

"Doo Dads," which have been a constant delight to the youthful readers of The Guide.

30,000 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 \$1.50 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 editors 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 ser-



FOR—

MORTAR
CONCRETE
WHITE COAT
Plaster FINISH
WATERPROOF-
ING
WHITEWASH-
ING
and other
Sanitary
Purposes

Saves Time and Money

NO WASTE
EVERY POUND IS GUARANTEED

READY TO USE
WHEN WATER IS ADDED

From one to six weeks—according to weather conditions—is required to reduce (or slack) lump lime into the putty state by mixing it with water in a mortar box or a mortar bed of sand. This often causes delays, or introduces the dangerous alternative of using partially slacked lime in the most important parts of construction work.

"LION BRAND" HYDRATED LIME

PUT UP IN PAPER OR JUTE BAGS

is a uniform product, manufactured by processes which remove impurities and the physical defects developed in kiln practice. Every pound and ounce of it is useful and active in every possible mixture in which it can be used. Every useful property of the original lime from which it was manufactured is present in the Hydrated Product.

For Concrete Work

The addition of a small percentage of "LION BRAND" HYDRATED LIME—say ten pounds to each bag of cement—gives greater strength, lubricates the mass, increases the density and uniformity; waterproofs, by filling up all the voids, and makes a smooth finish job.

For White Coat (Plaster Finish)

"LION BRAND" HYDRATED LIME makes a smooth, plastic, easily worked putty, that will produce a clean, white wall—free from pits, blisters, fire or chip cracks.

For Brick or Stone Laying

Mortar made from "LION BRAND" HYDRATED LIME is much higher in tensile strength than lump lime mortar, because it contains no inert matter—IT IS ALL PURE LIME.

SOLD EVERYWHERE IN WESTERN CANADA

Ask your nearest Lumber or Building Material Dealer for Descriptive Literature and Prices

MANUFACTURED BY

MANITOBA GYPSUM COMPANY Ltd.

WINNIPEG

Demand These Products

"EMPIRE" WALL PLASTER
"GYPSOFIBRE" WALL BOARD
"MOOSEHORN BRAND" LIME
"EMPIRE" KEEN'S CEMENT
"EMPIRE" FIREPROOF TILE
"MEDUSA" WATER-PROOFING



WHICH DO YOU PREFER ON YOUR FARM?

The Double-Geared Ideal Windmill

The double-geared construction is a superior feature (it has just the same advantage over a single-geared mill as a double-geared pump jack has over a single-geared one)—it works steadier, and with the working strain divided, long life is assured. The gears are also covered to protect them from the weather.

The main bearings are our celebrated roller type. Lubrication is properly insured by a large oil box being used at each bearing. Governor is Automatic and works independently of the brake. It is a pull-in mill, always safe, for should the pull-in wire break, the mill immediately draws out of the wind and applies the brake.

Ideal Galvanized Steel Towers

In Western Canada it is very important to have good towers. The Ideal meets the demand for strength and rigidity exactly, being braced every five feet instead of every ten, as used in ordinary Mills. No Ideal Tower has ever blown down.

BRANDON FLOWING DEMONSTRATION

"12-24 Beaver and Ideal Junior Tractors will be entered in the Brandon Flowing Demonstration which will be held during the Fair—July 23-26."

GOOLD SHAPLEY & MUIR CO. LIMITED

BRANTFORD PORTAGE LA PRAIRIE REGINA CALGARY

The Ideal Pumping Outfit

Includes the Ideal Upright Gasoline Engine double-geared pump jack and belt. An outfit that will pump water cheaper than it can be done by hand and more quickly.

The Ideal Pumping Engine in 12 and 24 H.P. size can be used for many other jobs about the place. The Ideal is a smooth-running high-quality engine, with bronze bearings and drop-forged crank shaft; is equipped with magnets and all good features throughout that makes it without a doubt the best built small engine on the market.

We absolutely guarantee our Mills and Engines to give continuous satisfaction.

We also manufacture Beaver Tractor 12-24 four-cylinder, Ideal Junior Tractor 12-24 two-cylinder, and a full line of Gas, Gasoline and Kerosene Tractors, Windmills, Grain Grinders, Pumps, Tanks, Steel Saw Frames, etc.

Write for Catalog No. 44



Sometimes People Don't Get Goods They Order. They Forget to Say Who Is Writing.