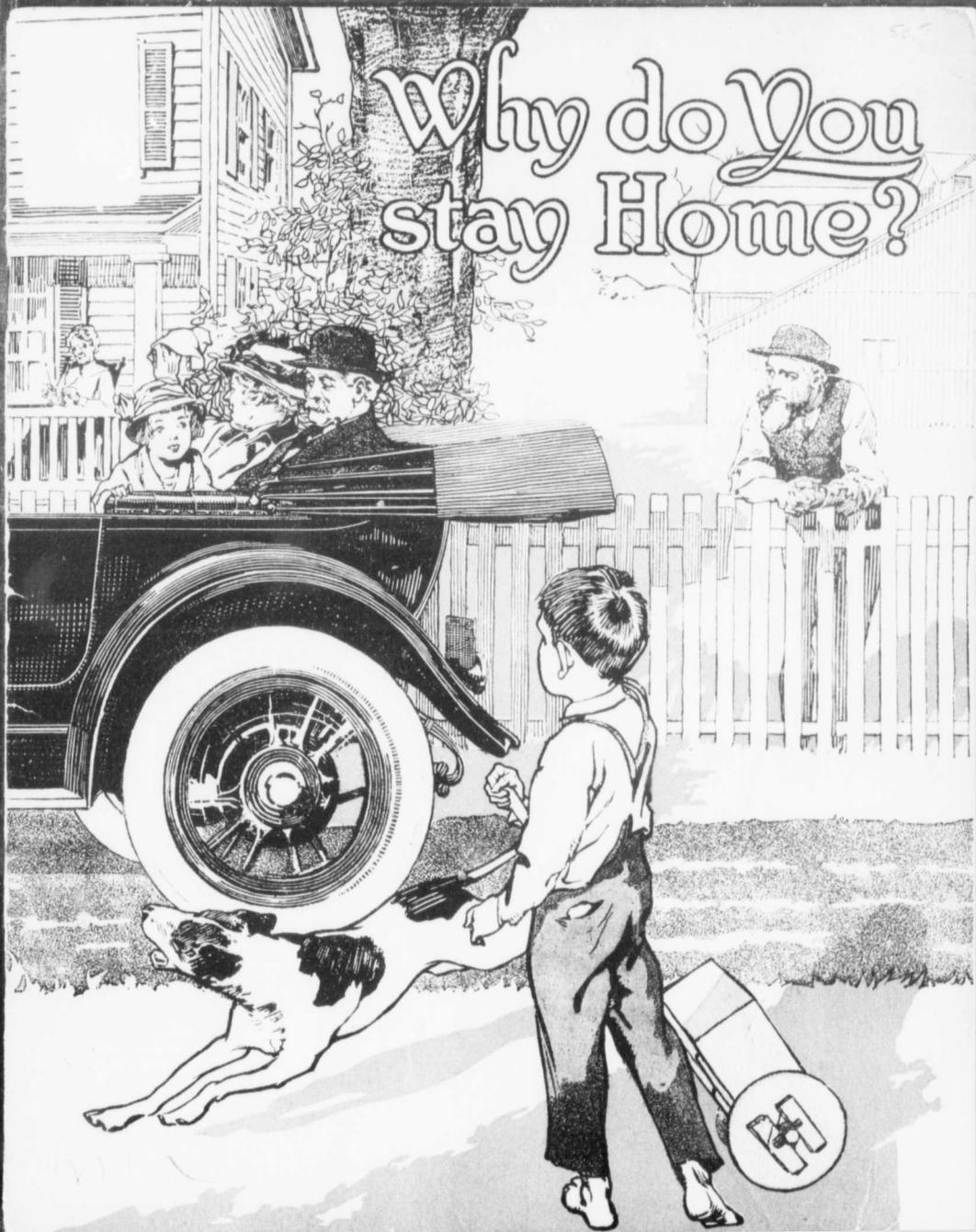


Why do You stay Home?



Why do You Stay Home?

¶ The substance of this book is summed up in the large center illustration—a successful, happy man departing from the scene of his labors to enjoy with his family the well earned relaxation his automobile affords.

¶ Frankly, we aim to show you the benefits an Overland car possesses for you, your wife and your children, by suggesting some of the things it is now doing for over eighty thousand farmers.

¶ So much for our side of the matter. Now then—if an automobile opens the way to more rest, more pleasure and profit for your entire family, you naturally want to know about it. It is in this spirit of *mutual* benefit that we offer you the following pages.



THE WILLYS-OVERLAND OF CANADA, Limited
Hamilton, Ontario

Why do You Stay Home?



HOW often have you come in from the fields after a day's hard labor anticipating an evening of relaxation previously planned? Perhaps there is a social tonight. Perhaps the Club is meeting. Possibly there is a good show in town. Maybe you want to get some information from Jones about that new dairy feed he is so enthusiastic over.

But after the chores are done and the supper cleared away, you think of the effort needed to go out. You think of hitching up the tired horses. You think of the long drive, the late return home. You think of putting up the horses, perhaps bedding them—all in the dim light of a lantern.

You think of all these things and then, tired already from your day's toil, you decide not to go. You need recreation, but the effort required to get it is too great. So you stay home!

Long hours of toil and monotony of life have long been the lot of the average farmer. His necessary isolation and his work have kept him from enjoying the full benefits of frequent association with his neighbors and friends. Easy means of communication have been lacking and only within recent years has any great progress been made in this direction.

Surely the farmer merits rest and relaxation if any man does. Modern farm work of course has been made lighter by labor saving machinery. The physical toil has been lessened and the farmer given more time to himself. But the need for relaxation and pleasure remains. And it is a *real need too*. The mental and physical welfare and growth of a man demand variety in life, an occasional change of surroundings and frequent mingling with his fellowmen.



You need recreation but you're too tired—so you stay home

This is the big vital service the automobile can perform for you. You do not have to stay home if you have a car. You do not need to feel yourself rooted to the soil. Your wife and your children will be happier and more contented. An automobile brings freedom—freedom from isolation, freedom from loneliness, freedom from the limitations of time and distance.



An automobile brings freedom

Relaxation and Change for the Farmer



You will find yourself able to go on pleasure trips with your wife and children

LOOK carefully into the question of getting an automobile, and you will soon realize that a car is far more than a mere luxury—that it is a vital necessity in the life of a modern, progressive farmer.

Farmers, as a class, have been unusually conscientious in their efforts to build up a rich heritage for those who come after them. They spare no pains and even sacrifice themselves to this ideal. In justice to yourself, is this viewpoint entirely correct? You have a right to seek relief from the enslaving part of work. In justice to your children, isn't it well to develop their characters and teach them self reliance by letting them work out their own problems and destinies?

If you agree with us on these points then you will welcome the relief the automobile offers. A car makes a man a better farmer, and gives him a whole lot of pleasure he would not otherwise have. Many men regard its broadening mental effect as its greatest benefit.

You know as well as we do that too many farmers think too much about the money

they are going to get out of their crops and the land they can buy with the money they get. When you get right down to it, there are a lot of things in life as important, perhaps more so, than making money.

Relaxation after the Day's Work

ONCE you have an automobile you will soon find yourself looking forward to summer evening rides with your family with the cool breeze blowing away the fever heat of the day's work in the fields.

You will find yourself able to go on pleasure trips, to picnics and so on, with your wife and children, which hitherto you were unable to enjoy because of the distance to be covered in the time at your disposal. Many a man has reported that he doesn't feel the hard work of harvest time as much as he did before his machine gave him the needed relaxation.

It drives the cobwebs from your brain and the ache from your back to sit with your hand on the wheel, feeling the thrill of the thrumming engine under your control.

You know a man can't get the same rest and relaxation out of a horse. In the first place, what relief is there for a farmer in driving a horse? In the second place, chances are you're sorry for the brute. If a man has any sympathy and feeling for his animals at all, he knows that they must have their rest over night and Sunday. A horse is too slow and the distance you can cover is too small to really get any great amount of recreation out of an evening's drive. At the same time you know that your automobile costs you money only when it is in use, unlike the horse which is a constant expense.

Automobile Comfort in Winter Weather

IN winter, instead of hugging the fire, trying to keep warm, and dreading the next trip that you'll have to make to town, you'll go and come with comfort and just as often as you please.

You know how unpleasant it is to drive a horse with your fingers so numb that you can hardly hold the lines and have the old buckboard bouncing up and down over the rutty roads; the horse picking his steps here and there, while you shiver and try to make it as easy for the animal as you can.

You know too, how often your business has been hampered or your pleasure marred and cut short by the thought of your horse standing out in the cold or under the poor shelter of some wagon shed.

In your automobile, you scoot along at a comfortable speed, closely buttoned in by curtains and protected by the windshield

that takes the bite out of the wind. You get to your destination and back so quickly there isn't time to get cold.

You and your family can make winter time a play time. You can make the visits that the work of summer and fall prevented. You can keep track of everything that is going on in town. When something worth while comes along in the shape of a play, a lecture or a concert you can take it in. You can get supplies oftener



Instead of dreading winter, your automobile makes it your play time. You can make visits with comfort—



—attend lectures, concerts, and social affairs

and easier. You can take care of business without discomfort or delay, and this surely means a great deal to you.

One Automobile Owner's Experience

THUS the automobile is a source of comfort in winter and summer alike. The relief it affords during the sweltering days is well illustrated by a letter recently received from a certain Overland owner.

This man had cultivated corn all one scorching day when the thermometer stood about ninety in the shade.

At four in the afternoon he had the job pretty well under control and, feeling himself practically bushed, he put up the team, got out his car, took his wife and little girl, and went out riding. They drove eighteen miles to a friend's where the farmer happened to have an errand to do, and were back in time for milking.

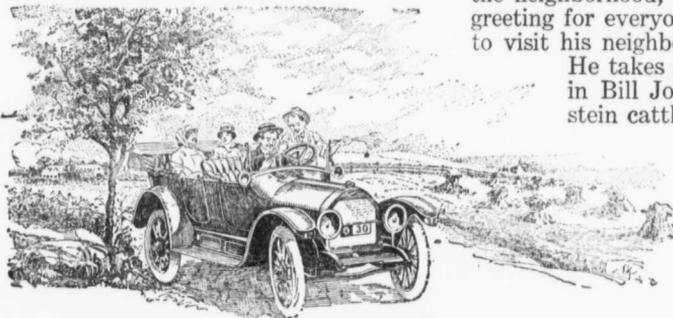
In his automobile, in spite of the hot weather, he was able to get a cool, bracing breeze, and instead of merely dragging through his chores at night and crawling off to bed, he felt refreshed, invigorated—ready for the work of the next day. His wife too was given a new lease of life. At the same time, his horses were given a few hours extra rest and relief from the heat.

An Influence for Co-operation

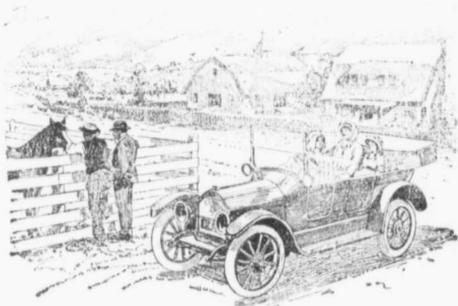
THE automobile also facilitates communication and intercourse, and, because it does, it is one of the foremost influences in fostering a strong sense of good fellowship and fraternal co-operation among farmers.

In all likelihood, you are now engaged with your friends and neighbors in work of some mutual benefit character. Do you realize how much an automobile will promote work of this sort?

When the church, the school, and the club flourish, your opportunities for rec-



The automobile fosters good-fellowship and co-operation among farmers



They drove eighteen miles to a friend's where the farmer had an errand to do

reation and social betterment are naturally multiplied. In enabling you to make the most of these institutions, the automobile helps to support and develop them and also renders *you* one more invaluable service.

This influence of the automobile is only natural when you come to consider it. When a man shuts himself off from his neighbors, sees very little of them, he soon loses interest in them, or in what they are doing. He gets so that he cares very little about anything but what is occurring in his own sphere. He builds about himself, as it were, a Chinese wall of indifference.

On the other hand, you know how different a man is when he is well acquainted in the neighborhood, when he has a friendly greeting for everyone along the road, goes to visit his neighbors, is visited by them.

He takes almost as much interest in Bill Jones' success with Holstein cattle as he does in his own work. He is one of the first to agitate for better roads or better schools. In him lies the germ of "community spirit" and when the whole community is filled with such individuals everything moves.

A Broader, Brighter Life for the Womenfolk



An hour's ride, a visit at a friend's home erase the marks of toil and care

IN the city, the working unit is generally only the head of the family. On the farm, however, all hands turn in and help. There is work for young and old.

Yes, you work hard yourself, Mr. Man, but remember you have some advantages. You are doing different things at different seasons of the year. At one time you are in this field, another in that, another you are working in the barns and, in between it all, are sandwiched trips to town. So while you work your full share you have certain advantages as compared with your faithful helpmate, who is not only tied down to the house but also probably has the cares of a family of little ones.

Getting three meals a day is no small task in itself, but getting meals is only the smallest part of the farmer's wife's work. She has her sewing to do, her house to keep in order, and often when all this is done she looks after the poultry and the milk.

Think more about home and family as well as work and crops. The main-spring of

any home is the mother and this is most true on the farm, where the family as a whole, is the center of the business and where every member has a share in the work.

Lighter Work and More Pleasure for the Women

PROGRESSIVE farmers realize this thing today and are paying attention to it. They appreciate the fact that the womenfolk need and deserve a better, brighter life.



Farmers everywhere are lightening the wife's work

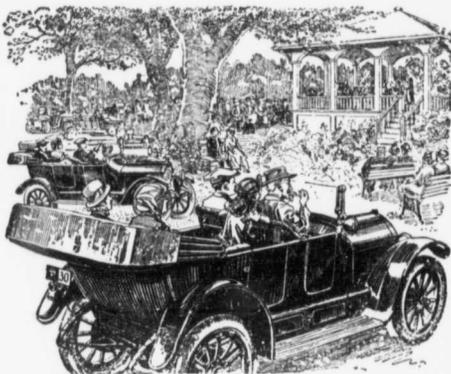
They are cutting down the wife's housework by giving her the advantage of every possible labor saving device, because they realize from their own experience with modern machinery in the fields what it means to have the manual labor lessened. That's why manufacturers are selling so many washing machines, so many sewing machines, so many engines and other devices for doing household labor.

These same farmers are paying a whole lot of attention too, to the house itself, spending money to make it more pleasant, laying out the ground with shrubbery, flowers, and fine lawns.

They want all the real healthful enjoyment there is in life—and right here is where the automobile plays its part.

The Part the Automobile Plays

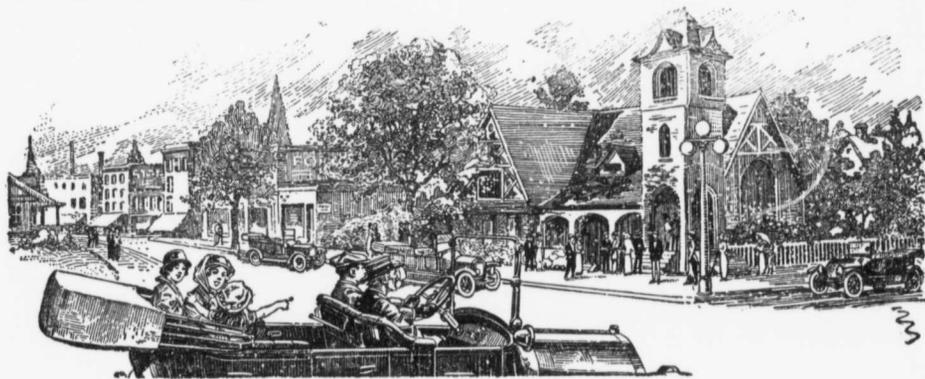
NOTHING has done more to make the life of farm women brighter and broader than the automobile. The wife no longer has to await the convenience of work in the field to get a horse to carry her to town. An hour's ride—a visit with laughter, song and gaiety, do more to erase the marks of care and preserve the roses of youth than barrels of pills.



Why not this "reserved" seat at the band concerts this summer?

By keeping the children more contented at home, the mother has more help in the household duties. Thus the automobile indirectly helps to lighten the wife's toil.

With an automobile, the wife is able to do more in the social life of the community. She can help in church work, in the sewing society, the club, and be a source of pride and pleasure to her husband. An automobile makes an investment in health and happiness that pays big dividends.



An automobile means an enjoyable Sunday morning's ride to church

Better Opportunities for the Children

OF course if an automobile in the family proves beneficial to a man and his wife, it cannot help making a big difference in the upbringing of the children.

With time for rest and recreation, mother-instinct will lead any woman to devote herself to her children. This alone helps keep young folks on the farm.

Why Young Folks Leave the Farm

FEW young people leave the farm because they are really afraid of hard work, but they do want more variety in their lives.

Plenty of relaxation and change is necessary to the proper development of growing bodies and minds.

Another important reason for the attraction the city has for the farm boy or girl has been the lack of facilities in the country for getting around and opportunities for enjoying a real community and social life.

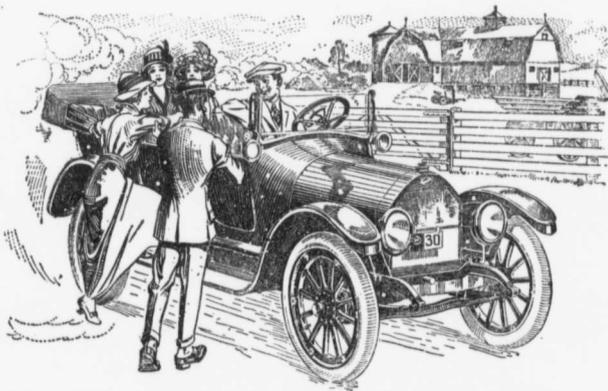
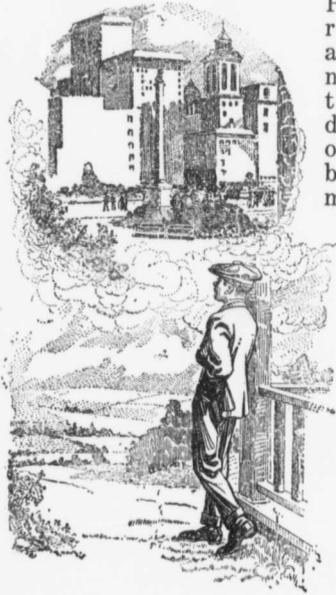
Youth the Age of Social Life

YOU can't blame a boy or girl for being dissatisfied if he or she finds the years of youth drifting by without opportunity for acquaintances and friendships.

Youth is the age of sociability and if a high-spirited youth cannot get it on the farm, he is going away to get it. You can talk of danger and trouble until you are blue in the face. To an inexperienced boy or girl, obstacles are only incentives.

Don't you see the close connection the automobile has with all this?

A car provides just the safety valve needed to let out the excess energies and spirits of your growing boys and girls.



Offset "the lure of the city" with an automobile, giving your boys and girls variety, friendship, and a chance for social life

The Problem of Schooling

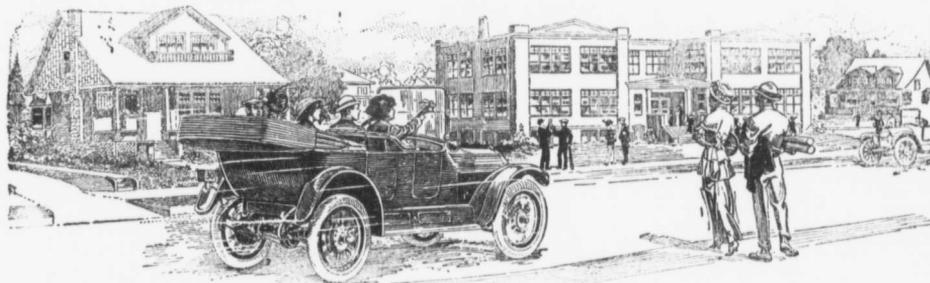
IRREGULAR attendance due to difficulty in getting the children to and from school in bad weather is one of the biggest problems of the rural school.

Irregular attendance explains why so few children on the farm complete their school course as compared with those in the city. After a child misses so many days, he finds himself falling behind his class, and the work becomes harder because of what he has missed. He can't make it up. At the

home. Better, it will help you to give them the benefit of modern facilities for educating farm children for the farm.

Today, thank goodness, we know that it is possible to give a child "culture" by teaching him the actual things of daily life.

We recognize today that there is more "accomplishment" for a country boy in knowing how to run a farm scientifically, or a country girl in knowing how to take care of a house in an economical, sanitary, healthful manner than there is in being able



An automobile will help you give your children a better, more complete education

end of the term perhaps he doesn't pass. The result is he gets discouraged and, at the first excuse, leaves school.

The automobile solves the problem of getting the children to school regularly. You don't have to take your horses away from their regular work, nor need it take much of your own time. In bad weather the children need not be absent nor exposed to the danger of illness from cold and wet. An automobile will also help you give your children a better and more complete education. It places comparatively distant high schools and colleges in easy and daily reach of students. Twenty or thirty miles can easily be covered to give your children the benefit of educational advantages without taking them from the protecting circle of

to turn good French into bad English, or to tell just when Charlemagne died.

In Case of Accident or Illness

THE farmer who owns an automobile does not dwell in dread of sickness or accidents. He knows that in case of need, the speed with which he can secure assistance is measured by minutes instead of hours and that he is never apt to feel the bitterest regret that can ever enter a man's life—"If I had only been able to get help sooner."

The automobile has also saved human life and avoided much suffering in many cases of accident. One day, a year ago this last fall, the deadly corn-shredder was at work on a certain farm in Southern Ontario.



A passing car carried the wounded man to town in time to save his life

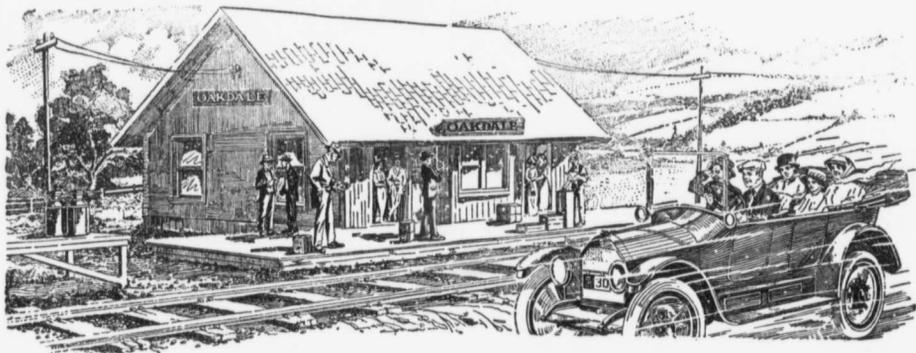
The hired man carelessly let his arm get caught in the machine with the usual results.

When rescued, he was bleeding so rapidly and badly that it was certain that unless the blood was staunched immediately he could not survive.

A passing car was hailed and pressed into service. It carried the wounded man to a hospital in time to save his life.

An Economic Necessity

YES sir, the automobile solves a whole lot of problems for the farmer and his family.



An automobile is not limited by tracks or time schedules

It takes its place logically with the labor-saving machinery that has made the farmer's work lighter in the field and his wife's duties easier in the home.

It takes its place with the telephone which carries his voice thousands of miles. It is not a competitor of the railroad or trolley cars. These are public means of conveyance fixed in location and limited by time schedules. The automobile offers him a more personal, closer means of communication, and as such is an indispensable link.



In case of need, speed is measured by minutes instead of hours

Moreover the automobile has its business as well as its personal side, saves you time and money and, as such, is not an expense but an investment.

An Ever Ready Aid in Your Daily Work

TO you, as a farmer, an automobile means more than it does to the city man. You can use it to advantage in your work.

There are mighty few businesses which require as much knowledge of so many different things, and such detailed knowledge, as does modern farming.

What a Modern Farmer Must Be

As a successful farmer you are a practical chemist, a machinist, a manufacturer, and a merchant—all in one.

You study the chemistry of the soil, its composition, characteristics, its diseases and enemies. With the increased use of power machinery you recognize a need for an exact mechanical knowledge. You are a manufacturer, too, producing food stuffs, and have all of a manufacturer's problems. You are also a merchandiser. You must locate your markets, aiming to sell when and where you can get the best prices.

As we rub up against other people, learn their experiences, find out what some-

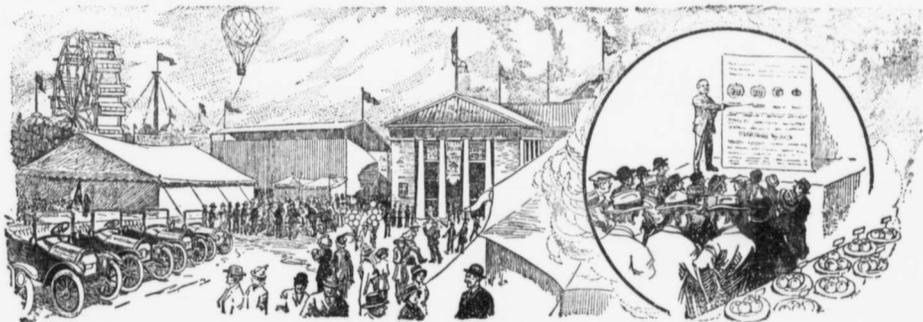
body else has taken great pains to figure out, we increase our general knowledge.

It is worth while, therefore, to be present most of the time at the club meetings. It is frequently a direct gain in dollars to hear the lecturers, who often come from agricultural experiment stations, colleges, or other institutions of research.

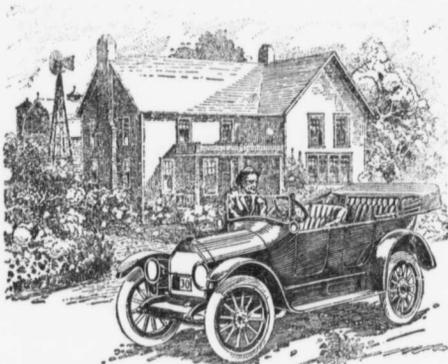
It pays to be present when Fair time comes around. You pay in your taxes for research work and you have a right to the benefits.

There is plenty of experience for the farmer who desires to conduct his farming on the most modern and most scientific basis possible, but many a man has missed most of this wealth of profitable knowledge for the want of an easy, pleasant, rapid means of conveyance.

Here is one field in which the automobile has demonstrated its value to the farmer a thousand times over. It will enable you to get out easily and get the benefit of all such information, and thereby often times be a direct money-making aid to you.



It pays both in pleasure and profits to be present when Fair time comes around



You can jump into your machine and make a hurried trip to town any time

Getting Supplies for the Farm

IN the old days, trips to town were comparatively few and far between. This was largely because of the time it took, and often because of the necessity of keeping the horses at work.

As a result, in buying, you had to buy supplies in large quantities, and often when the stock of some necessary article was exhausted, the family had to get along without it until it was convenient to make another trip to town.

If you have an automobile, however, it is nothing for you to jump into your machine before or after dinner and run to town for something that you need. You can make a daily trip, if need be, without tiring yourself, and without taking your horses away from their work and using up their energy.

In recent years also, medical science has laid great stress on the importance of a varied diet with plenty of change and fresh food both winter and summer. Right here an automobile will prove of vast benefit.

During the cold season you will not have to depend so much upon your stored up supplies. The city markets with their fresh

meats, early vegetables and fruits will be in easy reach at all times. In the spring and summer, you will not have to wait the maturing of your own products. Nor will your enjoyment of them be curtailed by the shortness of your own season. You can enjoy strawberries, for instance, from the time the Alabama crop comes into the market until the Northern berries are ripe.

Taking Advantage of Special Sales

FREQUENT trips to town also enable you and your wife to take advantage of special sales and special prices. With a machine it is no longer necessary to buy just when you happen to be in town. You can make special trips, if you want to, to take advantage of good bargains.



A car enables you to take advantage of special sales

Under the old system, the farmer's wife got the worst of it even in dealing with her eggs. If she sold them to the man who came around with the egg wagon, he got her eggs at the lowest market price. If she took any of the goods he carried, she paid a good fat retail price for whatever she might buy.

Nowadays with a car, you can carry your eggs right to the city market and get the best market price. You can, indeed, have your own list of customers whom you can serve by means of auto delivery and parcel

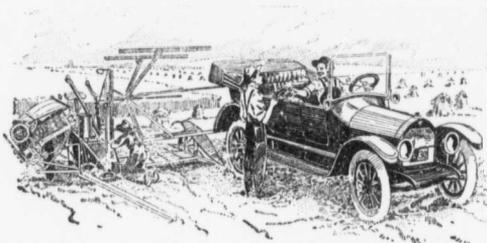
post, both of which enable you to get in closer touch with the city buyer of small products. In this respect the automobile has enabled many farmers to make quite a neat profit from garden products with only a little extra time and attention.

In Case of Machinery Break-downs

FARM machinery often breaks and usually right when you are busiest. There is no need of losing half a day or more while you go to town for a new part to replace the broken one. Jump into your car, go to the nearest source of supplies, get your part and you are soon home. The work goes ahead again with little loss of time.

The Automobile on the Ranch

ONE man whose land numbers well into the thousands of acres has a great deal of praise for his car because of the ease with which it enables him to get from one section of his ranch to another. This is especially the case in the West, where the ranches are large, and a large number of men are employed at widely separated points.



No need of losing so much time when machinery breaks

Farmers who deliver their milk to the creamery or cheese factory themselves appreciate the saving in time the automobile makes possible. It enables them to get the milk delivered and

get back to their regular work much earlier than when they depended on their horses.

An automobile also marks a man as prosperous, progressive, and wide-awake. You scarcely associate an automobile with an old run-down place that is being worked by the laborious methods of years ago. Naturally good help prefers to work on a good place, is more contented, and there are fewer complaints from the farmer about scarce labor.

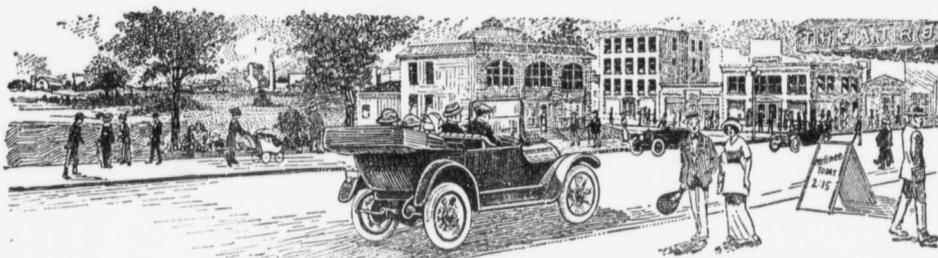
An automobile also makes it easy for you to keep in close touch with farm help. When a new man is needed, you can cover a great deal of ground in a day, meet many men who may be open for employment, and be more particular about your selection.

The automobile's utility does not end here, however. Its value extends to your relations with your fellow farmers and also to the city that, until its coming, was set entirely apart from farm life.



One ranchman with thousands of acres finds a car valuable in keeping in close touch with his entire ranch

City Advantages without City Drawbacks



An automobile brings the city with its attractions to the farmer—just as

Nowadays, when the farmer goes to the city, like as not he drives his automobile.

The only thing that distinguishes him from his city brother is the fact that he is probably better off, has a healthier color in his face, and a more self-reliant bearing than the city man whose life, unless he is well fixed financially, is too often limited to the street car line between his house and the "shop" and back again.

The automobile is the final step in bridging the gap that has existed during recent years between the city and the country.

The automobile has restored you to your own. It gives you the pleasures and the advantages of living in a closely settled community with none of the disadvantages.

The Gap Between City and Country

THIS gap, that has existed between the city and the country is purely an artificial one. It does not necessarily exist from the nature of things.

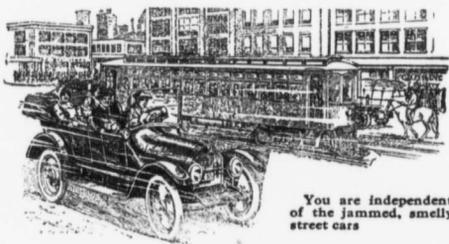
The railroads naturally made cities their terminal points. The development of electricity, power, and automatic machinery, naturally found quicker acceptance in the cities where there were large industrial plants and many people crowded together.

This gave the cities an undue advantage. They developed more rapidly, and not only kept growing farther and farther away in interest and view-point from the rural districts, but also served as a magnet to attract from the country-side its young and ambitious blood.

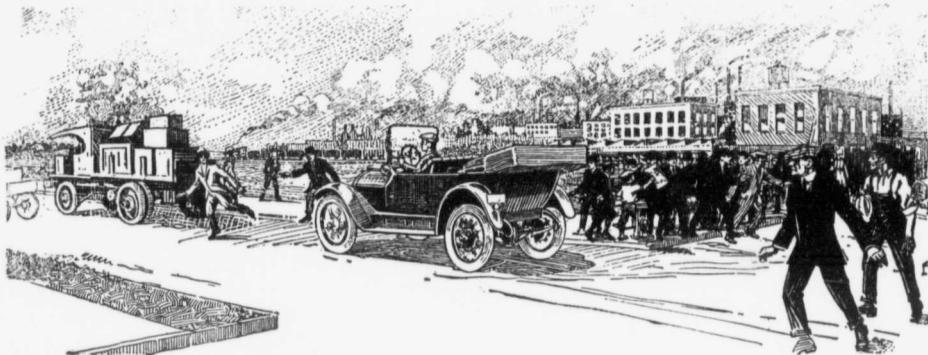
Just as the speed and reliability of the automobile enables Mr. City Business-man to get away from the dust and grime of the city and live in some very attractive, suburban home just so does the automobile offer everything you may desire in the city.

The automobile brings to your doorway the city theatres, the churches, schools and library. If you own a car, you needn't move to the city to get these advantages.

At the same time you avoid all that is undesirable. You are free from the jammed



You are independent of the jammed, smelly street cars



it enables the business man to live away from the city's dust and grime

smelly street cars, with all the danger of contagion that their use involves. You are free from contaminating contact with the scum of the city. You are free from the vitiated, infected, smoke-laden air.

The Fallacy of "Retiring"

IN former years it was customary for a farmer who had acquired a competent fortune and felt the desire to let up a little during the declining years of his life to either sell his farm or let it out to tenants and move into some neighboring town.

Most of the people who tried this tell sad stories of their experiences.

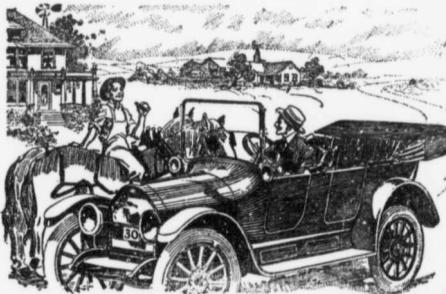
You can't teach an old dog new tricks. The man who has spent the best years of his life on the farm, seen the seasons come and go, the seed-time arrive, harvests reaped, fall come, and then finds himself plucked away from these interests and transplanted, discovers that his interest in life and the things about him is small indeed.

There is no need of retiring and moving to town when you feel the necessity of letting up a bit in your farm work. An automobile will offer you relaxation and recreation, and will give you practically everything that you could get by living in the city.

When you want to lighten the burden a little and let the bulk of the work rest on others, an automobile will enable you to do so without severing you from the farm.

You can live on the old place, keep your interest in it, build a tenant house, and between your superintendency and the tenant's work, be able to make the very utmost out of your farm. At the same time you will not be tied down to it.

Freed from the physical part of the labor, you will have time to read and study, time to go to the city, and out among other men, and do your farming on a new basis, enjoying life better than ever in the past.



An automobile enables a man to "retire" without entirely severing him from the old homestead

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.

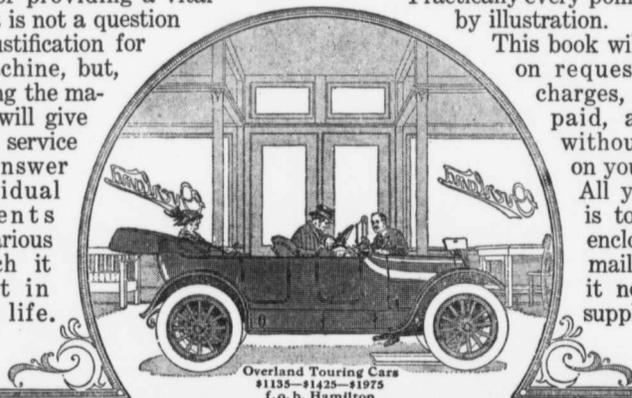
Just as we have aimed to show you here what an automobile can do for you, just so will this new book show you point by point what to look for in a car to assure satisfactory service, how to recognize the essentials and why they are essentials.

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