

# A 300- horse-power car

The  
**New Mitchell**  
\$1,250  
"Every Car Sells Another"

One of our owners writes us:

"I can't believe my New Mitchell has anything less than 300 horse-power under the hood, from the things it does. I have thrown out the clutch and come to a dead stop in traffic and then forgotten to shift gears and started on high. As to hills, it is a never-ending delight. My car sweeps up the steepest grades with an effortless ease that ALWAYS surprises and delights me afresh. I feel sorry for the nice-looking people in the costly cars I pass on almost every hill. They just can't know the joy of motor-ing because they haven't got a 300 horse-power car like mine."

## Power

Power means PRIDE the world over. In motor cars, as in everything else, it means the ability to do what others CAN'T do in traffic, on the open road, on hills, EVERYWHERE and ALL the time.

Have you ever ridden behind an exquisitely refined but very high-powered engine? Have you ever experienced the feel of irresistible POWER that makes the car and the passengers feel like a featherweight? Can you imagine the lightest touch bringing this power down to a drowsy, dreamy gentleness of motion, soft as sunshine, and then, with a pressure almost as slight, sending it up to the soaring speed, the irresistible onrush of a great projectile?

That is the way the New Mitchell rides. It DOES feel like 300 horse-power under the hood. It DOES sweep by other cars on the hills. The other day our advertising counsel started his car from a dead stop with its front wheels on the first rise of Manayunk Mountain. He started on HIGH GEAR and the car picked up every foot of the way and without a knock in the engine. But more—another big car rushed the hill just as the New Mitchell was starting. About two-thirds of the way up the other car changed gears and the New Mitchell, starting and TRAVELING on HIGH, mind you, caught it and PASSED it. The whole performance was so effortless, so casual, so superlatively easy and natural, that it is difficult to recognize its VALUE except in contrast with other cars which sell for far higher prices. THAT is what "300 horse-power under the hood means for you."

## Something New

You probably won't believe this hill-climb experience. You will say no car CAN do it. We would have said so, too, only eight short months ago. But remember, the New Mitchell is something NEW in motor cars. It gives a value and a performance which just DIDN'T EXIST before last June, when the first New Mitchell came through. We don't blame you for not believing it—all the past years of commonplace car performance are to blame. But let us SHOW you. Let us take you up this hill in a New Mitchell and SHOW you.

## Power Isn't Everything

Other riding qualities are just as important as power. The New Mitchell rides restfully. There is a buoyant ease about it which is a distinct bodily benefit. You can FEEL your body being rested, eased and benefited. That sounds extreme—but TRY it, and if you DON'T feel it, DON'T buy the car. It is not due to its remarkable cantilever springs alone. It is a perfect co-ordination of the whole car, its design, its suspension, its workmanship, a per-

fect unity of parts, which seem to GROW together, just as the body of a horse grows between its front and rear legs.

Just remember, the New Mitchell gives a RIDING quality, which, like its PERFORMANCE quality, didn't EXIST before last June and which, so far as we know, you CAN'T GET in other cars at any price—and this means ANY price—and we OUGHT to know.

## "We GUARANTEE the SERVICE"

We sell New Mitchells to give you a service which will rejoice your heart, which will put a new delight into your life. We sell them to give you more than you expect, more than you hope for. We intend that they shall and we see to it that they do. With a wonderful car we sell you SAFETY, a SURE satisfaction, which no mere mechanism at any price can secure to you. "We GUARANTEE the SERVICE."

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.

To sum up—The New Mitchell is giving to a thousand owners right around you a service which other cars DON'T GIVE and which not even the Mitchell gave before last June. It has been bought and used by the greatest engineers, the greatest executives of this nation, in preference to ANY other car, irrespective of price. It is a big car, a beautiful car, one you will be very, very proud of. It rides with the softness of sunshine; it drives with the power of a thunderbolt—and "We GUARANTEE the Service." Won't you come in and SEE how big, how beautiful, how luxurious it is?

(Signed)

*Carl H. Page*

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