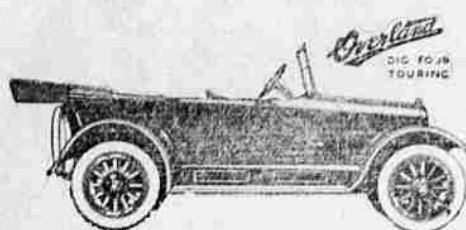


We Wish You A Very Merry Christmas

Willys
KNIGHT



The Country Club

THIS MODEL IS A GREAT FAMILY CAR BECAUSE IT IS SO EASY TO HANDLE. ALL ELECTRIC CONTROLS ARE ON THE STEERING COLUMN—WITHIN NATURAL REACH. THE WHEEL IS LARGE AND EASY TO STEER WITH. THE SHIFTING LEVER AND EMERGENCY BRAKE CAN BE REACHED WITHOUT CHANGING YOUR DRIVING POSITION.

SO IT IS JUST AS EASY FOR YOUR WIFE OR DAUGHTER TO DRIVE THIS OVERLAND TOURING CAR AS IT IS FOR YOU. AND, AS YOU KNOW, THAT CANNOT BE SAID OF ALL CARS.

STEP IN TODAY FOR A DEMONSTRATION.

\$1,050

F. O. B. La Grande

Editorial From the
NEW YORK JOURNAL

WOULD YOU CALL YOUR TWO FEET
"A PLEASURE VEHICLE"?

Certainly Not. Then Don't Speak of an Automobile
as "A Pleasure Vehicle." It Is Simply a Better
Pair of Feet and Also a Pair of Wings

We have read a letter addressed to automobile dealers written by an intelligent citizen, W. C. Sills. He says to them briefly:

"Stop speaking of your passenger car as 'a pleasure vehicle.' It is no more a pleasure vehicle than the farmer's plow."

True wisdom. And all automobile men should remember it.

The automobile that carries passengers, of course, does give pleasure. So does the carpenter's saw and the woodman's axe if they cut well. But "pleasure" is the least part of the modern vehicle for carrying passengers.

The automobile gives wings to the man that owns it. It doesn't merely give him pleasure, it adds twenty-four hours to his day, if he must travel as the doctor does, and incidentally it adds many figures to his annual income.

The passenger vehicle which takes out the father and mother, grandmother and children, as it leaves the house with its load, is more like a FAMILY DOCTOR than a mere "pleasure vehicle."

It is taking the whole family at once into the fresh air, filling all the lungs of the family with oxygen that goes into the blood, burns up waste tissue and makes a healthy group.

You might just as well call the doctor who comes and attends to you a "pleasure doctor," as to call the automobile that takes you out to health, sunshine and fresh air "a pleasure vehicle."

The automobile has done for man's body what the telephone has done for the human voice. The instrument that rings and calls you to speak with your friend or attend to your business is not a "pleasure telephone." It is a necessary, time-saving, labor-saving, life-lengthening device—and so, exactly, is the passenger automobile.

Your baby's carriage is not a pleasure baby carriage. It is what the baby needs, but not nearly as useful as the comfortable, big automobile that rolls along on a cushion of air, with the father and the mother and the nurse AND THE BABY, all gaining health and happiness together.

If you said to a big American eagle, sitting on the edge of his rock: "Are those your pleasure wings?" he would laugh at you and reply: "No, these are just MY WINGS. Without them I would be nothing, a poor kind of a bird."

And if you asked him what price he would take for those wings he would laugh once more, give one or two flaps and sail across the valley away from such a silly questioner.

So it is with the man who has his automobile, for himself, for his business, for his family, for their health, for the lengthening of his day and of his life, for the increasing of business capacity.

That car, he would say to you, "is not my pleasure vehicle, it is just MY WINGS."

And if you advised him to do without it he would be as much surprised as though you asked the eagle to sell his left wing and take cash in exchange.

The man who CAN buy and own a car owes it to himself and to his family to do so.

Wise economy consists in making your family healthier and more valuable to the nation. Wise economy consists in making your day longer and your day's work more efficient, more constructive.

In the case of at least ninety-nine men out of a hundred who have business to do, and who have the money to buy an automobile, the buying of an automobile is common sense economy, simply the laying of a pair of wings, the adding of hours to the day, the giving of health to the family.

Therefore, you that ride in passenger vehicles, and you that sell them, drop the expression "pleasure vehicle."

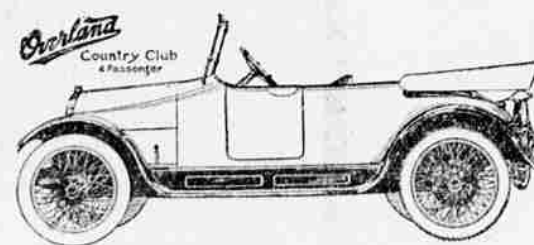
An automobile is a necessity, an education, a family doctor, a business partner.

If you haven't got one, get it. If you can.

And if you MEAN to get it, do not delay. The factories are being taken over for manufacturing flying machines and flying-machine engines, and you may not long have the choice of the good cars at reasonable prices.

Already the prices are going up.

Overland
TRADE MARK REG.



Simplified Driving

A CAR OF THE UTMOST DISTINCTION!

TWO COMFORTABLE CHAIR-SEATS IN FRONT—AMPLE AISLEWAY BETWEEN—BOTH ADJUSTABLE FORWARD OR BACK TO SUIT THE REACH OF THE DRIVER AND HIS COMPANION.

COMFORTABLE REAR SEAT FOR TWO, SO IN ALL FOUR LARGE PEOPLE CAN RIDE SOCIABLY IN REAL COMFORT.

THE OVERLAND COUNTRY CLUB IS A SPEEDY LITTLE CAR AND WITH ITS LONG CANTILEVER REAR SPRINGS RIDES SO SMOOTHLY THAT ITS SPEED MAY BE USED WITH COMFORT.

COME IN RIGHT AWAY AND TRY IT OUT.

\$835

F. O. B. La Grande



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