

A WORD TO THE WISE

The editors hope you enjoy reading The Guide. This year will see many important improvements made. We can promise our old subscribers many new, unusual and interesting features, a constant bettering of our service.

During the next few years Canada must solve the trying problems that will have resulted from the great war. The equitable solution of the reconstruction difficulties will determine the status of western agriculture—as to whether our prairies will be dotted with prosperous farms or the industry stifled by placing upon it an unequal yoke of the vast burden of debt that has been created. Every farmer should keep posted—The Guide should be a weekly visitor in every farm home during this period. Back numbers of The Guide cannot be supplied. Send in your renewal promptly to avoid missing a single issue. The yellow address label on The Guide shows to what date your subscription is paid. No other receipt is issued. Remittances should be made direct to The Guide either by registered letter, postal note, postal bank or express money order.

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 A Weekly Journal for Progressive Farmers.

The Guide is absolutely owned and controlled by the organized farmers — entirely independent and not one dollar of political, capitalistic, or special interest money is invested in it.



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 WINNIPEG, MAN.



A "Close Up" (to use the expression familiar in the movies) of the Union Government, by one of the oldest members of the parliamentary press gallery, is printed in The Guide this week. It gives a view of Canada's national executive, as seen through the somewhat cynically tinted glasses, through which experienced members of the press gallery at Ottawa usually contemplate, at close range, the personalities of the rulers of the Dominion's destinies for the time being—glasses which are usually without bias, but not at all of the kind to give a hero-worshipping point of view. There is shrewd appraisal and comment in the article; needless to say, allowance will be made by the reader for the lack of some of the seriousness with which a subject of such serious importance should be written about.

"Women and Their Gas Wagons," by Mary P. McCallum, is a timely article in The Guide this week, which will interest not only women readers but men readers as well.

Titles and some allied topics are discussed on Mr. Pepps' page this week, which begins with the record of a talk with R. L. Richardson, M.P., who tells what Lloyd George said to him about titles. Mr. Pepps comments on the coming marriage of a lady of royal blood with a private in the ranks, from Aberdeen; and goes on to speak of the aristocratic system, and of titles in Canada.

Don't Use Your Car on Sundays, save and except in cases of unavoidable necessity. The Guide puts forward an

appeal to all its readers who are automobile-owners to heed the urgent exhortation of the Dominion Deputy Fuel Controller, Charles W. Peterson, calling upon them to help win the war by helping to conserve the supply of that absolutely essential war material, gasoline. It is calculated in Toronto, that in Ontario alone, as the result of the response made by automobile owners to that appeal, \$75,000 worth of gasoline was saved last Sunday. It is not easy to estimate what amount was saved in the West; but it may be said with entire confidence that in this Sunday saving of gasoline the West, until the requisite conservation of the supply has been effected, will be found to have done its duty to the full. It is for every Western automobile owner to realize his duty in this connection, and do it.

Guide Readers should keep in mind The Guide Seed Fair to be held in Winnipeg, November 12 and 13, as this promises to be the largest and best affair of this kind that will be held in Canada. Over 2,500 people are eligible to enter samples. Dr. James Robertson has contributed a gold medal that will go to the person securing the highest score on a sample of wheat, and \$500 of cash prizes will be distributed. Every person who secured seed from The Guide during the winter of 1917-18, with a reasonably good sample of grain, should arrange now to send an exhibit. The first prize for wheat is \$100; second prize, \$50; 10 other prizes; the first prize for oats, \$35; for barley, \$15; for potatoes, \$18. It will be worth while having your name mentioned as being represented at The Guide Fair.

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