

DISPLAY ROOM OF EAST END AUTO CO.



The new salesroom of the East End Auto Company, at 120 Market street, is evidently proving a good investment, judging from the sales report. E. E. Adams, manager, had a string of cars in front of there yesterday, for immediate delivery and reports a rapid increase in business over the same period last year. This is where the Oldsmobile and Detroit Electric are shown, while the service station continues at Linden and Shrub.

BRISCOE DESIGN FRENCH ORIGIN

Builder of Briscoe Cars Preferred French Thoroughness, but American Capacity

Having great regard for the mechanical efficiency of the French, Benjamin Briscoe went there to design his car several years ago. After describing the various experiments Mr. Briscoe says in part:

"Paris is motorcar headquarters of the world. It contains nearly one hundred and sixty places where automobiles are built. The output of many of these shops is small—three or four cars per year. With three or four exceptions there are no motorcar factories as we understand them. Following the French tradition, motor designs are usually made in 'studios' and generally carried out in tiny shops."

"My brother Frank and I visited nearly all of the little automobile shops before we started to design the heart of our car—the motor. We nosed around continuously for a matter of a month, looking over a great many cars and a great many motors. We watched the Frenchmen at work, saw

them building from the ground; saw their cars in various stages of construction and in many cases returned to find the motor, steering gear, or the transmission dismantled and being changed.

"The Frenchman doesn't build for power. He builds for economy of gasoline consumption. Fuel is high in France. At that time, it was fifty cents a gallon. This was the first great lesson to us. If we were to make a motor for a car that the man of moderate means was to own and operate, we must get big mileage out of the fuel—and to meet American requirements, we must get the power, too.

"After the completion of one motor car I was notified of the time the inspection would take place. The inspector came at the appointed time. He was a most competent engineer, and his inspection was thorough. He got into the car and ran it himself, asking innumerable questions as to its mechanism. He made particular note of how the motor started, the speed of its pick-up, the ease and speed with which it stopped, the method of transmission, the steering gear and other technicalities. He took many measurements, weighed the car and made a detailed examination of it. Then we drove up and down and in circles backward and forward, slowly and then at top speed. At an unexpected moment, he dramatically raised his hand and shouted 'Arretez' ('Stop'). Then he jumped from the car and again brought his trusty tape line into action by measuring most carefully the stopping distance. 'Ah! Magnifique, M'sieu!' This with a profound bow.

"Finally, the car was approved and its real test began. The five cars were put on the road to be tried out. They were driven all over France in all kinds of weather, on highway and by way under every conceivable condition. We covered a great deal of ground and tested them out thoroughly. Each of the five cars was driven thousands of miles before I could bring myself to accept my own efforts of a year and the efforts of those who had assisted me in producing them.

"It was after these road tests were completed that I realized I had been instrumental in producing what I believed to be the most efficient motor of its class and weight that could be built. Its performance justified the thought. It was powerful and flexible. It was economical. It gave us from twenty-five to thirty miles per gallon of gasoline. It was simple and accessible in its construction. It could be throttled down to low speed instantly. It carried its load smoothly at lowest speed. We knew that we were safe in using the great descriptive word—'Perfect.'"

"To make this dream-car a reality had cost me and my associates a world of thought and labor. I knew that the investment would doubly repay me from the financial point of view. At that time, the compensation of accomplishment was the most gratifying reward I had ever known—and it still is. "By the time we had completed our tests, it was late in the summer of 1913. Preparations for the annual Paris Automobile Salon in October were taking shape. In France, this event is as important as the New York and Chicago shows in this country, and we determined to exhibit our car. We did not dream that it would meet with the success which followed. It was more than a success—it was an ovation. During the week of the Salon, tremendous crowds of visitors examined the car from nose to tailights. They inspected the motor, the transmission, the cooling system. They omitted nothing.

"The most gratifying results of that tremendously busy year and a half was the sheet of orders we received—some six thousand of them set for forty-five hundred francs each, or nine hundred dollars in American money. The European dealers were the most interested of all. One from Barcelona demanded a thousand for southern Spain. A London exporter ordered samples shipped immediately to New Zealand and an Irishman in Belfast who had seen accounts in the papers, cabled us to hold Ireland until he arrived in Paris next day. There were plenty of buyers. They represented all nationalities—Italians, Germans, Swedes, Russians, Scotch, Americans. The car was the real sensation of the Salon and French manufacturers at once started to imitate it or to produce something similar.

"After the close of the Paris Salon, we took the cars to the Olympia Show in London, in November, 1913, where our Paris success was repeated. In matter-of-fact England, we took orders for three thousand more cars. Unfortunately we never filled all the orders we took in Paris and London. The war put the brakes on our activities and we were unable to deliver but eight hundred cars to Europe. These cars are still running and giving complete satisfaction.

"It was my intention, as I said before, to manufacture the new car on a large scale in France, and during the test period I was at work on the organization of my company to be known as 'Briscoe Freres.' As a matter of fact this organization had been completed and a factory building secured at Courbevoie, another Paris suburb. But the war stopped that too, temporarily. When it is all over we will resume our plans and operate in Paris, in conjunction with our American plant.

"After the London show, we shipped our exhibition cars to New York where they were shown at the 1914 show. Here our European success was repeated. Dealers and public alike gave us an ovation. We priced the cars at \$950 and found a great sale at this figure. As we perfected our production methods this price was reduced to \$785, and then to \$625—its price to-day. The car, now known as the Four-Twenty-Four is the same as the original French model—but improved and refined. The motor is the Half-Million Dollar Motor. The difference between the original price and the price to-day, is entirely due to the difference in French and American manufacturing methods.

"I know the Briscoe 24 is the best car for the money manufactured and hope you will have as much pleasure in its use as we have had in its creation."

Firestone Company Holds Mammoth Picnic

To-day the employees of the Firestone Tire and Rubber Company and their families, 25,000 in number, enjoyed their annual picnic at Silver Lake park, near Akron, Ohio. Special cars were required to carry the picnickers to the park and plenty of room was provided for all. Every moment of the day and evening was brimfull of activity and amusement. The activities of the morning included a baseball game and soccer football game. The rim plant and tire plant indulged in a lively soccer game while the rim plant and general office force fought out the baseball game to the tune of \$50.

At noon everybody sat down to dinner, coralled by that time-honored custom of "the family basket" idea. In the afternoon another ball game was staged, followed by field sports and water sports of every description. Prize waiters, bowling contests and a tug of war were also on the list. This evening there will be spectacular and gorgeous display of fireworks, which takes place on the island in the center of the lake.

Pleasant features of the day had been kept secret. Upon entering the park each employe and every member of his family were presented with free admission tickets to the park and also tickets entitling them to free merry-go-round rides and other amusements.

Souvenirs consisting of Firestone hard-enamelled coat buttons and pins were given to all employes. Coffee and lemonade were served free. Music for the day was furnished by the Firestone band, composed entirely of Firestone employes.

GIPPLE HELD FOR COURT Marysville, Pa., July 29.—Justice of the Peace W. Ray Davis yesterday held W. D. Gipple, of Cove, under bail for court, charged with assault and battery on Isaac Platt, also of Cove. The trouble started some time ago when Platt charged Gipple with poisoning the poultry of his employe.

Great!

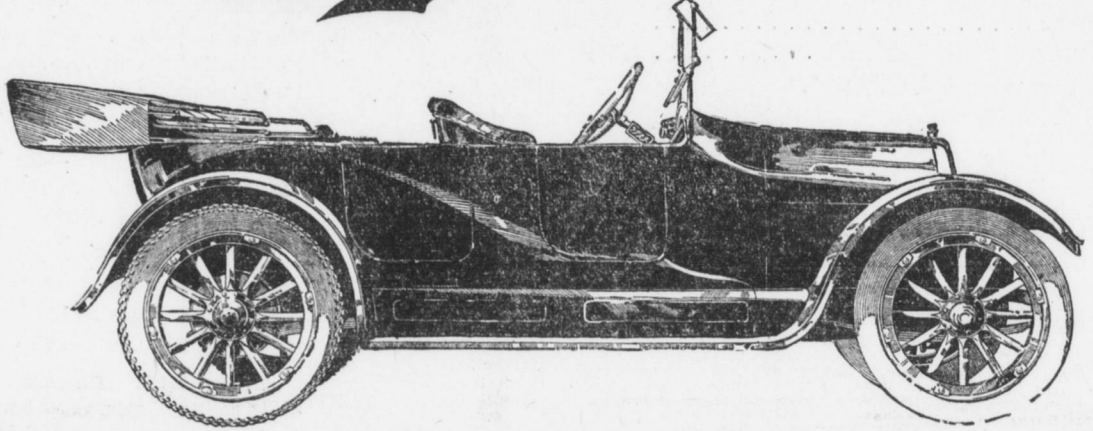
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31 1/2 Horsepower

The Overland-Harrisburg Co.

Open Evenings 212 NORTH SECOND ST. Both Phones

The Willys-Overland Company, Toledo, Ohio

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Open Evenings

The Overland-Harrisburg Co.

212 NORTH SECOND STREET



Ensminger Motor Co. advertisement for auto storage and garage services.

King Car Sales Co. advertisement for an eight cylinder car.

Ensminger Motor Co. advertisement for a 5-passenger touring car.

Ensminger Motor Co. advertisement for a Franklin car.

Hudson Sales Agency advertisement for Hudson Super Six and Saxon cars.

Alfred H. Shaffer advertisement for guaranteed tires.