

Overland

TRADE MARK REG.

The Thrift Car



Model 90—Just What A Car Should Be

CANADIANS select their favorite automobiles for one or more of five reasons:

Appearance, performance, comfort, service or price.

One car may be famous because of its number of cylinders, another for its body design, another for its low price—

And so it goes until you come to Model 90, and then you discover this important fact back of the great number now in use;

Model 90 has been purchased because it combines all five of these essentials for complete satisfaction.

True, in many cases its quality *appearance*, big-car stylish design and distinctive color scheme primarily influenced purchasers.

Again, in many, many cases it is the *performance* of Model 90 that makes it first

choice. As a matter of fact, performance is its major virtue.

It is not only the things Model 90 *does*, but the *way* it does them, that makes Model 90 owners so enthusiastic—

The way it consistently meets every driving need day in and day out, through congested traffic, over steep hills, in fair or bad weather, and for short or long rides, proves its adequacy for every motoring need.

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

When you have inspected this car and driven and ridden in it, you, too, will understand why comfort accommodations have contributed so much to Model 90's fame.

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, seldom has its moderate *price* been mentioned first—

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*.

Five points of Overland superiority:

**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
Branches: Montreal, Que., Winnipeg, Man., Regina, Sask.