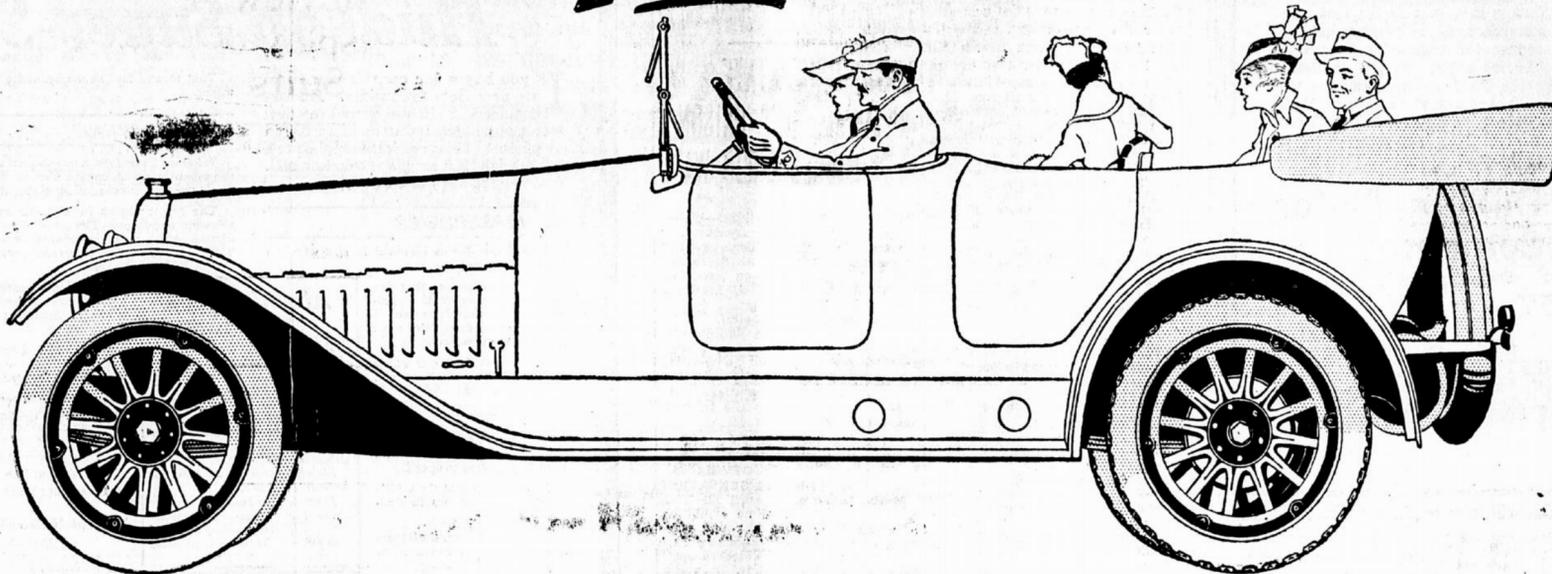


Announcing
A Last-Minute Model

Mitchell \$1325

f. o. b. Racine, Wis.



John W. Bate—The Efficiency Expert Offers 26 Extra Features—Unique to the Mitchell All Paid for Through Factory Savings

John W. Bate, the efficiency expert, has worked years to create here the model motor car factory.

It has meant the investment of \$5,000,000. Nearly 45 acres have been covered with buildings. And 2,092 efficient machines are installed in them.

Costs have been cut on thousands of parts and on countless operations. Now 98 per cent of the New Mitchell car is built in this model shop. And the savings are shown by the 26 extras which this car embodies.

Fathers and sons in the Mitchell-Lewis concern have operated factories for 82 years.

We have built millions of vehicles involving close competition. And we succeeded beyond others through efficiency.

In 1903—when we entered motor car building—we aimed to minimize factory costs in that line. We knew the time would come when supreme efficiency would make one car the master of its class.

It has taken 13 years, because the line was new. Countless machines had to be invented, countless ideas evolved.

It took ten years to arrive at a settled model, after building Fours, Sixes and Eights.

In the Mitchell Light Six we found, it seems, the type that has come to stay. And we are equipped to build that type in the finest way at the lowest cost. The evidence lies in the many Mitchell features which are not found in other cars.

The Wicked Waste

The bane of this industry, because of its infancy, has been extravagance and waste. It was so with us and all.

Most makers started by assembling their cars. Most makers still buy a large share of their parts.

Dozens of separate costs and profits were included in a car. Thus the buyer got scanty value compared with other lines.

But there has for years been an over-demand. The value in cars was not scrutinized closely. Competition forced none to close figuring. So factory efficiency has been little considered among cars of the Mitchell grade.

Insatiate demand is all that tided this industry through years of such matchless extravagance.

Done by John W. Bate

John W. Bate, expert in efficiency, was the first big man we brought to this motor car factory.

This great engineer had for 17 years devoted his genius to factory efficiency. Several vast industries had been revolutionized by his methods.

We secured able designers, inventors and salesmen. But note that our chief man was an efficiency expert. He came in our infancy as motor car builders. And the place the New Mitchell will claim from now on is due to John W. Bate.

This great Mitchell plant is as fine an example of factory efficiency as is found in any line in America.

Thousands of Savings

Mr. Bate's methods called for one-story buildings—everything on one floor.

The raw steel was to enter at one end, the finished car depart at the other. And all without wasting a second.

They called for the utmost in automatic machines. Hundreds of costly machines have been discarded for machines which could save a few pennies per part.

They called for lighter parts, built of tougher steel. There are in the New Mitchell 184 drop forgings and 256 steel stampings.

They called for simple construction. Every needless part has been eliminated. Every man is given one operation.

Not less than ten thousand important economies have been worked out under Mr. Bate.

Costs Reduced Half

This New Mitchell car is produced for one-half what it would have cost us seven years ago.

It is built for one-fifth less than it could be built if we let others make our important parts.

How much we save is shown by our extras. Our price is low for a big Light Six of the highest grade. Yet we offer 26 extras—some very costly. And all of these features which rivals don't offer are paid for through factory efficiency.

Some of Our 26 Extras

These are some of the extras which the New Mitchell offers. No other car in this class, we believe, offers more than two of them. No other car at any price offers more than three or four:

Extra room—a 127-inch wheelbase. Compare that with other Sixes.

Motor-driven tire pump, with a pressure gauge on the tubing.

Reversible head lamps—searchlights which shine forward or backward, or wherever you want light.

A carburetor which costs 15 per cent more than the usual.

Bate cantilever rear springs, which double the ease of riding.

Over-size steering parts, made of Chrome-Vanadium steel and fitted with ball bearings.

Chrome-Vanadium steel for all parts which meet major strains.

An engine with drilled pistons and other perfections to give wondrous power for its size.

A 22-coat body finish of most enduring lustre. Electric light in the tonneau.

Engine primer on instrument board.

Locked compartment for articles of value.

Tool compartment under hood.

Handles for entering car.
Compartment gasoline tank, 18½ gallons.

These—Plus All Else

These extras and others—26 of them—come on the New Mitchell, plus everything else which quality makers can offer.

These are new features in motor car building. Some of them are most important. All would be missed if omitted. And they all come to you in this car as a premium, paid for by factory savings.

Usually, when one maker gives so much more than another, you suspect him of hidden skimping.

Let us remind you that the Mitchell has long been the first choice of great engineers. We will send you a list if you ask it—a long list of the ablest engineers in America who selected the Mitchell car.

We know of six Mitchell cars which have together covered 986,227 miles—an average of 164,372 each. That's a record, we think, that has never been matched.

Every part and material—every standard of quality—is that which the best engineers have adopted. At twice the price we could find no way to improve one important detail.

Efficiency means, above everything else, maximum service to customers. And we shall never let a car excel the Mitchell in that.

An After-Show Design

This New Mitchell body was designed after the New York Show. It came out three months later than most current models.

It combines all the new lines, beauties, features and equipment which our experts found in the 1916 models.

It follows what our artists consider the handsomest models created. It has the new tonneau cowl. It has the new equipment features—one-man top, jiffy curtains, hidden extra seats in the tonneau, etc.

The upholstery is genuine leather, deeply filled with curled hair. Its design offers maximum comfort.

Thus the New Mitchell typifies, in every way, the current conception of a masterpiece car.

Twice As Easy Riding

In ease of riding the New Mitchell stands supreme. That is due to the Bate cantilever springs, which no other car embodies.

The extra comfort, compared with other cars, seems unbelievable. It rides the roughest places as a boat rides waves. There is never a jolt. No shock absorbers are needed on this car. Your Mitchell dealer can prove this in five minutes.

In ease of riding, and in the 26 extras, you will find the New Mitchell an unmatched car. In every other respect—in the chassis or body—you will find it the equal of the best. Go see it and learn how much Mitchell efficiency gives you that you want.

Mitchell-Lewis Motor Co.

RACINE, WISCONSIN, U. S. A.

Corwin Motor Co., Bismarck, N. D.

We are factory distributors for the entire southwest quarter of the state, and have a liberal agency proposition to offer dealers who write us.

\$1325 f. o. b. Racine
For 5-Passenger Touring Car
or 3-Passenger Roadster
7-Passenger Touring Body \$35 Extra

With 48 Horsepower High-Speed Six-Cylinder Motor. Wheelbase, 127 inches. Anti-Skid Tires on Rear. Complete Equipment, including Engine-Driven Tire-Pump, Reversible Searchlights, etc.