

Old Friends Are Best

The Farmer's Advocate has been the farmers' best friend for 50 years.

Tried for half a century and proven is a sufficient guarantee.

Other papers come and go, The Farmer's Advocate goes on forever.

It grows each year because it gives the best value at a reasonable charge.

It contains twice as much practical reading matter as any other Canadian farm publication.

Quality is our aim, and it is better to get good quality in a year's issues for \$1.50 than to buy poor quality at any price.

Our subscribers pay up promptly and keep abreast of the times.

They tell us we are leaders in agricultural ideas—we are.

They pay their money; brag about the value they get, and our advertisers also are pleased with results.

We have no fake circulation methods; our subscribers are the men who buy and pay promptly.

Our Annual Christmas Number goes free; it stands unequalled in size and quality, and is in a class by itself.

The Farmer's Advocate is a **practical** paper.

It is a farm paper, edited by farmers well grounded in practical knowledge, rounded out by theoretical training.

It is the only Canadian agricultural paper conducting a demonstration farm.

It talks from the field and the stable to the farmer in his stable. It is not about the farmer's stable with him.

It answers over 3,000 direct questions yearly for subscribers, and all farm problems are solved through its columns.

Special correspondents from coast to coast, the best farmers and the most noted experimentalists contribute each week.

No expense is spared, and the matter is printed on a high quality of paper, handsomely and profusely illustrated.

The Farmer's Advocate is a **national farm paper**.

The editorial staff is not muzzled by any party, clique or class. It speaks the truth fearlessly, as it has done for 50 years.

The Home Magazine Department alone contains more instructive and entertaining reading than can be got elsewhere for \$1.50.

No progressive farmer can afford to be without The Farmer's Advocate and Home Magazine.

Keep in touch with the agricultural world.

A new era dawns; new plans are laid; our aim is to keep ahead, and by pith, push and progress to give better quality and better value.

Join hands with us; all hands to the wheel; the advantage is mutual.

If you have not already done so, renew now for 1916. You may do it easily by sending us new subscribers. Let us tell you how. Write for sample copies.

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