

should be carefully considered and a record made for future use.

The central organization in Vancouver has prepared a form of card for keeping the names of the voters on. A district record book has also been prepared so that every voter on the list will be recorded, together with all details, such as his address, telephone number and other information.

WORK WITH THOSE NEUTRAL OR AGAINST.

The neutral voters should receive special consideration. From them our majority will be built up. Too much cannot be learned about them. What is their objection to prohibition? To what lodge or church do they belong? Where do they work? What are their business or social connections? Are their wives or sisters in favor of prohibition? Have they any close friends on our side? The more of this information that can be obtained the better. Then let each be approached in the wisest possible way. What we need is to have every shot aimed at a definite mark and hit it. Some of these neutral voters should be talked with personally or be handed a leaflet which deals with the question in a way calculated to meet the difficulty and arouse the interest of that particular person. Some should be approached through wives and friends. Some should receive personal letters, and all those voters who are neutral or opposed should be persuaded to subscribe for the Vancouver World for the period of the campaign. The World is the only metropolitan daily newspaper in British Columbia that is supporting prohibition.

The same procedure can be followed with those who are against prohibition.