

How Much Has The Guide Saved You?

\$20.00 In Cash

Will be given Free to our Readers for a Few Minutes' Work

It is the ambition of the publishers of The Guide to make it of practical value to every reader. We want to put into it information that will be worth at least \$25.00 in hard cash to every reader. If we can do this, in addition to entertaining and instructing and helping in a general way, we feel that The Guide will be a great success. To accomplish this end the fullest co-operation of the readers is necessary.

Probably very few readers have regarded The Guide in the light of a money-making proposition. Yet when a machine is purchased, a farm laborer or domestic servant engaged, it is for the purpose of saving money. It is our aim and purpose to make The Guide one of the necessary machines, servants and advisors that will save every reader actual hard cash every year.

We know that hundreds of our readers have already saved money by the aid of The Guide. We have answered hundreds of legal questions free of charge, that must have saved our readers considerable money. How many are willing to tell us as near as they can just what this service saved them? We want to know so that we can give better service. We have answered all kinds of other questions of a very practical nature. Some of these answers cost us several dollars to procure. We want to know if they served their purpose. Not more than five per cent. of our readers ever write to let us know if the information we have thus freely given them has been of real practical help. If they would let us know we would be better able to help other readers who may have difficulties.

We have published the best advice of practical farmers and scientific experts on nearly all branches of practical farming. Certainly a large number of our readers have found in this information an idea that would aid them to destroy noxious weeds, cultivate to get better crops, select better seed, raise better poultry or improve their methods in some way that meant actual cash. Then we have given a number of approved conveniences and labor-saving devices for use on the farm. Some of them have saved money for somebody. Let us know how much, as near as you can tell.

We have had a large number of letters from farm women telling how they have used to great advantage many of the labor-saving devices suggested in The Guide. Others have mentioned how certain recipes helped them, or suggestions on children's clothing. One woman wrote that the recipe for fireproof cement saved her purchasing a new range. A large number of men and women have purchased our house plans, and several stated that the plans were far the best they could get at the price. This was a saving effected by The Guide. We want every woman or man who has saved money in

any of these ways to tell us as near as they can how much in actual cash the saving amounted to.

Our market quotations and reports are generally regarded as the very best and most reliable. One man writes that he has saved \$1,000 by the use of information given on our market page. We have had hundreds of letters of appreciation of the value of our market page. Now we want our readers to translate that help into dollars and cents. It can be done without great trouble.

Thousands of farmers have been led into co-operative buying by reading information and reports in The Guide. How many such men and women will let us know how much they

us a letter setting forth the information as clearly as you can.

Hundreds of farmers have written us that they advertised their seed grain, poultry, livestock, etc., in The Guide and thru the advertisement sold all they had at a good price. But none of them has ever reduced the results to cash figures. To get at the figures it is only necessary to figure how much the grain would have brought at the elevator as compared with the prices received by advertising in The Guide. Deduct the cost of the advertisement, and the balance shows how much The Guide saved for you. The same applies to other things that farmers have sold thru The Guide advertisements. Let us know what this service was worth in dollars and cents.

One farmer writes us that he wanted to buy a fanning mill and was quoted a price locally which seemed high. He got in touch with a Guide advertiser and bought a mill equally as good at a far lower price. Thus he saved a

nice little sum of money. How many have saved money in the same way? We know there must be hundreds who have saved money by buying from Guide advertisers. Then there are many farmers who have sold their products to good advantage to buyers who advertise in The Guide. How many can tell us what they have saved in this way? One man's method will help others to save money in the same way.

If our readers will think over this matter they will find that they have actually used The Guide to assist them in making money. There may be other ways that we have not mentioned. If so, letters on such other methods will be quite as acceptable for the competition. We are giving these cash prizes because we want to know how The Guide has been of the best service to its readers.

We also want to know just what information is wanted to help our readers save money. Every man or woman on the farm could make or save more money if they knew how to do some special thing to accomplish a certain result. Let us know and we will get the information for you, if at all possible. Let The Guide be your assistant in making farming more profitable. No one person has all the knowledge going. The Guide staff does not pretend to be able to give all this information themselves, but they are in touch with experts in every line, and have books on every practical subject. If you are not getting your money's worth out of The Guide you can do so by telling us what information you want. Tell us now and give us time to get the information. The Guide can only be of the most service to its readers when the readers let us know what they need. Let us know your needs now.

THE GRAIN GROWERS' GUIDE.

A few weeks ago we published the first announcement of this competition. Already we have received a number of letters from readers, showing in detail how the information in The Guide has helped them save money. We have decided to hold the competition open till April 1, so that more letters will be received

have saved in this way? Women have told us that they saved money by following Guide hints on "economical buying." How much? That's what we want to know.

We have sold thousands of books in the past two or three years to our readers. How many have found help in any of these books that saved them more than the cost of the book? Every such person is financially better off by just that much. We want to know how many have been able to use the information in these books to save money. Think it over and write

Every reader of The Guide is invited to write a short letter, not exceeding 300 words at most, on the subject "How much The Guide has saved me." There will be six prizes:

- For the best letter \$7.00
- For the second best letter 5.00
- For the next four best, each 2.00

The letters containing the most definite information will win the prizes, not necessarily those that show the greatest saving. Do not write about the pleasure or entertainment The Guide has brought you; that is for another time. Make this letter a straight dollars and cents answer.

This competition is open to every reader of The Guide, men, women and young folks. Sit down and think it over, and see if The Guide has actually saved you any money. Then write your letter and tell us how much. Don't put anything else in the same letter. Be sure your letter is mailed before April 1.

Address your letter to—
Competition Editor,
Grain Growers' Guide,
Winnipeg, Man.

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