

# Announcement

What it Costs to establish and maintain a weekly magazine such as The Grain Growers' Guide, to bring it to the notice of every grower of grain and stock raiser that all may become familiar with its contents and what it has set out to accomplish and thereby become possessed of a desire to join the ever increasing and larger ranks of our regular readers; the large amount of paper used in its production each week, and the expert help required to operate and run the different machinery used in putting together the large weekly issue—All these, if shown in so many figures and presented to a subscriber would cause him to wonder how the paper could be mailed to him in any part of the country for the small amount of One Dollar per year. But while each subscription is a small item in itself and the total revenue from this source falls far short of the cost of production, the number of paid subscribers to any paper forms the basis of its strength and all subscriptions should be renewed promptly on or before the date of expiration. Look at the label on this issue and see up to what number you are paid. This paper is No. 23, so that if the label shows any smaller number you should lose no time in sending in your renewal.

The Guide has been published weekly for the past five months, and during that time has been received with great favor throughout the West. The general expression of opinion has been that it has filled a long-felt want. The Guide intends to deal with the economical questions of the day, and to do all in its power to secure equitable marketing and transportation systems for the produce of the western farmers. No other paper in Canada has ever attempted to do this work and The Guide is breaking new soil as it forges ahead in this field. We do not consider our paper by any means perfect, and are continually working to improve it. We have made a number of changes with the new year, and now we want to ask everyone of our readers to let us know what feature of the paper appeals to them most strongly. The only way to make a paper successful is to make one that the subscribers like to read, and find in it information, interest and entertainment. We want each one of our readers to sit down and pen us a good long letter, telling us frankly what they think of the different departments of the paper—What they like best and what they do not like; and give us any suggestions they may have towards improving the paper. It may be that new departments are needed, and if you think so be sure to say so.

JUST A WORD in conclusion. The Guide is not handling the production end of agricultural work, and for the present will confine itself to the economic and marketing side.



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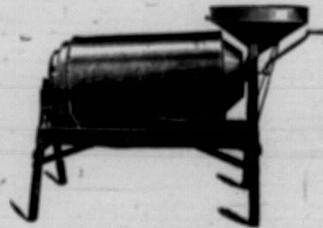
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