



THE experience of others always is helpful. The story of things accomplished in every day life on one farm is informing and stimulating to other farmers.

The Globe has always had this in mind, even before the days of Bow Park Farm, when George Brown showed his neighbors what could be done with pure-bred stock.

This thought still governs The Globe. Its weekly agricultural pages—"Farm and Country Life in Canada"—are devoted to reporting and recording the doings of the farmers throughout Ontario.

The Globe does not say what the farmers should do, but tells them what others do, and suggests that its farmer readers do likewise.

Two members of The Globe staff devote their whole time to the collection of material for this Department, and in so doing spend several days each week "in the country." They visit good farms all over Ontario and attend Fairs and Con-

ventions. They report all developments in rural life as reflected in these gatherings, as well as in the personal experience of successful farmers. Through its "Farm and Country Life" Section, The Globe has identified itself with every movement calculated to improve the conditions under which farmers and their families do their daily work.

The Globe does not assume the rôle of a Farm Journal. It is first and foremost a Great Family Newspaper, appealing to every class in the community.

All persons, old and young, on the farm, should read a daily newspaper. It broadens their outlook and keeps them in touch with the outside world.

For seventy-five years The Globe has never wavered in the performance of its duty. The service it has rendered Canadian Farm Life in the past is its guarantee of its service in the days to come.

The Globe will always live up to its performances of the past—that is why The Globe should be found in every farm home in Ontario.

The Globe

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