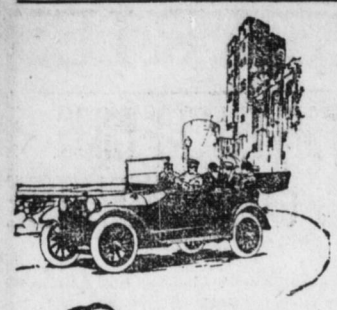


Quality

Quality is something that must be "built in" an automobile. The real quality of a car doesn't show on the surface. It's something that proves itself in constant service. The Chalmers slogan is "Quality first." Chalmers cars are built to last, to give satisfactory service for many seasons.

Chalmers quality means that every piece of material that goes into the making of an automobile bearing the Chalmers trademark must be of highest grade—first class throughout.

The only way we can be sure of getting quality material—the right material for the work required of each part—is to build all Chalmers parts in the Chalmers Shops. This is what we call "built in" quality, the kind you get in every Chalmers car.

Chalmers Cars are built in the Chalmers Shops by expert Chalmers trained mechanics, with the most modern tools and machinery. They are rigidly inspected by Chalmers inspectors. Thus we know that every part, even the smallest bolt, is made from quality material, made right and will give the utmost in satisfactory wear.

You can't get equal assurance of quality in any assembled car.

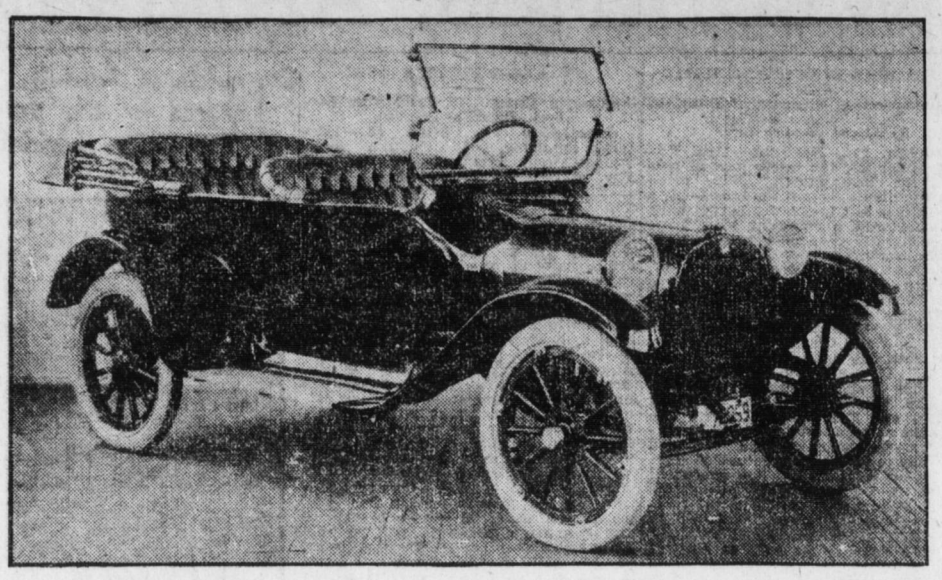
Take the Chalmers "Real Test" Ride. Prove Chalmers quality to your own satisfaction by a thorough demonstration.

1915 "Light Six", $1650
1915 "Master Six", 2400

Quality First

KEYSTONE MOTOR CAR COMPANY
1019-1025 Market Street
HARRISBURG, PA.

THE DODGE BROTHERS' NEW MODEL



NEWSPAPERMEN VIEW DODGE BROTHERS' CAR

Officials Entertain Representatives of Detroit Papers at Luncheon and Test Ride in New Car

Detroit, November 12, 1914 Dodge Brothers' new motor car was officially announced to the general public at a luncheon given Detroit newspapermen yesterday by officers of the company. Preceding the luncheon, the representatives of the Detroit papers were taken for a jaunt of several miles over country roads in two of the new touring car models. A more blase bunch of critics has seldom been taken on the premiere of a new motor car, but the Detroit newspaper boys exhibited real enthusiasm at the riding qualities and equipment of the new car, at the conclusion of the trip.

Briefly the new car of Dodge Brothers is a five-passenger, 110-inch wheel base machine of ample proportions and will sell at $785. In beauty of design, power of motor and equipment, it is said to surpass the average conception of the popular priced car, and is acknowledged by motor experts to have established a new standard of automobile value for the industry.

In a short talk, Sales Manager A. I. Philp emphasized the personal supervision given every bolt and minute part entering into the new car's construction, by the Dodge Brothers themselves. Mr. Philp declared that never before in the history of the automobile industry, had the owners of the business personally handled, examined and passed upon every item of material in their care. This supervision and the decision to build a car "better than just good enough" had added to the cost of producing the car, beyond the original estimates of the engineers, said Mr. Philp. But in the opinion of Dodge Brothers, the knowledge that the car was right in every way more than made up for the increased cost.

The formal introduction of Dodge Brothers' car to Detroit newspapermen is the forerunner of similar affairs in other cities according to Assistant Sales Manager George C. Hubbs, who also intimated that his company was planning some original features in the sales campaign of the new car.

Auto Doubles Worth of Salesman's Time on Road

"The light weight runabout of rock-bottom upkeep cost is proving a greater factor every day in increasing the efficiency of salesmen and other employes of corporations who have to get about town in making their calls," says Lawrence Moore, sales director of the Saxon Motor Company.

"A tabulation based upon hundreds of letters shows that on the average salesmen are now able to cover twice the distance formerly possible. This means that the value of their time is increased 100 per cent. since they can take care of double the business previously handled.

"Salesmen owners tell us that they not only get over more ground than ever before but also make their calls at less cost per mile.

"One salesman in the oil business, writes that he has covered more than 4,000 miles in six months in his Saxon, using the car every day for getting around after trade. He averages 30 miles per gallon of gasoline, despite the fact that in crowded traffic the motor has to run idle at crossings.

"Another man in a small town uses his car in calling on customers. He takes care of trade within a 100-mile radius and experiences no difficulty on steep hills and rough roads in his section of the country.

"A varnish salesman recently wrote in that he has tripled his business since buying a motor car.

"Not only are salesmen themselves investing in cars but concerns, large and small, are appreciating that the purchase of a dependable small car for use by their salesmen is a wise policy.

"The motor car gives a concern and its salesmen alike more prestige. It enables them to get and take care of more business and increases efficiency in a dozen other ways."

UNIQUE CYLINDER BLOCK ON THE CADILLAC EIGHT

The design of the cylinder block castings of the new Cadillac Eight is unique among motor cars by reason of the fact that removable water jacket plates are fitted at each end of the block.

Thus an entirely new scheme for the casting of cylinders en bloc has been put into operation in the Cadillac foundries. The usual practice provides no opening into the water circulation space that surrounds the cylinders.

The new Cadillac practice affords several advantages. One of these is that it permits the cores to be anchored before the casting is made, which prevents slipping of the cores and insures uniform thickness of the cylinder walls and uniform space for the water, both of which are necessary to efficient cooling of the motor.

Another is that, through the open ends of the water space, inspection can be made to be sure that webs of metal have not formed which would interfere with the free circulation of the cooling water—for such interference is likely to have serious results.

The third advantage is that the user of the car can detach the plates and remove any sediment that may have been deposited by the water used in the cooling system. The removable plates are amply large to permit close inspection of the water space.

A BOOK THAT REVEALS THE CAUSES OF THE WAR

"The Story of Europe" Explains the Century of Quarrels Leading to the Present Conflict

The unique value of "The Story of Europe," which we are distributing to our readers, consists in the fact that it lays bare the deep-rooted causes of the most stupendous conflict in the history of man. It shows clearly how Europe has become a camp of hostile powers, explains the real facts about the Triple Alliance and Triple Entente, and tells how and why they were formed. It described the hidden, as well as the apparent, forces that have been at work for generations looking toward this great war. It portrays the issue of Pan-Slavism versus Pan-Germanism that has had much to do with precipitating war at the present time, and tells graphically of the giant struggle between Great Britain and Germany for commercial supremacy and its influence in the conflict. It explains the colonial policy and development of the great Powers, all of which have rich colonial possessions except Germany. It draws a true picture of the greed and jealousy that have kept nations constantly ready to jump at one another's throats. Never has the indictment of Europe been so fully and fairly drawn as in this great book, which enables you to understand why the nations of Europe are now at war.

Delay in obtaining your copy of this great book may cost you your opportunity. Cut out the coupon printed on another page and get the book to-day.

AUTO LICENSES CAN BE TAKEN NOW

State Has Arranged For Prompt Distribution of the Tags During December

Do your Christmas shopping early but first send to the State Highway Department at Harrisburg for your 1915 auto licenses.

According to a statement issued by the automobile division of the State Highway Department to-day, license plates will be sent out by parcel post. The federal Post Office Department has not been able to devise any means of preventing congestion of the mail around the holiday season and for this reason it is advisable that applicants for licenses act promptly. License plates applied for now will be shipped to the holders prior to December 10 by this means delay will be avoided.

The automobile division has received more than 4,000 applications for next year's licenses up to the present time. Inasmuch as the law explicitly states that the license tags for the current year expire at midnight on December 31, wise owners and operators of automobiles and motorcyclists are giving attention to the hint given several weeks ago that those who were tardy in applying would not escape the penalty of the law this year.

It is expected that more than 150,000 applications of all classes will be received for next year. In anticipation of the rush for applications the automobile division has prepared to handle next year's applications promptly.

MILLER TIRE GROWTH

Company Buys Adjoining Factory Buildings

Word comes from Akron that activities in the rubber trade continue briskly in spite of a possible shortage in rubber if reverses are experienced on the ocean. The Miller Rubber Company, of that city, manufacturing Miller tires and accessories, reports that contracts have been let for the erection of a two-story brick fireproof building, 120 by 128 feet, which will be used as a tire building extension, and when completed it will increase the present capacity to over 1,000 tires per day.

This same company recently bought the plant adjoining its property, which was owned by the Franz Body Works. This will be partly rebuilt and used as a shipping department, while temporarily it serves as a garage until the new 60x100-foot garage, two-story, is completed. At the rear of the plant a three-story warehouse 40x110 feet is being built, and an addition to the drying room 50x100 feet is under construction.

These additions will give a total factory space of 272,905 square feet, or about 6½ acres, and a new power plant of 2,000 horsepower is being installed.

Complete extensions are expected to be finished by January 1, 1915.

Confirmation of these reports were had by Frank B. Bosch, of the Sterling Auto Tire Company, of this city, who are the local distributors for the Miller Rubber Company. Mr. Bosch in confirming the reports attributes the need of the extensions to the normal growth in popular favor of the Miller tires and tubes, which are fast establishing an enviable reputation among motorists in general, and particularly is this the case locally, where the service given by the tires this season has been of a very high average.

THROUGH MUD, OVER HILLS, WITHOUT CHANGING GEARS

New Cadillac Takes Hard, Steep Grades With Utmost Ease

"The Cadillac engineers deserve unlimited praise when they can make the United States as level as the Sahara desert," is the enthusiastic comment made by L. W. Grout after driving a Cadillac Eight from Buffalo, N. Y., to Springfield, Mass.

In his letter to the Cadillac Company Mr. Grout says that the first day's driving was through rain and over very bad roads, but the car performed wonderfully. Between Syracuse and Springfield many hard, steep hills were encountered. On several it was impossible to get any sort of start, yet there was never a time, he writes, when it was necessary to shift out of high gear.

Mr. Grout says accurate account was kept of the gasoline mileage, and the figures are particularly interesting in view of the fact that they are the first to be made public on the performance of an eight-cylinder car on a cross-country run of this character. For the entire distance of 413 miles the car averaged 13.2 miles per gallon.

Other features that make this mileage performance interesting are the adverse road conditions between Buffalo and Syracuse, the mud at times being six inches deep, and the hills on the latter part of the journey.

TAKES BIG RISK

After Cumberland Valley train No. 3 had left the Union Station at Harrisburg and the vestibules were closed, a man named Chester Hall jumped on the train between baggage and express cars with two dogs, thus taking a great risk. Fortunately he was seen and the crew was notified, and, at Lemoyne, was taken in the train and carried to Dillsburg, his destination, and for which point he held a ticket.

LITTLE GIRL BREAKS LEG

When a heavy door closed on her, Isabelle Broxterman's leg was broken. The little girl lives at 1912 North Fourth street.

TIRES TIRES TIRES