

**OVERLAND NEW SIX COMPLETES THE TRIO**

**Model 86, With the Willys-Knight, and the Four at \$750, Covers Popular-Priced Field**

The six-cylinder Overland just announced gives the Willys-Overland Company what is probably the greatest selling combination of cars ever produced in one single season by a single manufacturer.

In June the Overland announced a four cylinder touring car to sell for \$750. The influx of orders covering this model alone has been the greatest in the history of the Toledo concern.

Four weeks ago the Willys-Knight car was announced for \$995. This is the lowest priced sleeve valve-motored car ever put on the market by any manufacturer in this country or abroad.

With the announcement of the "Six" at \$1145, the Overland has completed a trio of models which to all intents and purposes practically blankets the moderate price market. This latest addition to the Overland family is known as Model 86. In consideration of the price probably the most conspicuous advantage of this new car is its size.

The remarkably low price for so big a seven-passenger touring car is the direct result of the quantity production methods now in vogue at the Overland factory. The extensive manufacturing facilities of the Toledo concern enable them to put the maximum of quality and comfort in their product at a minimum price. This applies particularly to the "six" as this model is produced in the single body design only, which allows the company an extraordinary opportunity for complete standardization.

The exterior of the car denotes character and stability in every line. The long, sweeping curves of the streamlined body give it grace and poise that is usually found in cars selling at a much higher price. From the radiator to the full belled tonneau back, there is not a break in the design to mar the natural contour of the body.

The long wheelbase of 125 inches adds much to the easy riding qualities of the car. The exceptional length will be appreciated by anyone who has experienced the pleasure of touring in a car of ample wheelbase.

The large, roomy body with its two extra seats, can easily accommodate seven adults. The seats have high comfortable backs, while the seat cushions are built on deep coiled springs. The upholstery throughout is of the finest grade of genuine leather.

The cylinder of the motor are cast en bloc. With a bore of 3 1/4 inches and a stroke of 5 1/4 inches, the motor will easily develop 45 horsepower at normal engine speeds.

The oiling system is a combination of force feed and constant level splash. The oil is fed under pressure to the crank shaft and cam shaft bearing and to the three quiet helical timing gears.

Cooling is by a circulating pump. The radiator is of the Overland cellular type with vertical circulation. The radiator shell is pressed from a single sheet of steel as in all other Overland models and is supported by swivel trunnions.

A vacuum gasoline tank under the hood insures an even, positive flow of gasoline to the carburetor, which is of an improved type, with hot air attachment.

Ignition is furnished by high tension magneto as in last year's model. No batteries are required. The magneto is entirely independent of the electric starting and lighting system which is of the two-unit type.

The transmission is of the selective sliding gear type with three speeds forward and reverse. The gears themselves are nickel steel, double heat treated and of the stub tooth type.

The front and rear axles remain the same as last season—the I-beam section type in front and full floating type in rear. The brakes are large and powerful, with a braking surface ample for a much heavier car. The front springs are semi-elliptic, 33 inches long by 2 inches wide, the rear springs are three-quarter elliptic, 52 inches by 2 inches and are slung under the axle in swivel seats. Left hand drive and center control facilitate driving, while the electric control buttons are located on the steering column where they are most convenient for use. All indicating devices are conveniently arranged on the cowl dash instrument board. Pedals are adjustable for reach and the foot pads, being hinged, conform to the position of the foot.

The tires are 35 inches by 4 1/2 inches, with nonskidi in rear.

The complete equipment includes a two-unit, six volt electric starting and lighting system, with head, tail and dash lamps, and head-light dimmers, ammeter to register electric current, one-man top rain-vision, ventilating type windshield, with universal adjustment, magnetic speedometer, electric horn, muffler cut-out, combined tail light and license plate bracket, hinged robe rail, foot rest, tire carriers in rear, extra demountable rim, full set of tools, tire repair kit, jack and pump.

**London Found Small Dim Lamps Essential**

Regulation of automobile lighting in London is one of the problems that has caused the British Government much vexation since the war began. That automobile searchlight as destroyers of a "Dark London" night serve as guide to Zeppelins, or might if in the hands of German sympathizers be used as means of signalling aircraft, was one of the fears of the government.

Just when the problem was receiving its most serious consideration the first 1914 Empire cars were delivered to the London representatives. These cars were equipped with combination headlights which provide small bullseye dim lamp in connection with powerful searchlights. The new lamp met with instant approval, the semi-official auto publication, The Motor, having the following to say in regard to the equipment:

"The headlights have neat little traffic lights built in conjunction with them. These 'side lights' have a most important advantage, in the writer's opinion, in that they are specially arranged not to be too bright. Just previous to the war, the side-light question was becoming an absolute nuisance, and after the war—the Great Hereafter—it will be as well for motorists to act before the authorities find it necessary to step in. Many side-light equipments were almost as dazzling as headlights, and, of course, for 99 per cent. of their sphere of utility, to absolutely no purpose whatever. Consequently, we are very pleased to see a step in the right direction in regard to the 1915 model Empire; whether it be a concession to war requirements in advance we do not know. In any case the principle is right."

Such type lamps are made standard on all four cylinder Empires and with the general adoption of dimmer ordinances throughout the United States the equipment relieves Empire owners in this country of worry in regard to lights.

**CHALMERS SAYS IT'S BATTLE OF GIANTS**

**Motor Car Industry Will Be a Contest For Supremacy in Medium Priced Field**

"The automobile business is fast approaching a crisis," asserts Hugh Chalmers. "The battle of the giants is now on. It is a battle royal for the supremacy of the medium priced motor car field."

demand for motor vehicles of any available type. The demand at once exceeded the supply. Any one could sell any motor car at any price.

"But the staid old law of averages applies just as well to the automobile manufacturer as it does to the piano maker, or the typewriter man. After its brilliant run it must sober down to common-sense business principles, or some one else who is more far sighted is going to forge to the front."

"It has become plainly apparent that the automobile is a necessity. It has speeded up the world's transit. A light delivery truck does the work of a dozen horses, and does it cheaper and quicker. The farmer has adopted it almost universally because it cuts distance in two and brings him more in touch with the world beyond his line fence. The demand for automobiles has spread around the world like wild fire. This universal demand has caused a revamping of prices to meet the buying capacities of the masses."

"In recognition of these facts the Chalmers Motor Company has been led to take up quantity production. Only by increasing our output and selling

our cars on a closer margin could we afford to set a lower price on Chalmers quality. Hence we have added thousands of square feet to our factory space, employed more men and are prepared to break all production records for 1915.

"As result we are enabled to build this new seven-passenger Chalmers to sell at \$1350. This price has been a sensation in the whole motor car world. It is the lowest price we have ever placed on Chalmers products. We have done it without the least sacrifice of quality."

Two years ago Hugh Chalmers sent C. C. Hinkley, his chief engineer, to Europe to study motor design. While abroad, Mr. Hinkley collaborated with foreign builders and discovered that the European tendency was toward the valve-in-head motor overhead camshaft type. Upon his return to this country he set to work on a Chalmers motor of this design. The great war halted further operations abroad and the Chalmers Company was thus first to market a car built along this principle. The success which this type of mo-

tor met abroad has been duplicated in America. At Indianapolis and Chicago an overwhelming majority of the cars to finish in the winning class were built along these lines.

C. A. Pfeffer, vice-president and assistant general manager of the Chalmers Company stated yesterday that July, 1915, was the biggest July in the history of the company. The business showed nearly 300 per cent. increase over the business of the corresponding period last year.

**Schwab Paid \$225,000 For Baltimore Plant**

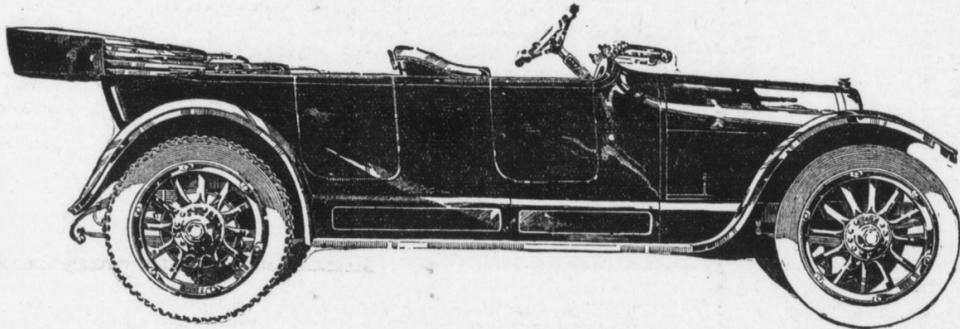
Special to The Telegraph  
Baltimore, Md., Aug. 14.—Within the next few days it is expected that some of the representatives of the Bethlehem Steel Company will visit Baltimore, when it is more than likely that something definite will be determined upon relative to improvements to be made to the plant of the Detrick & Harvey Machine Company, which has been purchased by the Bethlehem corporation.

The price paid for the property was \$225,000, the purchasers taking 1,500 shares of stock at \$150 a share. It was also reported that the sellers received a bonus of \$100,000, but this report was denied.

It is practically certain that the plant will be enlarged so that rush munition orders which the Bethlehem Company has on hand may be filled. It became known yesterday that for several years the Detrick & Harvey Machine Company has been filling sub-contracts for the Bethlehem Company.

**The 1916 Six—\$1145**

Model 86—f. o. b. Toledo



**WITH** our production capacity increased to 600 cars per day we are in a position to offer the 1916 Overland Six at the remarkably low price of \$1145. You will, we believe, find that this car is considerably under the market price of other Sixes having equal or similar specifications.

- Roomy seven-passenger touring car
- Quiet 45 horsepower six cylinder motor
- Efficiently lubricated—unusually economical
- 35 x 4 1/2-inch tires all around; non-skids on rear
- 125-inch wheelbase; high-tension magneto ignition
- Electric control buttons located on steering column

**Specifications of Model 86**

Seven passenger touring	Extra long understang rear
125-inch wheel base	35 x 4 1/2-inch tires, smooth tread in front, non-skid in rear
45 horsepower motor	Left hand drive
High tension magneto	Center control
Two-unit electric starter	Demountable rims
Electrically lighted	One extra rim
Headlight dimmers	High grade magnetic speedometer
Full streamline body design	Electric horn
Genuine leather upholstery	Electric control buttons on steering column
One man top	
Pockets in all doors	
Rain vision, ventilating type windshield, built in	
Full floating rear axle	

The Willys-Overland Company, Toledo, Ohio

Also Manufacturers of the Willys-Knight Automobiles

"Made in U. S. A."

The new Sixes are being demonstrated and delivered now. See the Overland dealer in your town.

**THE OVERLAND-HARRISBURG COMPANY, Distributors For Central Pennsylvania, HARRISBURG, PA.**

Salesroom 127-9 Cranberry Ave. Bell Phone 3883

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"Up until the present time conditions in the automobile world have been unnatural. With the development of a dependable motor came a stupendous

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