THE GRAIN GROWERS' GUIDE

March 24, 1915



Business Is Booming See How The Guide Grows When Our Friends Help Us

We have been compelled to engage two additional clerks in our subscription department to take care of the increase in business in the last three weeks. We are getting the biggest mail in the history of The Guide. It takes one girl nearly all day long simply to open the letters, mark the enclosures and count the cash and money orders. Every week sees a further increase and before the end of the month we expect all records will be broken. These figures will show you how the subscriptions have been coming in since the first of March:

	FIRST WEEK	SECOND WEEK	THIRD WEEK
	Cash New R'new's Subs.	Cash New Subs. R'new's	Cash New R'new's
March March March March March March	2 76.85 12 61 3 163.62 34 114 4 176.77 58 118 5 118.80 34 72 6 152.07 77 86 7 Sunday	March 12. 183 16. €4. 91 March 13. 130 05. 35. 77 March 14. Sunday	Brought Forw'd \$1,938.26 .630 1222 March 15 .309.46 .122 .175 March 16 .102.97 .43 .61 March 17 .191.20 .87 .96 March 18 .209.96 .70 .130 March 19 .184.75 .75 .92 March 20 .164.15 .69 .85 Grand Total \$3,100.75 .1096 .1861

This splendid growth in subscriptions is due to the excellent help we have received, not only from our agents, but also from individual subscribers all over the Prairie Provinces. In a number of cases subscribers who have appreciated the facts we have published in The Guide have gone out among their neighbors and have picked up from two to six subscriptions each and mailed them into us at once.

It would be a simple matter to increase the subscription list of The Guide to 50,000 if those readers who believe in The Guide, and in the cause of the organized farmers, would simply give us a few hours of their time each. There are at least 25,000 farmers in the Prairie Provinces who would subscribe to The Guide if any reader would only tell them what The Guide is and ask them for their subscriptions. Most of our readers do not realize what an advantage it would be both to themselves and to The Guide to increase our subscription list to 50,000. Our advertising revenue would increase enormously and we would be able to put out a far better paper than we are now publishing. With 50,000 subscribers

The Guide would be able to help the farmers very much more than it does now.

We know that there are thousands of our readers who will agree with these statements that we make and say to themselves, "Yes, The Guide ought to be helped." But a great many of them will stop there. The right thing to do is to put your idea into operation, and give us some practical help by taking a subscription from your neighbor and mailing it into us. Don't forget that there is one more week, and only one more week to get subscriptions at \$1.00 per year, or \$2.00 for three years. One week, however, is plenty of time to get a good many thousand subscriptions, if each of our readers will simply give us a few hours time. All you will have to do will be to explain to your neighbor just

All you will have to do will be to explain to your neighbor just what The Guide is, and tell him the kind of articles and information published in The Guide which are of value to you and will be of value to him; you can easily get him to give you \$1.00 if you will ask him for it. Send the dollar to us with your neighbor's name and address, and we will see that he gets The Guide every week, for the next year. Don't delay, there is only one week left at the low rate, and we want you to help us now.

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