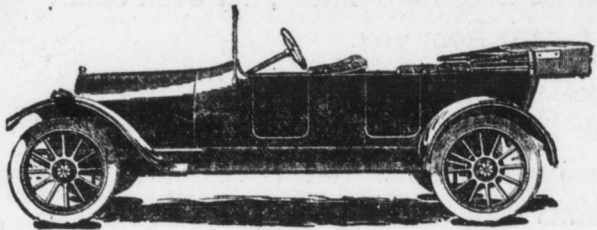


The New BRISCOE Is Here



114-inch wheelbase

Two Great Models

A New Four \$750—A New Eight \$950

Beauty---Comfort---Price

The new Briscoe Four is an exceptional car. More stylish than ever, roomier and more powerful.

Ownership of the Briscoe fosters pride. While low-priced, it is first-class in construction, stylish in appearance, and makes you feel at home in the most select company.

It's here now---come and see it
The best designed car in its class

It's the best designed car in its class—most carefully made, too. Looks hundreds of dollars more than it costs. It has a 114-inch wheelbase—roomy 5-passenger body—Q. D. rims and 32-inch Ajax tires—38 h. p. motor with three-bearing crankshaft—cantilever springs and everything in the way of electrical equipment.

Unique features of the Briscoe Eight include overhead valves with cylinders and upper half of crankcase in a single casting, insuring perfect piston travel and bearing alignment. Valve tappets are quickly adjustable from top.

See this distinctive car

Ride in it. Test it in any way you wish. You will find the Briscoe offers most in the way of power, comfort and style.

CONNOVER & MEHRING

DISTRIBUTORS for Dauphin, Cumberland, Franklin, Perry, Juniata, Lebanon and upper end of York. Good open territory available.

1713-1717 N. Fourth Street
BELL PHONE 595-J

New Concern Takes Over Springfield Metal Body Co.

The tremendous demand of automobile buyers for the "Springfield" type of car, is emphasized by the announcement that a new concern called the Springfield Body company has been incorporated with a capitalization of \$1,000,000 to take over the business of the Springfield Metal Body Company, of Springfield, Mass.

The new corporation will be headed by W. L. Fry, New York, president; vice-president and director of sales, E. W. McGookin, Detroit, Mich.; vice-president and chief engineer, Hindsale Smith, Springfield, Mass.; treasurer, A. P. Smith, Springfield, Mass.

The board of directors includes as members Walter L. Fry, E. W. McGookin, Hindsale Smith, A. P. Smith and Frederick Fuller.

About a year ago W. L. Fry, president of the new corporation, became interested in the old company. At that time, the general public was just beginning to realize that an enclosed car was a great luxury in the winter time and to grumble about the high price of limousine bodies. Manufacturers were quick to realize the demand and all sorts of cheap makeshift winter-tops appeared on the market.

The only convertible body which combined beauty, utility and utility of both the limousine and touring car without sacrificing any of the advantages of either one, was the convertible body manufactured by the Springfield Body company.

The great demand in eastern cities for this type of body by users of high-priced cars, together with its already apparent popularity among owners of medium priced automobiles, convinced Mr. Fry of the practicality of the convertible body as a business proposition.

He realized, however, that the trend of the automobile business was toward medium priced cars and that in order to reach this market which was growing by leaps and bounds, he must lower the price of convertible bodies. His problem was, therefore, one of organization—of securing men of proven ability to handle quantity production and a large volume of sales.

Just how well Mr. Fry analyzed the possibilities of the market for convertible bodies and solved his problem of organization is best shown by the tremendous increase in business secured by the Springfield Body Company, amounting to 500 per cent. in about 120 days, which in turn necessitated re-incorporation with an increased capitalization.

The convertible body made by this company is one of the most popular on the market and is being used by some of the biggest automobile concerns in the country. The Studebaker, Maxwell, Chandler, Mitchell and Paige-Detroit companies all furnish Springfield convertible bodies as regular equipment on their cars.

All the officials of the new corporation are men with established reputations for having done "big things" in their particular lines of work. Some of them are particularly well-known in automobile circles. The Smith brothers invented, designed and constructed the first metal body on automobiles. They also built the first six-cylinder motor constructed in this country.

E. W. McGookin, vice-president and director of sales, who is primarily responsible for the great increase in business during the last four months, is known as one of the most successful distribution experts in the country. His own individual sales in seven years, were a major factor in increasing the capital of another concern from \$25,000 to \$11,000,000.

The increase in business secured by this company is not even larger than the phenomenal record of 3000 per cent., is solely because of the lack of manufacturing facilities which has resulted for the loss of over \$1,000,000 worth of business during the last few months. Plans are under way, however, for the erection of an enormous production plant in Detroit, but this will not interfere with the operation of the Springfield plant, which will continue to run full capacity as long as there are no further labor troubles.

It has been reported that a large amount of the stock of the new company has been taken up by both New York and Western investors.

Reo Adds Four and One-Half Acres to Large Plant

If you happen to be passing through Lansing on the Grand Trunk railroad you will likely get the impression of a new city in the building.

The Reo automobile factories are directly opposite the Grand Trunk station in that thriving city, and the numerous additions that are being made to the factory give an impression similar to that mentioned above. "As a matter of fact," says Mr. Scott, vice-president and general manager of the Reo Motor Car Company, in his modest way, "we are not adding so much to the factory—probably not more than eight or ten acres in all."

"Those walls," indicating by a gesture an enclosure that would compare favorably with the Yale Bowl, "inclose what will be the new Reo truck plant. That does not belong to the Reo Motor Car Company—it is an entirely separate concern, although managed by the same executives. "We are enclosing within those walls a little over four and one-half acres, but (again in his modest way) that will be only a one-story building. It is a raw-tooth roof construction, with plenty of light and air for the workmen, and so arranged that the heavy parts, such as go into motor trucks, will not have to be elevated."

"The floors, by the way, will be of concrete block and I think the contractor said it required some 30,000 square yards of blocks to cover it. That would be, let's see, how many square feet?—oh, well, figures aren't interesting anyway."

Leading the way a couple of blocks to the East, Mr. Scott indicated another plot that looked like an acre or two, where excavation was being made for still another addition to the Reo plant.

"This will be used mainly for the storage plant, where we hope we can ever catch up with the immediate demand, to carry a few cars over winter for some of our dealers who like to buy them in the Fall and hold them against the winter months, and who have not the storage capacity to do so. We constructed a similar building last year but never managed to get a car into it. Before we realized it we had it full of machinery and had increased the factory capacity by that much. We are now trying it again, and wondering to what real use this building will be put. Looks as if there would be no chance to get a car in it this year at least."

At another point Mr. Scott indicated where streets were being closed and utilized for railroad sidings inasmuch as the Reo Company now owns several adjoining blocks and the streets are useless for any other purpose. Between the new motor truck plant and the main machinery building is still another enormous structure, just being enclosed by steel frame and brick walls as rapidly as men can do so. "This," explained the general manager, "is to be used as a warehouse for incoming materials. One of the reasons for our getting behind in deliveries this season was our in-

You Buy a House on Easy Payments



A House For a Home

The Pay As You Ride Maxwell

can be purchased just as easy as a piano. And the Health of your entire family—the increased energy you will put into your business after getting out into the open each evening—will many times repay you for the payments you make on this car. Talk it over with E. W. Shank—the man who made it possible for the citizens of Harrisburg to own a car on the The 1916 Maxwell—complete in every detail—electric starter and electric lights—one-man top—demountable rims—the biggest automobile value on the market to-day—\$655—and Pay As You Ride.

Talk It Over With "Shank" E. W. SHANK Distributor
120 Market Street

Bell 366
Cumberland 195-X

Associate Dealers—B. S. Weigle, New Cumberland; Lykens Motor Car Co., Lykens; S. P. Diller, Holling Springs; Wm. M. Baschore, Shippensburg.

Open Evenings and Sundays

Why Not This Maxwell And Pay As You Ride



A Maxwell For Pleasure And Health

adequate facilities for taking care of large incoming supplies. From time to time we have tried to provide for it and always our factory growth has absorbed the additions we built for the purpose."

"It is becoming necessary for concerns who are financially able to do so, to not only buy, but to actually get possession of the necessary materials months in advance of the need for manufacturing them."

"The tremendous demand hit us with a vengeance this year, and we hope never to be caught again. Naturally one would think when you had bought goods you would be certain of getting them, but there are exceptions to every rule, and we now feel safe only when the material is actually under our roof."

"The building which will occupy this space which is being enclosed next to the Grand Trunk Station will not be for manufacturing purposes. You see we in Lansing believe in play interspersed with work, and we like to devote a great deal of thought to the healthful entertainment and recreation of Reo employees. This will be a modern clubhouse, with all that term implies. There will be a manly sport swimming pool, a gymnasium, with bowling alleys, billiard card rooms, and all other appurtenances."

"Inasmuch as this is a co-educational institution the ladies' club and dining rooms have not been neglected, so that there will be recreation rooms; first aid room; separate dining-room for them as well as the main dining room for the shopmen, and a billiard room where the officials can entertain dealers, newspaper friends and others."

Asked what was the total amount involved in the construction now under way, Mr. Scott said he thought it would run about a half million dollars—perhaps a little more than that. During the tour of inspection the executive head of the Reo Company stated a significant fact, "a permanent inventory of stock rooms would show an average at all time of more than two million dollars' worth of materials on hand in addition to which I have custom to maintain at all times a cash surplus on hand of about the same amount."

"Seems as if, no matter how fast we ship them, Reo cars just melt away before they reach their destination," said Sales Manager Rueschaw despairingly as he pointed to a pile of telegrams on his desk. "There's the morning's grief—the first batch of 'em—said they were steady—and it will be coming in steadily all day long."

"We are shipping about 100 cars a day now and it would seem as if our dealers, on the contrary, it seems only to whet their appetites and make them more ravenous."

"I thought we touched high water in demand last year, but phaw! it was as a zephyr to a cyclone by comparison to this."

"Both new Reo models have made a tremendous hit with dealers and buyers alike, and it seems as if the dealer who got a carload yesterday is most insistent in his demands for two carloads to-day."

"Here's Wichita, Kan., and Minneapolis and Chicago and Boston—all of them just received or will receive several carloads—and yet look at these telegrams demanding more immediately. It's got me going for fair. It's about the most serious situation that we ever bumped into—and the only light phase to it—the only joke is, the factory is still seriously working on the big warrens where they expected to store the surplus output of the winter months. Fine chance they'll have to store any Reos this year."

Electric Starters on Trucks Just as Essential

When the electric starter had been developed and perfected it became recognized as a necessary adjunct to a pleasure car, but few considered it necessary to apply them to motor trucks. They seemed to reason about this way: "The driver is paid for his time anyway, and I won't hurt him to do a little extra work."

that there was a more important angle to it—viz., that of the owner. A motor truck starts and stops oftener than a pleasure car, and the saving in time alone is of considerable importance. That is to say, it is the driver could be compelled to stop the motor every time he stopped his truck. But experience proves that he won't and no method has ever been found to make him do so, even if the time he would consume restarting from the ground was not more than off-set by the cost of gasoline wasted and the wear and tear on parts of the motor.

When the Reo Motor Truck Company turned out the new 1500-pound speed wagon, they applied an electric starter. Reo engineers made a series of exhaustive tests in which it was thoroughly demonstrated that the starter on a vehicle of this kind will more than pay for itself in the first year in the saving of gasoline alone, not to mention the great saving on the motor bearings, etc.

If every driver were careful to throttle his motor down to the lowest speed when he stopped the car it would be different. But here again, he is out of the control of the owner, and the result is the excessive wear and noise which we frequently notice in motor trucks. When the owner's interests had been considered, it was found that the driver's good will was also enlisted, and as a result it is found that he invariably shows his appreciation of the self-starting device which saves him so much physical exertion—not to mention the constant menace of broken arms—by returning a better day's work and a more careful handling of the vehicle.

Motorcars Lead to Love of Outdoor-Life

It is doubtful whether the automobile industry ever produced a more eloquent apostle of the joys of automobilism than Benjamin Briscoe, president of the Briscoe Motor Company. "The love of outdoor life," says Mr. Briscoe, "has never received an impetus like the one given it by the automobile. And when I speak of the automobile I do not have in mind the costly limousine or the elaborately equipped town car of the ultra-fashionable, but the present-day car of moderate price which has done more for the popularization of motoring than its higher-priced predecessors of years gone by."

"For one thing, the automobile is a leveler of classes. The minute you add a motorcar, no matter what kind, to the list of your worldly possessions you revise your notions of a few things that in your mind seemed immutably fixed. You find, for instance, that there is nothing more enjoyable than to go out on the highways of the country, in utter oblivion of the dust

that fills your system and of the wind that puts a complexion on cheeks that had none before. Occasionally the powder puff and various other aids to beautification and to appear more like her male companion, like a genuine motorist. Everyone who has had the good fortune to observe the crowds of motorists at the big races—and this statement includes the feminine element as well—how they camp on the ground or bunk in their cars, roughing it in the full sense of the word, must have realized that there are joys of automobilism quite apart from the mere exhilaration afforded by rapid motion, and health-giving advantages to which our unfortunate brother, the nonmotorist, is a total stranger."

"Even mildred of fastidious taste



Pullman \$740 DELIVERED
Stand the Pullman five-passenger at the curb beside any car in its class or out of it and it retains its own air of snap and distinction. It is heavy enough to hug the road at any speed—light enough to save tires and gas. The roomy luxury of the Pullman sets a new standard for cars at anything like the price.

Two, Three and Five-Passenger Models
SPECIFICATIONS: 114-inch wheel base, 32 H. P. four-cylinder motor, 3 1/2 by 4 1/2 non-skid tires all four wheels, cantilever rear springs, independent electric starting and lighting system, separate high tension magneto, Mayo radiator, one-man top, full floating rear axle, extra large body to accommodate seven passengers if desired.

ANDREW REDMOND, THIRD AND BOYD STS.
BENTZ-LANDIS AUTO CO., DISTRIBUTORS

See 1916 PAIGE 6-46 \$1295

A central location has been arranged where we will display the new 1916 model to the best advantage, and where literature or other information may be had on request. This beautiful model commands the admiration of all who pass the window of Bretz Bros. Hardware Store.

109 Market Street
RIVERSIDE AUTO CO. GEORGE R. BENTLEY, Dealer.
Bell Phone 3731-R.

Willard

We Make Old Batteries Young

Storage Battery Service is our business. We can show you how to keep a young battery in good condition and give an old one a new lease of life.

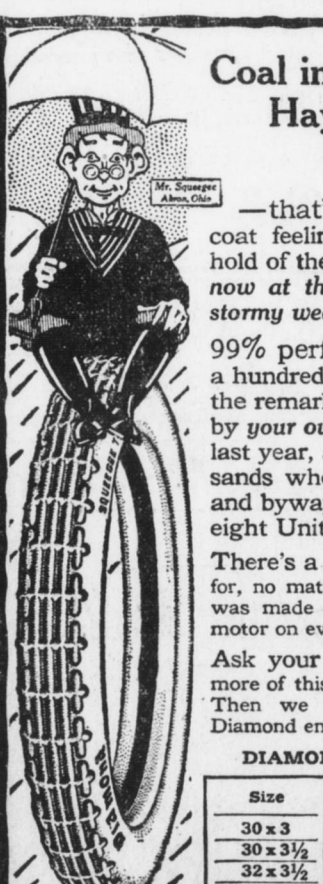
The Willard Station in Your Town:
J. G. DUNCAN, JR., CO.
11 North River St., Harrisburg, Pa.
Bell 3907

See Little Ampere! Grab the terminals of a Willard Battery and you'll soon see why a starter does a heater.

Thrilling Trip in a Dodge Brothers Car

The Toledo News-Bee prints an interesting story of a thrilling trip made by Adam Volk, of the paper's delivery department, in carrying extras to the towns adjacent to Toledo after the recent election in that city. The trip was made in a Dodge Brothers motor car and the News-Bee enthusiastically describes the trip as follows: "Volk left the News-Bee with several thousand papers at 2:30 a. m. Driving at full speed he made Maumee in the record time of 11 minutes (about seven miles.) He passed

through Bowling Green, Cuyahoga, Jersey City, North Baltimore and Van Buren and arriving in Findlay in one hour and 25 minutes (almost 50 miles of night driving over country roads). "Between Findlay and Tiffin, Volk encountered a bridge that was closed for repairs. To avoid an 18 mile detour he took to an open field, climbed onto the right of way of the Tiffin and Fostoria Electric Railway and crossed on a 500 foot trestle. Clear of the bridge he ran down the embankment and through a corn field to reach the road. "Returning to Toledo Volk examined the Dodge Brothers car thoroughly and found it absolutely uninjured by the wild ride through the country."



Coal in the cellar Hay in the barn Money in the bank

—that's the good-all-over, fur-coat feeling that just naturally takes hold of the owner of a Diamond Car, now at the beginning of the cold and stormy weather.

99% perfect, only one tire out of a hundred returned for adjustment, was the remarkable vote of confidence cast by your own friends, on your own roads last year, as well as by the many thousands who rolled along the highways and byways of every one of these forty-eight United States on Diamond Tires.

There's a record for you to tie up to, for, no matter where you go, remember it was made on the same identical roads you motor on every day.

Ask your Diamond dealer to tell you more of this, and to put on Diamonds now. Then we know you will be an all-year Diamond enthusiast.

DIAMOND "FAIR-LISTED" PRICES:

Size	Diamond Squeegie	Size	Diamond Squeegie
30x3	\$ 9.45	34x4	\$20.35
30x3 1/2	12.20	36x4 1/2	28.70
32x3 1/2	14.00	37x5	33.90
33x4	20.00	38x5 1/2	46.00

Diamond "SQUEEGEE TREAD" TIRES

J. C. Werner Tire Co. 104 South Second Street
Distributor For
Diamond Tires, Gasoline, Oils and Accessories