

COMMONER DAY==FEBRUARY 24

In compliance with a suggestion made by General James B. Weaver of Iowa, Saturday, February 24, has been designated "Commoner Day."--On that day any one not now a subscriber may obtain The Commoner for one year for 60c. Every reader of The Commoner is requested to devote at least a part of that day to this effort to increase The Commoner's sphere of influence by enlarging its circulation.

REMEMBER
SATURDAY
FEBRUARY 24
IS
Commoner
Day
Take Hold of the
"TOWLINE!"

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Colfax, Iowa, Jan. 25, 1906.—To The Commoner: I am so impressed with the clean, conservative, and yet aggressive character of your paper that I want, with your permission, to suggest a method of rapidly extending its circulation. The number of your readers should, and can be, more than doubled within the next sixty days. We are just at the morning twilight of a most important civic struggle—the election of a new set of representatives in congress, state administrations and local legislative bodies. The Commoner is the voice of the greatest democratic leader the country has known since the days of Thomas Jefferson and James Madison. It is unspotted, lucid, fearless, cosmopolitan and as true to popular rights as the needle to the pole. Every democrat, or other liberal minded man, in America should take and every week look into this repository of the best current democratic thought. Your club rate—60 cents per year to clubs of five or more, makes it impossible for you to incur any great expense to increase circulation.

Now this is my suggestion: Let The Commoner set a day—or two days—to be known to your readers as "Commoner Day"—on which dates you will ask each of your quarter of a million readers to step out among their neighbors and solicit subscriptions from one to as many as they can secure by reasonable effort.

Your readers are true and loyal, and I am morally sure they will make the dash if they are requested to do so. They are minute men, and responsive to the voice of their great leader. Try it. Give about two weeks notice and watch results. Saturdays would be preferable for this effort. Put the call in first column, in black faced type and give your army of readers an opportunity to fall into line and move at one and the same time.

I have recently made an effort to secure subscribers to your paper and have found an almost unanimous desire among the people—democrats and many republicans—to subscribe. All they want is an opportunity.

Very truly yours,
J. B. WEAVER.

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"TOWLINE!"

General James B. Weaver, of Iowa, has written to The Commoner a suggestion that a day be set aside and designated "Commoner Day" on which day a general effort may be made by Commoner readers to make material increase in The Commoner's circulation.

Acting on this suggestion, Saturday, February 24, has been designated as "Commoner Day."

On that day any one may obtain one year's subscription to The Commoner for 60 cents. This is not a part of the special offer which requires that 60 cent subscriptions must be sent in lots of five, but is a special offer for one day—Saturday, February 24.

On that day Commoner readers everywhere may take a single subscription—or subscriptions

in any number—at the rate of 60 cents. This offer is, of course, good only for subscriptions taken on "Commoner Day," as designated—the idea being to encourage readers who believe The Commoner is doing good work to engage in a general and vigorous effort to make material increase in The Commoner's circulation preparatory to the congressional campaign of 1906.

Everyone who sympathizes with the work The Commoner is trying to do is requested to devote at least a portion of "Commoner Day" in the effort to secure new subscribers at the special rate—60 cents—which is as nearly at cost as can be safely estimated.

The Commoner's circulation is now growing, but it is desirable that it undergo an extraordi-

nary increase in order that The Commoner's influence in the congressional elections now coming on may be widespread.

Let everyone who approves of The Commoner's efforts prepare for vigorous work on Saturday, February 24. Tell your neighbor of the program for that day, and urge him to secure at least one new subscriber to The Commoner at the special rate of 60 cents per year. If every friend of The Commoner now on its subscription list would make it a point to send at least one new subscriber, The Commoner's circulation would be materially increased. Many may be able to send more than one new subscriber, and in that event The Commoner's circulation would enjoy an extraordinary growth.

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If each reader of The Commoner will secure at least one new subscriber on "Commoner Day" the list will be increased to 300,000.

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Five new subscriptions by each present day subscriber of The Commoner means a circulation of 900,000 a week.

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If, on "Commoner Day," the new subscriptions average six for each present subscriber the list would reach more than one million.