

# A Talk To Boys

**E**VERY BOY wants *something*. If some person should ask *you* to name the things you would like to have, you could reel off a string of a dozen or more without much thinking, couldn't you?

Now, The Farmer's Advocate wants something too—and that is more new readers. Suppose you get us what we want, and in return we get you what you want! That's a fair, square arrangement, isn't it? And everybody will be happy, including the new readers.

## Watch this paper for special announcements to boys in the near future

We are not going to tell you our proposition to-day, but we want you to think over this fact: That gun, or canoe, or bicycle, or pony, or printing outfit, or talking machine, or whatever it is that your heart is most set on, can be yours by just doing a little easy, pleasant work for The Farmer's Advocate when you have the chance.

More than that, when you have got one thing, you can get another and another, as so many boys have done. Some of them have started bank accounts. Some have made enough to pay for their education. All have benefited. All have **learned** something and **earned** something.

## STUDY THIS OVER AND GET ACQUAINTED WITH THE FARMER'S ADVOCATE, SO YOU'LL BE READY TO START IN SOON

Cut this page out, or, if the folks don't like to have the paper cut, copy the following facts on to a piece of paper and learn them off. It will help you wonderfully in getting subscriptions to know every good point about The Farmer's Advocate:

This paper was started in 1866. It is now fifty years old.

The price (paid in advance) is only \$1.50 a year.

The Farmer's Advocate is a practical farmer's paper, a paper for the farm household, a paper for the farm family, with father's favorite special columns, mother's own pages, and plenty of interesting matter for young men and women, and the boys and girls too.

It is well printed on good paper and contains many fine photographs and illustrations each week.

Its editors are modern farmers. A demonstration farm "Weldwood," near London, Ont., is part of the paper.

A year's subscription to the Farmer's Advocate at \$1.50 is a very profitable investment, because the buyer gets more real, solid, useful farm information than he could get in any other way.

We answer all questions free. Where it will help the enquirer to send an immediate reply, we mail an answer the same day, without charge. One question rightly and fully answered may be worth many times the cost of a year's subscription.

The Farmer's Advocate is a paper that is clean, wholesome, modern, helpful and progressive. It stands right up for the rights and interests of the farmers, first, last and all the time. It is a strictly independent paper, devoted to serving the farmers only, and it is not controlled or influenced by any political party, class, or corporation of any kind.

## LEARN TO KNOW THESE DEPARTMENTS--THEY RUN EVERY WEEK

Editorial	The Dairy	Home Magazine Section
The Horse	Horticulture	Hope's Quiet Hour
Live Stock	Poultry	The Beaver Circle
The Farm	Farm Bulletin	Fashions Department
Canada's Young Farmers and Future Leaders		The Ingle Nook
Automobiles, Farm Machinery and Farm Motors		The Windrow
Leading Market Quotations	Questions and Answers	Serial Story

And last but not least the announcements and advertisements of hundreds of Canada's leading farmers, stockmen, poultry raisers, manufacturers and buyers and sellers of every kind of produce and product.

## So now you see what value we give

Such value for the small sum asked is easy to sell. One afternoon's work in your own neighbourhood will put a very nice amount into your savings bank, if you go at it right and **know all about the paper you are working for**. That's why we urge you to study this page and keep it handy until you know it by heart. Watch for the next announcement and be ready to take right hold of this opportunity, determined to make it pay you well. In that, we will help you in every way possible.

# The William Weld Co., Ltd., London, Ont.