

Judge an Automobile by its "Points"

TRULY, the automobile fills a vital part in the farm life of today. Considered from the standpoint of necessity and utility, the automobile is essentially a product for the farmer, even more than for the city man.

Think of the broadening effect an automobile has upon a man's own viewpoints and the avenues to recreation and pleasure that it opens up. Think how, summer and winter, it is at your service. Think how it widens the world for your family.

Consider its effect upon the children and their education. Count its value to you in your farm work.

Add to these the urban advantages it brings to your very door yard.

Considering all these things, the question of buying a car is not that of securing a luxury, but of providing a vital necessity. It is not a question of seeking justification for buying a machine, but, rather, seeking the machine which will give you the best service and best answer your individual requirements in all the various uses to which it may be put in your daily life.

Judging automobile values is very similar to judging a horse or a cow. Just as an animal has its "points" by which you can appraise its merits, so have automobiles points which enable you to decide the comparative value of different machines.

What these points are is brought out in a new book we have just published—a book just as straightforward as this one.

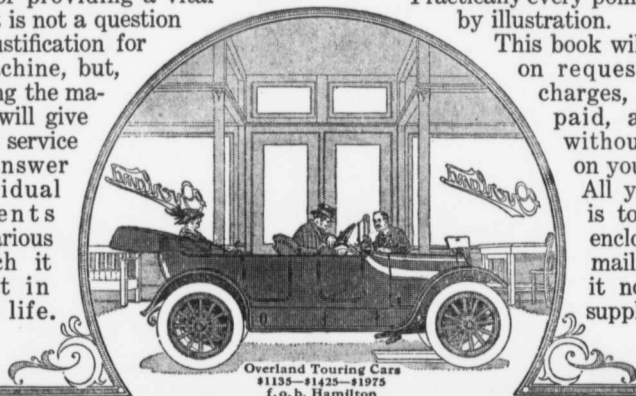
Just as we have aimed to show you here what an automobile can do for you, just so will this new book show you point by point what to look for in a car to assure satisfactory service, how to recognize the essentials and why they are essentials.

While this book is complete and exact, it is very simple and is designed for the man unfamiliar with automobiles as well as for the experienced motorist.

Practically every point is made clear by illustration.

This book will be sent you on request, free of all charges, postage prepaid, and entirely without obligation on your part.

All you need to do is to fill out the enclosed card and mail it to us. Do it now before our supply is exhausted.



Overland Touring Cars
\$1135—\$1425—\$1975
f. o. b. Hamilton

The Willys-Overland of Canada, Limited
Hamilton, Ont.