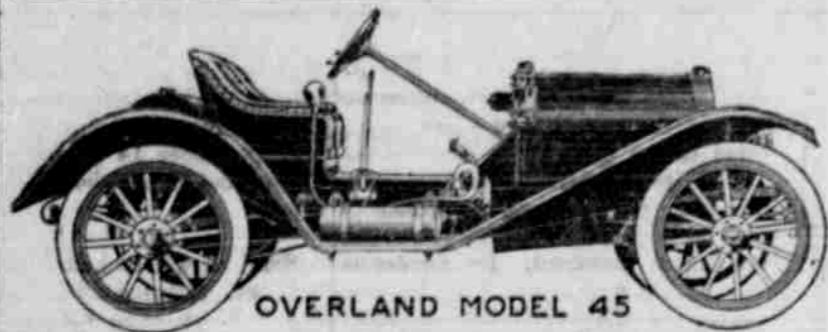


Consider Carefully Before Placing Your Order for a 1911 Automobile and Thoroughly

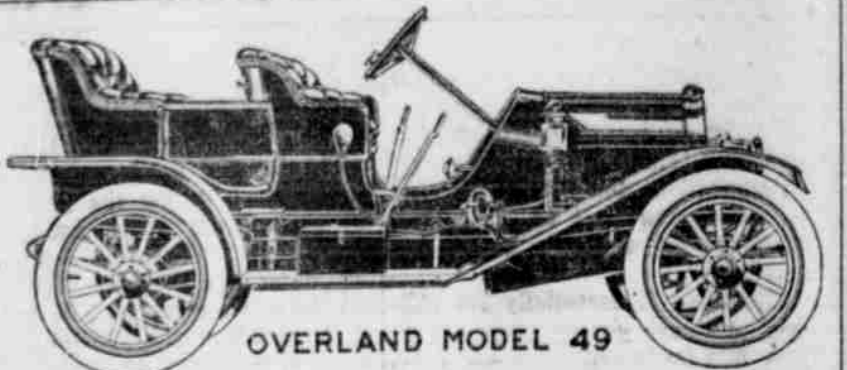
INVESTIGATE THE OVERLAND

Distributors for the States of Oregon, Washington, California and Nevada



OVERLAND MODEL 45
Model 45. 20-h.p.—4 cylinders, 96 inch wheel base. \$875.00
A Torpedo Roadster with same power sells for \$950.00

J. W. LEAVITT & CO.
ESTABLISHED 1894. 529-531 Washington St, Portland, Ore
20,000 OWNERS



OVERLAND MODEL 49
Model 49. 25-h.p.—4 cylinder 102 inch wheel base, detachable tonneau, selective transmission: sells for \$1200.00

SAY TO YOU:

'BUY An Overland FOR 1911'

All Overlands for 1911 Include the New Fore Doors, at
: : Your Option, at the Same Price : :

We start this new season with almost 20,000 Overlands in use—with a record of 12,326 delivered in the first seven months of this year—with deposits in hand for more than 15,000 of the new models just coming out.

We start with five factories—with the finest machinery ever employed in making motor cars—a factory capacity of 140 cars daily.

And we start with a record of amazing success such as none ever approached in this industry.

COST REDUCED 8 PER CENT

We will continue to manufacture a line of five models, the same as produced in 1910; but, as the result of an investment of \$3,000,000 in new equipment, these five models as well as all new models, have been reduced in cost to the consumer an average of 8 per cent—making 28 per cent in two years.

We have made this reduction in spite of the advance in price of material, the great jump in rubber, the increase in wage. We have done it while other makers of low-profit cars have been forced to advances, in one way or another.

Now the Overland gives the most for the money by a margin much greater than ever.

FORE DOORS INCLUDED.

The new Overlands are made with

fore doors and without—your choice at one price. The fore door models, for which most makers charge an extra price, sell the same as the open front.

We do this because fore doors will be the coming vogue. In Europe, where motor styles are set, 97 per cent of this year's models are shown with fore doors.

Soon or late, every motor car maker must include fore doors at his standard price. So the Overland, in maintaining its lead, is doing just that this year.

22 ATTRACTIVE DESIGNS

The improvements of this year are mainly in refinements of designs. Overland mechanism can hardly be further perfected. It brought this car in two short years to the dominant place in this line.

Our master designers have this year created 22 attractive models, largely based on foreign trend. The best of them will take their place among the most attractive cars in the world. No cars are made at any price with better styles, or lines, or finish.

PRICES FOR 1911

The Overland prices for 1911 begin at \$875 for 20 horsepower—4 cylinder—and \$950 for a Torpedo Roadster with 4 cylinders.

The 25-horsepower Overlands sell

at \$1200. The 30-horsepower Overlands sell at \$1400. So does an inside coupe.

The prices run to \$1825 for the finest cars possible in 40-horsepower with 118-inch wheel bases. Every price including a magneto and full lamp equipment.

No other make gives so much for the money. No other make gives better than our best.

OUR 1911 BOOK FREE

Send us this coupon for our latest book showing all the new models with complete specifications. It will enable you to make your comparisons. No catalogue published shows so many styles as this. Send for it now before you forget it. The cars are on show by more than 800 dealers.

+ J. W. LEAVITT & CO. +
+ 529 Washington Street +
+ Portland, Ore. +
+ Send Me the 1911 Book +
+ Name..... +
+ Address..... +

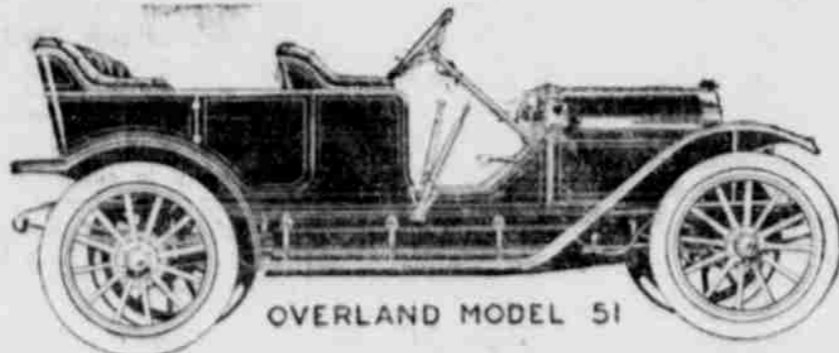
-AGENTS-

Remember that our agents can get deliveries when they need the cars. We have contracted for 20,000 Overlands for 1911

-AGENTS-

Now is the time to get the Best Automobile agency on the American market. Inquire for our list of open towns.

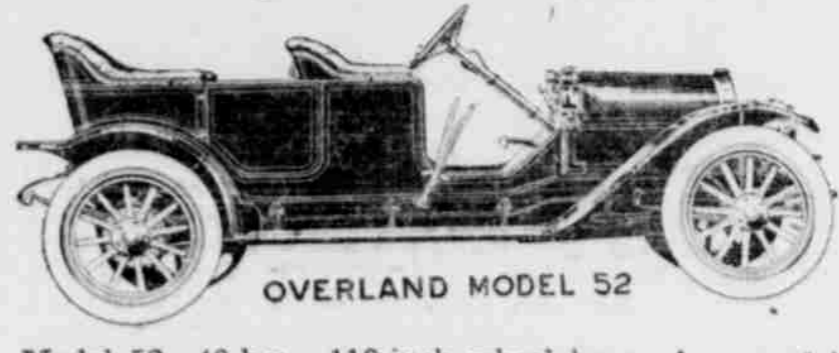
22 4-cylinder models,
from 20 to 40-horse power,
from \$875 to \$1825.



OVERLAND MODEL 51

Model 51. 30-h.p.—110-inch wheel base, \$1400. 5-passenger car with fore doors or open front. Elective type transmission.

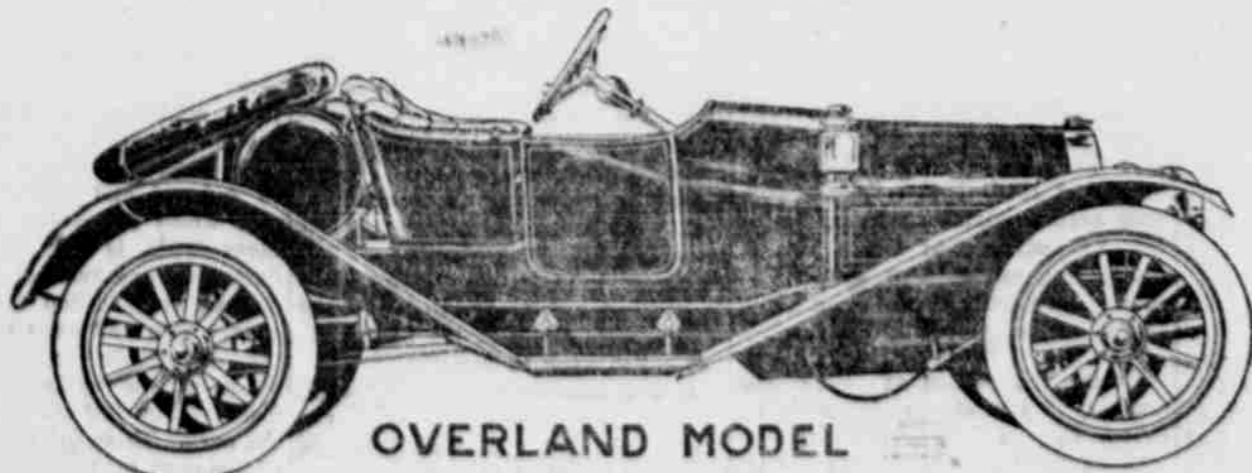
All Prices
Include
Gas Lamps
and Magneto



OVERLAND MODEL 52

Model 52. 40-h.p.—118-inch wheel base. A powerful 5-passenger car; selective type transmission, Bosch magneto, fore doors or open front, \$1750.

All prices include magneto and full lamp equipment f. o. b. Portland.



OVERLAND MODEL

Model 46. 20-h.p.—96-inch wheel base. An attractive Torpedo Roadster. Its racy and graceful appearance will appeal to the tastes of dignity and refinement. Price \$950



OVERLAND MODEL 52
WITH FORE DOORS

Model 52. 40-h.p. A powerful, classy Torpedo Roadster; Bosch magneto, 8 spark plugs. Price \$1750.

ESTABLISHED 1894.

J. W. LEAVITT & CO.

ESTABLISHED 1894.

529-531 WASHINGTON St.

PORTLAND, OREGON