

The Willys-Overland STARTER

"LET'S GO, AND GO FASTER"—John N. Willys

Volume 4, Number 1

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Across the Continent



With Overland 4

OVERLAND 4s HEADING GREAT PARADE OF WELCOME TO MOTOR TRANSPORT CONVOY IN SAN FRANCISCO

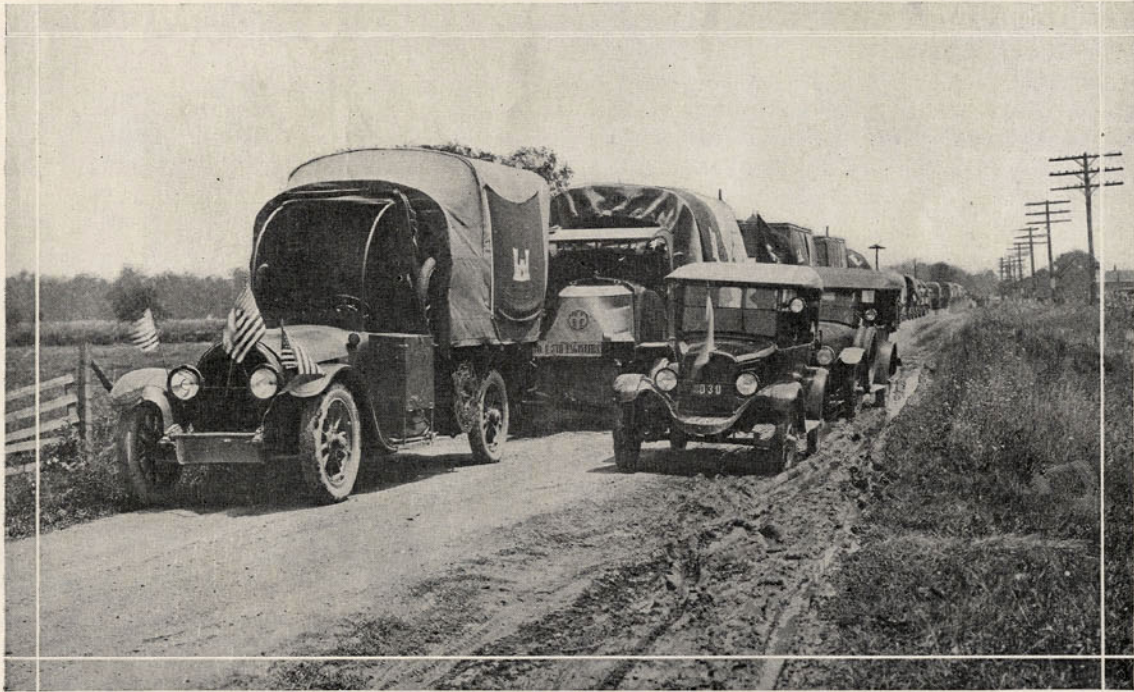


Great crowds royally welcomed the United States Motor Transport Convoy in San Francisco. Heading the parade was the Willys-Knight, decorated with the National Colors, as shown in this photograph. Behind it were the trucks of the Convoy—a train three miles long. And the Overland 4 shared the honors of the day.

service
history

The Willys-Overland STARTER

October 6, 1919



Paving the Road with Dollars

OVERLAND 4 FOUND NO HIGHWAY TOO ROUGH TO
DELAY ITS WORK WITH THE U. S. MOTOR CONVOY

WHEN the last car in the first transcontinental convoy of the United States Motor Transport Corps came to a stop in the streets of San Francisco on September 6th, there was concluded another important chapter in automobile history. Certainly one of the most important chapters since the first "horseless carriage" was introduced to a skeptical public. To the motor car manufacturer the success of the motor convoy is fully as significant and fully as historic as was the bridging of the Atlantic by aeroplane.

The transcontinental journey illustrates the ultimate possibility of a revolutionizing step in the development of transportation which means, in brief, dollars saved for producer and consumer, the world's freight totals increased, the world's markets grown fuller and,

thereby, greater comfort and greater happiness for all the people of the United States.

Each year has seen greater burdens thrust upon the transportation systems of the country until today the railroads are unable to cope with them. Rolling stock and terminal facilities are unable to meet the fluctuating requirements of demand and supply. The transcontinental trip has demonstrated beyond a doubt that the motor car offers the solution to the traffic problems that have been taxing the energies of the country's experts.

The motor convoy trip was sanctioned by Newton D. Baker, secretary of war, and the General Staff. It consisted of 72 vehicles—60 motor trucks and twelve passenger cars and had a personnel of 280 of whom 150



COL. CHARLES W. McCLURE, EXPEDITIONARY COMMANDER, (RIGHT) AND CAPTAIN BERNARD McMAHAN, TRAIN COMMANDER, RECEIVE THEIR INVITATIONS TO JOHN N. WILLYS' DINNER

were enlisted men and 30 officers, recruited from practically every branch of the army service. In addition to the government cars there were an 88-4 Willys-Knight touring car which served as the pilot car, and three Overland 4s which, during the transcontinental voyage, were known as the Overland "mystery cars". The Overland 4s were used by Dr. S. M. Johnson, official speaker of the convoy, the photographers and publicity men.

The wonderful performance of Overland 4 on this trip is significant to every Willys-Overland dealer and to every owner.



DRIVERS OF OVERLAND 4 CARS WITH MOTOR TRANSPORT CONVOY RECEIVE MEDALS FOR FAITHFUL SERVICE

There were four fundamental purposes for the coast-to-coast trip, namely: (1) To indicate the war department's participation in the 'good roads movement, (2) To secure enlistments in the Motor Transport Corps, (3) To make a service test of the standardized vehicles as used by the Motor Transport Corps and (4) to demonstrate to the people of the United States the importance of the Motor Transport Corps in the execution of modern warfare.

Starting at Washington, D. C., on July 7, 1919, the convoy followed the route of the Lincoln Highway, to San Francisco, a distance of approximately 3,100 miles. The schedule called for the convoy to reach San Francisco on September 6th, and the fact that the trip was



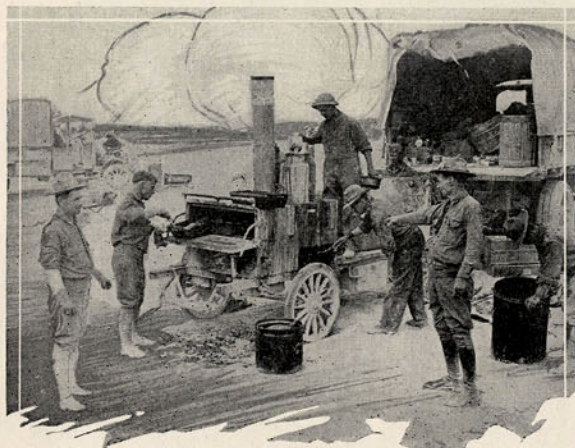
MYSTERY CARS UNRAVELING MYSTERY OF ROADWAYS IN FAR WESTERN COUNTRY

made strictly within the schedule marks it as a distinct achievement in view of the enormity of the undertaking and the obstacles which were overcome. The schedule called for a daily mileage varying from 60 to 80 miles at an average speed of ten miles an hour. It is little short of remarkable that the convoy was able to even approximate this schedule.

Impressive ceremonies marked the departure of the convoy from Washington. The "zero milestone," the beginning of all national highways, was officially dedicated on July 7th. The stone, which was unveiled by Secretary Baker, has upon its surface a map of the United States etched in silver upon which is inscribed these words: "On this date, July 7, 1919, Companies E and F, 433d Supply Train, left Washington, D. C., by motor truck via the Lincoln Highway to San Francisco, Calif., completing the first government official participation in the good roads movement and the 3,110-mile journey, arriving in San Francisco September 6, 1919." The dedication ceremonies were attended by official Washington. The truck train then moved away on the first leg of its long journey.

The route of the convoy lay through Hagerstown, Gettysburg and Pittsburg, Pa.; Canton and Mansfield, Ohio; Fort Wayne and South Bend, Ind.; Omaha and North Platte, Nebr.; Cheyenne and Shalton, Wyo.; Ogden and Salt Lake City, Utah; Ely and Carson, Nev.; and Placerville, Sacramento, Oakland and San Francisco, Calif.

The keenest interest marked the passage of the convoy in every city and town along the route, and in some of the more important places the arrival of the convoy was the signal for a civic holiday. In Pittsburg, traffic was held up for six hours while the convoy was passing through the city. Reception committees composed of city, country and state officials, as well as automobile men greeted the tourists. In cities where the convoy paused for the night the citizens spared no effort in arranging for the entertainment of the Motor Corps representatives. Everywhere Overland 4 shared in the public approval and interest so strikingly manifest.



MEN ON CONVOY LIVED UNDER ACTUAL FIELD CONDITIONS ON THE LONG JOURNEY

In this epochal trip the convoy encountered road conditions which will probably not in years be duplicated. In Utah and Nevada where the convoy crossed the Fallen Sink country and the Great American Desert, there had been no rain in seventeen weeks. In this section the dust was so thick that the drivers were almost blinded and the journey was accomplished only through skillful driving and a fair share of luck. The trail across the Great American Desert was practically impassable and it took the convoy two days to round out 50 miles.

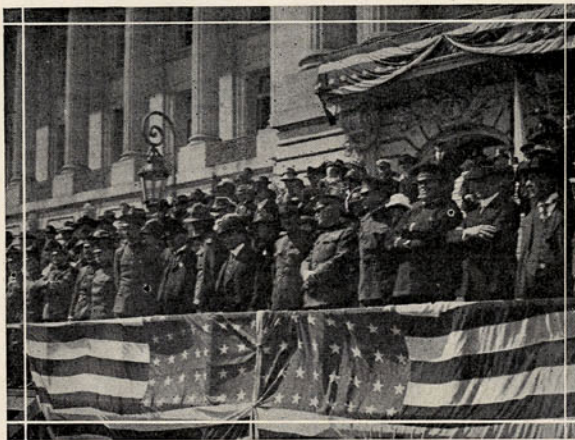
In the opinion of H. C. Osterman, vice-president the Lincoln Highway association, who has made nineteen coast-to-coast trips, the desert roads were never in such poor condition as when the convoy



DINNER INVITATIONS DELIVERED BY CURTISS IN PLANE. MEETING CONVOY 60 MILES FROM SACRAMENTO, CALIF.

passed over them. So far as rain was concerned, the convoy was particularly fortunate. A heavy rain east of North Platte, Nebr., which turned the roads into gumbo mud, delayed the convoy one day. During the course of the trip 65 bridges were remodeled or rebuilt entirely in order to accommodate some of the trucks which had a maximum load of fourteen tons. Fourteen bridges were rebuilt in a single day.

The steepest grade of the entire 3,000 miles was found at Myers, Calif., in the Sierra Nevada mountains, where the grade ran over seventeen per cent in some instances. Most of the vehicles in the convoy were compelled to resort to low gear but the Overland 4s made the entire climb of 7,630 feet in second gear without overheating, an amazing performance considering that the thermometer on that day registered 80°.



MAYOR ROLPH AND HIGH OFFICERS OF ARMY AND NAVY IN REVIEWING STAND TO WELCOME PIONEERS OF TRANSCONTINENTAL CONVOY—SAN FRANCISCO



OVERLAND 4 WON THE CONSTANT PRAISE OF ARMY OFFICERS FOR EXCEPTIONAL SERVICE UNDER SEVERE TESTS

At Sacramento, Cal'f., John N. Willys, president of The Willys-Overland Company and The Willys-Overland Pacific Company, played host to the convoy at a California dinner. The dinner invitations, addressed to each officer and enlisted man in the convoy, were dispatched by aeroplane, a Curtiss JN (The Curtiss Aeroplane Motor Corporation is an allied Willys interest) from Sacramento and were dropped from the plane as the convoy was approaching Placerville.

Upon their arrival in Sacramento the officers and men were met by Gen. J. J. Barree, adjutant general of California, representing Governor Stephens; Maj. Gen. Hunter A. Liggett, commander of the western department; H. C. Osterman, vice president of the Lincoln Highway association; John Q. Brown, president of the Sacramento City commission; L. C. Hunter, vice president of the Sacramento chamber of commerce, and representatives of the Willys-Overland Pacific company. The dinner was held in the Willys-Overland building. The speakers confined their remarks to a few words of welcome and the evening was given over

to an entertainment program which will linger in the memories of the guests.

On the following morning the convoy set out upon the last lap of its historic journey, making stops at Stockton and Oakland. From Oakland the convoy was ferried across San Francisco bay, four destroyers and a squadron of aeroplanes accompanying the tourists across the bay. A tremendous ovation was accorded the convoy when it embarked in San Francisco, whistles and bells proclaiming the arrival of the men who, two months, before had set out in the national capital.

Governor Stephens, officers of the army and navy, and a citizens' committee greeted the members of the convoy and a squadron of cavalry escorted the automobile caravan through the city in a parade that was witnessed by thousands of San Franciscans who cheered the pioneers while showers of blossoms floated down upon them from aeroplanes on the wing overhead.

In Lincoln park overlooking the waters of San Francisco bay another milestone was unveiled by

Mayor Rolph of San Francisco to mark the terminus of the historic journey from the Atlantic to the Pacific. After the dedication ceremonies the officers and enlisted men of the Motor Transport Corps were decorated with medals presented by the Lincoln Highway Association, and then the drivers of the Willys-Knight and Overland "mystery cars" received similar decorations for their "untiring services" and their contribution to the success of the expedition.

A Great Record

Of particular interest to the Overland family in Toledo and their many relatives in all parts of the United States is the performance of the "mystery cars", or the Overland 4s as they are now known, in this historic trip. As in every instance where their mettle has been tested Overland 4s came through with flying colors. The performance of the cars under the severe conditions imposed by the transcontinental trip was perhaps, even more brilliant than their impressive showing during the 250,000 mile trip through the Southwest when they were subjected to a test that has rarely been equalled in the history of motordom. Wherever the convoy stopped Overland 4s were the center of attraction and many prospects were sold on the appearance of the cars and their performance in the convoy.

How splend'd the record has been told in telegrams from M. S. Cooper, who represented the Willys-Overland on the trip. Major Cooper reported:

"Our four cars completed transcontinental trip with clear records. No repairs. Driver Andres in Willys-Knight covered 4,132 miles with only two punctures to hold h'im up. Equipped with Fisk Cords. Willys-Knight made best tire record of any passenger car in convoy.

"Driver Webb, Model 4 Sedan, 4,387 miles, two tire changes. Driver Schell, Model 4 Touring, 4,743 miles, six tire changes. Driver Brown, Model 4 Touring, 5,055 miles, three tire changes.

"Medals awarded the four drivers in recognition of service and clear records made by our four cars. Wonderful ovation to our cars in parade, San Francisco."

Dr. Johnson's Letter

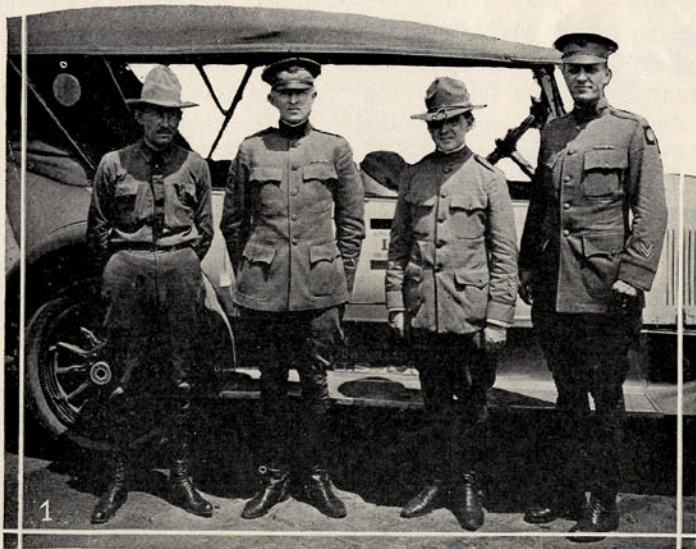
An enviable record in view of the road conditions which greeted the trucks and passenger cars in the desert areas and in the mountain districts! The capability of Overland 4 was demonstrated time and again and there is no better evidence of its superb riding qualities than this letter from Dr. S. M. Johnson, the official lecturer of the trip. Writing to A. L. Bement of the Lincoln Highway Association on September 6th, he said:

(Continued on page 10)



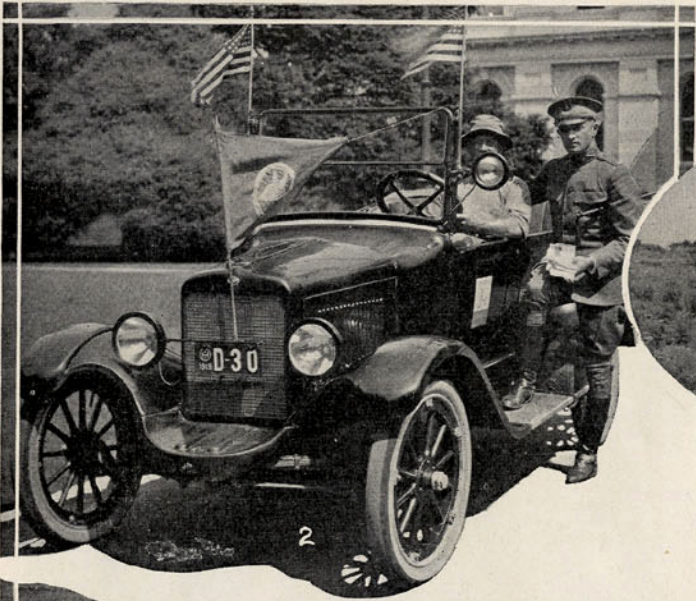
HAPPIEST HOUR OF THE TRIP—OFFICERS AND GUESTS AT JOHN N. WILLYS' DINNER
IN WILLYS-OVERLAND HEADQUARTERS, SACRAMENTO

With Overland 4 A



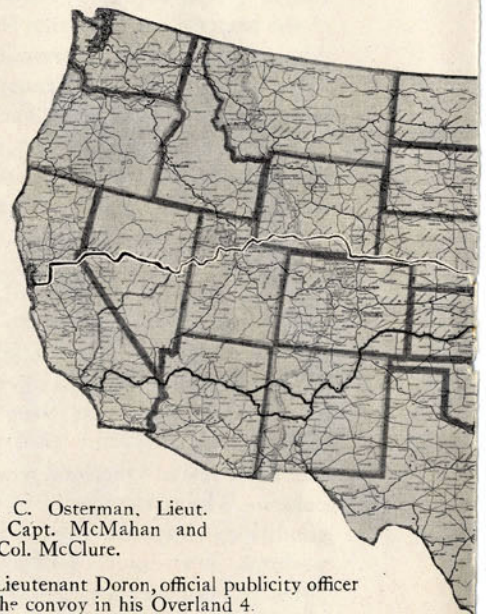
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1. H. C. Osterman, Lieut. Doron, Capt. McMahan and Lieut. Col. McClure.



2

2. Lieutenant Doron, official publicity officer of the convoy in his Overland 4.



3.-6.-11. Picturesque but difficult testing.

4. The official photographers had much to do.

5. A stop at noon for mess.

7. Mud hub deep to cripple truck.

8. The Willys-Knight which is the only one left.

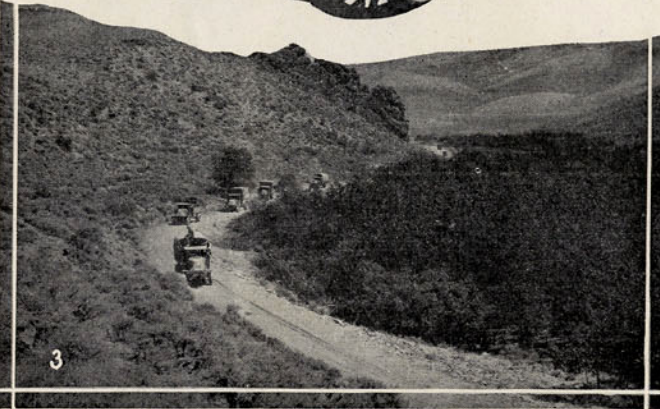
9. Dr. S. M. Johnson, official physician.

10. Willys-Overland Fleet with Dr. Johnson.

Map shows route of Motor Convoy.



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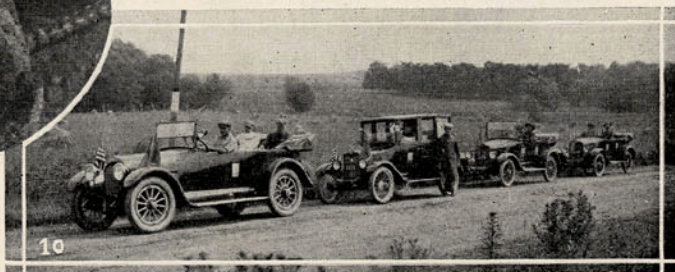
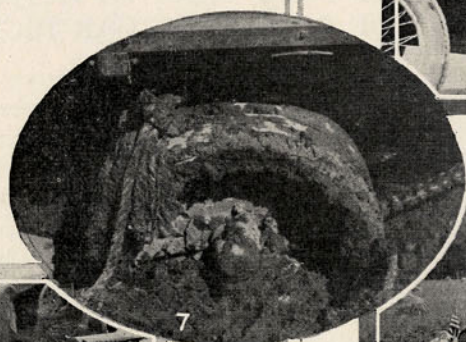
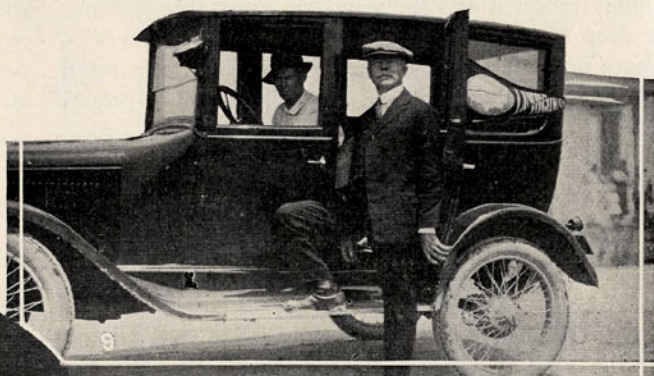
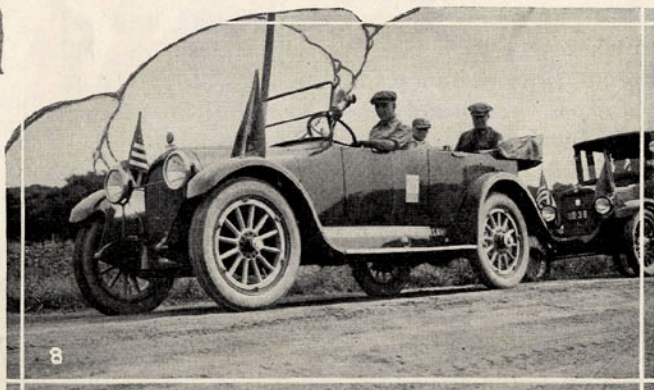
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cross the Continent



country which gave Overland 4 a thorough
work to do in rough, broken country.

ucks—but Overland 4 got through.
made a wonderful record.
lecturer and his Overland Sedan.
h the Convoy
by via Lincoln Highway—top line.



(Continued from page 7)

"Today we reached the end of the long, long trail on which we set out from Washington, July 7th, and I write to thank you for the courtesies extended and especially for your arrangement for my transportation.

"I found the Overland 4 Sedan so suited to my needs that I rode in it from choice all the way. It must be the new spring arrangement, but even when the roads were rough I came to the night stops without fatigue. It is a marvel of ease and comfort. I have enjoyed the highest degree of physical comfort and am in better condition than when I left Washington.

"Only once did the car stop except by our volition. We tried to run around the trucks on a dirt road too highly crowned and slippery from rain. We slid into a deep gutter with some Cadillacs and Packards to share our grief. We secured a spade and dug down to dry earth for traction and went out on our own power.

"In the Southwest we have a Spanish term which we apply to pets and to little things for which we form a liking. It is Chiquito, it means "little." It is pronounced che-ke-to, accent on the second syllable. I have dubbed the car Chiquito.

"The Lincoln Highway association has rendered a great service to the nation and deserves recognition when the Federal government proceeds to designate and create a system of national highways."

From the Willys-Overland viewpoint the convoy was invaluable. The performance of Overland 4 in the "long drill" across the continent won a host of friends for the product of the Toledo factory, and the spirit of the Willys-Overland people throughout the trip and especially in California made a lasting impression upon the men in the Motor Transport Corps and all who were associated with the splendid adventure.

Capitalizing Annoyance

GRAND RAPIDS SELLS NEW AND USED CARS TO FATHER, IRRITATED BY DISCOMFORTS OF A TROLLEY CAR PICNIC

A NOVEL motion picture is being used by the Grand Rapids Overland Company to advertise used cars. Unique yet replete with sales value this advertising photo playlet entitled "Would You Call it a Picnic?" has been shown throughout the territory with marked success. It comprises approximately 500 feet of film and is shown in the movie theatre as a part of the regular programme.

The picture opens by showing a family loaded down with baskets and picnic paraphernalia starting for a proposed enjoyable day in the country. Many are the difficulties encountered on the tiresome trip on foot and by rail to the picnic ground. Arriving at their destination, tired, and with patience exhausted, the family has no sooner lunched than it is compelled to return home because so much time is consumed in the slow and tiresome walk to the interurban station and long ride home.

On reaching home tired out and exasperated, the father in an effort to seek relaxation glances at the evening paper. The used car advertisement of the Grand Rapids Overland Company is seen and immediately the solution of his troubles dawns upon him.

The film then shows the used car department of the Grand Rapids Overland Company where an Overland automobile is purchased, and the photo playlet concludes with a pleasant glimpse of the ideal picnic made possible by the newly acquired automobile.

The entire film strikingly portrays the advantages of the automobile. This is strongly brought out by the pictures contrasting the same characters on two picnics—one with an automobile and one without.

Mr. Lush, sales manager of the Grand Rapids Overland Company, says that the pictures have been a great success wherever they have been shown.

The film has been slightly changed and modified in a number of instances to satisfy the requirements of local dealers in towns throughout the Grand Rapids territory. In every city where it has been shown the dealer has reported profitable results.

An Overland 85-B Enthusiast

IN these days of high costs to find a motor car which doesn't eat up more than one gallon of gasoline for each 21 miles traveled is motor car satisfaction. It is the sort of motor satisfaction, however, that has earned for the Willys-Overland product the popular approval of more than 600,000 owners.

The latest instance is in a letter from P. J. Praay of Perry, Mich. Writing to the advertising department at Toledo, he says: "Recently I purchased an Overland 85-B in Indianapolis. Last Tuesday (he is writing under date of Sept. 6th) I drove the 310 miles home. In many stretches, I had to go through new gravel and sand into which the car sunk to the hub caps. But the trip was made on fifteen gallons of gas and three quarts of oil. That seems to be remarkable to me, considering the weight of the car."