



\$1250

*Completely equipped
With electric starter and generator, \$1425, f.o.b. Hamilton, Ont.*

A PROMINENT foreign automobile manufacturer was given the blue-prints and detailed specifications of the 1914 Overland and asked to figure out what the car could be sold for.

After considerable figuring and calculating he reported that if the model were manufactured in large lots of from one thousand to fifteen hundred cars a year, it could be sold for approximately \$1800.

Now note that he specified "1000 cars a year" as large lots. We make that many in a week! And there is the difference.

This man was an excellent manufacturer, but accustomed to doing business on, what we call, a small basis. Our idea of small business was his idea of big business.

Fifty thousand cars a year (our production) was beyond his limited conception.

When we told him we could market the car for \$1250 he said it was a mechanical impossibility; inferred we were crazy.

A good many people are like this foreign manufacturer.

They cannot grasp what 50,000 cars a year means. They cannot understand the numerous and various manufacturing economies, which such an enormous production effects.

Yet if they will but compare the \$1250 Overland with most any of the \$1500 to \$1700 cars they will be unable to find much material difference.

There are over 3000 Overland dealers. Look up the one in your town. Examine this car carefully.

Handsome 1914 catalogue and name of nearest dealer on request.

Please address Dept. 4.

The Willys-Overland Limited, Hamilton, Ont.

Manufacturers of the famous Overland Delivery Wagons, Garford and Willys-Utility Trucks.

Full information on request.