

# How You Can Help the Leader

You farmers who are readers of the Leader all are anxious to help along the cause of the League, to help along YOUR cause, to help along the work of the Leader, which is to serve your interests. We know that. Always the Leader has had your loyal support and help.

**Now we want to point out to you a way in which you can be of still further help.**

The Leader is engaged in a fight for great principles. It is fighting for free political action, for the liberty and the privileges of free-born American citizens. It is fighting to stop robbery of the producers and consumers. It is fighting to make it possible for the farmers to get full value for their products and for that full value to be able to buy full value in return in the way of comforts of life and education for their children. Full value—the farmers and other producers, all who work—want nothing more and will be content with nothing less.

Now, the Leader, to make an effective fight for these things, must be a good magazine. The Leader has been improving right along. Steadily from the first day it has been gradually making one improvement after another until now it has become, instead of the little North Dakota political weekly which it was at the beginning, a magazine of national reputation, read with interest in nearly every community in the United States, and widely quoted. It is being gotten up in good magazine style, and with the best of art talent and mechanical improvement so as to make it readable and attractive.

Now, all this costs money. The Leader was not established to make money, but to carry the message of hope and struggle for better economic and political conditions to all the producers of the nation. Every addition to its revenue is being used to make it a better paper. The more money the better the paper we can make and the better paper we will make.

The Leader has two sources of revenue. One is the subscription list. This is the most important source. The other source is the advertising revenue. The advertising revenue has been growing, but it has not been growing fast enough—not fast enough for YOUR interests.

The Leader has not now the advertising which its circulation and its **STANDING WITH ITS READERS** justify, simply because there are some advertisers who still think they ought to **CONTROL THE VIEWS** of magazines before they give them advertising, and there are **OTHER ADVERTISERS WHO HAVE BEEN INFLUENCED BY FALSE STORIES ABOUT THE LEAGUE AND THE LEADER.**

Now this is where our readers can help—where they can help to **MAKE THE LEADER A BETTER MAGAZINE.**

We know already that our readers are patronizing the manufacturers and merchants who advertise in the Leader. We know that they are dealing with these manufacturers and firms in **PREFERENCE** to all others, because they know these men and firms are **HONEST ENOUGH** not to try to **CONTROL** the political views of the farmers or their magazine.

But we can suggest how you can help still further. What we want you to do is to aid in **CORRECTING THE**

**FALSE IMPRESSIONS** that have been spread among some advertisers who are **IGNORANT ABOUT WHAT THE LEAGUE AND THE LEADER REALLY STAND FOR.**

We are approaching another political campaign and we may expect that the politicians will again spread a new campaign of lies throughout the country. They will have the aid of a part of the press and will probably be able to fool some honest people into believing that the League is a vicious and un-American institution.

We want you to make it plain to advertisers that **AMERICAN FARMERS** in the Nonpartisan league are trying to make democracy **SAFER** in this nation, to make government better and to enlarge opportunity, to give the producers a square deal, so that we shall never be in danger of any such frightful conditions as are oppressing Europe today and which our own sons and brothers fought to drive away.

Honest advertisers will understand that these things are true when **FARMERS WRITE TO THEM AND EXPLAIN THEM.**

Do you want to know how to get the names of those advertisers who need to be educated about the League and the Leader? Take any magazine or newspaper which goes to farmer readers, any publication which has advertisers who are trying to sell goods to farmers. Make a list of the advertisers in this publication or in several publications. Then compare this list with a list of advertisers in any copy of the Leader. Those who are **NOT** advertising in the Leader are the ones to whom you should write.

In writing to them **ASSUME** that they want to be fair to the farmers and that they are **PATRIOTIC AND HONEST.** If they are both patriotic and honest you can expect a fair reply from them. If they are not, if they are working with the political combine which is seeking to crush the League for its own secret and selfish ends, then you can probably tell that by their reply or their failure to reply.

Please make it plain to all to whom you write that the farmers have no intention of **FORCING** any advertiser to take space in the Leader, that they merely ask that the Leader be fairly treated and be given honest consideration in the placing of advertising. The Leader wants no advertising in its columns placed under compulsion or to influence its editorial policy. The editorial policy of the Leader will never be in the slightest bit influenced by any advertising. The Leader wants no advertising but clean and honest advertising. It will accept no other.

If you want to help us to put more of that kind of advertising in the Leader, so that the Leader can print a **BETTER AND BIGGER MAGAZINE**, write to some of these advertisers and explain the situation to them.