

Chandler Purchasers Share in Chandler Profits



The Chandler weighs only 2885 pounds. It runs 16 miles or more per gallon of gasoline, 700 miles per gallon of oil, and 7000 miles per set of tires.

CHANDLER

LIGHT-WEIGHT SIX

\$1595 This is the new Chandler Profit-Sharing price. It is the figure at which the most famous light-weight six touring car and roadster for 1915 will sell. The fixing of this price is the second epoch-making move on the part of the Chandler Company.

The first was when Chandler built the pioneer light-weight six, a strictly high-grade, six-cylinder car of medium size and marketed it for \$1785. It changed the whole trend of motor car manufacturing. It showed the practicality of building high-grade sixes for the average purse.

And now, prosperous and with doubled output for the coming year, the Chandler Company is dividing its profits with Chandler purchasers. At any similar price there is no similarly high-grade six-cylinder car on the market.

The Car, in Brief Chandler long stroke motor, with silent imported chain drive for motor shafts; separate unit electric starting and lighting system; Bosch magneto; cast aluminum motor base; body design pure stream-lined; luxurious comfort; left side driver; center control; 120-inch wheel base; five-passenger touring car, tonneau seat 47 inches wide, \$1595; handsome roadster, \$1595.

Come see the Chandler and its marvelous motor
ANDREW REDMOND
THIRD AND BOYD STREETS
CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO

OVERLAND MODEL ARRIVED IN CITY

New 1915 Model Received by Redmond Shows Improvements of Vital Importance

While the 1915 Overland, designated by the manufacturers as Model 80, follows in most of its general features the Overland of 1914, the latest product of the big Toledo plant of John N. Willys embodies a number of improvements and noteworthy changes over last year's model which make the Overland a more attractive proposition than ever—whether it be viewed from the standpoint of the dealer or from that of the purchaser.

In making this public announcement at this time, the Willys-Overland Company has adhered to the practice of former years, to vouchsafe detailed information concerning its new lines only when the regular distributors have been furnished demonstrating cars; these are now delivered and ready for inspection.

The points of the new car which receive the first attention of the observer are graceful, strictly up-to-date body designs and improvements that are certainly noticeable to the average motorist but nevertheless of vital importance to him; all these improvements secure greater riding comfort and more quietness and flexibility of operation.

The body conforms to the most modern notions of streamline design, yet is without the suggestion of exaggeration or freakishness. The radiator with a shell consisting of a single steel stamping, joins its curve admirably to the characteristic slope of the Overland engine hood which gradually leads to the entirely new cowl dash and sweeps, without angles or abrupt curves, to the full-curved tonneau back. Frame, running-board bracket, and battery are all materially improved and shields which add materially to the looks of the car by giving it that much desired long and low appearance. Though the wheelbase remains 114 inches, the body is shorter, the rear seat, for instance, is 49 inches wide inside; the front seat is 40 inches wide, while the back are 18 inches high in the rear and 15 inches in the front. The seats are twenty inches deep with cushions sloping toward the rear, which permits the passenger to ride in the easiest possible position, least likely to result in fatigue.

In developing the new body design much attention has been given to interior refinements, which may not force themselves into the eye of the motoring novice as much as they will be appreciated by the seasoned automobilist. An example is the storm curtains which are fastened and unfastened from the inside; in foul weather they are stored in a convenient metal box placed directly behind the front seat and the usual tedium of having to disturb the tonneau passengers when curtains are to be used is done away with.

Heretofore it used to be the practice to hold the folded-down top in position with leather straps. The new Overland has a unique clamp which holds the top so securely as to prevent all rattling. Leather pockets are provided in all doors, which, when closed, have a metal beading for protection from the weather. The doors are hung on concealed hinges with inside-operated latches placed so as to make it impossible for them to catch on passengers' garments.

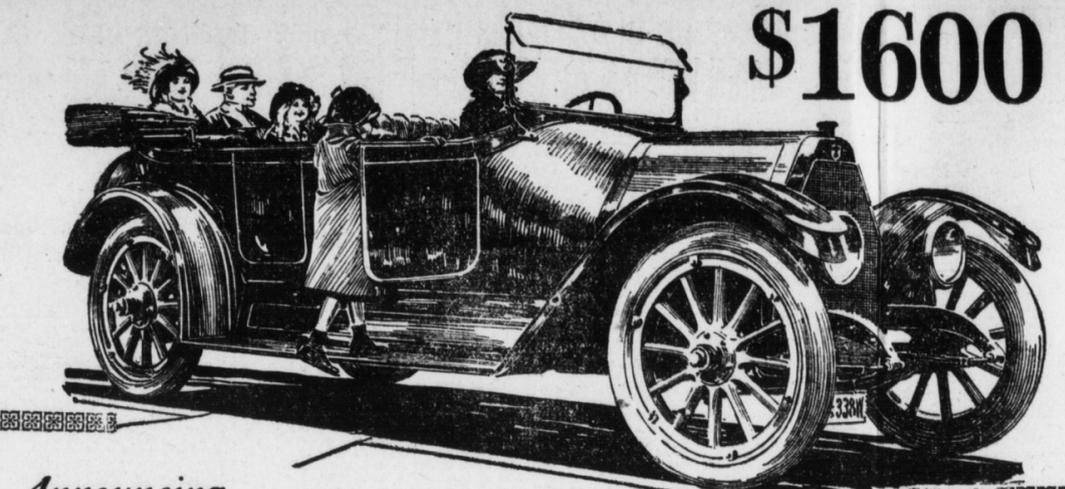
The Overland 35 horsepower motor remains practically unchanged, with the exception of improvements made to the oiling system, which insures that all cylinders receive an equal amount of oil, both on a level road and when ascending the steepest grade. The motor has been lightened and the design of the piston rings has been changed to improve balance and reduce noise.

For easier assembly and to do away with metallic sounds a union joint has been placed in the exhaust pipe. The ignition is by Bosch high-tension magneto, which is driven at crankshaft speed through a leather coupling, which eliminates all noise. The car, which eliminates all noise, has a hot air attachment for both primary and auxiliary ports and affording protection to the valves from dirt.

The steering column is placed at the left. The speed control gate is amidships and set forward of the front seat to permit one to get in and out easily. A switch box, which is mounted on the steering column, two inches below the wheel, through which the electric horn, lights and ignition may be controlled without the effort of stooping forward to the instrument board.

The transmission gear ratios of the first and second speeds have been reduced. The gears themselves are nickel steel, double heat treated; the transmission countershaft has been made adjustable by the addition of two adjusting screws, one at either end.

The Overland floating type of rear axle is continued and the brakes are unchanged. A new front axle of the I-beam type is employed which, together with the drop frame brings the body of the car closer to the ground. The front springs are semi-elliptic, 45 inches long, two inches wide, and slung under the axle on supports which swivel on the axle housing. The possibility of side-sway is eliminated by the use of well-proportioned eyes and carefully fitted shackles bolts. 34x3-inch tires lessen tire wear and



\$1600

Announcing 1915'S "SIX" SENSATION!

Now We Make the Announcement of a Great New Milestone in Motor Car Values! An Automobile Wholly Designed by a Famous European Engineer—a Car Whose Leading Features Will Dominate at the Paris, France, Automobile Show This Fall—the Most Beautiful Stream-Line Body the Industry Has Known and the Most Economical "Six" Engineers Have Conceived.

A NEW automobile epoch is crystallized in the wonderful new Lewis "Six" which we now announce—a remarkable 6-cylinder, 6-passenger car of 135-inch wheel base, luxuriously finished and upholstered—bristling with myriad new luxuries and conveniences that \$3000 car buyers a year hence will be offered—at \$1600! The history-making car of 1915 is the Lewis.

New LEWIS "Six" ENSMINGER MOTOR CO. THIRD AND CUMBERLAND

afford easy riding qualities. The equipment includes electric lights, top and boot, windshield, speedometer, demountable rims and an electric starter and generator of the two-unit six-volt type.

The starter shaft meshes directly with the geared fly-wheel rim with no other reduction, and is capable of turning the motor over at 180 to 200 revolutions per minute. The Overland and manufacturers claim simplicity and reliability for this starting and lighting system. The two separate units offer the elements of a miniature power plant, and a separate means each for generating and supplying power, each unit giving its entire effort to accomplishing one function.

The price of the standard touring car model, seating five passengers, is \$1,075.00. The two-passenger Roadster is offered at \$1,050.00, while the four-passenger Coupe, which comes equipped with 35x4 1/2 non-skid is listed at \$1,600.00.

Texan Covers Thirteen States in His Cadillac

Dr. C. D. Johnson, of Thrall, Williamson county, Texas, with his son of nine years and daughter of four, is making a trip through the western, northwestern and southwestern parts of the country. Traveling in a Cadillac and carrying a complete camping outfit, he is expected to be gone for three months and to cover thirteen States.

Starting at El Paso, Tex., the doctor's route carries him to Los Angeles by way of Phoenix and San Diego, through Yosemite and Tahoe, Cal., to San Francisco to Portland, Ore., Seattle, Wash.; Boise, Idaho; Butte, Mont.; Salt Lake, Utah; Cheyenne, Wyo.; Denver, Colo.; Oklahoma City, Okla.; and back to his home at Thrall, Texas.

The trip started a month ago, and so far has been without mishap. From his home at El Paso, the doctor and his family registered 1,000 miles, due to the numerous detours necessary to escape washed-out roads. Dr. Johnson reports considerable travel over the southern route. He says he helped at least a dozen cars out of bad holes in Texas and New Mexico, and several parties joined him, but after a day or two dropped back because the pace was too stiff for them.

"I had hardly left El Paso," said the Texan, "when I began hearing about the mammoth wash-out. This was to be positively the worst seven miles of road in the whole world. The nearer we got to California the stronger the talk and even when we arrived in Yuma we were told that we could not expect to get through. "One man listened to the talk so much that he finally shipped from Yuma to Imperial Junction, but I had come all the way from Texas without having any help and I knew if any car had ever crossed this dreaded wash mine would make it. I went into it with more or less fear, after detaching the tires to 35 pounds. On the low car made good progress and I finally slipped it into the intermediate gear and kept on going. I finally got into the high and finished that much-talked-of sand hole on my high gear. If I don't have anything harder than the mammoth wash, I will be pleased."

THE BIG DAY AT THE COLONIAL This is the big day at the Colonial. Saturdays always loom up big on the Busy Corner. There is a good vaudeville and picture show on the boards for Saturday theatergoers to-day. All of next week the Fountain Nymphs will appear at the Colonial, not in motion pictures, but in actual life. They are three girls who have a big tank of water to use as their ocean for bathing purposes, and they will give some diving exhibitions that will be well worth seeing. On Monday Tuesday and Wednesday of next week the Colonial will offer a seven-reel moving picture production of David Copperfield, from Dickens. On Thursday and Friday there will be another picture masterpiece, "The Greyhound," in which Elita Proctor Otis and the original Broadway company appears. —Advertisement.

DIFFY SAWMILL MOVED Rife, Pa., Aug. 15.—Mr. and Mrs. Elmer Romberger, of Gayton, took an auto ride to S. A. Holtzman's on Sunday. The Rev. Mr. Smith, candidate for the vacancy in the Reformed Church, preached an able sermon on Sunday.—David Shriver and family, of Millersburg, spent Sunday at the home of his father, B. O. Schriver.—Frank Keefer, school teacher, bought a new automobile. —Dan Ditty moved his sawmill on the L. M. Koppenhaver tract last week.

VIEWS ON CHALMERS SESSION BY MORTON

Manager of Keystone Motor Car Company Comments on the Value of Convention

"Only a man who has attended the convention of Chalmers dealers from which I have just returned, can appreciate the importance of such a great selling organization in the economic activity of the country," said Robert L. Morton, distributor of Chalmers cars in this territory.

"The Chalmers dealers' convention attracted to Cedar Point, Ohio, where the main business sessions were held, one of the most prominent students of big business in the United States—Isaac F. Marcossion. Mr. Marcossion is at present making a tour of the country to study business conditions. Hearing of the Chalmers convention while in the east he secured permission of Mr. Chalmers to attend and study among Chalmers dealers themselves conditions in the automobile business. Mr. Marcossion, who is prominent as a writer for the Saturday Evening Post, Collier's, Munsey's Magazine, and other large national publications, made a two hour talk before the 500 Chalmers dealers at the convention. "In his opinion a group of men who sell annually between eighteen and twenty million dollars worth of Chalmers cars must include in their number the best and most prominent dealers. He said he believed the Chalmers Company one of the best established in the country. "Mr. Marcossion made in his talk some very pertinent points on salesmanship and service. "Governor James Cox of Ohio was also to have addressed the convention, but owing to mining trouble in eastern Ohio, he was unable to attend on the date set for his appearance. In-

stead he sent a message in which he said that an automobile company could get together a group of dealers whom he considered more representative of the best in the automobile business. He congratulated the Chalmers Company and Chalmers dealers on the wonderful increase of their business during the past year.

"Among the other speakers at the Convention were some of the largest automobile dealers in the United States, men who have been in the business and associated with the Chalmers Company since its beginning. "The convention unanimously endorsed the policy of the Chalmers Company in manufacturing its cars complete rather than assembling them, and manufacturing on a quality rather than on a price basis. After hearing reports on business prospects from 500

men, who represented every part of the United States and the greater part of Canada, I am convinced that the Chalmers Company entering on an even bigger one than the one just closed. I learned during this Convention that my own territory is the rule rather than the exception in the matter of good business among all Chalmers dealers."

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137 SOUTH THIRD STREET
Temporary location. New building soon completed.

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Why pay high prices for automobile tires when MAXOTIRE will enable you to get all the wear out of your old tires.

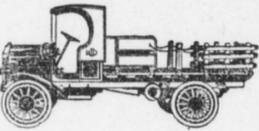
MAXOTIRES are absolutely guaranteed against blowouts and rim-cuts under any conditions. The MAXOTIRE is a combination of a straight side tire, floating tire flap and an endless scientifically constructed tire-reinforcement made according to a six years' tested patent process—making it the MOST USEFUL AND PRACTICAL tire-and-tube saver yet invented. MAXOTIRES are SEMI-CURED and will not pinch nor chafe the tube.

In fact MAXOTIRES fill a long felt want for the motorist because he knows that if his car is equipped with MAXOTIRES he need have no fear of blowouts or other serious tire trouble.

It will well pay you to investigate the MAXOTIRE before buying automobile tires at advanced prices.

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The Truck that does the Trick



It's a Reo

THE three factors that should govern your truck-purchase are capacity—low operating cost—modest investment.

The Reo carries a load of 4,000 to 5,000 pounds.

It has been operated at a cost of 78 cents a day for three months.

It costs \$1650—chassis.

Want anything better?

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Quality First

Master Light Six Touring . . . \$1,800.00
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30x3	\$8.64
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31x3 1/2	\$11.88
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32x4	\$16.63
34x4	\$17.37
36x4	\$19.75
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37x5	\$27.25

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