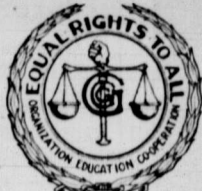


A Special Word to Subscribers

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.

GEORGE F. CHIPMAN, Editor and Manager
 Associate Editors: John W. Ward and Ernest J. Trott
 Home Editor: Francis Marion Beynon

Authorized by the Postmaster-General, Ottawa, Can., for transmission as second class mail matter.

Subscriptions and Advertising

Published every Wednesday. Subscriptions in the British Empire \$1.00 per year. Foreign subscriptions \$1.50 per year. Single copies 5 cents.

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.

One Month's Work

By The Editor

On February 10, the Saskatchewan Grain Growers' convention in Regina, with 1,500 delegates present, unanimously recommended that the subscription price of The Guide be raised to \$1.50 per year. Thus the organized farmers of Manitoba, Saskatchewan and Alberta — of which The Guide has been the official organ for the past five years — have authorized The Guide to increase the subscription price to \$1.50. The information published on these pages during the past three weeks explains fully why it is necessary to charge the higher price for The Guide. We believe the farmers of Western Canada want their own paper to be strong and independent and able to assist them capably in carrying on their campaign for better conditions.

The New Price

On and after April 1, 1915, the subscription price of The Guide will be:

\$1.50 for one year
\$5.00 for four years
\$10.00 for nine years

Those who think The Guide is worth the money, and would like to help The Guide, may pay these new prices at once, and by paying the long term subscriptions they will be helping us very materially. It would not be fair, however, to raise the subscription price without notice, and we will therefore accept new subscriptions and renewals up until April 1 at the old rate, which is

\$1.00 for one year
\$2.00 for three years

We continue this offer for the next four weeks in order to give everyone an opportunity to renew at that price, but after April 1 no more subscriptions will be accepted at this figure.

CONTRACTS WILL BE FULFILLED

At each of the conventions the question has arisen, "What about those subscribers who are paid up for three, five, or ten years in advance?" There is only one answer to such a question. The Guide must fulfil its contracts, and will do so. Many of those who have paid for several years in advance have told us that they will at once cancel their subscriptions and pay us the difference between the old rate and the new. We shall be glad to receive any such cancellations and remittances and they will help us very much. But a contract is a contract, and we intend to live up to every one we have made.

Since we published our first announcement and appeal in The Guide of February 3, we have received letters from all over the three Prairie Provinces, heartily approving of the increase in the subscription price to \$1.50 per year, and we have received many sincere promises of help to collect new subscriptions and renewals between now and April 1. In the last seven days we have received in our subscription department, \$928.60, or an average per day of \$132.65. This would be a satisfactory average if it continued the year round, but it is only during the few months of the winter that our receipts run as high as this figure. If The Guide is going to

carry on its work to the best advantage, we must receive in the subscription department not less than \$500.00 a day for the next four weeks. We can reach this figure if all our friends will lend a hand.

ALL MUST HELP

A number of local Associations have already agreed to do their best for The Guide during the month of March. There are 2,000 local Associations in the three Prairie Provinces and a little help from each one will bring the success we require. We hope that every local Association will have a meeting very shortly and appoint a committee to canvass the whole district and forward the subscriptions taken so that they will reach us before April 1.

We want each one of our local agents also to make a special effort during the next four weeks to collect every subscription possible, both new and renewal. We also want to appoint more agents so that we will have one in each Post Office district. It is necessary to have these agents to carry on our work successfully, and we are glad to pay them the commission for helping us. We will be glad to have applications immediately from any person who will be willing to look after renewals and collect new subscriptions. Any man or woman, boy or girl can do this work for us, and we will pay them for it. All such applications should be addressed, "Circulation Department, Grain Growers' Guide, Winnipeg."

It is very desirable that every rural clergyman and every rural school teacher should be a subscriber to The Guide. We would suggest that every local Association should pay out of its own funds for a subscription for the preacher and the teacher, and in order to help along the cause, we will make a special rate for these subscriptions at 75 cents per year up to April 1 and \$1.00 per year after April 1.

LET THE STRONG HELP THE WEAK

Crops have been short in many districts, and we have had a number of letters from subscribers saying they could not afford to renew their subscription, tho they want The Guide very much. In each case we have sent out what we call a "Promise to Pay" card, which the subscriber signs, promising to pay us \$2.00 for three years on November 1. We have found in the past that such promises are invariably kept, and we always receive the payment. We do not want any person to be without The Guide because of lack of money. And we can afford to carry those who have lost their crops if all others will renew their subscriptions promptly and, whenever possible, send us \$5.00 or \$10.00 for long term subscriptions.

Our subscription mail is already increasing by the help we are receiving from local Associations, local agents, and individual subscribers who want to help The Guide. Can we depend upon generous assistance during the next four weeks? No other journal has ever published so fully and frankly the facts and figures we have placed before our readers, but The Guide belongs to our readers and we have felt that they are entitled to the facts. And we believe that with these facts before them, we can depend upon their generous assistance. In another four weeks, the increased subscription price goes into effect. Lend us a hand and do it now. If you delay you may forget about it.