

NEW SERVICE STATION CHALMERS HERE READY FOR INSPECTION FOR SEVEN YEARS

Public Invited to Attend Opening of Keystone Motor Car Company's Building Tomorrow Afternoon and Evening; Again as Large as Former Quarters to Meet Demands of Increased Business

HOME OF CHALMERS, PEERLESS AND DODGE BROTHERS MOTORCARS

To-morrow marks the opening of the new sales and service station of the Keystone Motor Car Company at 57 to 103 South Cameron street. This building has a frontage of 117 feet in Cameron street and 100 feet deep with two floors, making a total of 23,000 square feet of floor space. The sales room for the display of the Chalmers, Peerless and Dodge Brothers models is on the northwest section of the first floor with offices adjoining and back of that is a room devoted to the numerous repair parts and accessories carried in stock. The greater part of the first floor remaining is used for garage purposes as well as the additional space for car storage on the second floor. The second floor also includes a completely equipped repair department for the repairing and adjustment of the motorcar mechanism. An upholstery department for the making of tops, cushions and back seats is a feature on this floor and a large room for the paint department, as well as a separate room for the varnishing where the finishing coats may be applied jobs that have been repaired.

The more pretentious quarters is a decided contrast to the former location where the Keystone Motor Car Company was established years ago. Located on one of the principal streets leading to and from Harrisburg and a street which is rapidly becoming an automobile row, the building is conspicuously situated and so near the principal thoroughfares leading in every direction that every section of the city is conveniently accessible from this point. At night the electric sign and a number of arcs will help to make this busy thoroughfare a still brighter looking place.

Distributors for the Chalmers Sixes, the Peerless Eight and Dodge Brothers Four, the Keystone Motor Car Company covers an extensive territory throughout Central Pennsylvania with associate dealers in the various counties adjoining Harrisburg and in others more remote.

C. H. Barner, manager of the Keystone Motor Car Company, reports the most prosperous season in the history of the company. The increasing business made it necessary to get in more commodious quarters in order to have the proper service facilities to meet the requirements of a business establishment which is the distributing center for three of the leading motorcars concerns in the country.

Associated with Mr. Barner in the sales department are William Zumbro, H. E. Early and Merlo Cope. J. R. Hoffman is office manager. Jacob A. Markley is foreman of the mechanical department, with J. A. Herr in charge of the paint department and S. Wagner superintending the trimming and upholstery work. Assisting them is a staff of trained mechanics and service men.



C. H. BARNER

C. H. Barner, manager of the Keystone Motor Car Company, has been associated with the Keystone Company for eight years, coming there as a repair man and expert mechanic and later developed from a demonstrator to a salesman. His success in the latter position led to his appointment as manager to succeed Robert L. Morton when the latter resigned about eighteen months ago. Mr. Barner is a native of Harrisburg with an extensive acquaintance throughout Central Pennsylvania, gained during the eleven years in which he has been identified with the motorcar industry. A great deal of the success of the Keystone Motor Car Company, and its rapid growth in recent years is due to Mr. Barner's untiring energy and hustling qualities. No matter whether he is out after business at the wheel of his car, or in the service station, the pace he sets is a rapid one and his example is an inspiration for his men and imbues the whole establishment with the spirit of hustle.

Avoiding Material Faults in Dodge Brothers Car

Much has been said of the great care used by Dodge Brothers in selecting materials, but there is still a great deal to be told of the tests to which all material is subjected.

For instance, all brass and bronze used in Dodge Brothers' cars is carefully tested to ascertain the amount of copper and lead and if the quantity is such that it might prove injurious the entire consignment of metal is rejected.

The method of testing was developed in the Dodge Brothers' laboratories.

The process of determining the "undesirable elements" is similar to the ordinary electroplating. The brass or bronze under test is dissolved in acid and into this solution are placed two electrodes, consisting of platinum gauzes. A direct current is applied and the resultant electrolytic action causes the copper to be deposited on one gauze and the lead on the other. The weight of the deposit is then determined by an extremely delicate set of scales. Platinum is immune to the chemical action taking place during the electroplating. Incidentally, it might be mentioned that the litmus gauzes weigh considerably more than an ounce—and that platinum these days is worth from \$3.50 to \$4.00 a gramme—and that there are 28 grammes, of course, to the ounce.

How Steel Is Tested to Ascertain Hardness

Machines and devices for testing the materials that go into automobiles are being constantly developed and improved. A notable advance is the new Brinnell steel testing machine, of which one of the finest examples in the country is installed in the laboratory of Dodge Brothers.

With this machine the hardness of the various steels that enter into Dodge Brothers' cars is tested and careful checks are kept on all materials.

In testing a piece of steel it is placed in the machine and a small steel ball of great hardness is pressed into the piece to be tested. By the pressure exerted, which is indicated on a gauge, and by the dimensions of the impression made on the piece, the operator is able to make com-

parison with certain standard figures and arrive at the exact hardness of the steel tested.

This method of testing steel has largely superseded the old method whereby small steel balls were dropped on the test piece and the height of the rebound indicated the hardness of the steel.

Both the machines are the inventions of J. A. Brinnell, a Swedish engineer, who has a wonderful reputation because of his knowledge of steel and its composition.

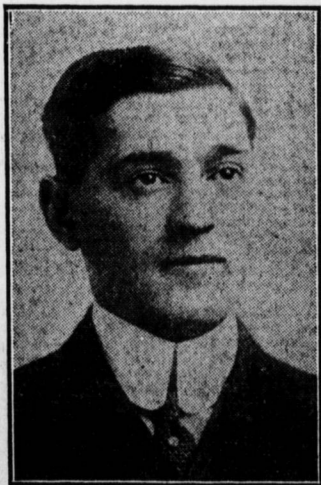
FOOTBALL HURT FATAL
El Centro, Cal., Nov. 22.—Ephraim Angell, 20 years old, a high school student, died here yesterday from a broken neck received in a football practice game.

THREE OF KEYSTONE'S HUSTLERS



H. E. EARLY

A native of Harrisburg who is one of the livewire salesmen at the Keystone Motor Car Company.



MERLO COPE

Formerly a traveling salesman who chose to identify himself with the motorcar business as a salesman for the Keystone Motor Car Company.



Well known in the business circles of Harrisburg, Mr. Zumbro is among the young men who are making good as an automobile salesman with the Keystone Motor Car Company.

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A Great Loss and a Greater Gain

This business has rounded out twenty-two months of existence by distributing to owners more than one hundred thousand cars.

Price-concessions on this car are rarely asked, and never given with Dodge Brothers consent or to their knowledge.

You can therefore figure accurately the amount invested by the public in Dodge Brothers cars, by multiplying the output by the retail selling price.

One hundred thousand cars at \$785 per car means a sales-total in less than two years' time of \$78,500,000—or, with freight-cost added, considerably more than \$80,000,000.

There have been no bursts of speed in the up-building of this great business.

At no time has there been even an attempt at stimulation of sales or of production.

Never for a single day has production been speeded up for the sake of attaining a total.

On the contrary, it has been held down every day within the limits of close, careful, conscientious manufacturing.

Both production and sales have been stable, steady and spontaneous—scrupulous care in the one, producing huge volume in the other.

At this moment, as at every other period, although producing a large

volume every day, Dodge Brothers are "losing business" by their policy of keeping production within the bounds of continuous betterment.

In that sense they have doubtless suffered a great loss in the past and will endure a great loss in the future.

But over against this great loss is an infinitely greater gain.

The people of the United States have implicit faith in the integrity of Dodge Brothers manufacturing methods.

One hundred thousand owners—or rather, one hundred thousand families—are practically of one mind concerning the car and the men who make it.

This business and its product are blessed with a friendship probably without parallel in the history of American manufacturing.

Fresh from the factory, or sold at second-hand, from one end of the nation to the other, the car has special value and a special reputation, because of the name it bears.

Because of the name it bears, you may be sure that the principle behind the car will never be changed a hair's breadth.

Dodge Brothers have only one idea in the upbuilding of their business.

That idea is to build so soundly and so well that the good will which they have won will grow and endure forever.

The gasoline consumption is unusually low.
The tire mileage is unusually high.

KEYSTONE MOTOR CAR CO.

57 to 103 S. Cameron St.

HARRISBURG, PA.

C. H. BARNER, Manager

The price of the Touring Car or Roadster, complete, is \$785 (f. o. b. Detroit)

The price of the Winter Touring Car or Roadster, complete, including regular mohair top, is \$950 (f. o. b. Detroit)

Hill-Climbing Most Severe Test Says Chalmers Man

That the hill-climb continues to be the most severe test for motorcars, is vouched for by Fred Junk, the youthful Chalmers pilot, who captured the free-for-all event in the Giants' Despair Hill Climb at Wilkes-Barre last month. Junk drove a Chalmers Six to first place in his class event on Pike's Peak in August and is well qualified to define difficulties of mountain-climbing.

"Without considering the merits of speedway and hill-climb events, from the strenuous standpoint, the fact remains that the latter test is the one to which the majority of owners put their cars," said Junk, yesterday. "No owner buys a car to race it at top speed for 100 or 150 miles, but he does require the motor of his machine to possess sufficient power to climb the steepest grades on his touring trips across country."

"For this reason, the past year witnessed a revival of interest in hill-climb events in all sections of the country. At Pike's Peak and Giants' Despair, big crowds turned out to observe the performance of the best American cars on the highest automobile roads in the country."

"In hill-climbing, the strain on the rear axle, including the driving and propeller shaft is almost double that given the car in fast work over level roads. Second speed traveling is necessary in surmounting the steep 20

per cent. grades on mountains such as Pike's Peak and Giants' Despair. This imposes not only extra strains on the axle, but on the transmission and also requires a cooling system that will take care of the extraordinary demands made upon it in high altitudes.

"In speedway events, the fastest speed is obtained in the straight-aways and the drivers rest their motors on the turn. In hill-climbing, the motor must be kept hard at work, because the force of gravity is constantly in operation and tugging at the rear wheels. I have found nothing in track events which compares with the twisting, weaving motions of a car making

a fast turn on a hill. In my opinion, a car which can successfully meet a test of this kind, is so constructed as to render perfect satisfaction, even in the hands of an inexperienced driver."

The crowd of 60,000 persons who witnessed the contest swarmed out on the tracks at many points, leaving only a narrow lane for the cars to pass through. Junk drove a roadster and a stripped chassis in the three events Saturday, winning the \$1,000 Hollenback trophy, the Philadelphia Press trophy and the cup for 230-inch displacement event. His time of one minute and forty-one seconds was the fastest of the day over the course.

Von Jagow Is Reported Out of German Cabinet

Amsterdam, Nov. 22.—Gottlieb von Jagow, the German minister of foreign affairs, has resigned, according to a Berlin dispatch. The condition of his health is given as the cause of his resignation.

Dr. Alfred Zimmerman, under secretary of foreign affairs, the dispatch adds, probably will succeed Herr von Jagow.

The Tageblatt prints a rumor that Herr von Jagow will become ambassador at Vienna.

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Electrical Wiring and Fixtures

In the new home of the Keystone Motor Car Co., was installed by the

Columbia Electric Co.,

1253 Market St.

This is but one of the many large wiring and electrical fixture contracts we have recently fulfilled. We are always glad to make estimates on all manner of electrical wiring jobs, etc.

Our Electrical Store will be found completely stocked with all that's to be desired including gas and electrical fixtures, the famous Hot-Point goods and Regina cleaners.