



SPEED Is Winning the War

It is hurry to train, hurry to fight,
hurry to feed and supply our armies.

Victory, and lives spared, depend
upon the *speed* with which our work
is done.

Upon the Canadian farmers falls a
giant share of this work.

The demand continues to increase
calling for the utilization of the most
efficient time saving and production
increasing methods.

The value of the motor car to
farmers cannot be measured in dollars.

It has won its place as a necessity
together with the reaper, the plow and
other work implements.

The economy, steady performance,
and all 'round usefulness and complete
satisfaction of the Overland Model 90
car has earned the universal esteem
of Canadian farmers.

Overland cars everywhere are help-
ing their owners speed up the work of
a country at war, dependably, thrift-
ily, saving time and economizing man-
power, alike for the captains of in-
dustry, the workers in industry, and
for the farmers, large and small, and
the farm workers.

Everywhere lines of communica-
tion between the great agricultural
sections and the great industrial cen-
ters are being kept open by time-
saving, man-saving Overlands.

We want every Overland built and
delivered during the war to contrib-
ute its share to Canada's war-speed.

And speed is winning the war.

Five Points of Overland Superiority:

*Appearance, Performance,
Comfort, Service and Price*

Overland
The Thrift Car

Light Four Model 90 Touring Car Model 90 Sedan
Model 85-4 Touring Car

Willys-Overland, Limited

Willys-Knight and Overland Motor Cars and Light Commercial Wagons

Head Office and Works, West Toronto, Ontario
Branches, Montreal, Que.; Winnipeg, Man.; Regina, Sask.

Catalogue on request. Address Dept. 1809.