



# ON TRIAL

If a jury of the greatest Mechanical engineers in the nation should, after carefully examining a car, say to you: "This is mechanically the BEST Car we have seen," you would be convinced. Here is a jury which BOUGHT the car after inspecting it:

Few of these men were approached by our salesmen. Most of them made the acquaintance of the NEW MITCHELL by riding in a friend's car. Delighted by the marvelous easy-riding qualities of the car, attracted by its unusual responsiveness to the slightest urge of the driver—by all its USE qualities, they examined minutely its mechanical design, tested severely the details of its construction, gave it road tests of a severity which your use would never require, subjected it to a scrutiny so searching that a defect if existent MUST be found, and all this far removed from our influence and quite without our knowledge. And in every instance they said at the end "THAT'S the car I want." Then they came to us and bought NEW MITCHELLS. Most engineers are PAID to give an opinion. These engineers paid us.

We print the names of some of them below. Read them—and REMEMBER, for one of these men to buy the wrong car would be about as absurd as for a member of the famous firm of Tiffany & Co. to wear a paste diamond. And price to these men is an incident. They would gladly have paid \$3,000 or more for the CAR THEY WANTED—and, in fact, they have done so in previous years before the NEW MITCHELL set a NEW standard of value and a NEW standard of performance which DIDN'T EXIST before the first of last June.

## NINE HUNDRED SALESMEN

We have sold over a thousand NEW MITCHELLS in our territory since June 1st. You see them all over. If you have a friend who has one ask him how he likes it. Take a ride in it. That is what sells cars for us.

Week before last we sold \$100,000 worth of cars in one week—about the poorest month of the year for automobile sales. We sold them to men who had been riding in NEW MITCHELL cars owned by their friends. They found SOMETHING NEW in the way the car rode and drove. They found a light, graceful swiftness, more like a swallow than like the old idea of a car. They found a billowy softness of riding more sweeping, uplifting and yachtlike than any car had ever given them. They found a graceful beauty—an evident, thoroughbred CLASS that made other cars look clumsy and crude.

What they found made them want a NEW MITCHELL so BADLY that they couldn't wait until Spring. They wanted one THEN, and they came in and got NEW MITCHELLS THEN, for we had provided for just this landslide by buying nearly twice as many more NEW MITCHELLS after we had sold our first \$1,000,000 worth in five months and SAW the landslide on its way.

## THE HARD ONES

There are hard customers in every business. Just think for a moment of the hard ones in YOUR business. We have had our share.

Some have come in to us after riding in a friend's NEW MITCHELL and said, "Yes, it certainly is a big, beautiful car. It is the easiest riding car I have ever sat in. It is the sweetest driving car I have ever had my hands on. BUT what about the mechanical excellence of its design inside?"

"What about the materials used in its construction?" We sold them cars and now they are the loudest NEW MITCHELL boosters of them all. We sold them because we have the PROOF here of the NEW MITCHELL superiority, irrespective of price.

And this experience, with the Hard Ones, is what prompted this advertisement. It is written for the man who has the same question in mind, but HAS NOT YET COME in so we CAN show him the proof. For him we print below the names of the jury of experts whose use of NEW MITCHELL cars SETTLES it in the mind of any thinking man.

## THE BEST OF ALL

Perhaps you have never yet owned a car. Perhaps you do not want to keep a chauffeur and have little mechanical inclination yourself. Perhaps you want your wife to drive. Perhaps you are a one-time car owner, a little embittered by a sad and expensive experience with an unsatisfactory car. If you are any of these it is FOR YOU we say, "We GUARANTEE the Service." The NEW MITCHELL needs no such backing. It stays NEW—it stays YOUNG—but nevertheless, for all the long years in the Motor Industry that I have spent in building CONFIDENCE among my customers, it has been my policy and my practice to see that the man who bought from me got all he thought he bought, all he HOPED for, and a LOT that very often he didn't even expect. This, then, is for you. "We GUARANTEE the Service." If your wife drives all day on first speed—if she starts on high with the emergency brake full on—"We GUARANTEE the Service." If because of this your engine knocks, "We GUARANTEE the Service." If you don't know a grease cup from a spark plug, "We GUARANTEE the Service." When you buy a NEW MITCHELL you are RIGHT—the greatest engineering brains in the nation say so—they bought themselves. When you buy a NEW MITCHELL you are SAFE. I say so and sign my name to it. I will sell you a car that you will be proud of, that you will be happy in, that will give you wonderful splendid motoring days—that is what we mean when we say "We GUARANTEE the Service."

## THE ENGINEERING JURY

- Chas. De Lukacsevics, formerly Chief Engineer of the Darracq Automobile, Paris, France.  
 Mr. William Klocke, Chief Engineer of the E. W. Bliss Co.  
 Mr. J. P. Sykes, General Superintendent, Baldwin Locomotive Works, Philadelphia, Pa.  
 H. V. Wille, Chief Metallurgist, Baldwin Locomotive Works, Philadelphia, Pa.  
 Mr. William H. Burton, Chief Engineer, the Singer Sewing Machine Co., Elizabeth, N. J.  
 Prof. Reid T. Stewart, Dean of Dept. of Mechanical Engineering, University of Pittsburgh.  
 George R. Russell, Associate Professor Mechanical Engineering, Massachusetts Institute of Technology.  
 Mr. Clark Dillenback, Chief Engineer, Philadelphia and Reading Railroad.  
 Mr. James Bryson, one of the foremost consulting engineers in the United States.  
 Mr. F. M. Oliver, Chief Engineer, Hyatt Roller Bearing Co. James Lindsey, Superintendent of Outer Construction, Hyatt Roller Bearing Co., Harrison, N. J.  
 Mr. Sorgenfrei, Chief Engineer, the Pullman Company.  
 Mr. W. S. Bickley, President and General Manager, Pennsylvania Steel Casting & Machine Company.  
 Mr. L. A. Osborne, Vice-President, Westinghouse Electric and Machine Co.  
 Mr. J. O. Hornung, Treasurer, Mesta Machine Company.  
 Mr. W. J. Burns, Superintendent, Crucible Steel Co., Pittsburgh, Pa.  
 Mr. F. B. Clarke, Vice-President, Firth-Stirling Steel Company.  
 Mr. L. P. Howe, Chief Engineer, Eastern Bridge Co., Worcester, Mass.  
 Mr. F. A. Griffing, Engineer, Chicago, Ill.  
 Mr. G. E. Palmer, Engineer, Babcock & Wilcox Company, Chicago, Ill.  
 Mr. J. M. Gregory, Efficiency Engineer, Buffalo, N. Y.  
 Mr. E. G. Ladd, Superintendent, Chicago Bridge and Iron Co., Chicago, Ill.  
 Mr. Henry Warren, Superintendent, American Fork & Hoe Co., Ashtabula, Ohio.  
 Mr. Albert J. Smith, General Superintendent, Webster Steamship Co., New York.  
 Mr. E. W. Hildreth, President and General Manager, Whitcomb-Blaisdell Mfg. Co., Worcester, Mass.  
 Mr. G. H. Whitcomb, President Eastern Bridge Co., Worcester, Mass.  
 Mr. H. M. Shaw, President, Southern Wheel Co., Oxford, N. C.  
 Mr. David W. Devine, President, Fitzsimmons Steel Co., Chicago, Ill.  
 Mr. F. H. Drew, Consulting Mechanical Engineer, Chicago, Ill.  
 Mr. Chas. F. Huhlein, President, The B. F. Avery Co., Louisville, Ky.  
 Mr. William Black, Vice-President, The B. F. Avery Co., Louisville, Ky.  
 Mr. E. A. Steiner, Vice-President, Herman Voss Co., Milwaukee, Wis.  
 Mr. Henry R. Sutphen, Director, Holland-American Submarine Torpedo Co., New York, and Elco Co. and Vice-President and Director, Electric Boat Co.  
 Mr. J. J. Stehling, Treasurer, Stehling Machinery Co., Milwaukee, Wis.



We have protected ourselves against delays in production because OUR design is standard and by having in our factories the materials for months and months ahead. We will GUARANTEE deliveries on the DAY promised.

**New Mitchell**  
**\$1,250**

"Every Car Sells Another"

**Carl H. Page Motors Co.**

Harry N. Pyke *A Place in the Sun* J. A. Clarke

**Columbus Circle, Facing South  
 New York**

BROOKLYN PHILADELPHIA NEWARK NEW HAVEN

*Carroll*