

Overland

TRADE MARK REG.

The Thrift Car



Model 90—Just What a Car Should Be

MODEL 90 is being purchased because it combines all five of these essentials for complete satisfaction:

Appearance, performance, comfort, service, and price.

First, in many cases its quality, appearance, stylish design, and distinctive color scheme are primary influenced purchasers.

Again, in many cases, it is the price of Model 90 that makes it first choice. A matter of fact, performance is the primary reason.

A large number of Model 90 owners, when asked the reason for their choice, have mentioned *comfort* first.

Service is not listed among a car's specifications, and by service we do not mean the service the car gives alone, but the service that the dealers and factory behind the car are ever ready and able to give.

In making a survey of the reasons for the popularity of the Model 90 car, soldiers has its *probable price* been mentioned first.

We are proud to have

Yet, even if it were lacking in some of the five advantages it *does* combine, its price still would warrant its great popularity.

And today, above all else, a car must be *economically efficient*.

Appearance, Performance, Comfort, Service and Price.

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