

AUTOMOBILES

OVERLAND CAUSES A REAL SENSATION

Company Announces a Most Decided Cut in Price for Four-Cylinder Automobiles.

FACTORY OUTPUT IS INCREASED

The biggest sensation in automobile circles so far this year is the cut of \$325 in the price of the Overland.

The largest four-cylinder Overland produced this year will sell for \$750.

Specifications show that, better in many particulars, it is otherwise practically the famous Overland Model 80 which last season sold for \$1,075. It is lighter in weight, has more power, an improved starting and lighting system, one-man top, headlight dimmer and divan upholstery.

The remarkably low price is directly in line with the Overland policy of giving the consumer the benefit of the saving accomplished by the wonderful facilities of the big Toledo factory. Six years of preparation and development of these facilities have brought the Overland company to the point where it can offer a real family car, combining road comfort and economical operation for this low price.

Six Hundred a Day.

John N. Willys, president of the company, stated a few weeks ago that the big additions at the Overland plant make possible a daily output of 600 cars, or double that which gave his company first place in the records of the Automobile Chamber of Commerce. Overland officials declare that it is only the economies of such a tremendous production that enable them to establish a price for their product which is so revolutionary.

Model 83, as the new Overland is known, is a large touring car, with a body roomy enough to seat five grown persons comfortably. In power, finish, comfort, equipment and construction, it is fully the equal of its predecessor.

Thirty-Five-Horse Power.

The 35-horse power motor is exactly the same as that of last season's large Overland four, and in view of the car's lighter weight, the surplus of power is even greater.

The body also is like that of last season's Model 80, conforming to the very latest notions in streamlike design. The seats are roomy, with high, comfortable backs. The divan upholstery cushions are built on deep, resilient coiled springs, while the covering is of the waterproof gray cloth, which recently has become so popular because it is so much more comfortable. This upholstery is trimmed with leather.

The body finish is of rich Brewster green, with striping of ivory white. Fittings are of polished nickel and aluminum. Fenders and trimming are black enameled.

Simple Wiring.

The starting and lighting system is of a most effective two-unit type, entirely separate from the ignition, permitting the simplest possible wiring. A high tension magneto is used for ignition. No dry cells are required. Cooling is by the same thermo-siphon.

A constant level splash system provides thorough lubrication under all conditions of usage. The oil base has a capacity of eight quarts. A float gauge indicates the amount of oil in the crank case.

An oil sight feed indicator has a small revolving wheel, which is kept in motion by the flow of oil and is always clearly visible. This device is located on the cowl dash instrument board, together with the magneto speedometer, ammeter and the carburetor priming button. The carburetor is of an improved type with a hot air attachment for both primary and auxiliary air ports and is exceedingly simple in adjustment. The axles used in last season's Overland are unchanged, but the brakes are large and powerful enough for a much heavier car.

First Chandler Six Travels 80,000 Miles

With over 80,000 miles of strenuous service to its credit, Chandler No. 1, the first Chandler six ever built, is still producing dividends on its original cost at the big Cleveland plant of the Chandler company.

As is the case with the first car turned out by any company, the veteran Chandler six has been subjected to every variety of test that the engineering department can prescribe. On its maiden trip, Chandler No. 1, crossed the Allegheny mountains in the dead of winter, enroute from Cleveland to the New York Automobile show. This was in January, 1912, and since that time cross-country work has been the daily diet of the old car.

For the last few months the first Chandler has performed the important task of "chasing stock" for the factory purchasing department. Driven by W. P. DeHart of the Chandler factory, the car daily travels between 150 and 200 miles through Ohio, Michigan and Pennsylvania territory where factories are busy turning out supplies for Chandler production.

Recently Mr. DeHart drove from Cleveland to Canton and back, a distance of 134 miles, in six hours and seven minutes, including many stops at various factories and towns along the route. Despite the car's big mileage, Mr. DeHart reports that he has never been held up by motor trouble, and claims the old car is better for his purpose than one of the brand new creations of 1915.

Lincoln Highway is Filmed for Movies

The happy idea of perpetuating the Lincoln Highway this exposition year in moving pictures is about to become a realization. It is fitting that moving pictures should be taken of it this year as it is christened in the gasoline of thousands of motorists bound to the Califor-

nia fair. The work began at New York May 15, there being three automobiles for the guides and the moving picture operators, selected by the Lincoln Highway association. One of the cars is sent by the Studebaker corporation to assist in the work and to keep the party in touch

with the multitude of Studebaker service stations along the line from New York to San Francisco. All points of historic or scenic interest will be filmed. In addition, many parties bound for California will find themselves in the way of the camera of the

moving picture man. It is not at all unlikely that next winter thousands of those who make the trip this summer will see themselves waving at the audience of a moving picture theater as they skim along the great highway.

H. C. Osterman, consultant-at-large for the Lincoln Highway association, will be director of the tour. With him will go R. E. Spencer of East Liverpool, O., the official moving picture operator of the association. The Studebaker corporation will send R. C. Sackett, an efficiency expert from the general offices of the com-

pany at Detroit. Mr. Sackett will have with him a service man. The Studebaker tourists will assist the highway party in taking pictures and securing important road data of interest to motorists.

Ein Hoosts Umpa.
Heine Zimmerman has come out with a boast for an umpire. Referring to one of the National league arbiters, Heine said: "He's as honest as the day is long—always calls 'em as he sees them. The only trouble with him is that he always sees them wrong."

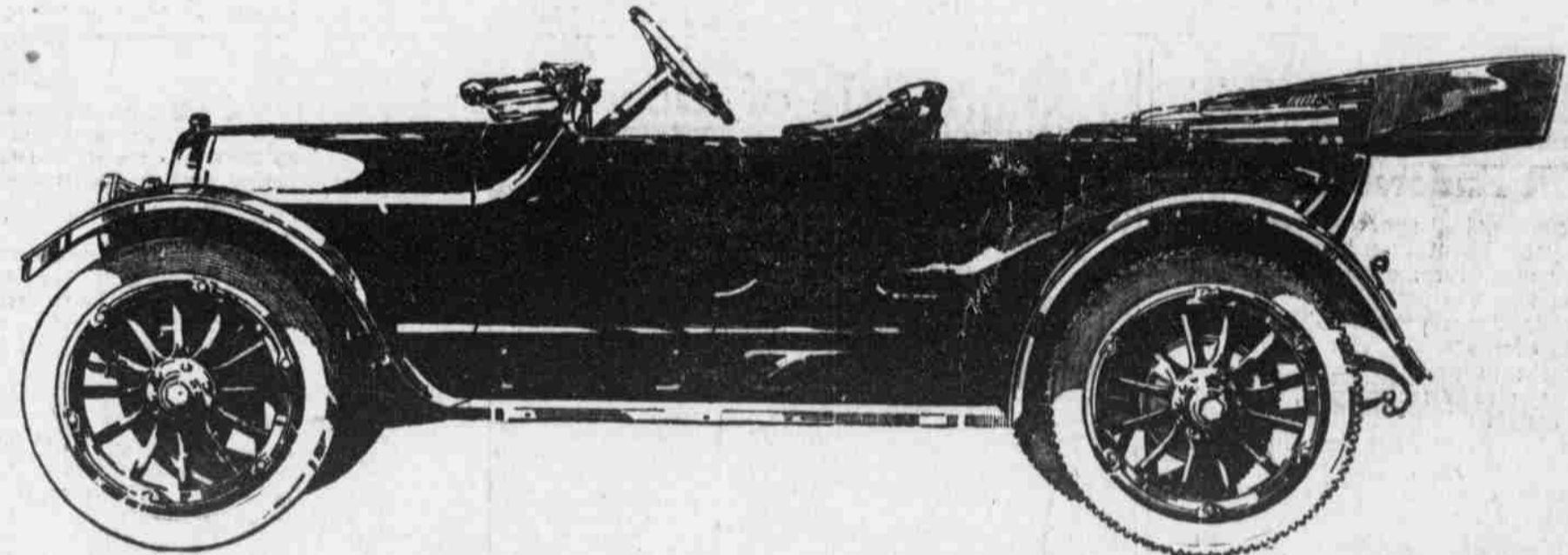
See Want Ads Produce Results

Overland

\$750

Model 83 f. o. b. Toledo
Roadster - \$725

This is the largest 4-cylinder Overland that will be produced this year



The Newest Overland \$325 Less Than Last Year

The 1916 Overland is essentially the same as the 1915 Overland—the famous Model 80 that sold for \$1075.

But the price is \$325 less.

The stream-line body is the same as the \$1075 model of last season.

It has the same magnificent finish; that deep, rich tone of dark Brewster green

with fine hairline striping of clear ivory-white.

It has the same powerful, economical thirty-five horsepower, four-cylinder motor, but weighs less.

It has high-tension magneto ignition.

It has the same underslung rear springs. It has the convenient arrangement of electric control buttons on the steering column.

It has the same easy-working clutch which any woman can operate; the same "easy to handle" shifting levers; the same "easy to steer with" wheel; the same positive brakes.

It has 33" x 4" tires which is unusual on a car at this price.

In detail, finish, mechanical fineness, comforts and conveniences, this newest Overland gives you all there was in the

\$1075 Overland and even more power.

And it costs you but \$750—\$325 less than last season's large 35 horsepower Overland.

Deliveries are being made now all over the country.

Every Overland dealer already has a waiting list.

Place your order immediately and you can be sure of a speedy delivery.

Specifications

35 Horsepower motor
High-tension magneto ignition
5-Bearing crankshaft
Thermo-siphon cooling

Underslung rear springs
33" x 4" tires; non-skid in rear
Demountable rims; with one extra
Electric starting and lighting system

Headlight dimmer
Rain-vision, ventilating type, built-in windshield
Instrument board on cowl dash

Left-hand drive, center control
One-man top; top cover
Magnetic speedometer



This Car is Now On Display Here
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