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"The Best-liked Car in the Country"

BRISCOE POLICY

"To make the automobile value of a dollar greater under the Briscoe name than anywhere else in the industry. To build cars so good and so popularly priced that the verdict of users will be our best asset for future sales."

Benj Briscoe

There's Real Pride of Ownership in a Briscoe

Benjamin Briscoe's statement that beauty is not a matter of dollars and cents is definitely proven in the

BRISCOE Twenty-four *"The Latest Briscoe Beauty"* **$625** f. o. b. factory

The unique—the artistic—the distinctive body—would grace any car at any price. You'll be proud to drive it—and the women-folks will be proud to ride in it.

Fully equipped, of course. Electric starting and lighting; real one-man top, tilted eye-saver windshield; demountable rims; electric horn; speedometer—there's nothing extra to buy but the gasoline.

And the long-stroke 3⅛ x 5⅛ motor—the same famous power plant of the $785 1915 Briscoe—will carry you farther than you ever thought possible on a gallon of fuel.

You *can* pay more—but you'd better see the Briscoe first.

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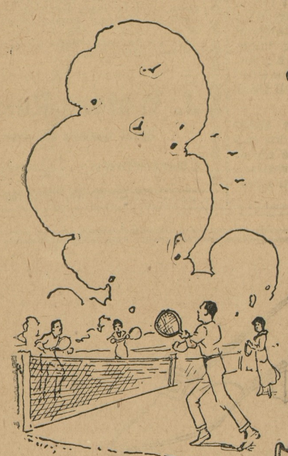
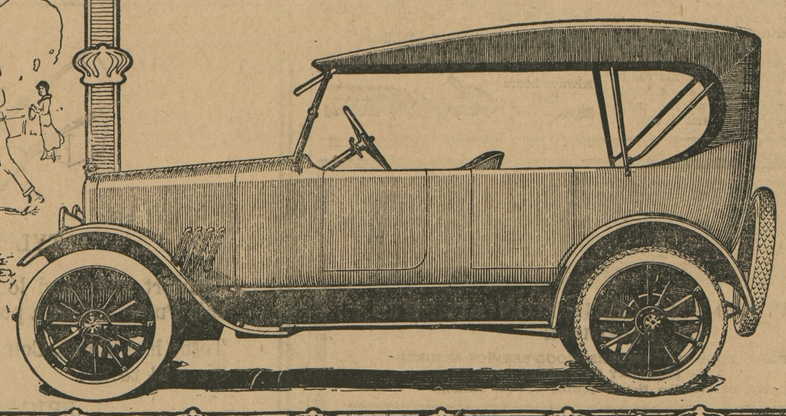




SKIDDING TO BLAME

Frequent Cause of Accidents for Which Auto Drivers Blame Other Things.

FRONT WHEELS OFTEN SLIP

Recognizing This Fact, Many Are Using Tire Chains on All Wheels, and the Results Are Said to Have Been Extremely Satisfactory.

The real contributing cause is not always assigned to many road accidents. The tendency has been to lay these smashups to imperfect steering mechanism, faulty brakes or other deficiencies in the make-up of the cars; but often unexpected skidding at bad spots on the macadam causes the largest percentage of automobile accidents.

The chairman of the executive committee of the A. A. A. was, for instance, recently a victim of one of these smash-ups, due to skidding, although at first the accident was attributed to faulty steering gear. Those who have frequently undergone similar experiences testify to the fact that the skidding that occurred was not the more familiar back-wheel skid, but the slipping of the front wheels, which causes the car either to overturn or land with smashing force against some roadside telegraph pole or tree.

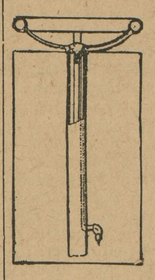
With the appreciation of this danger, many autoists are taking the precaution of using tire chains on the front, as well as the rear wheels, with very satisfactory results; and some in mountainous sections are even making a practice of using the chains for all four wheels in dry weather as well as on "slippery" days. To the inexperienced this sounds like an appalling leap in the tire bill, due to extra wear on tires, in extremely mountainous districts; but those who have tried the scheme of using tire chains in all weathers claim that the tires serve their full mileage. The theory is this:

Tire chains are not fastened to the tires, to pull at them every time the brakes are applied; they have sufficient "creep" to avoid this strain. And instead, they take the brunt of the friction and assure a better grip when an emergency requires quick application of the brakes, a frequent occurrence in broken country. The chains do not dig into the surface of the tire so much as would the stones along a fair roadway; and those who advocate this every day usage claim that they serve as an armor against road imperfections, which would otherwise badly bruise and cut the tires. But even were the cost greater the assurance of increased safety through front wheel chains would justify their use.

HEATS THE STEERING WHEEL

Recently Patented Device Will Be of Service to Those Who Use Machine in Cold Weather.

A warm steering-wheel rim for motor cars in cold weather is made possible by a device recently patented by Lennie A. Hanson and George W. Hall of Deering, N. D. Hot air from under the hood is led up to the hollow steering post and through a hollow spoke to the hollow rim.



Section of an Automobile Steering Apparatus, Showing How the Wheel May Be Heated.

The hot air tube is flattened and curved so that it can transmit considerable air and still be around the steering post and within the steering column. There is an outlet hole in the rim.

Had Narrow Escape.

By a miraculous turn of fate, the occupants of a motor charabanc, which collided with a motor car, turned over three times, and then fell down a steep embankment 20 feet high, escaped death. The vehicle was carrying a Christian Endeavor party from Brynmawr to the Wye valley in Wales, and the collision occurred at an awkward bend in the road near Tintern. The charabanc steering-gear was damaged, and the vehicle collided with a wall and turned over and over. The driver pluckily stuck to his post and escaped serious injury.

Beats Bird's Best Speed.

An interesting fact in natural history was discovered by James Linville of Greensburg, Ind., the other day. A sparrow flew in front of his touring car. Linville increased his speed, and, with the speedometer registering just 30 miles an hour, caught the bird against the front of the radiator, where the fan pressure held it until the car slowed down.

Makes Strong Light.

Dry cells are seldom used as source of energy for electric lights, but it should be remembered that when they are used the voltage of each cell is a little more than one. When six are connected in series to feed six-volt tungsten lamps the filaments are likely to be illuminated too brightly to permit of normal life.

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The ladies, too, can profit by trading here, for this Great National Holiday.

Fine Dresses, Shirt Waists, Millinery, Low Shoes, Corsets, Silk Gloves and Hosiery.

All at special prices from now until July the Fourth. Come.

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As each week goes by new styles are added to this department. If you are looking for the very latest in the items mentioned in this column you can be sure we have it and AT A BIG SAVING IN PRICE.

Misses and Women's Spring Apparel

White Dresses, Silk Dresses

Fine Voile Waists, Silk Waists

Underwear, Silk Hose

Black and White, long and Short Gloves

Fine Wash Skirts, Serge Skirts

Spring Coats, Low Cuts, Millinery

Dry Goods and Silks

$1.50 Fine Wash Skirts, $1

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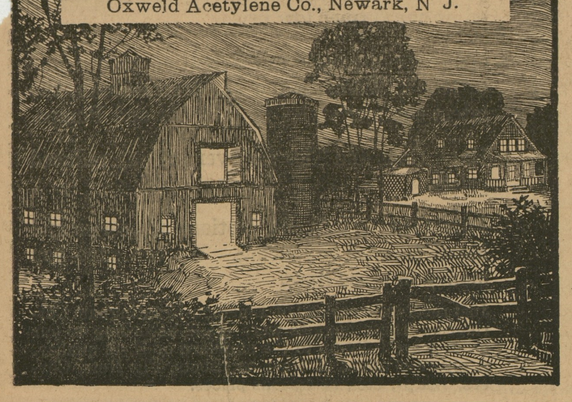
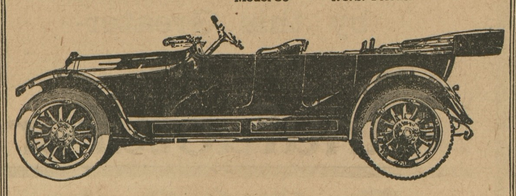


Overland TRADE MARK REG.

"Six"—$1145

Model 86 f.o.b. Toledo



The Specifications of A High-Grade Car

The specifications of the 1916 Overland "Six" are those of a thoroughly high-grade car.

Its 45-horsepower six-cylinder motor, gives it ample power.

It has that certainty of ignition provided only by high-tension magneto. The starting and lighting system is of the two-unit electric type.

Electric control buttons are located right at your hand, on the steering column—a convenience found only in very much higher-priced cars.

Brief Specifications

Seven-passenger touring
125-inch wheelbase
35x4½-inch tires; non-skid rear
45-horsepower motor
High-tension magneto ignition
Two-unit electric starter
Electrically lighted
Headlight dimmers
Electric control buttons on steering column
Full streamline body design
Genuine leather upholstery
One man top
Full-floating rear axle
Extra long, understung rear springs
Demountable rims, one extra

Call, telephone or write for demonstration

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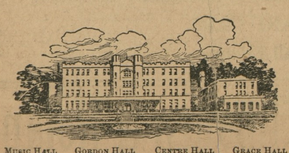
1853—**Maryland College**—1916

For Women



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