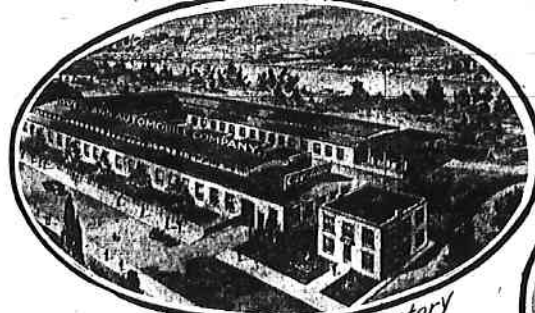
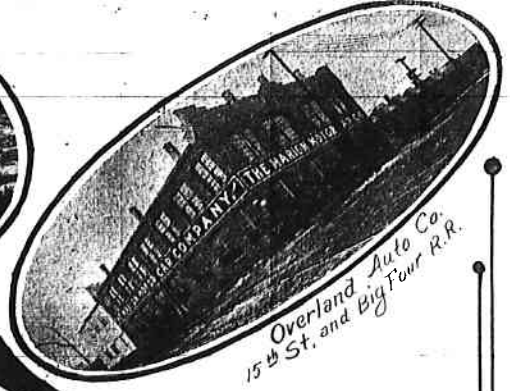


Laycock Building



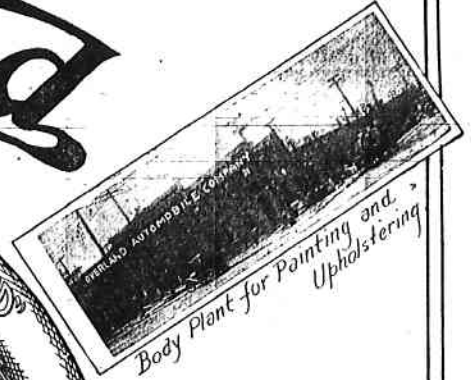
Original Overland Factory



Overland Auto Co.
15th St. and Big Four R.R.



Addition to Overland Plant.



Body Plant for Painting and Upholstering

Overland

THE MEN BEHIND THE "OVERLAND"



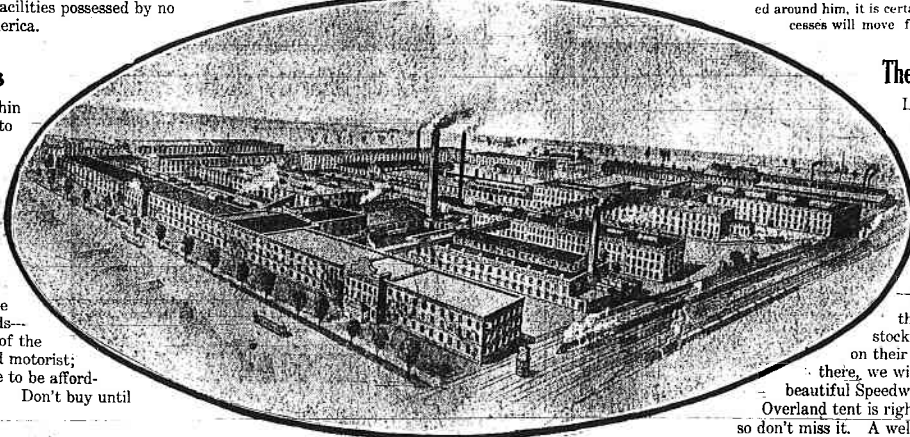
The Overland in 1910

The Overland for 1910 is a development of six years' progress. The men behind it have produced a car with a national reputation—a car in national demand. The idea behind it was not to produce a limited number of cars for the wealthy few, but rather to manufacture an almost unlimited number of moderate priced but first-class automobiles, embodying every good feature of modern practice—meeting every requirement of reliability, speed, quietness and power—which would best appeal to the thousands of intelligent American buyers. We have been developing this idea for several years. Now we have the car that can truly be called "The Car for the People." We point with pride to the Overland for 1910.

Think of a production of 15,000 cars! Think of the enormous capabilities of the great factories shown here, employing in all more than 3,000 men! Think of the marvelous fact that every one of their 15,000 cars has already been contracted for by experienced automobile dealers—North, South, East and West. Consider these remarkable facts and reflect on the wonderful growth of the automobile industry and the success of the great local organization that is putting out the Overland for 1910. The buildings shown at the top of this page illustrate the Indianapolis factories of the Overland—five in all. Two more are in process of construction. Even these tremendous facilities will not keep pace with the demand for the Overland, and in addition we have taken over the former Pope factory in Toledo—the greatest Automobile factory in the world. These plants will be operated in conjunction, giving the Overland manufacturing facilities possessed by no other Automobile Company in America.

The New Overlands

The 1910 models will be out within the next thirty days. We prefer to reserve our detailed announcement of them until we have the Cars to show. We can say, however, at this time, that they will be a revelation of power, speed, quietness and reliability, at moderate prices, giving in all, the greatest Automobile value ever offered. Be sure to see the new designs. They will provide cars for all classes and for all needs—Cars fulfilling every requirement of the wealthy buyer, or the experienced motorist; Cars sufficiently moderate in price to be afforded by the man of average means. Don't buy until you see the new Overlands!



Toledo Plant

The Story of Success

Mr. John N. Willys, President and General Manager of the Overland Company, is the whirlwind of achievement behind the Overland. It was only a young man with big ideas and of phenomenal executive talent who could take hold of an obscure, struggling concern, badly managed, and poorly equipped, and in two short years, by sheer strength of personality and almost superhuman ability, lift it to the position of national predominance it now occupies. Mr. Willys has always been an organizer, and a builder of successes. Years ago he established the Elmira Arms Co. and carried it through to prosperity. Later he founded what is today one of the largest and best known Automobile supply houses in America, located in the heart of the Motor Car market on Broadway, New York. A few years ago Mr. Willys conceived the idea of forming a sales corporation to market the product of several manufacturers, consolidating the selling interests of all into a company composed of expert salesmen and promoters, and thus enabling the several manufacturers to concentrate their attention on the manufacturing end alone. The result was the forming of the American Motor Car Sales Co., handling the entire output of the American, Overland and Marion cars. Success followed so instantaneously that after the first year it was found necessary to cut down some of the contracts, consequently the sales company centralized its attention on the Overland and Marion cars. The Overland and Marion factories are now controlled by Mr. Willys, and under his aggressive leadership, and with the able lieutenants he has gathered around him, it is certain that the Overland and Marion successes will move forward to even greater achievements.

The Overland at the Speedway

Like everyone else in Indianapolis, we are boosting for the new Motor Speedway, and just to give added interest to the great races there we are offering a gold plated Overland car for the fastest mile on the new course this season. In addition, we are going to have a big, beautifully decorated tent where the Overland trophy will be displayed, together with the current models of the regular stock car. These will be worth seeing on their own account, and if you will stop there, we will be glad to present you with a beautiful Speedway-Overland Souvenir. The big Overland tent is right at the entrance of the grounds, so don't miss it. A welcome awaits you there.

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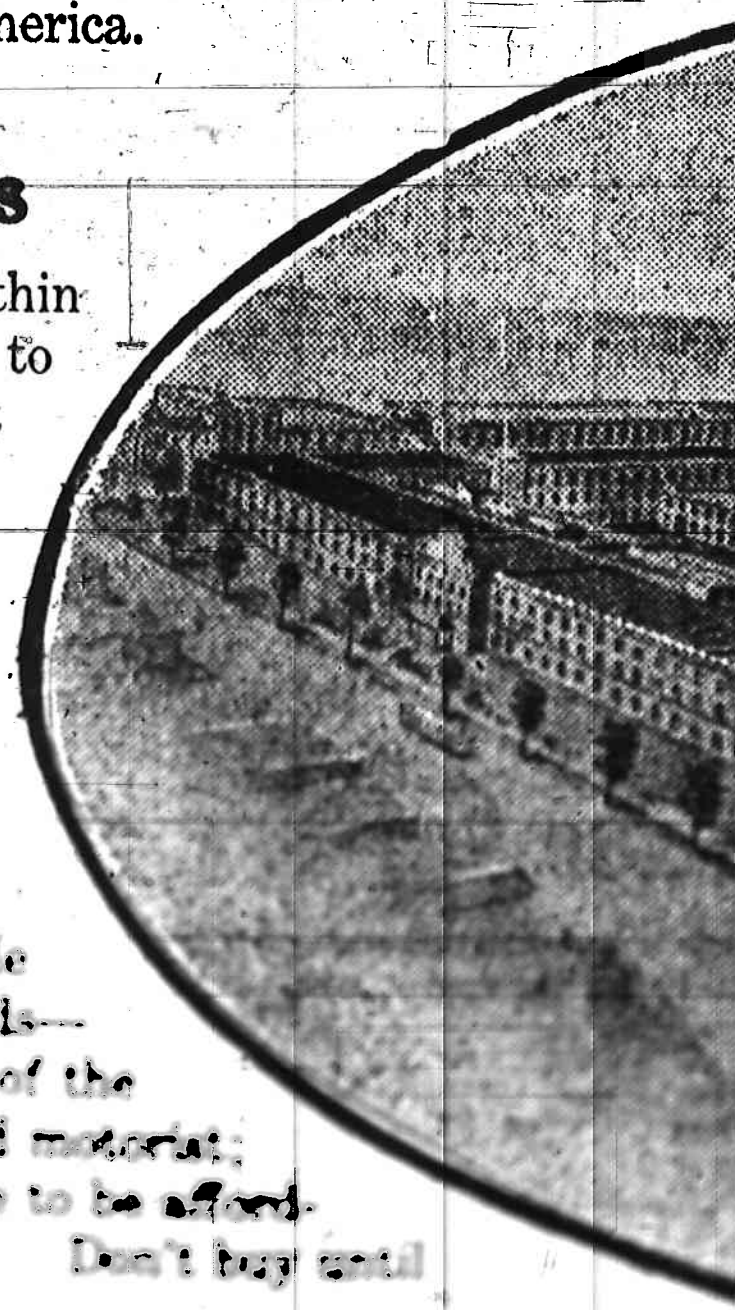
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