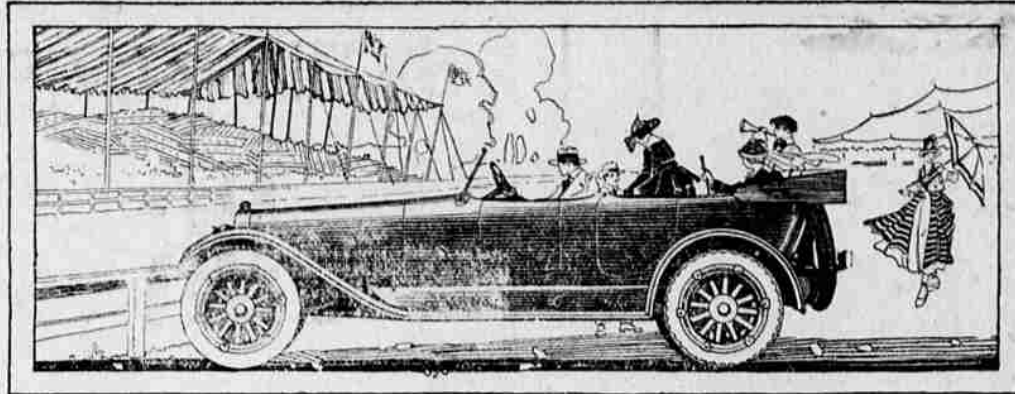


# THE MITCHELL JUNIOR



**Price \$1195** **F. O. B. Racine**  
**Effective May 10, 1917**

## Superlative Cars

**With Extra Features - Added Luxury - Over-Strength**

Mitchells differ in a hundred ways from other cars you see. And each distinction is an added attraction—something everybody wants.

There are 31 features which most cars omit. There are body styles—exclusive to Mitchells—combining all the luxuries known. There is 100 per cent over-strength in every vital part.

Mr. John W. Bate has worked out in the Mitchells more than 700 improvements. The cars of today show the final result. Each is a study in beauty, in strength, in completeness. An inspection will delight you.

### HOW CAN WE DO IT?

Here are Sixes in two sizes—both superlative cars. Even the smaller—at \$1195—has a 120-inch wheelbase and a 40-horsepower motor.

They embody extras which, on this year's output, will cost us \$4,000,000. You never saw such luxury, such beauty, strength and equipment in cars of the Mitchell class. Such cars at such prices, in these high-cost times, will seem almost impossible. So we have to explain how we do it.

These values result from unique factory efficiency. In the past few years we have built and equipped a model automobile plant. Millions have been spent here, under a great efficiency expert, to produce this one type economically.

We build all of our bodies, and practically all of our chassis, under the best methods known in car building. They have cut our factory cost in two. And these savings pay for our extras.

### HIGHER STANDARDS

We put these savings into higher standards, because we find men want them. Our old margin of safety was 50 per cent. In the past three years we have doubled that in every important part. We have given each part twice the needed strength, to make this a lifetime car. This added strength alone may save the owner half what he pays for the car. As an example—not a single rear spring on a Mitchell car has been broken in two years, since this standard was adopted. Yet, Mitchell owners say shock absorbers, rebound

straps, snubbers or other accessories are not necessary to facilitate easy riding qualities. We added these 31 extra features—like a power tire pump—because they are things you need.

We put all the savings from our new body plant into extra finish, upholstery and trimmings, because women delight in smart cars.

But we give you at the same time prices far below those of any comparable cars.

### EXCLUSIVE STYLES

Each new-type body is a Mitchell model, designed by our artists, built by our craftsmen. So each style is distinctive and exclusive.

In designing these bodies our experts examined 257 new models, so no attraction has been overlooked. No other single car combines so many pleasing features.

So these Bate-built cars are very different from any other cars you see. And every difference adds a new appeal. Go see what it means in looks and equipment. See what it means in safety and endurance. Then ride in the car, and learn what it means in comfort and performance.

One hour with a Mitchell dealer will revise all your ideas of a fine car.

MITCHELL MOTORS CO., Inc.  
 Racine, Wis., U. S. A.

### MITCHELL SIXES TWO SIZES

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

**\$1460** Racine f. o. b.

**Mitchell Junior**—a 5-passenger Six on similar lines, with 120-inch wheelbase and a 40-horsepower motor. 1-4 inch smaller bore.

**\$1195** F. O. B. Racine

Price Effective May 10

# HAMILTON'S GARAGE

BERT HAMILTON, Distributor for Union County - - LA GRANDE, OREGON