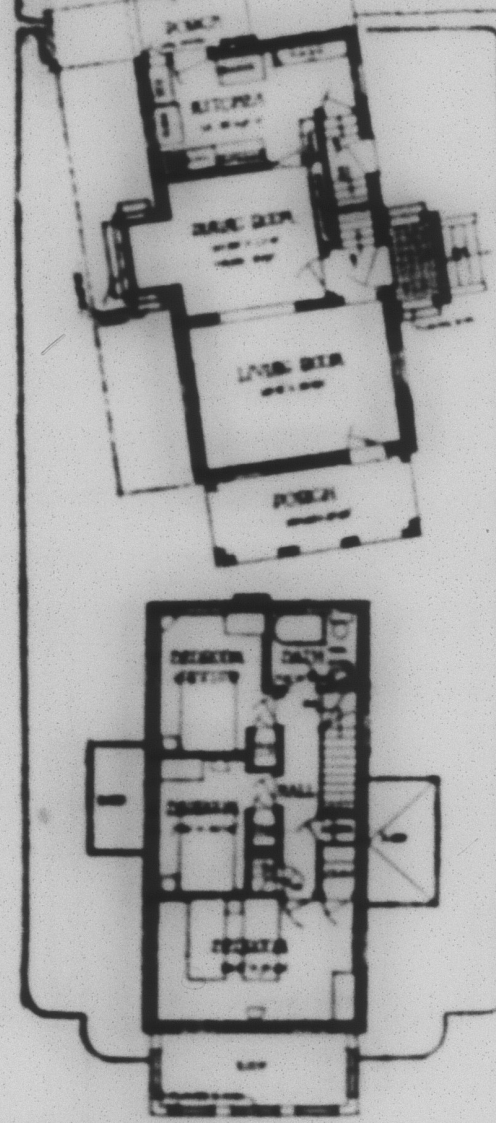
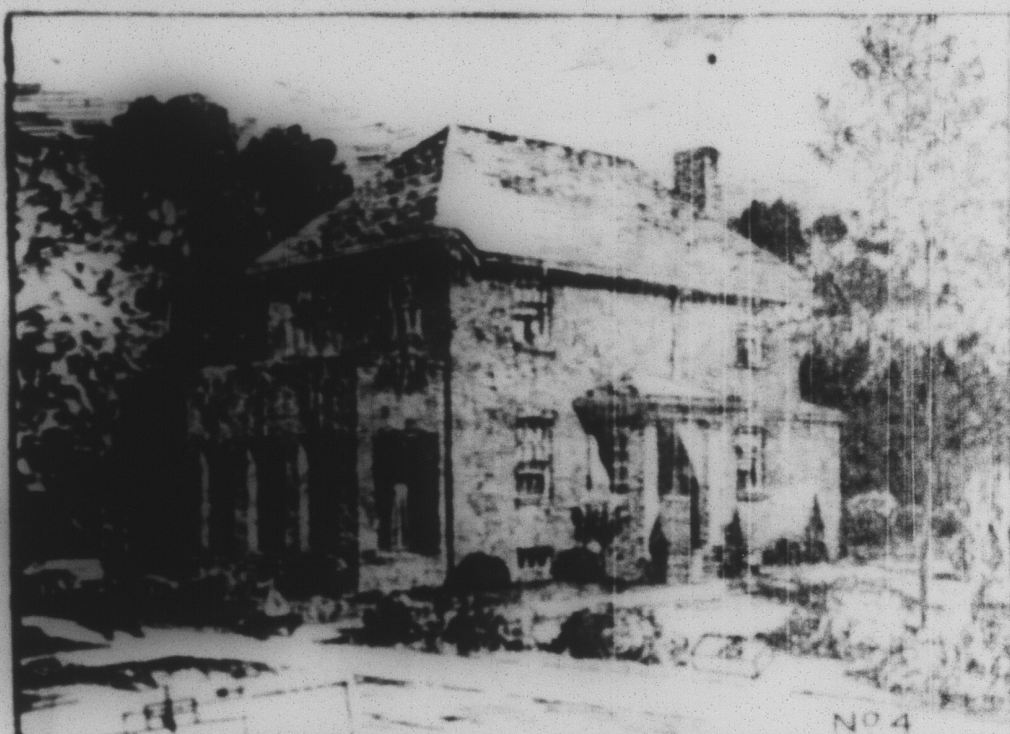


A REAL HOME ON A NARROW LOT



The light in the dining room is brought into the living room, 11 feet by 11 feet, 10 inches, with a bay window which gives it plenty of light, but adds much to the apartment size. A door between the room and the hall makes a passageway for the family, if a visitor calls at meal time.

In front of the dining room is the living room, 11 feet, 10 inches by 16 feet, 2 inches. It is full of light, the living room, six feet wide and facing north across the front of the house. This porch almost doubles the appearance of the living room. The main hall has an fireplace, a bay window, and a feature in or under a fireplace is lighted from three sides.

At the rear of the house is the service porch. The kitchen is 12 feet, 10 inches by 12 feet, and gets light from three sides. The window is so placed that it can be filled from the porch. The stairs leading to the basement, and a landing on each level, from which a door opens to the outside.

Upstairs are two hall closets, a bathroom, and three bedrooms. One of these is of generous size, the others smaller. There is an attic.

The house is built of common brick, a material which is sturdy, new and unpretentious for the design. Any lighter construction would make the house look flimsy. The exterior plaster leads to put on metal lath, which makes a splendid fire resisting barrier, and the roof is covered with asphalt shingles, another flame fighting substance. An incendiary would have hard work to burn this house, and when he got through, 90 per cent of its value would remain.

The first cost is little if any more than that of frame construction, and the value, after a few years of use, is more so.

The FORBES, Building Bureau, in the Chamber of Commerce, Chicago, is prepared to prove these statements and give any help in permanent construction.

It would be fine if every house builder could afford a big, broad lot. But this never was the case, and with mounting cost of land and street improvements, it is less so than ever now. A great many people must build their houses on comparatively narrow lots. They can do this and still have attractive homes, if they are careful to secure the right design. The house here shown is only 18 feet wide. Even with the bay and the side entrance, it will go on a 25-foot lot, and go beautifully on a lot 20 feet wide. Opening the door from the side porch, you enter a small hall. On

CLARENCE J. McLEOD



Clarence J. McLeod, a Detroit attorney, is believed to enjoy the distinction of being the youngest man ever elected to congress. He was elected from the Thirteenth Michigan district to fill a vacancy. He became twenty-five years old July 3 last.

EPHRAIM F. MORGAN



Ephraim F. Morgan, the new governor of West Virginia.

# BRISCOE

The Trustworthy Car

## A Direct Statement--- and a Challenge

THE MOTORING PUBLIC HAS GROWN TIRED OF THE ONE FEATURE CAR—THE CAR THAT STRESSES ONE POINT OF SATISFACTION TO THE EXCLUSION OF ALL OTHERS—AN UNUSUAL MOTOR—A FREAK SPRING SUSPENSION—THE WINNING OF A RACE—A STUNT OR AN UNPROVED DEPARTURE FROM STANDARD DESIGN IS NOT A SAFE CRITERION FOR JUDGING A MOTOR CAR.

EVERY FEATURE OF DESIRABILITY MUST BE TAKEN INTO CONSIDERATION AND ON THAT BASIS WE'RE MAKING ONE DEFINITE STATEMENT

## The 1921 Briscoe Is the Best Car Built Today

and we will prove it

### What Combined Qualifications Make the Best Car

Let's put them down, and give each one the value to the average purchaser as shown by careful analysis—taking 100 for all.

<b>1. RELIABILITY</b>		<b>3. ECONOMY OF OPERATION</b>	
This subdivides itself into		Gasoline and oil consumption	14
Engineering efficiency	6	Tire mileage	7
High-grade materials	7	Low cost of maintenance	6
Accurate workmanship	6	<b>4. APPEARANCE AND CONVENIENCE</b>	
Balanced design	4	Style	11
<b>POWER</b>		Comfort	11
Ample power in relation to weight for speed, hill and road ability without costly excess		Ease of operation	5
15	15	<b>5. PRICE</b>	
		Based of course upon what you get per dollar	8
			8
			100

### How the Briscoe Meets These Qualifications

Take the 1921 Briscoe and measure it against perfection

- 1. Reliability**  
The 1921 Briscoe is a car light in weight, yet possessing the maximum of strength. This has meant the development of special steels; it meant the purchase of thousands of dollars' worth of machinery—much of it specially designed—so that we could make all the essential parts of the car in our own great plants. It meant a careful study of motor-car design here and abroad. And it means now 100 per cent plus in sturdiness, strength and durability.
- 2. Power**  
The Briscoe has a remarkable reserve of power that carries it almost without effort wherever wheels will track. Hills that make most cars overheat and drop back to second speed are taken on high, with never a trace of motor-labor or boiling. Sand and mud have no errors for the wonderful power-plant. You can readily prove this for yourself in a demonstration spin.
- 3. Economy of Operation**  
The Briscoe motor is world-famous for low fuel consumption. Owner's records of 20-25 miles to the gallon are the usual thing. The amount of unprung weight has been so reduced and the car so perfectly balanced that tires seem almost everlasting. And the chassis is so simple and sturdy that few adjustments are necessary, and those are easily made.
- 4. Appearance and Convenience**  
It was Briscoe who originated the idea that beauty is not a matter of dollars and cents. Compare the appearance of the popular-priced car of a few years ago with today, and you will realize the great influence of Briscoe design ideas. Briscoe, too, first realized that comfort was just as essential in the low-priced car as in its expensive brother. That is why, today, you can ride all day in a Briscoe over the country roads without feeling tired. And a child can operate it.
- 5. Price**  
That means not alone the actual number of dollars you pay, but what you get for each dollar. Briscoe today gives you more automobile value and more automobile satisfaction per dollar than any car on the market, bar none.

### We Challenge a Comparative Test

To any car, and all cars, we make this definite challenge. Taking the points of motor-car satisfaction indicated above, we will enter the 1921 Briscoe in a series of competitive tests with the American Automobile Association or any other impartial motoring organization as the judge. The tests are to involve a thorough try-out of every car on every point, and each car is to be given a comparative rating by the judges on each test. And to every motor-car buyer we offer the same opportunity for the most thorough test. Come in and study the car; then let us demonstrate in any way you wish. Give us a chance to prove our statement—THE 1921 BRISCOE IS THE BEST CAR BUILT TODAY

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## The Patton High Seniors

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GRAND Theatre,

FRIDAY, Afternoon-Night

# MESSAGE

FROM

# MARS

Featuring Bert Lydell