

FIFTY YEARS IN THE LEAD

PERHAPS it never occurred to you, Mr. Reader, that "The Farmer's Advocate and Home Magazine" has for nearly fifty years been the leading agricultural paper in Canada, and still numbers among its subscribers men and women who read the first issue and have continued to read "The Farmer's Advocate" ever since. The man who pays his money for a farm paper year after year for a half century, four decades, a quarter century, or for even ten years, must find something in it to pay him for his outlay, time and trouble, and, furthermore, he and his family must read the paper carefully and value it highly.

Thousands of Our Readers Save Their Copies Week by Week

Why Do They Read and Save Each Issue?

Because they get more practical information of use to them in the every-day affairs of the farm than they can get anywhere else.

Because they know the information is reliable.

Because they have in "The Farmer's Advocate" a medium for the discussion of farming problems and public questions which is available to 32,712 subscribers, among them the best farmers and writers on agricultural subjects in Canada.

Because they know that the agricultural paper is the only medium through which they can get the agricultural news and views of the time, and they prefer to get it through the oldest and best.

Because they know that the editors of "The Farmer's Advocate" are practical farmers and that a farm of 137 acres, Weldwood, is operated in connection with the paper.

Because through its columns they can get any question which is confronting them in their daily work answered free of charge by experts. Thousands of these are answered yearly.

Because it has a "Home Magazine" Department, in every issue brim full of information and wholesome reading for mother and the boys and girls.

Because in its advertising columns it carries nothing but clean, reliable advertising, and through them the buyer may get in touch with the manufacturers and salesmen of any class of goods needed in the home and on the farm.

Because it provides each year over 2200 pages of the best farm reading available in departments covering Editorial comment, Horse, Stock, Farm, Dairy, Poultry, Horticulture, Farm Bulletin and a Home Magazine section with its Ingle Nook, Hope's Quiet Hour, Beaver Circle, short and continued stories, and all these departments are at the service of the readers.

Watch for Our Half-century Issue — Christmas Number, 1915