

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!

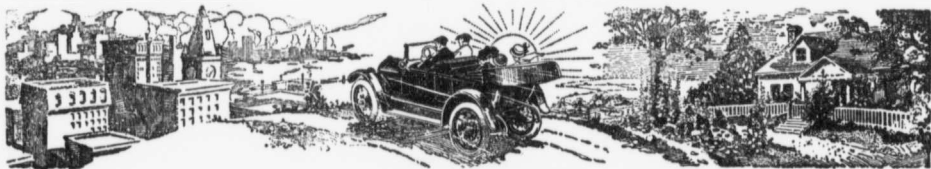
Long hours of toil and monotony of life have long been the lot of the average farmer. His necessary isolation and his work have kept him from enjoying the full benefits of frequent association with his neighbors and friends. Easy means of communication have been lacking and only within recent years has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