

**\$1195** F. o. b.  
Racine

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

Price will be advanced to \$1250 on July 1st.

**Mitchell**  
SIXES

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

7-Passenger — 48 Horsepower  
127-inch Wheelbase

Price will be advanced to \$1525 on July 1st.

## One Type — In Two Sizes

### Built Like No Other Car

This model plant—covering 45 acres—was built and equipped for this single type.

It is designed to build this one type at a cost which none can match. John W. Bate, the great efficiency expert, has spent millions of dollars to do that.

The savings go into extras. So the Mitchell has a wealth of features which other cars omit.

All Mitchell cars are designed by our artists, and built by our own craftsmen. So each style is exclusive.

### A Distinctive Car

Mr. Bate has worked 14 years to perfect this factory and this car. Every building, machine and method shows the last word in efficiency.

His methods save us on this year's output about \$4,000,000. And all that goes into Mitchell extra values.

Our latest models are the result of more than 700 improvements made by Mr. Bate. He spent a year in Europe to get some of the ideas.

So the Mitchell offers, in many ways, what you cannot find elsewhere.

### Unique Features

The latest Mitchells embody these distinct attractions:

#### 31 Extra Features—

24 Per Cent Added Luxury—

100 Per Cent Over-Strength.

There are 31 features, most of which all other cars omit. Each is something you will want. Go see them. These are paid for by our factory savings.

On this year's models we add 24 per cent to the cost of finish, upholstery and trimming. Our new body plant saves the money to do that. This makes the Mitchell the luxury car of its class.

In the past three years we have

doubled our margins of safety. Now each important part shows 100 per cent over-strength.

### To Double Car Life

The object of this new standard is to double car life. Over 440 parts are built of toughened steel. Safety parts are all oversize. Parts which get a major strain are built of Chrome-Vanadium.

Our engine test is 10,000 miles without wear. Our gear test is 50,000 pounds per tooth. Our spring test calls for limitless service. Not one Bate cantilever spring has broken in the two years we have used them.

### One Size, \$1195

Mitchell Junior is about like the Mitchell, but a slightly smaller car. Still it has a 120-inch wheelbase. It is the marvel of Motordom this year in the value that it gives. See which size you like best.

You will want these extras. And, when you know, you will want a Bate-built car. It means a complete car, a smart car and a lifetime car. It is the last word in efficiency. Let your dealer show it to you before the spring over-demand.

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

**Mitchell**  
SIXES

### TWO SIZES

**Mitchell**—a roomy 7-passenger Six, with 127-inch wheelbase and a highly-developed 48-horsepower motor.

**\$1460**

Price will be advanced to \$1525 on July 1st.

Four Passenger Roadster, \$1495. Sedan, \$2175. Cabriolet, \$1895. Coupe, \$1995.  
Also Town Car and Limousine

**Mitchell Junior**—a 5-passenger Six on similar lines, with 120-inch wheelbase and a 40-horsepower motor. ¼-inch smaller bore.

**\$1195**

Price will be advanced to \$1250 on July 1st.

All Prices f. o. b. Racine

