

A MADE-TO-ORDER PAPER

Have you ever stopped to consider that The Guide has not grown after the manner of the ordinary paper in Western Canada, but is a paper fashioned by you and for you? It is, in fact, a real made-to-order paper. When the great farmers' organization had its beginning it was a small thing and it suffered from many setbacks, not the least of which was the fact that it was refused fair publicity through the press of that day. Because of the interests which dominated them, some papers were afraid (yes, actually afraid) to espouse this cause. In this dilemma the farmers were forced to establish their own paper and so was started The Grain Growers' Guide. It was established to fight the farmers' battles and to shed the light of pitiless publicity on the activities of those interests which were opposed to the position taken by the organized farmers. Thus, you see, it was a paper formed for a definite purpose, in fact a made-to-order paper. The work for which it was intended it has endeavored to do to the best of its ability week by week and year by year. Its success will be evident by the facts which follow.

A Paper with an Ideal

Because of the very way in which it was started it was essential that The Grain Growers' Guide should set for itself a high ideal and to strive ever to attain to that. This ideal was laid down by the farmers of Western Canada and many points in their program of progress have already been accomplished. Reforms in the grain trade, in railroad service, in banking, in temperance, in suffrage, etc., might be cited. These, however, are too well known to require further explanation. In all of them The Guide

has played a prominent part. What should not be overlooked is the fact that other reforms of just as necessary a character require accomplishment, and that difficulties arising out of the war and unthought of when The Guide was started will require solution. To these The Guide is giving its best thought. Its present function, while broader in scope than at the beginning, is just as high in purpose and just as necessary to the bettering of farming conditions on the prairies. Its prospects of success may be judged from its past performance, the details of which are given below.

Achievement Below is shown in graphic form the growth of The Guide in the ten years since it was started. From a small monthly publication it has grown to be a large agricultural weekly. The size of the reading matter pages has been increased over fifty per cent, and the number of pages given in a year has increased over three

hundred per cent. Nothing could more strikingly demonstrate the fact that The Guide was established on sound principles. Nothing could be more gratifying to those farmers who have the interest of the organizations at heart than to know that this, their own paper, is year by year bettering its service.

Illustrating the Growth of The Grain Growers' Guide



June, 1908, to June, 1909—664 pages

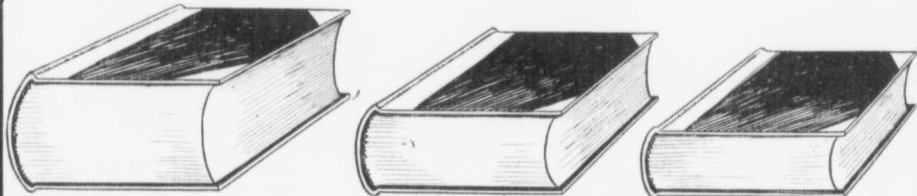
January, 1913, to December, 1913—1,384 pages

January, 1917, to January, 1918—2,136 pages

A Record Second to None

Apart from the fact that The Guide has shown such a healthy growth to date it is also gratifying for Guide friends to know that it occupies today the first position among Western Can-

adian farm papers. The diagram below illustrates what this means to Guide subscribers. From January 1 to December 31, 1917, The Guide printed 2,136 pages, which was seventeen per cent. more than the next nearest paper and fifty per cent. more than the third paper.



The Guide, January to December, 1917—2,136 pages

Second paper, January to December, 1917—1,872 pages

Third paper, January to December, 1917—1,478 pages

The Service We Give

The Guide, both from the standpoint of its growth to date and the leading position which it occupies among Canadian farm papers, are really more proud of the quality service it gives its subscribers. This may be divided under two heads, namely, organization work and practical agriculture. Under the heading of organization work The Guide keeps all its readers informed as to what is being done in each province to further the interests of the organizations. It continually watches for any outside movement calculated to injure the organization or decrease its effectiveness. It sees that due attention is paid the farmers' cause in Provincial and Dominion parliamentary circles. It interprets political movements for its readers and fearlessly and independently

While we point with pride to the record of the organization work and practical agriculture.

criticizes both parties where this criticism is warranted. In both political and manufacturing circles The Guide is acknowledged to be a power to be reckoned with, and one which champions the farmers' cause first, last and all the time.

In the field of practical agriculture The Guide is also playing its part. It conducts departments in charge of experts for all farm and home activities and interests. Livestock, grain growing, dairying, poultry, horticulture, etc., are subjects for regular attention. For the farmer's wife and children it has special departments, among which might be mentioned The Country Homemakers, The Country Cook, Farm Women's Clubs, Young Canada Club, etc. The Guide's cartoons and the Dox Dad series need no introduction to Guide readers. Special mention should be made, however, of The Guide's market page, second to none in Western Canada, and its farm financial page, where practical information is given on all phases of financing.

A Reputation to Maintain

COOPERATION THE KEY-NOTE TO SUCCESS. It will be seen from the foregoing that The Guide has a reputation to maintain. Its past success has been due to the loyal support it has received from its readers. One of the practical ways in which they have demonstrated this support has been by introducing The Guide into homes where it has not been known. If there are people in your district who do not know what The Guide stands for, lend them a copy

and urge them to get behind this paper which means so much to every farmer. Tell them to send their subscription in to us, or give it to you to send for them. You can assure them that they cannot anywhere invest a dollar and a half more profitably. We need your co-operation to make The Guide the bigger success it deserves to be. The more readers The Guide has the more power it has to fight the farmers' battles and the better paper it can make itself to you. The Guide was started by co-operation. Give us that co-operation now and we will make even more progress in the future than we have in the past.

The Grain Growers' Guide