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Boys, Read This!

We Want You to Solicit Subscribers for Us in Your Own Locality

And we intend to help you to succeed as evidenced in the new departments introduced in our issue of June 15 last and headed

AUTOMOBILES, FARM MACHINERY, FARM MOTORS

Power is becoming an important factor on the farm and on the road, and this new department will convey the very information that rural people will need.

Breakages and adjustments take place constantly, and often can be overcome very easily. This department deals with this, and a lot of very useful information can be obtained from it.

CANADA'S YOUNG FARMERS AND FUTURE LEADERS

This department has been inaugurated to meet the demands of an awakening spirit among the rural youth. They are ceasing to accept tradition as the guiding star in farm life. They are beginning to realize that sooner or later the obligations of the old homestead will fall upon their shoulders. Others will institute a home of their own, and with their brothers on the home-farm will become citizens of the community and Canada. Boys of to-day will be the farmers, law-makers and leaders of to-morrow.

The **HOME DEPARTMENT** fills a place in the home which no other paper can. Mother, and the smaller boys and girls each have their own favorite and special columns.

The **Farmer's Advocate** stands for the farmer's rights, is controlled by no party, clique or class, is strictly independent and unbiased, and gives its readers a class of comment not to be found in any paper tied up to a moneyed corporation or political party.

Boys and young men, you can do your friends a favor by calling upon them and explaining to them the virtues of The Farmer's Advocate. Tell them about our new departments. Show them that this is a practical farmer's practical paper, a household paper and a friend of the family. **Tell them we answer their questions free, and give them the benefit of the practical knowledge and experience of our large staff, as well as of our thousands of contributors.** You will be doing them a good turn if you can get them to subscribe. Get them now.

Write us at once, we pay liberal cash commissions.

The William Weld Co., Limited, London, Ont.

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