



SPEED Is Winning the War

It is hurry to train, hurry to fight, hurry to feed and supply our armies.

Victory, and lives spared, depend upon the *speed* with which our work is done.

Upon the Canadian farmers falls a giant share of this work.

The demand continues to increase calling for the utilization of the most efficient time saving and production increasing methods.

The value of the motor car to farmers cannot be measured in dollars.

It has won its place as a necessity together with the reaper, the plow and other work implements.

The economy, steady performance, and all 'round usefulness and complete satisfaction of the Overland Model 90 car has earned the universal esteem of Canadian farmers.

Overland cars everywhere are helping their owners speed up the work of a country at war, dependably, thriftily, saving time and economizing man power, alike for the captains of industry, the workers in industry, and for the farmers, large and small, and the farm workers.

Everywhere lines of communication between the great agricultural sections and the great industrial centers are being kept open by time-saving, man-saving Overlands.

We want every Overland built and delivered during the war to contribute its share to Canada's war-speed.

And speed is winning the war.

Five Points of Overland Superiority:

Appearance, Performance, Comfort, Service and Price

Overland
The Thrift Car

Light Four Model 90 Touring Car Model 90 Sedan
Model 85-4 Touring Car

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.
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