

Campaign Literature

Other things being equal, the most successful Local Option campaign of 1909 will be those in which our workers make the greatest and wisest use of campaign literature.

No other method of reaching men can take the place of the terse and judiciously printed message which comes home with special force. It talks to the reader in his quiet hour, when his attention is not distracted by other matters. It speaks to him calmly, deliberately and forcibly. A spoken sentence is more easily misunderstood than is one in the definite form of printed matter, which can be read and re-read and considered in detail.

The printed statement or argument is not weakened by the personality of someone who conveys it, and whose manner or method may arouse opposition. It talks to the man when he cannot talk back or misconstrue the motive or the meaning that lies behind the statement made.

It stays after it has given its message and repeats it again and again. Impressions that go through the eye are, as a rule, more permanent than those which are received by the ear. They are more carefully considered and judiciously weighed. If they are strong and clear, they are irresistible.

There is a great advantage in distributing literature in the form of a periodical. Newspapers are read by people who will not read tracts or leaflets. The newspaper has in it a freshness and life that makes it at-

tractive and acceptable. Thousands of people read newspapers who do not read any other kind of literature.

Therefore, the Alliance Executive, after careful thought, has decided that one of the most effective methods of supplying workers with useful literature, would be the publication of special issues of *The Pioneer*, devoted mainly to the presentation of information, instruction and argument, that will be useful to Local Option workers, and helpful in convincing electors that it is wise and right to vote for Local Option.

The matter in these special *Pioneers* will be in as attractive and condensed a form as possible. Striking cartoons will arrest the attention and impress truths. Details of the law will be clearly explained.

Reliable evidence will be given of the effect of the operation of Local Option by-laws in municipalities where they are in force. Cogent arguments for bar-room abolition will be presented in interesting and concise form. All the matter published in these special *Pioneers* will be thoroughly reliable and carefully adapted to the progress of the campaign. It will be exactly what workers will desire to put into the hands of persons whose votes they wish to secure for Local Option by-laws.

Quantities of these special issues will be supplied on terms which will make them easily available, and on a plan by which distribution can be done from this office, or may be left to the local workers as those order-