

# Mitchell Dealers Who Give "Mitchell Service"

When an industrial enterprise has been continuously in business for over eighty years—  
 When it has progressed from the smallest beginnings to a capitalization of ten million dollars—  
 When its plant has expanded from a single small shed to a great tract covered with acres of the most modern types of factory buildings—  
 When it has fifteen hundred prosperous dealers and agents, all over the world, selling its product—  
 When it has achieved the record of serving two million customers—  
 There is a reason.

This reason, in the case of the Mitchell-Lewis Motor Co., of Racine, Wisconsin, is found in a consistent adherence from the first, to the policy of always combining in its product the highest practicable quality with the lowest possible cost.

It is upon this policy—with all that it implies and involves, in the way of sound design, long experience, the best of good facilities, a highly-perfected organization, the most competent superintendency and management, and unlimited financial strength—that the good repute and high standing of Mitchell automobiles are founded.

Therefore, in placing ourselves and our product for still another season before the motor-buying public, we choose to bespeak patronage on its proper basis—that of confidence—rather than upon the extravagant claims which really are never necessary to good salesmanship, except when the substantial selling asset of "having the goods" is absent.

In Mitchell cars, as any of these representatives can demonstrate, we have the goods—the best values, surest satisfaction, and most advanced engineering, no matter how far you may reach or how carefully you may buy.



**E. E. MOCKETT—**  
 Thirteen years of satisfactory dealings with the Omaha representatives, and eight years selling the MITCHELL cars means SERVICE from all departments of the industry. Stick to the MITCHELL, Boys.  
**1215 N St., Lincoln, Neb.**



**F. H. BEEBE—**  
 The space is too small to say what I would like to for the MITCHELL. I'll say this though, that at the close of 1915 you will find more MITCHELL cars in use in Harrison county, Iowa, than any other one make of car selling for \$1,200. WATCH ME.  
**Beebetown, Ia.**



**J. O. GREENAWALT—**  
 No car sold in this territory has more friends than the MITCHELL.  
**Daykin, Neb.**



**B. E. BIERER—**  
 If you want to know more about MITCHELL cars ask MITCHELL owners who have been driving them for the past eight years.  
**Council Bluffs Auto Co.**



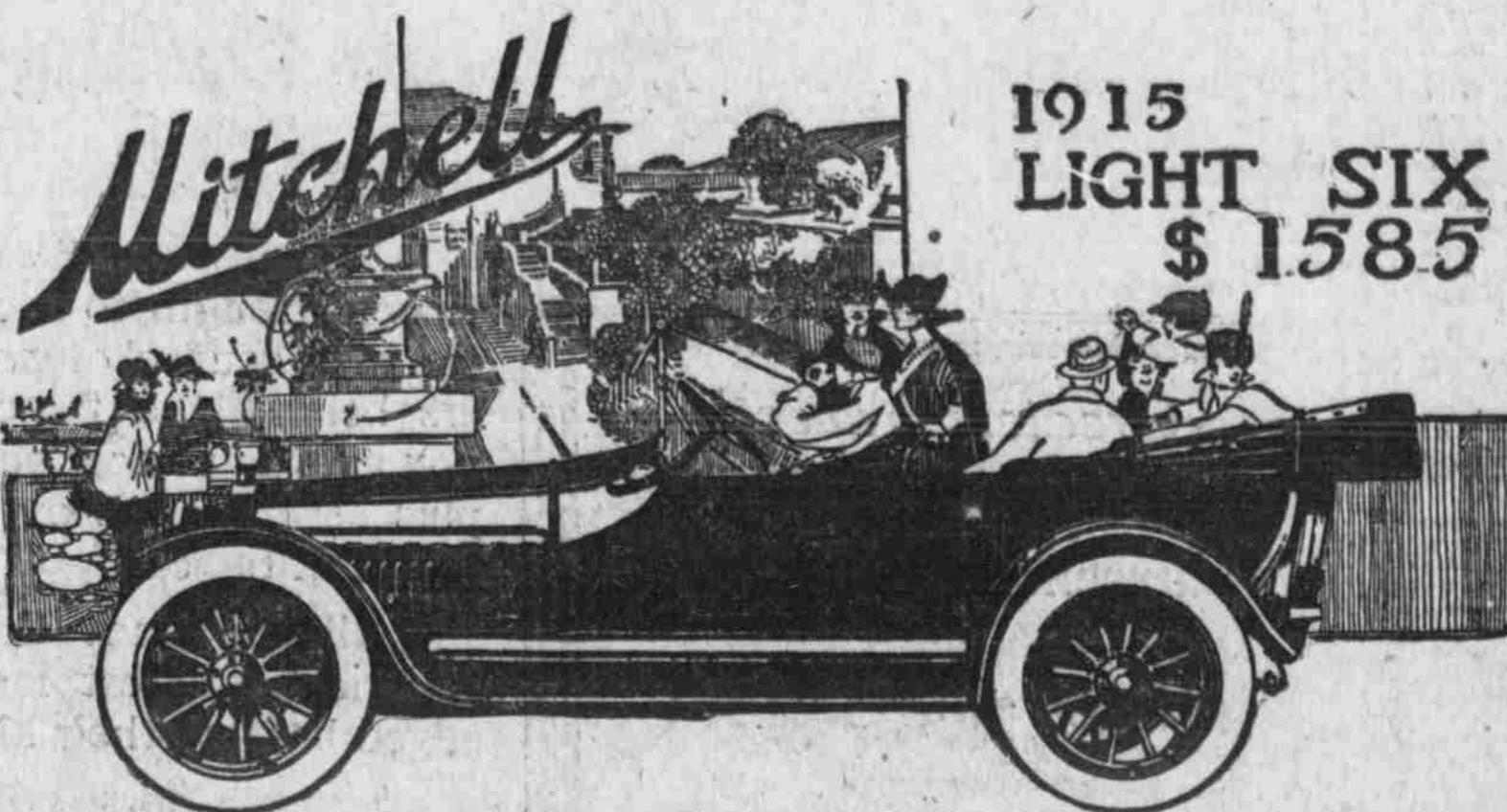
**J. H. FISHER—**  
 I looked over the MITCHELL cars at the show in February, and from my observation and what I have heard, decided it was the car for me to sell.  
**Kilgore, Neb.**



**WM. WEHMLER—**  
 I like the power and the stand-up qualities of the MITCHELL. I like the way the factory holds an interest in the cars they manufacture after they are sold and they have the customer's money.  
**Clarinda, Ia.**



**J. HESSELGESSER—**  
 I have had experience with MITCHELL cars going on five years, and I think you get more value for the money than in any other car sold. You get service, too, and the factory's guarantee means, all it says and more.  
**Palmer, Neb.**



**1915  
 LIGHT SIX  
 \$ 1585**

## CREDENTIALS--

The Mitchell factory, covering thirty-three acres, the high quality of its organization from Purchasing Agent to President; its financial standing—Bradstreet or Dun—its product, its individuality, finish and comfort, plus a physical demonstration in either the smart Light Four or the eager Light Six—these are our credentials.

### THE MITCHELL LINE FOR 1915:

Mitchell Light Six—two, five or six passengers— 6 cylinders—45 horse power—123-in. wheel base—36x4 tires ..... \$1,585	Mitchell Special Six—5 passengers—6 cylinders— 50 horsepower—132-in. wheel base— 26x4 1/2 tires ..... \$1,905
Mitchell Light Four—two and five passengers— 4 cylinders—35 horse power—116-in. wheel base—34x4 tires ..... \$1,250	Mitchell Special Six—6 passengers— same as above ..... \$1,905
Mitchell Light Four—6 passengers— same as above ..... \$1,300	Mitchell Six De Luxe—7 passengers—6 cylinders— 144-in. wheel base—60 horse power— 27x5 tires ..... \$2,350 (F. O. B. Racine)

*Mitchell-Lewis Motor Co.*  
**Racine, Wis., U.S.A.**

**MITCHELL MOTOR CO., Omaha, 2054 Farnam Street**



**SCHLENTZ AUTO CO.—**  
 We have been selling MITCHELL cars here for eight years. Everyone in Butler Co. likes the MITCHELL.  
**David City, Neb.**



**CHINN & CLARKE—**  
 I first bought a MITCHELL car for my personal use, and liked it so well that I wanted my friends to own them. The new Light Sixes and Fours are certainly fine cars.  
**Howard Co., St. Paul, Neb.**



**C. E. METZGER—**  
 I bought a MITCHELL Model J in 1908 and it is still in service. I take pleasure in recommending the MITCHELL to any one wanting a car for service.  
**Mynard, Neb.**



**S. S. DAVIS AUTO CO.—**  
 We like the Factory, and we like the Omaha representatives, and two carloads of the 1915 Models on the way here show we like the cars.  
**North Platte, Neb.**



**J. MARSHALL DUNN—**  
 Dr. Plimpton's "MITCHELL Mud-Horse," going on five years old, showed me the durability of the MITCHELL. Service and Satisfaction go with the MITCHELL. I like to sell them.  
**Mills County, Glenwood, Ia.**



**PITTMAN & WEST—**  
 Just got delivery of my first Light Six for a demonstrator, and it is a peach. I want to show it to every one in my territory before they place an order for any other make of car.  
**Avoca, Iowa.**



**DAN ESSINGER—**  
 Over ten years of satisfactory dealings with the Omaha representatives, and over half that time selling MITCHELL cars. Only one criticism—the cars last so long that we can't get them back on trades.  
**Holstein, Neb.**



**C. W. RUMSEY—**  
 The MITCHELL car is the best buying proposition, and the best selling proposition on the market today.  
**Bancroft, Neb.**



**GEO. P. HOKE—**  
 I visited the MITCHELL Factory last spring, and came back more enthusiastic over the MITCHELL than ever. They make a friend every time you place a MITCHELL.  
**Scotia, Neb.**



**LARS GUNDERSON—**  
 I like to sell the MITCHELL and after thirteen years of dealings with the Omaha representatives, am glad to say dealing with them is a pleasure.  
**Minden, Neb.**

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