

A BLUE NOTICE

A blue notice attached to this page shows that your subscription is over one year in arrears. We have continued sending you The Guide because we believed you really wanted the paper. It has cost us over \$3.00 to keep your name on our list and we incurred this expense on the full expectation that you would pay for it. After we have given you credit for over a year, we expect you to justify our trust in you, by paying us for the year of arrears and also for the year's subscription which is now running. You cannot afford to miss a single copy of The Guide. We don't want to cut you off but of course we cannot carry you for an indefinite period. Read what is printed below on this page. Will you help to untie The Guide's hands? Do your part now. Use the blue coupon, writing your name and address plainly on it and mailing with a postal order for \$3.00 in the addressed envelope. Mail your \$3.00 today.

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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SUBSCRIPTIONS AND ADVERTISING

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Advertising Rates

Commercial Display—18 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.

The Guide's Hands are Tied



Does it ever strike you that there are some improvements that might be made in this, your own paper, that would give it more force in its particular fight for farmers' rights or would make it a better rounded-out farm paper? Does it not seem as if there were "a hundred and one" things that should be done to make it even better than it is? Do you wonder why these things are not done at once? Here is the answer:

The Guide's Hands Are Tied

The men and women actively concerned in editing The Guide know of many of these things, and from their many farmer friends throughout the West are constantly learning of more. Being in the centre, so to speak, they know and keenly feel the importance of the great work that The Guide, as distinguished from all other farm papers, has undertaken. They are just as anxious as the most enthusiastic and progressive friend that we have today to see The Guide working with the greatest possible effort to further "The farmer's cause." But they know also that their best effort is being hindered because The Guide's hands are tied.

And they know how The Guide's hands are tied.

If we were to tell you that a certain number of our readers had it in their Power to put The Guide in debt for \$1,500, or \$7,500, or \$31,500,

you would probably be astounded. If, on the other hand, you knew that with very little effort on the part of each one of these readers they could not only avoid costing the Guide these amounts but could increase its revenue \$15,000 you would wonder why they do not do so. Now this is exactly the situation that confronts The Guide. We have about 10,000 subscribers who are from one to twelve months in arrears with their subscriptions. If we have to send out several notice slips it costs us 15 to 20 cents for each subscriber, or \$1,500 to \$2,000 for the 10,000. If, after that, our local agent gets the renewal we have to pay a further charge of 60 cents each or \$6,000 for all. This making \$7,500 total collection charges. It costs us \$3.00 per year per subscriber to publish the paper. If, therefore, these 10,000 receive the paper for a year and do not pay it costs us \$30,000 to give them the paper, and \$1,500 at least for notices, or a total of \$31,500, which would be a loss to The Guide.

This is revenue that The Guide should have, and should have in advance, to enable its editors to do their best work. But they cannot spend money to improve things till they have that money. Of course they hope and believe that the most of this will come in, but there is a possibility that it may not, and possibilities, in business, must be reckoned with. Instead of a revenue of \$15,000 they may be faced with a loss of \$31,500 and thus be out \$46,500 in their calculations. You can see now why The Guide's hands are tied.

What the Freeing of The Guide's Hands Would Mean

In the first place it would relieve the minds of the editors as to whether or not they could count on these 10,000 subscribers as real friends or not, for a real friend of The Guide will at least support it with his paid subscription. They believe that in most, and probably all, of these cases the matter is one of oversight. But they need to be assured on this point, and now is the time to do it. You know what effect it has on a man's work if his mind is relieved of something that has been worrying him. Secondly, they would have greater opportunity of investigating thoroughly and at first hand many things in the West that need investigating in the interests of the farmer. We don't need to go into detail on this point. The past work of The Guide is but an indication of the great work it has to do in the future with the backing and co-operation of its readers. Thirdly, they could secure with this money the services of 25 of the best writers on the continent to assist them in working out the particular and peculiar problems that The Guide, and The Guide chiefly among our farm papers, is attempting to solve. In all, the satisfactory adjustment of this question would mean a better paper, a larger paper, a paper in closer touch with present conditions, and, therefore, more keenly alive to future needs, and eventually a paper completely rounded-out in every detail to meet fully every want.

Will You Do Your Part?

Will you do your part in bringing about this ideal state of affairs? If your subscription is in arrears will you send in the amount to cover the arrears and to pay it in advance for one year. If instead of our counting you a possible liability of \$3.15 will you make your name an asset of \$1.50 in cash and many times that in the feeling of renewed confidence? If every one of the 10,000 to whom this message is addressed will do this much for The Guide, The Guide will pledge itself to spend this money to the best of its knowledge in advancing the great cause to which it is consecrated. Seeding time is rapidly approaching when you will be too busy, and we cannot rightfully ask you to attend to matters of this kind. Therefore, we ask for your action on this matter now when you have time. Last year's crop was a bountiful one in most localities. You are about to sow your seed again with the hope of another good return. Invest this small amount asked for out of your profits as seed in The Guide. It will be sown in good soil already well prepared and with every chance for the reaping of a harvest that will benefit not only yourself as the sower of the seed, but every farmer in Western Canada, each one of whom is entitled to a share in the resulting crop.



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GRAIN GROWERS' GUIDE, Winnipeg, Man. Feb. 22 Herewith find money order for \$1.50 to renew my subscription for one year from the date now on my label. Name P. O. Province Be sure to write your name and address very plainly and exactly the same as it now appears on your label.