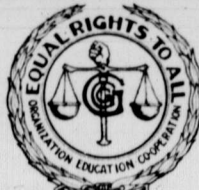


A Special Word to Subscribers

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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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The Cost of Independence

By The Editor

At the annual convention of the Manitoba Grain Growers' Association, held in Brandon, January 13, 14, 15, with over 600 farmers in attendance, the following was passed unanimously:

Moved by J. L. Brown, seconded by Josiah Bennett:

"That this convention realizes the absolute necessity of maintaining The Guide in a financial position which will enable it to continue as a free and independent journal, devoted entirely to the interests of the farming community and free to present the truth without fear or favor, and towards this end we would recommend that the subscription price be raised to \$1.50 per year, and if this is not sufficient the price must be raised until The Guide stands upon its own feet financially."

At the annual convention of the United Farmers of Alberta, held in Edmonton, January 19, 20, 21, with over 600 farmers also present, it was also unanimously recommended that the subscription of The Guide be increased to \$1.50 per year.

The annual convention of the Saskatchewan Grain Growers' Association will be held in Regina, February 9, 10, 11, 12, and when the 700 or 800 delegates at that meeting have the same facts placed before them, we have no doubt that they will also recommend that The Guide subscription be raised to \$1.50.

But out of our 34,000 readers in the Prairie Provinces, there will not be more than 2,000 who will attend the conventions, so we have decided to give all our readers the same facts which The Editor of The Guide placed before the conventions.

FIGURES THAT TALK

We find that it cost \$102,000 to publish The Guide in 1914. As there are 34,000 subscribers, this means that it cost just \$3.00 to print, publish and mail the 52 copies which each subscriber received for \$1.00. In a nutshell this is the whole problem. It costs \$3.00 per subscriber to produce The Guide and we get only \$1.00 from each subscriber to pay for it.

First:—The subscription price of The Guide is lower than that of any general weekly paper of any kind in Canada, which is printed on the same high priced paper which The Guide has always used. It would reduce the cost to use "news print," such as newspapers are printed upon, but magazines serve a different purpose from newspapers and it would lessen the value of The Guide from every standpoint if cheap paper were used.

Second:—The Guide has not been able to secure many of the advertisements published in other journals on account of our independent and outspoken editorial policy. It has cost The Guide \$10,000 a year in the loss of advertisements to maintain its independence. Again, The Guide declines to publish patent medicine ads, liquor ads, and several other lines of advertising that are not considered desirable.

Third:—When the war broke out the financial stringency crippled many firms, large and small, both in Canada and the United States, as well as in Great Britain. One result of the war was that the majority of papers in Canada were crippled by the loss of advertising revenue, due to the financial upheaval and the disruption of trade. The war has cost The Guide, since the first of August, no less than \$2,000 per month in the loss of advertising revenue, or a total to date of \$12,000. With these heavy losses and handicaps, it will be easy for our readers to understand why The Guide cannot continue at \$1.00 per year.

A DANGEROUS TENDENCY

The tendency of the last 20 years among publishers has been to put the subscription price down to the lowest possible point, and to get the necessary revenue to pay for the paper from the advertisers. When the advertisers pay the cost of publishing a paper, some of them naturally feel that they should have a voice in deciding what shall or shall not be published in that paper. The result has been a great weakening in the moral tone of the press of Canada. Forty years ago in Canada the subscribers paid higher prices for their papers, but they had a freer press than now, even though the papers were not so large nor contained so much news.

AN ALL ROUND MAGAZINE

By increasing the subscription price The Guide will have a larger revenue to spend in improving the paper. The time has come when the farmers should have their own journal, as good as the best, and containing authoritative information on all the problems that affect the farmer and his family in their various activities.

Next week we shall have a further talk on this subject.