

BOYS, THIS IS YOUR DAY

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

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.

This is a young man's era in industrial life and leadership. The energy, quickness of thought and courage of Youth are pitted against the experience, wisdom and caution of Age. The new department of this Journal is the organ and advocate of the rural youth, who is ready to couple the information and experiences of other young men with his own ability in order to make farming more pleasant and profitable for his neighbors and himself. The columns under "CANADA'S YOUNG FARMERS AND FUTURE LEADERS" will be open to the expressions of young men throughout Canada, and it will be a medium whereby they can convey their ideas one to another.

Another very important department has also been recently opened. Power is becoming an important factor on the farm and on the road. **This new department, "AUTOMOBILES, FARM MACHINERY AND FARM MOTORS,"** will convey the very information that rural people will need.

In every issue there is unbiased editorial comment, special material for the horseman, up-to-date and practical information for the stockman, all kinds of good things for the general farmer, timely articles for the dairyman, inspiration and seasonable hints for the orchardist and gardener, and pointers for poultrymen; besides this there are answers to practical questions on all branches of farming.

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.

Subscribers get 52 issues of this class of material yearly. In winter the paper is much larger than in summer, and there goes free to each and every subscriber our Special Christmas Number, containing each year about 100 pages, profusely illustrated and composed of special articles and appropriate literature, all for \$1.50.

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. For each new subscription we will give you 50 cents cash or send you the The Farmer's Advocate for six months, which is equivalent to 75 cents cash. Send to us for any sample copies you may need. Address:

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