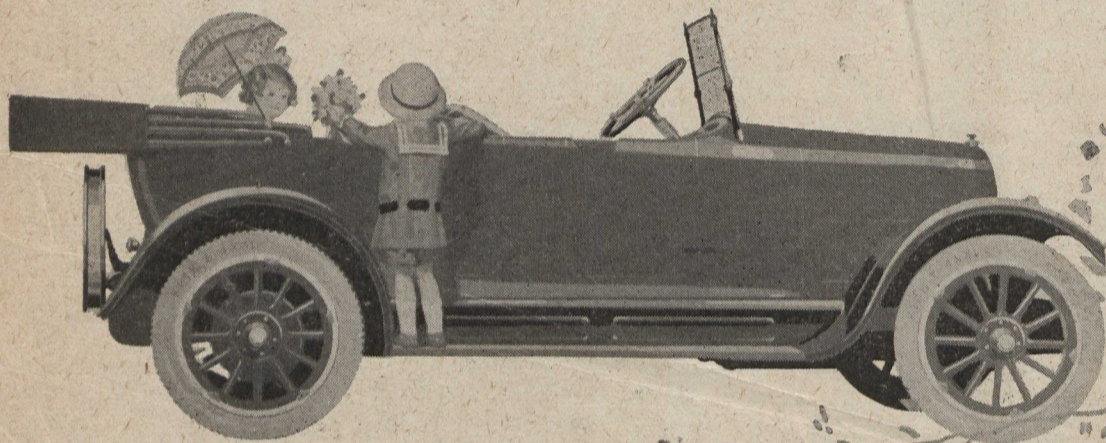


Overland

TRADE MARK REG.

The Thrift Car



Model 90—Everything for Complete Satisfaction

First for consideration, if not first in importance, is the *Appearance* of your car.

Model 90 leaves nothing to be desired, with its big-car stylish design, correct color scheme and exquisite finish.

It is the powerful, sweet-running motor and efficient *Performance* of this easy-to-handle Model 90 that, more than anything else, is responsible for its great popularity.

More than 100,000 are already sold.

It is sparing with fuel and saving of tires and, above all, is consistent and adequate.

Its control is convenient and simple.

Women find this Model 90 especially handy to drive because of its easy-to-operate clutch, its narrow turning radius and because it is simple to handle.

The longer you drive, the greater grows the necessity for comfort.

This is why the *Comfort* of the Model 90 is best appreciated by veteran motorists. Experience teaches that nothing can do more to spoil satisfaction in a car than the absence of comfort.

Model 90 has wide, extra cushioned seats, deep upholstery, spacious interior, ample leg room, cantilever springs, and large tires, non-skid rear. These factors combined with the scientific distribution of weight produce maximum comfort.

Those who have owned cars for years will tell you nothing is more important than the *Service* the company behind the car is able and willing to render.

The fifth essential that must be satisfactory is *Price*. Perhaps this should be listed first,

but price is only an advantage if the other four essentials are properly provided.

Because Model 90 does completely give the desired appearance, performance, comfort and service, its modest price makes it even more of a remarkable bargain.

Increased demands upon the time and energy of people magnify the value of Model 90 cars as business entities.

With one you can commandeer time. With one you can exact the greatest amount of work out of a day.

With one you can save hours and energy, benefit your health and make your life richer and fuller.

Order your Model 90 now.

Five Willys-Overland superiorities:

Appearance, Performance, Comfort, Service and Price.

Willys-Overland, Limited

Willys-Knight and Overland Motor Cars and Light Commercial Wagons
Head Office and Works, West Toronto, Ontario