But more powerful and roomy than most 5-passenger cars. So men can get the Mitchells now in either size they want. MITCHELL MOTORS COMPANY, Inc. Racine, Wis., U. S. A.

#### TWO SIZES

**Mitchell**—a roomy, 7-passenger Six, with 127-inch wheelbase. A high-speed, economical, 48-horsepower motor. Disappearing extra seats and 31 extra features included.

Price \$1460, f. o. b. Racine

**Mitchell Junior**—a 5-passenger Six on similar lines with 120-inch wheelbase. A 40-horsepower motor— $\frac{1}{4}$ -inch smaller bore than larger Mitchell.

Price \$1150, f. o. b. Racine

Also all styles of enclosed and convertible bodies. Also demountable tops.

