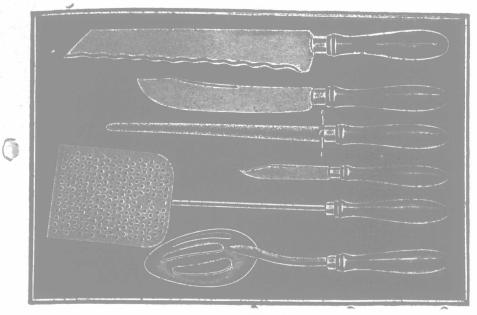
JULY 18, 1912

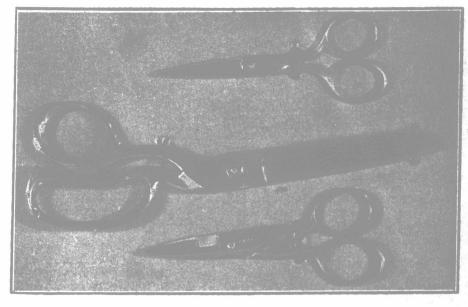
THE FARMER'S ADVOCATE.

1307

HOUSEHOLD NECESSITIES

Below are described some of the premiums which we are offering this season. You will be highly pleased with any of them you seems. The required number of new yearly subscriptions to "The Farmer's Advocate and Home Magazine" is marked after each.





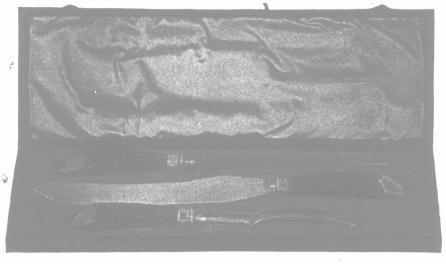
COMPLETE KITCHEN EQUIPMENT.—A utensil for every purpose. All made of the highest grade of crucible steel. Rubberoid finished, hardwood handles, mounted with nickel-plated ferrules. All six articles for ONE NEW SUBSCRIBER.

SET SCISSORS.—One self-sharpening scissors, one embreidery selesors, one buttonhole scissers. All good quality steel. ONE NEW SUBSCRIBER.

FARMER'S ADVOCATE KNIVES. --Manufactured by Joseph Rodgers, Sheffleld, England. Jackknife and Penknife, both nickel-handled and havin two blades. Manufactured espeeially for "The Farmer's Advocate." worth, retail, \$1.00 each. ONE NEW SUBSCRIBER FOR EACH KNIFE.

40 - PIECE AUSTRIAN CHINA TEA-SET.—Handsome and dainty in shape, coloring and design, ordinarily retailing from \$4.00 to \$6.00, depending on locality. We have only a few sets left, so send your names as soon as possible. FOUR NEW SUBSCRIBERS.

BIBLE.—Old and New Testaments in beautifully clear, legible type; references, concordance to both old and new testaments. Index to names of persons, places and subjects occurring in the Scriptures. Twelve fullpage maps; all excellent in type and outline. This book is of most convenient size, being 7 x 10 inches when open; weight, 23 ounces; and would sell at regular retail price from [\$1 to \$1.50. ONLY ONE NEW SUB-SCRIBER.



SET STAGHORN CARVERS. — First quality steel, with staghorn handles and handsome nickel mounting. These carvers will retail from \$3.50 to \$5.00 per set. THREE NEW SUBSCRIBERS. TWENTY-ONE-PIECE AUSTRIAN CHINA TEA SETS.—These would retail at from \$2.50 to \$3.50 per set, depending on locality. FOR ONLY TWO NEW SUBSCRIBERS,

BARON'S PRIDE.—Handsome pieture of the champion Clydesdale. Size, 17×13 in., including margin. Suitable for framing. ONE NEW SUBSCRIBER.

DICTIONARY. — An indispensable volume in every home. The Chambers' Twentieth Century Dictionary, cloth bound, contains 1,200 pages, profusely illustrated, printed en superior quality of paper. TWO NEW SUBSCRIBERS.

THESE PREMIUMS ARE GIVEN ONLY TO OUR PRESENT SUB-SCRIBERS FOR SHINDING: IN BONA-FIDE NEW YEARLY SUB-SCRIPTIONS ACCOMPANIED BY

"THE VISION OF HIS FACE," by Dora Farncomb, writer of Hope's Quiet Hour in "The Farmer's Advocate," contains 18 chapters, 224 pages, in cloth with gilt lettering. One of the many expressions received regarding it is: "I am pleased, edified and comforted in reading it. It is better, fuller and richer than I expected." Cash price, cloth binding with gilt lettering, 75 cents; handsomer binding, richly decorated with gold, \$1.00. ONLY ONE NEW SUBSCRIBER.

"CARMICHAEL," by Anison North —A Canadian farm story, bound in cloth. illustrated. Buffalo Courier mays: "It is far above the ordinary run of fiction." Toronto World says: "Should be in all the homes of the people." Cash, \$1.25, or TWO NEW SUBSCRIBERS.



SANITARY KITCHEN SET.-Best quality steel; five pieces and rack which can be hung on the wall. ONE NEW SUBSCRIBER.

\$1.50 EACH.

EIGHT MONTHS CREDIT.—Asy subscriber may have the date on his own label advanced 8 months by sending us the name of one new subscriber and \$1.50.

These premiums are all extra good value, and excellent remuneration for the short time necessary in securing the required number of new subscribers.

Send for sample copies and agents outfit to-day.

The William Weld Co., Limited

FUJI WICKO SHELLA

(