

Now-for Canada a revolutionary European-type high-speed Light Car

This New Car Offers:

- 35 miles on a gallon of gasoline
- 55 miles an hour... 5 to 30 miles in 13 seconds
- 4-wheel brakes... stops in 2 car lengths from 25 miles an hour
- Turns in 34-foot circle... easiest car in Canada to park
- 5 feet 8 inches high... lower gravity centre... greater safety
- European-type body... more inside room than any other light car

A three minute study of these remarkable facts may save you from buying an obsolete automobile

THIS is the announcement of a revolutionary new-type car, different from anything you have ever known before.

A car that combines the advanced engineering practice of Europe with new and improved standards of performance on this continent.

A car that will travel 55 miles an hour in perfect comfort.

That will pick up in 13 seconds from 5 to 30 miles an hour.

A car that will go 35 miles on a gallon of gasoline... over 1,000 miles on a gallon of oil.

This new-type car is a challenge to all former engineering practice. It casts aside every old tradition. And marks the most important light car engineering improvement on this continent during the last 16 years.

This new car has a low, 'European-type' body. With height and length in true symmetrical proportion.

It is 5 feet 8 inches high... not as tall as the average man. Yet it provides more room and comfort than you've ever found in any automobile of this class before.

It has a high-torque, 31 horsepower motor of small bore and long stroke—the same engineering principle used in the fastest racing cars of America and Europe.

It turns in a 34-foot circle... that's less than the width of an average city street. You can park in 14 feet... which is much less than the space required for the ordinary car.

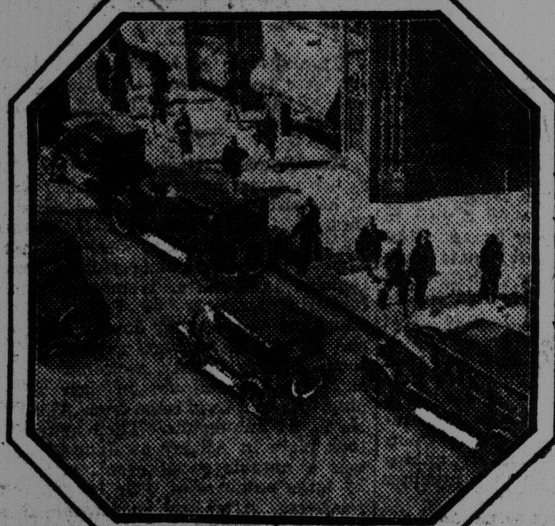
4-wheel brakes are an integral part of this new car's chassis design... a luxury which light car owners have not heretofore enjoyed. Measured tests show that it will stop in two car lengths from a speed of 25 miles an hour.

Its center of gravity is extremely low, with ample road clearance... thus giving a sense of security you have never found in any light car. Something you actually feel when you drive this car.

Two Engineering Ideals Combined

The Overland Whippet represents a combination of the most advanced European and American engineering thought.

It is a complete new car... designed and built as



Because of easy handling in traffic, the Whippet will strongly appeal to Canadian women. It will park in a 14-foot curb space.

a unit... not an old-fashioned reconstructed chassis.

For over three years, Willys-Overland engineers in Europe and America have been developing it. Over a half million miles of road tests have proved its practical advantages beyond all doubt.

Here's a car that will do 55 miles an hour in the hands of the average owner... with all the reserve power that this implies.

You can drive this car as fast as you like with the utmost ease of control... for no light car ever hugged

the road like this before.

In traffic it gets away with lightning pickup... stop-watch tests show that it accelerates up to 40 miles an hour 18% faster than other light 4-cylinder cars.

It runs like a "six" and pulls like a tractor.

The Overland Whippet will climb the gruelling grades of steep mountain trails in high.

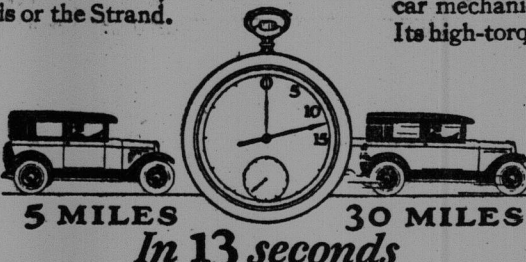
In all your life you've never driven any car like this before. Its wonderful activity... its flashing bursts of speed... and quick acceleration... have never been available in any car of this type.

Smart European-type body design

The distinctive body lines of the Overland Whippet frankly resemble the smartest automobiles of America and Continental Europe. When you see this car on the street you can easily imagine yourself on the Bois or the Strand.

The radiator is typically foreign... every line, curve and contour of the body is the result of painstaking craftsmanship and study.

Low-slung... rakish... graceful as a Whippet... that's the only way to describe it.



Stop-watch tests show that the Whippet accelerates 18% faster than other light 4-cylinder cars

Complete symmetry of design has been achieved with compact external dimensions.

Compared with contemporary big, bulky cars the Overland Whippet appears smarter and much more graceful. That's because height and length are in true artistic proportion.

In the Overland Whippet you have the feeling of riding close to the ground... with the resultant sense of solidity and absence of that sideways motion noticeable in the conventional type of car. That high-up-in-the-air feeling is gone... here is a new kind of riding comfort. Step into this car and you will be surprised to find so much spacious room.

Due to its unique body and dash construction there is actually more head room and leg room than in any other car of this price class.

48 inches from the dash to the front of the fore-seat cushion. Several inches more than you have been accustomed to.

44 1/4 inches from the toe-board to the front of the rear seat cushions. Again several inches more than in other cars of this type.

All seats are placed in a naturally restful position so that you have complete relaxation as you ride. No more sitting bolt-upright... you ride in this car, not on it.

Hitherto unheard-of economy

Here at last is an automobile that will run 35 miles on a gallon of gasoline... well over 1,000 miles on a gallon of oil... with extraordinary mileage on tires.

Imagine if you can what this saving will mean to the average owner in a single year. It cuts present operating costs just about in half. Doubles the value of every dollar you now spend for upkeep.

Exhaustive tests so far indicate that the average year's operating cost of the Overland Whippet should save you from \$75 to \$150 in gas, oil, tires and mechanical upkeep.

Money that goes back into your pocket. Money you must add to the list price of any less economical car you consider.

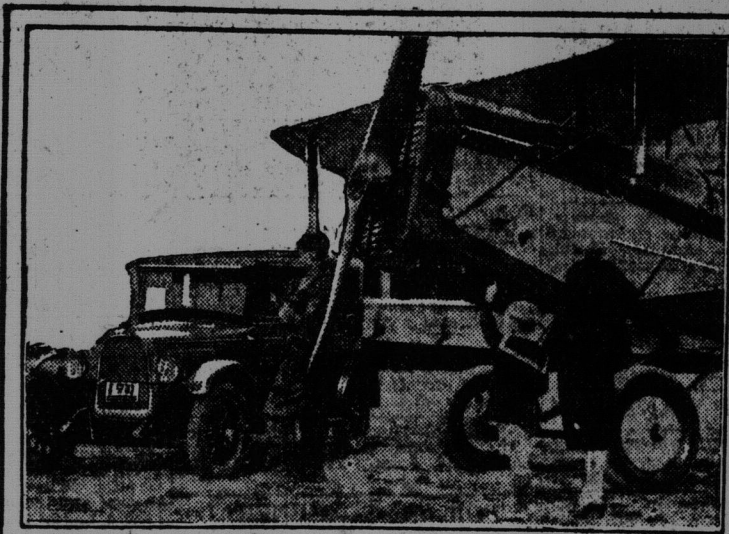
Based on these figures, it is easy to see how standards of automobile value must change in the next 80 days.

With this new factor of economical operation, list prices don't mean the same today. Resale values of less modern and less efficient cars are bound to suffer.

New standards of mechanical design

The new principles... the new ideas... the new standards of design in the Overland Whippet are bound to change your whole conception of light car mechanical features.

Its high-torque motor of 3 1/4-inch bore by 4 3/4-inch stroke, is by far the most efficient light car engine made on this continent... hence the most costly to build. The torque development of this engine is probably the most outstanding engineering achievement of the past decade.



Note the long, low European-type body of the Overland Whippet

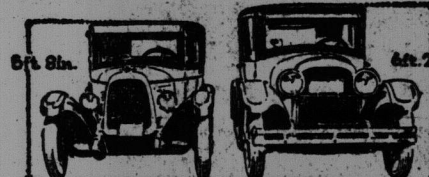
It has an 80-lb. torque... this means greater pulling power... the ability to master hills without shifting gears.

The engine of the Overland Whippet actually develops more horsepower per cubic inch of piston displacement than any other light 4-cylinder car engine made today.

The Overland Whippet is one of the two light 4-cylinder cars that have the modern force-feed oiling system throughout the engine, instead of the old-fashioned splash.

It is the only 4-cylinder light car that combines genuine Chrome silicon steel valves with silent chain front-end drive and pump water circulation.

It has long connecting rods, long valve guides. Its valve stems are unusually long, with more space above the valves for cooling. This extra space makes for quietness of operation and longer life. For the life of the engine is measured by the life of the valves.



Compared with old-fashioned, bulky cars the Whippet appears smaller and much more graceful

Greater accessibility for inspection and repairs is another outstanding engineering feature. The Overland Whippet has all of the engine refinements characteristic of the most expensive cars.

The worm and gear irreversible steering mechanism is typical of this car's quality and is especially designed for full balloon tires and 4-wheel brakes. Timken bearings are used throughout the front and rear axles.

New chassis features

Horn, spark and throttle control are the highest price cars.

The position of the steering wheel is adjustable to fit the requirements of the individual driver.

The worm and gear irreversible steering mechanism is typical of this car's quality and is especially designed for full balloon tires and 4-wheel brakes.

Timken bearings are used throughout the front and rear axles.

The rear axle housing is banjo-type pressed steel.

All 4-wheel brakes are 11 inches in diameter, of the mechanical internal type. They provide the amazing total of 192 square inches of braking

surface. Each is completely encased, thus not susceptible to weather conditions.

Brake and clutch pedal pressure has been developed so that a child could drive this car with ease and safety. Gear shift and emergency brake are right at your finger tips. Remarkable ease of gear shifting has been perfected in this new-type car. Under-slung, semi-elliptic Vanadium steel springs add immeasurably to its riding and driving ease.

Designed and built without restrictions

The engineers who designed this car... and the men who built it... have worked without restrictions.

Nothing has been spared that would improve its engineering or its quality.

The Overland Whippet is not a 1 or 2 year car. Instead, it has been honestly built to give years and years of satisfactory service... to deliver thrilling and trouble-free performance for thousands and thousands of miles.

This new-type car has such costly equipment as a one-piece windshield, cowl ventilator, quick-acting crank-type regulators on doors and windows.

Windows are unusually broad and high... the exposed glass area is approximately 16 1/2 square feet.

The doors of this new car are 33 inches wide... thus providing easy entrance and exit.

A beautiful velvet trim is used for seats and cushion backs... with sides and head-lining to match.

A dome-light and a handsome walnut-finished instrument board add to its unusually attractive and complete interior equipment.

To millions of Canadian women this car will bring an entirely new pride of ownership—a new delight in its comfort and refinements.

The car is beautifully finished with durable triple-coated lacquer that will retain its lustrous beauty for years and years.

The Overland Whippet is a quality car through and through. Your first inspection will tell you that. In every respect it is entirely different from all other light cars being built today.

In Europe, people are accustomed to paying \$1,500 to \$1,800 for a car of this size and quality. Yet today, because of the tremendous manufacturing facilities of Willys-Overland, it sells in Canada for practically half this price.

You can compare the Overland Whippet with all other Canadian light cars on the basis of price alone. But from the standpoint of engineering, performance, comfort and quality, it has established an entirely new criterion by which all other light cars must be judged.



See this new-type car

Come see this car. Take this advertisement with you and check the things we say here against what you find. We have purposely understated every fact. We have told you the story of the Overland Whippet without exaggeration.

No more sitting bolt-upright—seats are placed in a naturally restful position

You have never seen a car like this before.

With the introduction of the Overland Whippet, it is dangerous today to consider the purchase of a less modern car.

A new trend of automobile design is dawning in Canada. Other manufacturers will surely follow in Overland's footsteps.

But today Overland... and Overland alone... offers you these unique engineering attainments.

In fairness to yourself, see this wonderful new-type car.

The first formal showing of the Overland Whippet is now being held by the dealers listed below.

DYKEMAN OVERLAND SALES COMPANY

33 Simonds Street, Saint John

G. A. Mersereau,
Chatham

C. T. Black,
Woodstock, N. B.

Felix Charette,
Grand Falls

W. A. Gallop,
Dalhousie

Stewart & McKay,
St. Stephen

Campbellton Motor Sales,
Campbellton, N. B.

Westmoreland Motor Sales,
Sackville.

Morrison & Anderson Motor Co.,
Newcastle

Robinson Overland-Knight Co.,
Moncton

National Garage Co., Limited,
Sussex

Scott Motor Sales,
Fredericton