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THE GRAIN GROWERS GUIDE

GINDE POST/

A COLORED NOTICE

A colored notice in this issue of The Guide shows that your renewal is due.

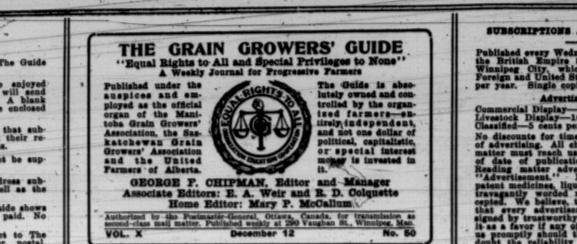
The editors hope that you have enjoyed reading The Guide and that you will send \$1.50 for your renewal at once. A blank coupon and addressed envelope are enclosed for your convenience.

Several weeks' notice is given so that sub-scribers will have time to send in their re-newals, thus not missing any issues. Back numbers of The-Guide cannot be sup-

When requesting a change of address sub-scribers should give the old as well as the new P.O. address.

The yellow address label on The Guide shows to what time your subscription is paid. No other receipt is issued.

Remittances should be made direct to The Guide, either by registered letter, postal, bank or express money order.



SUBSCRIPTIONS AND ADVERTISING

ished every Wednesday. Subscriptions in British Empire \$1.50 per year, except alpeg City, which is \$2.00 per year, ign and United States subscriptions \$2.50 year. Single copies 5 cents.

per year. Bingle copies 5 cents. <u>Advertising Rates</u> Commercial Display—20 cents per agate line. Classified—5 cents per agate line. Classified—5 cents per word per issue. No discounts 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 insure insertion. Reading matter advertisements are marked "Advertisement." No advertisement for patent medicines, liquor, mining stock, or ex-travagantly worded real estate will be ac-cepted. We believe, through 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 the period of the context of the function of the doubt the reliability of any person or firm who advertises in The Guide.

Fo the Gift Fruit growing has not made rapid progress on the prairies. By many it has been looked upon as a hopeless proposition. But all the time fruit growing enthusiasts with the Seeker

The true Gift Giver today is better known by the wisdom of his selection than by the amount of money he spends. So long as the gift bears distine tion and quality, its cost may be dropped out of consideration. The gift spirit is not measured in dollars and cents.

In this connection you will find the D. E. Black & Co.'s Catalogue an inspiration. So many things may be had at such moderate prices that the wants of anyone may be satis-

Our new 1917-18 Cata-logue is just completed. Send for a copy today. It is free for the asking.

D. E. Black & Co.

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Jewelere raid Building - Calgary

ORTHERN

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HEAD OFFICE, WINNIPEG

Organized in Western Canada in 1905

Capital (Authorized) \$6,000,000

Rest and Undivided Profits \$848,584

LOANS ON GRAIN

We are prepared to make loans to

responsible farmers on the security

of threshed grain or against bills

LOANS MADE AT ALL BRANCHES

Branches Throughout the West

of lading.

time fruit growing enthusiasts with the frue pioneering spirit have been busy investigating to see just how far fruit growing can be successfully carried on in this elimate. The dean of these ex-periments is undoubtedly A. P. Steven-son, of Morden, Man. For 30 years he has been experimenting and develop-ing new varieties suitable for western condition. The benefit of his long ex-perimence is now to be given to Guide condition. The benefit of his long ex-perience is now to be given to Guide readers. A series of 12 articles dealing with fruit growing, gardening and or namental planting is being prepared for us by Mr. Stevenson. The first of these appears in this issue. It covers thoroughly the growing-of strawberries. If your copies of The Guide are not regularly filed it will pay you to cut out these articles and save them for futuge reference. They will contain detailed, practical information which future reference. They will contain detailed, practical information which will be of inestimable value to you in establishing a fruit graden for supply-ing your table with home-grown products.

"The cartoons alone are worth more than the price of the paper. I wouldn't be without them for \$5.00 a year," said a Saskatchewan farmer who called a few days ago to renew his subscription. That made the artist feel happy. He likes to have his services appreciated by the farmer. There is abundance of evidence that they do appreciate them. evidence that they do appreciate them. For that reason arrangements were made some time ago to utilize his full time. There are fost farmers' papers having a fully-equipped art department, such as The Guide now has. The week-ly cartoon, the Doo Dads, the illustra-tions for our seed grain and other catalogs, and all other art work are prepared right here in our own offices. This is a valuable service; but then, there is nothing too good for the farmers.

Here is a service which the advertising department of The Guide is anxious to render you. Are there any articles which you wish to purchase and which are not represented in our advertising-columns. If so, just drop a card to the Advertising Department, Grain Grow-ers' Guide, Winnipeg, and they will give you full information as to where the articles you want can be secured.

Do good roads interest you? Most farmers who have hauling to do are vitally interested in them. There are many municipalities in the West which many municipalities in the West which are doing splendid work in improving the highways within their borders. This work is partly the result of the activi-ties of the provincial governments and partly due to the progressiveness of the farmers in the municipalities. During the winter a series of articles on Good Roads will appear in The Guide. These will cover every phase of this important movement. The first of these articles appears in this issue. It outlines the policies of the provincial governments of the three prairie provinces and will he followed by equally instructive ar-ticles on other phases of the subject.

Before shipping live poultry long dis-tances by express it is always wise to find out what the express charges will be. Recently a Guide reader shipped such a consignment from a point in Alberta to a commission firm in Win-nipeg. The total charges amounted con-siderably over 50 per cent. of the value of the shipment. Prices quoted are always f.o.b. at point of destination. Shipping charges are therefore deduct-ed when settlement is being made. In this case the commission firm dealt in an entirely fair manner with the cusan entirely fair manner with the customer but there was, of course, disap-pointment with the results. Matters of this kind are govered in the poultry department and those who read it each week are kept thoroughly informed on themarketing end of the poultry business.

Whoever said that women's meetings were designed for gossiping parties was quite mistaken. If he would read our quite mistaken. If he would read our Farm Women's Club page he should see how much mistaken he was. Reports have come in showing that Cayley U.F.W.A. has contributed \$2,500; Car-stairs nearly as much; Claresholm In-stitute \$3,000, as well as making 6,000 articles; Strathmore \$1,200 and 6,218 articles; Verdant Valley \$2,500 and many thousand articles; and Ledue, \$2,000. These figures speak in glowing terms of what our women are capable in their nation's crisis. In the latest Red Cross report for the Northern Alberta Red Cross branch it is stated that 98,670 articles were received from the Red Cross branch it is stated that 98,670 articles were received from the country auxiliaries. The value of those articles is given at \$13,778.63. The country auxiliaries contributed \$40,754.-29 in cash as well. This does not of course include the enormous sums of money that are raised for other bran-ches of patriotic work than the Red Cross.

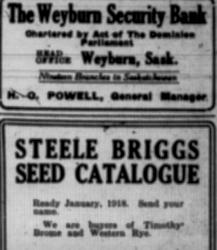
The Patriotic Funds are receiving splendid support from the farmers' or gamizations. One morning last month the mail brought a letter from the Wals way Parmers' Elevator Co., of Welwyn, Sask., which contained \$1,500. Of this, \$500 was for each of the following funds: Y.M.C.A. Millitary Fund, the French Red Cross and the Belgian Re-lief. From all over the West contri-butions' continue to pour in and, the grand total is now mearing the \$20,000 mark. There is no question about the insistent need, of the continued sup-port of all these worthy interprises. insistent need, of the continued sup-port of all these worthy interprises. Now that the troops are entering on their fourth winteh campaign, and the peoples of the war stricken countries are again facing a long cruel period in which their sufferings from famine will be augumented with the terrors of win-ter, the utmost that we can do for them will be required to assuage their suffer-ings. ings.

"Preparedness"

If you do not make a Will, the Administrator who takes charge of your property will find it un-ready to be dealt with by anyone except yourself. The Administrator will have to guess your ideas about the management of your estate; and even if he knows your ideas he will be compelled to follow the legal procedure prescribed by law for the estates of people who do not make wills.

Make a Will, and give an Executor power to carry out your wishes. About executorship, consult

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