Its there. Never have you heard of any such power ANYWHERE. And its all because of the still further development of long stroke motors by the Mitchelt company---the pioneer long stroke makers in America.

Also, we're going to crow, right here and now, over this long stroke business. Our predictions made a year ago of "A stampede to long stroke motors" have happened.

Just look at the cars NOW having long stroke motors. From the cheapest to the dearest they're using them. All these companies hand the cake to the Mitchell. Their adoption of the long stroke is significent. Its a pointblank admission that the Mitchell idea is RIGH'T.

The Mitchell company led the way in America. Long stroke motors-and power-were the watchwords, the ear marks, of Mitchell cars. Other makers-staid-in a rut perhaps-let pass unheeded the plain handwriting on the wall. They stuck by their guns season after season until their cherished ideas came crumbling down about their ears.

## What shook the foundations of their faith-dislodged their time worn theories?

## THE LONG STROKE MOTORS OF THE MITCHELL

famous for. got the ear of the public, and then the money. And gradually other makers sat up-and pondered. Result was they're now in line, making long stroke motors. They'd hate probably refuse---to admi
eir change of front. It isn't neccessary that they should---the facts tell the story. fluence in their change of front. It isn't neccessary that they should--the facts tell the ster

These other factories are NOW where the Mitchell company was FOUR YEARS AGO-- feeling their way---trying it out=-moving slowly in the development of their long stroke motors. Being human they will make mistakes but if they equal the Mitchell prices---we're speaking of long stroke power. And in this power question they have a long ways to go to equal the Mitchell.

Mitchell designers have a right to chuckle for, besides setting the pace---pointing the way---they know they are STILL WAY AHEAD.

Have you read the sizes of Mitchell motors for 1913? If so, you know the Mitchell motors for igi3? If so, you know the Mitchell makers have taken a still longer step forward.

Cylinders in 1913 Mitchell cars are 4 by 6 and 4 1-4 by 7 . These Motors

## CHALLENGE THE AMERICAN MARKET FOR POWER

Leaving out prices compare these motors WITH ANY CAR MADE. We don't exclude the extremfy high priced---the class-cars
THERE IS MORE POWER in these 1913 Mitchell motors than you'll find anywhere else.
Piston displacement governs power; economy, long life, flexibility, and ease of handling come from the long stroke if properly designed. Mitchell motors are properly designed. They are the T-head type. This year they have a LONGER STROKE THAN EVER. They give MORE POWER THAN EVER.

$$
\$ 1500 \text { models, } 4 \text { cylinders } 41-4 \text { by } 7 \text {, called } 41 \text { h. p. give } 53 \text { on block test, }
$$

397.21 cu . inches piston displäcement.
$\$ 1850$ models, 6 cylinders 4 by 6 , called 50 h . p. give 62 on block test, 452.34 cu . inches piston displacement.
$\$ 2500$ model, 6 cylinders $41-4$ by 7 , called 60 h . p. gives 81 on block test
595.82 cu. inches piston displacement.

## HOW TO FIND CUBIC INCH PISTON DISPLACEMENT

Square the bore of the cylinders; multiply the product by .7854 ; multiply this by the number of cylinders.
You know the motor size of some favorite make of car. If you don't, find out. Then work out the piston displacement by the above formula. We would do it for you only the result would be ALL IN THE MITCHELLS favor---and might be construed as a "knock. We want you to do it yourself---that will bring home to you the fact of Mitchell motor supremacy. Mitchell power is as far in advance as Mitchell motor design has been. Its quite a natural condition Now for one criticism. It comes from competitors. All they can say is this: "It's too much for the money.' This remark is good for YOU to remember
We know it is BIG value--but not TOO MUCH according to Mitchell standards of value.

## HERE IS WHAT YOU GET BESIDES POWER

Electric Lights, Electric Starter, Bosch Ignition, Left Side Drive Levers in Center; Firestone Quick Detachable, Demountable Rims with one Extra; Electric Horn, Adjustable Rain Vision Windshield (built as part of the body--not an afterthought) Long Whellbases, 120, 132 and 144 inches; Big Wheels, 36 by 4, 36 by $41-2$; Jones Speedometer, Double Drop Frame (bringing car weight low) Long, Clean Running Boards; Timken Bearings in Front Axels; Seven-eights Eliptic Springs in Rear; Gasoline Tank in Rear with Automatic Air Pressure; Turkish Upholstery 10 Inches Deep; Special Mitchell Top of Silk Mohair. Storm Curtains and Dust Envelope; Rayfield Carburetor; T-Head Motor Fully Enclosed; Nickle Trimmings Throughout; Illuminated Dash; Tire Carrier; Carpet on Back of Front Seat; Robe Rail, Foot Rail, Complete Tojl Outfit, Jack, Pump, Tire Repair Outfit; Oil Gauge, Gasoline Gauge and Speedometer Are Set Flush With Floorboard.

## E. H. DENU, Agent., <br> Bemidji, Minn.

Frederick E. Murphy Automobile Co.
Northwestern Distributors

