

A NEW ERA EDUCATIONAL FORCE -

HALF A MILLION ROAD SALESMEN

---

Traveling salesmen are amongst our most influential citizens. They have a large and loyal acquaintance everywhere they go.

They make every nook and corner of this country from once a week to three or four times a year and in the aggregate must know quite well ten million people. They meet merchants and their clerks as well as many of their customers, railroad men, hotel keepers and clerks, as well as innumerable people outside of this category.

These men will become a tremendous educative force if backed by an organization which will send them weekly through their employers and at the latter's cost, leaflets on Political Economy, Sociology, Sturdy Patriotism, and the very fundamentals of our national beliefs.

These leaflets would be from 500 to 1,000 words long; would be prepared by experts, arranged in the most attractive manner, and contain nothing antagonistic to labor, to religion, or to political parties. They would be given a subject, a binding edge, and a binder would be furnished, and each leaflet would have references to books for further study.

Such a Leaflet Service can be made of vital importance to the welfare of the nation for it will give these travelers a tremendous amount of valuable information on everything pertaining to broad, solid, conservative, constructive citizenship.

A greater knowledge of these subjects will make them better posted citizens in every way and enable them to make better citizens of millions of our people by passing along to them a wealth of facts of which so many millions of our people stand in need.

There are millions of our citizens who are a prey to the visionary - the men and women who make trouble between employers and employees and between classes in society - and millions of men and women would be reached in a year or two by this type of educational work.

I do not mean that these men will go out to argue High Tariff with Free Traders, or temperance with a man who believes in beer, but rather that they will be well informed on the things that big men know, the solid men who lead this nation in Banking, Manufacturing, Jobbing, in Law and Statesmanship. The leaders have this knowledge, it is A.B.C. to them, but Greek to tens of millions of our people.

These traveling salesmen would have the data from which they would impart the truth and defend what we know to be right.

Concrete facts of the saving salt of Society can be put up in brief, attractive, easily assimilable shape and these men would broadcast the data in a wonderful way.