

# Overland

## No other maker can produce *this* car to sell at *this* price without losing money

# \$900

## 30 H.P.

### 5 Passenger

#### Specifications

##### MODEL 59

Wheel Base—106 inches.

Tread—46 inches.

Motor—4 inches by 4 1/4 inches. Cylinders cast separately. L-head type, large steel valves, valve springs enclosed in aluminum housings; push rods lubricated, insulating a cross-running silent, powerful motor.

Carburetor—Model L Schebler (the best Schebler makes).

Transmission—selective three speeds and reverse, center control; F. & S. snail gear bearings.

Steering Gear—Worm and segment adjustable, 16-inch wheel.

Ignition—Two independent systems, split magnet and battery, wet set of plates.

Horsepower—30.

Brakes—Internal expanding, external contracting, on rear wheels.

Springs—Semi-elliptic front, three-quarter elliptic rear, 1 1/4-inch wide.

Frame—Pressed steel.

Clutch—Cone.

Front Axle—Drop forged I-section.

Rear Axle—Semi-floating.

Wheels—Artillery, wood, 12 spokes, wide hub flanges.

Spokes—1 1/4-inch spokes, bolt for each spoke.

Tires—32-inch by 3 1/4-inch.

Mohair top and glass windshield \$30 additional.

Quick detachable tires—The most rational, quickest operated, longest lived tires made.

## Fore Door Touring Car

J. W. LEAVITT & CO., 529 Washington Street

PHONE MARSHALL 2779

THE introduction of our new 30 horsepower five-passenger fore-door touring car at \$900 is probably the greatest single manufacturing stride ever made in this or any other industry. It is an industrial leap directly due to the remarkable and economical progress of a great institution. It demonstrates clearly that the large-production factory can give you more for your money than the small-production factory. By this we do not mean that the small-production factory does not give you a square deal. They do. Their goods are priced honestly enough in proportion to their manufacturing costs. But we do mean that no factory smaller than ours has the operating equipment which can permit their production cost or selling price to be as low as ours.

The selling price of any automobile varies according to the size of the factory that makes it. It costs the plant making one thousand cars a year (of a given type) considerable more—car for car—than it does the plant making five thousand, and the plant making but five thousand cars annually has greater production costs—car for car—than the plant making ten thousand. Consequently the plant producing twenty thousand cars (which is the largest production of its kind in the world) can make and sell its output for far less money than any other plant in the world: In other words, the man who buys an Overland gets more car for less money than he could from any manufacturer in the business.

The explanation of all this is our enormous mechanical equipment. A plant smaller than ours could not afford our facilities. It would be impractical. The smaller maker is compelled to buy certain parts for his automobile from outside. The part maker, being a sort of middleman, must naturally have a profit for which you are forced to pay. Take such equipment as our drills. When we drill a crank case thirty-seven drilling operations are made at the same time. The smaller manufacturer drills one hole at a time; in other words it takes him thirty-six times as long to drill a crank case as it does us and as time means money the consumer must pay the difference. And so on through the entire car. Right now there are cars on the market selling for \$1250, that are no better, no larger, and as a matter of fact not as well made as this \$900 automobile. Judge the car you buy from the efficiency of the plant that makes it and you will be keeping money in your pocket.

The Overland plants are the greatest of their kind in the world. We employ more men—use more labor, saving automatic machinery and buy our raw materials in greater quantities than any other single manufacturer. Our output is 20,000 cars a year. It costs about as much for the 5,000-car factory to sell its output as it does for the factory making 20,000 cars; consequently the cost of

selling each car of the 20,000-car factory is one-fourth that of the 5,000-car factory and the man who buys an Overland pockets the difference.

The Willys-Overland Company has no fixed indebtedness or bonds. It has no heavy interest dates to fear. The stock is all owned by its president—John N. Willys. He personally directs the entire organization.

The car shown on this page is Model 59. The \$900 car is made in two body styles—five-passenger fore-door touring car and two-passenger torpedo roadster. To start with, this car is a real automobile—not a little, frail, cramped machine, but a good, big, roomy car that is ample for five passengers. The motor is the famous Overland type—4x4 1/2—and will develop greater power than any other of a similar bore and stroke. And as a matter of fact it has more power than you will probably ever care to use. It has the fashionable fore-door body with door handles inside and with center control. And what is more it is built right—having the strength of cars that cost twice the price.

In every respect it is beautifully finished. The upholstery is of good leather stuffed with hair. All trimmings are of the finest materials available. This new model from every possible comparative standpoint is the greatest value for the money that has ever been placed on the American market.

We are positive that no other manufacturer today can produce this car and sell it at this price, except at financial loss. Write for a catalog describing this car. It will be worth your while. This year we have 9 new body styles, including runabouts, roadsters, small and large touring cars, torpedoes and coupes. Horsepower runs from 25 to 45. Price \$850 to \$2000.

See our dealer at once. Call him on the phone. Get your order in early.

The Willys-Overland Company Toledo, Ohio

J. W. LEAVITT & CO., 529 Washington Street

PORTLAND, OREGON

