

BEGUN IN 1866

By an early pioneer, who saw there was a big work to be done for Canadian farmers, which could only be done by a practical farmer

THE FARMER'S ADVOCATE AND HOME MAGAZINE

Has been the most effective means of promoting the best interests of Canadian Agriculture.

In spite of discouragements and difficulties, William Weld, the founder, held determinedly to his purpose, which was to produce for his readers a farm journal dealing only with practical farm questions, free from party politics and partizanship, and not seeking to advance the private interests of any individual or party.

Through all the years since its foundation, the aims of the Farmer's Advocate have been the same. It has grown in usefulness steadily and surely.

The Farmer's Advocate and Home Magazine desires to have as readers only those actually farming, or directly interested in agriculture.

Readers of The Farmer's Advocate subscribe to it purely on its merits, because it is valuable to them in their work.

Many Canadian farmers have never been given a direct opportunity to subscribe to The Farmer's Advocate, because paid canvassers are rarely employed, as the publishers of The Farmer's Advocate object to the strong-arm methods some publishers use in securing subscriptions.

The growth of The Farmer's Advocate and Home Magazine is due to the fact that its readers find it valuable and helpful, and they tell their neighbors about it and send in their subscriptions.

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