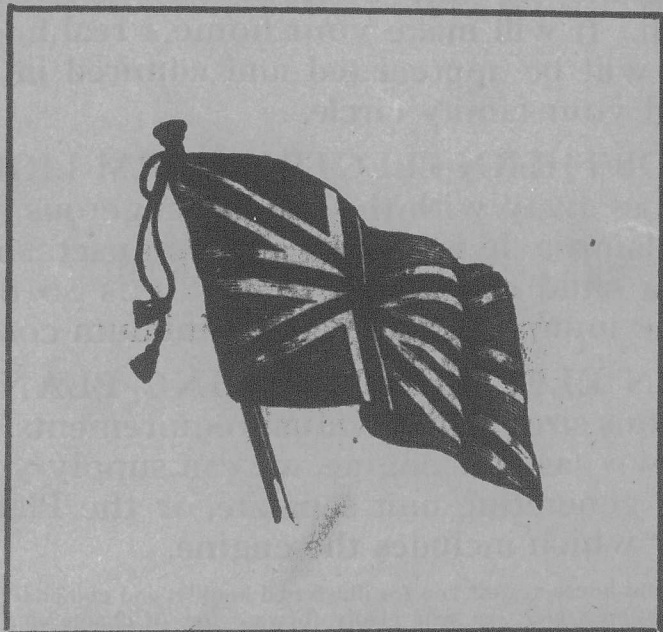


# Help Your Neighbor

By sending in his name as a NEW SUBSCRIBER to THE FARMER'S ADVOCATE AND HOME MAGAZINE. He will appreciate being a subscriber to the paper that has been fighting for better farm conditions and methods for over fifty years. We shall greatly appreciate the help you give us in the work the paper is doing by extending the circle of its readers, and in return for the assistance we want you to take your choice of the articles mentioned and shown below.

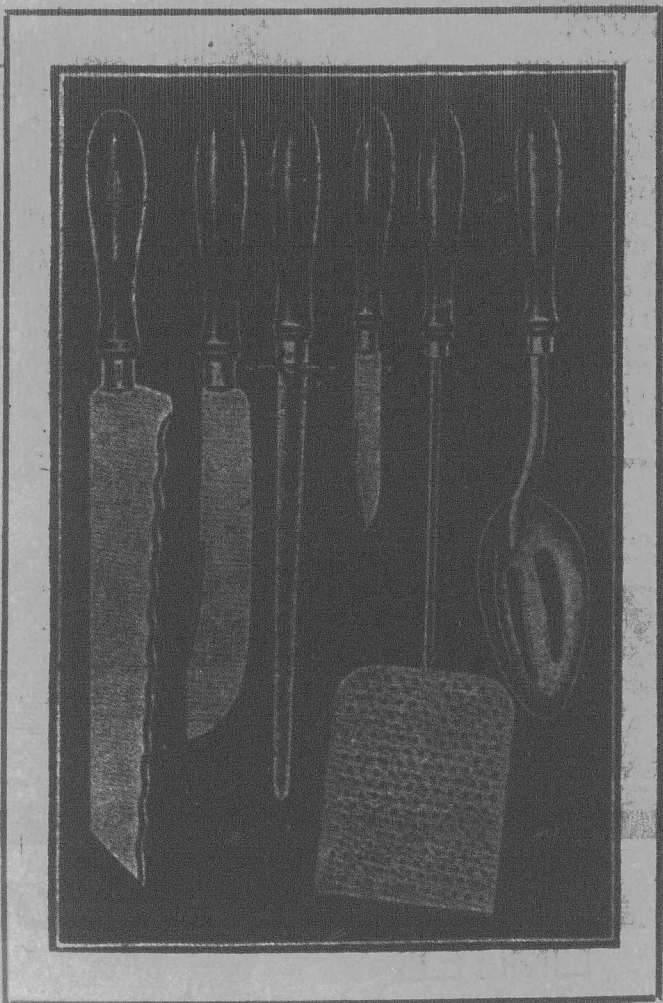


We only give premiums to those who are already subscribers as a return for their interest in sending in new names to us. We never give premiums to those who are not yet subscribers, to induce them to take the paper.

The Farmer's Advocate is worth more than the subscription price. If we had to bribe people to take it there would be something wrong.

Hardly a day goes by without receiving letters from our friends telling us how much they appreciate the paper and that we can count on them for support in our efforts.

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**For one Subscription—A UNION JACK**, as shown, over 47 inches long by thirty-three inches wide, a flag you will be glad to own and display on holidays and patriotic occasions.

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**For two Subscriptions—COMPLETE KITCHEN EQUIPMENT**, Pancake Turner, Basting Spoon, large Butcher Knife, with Steel for sharpening, Paring Knife, and Waved edged Bread Knife, all of best steel and fitted with rubberoid finish handles of hardwood.

N. B. Our supply of these articles is limited, and we are unable to procure more until after the war, so cannot hold this offer open indefinitely.

The Farmer's Advocate and Home Magazine, London, Ont.