



\$ 9 6 5 \$

Roadster \$935
f. o. b. Toronto

*Here is the car which is outselling—
virtually two for one, any other car with a
wheelbase of more than 100 inches.*

Yet when we improved the car we reduced the price.

This was only a further repetition of Overland history—only a reaffirmation of Overland policy.

Time after time upon the completion of one production program we have announced arrangements completed for a bigger production and another new and unapproached standard of value.

But this time there is a difference—one which you can understand to appreciate how big a gap has been closed up between Overland value and any other.

This improved car at a reduced price would be only what you might expect with the announcement of our 1916 assembly production program if conditions were normal.

But with material prices soaring and labor in process because of the war would not the price of the car be increased?

Yes, it would be.

And these new and unusual factors are exclusively Overland advantages.

The \$1050 Overland was such overwhelming value that the public bought in six months what we had figured as a year's output.

So all the experimental and preparation expense, all the general or overhead expense which is usually spread over a year was absorbed in six months.

Our material contracts for this model were made at before-the-war prices and we saved three and a half million dollars on aluminum alone and another million dollars on steel.

It is this combination of very unusual and exclusively Overland conditions which makes possible the \$965 price.

To see and count it is the same as counting an Overland which even at \$1050 was the dominant value. It would be virtually two for one.

Yes, it would be.

And the electrical control box on the steering column is operated by buttons instead of switches.

And it has the very latest en bloc type motor with a smooth flow of abundant power and an exceptionally fast "pick-up."

Invariably conditions even less favorable to the buyer have been accompanied by a long period during which we have been thousands of cars short of satisfying the demand.

These present conditions are unusual and though we guarantee that the price for this model will never be lower, we must reserve the right to increase it at any time.

Now is the time to order your car either for immediate or future delivery.

See the Overland dealer and make your arrangements now.

For those who prefer a smaller car there is the Model 75 Overland at \$850 for the touring car and \$825 for the roadster.

And for those who need a seven-passenger car, there is the big, roomy, comfortable Model 86, six-cylinder Overland at \$1600—all prices f. o. b. Toronto.

Toronto, Ont.