

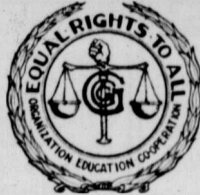
A Special Word to Subscribers

When you receive a pink notice attached to this page it shows that your subscription is about to expire. Please renew 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. Please do not delay in forwarding your renewal when you receive PINK notice, as we cannot supply back copies that may be missed. By acting promptly you will not only get every copy, but also assist us in giving you our very best service. When requesting a change of address, please give us three weeks' notice. Send \$1.00 for one year, or we shall be glad to have you take advantage of our special offer of \$2.00 for three years. Always use postal or express money orders when remitting. 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.

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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Advertising Rates

Commercial—16 cents per agate line. Livestock—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.

The Cost of Neglect

By The Editor

We are just in receipt of the following letter from the Secretary of the Oak Lake Grain Growers' Association, which explains itself:

Oak Lake, Man.

"At a meeting of the local branch of the Grain Growers' Association held here today, a resolution was passed that all subscribers to The Guide pay their subscription to the local secretary, and that he remit the whole dollar into The Guide office. As it was claimed at the convention that only half went to the office, when paid thru agents, it was considered that if every Association did this that there would be no need of raising The Guide price to one and a half dollars, and that a copy of this resolution be sent to The Guide for publication. The annual meeting was considered the best time to pay the subscription, and gave the secretary as little trouble as possible."

GEO. GORDON, Sec.-Treas.

We are very much in sympathy with the spirit of this resolution passed by the Oak Lake Association. If every one of our subscribers would live up to the spirit of that resolution, it would save us more than \$12,000 per year. If every subscriber who wants The Guide would renew promptly as soon as his subscription expires, and every one who does not want The Guide would also notify us promptly, it would save us a very large amount of money every year. A few concrete facts will explain this more fully.

LOSING 3,000 SUBSCRIBERS

Three weeks ago we sent out letters to 9,000 subscribers who are nearly one year in arrears. We had already in the past year sent each one of these subscribers four notices asking them to renew their subscriptions. This is a total of 45,000 letters mailed out to these 9,000 subscribers. It cost us on an average three cents each to prepare and mail these letters, or a total cost of \$1,350. All those out of these 9,000 who do not send their renewals before April 1 will be cut off the mailing list. Last year we cut off 3,000 from our mailing list because we did not receive their renewals, and we expect that we will cut off practically as many this year. We will thus have sent 3,000 subscribers fifty-two copies of the paper for which we have received no payment whatever. It cost us \$2.85 for each subscriber to send out these papers, and we have sent each one of them five renewal notices costing 15 cents. The total expense of each subscription being \$3.00. Therefore, by cutting off 3,000 names by April 1, we will lose \$9,000. This is one of the places we would save a great deal of money if each subscriber renewed promptly, as soon as he receives our first notice, or notified us that he did not want The Guide any longer.

WE SEND 80,000 RENEWAL NOTICES

Out of our 34,000 subscribers a considerable number renew their subscriptions just as soon as we send the first notice, but a large number do not renew until they have received three or four notices, and on the whole we send out each year at least 80,000 notices to our subscribers asking for their renewals. These notices alone, if sent by letter, cost us \$2,400. We are now sending to each subscriber, four weeks before his subscription expires, a pink notice inside of his paper and pasted in, so that he will see it just as soon as he opens the first page of his Guide. If each subscriber, upon receiving this pink notice in his paper, would mail his renewal at once, in the addressed envelope that is also enclosed, he would save us all this expense which we have mentioned.

THE EVIL OF FORGETTING

But as we have pointed out, the majority of subscribers neglect this first notice, many of them neglect the second, a smaller number the third, and some even neglect the final notice and have their subscription cut off. We know that this neglect is a matter of oversight and not intentional. When our notice goes out, our subscriber says: "Oh, it is only a dollar, I will send it in some day the first time I think of it." Of course the subscriber never thinks of it again until we send the second notice and then he says to himself: "I must send in that dollar to The Guide at once." But he does not do it immediately, and consequently forgets it until the third notice arrives. Every time a subscriber forgets, it costs us three cents. In a year 80,000 "forgets" costs us \$2,400 in notices alone. This is one of the reasons why we have to have local agents working for us everywhere we can get one, and we cannot expect an agent to take his time from his work for nothing. The commission we pay these local agents does not amount very much to them, but they help us a great deal, as they send us a large number of new subscriptions every year to take the place of those whose names we must cut off the mailing list because they have neglected to renew their subscriptions.

DO IT NOW

Every subscriber can tell in a moment whether his subscription is in arrears, simply by looking at the address label, which is pasted on the outside front cover of every copy of his paper. This little yellow label reads thus:—Smith, Wm. B. 5 14. This means that his subscription expired on the fifth day of October, 1914, and that he is now four months in arrears. We have already sent him two notices costing us 6 cents, and yet he has forgotten each time to renew his subscription. If every one of our subscribers will look at their labels today and mail in their renewal if they are in arrears, they will be helping us more than in any other way we can think of at the present time.

IS THE GUIDE WORTH HELPING?

These facts show some of the problems we have to face every year in our office. We are publishing these facts in order that our readers may understand the situation and help us. There are now about 2,000 local Associations in the three Prairie Provinces. We wonder how many of them will be willing to lend a hand to The Guide during the next six weeks. If we could enlist the hearty support of each one of these local Associations, it would save us a great many thousands of dollars and would enable us to make The Guide a very much better paper than it is today. When we lose all this large sum of money in collecting our renewals, we have just that much less to spend in improving the paper. How many of the local Associations will discuss this matter at one of their meetings between now and April 1? How many of them will make an effort to get every subscriber to send us the whole dollar (or \$2.00 for three years) and send it at once? How many of these local Associations will make a canvass of their district and get as many new subscriptions as possible at \$1.00 per year?

Next week we will publish a statement showing some of the other problems we have to face and why it is necessary to increase the subscription price to \$1.50, and also what can be done in return for the benefit of our subscribers. If our individual subscribers know the actual situation, they will give us their support. Any suggestions as to improving our system will be gladly received.