

## The Farmer's Advocate and Home Magazine

Has been THE FIRST IMPORTANT publication in Canada to press the case for a Dominion Bank Commission and efficient government regulation of banks.

It is the friend of the farmer and the champion of co-operation.

The only paper in Canada which publishes a regular exclusive article by the leading Canadian writer, Peter McArthur.

The only paper in Canada which applies its theory in actual demonstration.

Has the best magazine section of any agricultural publication; is the oldest, the leading, the most practical and the best agricultural journal in Canada.

Independent, fearless and clean.

Tell your neighbors about the stand it has taken on the banking question and co-operation.

# 12 SOLID REASONS

**1st**—Shrewd business men do not limit themselves to newspapers, however good, but subscribe also to journals devoted to their own enterprises. The farmer, fighting his battle single-handed, more than any other class of men, needs such a journal.

**2nd**—The Farmer's Advocate and Home Magazine has stood the test of Time for over 47 years, and stuck to its text "Persevere and Succeed." It is still on the job.

**3rd**—Standing independent of parties, factions, sects and Trusts, The Farmer's Advocate digs out the truth. There is safety for the farmer in publicity.

**4th**—To be really successful, the farmer must be a broad man. The Farmer's Advocate is not restricted to one special branch of husbandry, but covers all departments, giving the cream of information about each.

**5th**—The editors and contributors of The Farmer's Advocate are farmers or persons with actual experience in farming, live-stock rearing, dairying, horticulture, poultry-raising, bee-keeping and other departments. They are not kid-glove editors living in city sky-scrapers.

**6th**—Over 3,000 enquiries answered yearly, free of charge, in the "Questions and Answers" department of The Farmer's Advocate, by a staff of experts.

**7th**—Three large cameras are regularly in use by the staff, and over \$2,000 per year expended in photography and illustrations, for the profit and pleasure of The Farmer's Advocate readers.

**8th**—The Farmer's Advocate keeps its readers in touch with all the latest and most reliable records of Experiment Stations, Agricultural Colleges and other institutions of research.

**9th**—The Home Magazine department of The Farmer's Advocate, covering Life, Art, Literature, Fashions, Education and every interest of Domestic Life, for seniors and juniors, is in charge of a regular editor and competent associates, and in quality is without an equal in the Empire.

**10th**—Printed every week on high-class book paper, it has won its place of supremacy as the best weekly for the Farm and all its interests. No matter how small the farm, the best paper is none too good. In a single year The Farmer's Advocate contains over 2,000 pages of the most valuable matter. Many readers have preserved their copies for a generation.

**11th**—The rigidly selected advertising pages, are full of information about things needed on the farm or in the home, enabling readers to make a wise selection among many good things.

**12th**—The Farmer's Advocate pioneers the way, establishing demonstration apple orchards and a demonstration farm, on which to determine the best ways of doing things, the returns, and the cost. These undertakings are entirely at the service of its readers.

Sample copies always free on application.

**THE WILLIAM WELD CO., LIMITED, LONDON, CAN.**



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