

that in some subsequent campaigns the party has had to buy its place in the columns of certain newspapers to get a statement of its principles and policies before the electors, and also, a resume of the speeches of some of its leaders. I am not referring to the reports of the Canadian Press as sent out by its editors. I make no comment upon this beyond saying that the heading which is given an article often determines its complexion in the mind of the reader, and that press reports are not infrequently very much cut down in some of the papers. I do not think that not only have advertising rates had to be paid to secure the insertion of news items in some newspapers, but that double the regular rate was exacted in some cases for advertising meetings and statements of principles and policies on the threat of such support as was given in news columns being withdrawn. Be all this as it may, it is only by incessant repetition and reiteration that the public mind becomes seized of both sides of a situation. In these days when the Conservative press far outruns the Liberal in the number of its publications, the need for party literature which can be used by speakers, and referred to from time to time as occasion requires is greater than ever before.

It is a part of my duty as Leader of the party to give to its members and those who are interested in Liberal principles

W. L. Mackenzie King Papers
Speeches-1922 - 1932

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