



Overland

**IF THERE WERE NO OTHER REASON
THE NAME OVERLAND
IS SUFFICIENT**

The name Overland in itself fully justifies our taking over the Nebraska territory controlled by the Omaha Branch of the Willys-Overland, Inc., as an addition to the territory in Iowa which has been under our management for the last seven years.

But in addition to the inestimable value of Overland good will and prestige we have been guided by an intimate acquaintance with the factory personnel, the factory equipment, and the factory merchandising methods. This "inner acquaintance" has made us feel that Overland Automobiles, backed by a conscientious dealer organization, cannot fail to bring new friends and greater prestige to our own organization.

We believe in Overland design, Overland mechanism, Overland production, Overland management and Overland ability to hold its own and keep faith with the people in time of war or in peace.

In our judgment the Overland has proven its worth from one end of this country to the other. Its builders have studied the people's needs and have bent

every energy to supply them. Today, the Overland is sold in every quarter of the globe, regardless of the financial ability of those who buy and drive it. There are people driving Overlands today, right in your own territory, who could pay five times the price asked for it.

The point is, Overland meets every demand. It is so refined that it lacks no feature of the highest priced cars. We believe the Overland is strong enough, durable enough, comfortable enough, fast enough, handsome enough, economical enough for anyone.

Our contract with the Overland is as old as the car itself. Our faith in its worth and great value to the people increases with its years. We have sold it when people looked upon it as a luxury. Today, Iowans and Nebraskans are buying it as a Necessity.

In announcing here that, while retaining our Iowa territory, we are taking over the distribution in the territory of the Overland branch in Nebraska, we are emphasizing our belief in Overland future, and further, that when you have bought an Overland, you have done everything possible in providing for your needs.

Our main office is in Omaha in the Overland building, Twentieth and Harney streets, where we shall keep a large number of cars and a heavy stock of parts to meet all demands of our territory.

An efficient corps of mechanics will be employed to render first-class service to owners. We appreciate the patronage of Nebraskans and Iowans and shall be glad to meet them in our place at all times.

But There Is Still Another Reason

It seemed quite the logical thing for the Van Brunt Automobile Co. to assume control of the Nebraska territory, adjacent to Omaha, considering the fact that the name Van Brunt has been connected with the implement, carriage and automobile business in this territory for the past thirty years. People of this community should know us and our methods by this time. We believe they do and that our business career is above adverse criticism. We are proud of our business reputation.

Thirty years ago H. H. Van Brunt founded in Council Bluffs an implement and carriage business, the forerunner of the present Van Brunt Automobile Co. Down through the years the same ideals have been strictly adhered to—square dealing—truth in trade.

The firm has kept pace with the modern trend of business; with the coming of the automobile a new line of business was added. In 1910 the Van Brunt Automobile Co. became the distributors in fourteen counties of Iowa for the Overland Car. Their connection with the

Overland is just as old as the Overland itself.

And now the Van Brunt Automobile Co. has taken over, in addition to its Iowa territory, the distribution in the territory of the Overland branch in Nebraska.

We come to Omaha, not as strangers, but as close neighbors whose business is expanding with the growing popularity of the Overland Car. H. L. Van Brunt will remain in Council Bluffs and G. W. Van Brunt will assume charge of the Omaha business.

Van Brunt Automobile Co.

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COUNCIL BLUFFS,
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Phone 551

