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Such An Instantaneous Success

The \$850 Overland has made history. It marks the entrance of a new automobile value—a car complete in every sense of the term at a price which was hitherto thought impossible.

Yet here it is—a powerful five-passenger touring car complete for only \$850.

Note that word "complete."

This means electric starter and electric lights, electric horn, magnetic speedometer—in fact, every necessary item. Nothing is lacking. There are no "extras" to buy.

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Note the headlight dimmers—the electric control buttons on steering column—demountable rims and oneman top. These are all big advantages.

This newest Overland is light in weight, easy to handle and very economical to operate.

It's just the car the world has been waiting for.

It is large enough for the whole family—moderately priced, within the reach of the majority—economical to maintain—built of the best quality materials—snappy, stylish and speedy—and complete in every sense.

In short, it is just another striking example of how our larger production enables us to build a bigger and better car and still keep the price within reason.

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