

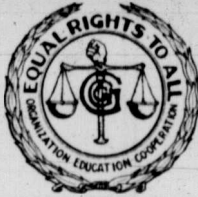
A Special Word to Subscribers

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.

Watch The Guide Grow! By The Editor

We have just received a notice from the manufacturers of our paper that, on account of the increased duty on raw materials, they will have to increase the price of their paper by 2 per cent. This is an extra tax on The Guide of \$500 during the next year. The new stamp duties will cost The Guide \$2,500, so that we can see already where the new taxes are going to add \$3,000 a year to the cost of publishing The Guide, and we have no doubt that additional costs will show up very shortly. All these additional costs which we have shown in the last few weeks, prove how absolutely essential it is that we get \$1.50 a year for The Guide if we are going to be able to give the best service to our readers and make ends meet.

HOW TO SAVE FIFTY CENTS

As stated in the last two issues, it has been definitely decided that on April 1 the subscription price of The Guide will be:

- \$1.50 for One Year.
- \$5.00 for Four Years.
- \$10.00 for Nine Years.

These prices will go into effect immediately on April 1, and will apply upon every subscription. Any subscription that is actually mailed from any post office in Western Canada up to and including the last day of March will be accepted at the old rate of \$1.00 for one year, or \$2.00 for three years. After that date, however, \$1.00 or more received for subscriptions will be credited at the new rate; that is, after April, \$1.00 will pay for eight months and \$2.00 for sixteen months. We hope that all our subscribers will bear this in mind and send in their renewals at once and thus save fifty cents, because there can be no exceptions after the new rates go into effect.

HELP FOR DRIED OUT DISTRICTS

We have made special arrangements to take care of those who have lost their crops and cannot afford to pay their subscriptions just now, altho they want The Guide to continue coming to them. Any subscriber who is in this position may sign the "Promise to Pay" coupon, which we published on page 13 in our issue of February 17. We have already received a number of letters from subscribers who have lost their crops. In each case we mark up the subscription for three years in advance and will collect from the subscriber on November 1. Thus no subscriber need be without The Guide because of the loss of his crop. Any subscriber who is without the money and cannot find this coupon we mention, may send us a letter telling us definitely that he will pay us \$2.00 on November 1, and ask us to give him credit for three years' renewal. We do not want any person to take advantage of this offer who has the money, but we are glad to carry those who are unfortunate enough to lose their crops.

MAY PAY NEW RATE NOW

Any who really appreciate what The Guide is doing may pay the new subscription rate at once, and any \$5.00 or \$10.00 subscriptions received will put The Guide in a much stronger position to carry on its work. Any who are paid for several years in advance and wish to pay us the new rate may send their remittance for the difference between the old rate and the new rate and we will be glad to receive it. We publish these facts because several have asked us what we shall do with subscriptions that are paid several years in advance. We always fulfill all contracts, but any subscriber who desires to pay us the new price may do so at once.

We have had several letters asking if it would not be possible to keep the price at \$1.00, pro-

vided the local associations would take hold of the matter and see that we get the full subscription price sent direct to the office. This might be possible if we had about 50,000 subscribers and every one of them paid in full in advance. It would be absolutely impossible, however, to reach this basis until this world becomes perfection, and therefore the only alternative is to raise the subscription price to \$1.50, so that we will have more money to spend in improving The Guide and also in collecting subscriptions.

GIVE \$10.00 FOR \$1.50

The future of The Guide depends almost entirely upon the support it receives from the local associations and from the individual subscribers. We can make The Guide worth from \$10.00 to \$100.00 per year to every subscriber, if we can get the support of our readers in such a work. In the first place, we must know what information our readers want to help them in their varied problems. We must have our subscriptions paid promptly, and we must have the support of our readers in patronizing our advertisers. If we can have co-operation to this extent we can make The Guide the best farm paper that has ever been produced on this continent, and we intend to do it inside of the next two years. Our readers and the local associations, since we have been publishing the facts of the situation in regard to the cost of publishing The Guide, have given us splendid help. Our subscription mail has increased very nicely in the last two or three weeks, but it is still not as large as it should be. In the six days last week we received in our subscription mail 268 new subscribers and 663 renewals, and the amount of cash received in the subscription department was \$944.60. Last week was one of the best weeks in subscription work that we have ever had since The Guide began. There is still nearly three weeks to go before the new subscription price comes into effect. If our friends will take hold of the work we can accomplish wonders in the brief time.

A REAL BUSINESS-LIKE SCHEME

Already a number of the local associations have taken hold of the matter and are going to canvass their whole district for new subscriptions and renewals. Here is a splendid idea that has come in from A. J. M. Poole, the energetic secretary of Springhill Association, Springhurst, Man.:

I am planning to have a thorough canvass of the district tributary to Springhill Association about the middle of March, before the spring rush begins, to give every farmer an opportunity to join the association, and also subscribe for The Guide. I am drawing a plan of the district on a board 14 1/2 by 17 inches, with a smooth surface painted white. I am making the sections two inches square, and the road allowances one-quarter of an inch wide. I am writing the name of every farmer in the district on the particular quarter on which he lives, marking the location of his house. Then I will put a black tack on each place where the farmer is not a member, and a brass tack for all who do not take The Guide, and I propose to see how many tacks I can get removed before the first of April.

A. J. M. POOLE, Secretary.

Mr. Poole will no doubt find some other members of his association who will help him in this splendid scheme that he has mapped out. It will only require a few afternoons' work to cover the whole field, and the result will be a great benefit to the association and a great boost to The Guide.

GETTING DOWN TO BUSINESS

Here are a couple of letters from other local associations who are going to take up the work also:

It has been suggested by our local that the secretaries of all locals be asked to collect subscriptions for The Guide. It appears that The Guide is in need of funds, and it would seem that agents get a small commission for taking subscriptions. If the whole subscription was forwarded less the cost of post office order and postage, it is thought that there would be a good sum realized in this way. Of course this would only apply where there is a local.

The Wauchope Grain Growers' Ass'n.
W. H. Bushell, Sec.-Treas.

Wauchope, Sask.

At a meeting of our local today, the resolution from another association was read, asking that the local secretaries take up the work of taking subscriptions to The Guide, and thereby save the cost of paying your agent. We heartily adopt the resolution. I told them I would resign my agency in favor of the local secretary, and also handed my subscription to the secretary. While I need it very badly, I need the advice of the Grain Growers' Guide, too.

M. S. BROOKS.

Anerold, Sask.

We are very glad indeed to have local associations take up the work in this way. We have already mailed to Mr. Bushell and Mr. Brooks a list of our subscribers at their post offices, and subscription receipt forms, so that they will be ready to go right ahead with the work at once. Wherever a local association will take hold of the work in earnest, and canvass their field, collecting both new subscriptions and renewals, we will not need a local agent to do, but unless the local association will take care of the work and canvass every farmer in the district we will have to have an agent do the work. We are very anxious that every local association should lend a hand and do it now. We will send our list of subscribers to any local secretary who asks for it, and also subscription receipt books, so that every subscriber may have a receipt for what he pays, and we will also send report forms on which to remit subscriptions to The Guide office. It will help us a great deal if each local association will collect the whole dollar and forward it to us, less the cost of the postage and remittance, and we are also very pleased indeed to have suggestions from our readers at any time as to the best method of collecting subscriptions, and, in fact, in regard to any other point in connection with The Guide.

Here is another letter from a subscriber who appreciates the work The Guide is doing:

When I come to think over you appeal for new subscribers, I think it is a shame that the Grain Growers of the Prairie Provinces do not take the position of The Guide to heart. I think there is someone in each local who will take it upon himself to canvass same, and never stop until he has everyone subscribe to The Guide. I, for one, will take our local and never let up. Never take "no" for an answer. I claim The Guide is the main spoke in the Grain Growers' Association. If we get enough public spirited members to take up the cause, I venture to say the month of March will see The Guide double in circulation. Wishing The Guide every success.

P. M. McCaffrey.

Rockhaven, Sask.

Mr. McCaffrey is quite right. If all our readers will take hold even during the next three weeks we can double the subscription list of The Guide. "Watch the Guide Grow" is the slogan that we hope every subscriber and every association will adopt. The Guide is absolutely necessary in the work of building up the Grain Growers' Associations so that they can protect their own interests to the fullest possible extent. Let us have the assistance of every man and woman who believes in progress, and we can make the paper what it ought to be.

Let us hear from any other associations or individual subscribers who are willing to lend a hand in this work.