

**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.

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 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, gaming 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.

# How to Make *The Guide* Succeed

By THE EDITOR

We have announced very prominently in The Guide for the past few weeks that the subscription price must be raised to \$1.50 per year, because at the present price of \$1.00 per year it is impossible to publish the paper and make ends meet. Before deciding upon the increase in price we placed the matter before the three conventions of the organized farmers and received their unanimous approval of our action in raising the price to \$1.50 per year. At the convention of the Manitoba Grain Growers' Association, held at Brandon on January 13, there were over 600 delegates present, and they unanimously voted to increase the subscription price to \$1.50 per year, or higher if necessary, in order that The Guide might continue its work for the cause of the farmers. At the convention of the United Farmers of Alberta, held in Edmonton on January 20, the 600 delegates present with one accord voted for the increase to \$1.50. At the annual convention of the Saskatchewan Grain Growers' Association, held at Regina on February 10, the same proposition was placed before the convention, and the 1,600 delegates present, without one dissenting voice, voted to have the subscription price raised to \$1.50 per year.

**WORTH THE MONEY**

We have given in The Guide the last few weeks facts and figures such as no other paper that we know of ever published, to show our readers clearly and definitely that it is necessary to raise the subscription price to \$1.50. It is simply impossible to publish The Guide at \$1.00 per year. No other paper in the Dominion has ever done it and no paper can do it. We are willing to make the assertion that it is absolutely impossible to publish a weekly journal, printed on the same high-class paper that The Guide uses, and make it a financial success at \$1.00 per year. Further, we believe The Guide is worth \$1.50 per year to the farmers of this country. We have letters in our office at the present time showing by facts and figures that The Guide has actually saved them from \$10 to \$1,000 to individual farmers, by the information that it has given to them to help them in carrying on their work. We shall publish these letters in the course of a few weeks.

**GRANTS FROM ASSOCIATIONS**

Here is a letter that looks at the dark side of things:

"I might say that if The Guide was represented in every district as around here there would be no necessity for you to have to raise the subscription, as I see you intend to do, and which I think will be the beginning of the end. Why not appeal to the local associations for a grant each year until the paper is on a sound financial footing. You are having the same thing to contend with that all labor papers in England have had to surmount. Nunquam—of Merry England fame—editor of the Clarion, explained to his subscribers as you have done, and they started a shilling fund which in twelve months put the Clarion in the sound position it deserved. I also know that there are very few trade union papers but what are subsidized by the trade union's local associations, and in my opinion such a scheme would be far better than what is mooted."

"A. S. WARBURTON.  
 "Caron, Sask."

We have pointed out before the necessity of raising the subscription price of The Guide, so there is no further need of discussing it. The local associations themselves, in most cases, have a pretty big struggle to carry on their work. The chief reason for their struggle is that they cannot get all the farmers to join and pay in their dollar. Up to the present time The Guide has never

asked for any grants from the associations; on the contrary, The Guide has been given entirely free to the use of the three great provincial associations, and has paid each of the associations \$300 a year for writing the material published in the association pages each week in The Guide. We believe it is better to have The Guide put upon its own feet, because it is not then dependent in any community upon the rise and fall of the local association. There are some cases where the local association has died, but where The Guide has still a number of subscribers, and the result is that the association has been reorganized and carried on its work satisfactorily. If The Guide in that community had been dependent entirely upon the local association, it is possible there never would have been any organization for many years. At the same time we should be glad to receive financial assistance at any time as suggested.

**COMMISSION TO AGENTS**

Another subscriber writes us as follows:

"Reading of the difficulties you have in making both ends meet, and not wishing The Guide to lose any of its straight work, I may suggest you are paying too much commission to your agents. I for one would forego all commission and get you all the subscribers I can free. If all our other secretaries would do the same it would probably help some."

"THOS. PARTRIDGE, Sec.  
 Stonelaw Union U.F.A."  
 "Monitor, Alta."

We have had three or four letters like this one, saying that we pay too much commission to agents. This difficulty can be overcome if we can secure 2,000 people who will help us collect new subscriptions and if everyone of our present subscribers will renew promptly. No agent gets a commission unless he actually collects the subscription, and if each of our subscribers pay promptly there would be no renewals to collect. But unless we have exceptional support we cannot get along without agents. We have had splendid help from our friends in several parts of the West who have refused to take commission, and we shall be glad to have such assistance at all times. At the same time it must be remembered that not every farmer can afford to take his time and canvass for subscriptions without being paid for it. If each issue of The Guide contained a money-making secret worth \$10.00 to every reader, it would still be necessary to have some person to introduce the paper to new subscribers. We shall continue to pay commission to agents, but we shall be pleased to have anyone who would like to help us collect subscriptions and send in the entire amount collected—less postage—to our office, and such help will be greatly appreciated. We feel, however, that each agent is entitled to his commission, and we want to get more agents at once.

**A REAL HELP**

Here is a letter from a secretary who is willing to help us:

"In your issue of February 10, I was much interested and surprised to read your page, 'Cost of Neglect,' and 'Is The Guide Worth Helping?' Allow me to say, Mr. Editor, The Guide is worth helping, and I think this problem could be solved to some extent if the secretary of each local had a copy of The Guide subscribers coming to his post office, with the date of expiration. He could collect the renewal and remit the whole dollar to The Guide, less the postage. I am one of the 2,000 secretaries that would be quite willing to do that much if approved by The Guide."

"J. A. KEARNEY,  
 Sec., Olds Local, No. 11."  
 "Olds, Alta."

Mr. Kearney's suggestion is a splendid one. We have mailed him a list of the subscribers at his post office, and we are glad that he will help us collect the renewals and send us the whole dollar, less the postage. We will be pleased to send our list of subscribers at any post office to any person who will help us collect subscriptions. Simply address a letter to The Guide and ask for the list of subscribers, and it will be forwarded by return mail. This is the kind of real help that we are looking for.

**THE SPIRIT OF CO-OPERATION**

Here are three letters, out of a large number received in the last few days, that prove to us that The Guide will be supported by the farmers even at the increased price of \$1.50 per year:

"I have pleasure in enclosing postal note for \$2.00 to square my account with you. While I am scarcely able to do so, after reading your editorial on the matter I can see your point, and I do not want to see the paper pass away and myself cut off."

"Battle Valley, Sask." "A. B. SEARLE."

"I am enclosing herewith \$2.00 for the renewal of my subscription to The Guide, as per subscription coupon. But I have read your editorial, 'The Cost of Independence,' so that you may call this a renewal for three, two or even one year, as we cannot afford to be without the Grain Growers' Guide, and it must be kept up."

"Stony Lake, Sask." "W. J. FRENCH."

"I have just finished reading your article in the issue of the Grain Growers' Guide of February 10, 'The Cost of Neglect,' and I can safely say that there is not one of your readers who felt any meaner than I did, myself, when I had finished. I am a farmer and a member of the Grain Growers' Association. The Guide is our paper, and those of us who think the paper worth the \$1.00 really ought to see that it gets there intact and in time, but you have hit the neglect business right. The paper keeps coming and we, or, I might say I, just let it come and forget to send the necessary dollar. I think the suggestion of the Oak Lake Association re subscriptions being paid to the local secretary at the annual meeting very good. I will bring it up at our next meeting. Enclosed please find \$2.00. If this is enough for the three years' subscription, all right; if not, just credit me with whatever is coming to me in the way of papers, and I will try and not neglect again."

"Mintonas, Man." "C. ELLERINGTON."

If we can secure the help of each local association and also of our individual subscribers during the next three weeks we will be able to collect all subscriptions now in arrears, and a large number of the new ones beside. There are 10,000 of our subscribers who are now in arrears, and each one of them has an opportunity to save fifty cents by renewing in the next three weeks, as the price of The Guide will positively go to \$1.50 on April 1. Any subscriber who thinks The Guide is deserving of support, may send us in advance his subscription at the new price of \$1.50 for one year, \$5.00 for four years, or \$10.00 for nine years. How many local associations are there and how many of our individual subscribers are there who are willing to give us real assistance during the next three weeks?

Don't forget that it will pay to send in your renewal before April 1, because after that date the price will positively be raised to \$1.50 per year to everyone.