

A Special Word to Subscribers

When you receive a green notice attached to this page, it means that your subscription is one year past due. We hope you will send us \$3.00 at once, and this will pay for the past year and one year in advance. It has cost us \$3.00 to send you The Guide for the past year. Please sign the green coupon and mail it together with \$3.00 in the enclosed envelope. If you do not want the paper any longer, send us \$1.50 to pay for the past year and we will take your name off our mailing list if you wish it. If you had no crop last year but would like to have The Guide, sign the "Promise to Pay" coupon at the bottom of page 17 and mail it to us and we will be glad to carry you till November. If you absolutely refuse to pay for the paper which we have sent you (because we believed you wanted it), let us know and we will cut your name off the mailing list.

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 Display—16 cents per agate line. 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.

2000 FREE LIBRARIES 2000

One for Every Local Association in the West

There are at the present time more than 2,000 local associations of the Grain Growers' and United Farmers in the Prairie Provinces. This mighty organization has done splendid work in improving conditions for the farmers of this country. The organization has grown in strength and ability year by year as the farmers have devoted themselves more and more to the study of the problems which confront them.

The Grain Growers' Guide as the official organ of this vast farmers' organization has to the best of its ability assisted in the carrying on of the work. The final result of the work of the organization, however, depends upon the interest of the individual farmers. Primarily the work of the organization is educational. The Guide has assisted in this educational work to a very great extent and has received hearty co-operation from the organization.

WORKING TOGETHER

After long and careful consideration The Guide has hit upon a plan by which it is possible for the organized farmers and The Guide to work together for mutual benefit in a way that will bring wonderful results in the cause for which all of us are working. The plan is simply that these 2,000 local associations will collect the subscriptions for The Guide from the members in their districts and in return for this work The Guide will free of charge donate a circulating library to each local association of men or women in all three provinces. The full details of our scheme are contained in the announcement on the back cover page of this issue of The Guide.

We have explained many times on this page the excessive cost of collecting subscriptions and have shown that when the subscription price of The Guide was \$1.00 per year it cost us over \$1.00 on the average to collect each new subscription. This explains why The Guide can afford to donate a library free of charge to every local association that will collect these subscriptions for us.

It will be a very easy matter for any association that would like one of these libraries to collect all the subscriptions in their immediate district in a couple of days. Any member who is interested in the association work would willingly take his rig and drive around for a couple of afternoons and pick up subscriptions and it will only require the work of two or three members in this way to canvass the whole district.

AN EVER GROWING LIBRARY

The library which The Guide will donate will be one of the very best that can be purchased with money and the size of it will depend entirely upon the number of subscriptions which the local association sends in. If the local associations take hold of this work in earnest we will continue the system in the future and every year the library will grow. Any association can easily secure at

the beginning a library of thirty to forty volumes, costing from \$15.00 to \$20.00. The larger associations will easily be able to secure a free library of from 150 to 200 volumes, costing from \$75.00 to \$100.00. The larger the library which The Guide can donate to any association, the more satisfactory it will be to The Guide because the larger will be the number of subscriptions received. The value of a good circulating library in the community cannot be over estimated. It should contain some good books on economic and social questions, good novels, books on the war, travel, history, adventure, domestic science, care of children and a wide range of other subjects. There will be the whole field of books to draw from. The Guide is willing to allow the association to make its own selection, tho The Guide will be glad to assist in every possible way in choosing the most suitable books for the purpose.

A great many local secretaries have assisted The Guide in collecting subscriptions and have been paid a commission for so doing, while others have collected them free of charge. In this case, however, wherever the local association takes up the work and will canvass the whole field, the local agent will

subscription will cover the cost of collecting subscriptions and that we will have the dollar clear for revenue.

Our free library offer has been figured so that this amount will be received by The Guide, consequently the larger the library we can donate the better it will be for The Guide.

The proposition of a good library is a matter of great public interest and for this reason we feel that a large number of our subscribers will gladly pay their subscription for two, four or nine years in advance in order that they may increase the size of the library which will be donated to their association.

Out of every \$10.00 for a nine year subscription we are giving \$2.00 for a library. This leaves us \$8.00, but the use of this money at 7 per cent. will give us the extra dollar and thus allow us \$1.00 per year for The Guide.

We hope that the local associations will take hold of this matter at once and arrange to have subscriptions collected at all picnics and country fairs and in addition to having their district canvassed thoroughly get every possible subscription for one year or more. But where a farmer who is not a subscriber is short of money you may get him on one of our short term offers and then you can collect his renewal after the harvest.

A GOOD PROPOSITION

We feel this is one of the best propositions that has been put before our local associations in the history of the organized farmers. If it proves to be a great success, which we believe it will be, we

will see good libraries springing up all over the country. We are taking good care to see that full instructions are given for handling the libraries so that they will be a success. We know there are a few small circulating libraries in the West that are not successful because they are not handled properly. We have, however, secured the rules and regulations which are used by the most successful libraries and we will give them freely with each library. The competition will remain open until the 31st of August and each association will be credited with the subscriptions sent in, but if it is taken hold of generally it will be continued thru the fall and winter so that we hope the local associations will take hold of it at once.

As soon as the competition closes the books will be assembled for the libraries and will be neatly and securely packed together with instructions and lists for additional books and will be shipped either postpaid, or express paid, absolutely free of all charges to the person authorized to receive them on behalf of the association.

Read carefully the details of this new subscription plan on the back cover page of this paper.

Don't Wait any Longer!

The actual number of subscribers on our mailing list is today over 35,500. There are a small number of these whose subscriptions are now one year in arrears. We have sent them already five notices. This week we are sending them another notice as we do not want to lose a single subscriber. By sending \$3.00 now they will pay for the year in arrears and one year in advance. Those who had no crop last fall may sign the "Promise to Pay" coupon on page 17 of this issue and we will carry them till November. But we cannot continue to carry subscribers one year in arrears and unless we hear from them we shall cut them off the mailing list.

undoubtedly be glad to drop his commission and work for the library. Every member of the association will then pay in his subscriptions promptly to the secretary or whoever is appointed to receive and send the subscriptions in full to The Guide and everyone will be glad to assist in the work because the result will be shown in the library, which will rapidly grow and continue to grow from month to month.

WE WANT \$1.00 PER YEAR

In arranging the libraries we have fixed it up so that The Guide will receive an average of one dollar a year for subscriptions on every one except the short terms. The financial year of The Guide closed on May 31 and in the year that has just passed the total amount of money collected in our subscription department was \$19,296.96. If we had received an even dollar clear from each subscription we would have had \$34,000, which would have made a tremendous difference to The Guide's finances and would have helped to cover the loss in business caused by the war and the consequent decrease in advertising revenue. By increasing the subscription price of The Guide to \$1.50, we have hoped that the extra 50 cents per

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