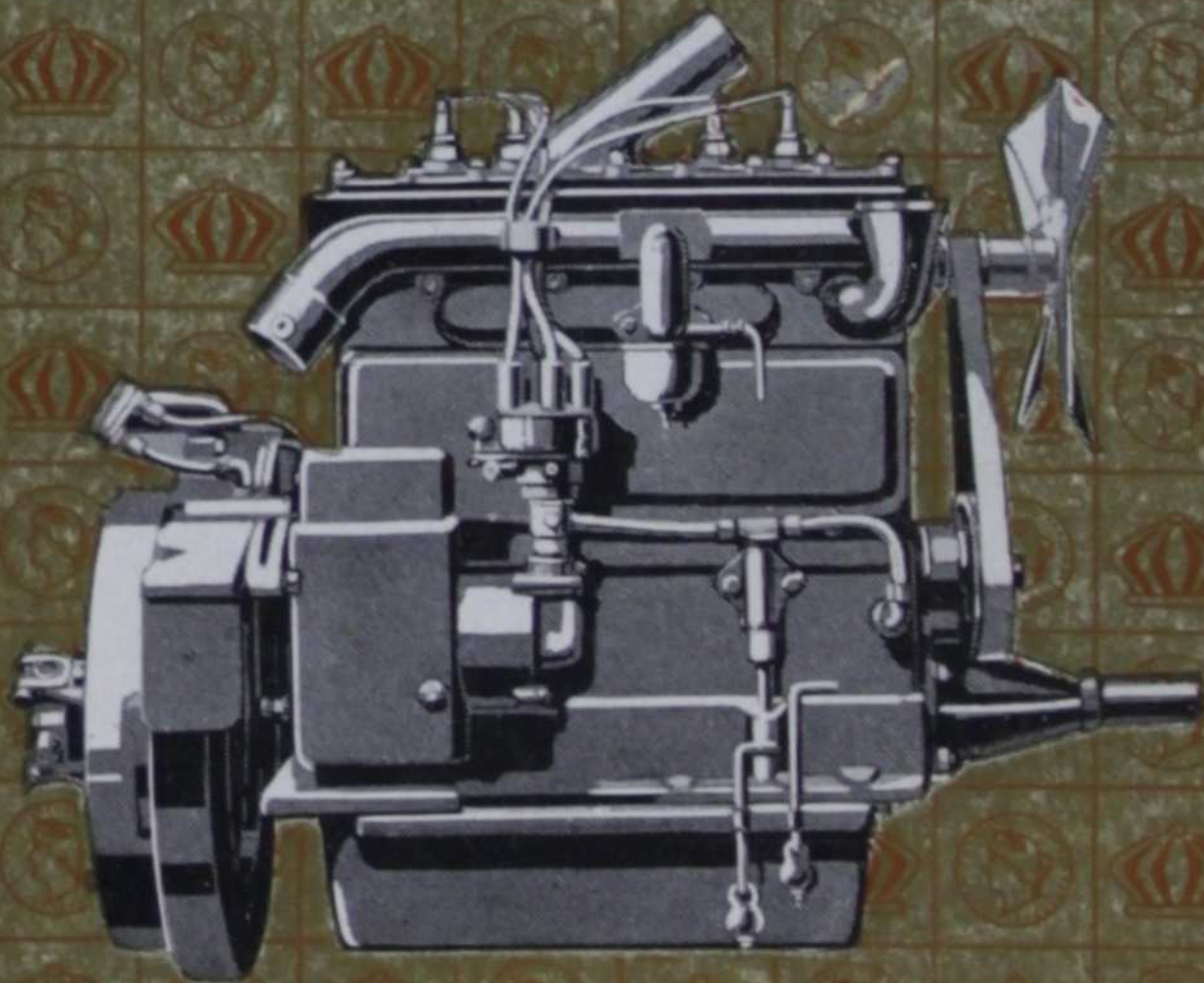
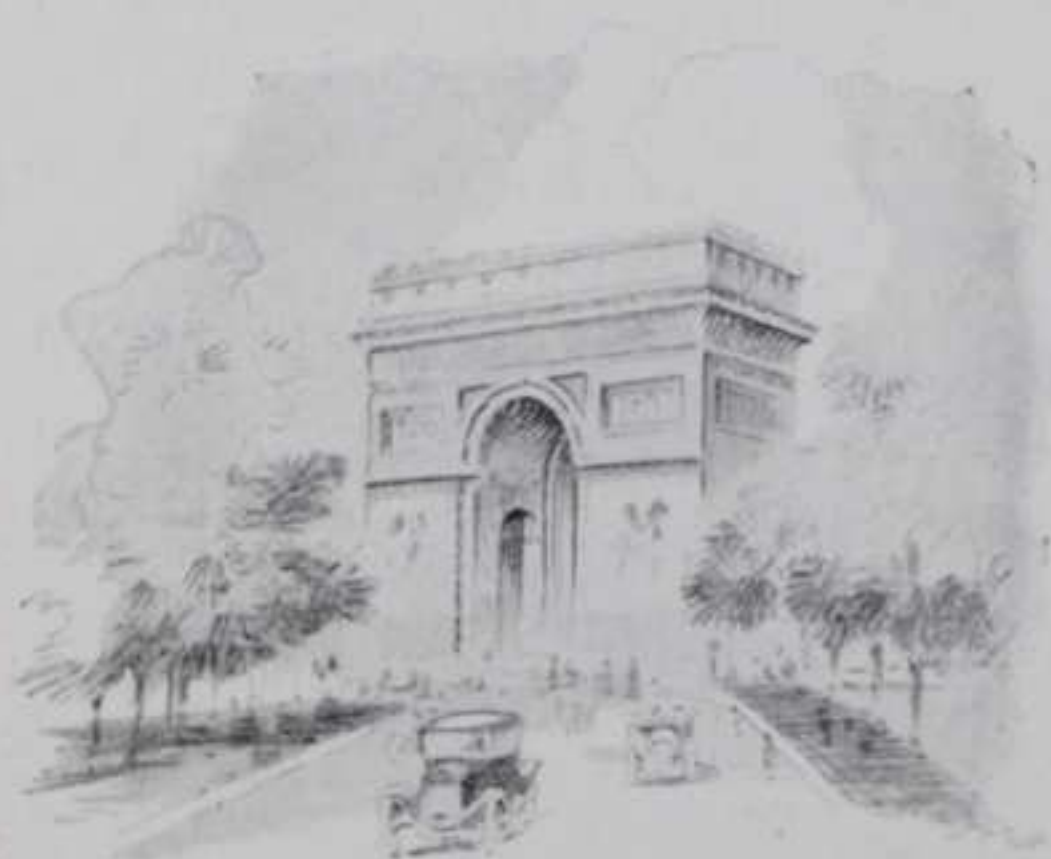


BRISCOE

*The Car With The
Half-Million Dollar Motor*





*It was in Paris, Automobile Headquarters of the World
where the Briscoe Half-Million Dollar Motor was
designed. There are hundreds of Engineer-
ing Studios in Paris which build
but two or three cars a year
but these are wide-
ly copied*



The Half-Million-Dollar Motor

By BENJAMIN BRISCOE
Pres. Briscoe Motor Corporation



IT IS safe to say that, down in their hearts, most people have a desire to own a real motor car—fully equipped and with every possible built-in refinement. They want beauty of line, genuine efficiency and sturdy, lasting qualities. They want a car that can be run economically, and that can be kept out of the repair shop. They want this car to carry pride of ownership, happiness of possession. The chief reason that people of moderate means don't own this kind of a car is because they haven't been able to buy one at a price that the average person can pay.

For a number of years, it has been my desire to give the men and women, the families of the



The first Briscoe Car with the Half-Million-Dollar Motor on view at Paris Auto Salon, 1913

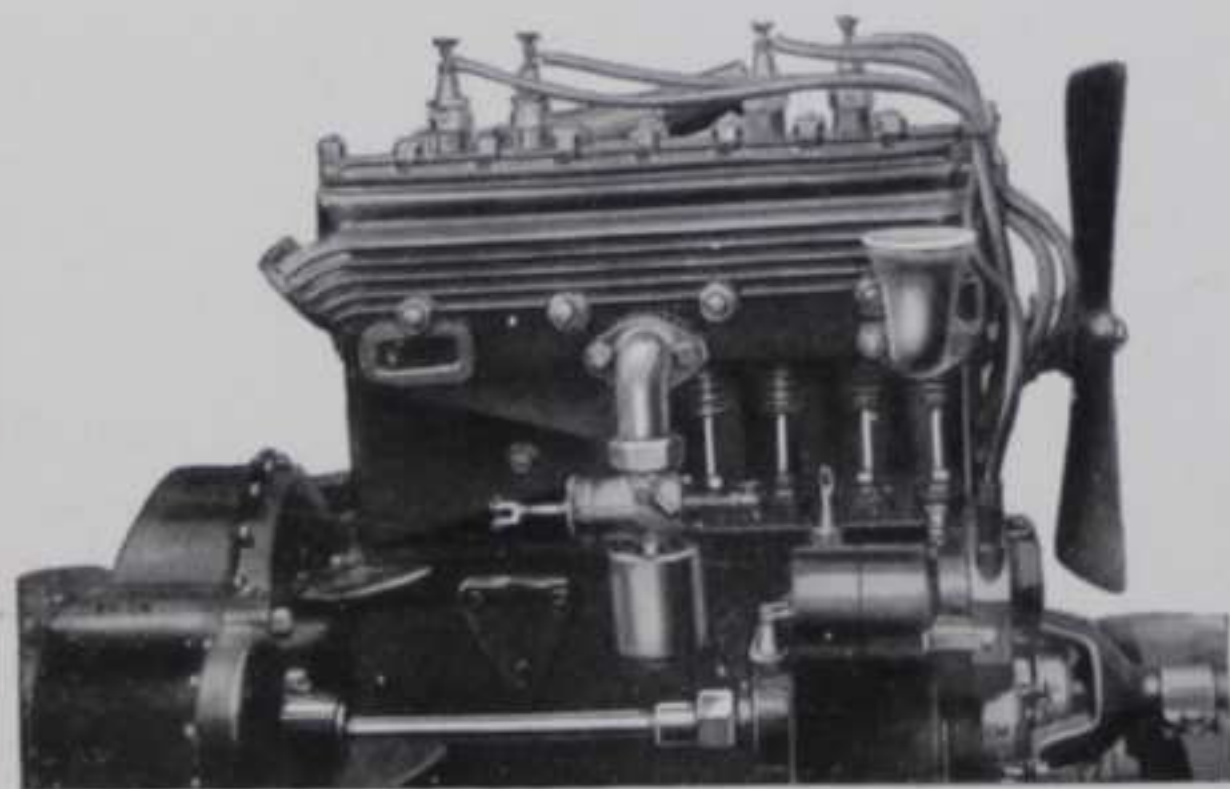
United States, just such a car as this. I wanted to build that car so well, to make it so beautiful, so strong, yet light, so powerful, and so economical of upkeep that every obstacle in the way

of the motor car enjoyment of the great army of American people would be overcome.

The accomplishment of this purpose presented a tremendous problem to me, but that problem has been solved. When I started, I would not have believed that the car of my dreams would be built around a Half-Million-Dollar Motor. To carry out my plan I must live and work in an atmosphere of leisurely thoroughness. There was only one place that would suit my requirements. That place was Paris. So in the Spring of 1912, accompanied by a number of my former associates, I sailed for the French capital.

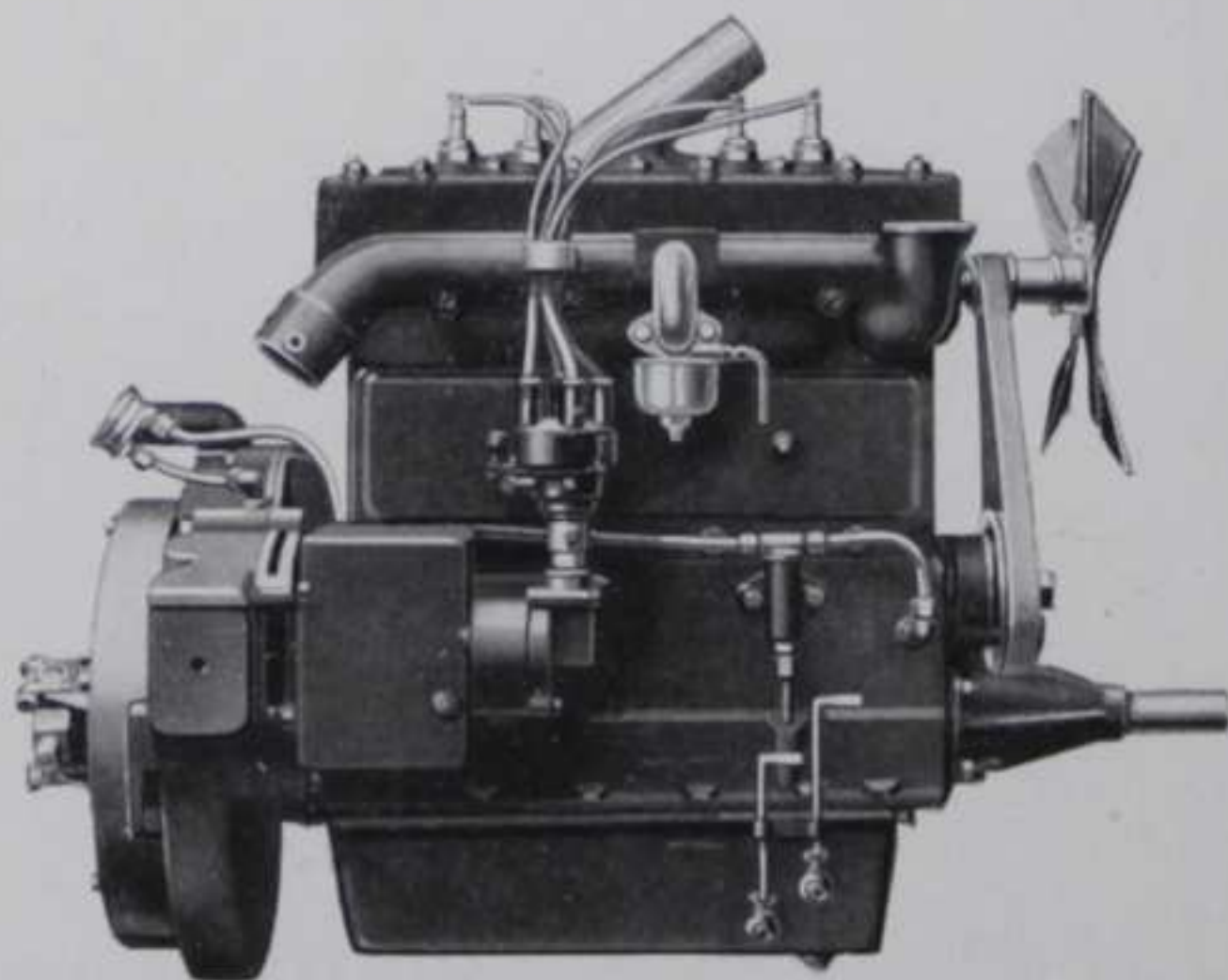
There the story of the Half-Million-Dollar Motor started. It was produced in Paris, entirely in the French way—slowly, carefully and without regard for cost.





Side view of First Half-Million-Dollar Motor

Time was not considered. There were no instructions marked "Rush." Frenchmen cannot be hired to work that way. If they could, it was not my intention to crowd them. My thought was just the opposite. Not only did I wish to work in the slow and studied manner of the Old World and in the creative environment of Paris, but I wanted to combine the

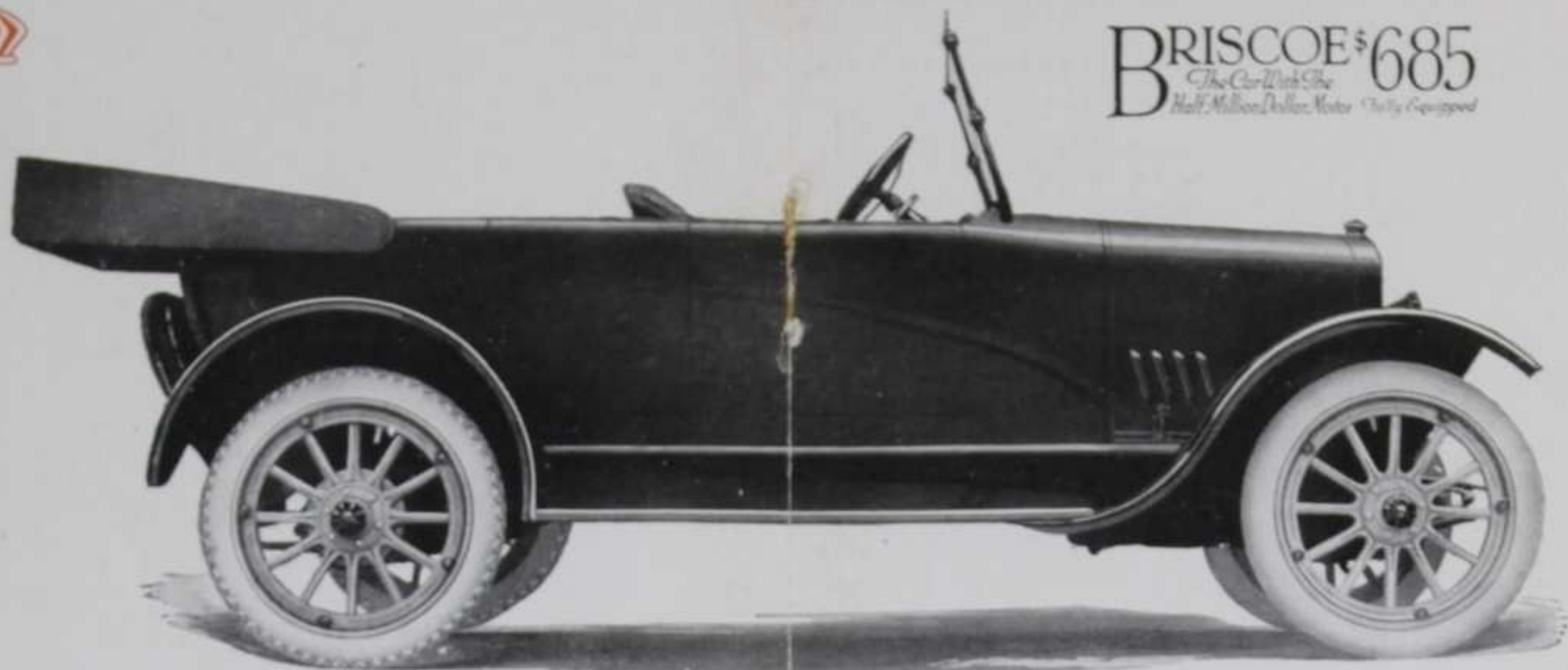


*The Half-Million-Dollar Motor Today—
with years of service built in*

scientific knowledge of foreign motor car engineers with the facility of production methods in the United States. Once I had the complete model, it would be easy enough to make standard parts in great numbers in



BRISCOE \$685
*The Car With The
Half-Million-Dollar Motor Fully Equipped*



The Car with the Half-Million-Dollar Motor

Completely equipped, including the Half-Million-Dollar Motor—the longest long stroke motor; electric starting and lighting; full elliptic springs front and rear; demountable rims; 30" x 3½" tires, non-skid in rear; eye-saver tilted windshield; one-man mohair top; spare tire carrier; speedometer; robe rail; dash light; gasoline gauge and oil indicator.

America, to be assembled abroad so that the finished cars could be distributed in Europe.

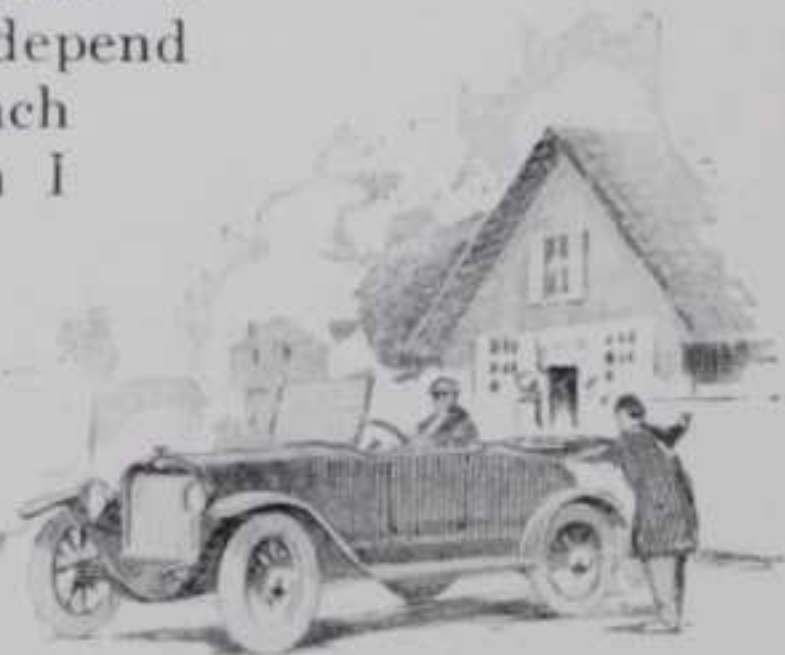
This happy combination would insure a quality car at a very attractive price. My idea was to operate the principal factory in this country, and to also conduct a branch in France.

Paris is motor car 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 motor car factories as we understand them. Following the French tradition, motor designs are usually made in "studios" and generally carried out in tiny shops. The proprietors of these shops are creators of



ideas as well as artisans of the first rank. They are never satisfied. They build, and tear down to build again. They are individualists who are inspired with the same impulses that govern an artist in painting a picture; and, like the painter, they never produce two results exactly alike. Naturally, here was the proper place to design and build the car I had in mind. Here was headquarters for automobile ideas in which the French excel all others. Here I could take the threads of a dream and weave them into a fabric of fact—in the atmosphere of temperament. I knew that I could depend upon the aid of French experience, which I proposed to inject into the efforts of my own corps of highly trained specialists.

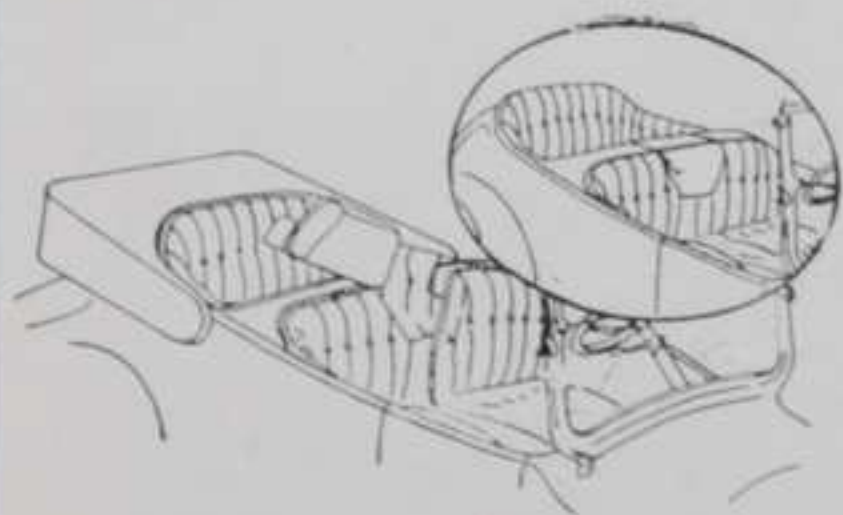


THE HALF-MILLION-DOLLAR MOTOR



*Briscoe 4-passenger Club Roadster, \$685 fully equipped
Everything you have wanted in a roadster*

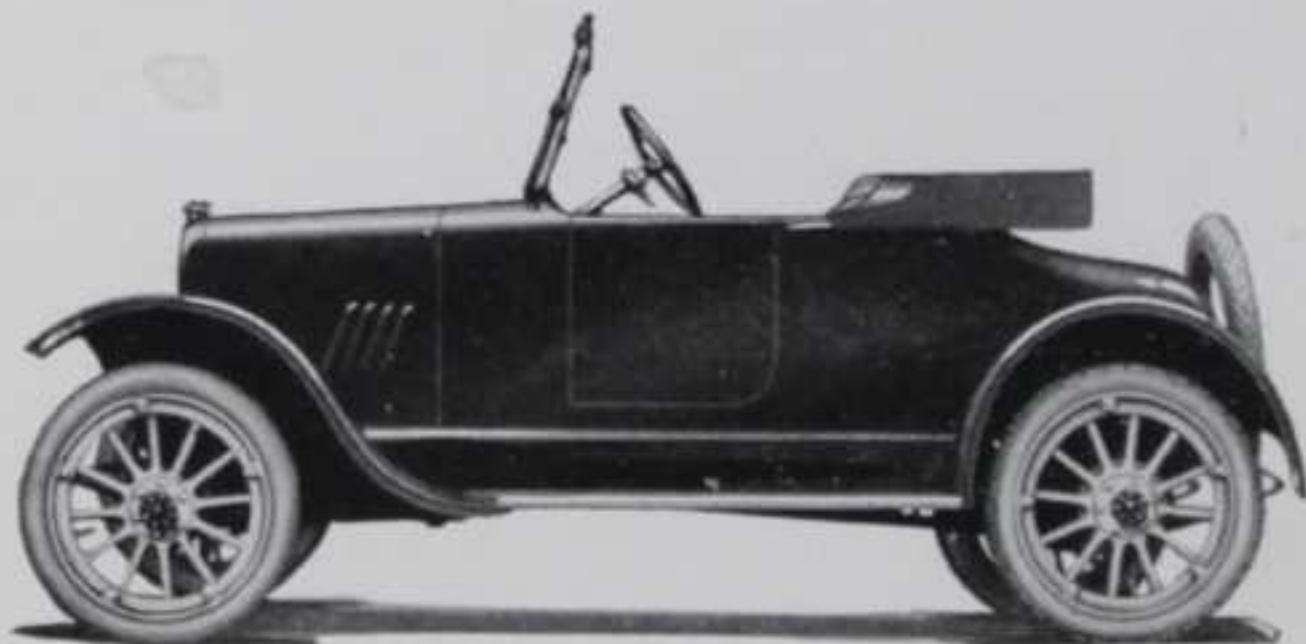
So we took off our coats in Paris, and started our task. My brother Frank and I visited



*The Briscoe Roadster unusual
seating arrangement*

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 mat-

THE HALF-MILLION-DOLLAR MOTOR



*Briscoe 2-passenger Runabout, \$685 fully equipped
Large luggage compartment in rear*

ter 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



*The Briscoe Coachaire, \$810 fully equipped
with two tops*

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.

The rest of the story of the Half-Million-Dollar Motor and a complete and illustrated description of the Briscoe—the car with the Half-Million-Dollar Motor—is contained in a handsome 32-page booklet.

Any man or woman who is contemplating the purchase of a motor car will find some valuable information in this booklet that will benefit them in the selection of a car.

We'll gladly send the complete story if you will send us the blank on back cover properly filled out.

Briscoe Motor Corporation
Jackson, Michigan

Request for Benjamin Briscoe's Story

“THE HALF-MILLION-DOLLAR MOTOR”

CHARLES MOTOR COMPANY

167 Massachusetts Ave., Boston, Mass.

Briscoe Motor Corporation

Jackson, Michigan

Gentlemen:

Please send me the complete story of The Half-Million-Dollar Motor.

Name

Address

Town

State
