

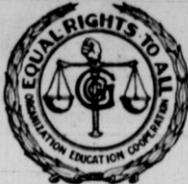
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When you receive a pink notice attached to this page it shows that your subscription is about to expire. Please renew at once, using the blank coupon and the addressed envelope which will also be enclosed. We always give several weeks' notice so that subscribers will have plenty of time to forward their renewals and not miss any copies of The Guide. Please do not delay in forwarding your renewal when you receive PINK notice, as we cannot supply back copies that may be missed. By acting promptly you will not only get every copy, but also assist us in giving you our very best service. When requesting a change of address, please give us three weeks' notice. Send \$1.00 for one year, or we shall be glad to have you take advantage of our special offer of \$2.00 for three years. Always use postal or express money orders when remitting. If the date of the address label on your Guide is not changed within a month after you send your renewal, please notify us at once.

THE GRAIN GROWERS' GUIDE

"Equal Rights to All and Special Privileges to None"
A Weekly Journal for Progressive Farmers

Published under the auspices and employed as the Official Organ of the Manitoba Grain Growers' Association, the Saskatchewan Grain Growers' Association, and the United Farmers of Alberta.



The Guide is the only paper in Canada that 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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Advertising Rates

Commercial—16 cents per agate line.
Livestock—14 cents per agate line.
Classified—4 cents per word per issue.
No discount for time or space on any class of advertising. All changes of copy and new matter must reach us seven days in advance of date of publication to ensure insertion. Reading matter advertisements are marked "Advertisement." No advertisement for patent medicines, liquor, mining stock, or extravagantly worded real estate will be accepted. We believe, thru careful enquiry, that every advertisement in The Guide is signed by trustworthy persons. We will take it as a favor if any of our readers will advise us promptly should they have reason to doubt the reliability of any person or firm who advertises in The Guide.

Service that is Worth Dollars

The farmers as a class have been the last to organize and the last to realize the absolute need of putting the very best business methods into their work. But today, with keen competition and the heavy economic burdens upon the agricultural industry, the farmer who "makes good" must not only be up and doing early in the morning, but he must plan his work so as to get the greatest results from his own labor, the labor of his horses and his farm help.

Hard work and good planning will accomplish much and may bring success, but success will be more certainly attained if the farmer keeps sufficient records to show him year by year the results secured from the different branches of his work.

Further, the farmer, as much as any other business man, must keep abreast of the times, know when improved machinery is being constructed, what new methods have been discovered in soil tillage, stock breeding and other lines. Last, and by no means least, the farmer must know how and where to sell his product to get the very utmost value from it.

Must be Up and Doing

The farmer who lies in bed until eight o'clock in the morning, does not study, carries out his work in a haphazard way, sows foul seed or markets his stuff carelessly, is almost sure to have his mortgage foreclosed sooner or later. Any man in any other line of business who follows a careless course is soon eliminated by the remorseless war of competition.

There are many things that a farmer can do which will equip him to do better farming, secure bigger profits and have a better living than at present. He can attend agricultural college, either for the regular course or for the short courses. He can visit the experimental farms and demonstration farms and get some good ideas from them. He can attend the lectures given at the "better farming" trains, and all this will help him very much, altho attending the agricultural college will cost him considerable.

The Best Investment

In proportion to the investment there is not any one way by which a farmer can get better value for his money than by subscribing to the best farm journal that it is possible for him to find. Every farmer should have at least one good farm journal going into his house regularly. Every farm journal contains at least some information that the farmer will not find anywhere else, and in these days the farmer who is successful and progressive is the one who reads and studies.

The farm journal of the present day should be

in reality the business adviser of the farmer, in the production and disposition of his crops.

It should be the friend and counsellor of the housewife, and it should provide instruction and entertainment for every member of the family.

The farm magazine that gives this service soon becomes a very welcome weekly visitor in the farm

because it is cheaper, yet she would be just the same woman in unbleached cotton as if dressed in broadcloth, and you would save a lot of money by providing for her the cheaper dress. You do not paper the walls of your front room with brown paper, yet it would be just as serviceable as the pictured papers you purchase at a higher price. It would be cheaper to have grass growing in front of your house than a nice flower garden. It would be cheaper to drive in a buckboard than a buggy, yet you do not do it if you can afford anything better. We do not intend to publish a paper of the "unbleached cotton" variety. We intend to

put out a "broadcloth" product and we believe that our readers will pay 50 cents a year for the difference and consider it money well spent.

The Value of Advertisements

With the improved paper that we shall publish during the next year, we will get larger bulk of advertisements and thus receive additional revenue from this source. Most of our readers, we fancy, do not appreciate the value of the advertisements to themselves. If we were to send out a Guide without any advertisements in it whatever, even tho it contained everything else, it would be a limp paper and a great deal of its service to the farmers would be lost. It is quite true that the advertisements supply the greater part of the revenue necessary to publish the paper, but at the same time our readers need the advertisements to keep them up-to-date in the commercial and industrial advancements that are being made for the benefit of agriculture.

The farmer who does not get any farm paper sooner or later becomes a back number. Every farmer should have his own farm magazine coming to him every week. We believe that he will get better service from THE GRAIN GROWERS' GUIDE than from any other paper. But whether he gets The Guide or not, we hope that every farmer in this country will subscribe to and read at least one good farm paper.

The Co-operative Spirit

Every reader of The Guide who wants to give a little assistance to us can go out and get us one new subscriber. How many are there who would be willing to do two hours work for us in this way? The more subscribers we get the larger is our advertising revenue, and the better paper we can publish. What The Guide can do for you depends largely on what you will do for The Guide. The Guide belongs to its readers, and it lies in their power to make it the best paper that this country has ever seen. How many will lend a hand and lend it now?

Remember the subscription price is \$1.00 for one year and \$2.00 for three years until April 1, and after that date it is \$1.50 per year. If you want to help us, the best thing you can do is to get us a few subscribers at \$1.00 during the next week. You need do nothing else but collect the dollar from your friend, mail it to us and give us the correct name and address and the whole thing will be done and done properly.

How You Can Make 50 Cents!

If you pay your renewal subscription to The Guide before April 1, it will cost you only \$1.00. After April 1 your renewal will cost you \$1.50. You can save 50 cents by sending in your renewal within the next week.

home and is worth many dollars every year to the farmer and his family.

Information that is Worth Money

The up-to-date farm journal will tell the farmer:

- 1—The current market prices of everything he has to sell.
- 2—How to pack and ship what he has to sell.
- 3—How to cultivate to produce the maximum crop.
- 4—How to conduct every branch of his business to produce maximum results.

The best farm magazine will give the farm women reliable information on:

- 1—Cooking.
- 2—Dressmaking.
- 3—Millinery.
- 4—Care and feeding of children.
- 5—Helpful hints on housekeeping and endless other valuable information.

Further than this the farm journal that best fills the needs of the people on the farms will supply good fiction and more or less reading of a religious character, information on political questions, as well as information on educational questions and the improvement of rural schools.

This is not a complete review of what the up-to-date farm journal should provide, but it gives an idea of what farmers should expect and may expect from a weekly farm journal. This service, and very much more, The Guide has been attempting to give its readers in the past, and will give a very much improved service in the years to come.

The increase in the subscription price from \$1.00 to \$1.50 will enable The Guide to be very much more helpful to its readers than ever in the past.

A "Broadcloth" Product

Several of our readers have suggested that instead of raising the subscription price we should use cheaper paper. We do not believe that our readers would welcome a cheaper quality of paper. You do not dress your wife in unbleached cotton simply