

## AN OPEN LETTER To the Fence Users of Western Canada

For some months past we have been working on a direct sales plan by which we will be able to sell

# Ideal Fence

## DIRECT TO YOU FROM OUR FACTORY

We are now completing details, and  
**OUR NEW PRICE LIST WILL  
APPEAR IN JANUARY**

In your own interests we suggest that you watch for this announcement, and defer placing any fencing order till after its appearance.

**THE IDEAL FENCE CO. LTD.**  
Winnipeg - Canada

It is not necessary, however, for everyone to leave his home and cross the sea with rifle in hand in order to be patriotic. To stay home, pay one's debts, produce good crops and help improve social and economic conditions by studying the problems of citizenship will be, for many, the best possible form of patriotic service.

### Changed Conditions

The first study is called "Changed Conditions Demand a New Program." It deals with the changes which are to be seen in rural life today compared with 20 or 25 years ago. It takes the student on a trip thru the Maritime Provinces, Quebec, Ontario, Manitoba, the New West, and British Columbia, and points out the interesting features of country life in a way that must be a delight to all, and that will bring cherished memories back to those whose childhood was spent in the Eastern countryside.

It is desirable in studying the course, that a regular weekly meeting be held for the discussion of the week's study, and there will be few groups of this kind that will not include in their number a farmer well on in years, who can tell the younger ones, from his own experience, a most interesting story of the change which has taken, and is taking place in the farming districts. The farm, apparently, is less attractive than it was, and people, especially the young folks, are moving to the cities. Why? Is it because farming is no longer sufficiently profitable to enable the farmer to keep his family at home? And if so, why? Or is it because the city is more attractive, socially? Then there are the big "company farms," that began to appear in the West about the time gas and steam tractors were adopted for farm work. Is there a danger that "big scale" farming is going to put the small farmer out of business, like the factory has superseded the independent handicrafts men? These and other questions will occur to the student as he reads the first and second papers and ponders upon their contents.

The second study is really a continuation of the first, and is intended to place the student in possession of the facts with regard to the present position of affairs. The first thing the doctor does before attempting to prescribe for the patient is to diagnose the case and see what's wrong. That also is the first duty of the intelligent reformer, and when the student knows what is wrong with economic and social conditions, he will be ready to seek the remedy.

### Books Required

Those who have prepared the studies have given a list of books which will be helpful to students in following the course. In order that there may be no difficulty in procuring these books, The Guide is making arrangements with the publishers, and will be able to supply any or all of them; and prices, post paid, will be announced as soon as possible. Many students will no doubt be holding weekly meetings either as a local association or in smaller groups. These classes would be wise to lay out the program for the winter, and select a different member to lead the discussion on each weekly study. In order to be sure of having the books in time to make proper preparation, the locals should order at once all those which they intend to purchase. Some of the books recommended are kept in The Guide office, but others will have to be secured from Toronto, New York and London, and consequently, it will be necessary to order well ahead so as to be sure of having them when required. Locals which have a library will find some of the books already there. Those which have none will find the books required for the course suitable foundation.

### MURRAY GOES TO McGILL

James Murray, B.S.A., general manager for Canada of the Canadian Wheatlands, Limited, Suffield, Alberta, and formerly superintendent of the Dominion Experimental Farm at Brandon, has been appointed professor of cereal husbandry at Macdonald College, McGill University. He will assume his duties at Montreal early in the New Year.



## Low Fares

From Winnipeg via Minneapolis-St. Paul to

### FLORIDA

**\$80.20** Jacksonville and return

**\$91.80** Tampa and return

**\$98.70** Palm Beach and return

**\$102.30** Miami and return

**\$114.92** Havana, Cuba and return

Two Daily Trains, Winnipeg to Minneapolis-St. Paul, with connections for Chicago and East

Lv Winnipeg - 7:30 AM	4:25 PM
Ar Minneapolis 10:10 PM	7:25 AM
Ar St. Paul - 10:35 PM	7:55 AM

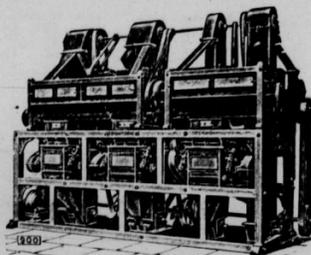
Close Connections at Minneapolis-St. Paul with Through Cars for  
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Phones Main 4000-4001  
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Every Farmers' Association should get a Supply. For Prices write to—

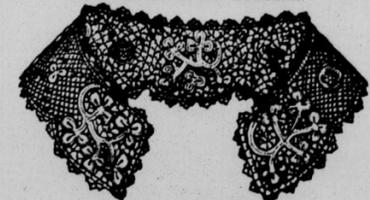
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## NOTED IRISH LACE.

During the war hundreds of Irishwomen will depend upon the sale of this handmade lace to support the family.

Every order means more work for these deserving people.

### THE SHAMROCK COLLAR.



No. A. Price \$1.00.

A dainty real Irish lace collar of pure thread; direct from the worker; 2½ inches wide; shamrock spray design as sketch, and finished with a fancy scalloped picot edge.

In ordering mention No. A. Send Dollar Bill or P.O.O. Illustrated booklet with collar post free. Mrs. Norine Armstrong,  
OLNEY, BUCKS, ENGLAND

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