

June 26, 1918

(1449) 85

"Dad-Dada," which have been a constant delight to the youthful readers of The Guide.

39,000 Weekly Readers

In ten years The Guide has grown from nothing to a circulation of 30,000 weekly, which is the largest figure yet reached by farm journals in Western Canada. It is, however, covering as yet only a small portion of the field and it is hoped that in years to come The Guide will be going out to at least 100,000 farm homes every week in the prairie provinces. At the beginning it was decided not to give The Guide free to members of the farmers' organizations, as is usually done in the case of official organs. It was thought by those in charge of The Guide that it would be better for each subscriber to pay his subscription to the paper. It would help the paper more, and whatever progress the paper made would be reflected in the association and vice-versa. The wisdom of that policy has been demonstrated by the development of The Guide and of the organization. In the early days The Guide sustained very heavy financial losses. It has cost the Grain Growers organization many thousands of dollars to keep The Guide in the field. The subscription price was raised from \$1.00 to \$1.50 in 1915. The readers of The Guide have loyally paid the increased price to help put The Guide on its feet. The advertising revenue of The Guide has also grown steadily until at the present time, at the end of its tenth year, it is standing on its own feet financially. It was not the intention at the beginning, nor is it the intention at the present time, that The Guide should ever be a commercial proposition. Any money which is made by publishing The Guide will be put back into the journal to improve its service to its readers and make it, if possible, the greatest farmer's paper published in North America.

In recent years there has been a growing demand from readers of The Guide that they should be given information on subjects of production. As the financial condition of The Guide improved, it has been found possible to extend this service and add livestock and field husbandry. The main purpose of The Guide has been and always will be, to be the journalistic medium of the Grain Growers' Movement. But the readers of The Guide are farmers as well as citizens and the purpose of The Guide is to serve them in both capacities and develop an all-round farm journal and magazine of the highest possible efficiency.

A Proud Record

The record of The Grain Growers' Guide in the past ten years has been one of which its readers and its staff have good reason to be proud. Without egotism, it can be said that no official organ ever developed by farmers has been better received or more loyally supported by its readers. Nor has any such journal ever given its readers a better service than that which The Grain Growers' Guide has rendered. But The Guide is yet very far from being perfect. Those most closely connected with it must clearly realize its shortcomings. It takes a lot of money to publish a paper. The \$1.50 subscription price which the reader pays covers only half the cost of the publication. The other half is paid by advertising or else it must be made in other ways. It also requires a staff of well-trained men and women to publish an efficient journal. The war has affected The Guide as well as other institutions. John W. Ward, for six years associate editor of The Guide, is now in the trenches. Ernest J. Trott, associate editor of The Guide, is doing war service in a munitions factory in London. Several other members of The Guide staff are also doing military service. The places of such men are not easily filled, but the staff has been rebuilt and the work has been kept up even under such difficulties.

Looking Forward

What the future holds in store for The Grain Growers' Guide depends on the future of Canada. In ten years a great deal has been accomplished. In another ten years, at the same rate of progress, The Grain Growers' Guide should become a journal giving a



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For White Coat (Plaster Finish)

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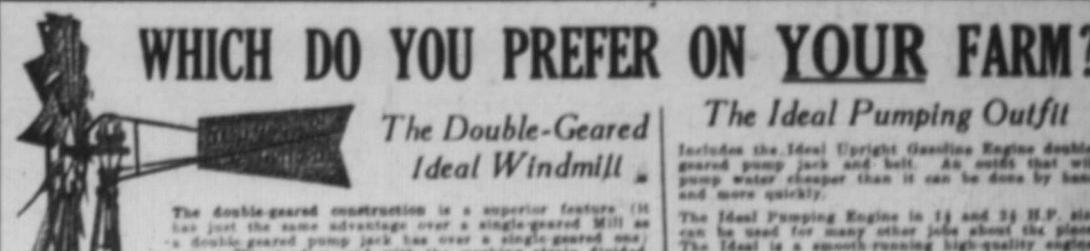
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The Double-Geared Ideal Windmill

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