

NEW OVERLAND MODEL ANNOUNCED

Powerful Low-Priced Car Claims Over 31 H. P. at 1,950 Revolutions Per Minute

Like a thunderbolt out of a clear sky come the announcement of a new model by the Willys-Overland Company, of Toledo, Ohio, which is destined to change the opinion of those who have already seen it, to cause a great stir in automobile circles than any of the many sensational developments in motor car building which have occurred during recent years. The most powerful low priced car in the world the description given of this new model of the great Toledo factory is to be known technically as the Willys-Overland Company's New Series Model 75 B. In spite of the nationwide lamentations concerning the increasing cost of materials, labor and manufacturing equipment, this latest motor vehicle is to be sold at \$635 for a touring car and \$620 for the roadster—prices which are said to be equally as sensational as the performance of the car itself.

The New Series Model 75 B Overland bases its claims to being the most powerful low priced car in the world on its motor and on the exhaustiveness with which its builders insist have shown conclusively its superiority over anything of its kind ever manufactured heretofore. With a larger bore of 3 1/2 inches and a 5 inch stroke, develops 31 1/2 horsepower at 1950 revolutions per minute. This performance, at this low speed, in the opinion of those expert in automobile riding, promises the greatest possible power from the motor, with the smallest amount of wear on the motor itself. Like a flash, this amazing motor will take the car 2 1/2 miles an hour 63 miles an hour, on high, with all ease of action so widely advertised in the big, powerful machines selling at five and six times its list price. The low price of the new car naturally implies economy, but the Willys-Overland officials show that, like many other instances of low priced cars, the economy does not end in the purchase price. And here again the efficiency of that wonderful motor, as the Overland officials refer to it, is demonstrated. Tests have repeatedly proven that this sensational car will accomplish 25 miles on one gallon of gasoline and 18 to 20 miles a gallon is a common performance average all-around use.

The motor, however, is but one of many features of this inexpensive car which are causing comment on every side. In riding comfort it is said no car anywhere near its price can compare with it. It is equipped with four inch tires—something practically unheard of up to now in cars of this type, no other make selling anywhere near this price is equipped with 4 inch tires. Those who have ridden on four inch tires know well their advantages from the standpoint of riding comfort in a car of this size. The easy riding qualities of the car are further enhanced by cantilever rear springs, an important part of the equipment of higher priced cars. They reduce to the minimum the jarring caused by driving over rough roads. This is due largely to the fact that the cantilever spring is attached to the axle of the car at the rear end of the spring, instead of in the middle. When the wheels strike a rough spot, the motion is directed backward at a slight angle instead of straight upward against the springs, as in the case with ordinary types of springs. The effect is the same as that of a glancing blow compared with a solid shock.

The New Series Model 75 B Overland is one of the extremely few light cars, perhaps the only one in its class, which the maximum of speed can be utilized without rattling the car's frame to pieces and without jarring passengers out of their seats. In fact, the machine is simply a roomy, comfortable, solidly built car, constructed on a light basis with such careful attention paid to distribution of weight and stamina of parts that it will hold the road, be it dry or slippery, the case may be, while the wonder motor is smoothly developing with efficient energy to propel a much heavier car with perfect ease. Light as it is, this new model is so built that it can make the best possible use of the most powerful motor.

Notwithstanding the low purchase price, both touring car and roadster are equipped completely with all of the accessories which prove such great selling factors in the disposal of expensive makes of cars. Here are a number of items in the equipment which are added to make it positively unique in the history of low priced cars: A two-unit, six-volt electric starting and lighting system, with headlamps and dash lamps and head light trimmers; ammeter to register the electric current; one-man mohair top at top boot; curtains fastened from inside; built-in, rain-vision, ventilating type windshield; magnetic speedometer; revolving oil indicator; gasoline gauge; electric horn; combination tail light and license bracket; padded robe rail; foot rest; tire cars in rear; extra demountable rim; set of tools, tire repair kit, jack and pump.

In appearance, the body also ranks with the designs of most costly cars. Technically the only difference being that it is smaller in size. Character and ability are noticeable in every detail. It has the latest streamline design, which has proved so attractive to the eyes of buyers during the last few months, and its long sweeping curves in an unbroken line from the radiator to the full curved back. A one-piece cowl and a sloping back increase graceful appearance, while the rounded fenders of heavy sheet steel is another feature that is rare in inexpensive cars. Concealed door handles and hinges are also used in this model. There are large pockets on the inside of the doors, so necessary for trying travelling incidentals, and the my seats have high, comfortable backs with seat cushions built on deep steel springs. The machine is finished in solid black with nickel and polished aluminum trimmings.

The drive, of course, is left hand, with a center control to facilitate driving while the electric control buttons on the steering column enable the driver—man, woman or child—to control the horn, lights and ignition without stooping from the natural position at the wheel.

The motor is cooled by the most advanced thermo-siphon system, no fan being required. The radiator is

# The World's Most Powerful Low Priced Car 31 1/2 H.P.

## ANNOUNCING THE NEW SERIES

# \$635 75 B Overland \$635

f.o.b. Toledo

f.o.b. Toledo

This newest Overland is the world's most powerful low-priced car. It has a 31 1/2 horsepower en bloc motor that is a perfect marvel for speed, power and endurance. By increasing the bore of the motor from 3 1/8 to 3 1/2 we are able to offer a power plant which at 1950 R.P.M. develops full 31 1/2 horsepower.

Tests under every condition in all parts of the country demonstrate that it easily develops better than fifty miles per hour on the road.

Speed of course varies under different conditions, but in practically every instance it has been getting fifty miles an hour and with ease.

We have scores of telegrams showing that eighteen to twenty-five miles per gallon of gasoline is not unusual. The performance of this car is almost beyond belief. Take any other low-priced car on the market. Pit it against this new Overland. Compare them for sheer speed, for abundance of power, for riding comfort

and economy, and you'll find this car will back anything else clean off the boards. That's a strong statement, but a fact nevertheless. Try it yourself and see. Here are more important facts. It has four-inch tires which are more than generous for a car of this size.

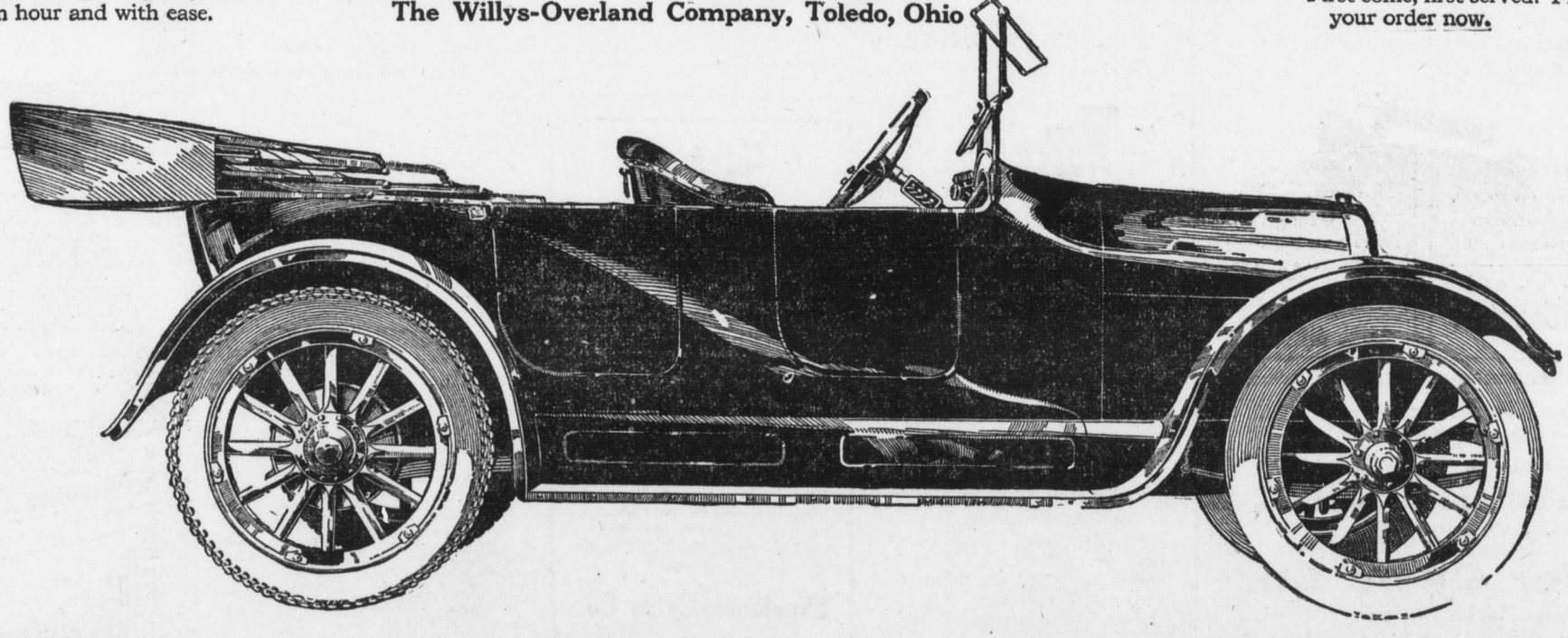
Not only has it a large and roomy body, but it has an attractive, up-to-date streamline body. It has the latest and most improved system of ignition. It has the cantilever springs—the easiest riding springs in the world. What's more, it's complete. Not a thing to buy. You get the finest Auto-Lite

electric starting and lighting system, magnetic speedometer, one-man top, demountable rims and practically every accessory found on the highest priced cars. From a driving standpoint, the new car is ideal. It's light, easy to handle and anyone can drive it. Take one look and be convinced.

4 cylinder en bloc motor 3 1/2" bore x 5" stroke	Cantilever rear springs	Magnetic speedometer
104-inch wheelbase	Streamline body	Complete equipment
4-inch tires	Electric starter	5-passenger touring \$635
	Electric lights	Roadster \$620

### THE OVERLAND-HARRISBURG CO.

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The Willys-Overland Company, Toledo, Ohio



of the noted Overland cellular type with vertical circulation and the whole shell is pressed from a single sheet of steel. A Tillotson carburetor is used and this make of carburetor needs no introduction to any one acquainted with the best in motor cars. One of its greatest points of desirability is its extremely simple adjustment. An improved ignition system also adds to the efficiency of the new model. It provides a sure, hot spark at even the lowest speeds. A constant level splash system provides thorough lubrication under all manner of usage. 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 rear axle is an I-beam section, drop forged in one heat without welding. Steering knuckles are designed to give an unusually short turning radius and the brakes are large and powerful, which goes to make it one of the easiest cars in the world to operate in crowded traffic. The clutch and brake pedals are ad-

justed to the reach most convenient for the driver, and their large and roughened surface insured a firm foothold at all times. The clutch is of the well known Overland aluminum cone type, leather faced. The foregoing are some of the features light weight car as well as the most powerful low priced car in the world. **One-Third Less Fuel Cost Than Six Months Ago** "With the price of gasoline stationary, and a number of indications pointing to a reduction in the retail market, we can already count a number of beneficial effects that the past winter's high fuel prices have had on motorcar design and manufacture," is the statement of A. G. Seiberling, general manager of the Haynes Automobile Company. "Since gasoline soared early last winter, there has been an insistent demand for the economical car, and the

makers of medium priced automobiles have been shaping their motor design, not solely toward the production of power, but toward power coupled with efficiency. "The most marked effect of high fuel prices has been the acceptance into general use of the high speed, six cylinder motor, of comparatively small piston displacement, but with the ability to apply effectively every ounce of energy it develops. Smaller cylinders with a larger number of explosions have proved in every day use far more economical than motors with large cylinders with less frequent power impulses. "A second practice that has found universal use is the removal of the intake manifold as a separate part. This is cast integral with the cylinders, so that the vaporized gasoline can pass immediately into the cylinders with little danger of condensation. "Working with the motorcar makers are the carburetor manufacturers, whose efforts to obtain easily regulated power from the lower grades of gasoline, have met with great success.

The 3,000 pound cars, which a few years ago, could average but eight or ten miles on a gallon of gasoline can now travel from fourteen to twenty miles on the same amount of inferior fuel. "Furthermore the groundwork has been laid for the improvement of motor fuel. The precarious condition of the gasoline supply has induced chemists to give their attention to the development of a synthetic gasoline or substitute for this fuel. Already the amount of gasoline that can be extracted from a given amount of crude oil has increased several fold, and experts believe the end has not been reached. "It is not overestimating facts to say that a third has been cut off automobile operating expenses during the past winter." **Chalmers Record-Breaker Adds Another to List** Piloting the same Chalmers Six-30 roadster in which he broke the Chi-

cago-New York road record two weeks ago, Ben F. Durham arrived in Indianapolis on June 19 from Detroit with a new record of eight hours and twenty-two minutes for the 305-mile run. "Two hundred and sixty miles of the Indianapolis trip were made in a driving rain, over roads flooded by recent continued bad weather. Numerous detours at points where new stretches of road were under construction caused delay as did the breaking of a shock absorber which spelled a loss of nineteen minutes for repairs. "The performance of the 3,400 R. P. M. Chalmers under conditions even worse than on my New York trip was a revelation to me," said Durham on his arrival at Indianapolis. "Although the roads were in bad shape, we did not use chains at any point, the wonderful road balance of the car keeping us right side up at all times. Our average of 35.91 miles per hour for the trip is a remarkable one, considering weather conditions. I am confident, though, that the Chalmers Six-30 can cut at least 30 minutes from

this record if rain and poor roads are eliminated from our schedule." Some idea of the pace traveled by Durham in his trip to Indianapolis can be gained from a comparison of the fastest train time of nine hours flat and the Chalmers record of eight hours and 22 minutes.

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