

Overland
TRADE MARK REG.

You Can Now Get the Big Comfortable 35 Horsepower Overland for \$965

En bloc 35 horsepower motor
Electric starting and lighting system
Electric control buttons on steering column
Four inch tires

Roadster \$935
J. & B. Toronto, Ont.

Demountable rims; with one extra
106-inch wheelbase
Deep divan upholstery
One-man top; top cover

Model 83 B

With unerring judgment of value—

With a rush that swallowed up a record production in jig time—

The public took more than 50,000 of the \$1050 Overlands in six months.

In six months we've absorbed all the overhead; absorbed all the development expense; realized on all the experimental cost that is usually spread over a year.

We covered our material requirements at before-the-war prices—saved three and a half million dollars on aluminum and another million on steel.

We have increased our production capacity of 300 cars per day last June to 1000 cars per day.

So again we have broken *all* records.

Again we have planned and bought material for a bigger production program.

And again we are setting a new and supreme standard of value—

You can now buy the big, roomy, comfortable, thirty-five horsepower Overland for \$965.

Here is the value which has clearly dominated the automobile market for the last six months—now made even more clearly dominant.

Here is the car with a performance record never even approached by any car of its size ever built—fifty thousand in every day service.

Catalog on request. Please address Dept. 620.

And though the price is reduced the car is improved.

It has an up-to-the-minute power plant, en bloc type, developing full thirty-five horsepower. It has abundant power and speed and an exceptionally quick get-away.

The value is pre-eminent—unapproached.

We guarantee that the price for this model will never be lower.

But this price reduction is made in the face of a rising material market—we cannot guarantee that it will not be higher.

See the Overland dealer now—anticipate your requirement if need be—but make sure of your delivery now.

Willys-Overland Limited, Toronto, Ont.

