

upon its resources to lend a helping hand to other farmers' organizations and thereby so identified itself with the Farmers' Movement that special enemies were created in its own field. It would have had a comparatively easy time of it.

But The Grain Growers' Grain Company has never regretted the part which it has been privileged to play. Its grants to Saskatchewan and Manitoba Grain Growers' Associations and the United Farmers of Alberta have amounted to \$27,950, while its financial expenditure along educational lines has exceeded an additional \$47,000. Recently the Company also has given assistance to the United Farmers of Ontario, feeling that the farmers in that province are kin with those in the West in their fight for better citizenship. The contributions of The Grain Growers' Grain Company at all times have been given gladly, freely, with no selfish motive to reflect upon its sincerity. It has not done its thinking in terms of dollars and cents. Its hearty co-operation has been given because it has cherished the principles for which the organized farmers of Western Canada have stood, because it has not considered itself as belonging to the farmers of any one province more than another.

As an illustration of the practical value of the Company's assistance it is only necessary to refer to the Saskatchewan Grain Growers' Association. In the days of 1908 the Associations were struggling with difficulties as well as the Grain Growers' Grain Company. Finally Mr. Fred Green, then Secretary of the Saskatchewan Association, approached the Company with a statement of financial handicaps that were retarding development. The Directors

promptly gave him a cheque for \$1,500 to assist him in his work. Mr. Green afterward declared that this practical assistance, so cheerfully given by The Grain Growers' Grain Company, was largely the factor which put the Saskatchewan Association on a business basis at that time.

The establishment of *The Grain Growers' Guide* was another educational effort of The Grain Growers' Grain Company. The directors were quick to see that if the farmers of Western Canada were to carry on to success, they must have a journal of their own to voice their policies—one which would be entirely free from any control except the control of the farmers themselves.

The Support of the Guide

Out of this idea grew *The Guide*. The wisdom of its establishment became apparent at once, and it has been owing largely to its fearless championship of farmers' rights in Western Canada that the Grain Growers' movement has succeeded.

The Guide has had its own particular struggle. The successful launching of a publishing enterprise always is attended by many difficulties peculiar to the publishing business; but besides these difficulties *The Guide* faced many more which were due to the special nature of its policies. A journal must look to its advertisers for sustenance; its subscription moneys cover but a small part of its running expenses.

The Guide found itself with many enemies in the advertising field; manufacturers who disapproved of its attitude on the tariff refused to do business through its columns, and it is only of late that *The Guide* has overcome this difficulty by sheer strengthening of its position as a medium of publicity.

During the years of stress *The Grain Growers' Grain Company* has stood staunchly behind *The Guide*. Year after year the financial deficits have been made good by grants from *The Grain Growers' Grain Company*. These have exceeded a total of \$40,000 for which the Company has got no return except the knowledge that the money could not be spent to better ad-



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