

26 EXTRA FEATURES
73 NEW CONCEPTIONS

Mitchell
Models

20% EXTRA VALUE
DUE TO FACTORY
EFFICIENCY

John W. Bate Tells Experts

How to Build Luxurious Cars

John W. Bate's definition of efficiency is this: "Doing everything in the best way that anybody knows."

The Mitchell car, in every detail, exemplifies that idea. Mr. Bate has spent years in our shops to insure this. And he spent one year in Europe to see if any foreign experts did anything better than he did.

Let us illustrate how that principle was applied to the bodies on the new Mitchell.

257 Models Examined

Mitchell bodies—opened and closed—are designed by artists, and built by experts in the body-building art.

Mr. Bate's instructions to them were: "First learn all that others know. Start with that, then add the best you can."

So these experts examined 257 new models. They studied all of the latest productions, European and American. Not a new idea, not a dainty touch escaped them.

Then they designed the six body styles for the New Mitchell. Some of them have just been finished. Each is exquisite and complete. Not a luxury is missing.

You will find in these the apex of the body-building art.

Now Two Cars in One

One modern idea has met a long-felt want. That is, the all-season models—cars for all weathers in one.

The Springfield type is a Sedan, with disappearing plate-glass sides. In the Mitchell this is a luxurious car with seats for seven. With the windows down it becomes a Touring Car. So you have what you want, any hour of any day—a Touring Car or a Sedan.

The Cabriolet is a 3-passenger Coupe. But the top falls back and the windows drop. Then you have an open Roadster.

Even in the Mitchell Limousine all windows are made to drop. Also in the Mitchell 4-passenger Coupe. They are all open-air cars when the weather is inviting.

As for other attractions, we must ask you to see them. They are numbered by

the score. All that you see in other cars are here, and some that you never saw. Even the Mitchell Touring Car has 26 extra features.

Mr. Bate's 40-Year Cars

The Mitchell is the only car built under Mr. Bate's efficiency methods. It is built in a factory which he designed, by machinery which he installed. And by methods which have cut our factory cost in two.

Because of these economies it offers much extra value—at least 20 per cent, we believe. It embodies many costly features which other cars omit. It is built to standards which would be impossible—at the Mitchell price—without this factory efficiency. To every part Mr. Bate has given at least 50 per cent over-strength.

As a result, two Bate-built Mitchells have already run over 200,000 miles each. That's forty years of ordinary service. Seven of them have averaged over 175,000 miles each. We seem to have a lifetime car, which Mr. Bate has aimed at.

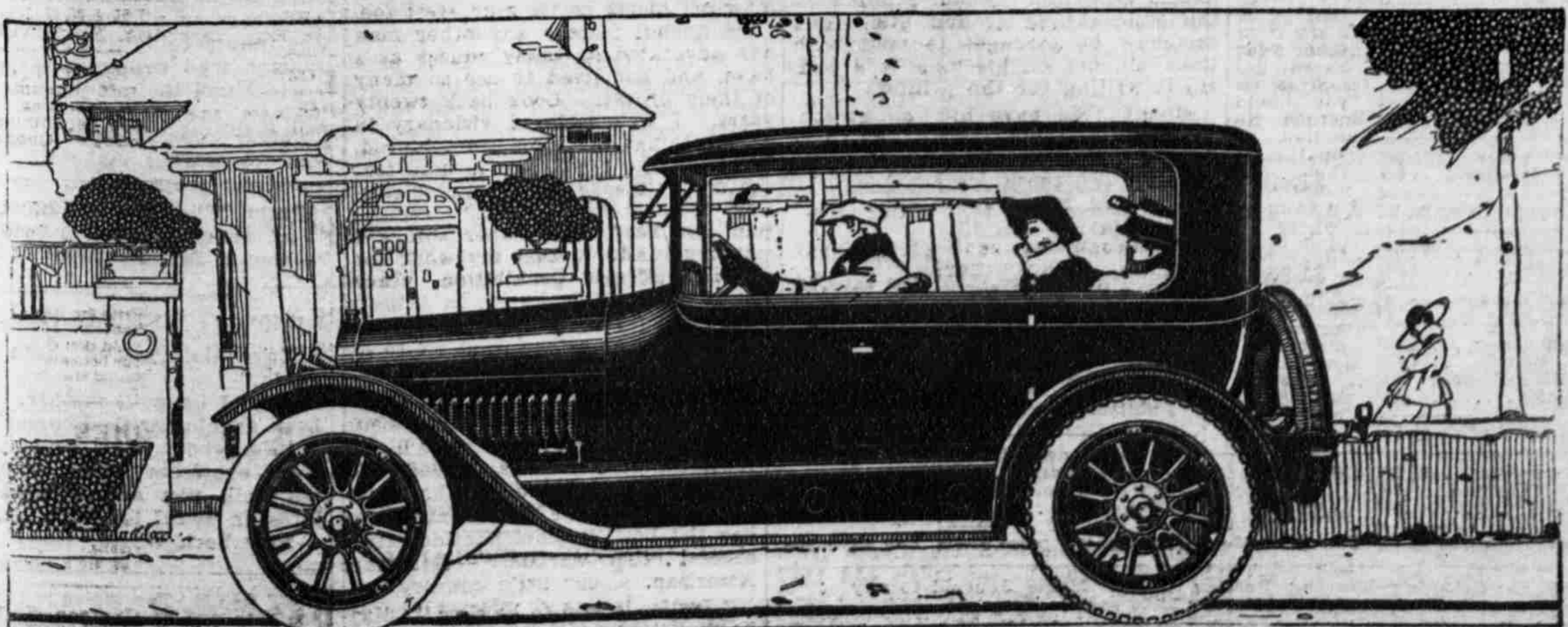
Your Mitchell dealer can prove to you that the ablest engineers are now buying Mitchells. He will show you a list of them—men of nation-wide fame. We believe that one hour spent inspecting this car will bring you to the Mitchell too. In a single year the demand for this car has trebled.

Go see what John W. Bate has done. Do this in justice to yourself.

Mitchell Models

3-passenger Roadster,	\$1325
5-passenger Touring Car,	\$1325
7-passenger Touring Car,	\$1360
Equipped with Demountable Top Only, \$300 Extra	
4-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.



Mitchell Sedan, the Springfield type of body with windows down. An open touring car or a plate-glass Sedan. A minute will change it from one to the other. Price \$1985, f.o.b. Racine.