

A PINK NOTICE

A pink notice attached to this page shows that your subscription will expire the end of this month. We hope you have enjoyed The Guide and that you will send us \$1.50 for your renewal at once, using the blank coupon and the addressed envelope which will also be enclosed. We always give several weeks' notice so that subscribers will have plenty of time to forward their renewals and not miss any copies of The Guide. We cannot supply back copies of The Guide, so we hope you will not delay in sending your renewal. When requesting a change of address, please give us three weeks' notice. If the date of the address label on your Guide is not changed within a month after you send your renewal, please notify us at once. It is always safer to send your money by postal or express money orders. Mail your \$1.50 today.

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 the only paper in Canada that 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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Livestock Display—14 cents per agate line.
Classified—4 cents per word per issue.
No discount 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 ensure 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, thru 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 reason to doubt the reliability of any person or firm who advertises in The Guide.

A.... \$15,000 Proposal

Showing what Guide Subscribers can do to help The Guide

By THE EDITOR

It is just a year ago on April 1 since the subscription price of The Guide was raised from \$1.00 to \$1.50 per year. Our readers will remember that before increasing the subscription price we placed the matter before each of the three annual conventions, and also published in The Guide the reason why it was necessary to get a larger subscription price. We are glad to be able to state that our renewal subscriptions have been received in larger numbers at \$1.50 during the past year than they were during the previous year at \$1.00. Our readers have shown a splendid spirit of co-operation and appreciation and have helped us out remarkably well in the payment of their subscriptions. It is our aim, as fast as possible, to bring the subscription list of The Guide up to a paid-in-advance basis. Already there are 25,000 subscriptions to The Guide paid in advance, but there are 10,000 subscriptions that are in arrears anywhere from one month to twelve months. These subscriptions are all due now at \$1.50 per year, and if they are all paid immediately it would bring us in \$15,000 additional revenue. Every day brings in a considerable number, but still there are a great many subscribers who have not yet paid.

WHAT A BIG DIFFERENCE

Probably those subscribers who are in arrears do not realize what a difference it makes to the publication of their own paper whether they pay promptly or withhold their renewal for from six to twelve months. We always send every subscriber a notice one month in advance of the expiration of their subscription, and then we send frequent notices thereafter in an endeavor to have them pay their subscription direct to the office. Very often after we have sent four or five notices at a cost of 15 to 20 cents, we then pay an agent a commission to go around and collect the renewal, which means that altho the renewal subscription which we collect is \$1.50 it costs us sometimes pretty close to \$1.00 to collect it.

Also we are compelled to state that there are a number of our readers who subscribe to The Guide and after receiving a number of notices and not paying their subscription until they are twelve months in arrears their names are cut off. This means we have spent 15 to 25 cents in sending out notices and have sent them 52 issues of The Guide which have cost us over \$3.00 and then we get nothing out of it. On such subscriptions it can readily be seen that we are losing money and losing it very fast.

HOW IT COSTS

Perhaps our readers do not realize just the difference it makes whether a subscription is paid promptly or whether we have to spend quite a lot of money in collecting it. As we stated above if these 10,000 subscriptions were paid at once we would have \$15,000 in cash. But if we have to send out 15 cents worth of notices to everyone it means \$1,500 cash spent in that way alone. Then again if we have to send agents round to collect these renewals in each case and pay the agent 50 cents for collecting the \$1.50, we have already paid out \$6,000 more so that the total we would get from the 10,000 subscribers would be only \$7,500.

Now we know that practically every one of the 10,000 subscribers who are in arrears at the present time could easily pay the \$1.50. It is simply that they have neglected it and they do not realize that their neglect in this respect is costing The Guide a whole lot of money. We hope that every subscriber who sees this item in The Guide this week will immediately look at the label on his paper, and if he is in arrears he will mail us the \$1.50 at once together with the coupon at the bottom of this page.

AN EXTRA \$7,500 TO SPEND

Now if we had the additional \$7,500 we could use it to splendid advantage. What could we do with this extra \$7,500, if we had it?

We could engage the services of 25 of the best writers in Canada and the United States, who would investigate for us all kinds of problems that are of vital interest to the farmers of this country and we could publish these articles in The Guide for the benefit of our readers. This information alone would be worth thousands of dollars to our readers. An additional \$7,500 per year spent in securing articles for publication in The Guide, pictures, good stories and other special services would make a wonderful difference to our paper, and it is simply because we have to spend so much money collecting subscriptions that we are not able to spend more money in improving The Guide.

This is a very frank talk with our readers because we know they are interested in our paper and we hope that each one of them will take it to heart and immediately investigate to see whether or not his subscription is in arrears. At the bottom of this page we are publishing a coupon, and all that it is necessary for you to do is to write your name and address exactly as it now appears on your label and send it in to us immediately with a postal note for \$1.50. Your label will then be changed in the course of two weeks, and we will be able to use the money for carrying on the work that The Guide was established to carry on.

If you are really anxious to help The Guide in the work it is doing, here is an opportunity to do it and to do it in the best possible way.

PLEASE LOOK AT LABEL

Every subscriber to The Guide can easily tell whether or not his subscription is in arrears by simply looking at the address label which appears on the front cover of his Guide every week. The label reads like this:—

J. E. Smith
REDVEE
CASE, June 15

This shows that Mr. Smith's subscription expired with the last issue of June, 1915, and that he is now nine months in arrears.

SUGGESTIONS AND CRITICISMS WELCOMED

At the same time as you send in your subscription the editor would be very glad to receive any suggestions for improving the paper, or any criticisms of the articles that are already appearing in the paper. It is the desire of the publishers and the editor to make The Guide the very best possible paper in this country, and helpful suggestions and criticisms are always welcomed. But whatever you do, be sure to send in your renewal at once because seeding will be starting in a very few weeks and we know that once you begin seeding operations you will forget to attend to this very important matter.



Clip out the coupon today, write your letter of suggestions to the editor, and mail it immediately.

Feb. 15.

GRAIN GROWERS' GUIDE,
Winnipeg, Man.

Herewith find money order for \$1.50 to renew my subscription for one year from the date now on my label.

Name

P. O.

Province

Be sure to write your name and address very plainly and exactly the same as it now appears on your label.