

\$1195 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

See Our \$1195 Six

A New Example of Bate Efficiency---120-inch Wheelbase Hundreds of Extras This Year

John W. Bate, our efficiency expert, brings out this year Mitchell Junior — a somewhat smaller Mitchell.

It is for men who want a 5-passenger car, with ample room and power. But who don't want to pay for room or power not needed.

It is not a small car. From hub to hub it measures 120 inches. It has a 40 horsepower motor. It is an unusual car for five. Still not so large, not so powerful as a 7-passenger car should be. Or as the larger Mitchell is.

All to End Waste

Mr. Bate's effort is to end all waste. He built this plant to do that, and equipped it in an ideal way. The result is to save us on this year's output at least \$4,000,000.

That saving shows in hundreds of extras. In a value at least one-fifth greater than any other car in its class.

Now, as another step, he builds the smaller Mitchell for those who don't need the big one. So every fine car buyer can exactly fit his needs.

What Mitchell Adds

The Mitchell extra value shows in

100 per cent over-strength---

In 31 extra features---

In 24 per cent added luxury

These are things you don't get in other like-class cars. Most of them are found in no car built outside these shops.

They are possible here only because of our marvelous factory efficiency. We have invested millions, under John W. Bate, to minimize cost on this type. And we give

you these savings in things we know a lifetime car should have.

Margins of Safety

Our margin of safety in Mitchell parts used to be 50 per cent. In the past three years that margin has been doubled.

Our present standard—100 per cent over-strength—makes little difference for a year or two, perhaps. Or in ordinary driving. But it makes a great difference in event of shock. And it makes a great difference in car life.

Over 440 parts are built of toughened steel. The safety parts are vastly over-size. The parts which get a major strain are built of Chrome-Vanadium. The gears are tested for 50,000 pounds per tooth.

The Bate cantilever springs are so strong that never one has broken. Yet we have used them for two years on many thousand cars.

Those are the most important extras you get in the Mitchell cars. Mr. Bate is

aiming in these cars at 200,000 miles of satisfactory service.

The Visible Extras

In Mitchells you find 31 extra features which practically all cars omit. Things like a power tire pump, a dashboard primer, reversible headlights, ball-bearing steering gear, etc.

See these extras at your Mitchell showroom. Figure what it would cost you to add them. Then you will realize what Bate methods mean.

This year we occupy a new body plant, which means a vast additional saving. All this saving goes into added luxury. Into heat-fixed finish, with deep, enduring lustre. Into rare-grade leather, into deeper springs, into wider seats. You have never seen so much beauty and luxury in a car at Mitchell prices.

No Rivalry Possible

In these respects, Mitchell has no rival. And no rivalry is possible. It has taken years for John W. Bate to build this type at a minimum cost. Millions of dollars have been invested in the plant and the machinery for it.

It would take years for rivals to match these facilities. And, without them, like value is impossible.

We urge you to weigh these features before buying a car for years to come. They mean more than you know. And the best of them are not found outside of Mitchell cars. MITCHELL MOTORS COMPANY, Inc.

Racine, Wis., U. S. A.

TWO SIZES

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

\$1460

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. $\frac{1}{4}$ -inch smaller bore.

\$1195

ALL PRICES F. O. B. RACINE

