

# DODGE BROTHERS WINTER CAR

### Comfort and complete protection for the Winter months—then, in the Spring, a quick change back to the standard touring car or roadster

The tops are well and strongly fitted to the cars at the factory. They are upholstered in cloth, and the appointments are in good taste

The motor is 30-35 horsepower

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

DODGE BROTHERS, DETROIT

Keystone Motor Car Company  
1019-1025 Market Street  
C. H. BARNER, Manager

## KING INCREASES FLOOR CAPACITY

### Larger Motor Dimensions and Carburetor With Change in Color Scheme

The King Car Sales Company, of this city, announced the second eight-cylinder product and the first popular-priced eight, October 24, 1914. Claiming to have the second largest number of eight-cylinder cars running in America this factory now announces the improved five-passenger eight, \$200 less in price than the King eight brought out a year ago.

The new King eight has larger motor dimensions than the first eight-cylinder King model offered to the public a year ago. The new model having a 2 1/2-inch bore and 5-inch stroke. Other modifications include a larger carburetor, refinements in lubrication and ignition. The same general principles are employed in the new job as in the first King eight but one year's operation has given the King engineers suggestion from which they have benefited for a light five-passenger eight. The general color scheme of the King has been changed from a blue to a salon green body and hood, with black fenders, running gear and wheels. A fine gold stripe being used to atmosphere the model. The apron which has been used the back of the front seats has been removed. The one-piece top-back employed as standard for the tops of the King eight has been changed from the bright to dull finish.

Recently the King Motor Car Company announced an addition of 70,000 square feet of floor space to their present manufacturing equipment. This was necessary because of the increase in production figures together with what they determine to be thoughtfulness in purchasing materials before the rise of price in certain ends of the business are given as the main reasons why the King can bring out an improved eight at a lesser price.

The King Motor Car Company is one of the motor car manufacturing concerns to make a rapid advance in the industry by marketing an eight-cylinder product. This statement seems to be borne out by the fact that the King Motor Car Company has had a sufficient volume of business to place the automobile manufacturers of today which give them choice ground floor space at both the New York and Chicago automobile shows.

With the increased number of eight-cylinder motor cars which have been announced during the past year this company lays claim to dominating the popular-priced field for the eight-cylinder car. According to Sales Manager R. P. Bishop, the King Motor Car Company intend to hold the lead they have in this field. "It has been our endeavor," he wrote the King dealers, "to absolutely hold this position. We have been successful by our profit-sharing plan with employees to keep our overhead expense down. We have maintained that eight-cylinder motor carries a manufacturing proposition that with quantity production and proper attention to detail and overhead we could influence our list downwards. We have a comfortable lead in many respects in this position. Our dealer organization we have built up in the past four months our product has moved steadily allowing us to take advantage of discounts in purchasing materials, which we will give the public the benefit of in the list price of the model we are now announcing."

## New Advertising Manager For Chalmers Motor Co.

Announcement was made yesterday by Paul Smith, vice-president in charge of sales and advertising of the Chalmers Motor Company of the appointment of Carl Murphy, to the position of advertising manager for the Chalmers Company.

Mr. Murphy resigns a position as advertising manager of the Art Metal Construction Company, Jamestown, N. Y., to affiliate himself with the Chalmers organization. He entered on his new duties, Monday, October 25.

## Paige Sales For October Already Show Big Advance

During the first fifteen days of October, or thirteen actual working days, more Paige cars were shipped out of the factory than in any other equal period in the history of the Paige-Detroit Motor Car Company.

As a matter of fact October sales already show an increase of 600 per cent over October of last year; that is, providing the shipments and sales for the remainder of the month show proportionate volume and activity.

"This record," says Sales Manager Henry Krohn, "we believe is extraordinary in view of the fact that October generally considered—is one of the increase of 600 per cent for the first half of October has a broader significance than as an indication of Paige popularity and success and the ability of the Paige to deliver cars."

This record also reflects the stability and soundness of the motor car industry as a whole. It shows how it has advanced from the exploitation of a commodity that not long ago was regarded with uncertainty and, at the best, as a form of luxury with a doubtful future, to the sound position of a staple utility. And, finally, it is excellent evidence of the nation-wide prosperity that prevails and the business confidence that has become firmly established.

## Chalmers Company to Hold Sales Convention

To discuss sales, service and advertising plans for the coming year, over 500 dealers from all sections of the country are expected to attend the annual Chalmers convention which takes place in Detroit November 15 to 17.

Daily business sessions will be held at the general offices of the company during the three days meeting, and addresses will be made by factory experts and officials.

Improved merchandising plans for handling an increased volume of sales are to be made a large part of the discussion, as will important advances in the service plan for Chalmers owners.

The entertainment program will contain few of the hackneyed forms of amusement heretofore common to the dealers, as an enterprising committee has promised some genuine novelties for such evenings.

Reservations have been made at three of the largest Detroit hotels for the visiting dealers during the period of the convention.

This year's Chalmers convention will be a unique one, celebrating the closing of a record three months' business by the Chalmers company. This production has kept pace with increased sales at the big Chalmers plant and all makes plans for a year of unparalleled prosperity.

## Overtime Work Necessary at the National Factory

More than 500 men are working overtime in order to rush the completion of the new factory building of the National Motor Vehicle Company. The building is being erected to handle orders that have been received by the National Company.

At the National plant hope to be in part of their new buildings in thirty days and expect to have the new buildings are within sixty days. The National Co. is spending about \$100,000 to enlarge its plant, and the new buildings are two stories high and 675 feet in length. This means that the length of the additions is approximately two city blocks.

"We now have," said George M. Dickson, the National Company's general manager, "many more orders than ever before in the fifteen years' existence of the National Company. This increase is directly attributed to the National Highway cars. The new cars are being built morning, noon and night. They have proved popular, judging from the orders that we continue to receive."

"Nothing but an old organization, and most of the Foremen and department managers at the National plant have been here from five to ten years. It is no easy task to increase our production fast enough to accommodate the new building. The new building will greatly extend the strain on the various departments."

## 353 Miles in One Day With Scripps-Booth Car

Not a race—just a day's journey—353 miles in a Scripps-Booth car. The Scripps-Booth Company of Detroit, and Mrs. Spear decided that they would like to Sunday drive from Chicago to their representative at Chicago. So they hopped into their light-weight Scripps-Booth of a Saturday morning, Saturday evening they sat down to dine with Harry.

Then, just to show that there was "nothing in it," Mr. Spear turned the car around and did the same trick over again Monday driving the Scripps-Booth back to Chicago. He met J. P. McEvoy, artist-humorist of Chicago. He placed his order for a 1915 Scripps-Booth car. Mr. McEvoy was just returning from Cleveland to Chicago.

The light-weight handiness of the Scripps-Booth car and its exceptional riding comfort give it a higher average speed over ordinary roads than the largest of cars, except racing cars in the hands of racing drivers.

Mr. Spear is not a racing man. Neither is the Scripps-Booth a racing car. It is featured as a luxury car for the times and over the years the person already owning big high-priced cars, but possessing the Scripps-Booth for just such stunts as that performed by Mr. Spear on his over-Sunday trip just described.

The immediate and remarkable success of the Scripps-Booth in the talk of automobile row. It was placed on the market only this season, but already it is drawing enthusiastic comment from both hemispheres.

## Reo Control Makes It the Safety First Car

"My idea of 'safety first' is best exemplified in the control of Reo cars," said R. E. Ingersoll, manager of eastern branches of the Reo Motor Car Company.

"It has come to pass, especially in the congested metropolitan district, that the automobile has become a veritable menace to the safety of the driver and passengers of one sort or another. Some times a mere foot or the smallest fraction of an inch represents the difference between life and death or at least grave injury to a person or serious damage to property."

"Because of these conditions, simplicity of control is of first importance and Reo owners may well rejoice because of the advantage they derive over all others on the market. There is a standing wager around the Reo establishments that on the basis of a speed of twenty miles an hour, a short of the stopping point of any other automobile on the market."

"We feel that we are justified in designating the Reo as the original 'safety first' automobile."

## PARTY FOR STANDARD BEARERS

Special to The Telegraph  
Mechanicsburg, Pa., Oct. 30.—Last evening the Misses Sara and Hazel Martin entertained the Standard Bearers, a missionary society of the Methodist Episcopal Church, at their home in North Market street. Ghosts received the guests and Halloween decorations of jack-o'-lanterns, corn shocks and autumn leaves made the rooms gay.

## ELECTRIC POWER OF AUTO FACTORY

### Forty Thousand Horsepower of Electric Current Alone For Overland Works

What is declared to be the largest industrial contract for electric power ever given to a central station, was placed recently by the Willys-Overland of Toledo. When the contract is completed, the generating company will be able to furnish the equivalent of 40,000 horsepower of electric current.

Electrical engineers figuring on the work, declare that this power is fully as great as that required for lighting a city of half a million inhabitants.

Five great power cables will be required to transmit this tremendous amount of current. Two of the cables were completed about a year ago. They are four and a half miles long, each carrying 23,000 volts, which is the highest voltage ever carried by an underground cable.

The cables hardly were in operation before the phenomenally rapid growth of the Overland plant made it necessary to install a third. This has just been completed and its final tests have attracted the attention of cable manufacturers in all parts of the country.

On account of the importance of the cable and the tremendous load it must carry, as much attention was given to making the hundred joints as if the workmen were engaged in laboratory tests. Nothing was left to chance, the smallest details were guarded even to the extent of doing no work on rainy days or when the men's hands were covered with perspiration. This was done to preclude any possibility of moisture in the cable joints.

The cable, to be capable of carrying the load, had to test out for 23,000 volts. Six different tests were taken under a variety of conditions and each time the big power conveyor easily carried 23,000 volts, which was considered remarkable by the experts who supervised the work.

When the third cable was ordered, it was figured that the Overland would have sufficient power to last them for years to come. But the growth of their business in the last few months has upset all calculations and before the third cable was even tested out, plans had to be made for two more.

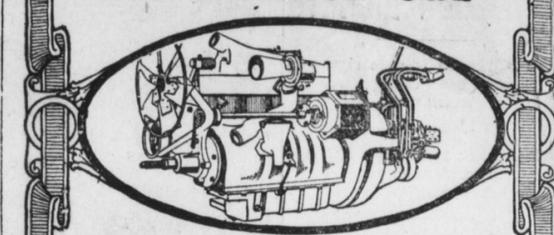
The adoption of higher efficiency such as this is a good example of the foresight and manufacturing ingenuity which has developed the Willys-Overland Company in a few short years, from a very small beginning to one of the greatest industrial organizations in the world.

Whenever it has been possible to improve the factory's production facilities, by substituting electric power for a less efficient agent, that change has been made.

The Overland was the first automobile concern to use electric heating furnaces for the enameling of steel parts. The results obtained from these ovens proved so satisfactory that they are now being installed by practically all of the larger motor car manufacturers in the country.

# Maxwell

## The "Wonder Car"



### The Powerful Motor of the Maxwell

This is one of the most marvelous pieces of machinery ever invented. Very powerful with four cylinders cast en bloc it has made the Maxwell famous as "The Car that Laughs at Hills."

Best of all this motor is breaking all low cost records for:  
1st—Miles per gallon of gasoline.  
2nd—Miles per quart of lubricating oil.  
3rd—Lowest year-in-and-year-out repair bills.

We are waiting to take you for a test ride in the car that has broken all low "First-Cost" records, and is breaking all low "After-Cost" records.

One Man Mohair Top \$655 Electric Starter  
Demountable Rims \$655 Electric Lights  
Rain Vision Windshield \$655 Magneto Ignition  
E. O. B. DETROIT

"Every Road is a Maxwell Road"

E. W. SHANK, Distributor  
120 Market St.

## Pullman \$740 DELIVERED



Stand the Pullman five-passenger at the curb beside any car in its class or out of it and it retains its own air of snap and distinction. It is heavy enough to hug the road at any speed—light enough to save tires and gas. The roomy luxury of the Pullman sets a new standard for cars at anything like the price.

Two, Three and Five-Passenger Models  
SPECIFICATIONS: 114-inch wheel base, 32 H. P. four-cylinder motor, 3 1/4 by 4 1/4 non-skid tires all four wheels, cantilever rear springs, independent electric starting and lighting system, separate high tension magneto, Mayo radiator, one-man top, full floating rear axle, extra large body to accommodate seven passengers if desired.

ANDREW REDMOND, THIRD AND BOYD STS.  
BENTZ-LANDIS AUTO CO., DISTRIBUTORS

## Willard

We Make Old Batteries Young  
Storage Battery Service is our business. We can show you how to keep a young battery in good condition and give an old one a new lease of life.

The Willard Station in Your Town  
J. G. DUNCAN, JR., CO.  
11 North River St., Harrisburg, Pa.  
Bell 3907

## Foreign Publication Pays Tribute to Packard

In a four-page article in the last issue of The Automobile Engineer, one of the leading motor car journals of England, a significant tribute is paid American cars in general and the Packard "Twin-Six" is particular.

After a brief discussion of general motor principles, the write takes up the twelve-cylinder car produced by the Packard Company and says in part:

most remarkable car that it has yet been his pleasure to handle. From 100 up to 3,500 revolutions the engine was absolutely imperceptible, save for the carburetor hiss and a faint continuous 'rustle' from the valves, mixed with the slight hum of the brushes on the commutator of the dynamo. Yet the acceleration is terrific; there is no other word for it.

"And apart from its twelve cylinders, there is a great deal of mechanical detail in this new Packard engine of an extremely high order and corresponding interest, for price has not had the smallest consideration."

"The car is already so much a success that there will soon be a dozen or more twelve-cylinder American cars—some of them quite cheap. This Packard, incidentally, with a big touring body to carry seven and a very elaborate equipment, is being sold for \$550 and the write can vouch for the facts that the material and workmanship are equal to anything to be found in America, and better than that found in a good many European cars, in spite of their reputation."

## Bringing Up Father

