

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 subscribers will have time to send in their renewals, thus not missing any issues.

Back numbers of The Guide cannot be supplied.

When requesting a change of address subscribers 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.

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 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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SUBSCRIPTIONS AND ADVERTISING

Published every Wednesday. Subscriptions in the British Empire \$1.50 per year, except Winnipeg City, which is \$2.00 per year. Foreign and United States subscriptions \$2.50 per year. Single copies 5 cents.

Advertising Rates

Commercial Display—20 cents per agate line. Livestock Display—16 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 extravagantly worded real estate will be accepted. 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 us promptly should they have any reason to doubt the reliability of any person or firm who advertises in The Guide.

Why Canada Needs More Money

Up to date the war has cost Canada about \$700,000,000.

Canada has spent in Canada over \$400,000,000 on her own account. Canada has spent in Canada on behalf of Great Britain over \$300,000,000.

What Canada spends for Great Britain is really loaned to Great Britain and will be repaid or credited to Canada later on.

Great Britain needs so much ready cash to finance her own expenditures at home for herself and for her Allies that she must buy on credit from Canada, and from every other country where she can get credit.

It is in Canada's self interest to supply Great Britain's war needs and thus keep an open market for our products.

Britain needs our wheat, cheese, cattle, hogs and many manufactured articles. Canada also needs many of these things—between the two, it amounts to more than a million dollars a day in cash. The producers must be paid in full. Neither Canada nor Great Britain could go to a Canadian farmer and buy his wheat or his cattle on credit because the farmers have to pay cash for wages, rent, materials, etc. They must be paid in cash or its equivalent.

So Canada must lend to Great Britain the money with which to pay cash to Canada's producers for what it wants. Canada must borrow from its people the money to pay cash for all the products that are needed in Canada.

That is Canada's practical patriotic part in helping to win the war.

Without this credit, Canadian producers could not sell to Great Britain and without these Canadian products the war would be prolonged.

So it is necessary for Canada to give Great Britain the credit in order that Canada's own producers, who need a market, will have one and in order that Great Britain which needs the products, to win the war, will get them.

This is why Canada must borrow the money from the people of Canada through the sale of Canada's Victory Bonds to be offered in November. That is why Canada's Victory Bonds are offered to the people—to raise money to help finish the war.

Buy a Victory Bond

Your Money is Safe in VICTORY BONDS

Let this farmers' company help you to become a Bondholder of the Dominion of Canada

If United Grain Growers Limited are holding a car of grain for you, or if you are about to ship them a car of grain and you wish to invest part of its proceeds in Canada's Victory War Loan, just advise them how much you have planned to subscribe. They will have your subscription placed and all details looked after without any worry or inconvenience to yourself. Receipts and other necessary papers will be mailed to you promptly.

Canada — your country — **must** have money. Every citizen must do his part, however small, in this loan. Your part is to subscribe to the loan now and thus help the farming community of the West to uphold the record it has already made for patriotic effort in the present struggle.

Use the Coupon here **NOW**. Full particulars about the loan, the size of the bonds, the interest to be paid, and other information will be published by Canada's Victory Loan Committee within the next week or so—get started NOW.



Amalgamation of the Alberta Farmers' Co-operative Elevator Company and The Grain Growers' Grain Company Limited

UNITED GRAIN GROWERS LIMITED
Winnipeg and Calgary

Out of the proceeds of my car which (you are holding, I am just shipping please enter my subscription to Canada's Victory Loan for \$..... When placed, you are to send me receipts and all necessary papers in connection with my bonds.

Name

Address