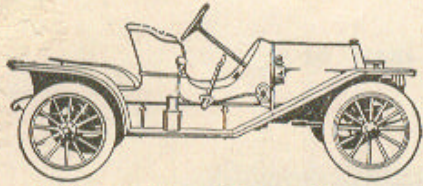


The New

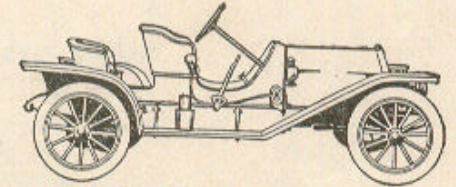
*“Overland
Cars”*

for 1910



MODEL 38. \$1000-\$1100.

FOUR MODELS

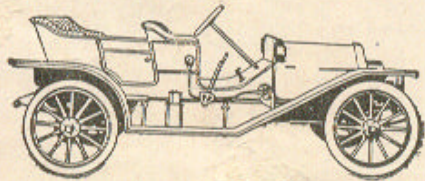


MODEL 40. \$1250-\$1275.

High-Class Construction: Built by the same expert mechanics who made famous the costly Pope-Toledo cars. **Fine Materials:** The very best that money can buy for the purpose—regardless of price. Chrome-nickel, Vanadium and High-carbon Steels used wherever advantageous. **Parts Absolutely Interchangeable:** Made by expensive automatic machines that cannot vary to the smallest fraction of a hair's breadth. **Wonderful Manufacturing Facilities:** Over a million and a half square feet of floor space, with every advantage brains can devise or money supply. **Tremendous Output:** Twenty Thousand Cars for 1910, with all the manufacturing economies which that implies. **A Splendid Engine:** Powerful, reliable and smooth-running, with offset crank-shafts on five bearings, cylinders cast singly, 3-point suspension, straight-line drive—all the advantages of the most expensive foreign and domestic cars. **Rigid, Thorough Testing:** The most carefully tested car in the world, regardless of price. Every smallest part rigidly inspected and tested; over 15,000 tests in all. **A Car That Does Things:** Railroad speed or a crawl, at will; climbs any hill with a road on it; ploughs through sand or mud; easiest car in the world to run; stands up under the hardest treatment. **A Wonderful Car**—investigate it. **Order Early**—16,000 already sold.

\$1000. to \$1500.

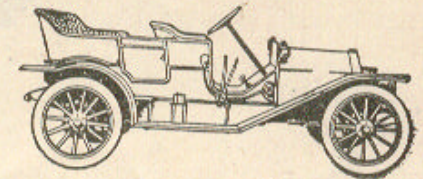
Latest Scientific Design: Cars planned and designed by a world-famous Automobile Engineer, formerly designer for the costly "Packard".



MODEL 41. \$1400.

THE WILLYS-OVERLAND CO.

FACTORIES, TOLEDO AND INDIANAPOLIS
OFFICES, TOLEDO, OHIO



MODEL 42. \$1500.

Overland Cars *for* 1910

THE "Overland" is not a new car. It has been built in steadily improved models for the last six years. And yet, except among a comparatively few thousand enthusiastic owners and their friends, its name is not as well known as are a number of others. The reason for this is simply that the car has never been advertised. Up to last season our facilities were rather small. Our few agents, former Overland owners, and their friends, have in past years taken every single car we could build. Not only that, but they have each season for the last five years, asked for from two or three times as many cars as we could produce. Last year we built four thousand. We could easily have sold twelve thousand. We were literally snowed under with orders. The success of the 1909 models was so great that we were obliged to continue manufacturing and shipping them even after September first—at a time when other manufacturers were vigorously advertising and shipping their next season's models. We have been so short of Cars at the factory that the officers of the Company have never been able to secure cars for their own use. We have been steadily making shipments day after day; as fast as the cars came through the factory they were applied on orders—some of which had been waiting for months. It has never been a question of selling Overland Cars. The question has always been: Who will be lucky enough to get them? It is plain to see why Overland Cars have never been advertised. There was a wonderful demand already. And the reason behind that demand is sheer merit.

LAST Spring, John N. Willys, President of the Overland interests, looked about for another factory. The Indianapolis factories had already been expanded to their limit—(their capacity was tripled during 1909). The factory of the Pope Company, in Toledo—(one of the largest and most complete in the country)—was for sale. Mr. Willys inspected it—and bought it—within forty-eight hours from the time he heard it was on the market. Additions, extensions and improvements were immediately planned and effected, a complete equipment of new machinery was installed, and the best force of engineers, draftsmen and mechanics that money could attract were engaged.

Work was at once begun on one of the new models. It was arranged that one Overland model—the now famous “38”—was to be built in Toledo—twelve thousand of them—and three other models—eight thousand in all—in the Indianapolis factories.

We are now shipping cars on this schedule. It seems enormous, and it is. But the strange, almost unbelievable fact is that by August 1st, 1909, no less than sixteen thousand of these cars were asked for, and actually contracted for, by dealers! This in itself is a wonderful record. But now that we have these huge facilities, and can make quick deliveries in large quantities, we are going to advertise the Overland.

We shall do it in a big way, like everything else done by the Overland Company. And we are doing it simply as a business insurance for future seasons.

THERE will be four new Overland models for 1910—designated as Models Thirty-Eight, Forty, Forty-One and Forty-Two, respectively. Model Thirty-Eight is a twenty-five horsepower Roadster, to which extra rear seat combinations may be added at slight expense. This car, like Models Forty and Forty-One, is equipped with the famous Overland Planetary Transmission. Model Forty-Two is equipped with Selective Sliding Gear Transmission. Models Forty, Forty-One and Forty-Two are forty horsepower cars, mounted on practically the same chassis, and provided with various types of bodies. They differ only in size from the Model Thirty-Eight, which sells for \$1,000. Models Forty, Forty-One and Forty-Two are priced at \$1,250, \$1,400 and \$1,500, respectively.

Motors are of our own design and manufacture, and are of the four cylinder, four cycle type, cast singly and water-jacketed, with all valves located on the left side. Cylinder sizes are $3\frac{3}{4}$ "x $4\frac{1}{2}$ " in the smaller motor, and $4\frac{1}{4}$ "x $4\frac{1}{2}$ " in the larger motors. Crank cases are cast from the finest aluminum obtainable. Valves are of extra large size, are quick in action and unusually efficient. Cylinders are offset and the 3-point suspension principle is employed.

Lubrication in Model Thirty-Eight is by force-feed mechanical oiler, actuated by cam and lever from the cam shaft. In Models Forty, Forty-One and Forty-Two, the mechanical oiling system is self-contained in the crank case.

Radiators are of the well-known "tinwood" type, composed of vertical flat tubes of extra size without angles, insuring free flow of water. The ~~fan~~ motor is supported at the sides by two swivelled artillery trunions, freeing it from the strain incident to rough ~~driving~~.

Frames are of cold-rolled pressed steel of the best quality obtainable, formed in U sections. All joints are hot riveted and all corners heavily reinforced.

Final Drive is effected by shaft and bevel pinion on the rear axle, the speed gears being located just forward of the differential. Both axle and driving tube are thoroughly trussed to prevent possible disalignment, and especially strong and heavy construction is used throughout.

Axles. The front axle is of I-beam section, drop forged in one piece. Rear axle is of the semi-floating type.

Carburetor is of the Schebler type, of large size, quick and automatic in action, and of maximum efficiency.

Ignition is by double system, both high-tension magneto and battery being employed through a single set of plugs. Ordinarily the car is run on magneto except when starting, although the Overland magneto is so efficient at low speeds that the car can readily be started on the magneto, if desired.

Springs are of the semi-elliptic, three-quarter-elliptic and full-elliptic types, depending on the model chosen. They are of ample length and width, sufficiently strong to resist many times the strain which could even be brought to bear on them in actual use. Overland cars are noticeably comfortable and easy riding.

Control. Models Thirty-Eight, Forty and Forty-One, which are equipped with the Planetary Transmission, are provided with the famous Overland Two-Pedal control. This is by far the simplest and most effective system ever devised. One pedal, when pushed forward, engages low speed, and when pushed back, engages reverse. The other pedal automatically disengages low speed, and engages high. These processes are instant and positive. Driving one of these Overland Planetary Cars is literally as easy as walking. Model Forty-Two, equipped with Selective Sliding Gear Transmission for those who insist upon it, is also an unusually easy car to drive, owing to the absence of heavy springs in the clutch-lever. The usual spark and throttle control levers are provided on the steering-wheels of all models.

Bodies are of sheet metal of graceful design. Especial attention is called to the fact that they give plenty of room, even in the rear seats of the smallest model. A wide choice of bodies is offered, ranging from the Two-Passenger Runabout type to the full Five-Passenger Touring Car.

Finish is of high quality throughout. The standard color for 1910 will be dark blue with narrow gold striping, making a very handsome and lasting finish.

Equipment includes magneto, two gas lamps, generator, three oil lamps, horn, tools and repair kit.

“The First Real Car for \$1,000”

THIS is the announcement that is stirring the Automobile world. It refers to the Overland Model 38, the new 1910 Roadster. For here is a real car in every respect—not a toy, not a cheap makeshift, not a miniature copy of what a good car should be—but a full-sized, well-balanced, carefully designed, correctly built Automobile, constructed of the best steel that money can buy, manufactured by high-class automobile mechanics in the most completely equipped plant of its kind—a car that will do anything that any car will do—at any price.

Its equipment includes a high-class Magneto—(ordinarily an extra), two gas lamps, generator, three oil lamps, horn, tools, and repair kit. There is nothing lacking. It is the only car at the price that gives plenty of room everywhere; that is really comfortable either on short or long rides, or country tours; it is the easiest car in the world to drive—barring none; and it will stand up and give absolutely perfect service under conditions which none except the most expensive and carefully constructed cars will endure.

Go through the construction, piece by piece, with an expert; notice how expensive drop-forgings, chrome-nickel steel, vanadium steel, high-carbon steel, high-grade aluminum and other costly materials are used with a lavish hand; go through our factory and observe the truly wonderful facilities for manufacture, and notice the extreme care used in every operation; best of all, see what the car will DO—and you will begin to realize why automobile experts everywhere recognize it as “The First Real Car for \$1,000.”

This is plain, unvarnished truth. Anyone willing to be shown can see it for himself. Examine the demonstrator at our nearest agency. And get your order in early—there is certain to be a shortage later on.

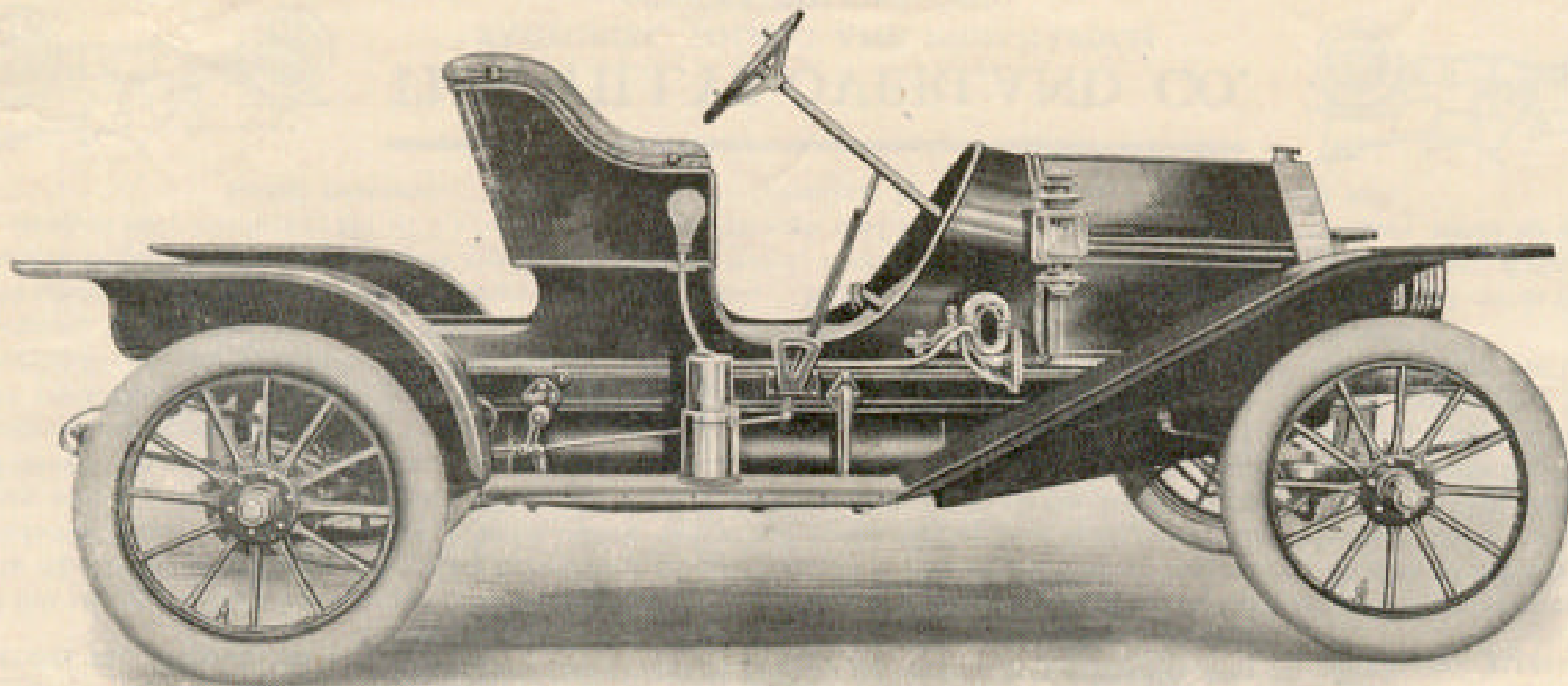
What the Car Will *Do*

BEFORE the first "38" was accepted by the Company, it was driven on **A Seven-Thousand-Mile Non-Stop Test.** During this run the Motor never stopped. The car was driven by three crews, night and day. One crew left the Testing Barn at seven in the morning, returning at three in the afternoon. The second took the car until midnight. The third drove until seven the next morning. The route was laid out over the worst roads in three states—Ohio, Michigan and Indiana. Bad hills, mud, sand, rocky roads, and well-nigh impassable stretches were deliberately chosen.

The drivers were instructed to wreck the car, if they could do so by any means short of running into a tree. They were told to get every ounce of power and speed out of the car at all times. They wore out four sets of new tires. They did everything they knew to smash the car. They tested it in every conceivable way, and yet when it came in from its last run, and was "taken down" for examination, not a single worn bearing, defect or weakness could be found. As it entered the factory enclosure for the last time the engine was purring like a kitten, and running more sweetly than when it started.

To really know the "38," you should ask one of this Testing Crew what they think of the Car! Two months later a duplicate ran from Toledo to New York City in 35 hours, through 817 miles of mud (breaking several records on the way), and entered the suburbs of New York at a speed of 52 miles an hour, for which the party was arrested and held seven hours by the police—the only fact which prevented a new record to New York. And not a particle of mechanical trouble on the way.

We could give you scores of other startling proofs, had we the space, among them the facts about the Overland Government Mail Cars in Indianapolis, which are completely revolutionizing the service. These Overlands are wonderful cars—wherever you find them—wonderful in their consistently perfect performance.



Model 38 — Price \$1000

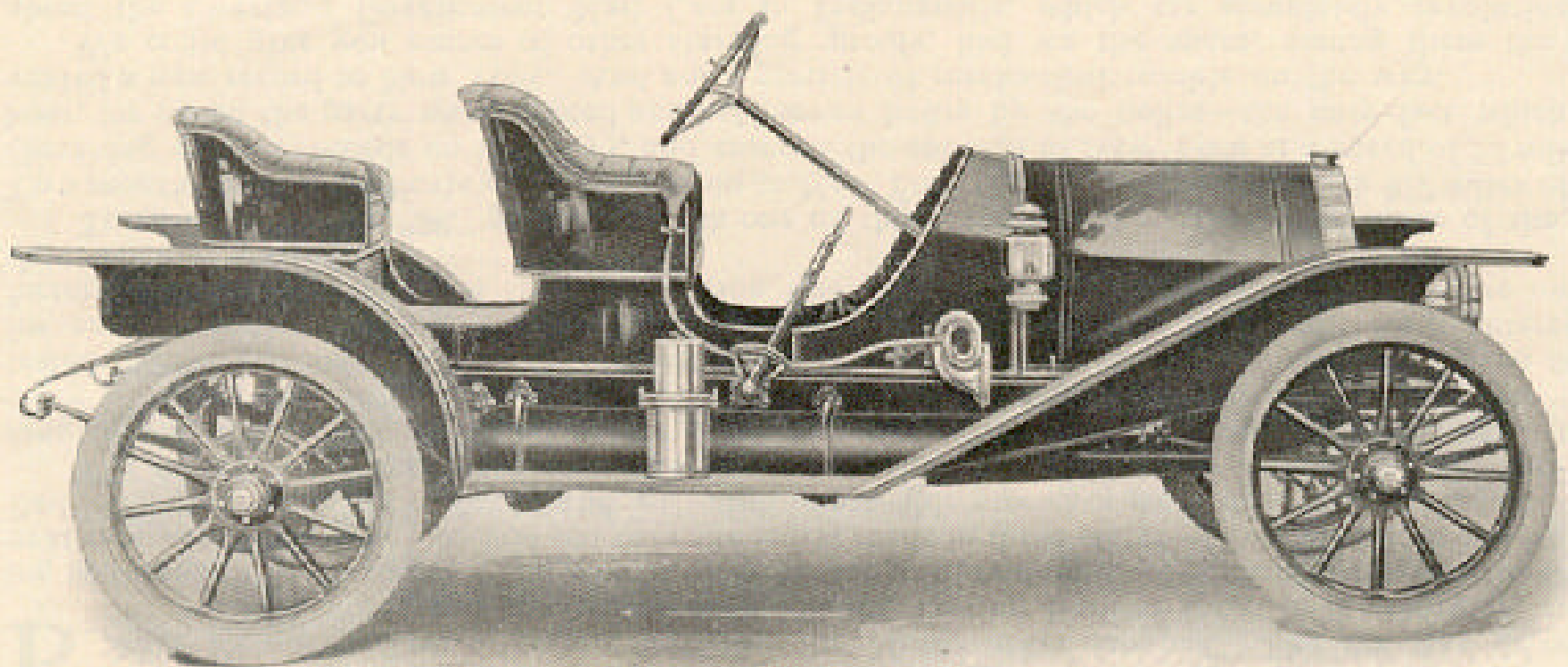
With Rear Deck, \$1025; with Single Rumble Seat, \$1050, with Double Bucket Seat, \$1075;
with Toy Tonneau, \$1100.

Model 38, shown above, is our new Thousand Dollar Runabout. It is the first real car at the price. It is as far ahead of the low-priced machines as they were ahead of the "one-lung" horseless carriages of years ago. Smart-looking, and well built throughout, the "Overland" 38 is exactly what people are looking for. It is bound to be the big hit of the year. We shall build 12,000 of this one model alone. The quantity explains the price. Practically all are already contracted for. High-class magneto and all lamp equipment included. Nothing is stinted anywhere. This car is the biggest automobile value ever offered.

Specifications 1910 Model 38

Wheel Base	102 inches.	Springs	1½x36 inches, Semi-elliptic, and 1¾x36 inches Full elliptic, Front and Rear, respectively.
Tread	56 or 60 inches.	Steering Gear	Worm and Segment, Adjustable.
Seating Capacity	Two, Three or Four.	Front Axle.	Drop-Forged, I-section.
Body	Roadster, Single or Double Bucket.	Rear Axle	Semi-Floating.
Motor	4-Cylinder, cast singly, 3¼x4½ in.	Wheels	Artillery.
Horse Power	25.	Tires	32x3½ inches.
Transmission	Planetary, 2 speeds forward, 1 reverse.	Frame	Pressed Steel.
Clutch	Multiple Disc.	Lamps	Two Gas, Three Oil.
Ignition	Remy Magneto.	Trimming	Black Leather.
Carburetor	Schebler Float-Feed.	Color	Dark Blue.
Brakes	Internal and External on Rear Wheels.	Price	\$1,000, as shown above.

Prices of additional Body Equipment as follows: Rear Deck, \$25 extra; Single Rumble Seat, \$50 extra; Double Bucket Rear Seat, \$75 extra; Toy Tonner: \$100 extra.



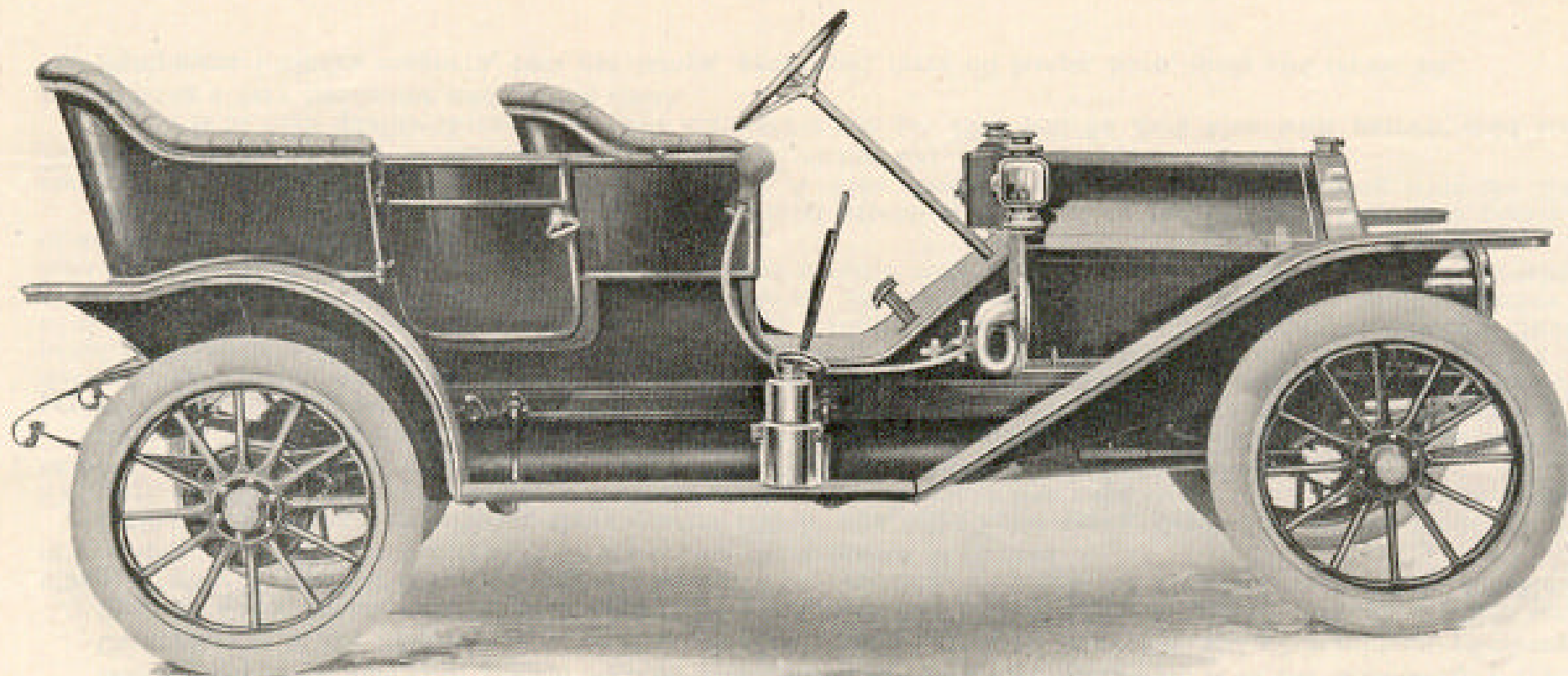
Model 40 — Price \$1250

Price includes Single Rumble Seat; with Double Bucket Seat, \$1275

This is Model 40, a larger and more powerful car than the Thirty-eight. An elegant proposition for anyone who wants speed, power and simplicity, in a two or three passenger handy car, without making a large investment. Model 40 offers everything a buyer would expect in a Three or Four Thousand Dollar Roadster. It's a classy-looking car, too, with long, low, graceful lines, and forty real horsepower under the hood, ready for instant service. Speed up to 60 miles an hour always available. Anyone can drive it wherever there's a road. Complete with magneto and full equipment.

Specifications 1910 Model 40

Wheel Base	112 Inches.	Steering Gear	Worm and Segment, Adjustable.
Tread	56 or 60 inches.	Front Axle	Drop-Forged, I-section.
Seating Capacity	Two, Three or Four.	Rear Axle	Semi-Floating.
Body	Roadster, Single or Double Bucket.	Wheels	Artillery.
Motor	4-Cylinder, cast singly, 4¼x4½ in.	Tires	34x3½ inches.
Horse Power	40.	Frame	Pressed Steel.
Transmission	Planetary, 2 speeds forward, 1 reverse.	Lamps	Two Gas, Three Oil.
Clutch	Multiple Disc.	Trimming	Black Leather.
Ignition	Remy Magneto.	Color	Dark Blue.
Carburetor	Schebler Float-Feed.	Price	\$1,250, including Single Rumble Seat, Double Bucket Rear Seat, in lieu of regular equipment, \$25 extra.
Brakes	Internal and External on Rear Wheels.		
Springs	2x38-inch Semi-elliptic, and 2x44-inch Three-quarter elliptic, Front and Rear, respectively.		



Model 41 — Price \$1400

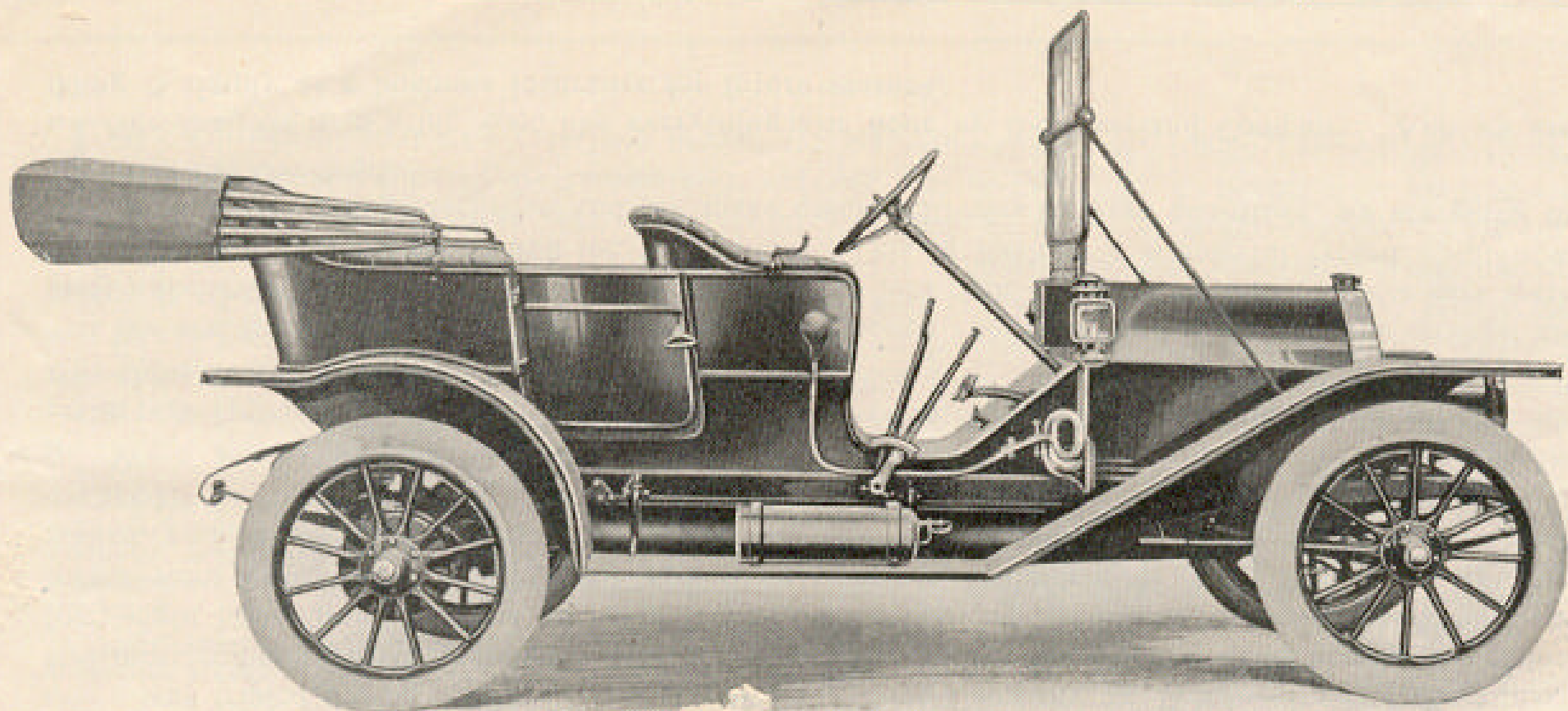
Price includes option of either 5-Passenger Touring, or 4-Passenger Close-Coupled Body.

Model 41, pictured above, shows our Light Touring Car, a well-built Family Motor-Vehicle that leaves nothing to be desired. ³⁰⁻¹² ^{uning} on the same chassis as Model 40, this car provides like features of simplicity, power, ease of ^{uning} and handsome appearance, and, in addition, offers a roomy tonneau for three extra passengers. Like all our Planetary Models, the well-known Overland motto applies—"Only pedals to push and no noise but the wind."

Specifications 1910

Model 41

Wheel Base	112 inches.	Springs	2x38 inches Semi-elliptic, and 2x44 inches Three-quarter elliptic, Front and Rear, respectively.
Tread	56 or 60 inches.	Steering Gear	Worm and Segment, Adjustable.
Seating Capacity	Four or Five.	Front Axle	Drop-Forged, I-section.
Body	4-Passenger Close-Coupled or 5-Passenger Touring.	Rear Axle	Semi-Floating.
Motor	4-Cylinder, cast singly, 4¼x4½ inches.	Wheels	Artillery.
Horse Power	40.	Tires	34x4 inches.
Transmission	Planetary, 2 speeds forward, 1 reverse.	Frame	Pressed Steel.
Clutch	Multiple Disc.	Lamps	Two Gas, Three Oil.
Ignition	Remy Magneto.	Trimming	Black Leather.
Carburetor	Schebler Float-Feed.	Color	Dark Blue.
Brakes	Internal and External on Rear Wheels.	Price	\$1,400.



Model 42— Price \$1500

Price includes optional 5-Passenger Touring, or 4-Passenger Close-Coupled Body.

Model 42 is the ideal Touring Car, equipped with Selective Sliding Gear Transmission. Aside from this, it is somewhat similar to Model 41, being built on the same chassis, and equipped with the same reliable and quiet-running Overland Motor. The body design is slightly different and the car somewhat heavier throughout. This will be found a particularly easy car to operate—the clutch is so balanced that it disengages without effort, and the gears shift surely and noiselessly. It is hard to see where any Three Thousand Dollar Car offers more than the Overland 42.

Specifications 1910 Model 42

Wheel Base	112 inches.	Springs	2x38 inches, Semi-elliptic, and 2x44 inches, Three-quarter elliptic, Front and Rear, respectively.
Tread	56 or 60 inches.	Steering Gear	Worm and Segment, Adjustable.
Seating Capacity	Four or Five.	Front Axle	Drop-Forged, I-section.
Body	4-Passenger Close-Coupled, or 5-Passenger Touring.	Rear Axle	Semi-Floating.
Motor	4-Cylinder, cast singly, 4¼x4½ inches.	Wheels	Artillery.
Horse Power	40.	Tires	34x4 inches.
Transmission	Sliding Gear, Three Speeds forward, One reverse.	Frame	Pressed Steel.
Clutch	Cone, Leather-faced.	Lamps	Two Gas, Three Oil.
Ignition	Remy Magneto.	Trimming	Black Leather.
Carburetor	Schebler Float-Feed.	Color	Dark Blue.
Brakes	Internal and External on Rear Wheels.	Price	\$1,500.