

# BRISCOE MOTOR CO. BUYS PLANTS

Now a \$6,000,000 Corporation  
With All Parts Made in  
Own Factory

Rumors of a large increase in the facilities of the Briscoe Motor Company, which have been rife for some time, are confirmed in an announcement just made by Benjamin Briscoe in which he states:

"For years it has been my aim to build up an organization of strong manufacturing and selling executives whom, at the proper time, I could ask to share with me in the full responsibilities and full rewards which came from our development.

"The rapid growth of the Briscoe Motor Company brought about this condition even sooner than I expected. This rapid growth demonstrated that the Briscoe Motor Company was destined to be one of the big factors of the industry and at the same time made it imperative that the Company should be equipped to manufacture every part of its cars, in view of the large production which public demand has made necessary.

"This in turn made advisable an association with some outside businessmen of very strong financial standing, who would be both able to see and equipped to realize the wonderful future of the company. We were very fortunate in finding a number of Chicago capitalists who welcomed the opportunity to enter the automobile industry in a prosperous, going concern and who had demonstrated in other lines both their largeness of vision and their ability to achieve stupendous financial success.

"The company is thereby enabled to take its rightful place in the front ranks of quantity producers and I have achieved my own great hope—to be able, having surrounded myself with efficient associates, to devote my own time to improvements in design and appearance and to increasing the automobile value of a dollar under the Briscoe name.

The announcement goes on to give the details of the new organization. For some time past, L. E. Wilson, the representative of the Chicago financial interests involved, has been making a careful study of both present and future conditions in the automobile industry and it is on his recommendation that the deal was consummated. Necessarily, owing to the magnitude of the amount involved, no details were permitted to be published until the matter was finally closed.

Every step has now been taken to provide for the complete manufacture of Briscoe cars in factories owned by the company itself. Recent purchases have included the plants of the Mason Motor Car Company of Waterloo, Iowa, — the machinery of which was moved to Jackson — the Jackson Motor Parts Company and the Jackson Metal Products Company. The final step was the announcement of the acquisition of the million-dollar plant of the Lewis Spring & Axle Company at Jackson — perhaps the best equipped of its kind in the country.

This in itself gives the Briscoe a complete forging, axle and motor plant. Considerable additions to it are contemplated for the near future, including the erection of a \$100,000 building in which the final assembly plant and general offices of the company will be housed.

The capital of the company has been increased to \$6,000,000 and this, with its remarkably complete facilities for manufacturing, makes it one of the big factors in the popular mind.

Present plans call for an output of 30,000 cars during the next fiscal year, though this production will be increased if necessary. 15,000 of these will be of the Briscoe "Twenty-four," a new light model which will be announced at the big national automobile show, 10,000 of the present popular Briscoe four and eight-cylinder models will be made. In addition, the company will manufacture a light delivery wagon, of which the initial production will be 5,000.

Benjamin Briscoe will be president of the company. Frank Briscoe becomes vice-president in charge of manufacturing operations — a post for which his experience peculiarly qualifies him. In a similar capacity at the old Brush plant he brought the output up to 10,000 cars. Prior to this he was in charge of the Briscoe Manufacturing Company at a time when it was the largest manufacturer of automobile radiators in the world. He will devote his entire time to seeing that cars are gotten out on schedule and in satisfactory shape.

L. E. Wilson comes from Chicago to assume entire charge of the marketing of the product with the title of vice-president and director of sales and advertising. This presages an aggressive marketing campaign.

Mr. Wilson was raised in the gas engine business — his father having been in it before him — and so came naturally into the automobile field. He was sales manager of the Pathfinder Motor Car Company for four years and is well remembered for some distinctly novel selling and advertising policies which he inaugurated and which have been widely adopted since.

His "101 Reasons" — A Pathfinder catalog of half a dozen years ago — was perhaps the first piece of automobile literature to break away from the generalities then in vogue, and to analyze in convincing form the different talking points of a car for the layman.

Another booklet — "Honesty is the Best Policy" — outlining the actual relations of manufacturer, dealer and buyer — also started something which still influences sales work.

For the last two years Mr. Wilson has operated retail automobile show-rooms in Chicago and Kansas City, in which he still retains an interest. He was the first automobile man in Chicago to use the coupon service book — "good anywhere in the world."

The company plans to inaugurate immediately a thoroughly complete and extensive advertising campaign on its product, using a very wide selection of mediums and including big national weeklies, general magazines, trade papers, farm papers and newspapers.

### BOYS' CLASS SALE

New Cumberland, Pa., Feb. 26.—Frank Fencil's Sunday school class boys will hold a sale of home-made pies, cakes and candy in the basement of the Methodist Church Saturday evening, March 4.

### MRS. MAGGIE A. WOOD

Mrs. Maggie A. Wood, aged 79, wife of Isaac Wood, died Thursday evening at her home, 1006 South Ninth street. She is survived by her husband, one son, Charles, and two daughters, Mrs. Joseph Liddick and Miss Jennie Liddick. Funeral services will be held at the home of her son, 606 Race street, Monday afternoon at 2 o'clock, the Rev. R. L. Meisenholder, pastor of the Trinity Lutheran Church, officiating. Burial will be made at the Paxtang Cemetery.

### ACCURACY CLAIM OF CHALMERS

Company has claimed the distinction of being the only concern manufacturing on a quantity basis, that tests out crankshafts to balance at 2,000 revolutions per minute. While we have made no special capital out of the fact, news of the innovation seemed to reach the various racing camps with the speed of a wireless. "Immediately the news became known, we received letters from Mulford, Chevrolet and other famous drivers, requesting permission to have the crankshaft of their racing cars tested at our factory. Permission was granted as a matter of courtesy and we have tested the crankshafts of a good many prizewinners in the past six months.

### APPEALS TO RACE DRIVERS LIKE MULFORD, CHEVROLET AND OTHER FAMOUS PILOTS

"As a class, the racing drivers who have made a name for themselves in American road and track contests, are probably quicker to appreciate advances in motorcar manufacture, than any group of men connected with the industry," reminisced C. C. Hinkley, chief engineer of the Chalmers Motor Company, who was among yesterday's arrivals at the auto show. "For some time past the Chalmers

tests, yet when the car is running at high speed, the vibration will cause serious disturbance. Then too, in the flywheel, the density of metal may vary and cause a vibration in the motor. "One ounce of overweight on the periphery of a 16-inch flywheel will result in a disturbing force of 14.2 pounds at 1,000 revolution and will obtain the weight of 56.8 pounds at 2,000 revolutions per minute. "The Chalmers balancing machines specially designed for the purpose, will register irregularities so small as to be infinitesimal. The preliminary operation of balancing is identical for both the flywheel and the crankshaft. The part to be tested is supported on stationary steel parallels of triangular shape. As perfectly as possible, skilled operators balance each flywheel and crankshaft. Small pieces of steel, the weight of which is known, are pasted to the revolving part, until it will stand still at any position on the parallels. A weight corresponding to the weight of the pieces of steel is then drilled out of the flywheel or crankshaft pins, as the case may be. The different

weights indicate the depth of the hole to be drilled. "Apparently in perfect balance, the flywheel and crankshaft go to the separate balancing machines which are supported in the air by an overhead framework. The machines are then set in motion and the parts revolve exactly as they perform their functions in the completed motor. The revolutions per minute are recorded on a tachometer. If the flywheel vibrates before it attains a speed of 2,400 revolutions per minute, the operator knows it is not in perfect balance and slips on pieces of putty on the opposite side until it runs vibrationless at 2,400 revolutions. Holes are then drilled, representing the weight of the putty, the flywheel goes back to the stationary parallels once more, and again to the balancing machine to see that it is absolutely noiseless at the required speed. In place of the putty used on flywheels, the crankshafts are balanced with small bands of steel of a measured weight, which snap over the opposite pins of the crankshaft. "The crankshaft must revolve with-

out vibration at the rate of 2,000 revolutions per minute before it receives the O. K. of the inspector and is released for the motor assembly. "While these balancing operations are only one of the hundreds of tests prescribed by the engineering and production departments, they serve to illustrate by motorcar manufacturers to safeguard the interests of the automobile buyer. The car is judged rightly by the performance of its motor, and the best possible reward of the maker is the steady service and satisfaction rendered by his product in the hands of owners."

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# \$615

Model 75, Roadster \$595—f. o. b. Toledo

## Never Before Such An Instantaneous And Sensational Success

From every state in the Union we hear of the amazing success of the latest Overland—the \$615 model.

At the New York and Chicago Automobile Shows—the two great national automobile events of the year—the \$615 Overland was the most widely discussed model exhibited.

And why not? An electrically started and electrically lighted completely equipped Overland with four-inch tires for only \$615!

Is there any wonder this car took the whole country by storm?

Season after season for seven years we have experienced one great success after another.

But this one tops them all.

No other achievement in the history of the entire industry parallels this record.

It stands out alone—boldly—conspicuously—unapproached.

Never before has an automobile success been so rapid, so definite and so sweeping.

The \$615 Overland has made history. It marks the entrance of a new automobile value—a car complete in every sense of the term at a price which was hitherto thought impossible.

Yet here it is—a powerful five-passenger touring car complete for only \$615.

Note that word "complete."

This means electric starter and electric lights, electric horn, magnetic speedometer—in fact, every necessary item. Nothing is lacking. There are no "extras" to buy.

Note that the motor is the very latest en bloc design—the last word in fine engineering.

In addition note that the tires are four-inch size. This is another big advantage. Many cars costing more have smaller tires.

Note that the rear springs are the famous cantilever type. Another advantage. Cantilever springs mean the utmost in riding comfort.

Note the headlight dimmers—the electric control buttons on steering column—demountable rims and one-man top. These are all big advantages.

This newest Overland is light in weight, easy to handle and very economical to operate.

It's just the car the world has been waiting for.

It is large enough for the whole family—moderately priced, within the reach of the majority—economical to maintain—built of the best quality materials—snappy, stylish and speedy—and complete in every sense.

In short, it is just another striking example of how our larger production enables us to build a bigger and better car and still keep the price within reason.

You'll want one, so order it now.

Don't wait, debate or argue with yourself. See that your order is placed immediately.

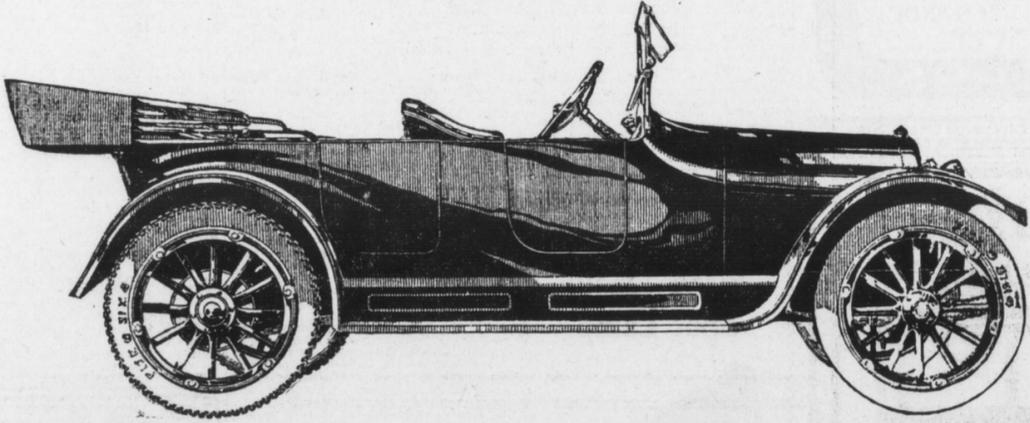
Then in a few days you and your whole family will be driving your own car.

Remember it comes complete—only \$615!

## The Overland-Harrisburg Co. 212 N. Second Street Both Phones

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."



**WE REPAIR — REPLATE and ENAMEL**  
Radiators, Windshields and Lamps or Any Brass Parts For Your Auto  
**The Nuss Mfg. Co.**  
11th and Mulberry Sts.  
Harrisburg, Pa.

**National**  
A keen auto buyer well knows that his character and standing in the community will be indicated by the make of car that will be seen standing in front of his residence this summer.  
**Pennsylvania Auto Sales Co.**  
58 SOUTH CAMERON