

OVERLAND DEALER TELLS OF VISIT TO MAMMOTH FACTORY

J. F. Burke, the Josephine county Overland representative, who visited the factory at Toledo this winter, says:

"The Willys-Overland Factory is not a mere industrial plant, it's a National Institution.

"At the big convention last fall when more than five thousand dealers from all over the United States gathered at Toledo, I saw thirty million dollars worth of material ready to be put into Overland cars. I saw an enormous factory, complete in every detail, running like clockwork. I saw keen experts, skilled mechanics, efficient engineers, watching with a hawk-like care to see that the quality of Overland was sustained, down to the last bolt and nut, the last coat of paint. Every part was inspected six different times. These things and

much more I saw at the factory, and I came home a greater Overland booster than ever.

"I will stake my word and reputation on the Overland car. Whichever one you buy, you will get quality, the most for your money of any car on the market.

"As part of the Willys-Overland organization, we are thoroughly equipped to give owners of Overland cars prompt and satisfactory attention. Not a mere garage, but a service station maintained to insure you as the owner of an Overland car, continuous, satisfactory, economical use of your car. These service stations are located all along the line, where ever you go you will get Overland service, prompt efficient, courteous.

"Our new cars will arrive early next week, call and let us give you a demonstration, at our place of business, the Fashion garage."

Not Interfering, of Course, With Get.
"I hear you have taken your son into the firm."

"Yes," answered Mr. Grabeola grimly. "He has consented to spend a few hours a day with us." — Birmingham Age Herald.



J. F. BURKE
Overland Dealer

WONDERFUL GROWTH OF AUTO INDUSTRY

No industry in the United States has been more mushroom-like in its growth than the manufacture of motor cars. No other business has ever been developed so rapidly and on such an extensive scale.

The 1917 models by the leading manufacturers of automobiles are so far ahead of the cars which were placed on the market a few years ago that there is no comparison, aside from the fact that both were made to move by motive power. Eighteen years ago, the first "horseless carriage" was placed on the market. It has been but seventeen years since the first factory was established in America, and the promoters were in doubt whether there would be a sufficient demand in this country to afford a market for its product. Today, there are hundreds of factories and one of these during the last year reported earnings amounting to more than \$1,000,000 a week.

Within a very few years, an entirely new industry came into existence, giving employment to thousands of men, providing a business, the volume of which amounts to more than \$1,000,000,000 a year, and giving to the world a means of transportation which is the marvel of the age, considering the cost and the character of the service. The automobile has won its own way, because it is practical; because it is indispensable. It has not crowded the horse or the steam railroad from their places. It was originated at a time when there was an opportunity for the introduction of a new kind of carrier and it has taken its place almost unobserved, so far as it has disturbed other agencies which men use for similar purposes.

amounting to more than \$1,000,000 a week.

The new cars are a revelation in design, workmanship and cost. Gradually the automobile has been perfected until it has attained a high efficiency. At the same time, the men who were putting efficiency into the cars—which means better materials and better workmanship—have gradually reduced the cost, un-

til the car, so far as expense is concerned, takes the place of the old family horse.

An automobile—where time and service are to be considered—is no longer a luxury. It is a necessity. The physician's car, for instance, is almost invaluable by reason of the speed at which he may answer a call and the time required to make a call.

The new 1917 model automobiles are the most perfect ever offered for sale. Few industries have made such rapid progress in the production of a good product. The volume of the sales have continued to grow, from year to year and orders already placed with the large manufacturers indicate 1917 will be the banner year for the makers.

Honest, Anyhow.

There is a young lawyer of this town who is as modest as he is witty.

"How much," asked a client of his, "will your opinion be worth in this case?"

"Really," said the young legal light, "I can't say. But I can tell you what I am going to charge you for it." — Exchange.

Overland

Undoubtedly the Industry's Crowning Achievement

From your point of view this announcement is most important.

For herein we set forth the achievement toward which this company has aimed for the last eight years.

This achievement in a word is the completion of our gigantic organization to a point where we can make and market a complete line of automobiles under one head.

This means tremendous economies—much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in history of the automobile business we as one single organization offer the public a full and complete line of automobiles.

This concentration—this greater efficiency—this more effective means of pulling together is going to set a new standard of low priced high-grade automobile values.

For we operate on the basis of—

- one executive organization
- one factory management
- one purchasing unit
- one sales expense
- one group of dealers
- to plan, produce and sell all Overland, Willys and Willys-Knight models.

Buying power is concentrated. Costs are distributed over all these cars. The savings are enormous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

The new models are listed in this announcement. They include Overland models from the snappy comfortable \$665 Light Four to the beautiful Light Six Sedan at \$1585.

They include also the big, handsome Willys-Knights from the Four at \$1285, to the super efficient Eight at \$1950.

These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

Overland Light Six Models



Roadster, 116-in. wheelbase—(Illustrated) . . . \$970
Touring, 116-in. wheelbase . . . \$985
(See also Closed Cars)

Willys-Knight 7 Passenger Models



Four Cylinder Touring, 121 in. wheelbase . . . \$1285
Eight Cylinder, 125-in. wheelbase (Illustrated) \$1950
(See also Closed Cars)

Overland and Willys-Knight Closed Cars



Overland Big Four Coupe, 112-in. wheelbase \$1250
Overland Big Four Sedan, 112-in. wheelbase \$1450
Overland Light Six Coupe, 116-in. wheelbase \$1385
Overland Light Six Sedan, 116-in. wheelbase (Illustrated) \$1585
Willys-Knight Four Coupe, 114-in. wheelbase \$1650
Willys-Knight Four Sedan, 121-in. wheelbase \$1950
Willys-Knight Four Limousine, 121-in. " \$1950
All prices f. o. b. Toledo

J. F. BURKE

Fashion Garage

Phone 163

Overland Light Four Models



Roadster, 104-in. wheelbase . . . \$650
Touring, 106-in. wheelbase . . . \$665
Sport Model—Country Club—(Illustrated) \$750

Overland Big Four Models



Roadster, 112-in. wheelbase . . . \$835
Touring, 112-in. wheelbase—(Illustrated) . . . \$850
(See also Closed Cars)

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."