

## More About the H. C. of L

With all commodities soaring in price, it behooves the buyer to look for full value in every article.

## When buying Matches specify EDDY'S

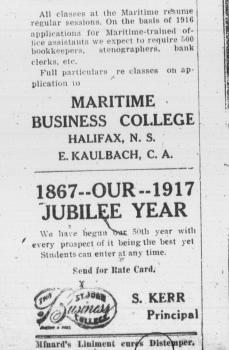
Their quality is beyond question, but besides this every box is a generously filled box.

Look out for short-count matches - there are many on the market.

Avoid imposition by always, everywhere, asking for

EDDY'S

## JANUARY SECOND



From your point of view this announcement is most important.

For herein we set forth the achievement toward which the Willys-Overland organization has aimed for the last eight years.

This achievement in a word is the completion of the gigantic Willys-Overland organization to a point where a comprehensive line of automobiles can be made and marketed under one head.

This means tremendous economies much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in the history of the automobile business we as one single organization offer the public a full and comprehensive line of automobiles.

This concentration-this greater efficiency-this more effective means of pulling together is going to set a new standard of low priced high-grade automobile values.

**Overland Light Four Models** 

Local Agents

BEFLER

For we operate on the basis of--one executive organization -one factory management -one purchasing unit -one sales expense

-one group of dealers

& PETERS

loadster, 112-in, wheelbase

Touring, 112-in. wheelbase

Willys-Overland, Ltd.

Head Office and Works

West Toronto, Canada

-to plan, produce and sell all Overland, Willys and Willys-Knight models.

Achievement

Buying power is concentrated. Costs are distributed over all these cars. The savings are cnormous.

As a result we are producing cars of exceptional quality-and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

The new models are listed in this announcement. They include Overland models from the snappy comfortable \$930 Light Four to the beautiful Light Six Sedan at \$2220.

They include also the big, handsome Willys-Knights from the Four at \$1800, to the super efficient Eight at \$2730.

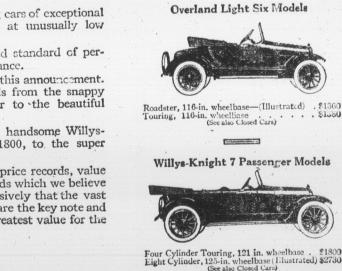
These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

BRIDGETOWN, N. S.

(Illustrated) . \$1170

**Overland Big Four Models** 

(See also Closed Cars)



Overland and Willys-Knight Closed Cars

ted) \$2730



our Sedan, 112-in. wheelbase \$2030 Six Coupe, 116-in. wheelbase \$1940 , 116-in, wheelbas \$\$2220 (Illustrated

-Knight Four Coupe, 114-in. wheelh \$2310 s-Knight Four Sedan, 121-in, wheelbase s-Knight Four Limousine, 121-ia. \$2730 All prices f. o. b. Toronto and subject to change without no

