

MAXWELL-BRISCOE, COLUMBIA, BRUSH RUNABOUT MERGER

UNITED STATES MOTOR COMPANY RAPIDLY CRYSTALLIZING

SIXTEEN-MILLION-DOLLAR AGGREGATION OF MOTOR INTERESTS

BENJAMIN BRISCOE, having just returned from Detroit, where a conference was held with Frank Briscoe, President of the Brush Runabout Company, and the Briscoe Mfg. Company, carried in his wake a series of persistent rumors which have for their purport much more definite matter involving the future of the United States Motor Company, than that which passed current in recent days. The best information available at this time is to the effect that the Maxwell-Briscoe, Columbia, Brush Runabout, Briscoe Mfg. Company, Ajax-Grieb Rubber Company, Westchester Appliance Company, and other concerns of a representative character, are the moving spirits in this monster re-arrangement of automobile interests. To what extent this nucleus will gather force is a matter which will have to be confined to speculation. The character of the men and the companies represented in this new line-up is such as to whet the imagination, and it is anticipated by the knowing ones in the inner circle, that the United States Motor Company is destined to rival the Napoleonic movements of the most ambitious efforts in recent times; it being the idea, according to reports, to coalesce a series of companies, each one of which is to be a leader in its particular line of endeavor, financially self-sustaining, and so situated with respect to the market that the united concerns will add their respective quota without overlapping. In this way, it will be possible to reap advantages in all directions, because each unit in the big combination will be habitually expert in its own particular line, and the sum of these units will be of concentrated advantage, due to the combined ability under conditions of economy of management, which should result in the greatest good to the purchasing public, taking the form of superior product at the minimum cost.

It has long been understood by those who keep informed as to the strength of the undercurrent in automobile circles, that the General Motors Company had its eye on the Maxwell-Briscoe series of plants, which it hoped to augment by taking over the big new plant in which Brush runabouts are made. Frank Briscoe seems to have been adamant in the face of all these tempting offers, and perhaps the present proposed creation represents the gist of the real answer; at all events the market has evidently suspected something from the quarter which is dominated by the Maxwell-Briscoe interests, and the

activities of the General Motors Company in the direction of acquiring these interests led to speculation of the groundless sort.

The market was merely blinded by the known fact that the General Motors Company wanted to make a combination, and while rumor mongers basked in the light of this one idea, the real scene was being shifted into presentable shape behind an asbestos curtain.

The United States Motor Car Company was quietly incorporated under the laws of the State of New Jersey, and the capitalization was stated to be \$2,000, which inconspicuous sum lent an air of mystery to the project when it was learned that the Maxwell-Briscoe string of capital had its finger in the pie. C. W. Kelsey, of the Maxwell-Briscoe Company (head of the sales organization), is arranging to take up his new duties in Hartford, and the old Columbia Motor Car Company is bound to feel the energizing presence of Kelsey, as soon as he is able to find a suitable residence for himself and family, which, however should not be an extremely difficult task in Hartford.

That it is considered a move of the greatest importance for the United States Motor Car Company to acquire the Columbia Company is readily seen when the point is made that the Columbia Company, under the skillful management of the late George H. Day, secured control of the Selden patent, and this company has always represented the dominant situation in the management of the Selden patent. When the Maxwell-Briscoe Company, Premier, and five or six others, came down the A. M. C. M. A. tree, it was little thought that by a skillful move on the part of the Maxwell-Briscoe interests, they would climb to a more favorable position on the other tree which the Court put its mark of favor on. Around Hartford, the situation seems to be fairly well understood, and the automobile fraternity there is aroused to a high pitch of anticipating excitement.

There are quite a number of side lights to be attached to the latest move, as, for illustration, the string of capital which controls the destinies of some well-known Philadelphia electrical companies (one in particular) is said to be allied with the Maxwell-Briscoe line-up. This should not be surprising since the connection which has ever existed between Philadelphia capital and the Columbia Company would still have to be taken into account.

A.M.C.M.A. TO BE DISBANDED AT CHICAGO

While it is true that the controlling factors in the A. M. C. M. A. will not disclose beforehand the action which will be taken at the meeting which will be held in Chicago during the National Show time, it is fairly good inside information that the A. M. C. M. A. is to be abandoned. It was originally organized under a contract for five years, and the time will expire within the next week or two. That this contract will not be renewed is largely due to the absence of companies outside of the A. L. A. M. When the atmosphere clears up, the only company left will be the Ford Motor Company, and while it seems quite certain that the Ford will continue as heretofore, the fact remains that the A. M. C. M. A. was organized almost independently of the position which was previously assumed by Henry Ford. He is still sticking to his position as then taken, and the disbanding of the A. M. C. M. A. is simply a logical move in the absence of members to support it. An association without members is in a rather anomalous position.

ALL BUT FORD TO BREAK INTO A.L.A.M.

It is now fairly understood that all the companies which were joined together under a contract for five years, and were known as the A. M. C. M. A. will be admitted into the fold under terms which THE AUTOMOBILE published some time since, but it was not then assured that the entire list of A. M. C. M. A. would come over. While the association is acting upon these names, seemingly one at a time, the fact remains that there is a place, apparently, for each one of the A. M. C. M. A. companies, with the understanding, of course, it desires a seat at the board.

RUSHMORE AND DIETZ LAMP FIRMS MERGE

It is announced that the Rushmore Dynamo Works, of Plainfield, N. J., and the R. E. Dietz Co., of New York City, have effected a combination to promote the sale of Rushmore lights and generators and Dietz oil lamps. Numerous improvements will be made, and the factory facilities greatly increased.