

AN EFFECTIVE PLAN FOR EDUCATIVE WORK

An Important Campaign Method

The Pioneer will be edited, and its matter so selected and arranged, that while it will be a necessity to every Canadian prohibition worker, it will also be of special value as literature for general distribution in the Ontario Referendum contest, and every other temperance campaign.

We must keep up our educating work. Printed matter tells. It does its work continuously, silently, fearlessly, and no form of literature is so generally read and so potential as the up-to-date periodical. It comes with the force and interest of newness and life. For this reason the form of a weekly journal has been selected.

The advocate of temperance will find THE PIONEER one of his best aids in this contest. It will bring him every week a fresh outfit of pointed, convenient facts and arguments, and a valuable summary of the latest news about our cause. It is just what is needed to develop sentiment, inspire workers, and make votes.

THE PIONEER will be a newspaper. Prominence will be given to accurate and impartial reports of all events affecting the temperance cause, and details concerning every phase of the fight for "sweeter manners, purer laws." Unity will be promoted and interest aroused by fuller knowledge on the part of our workers of what our friends and foes are doing in every part of the world.

This journal will be in every respect reliable and readable. Every article will be short, good, and forcible, containing nothing sectional, sectarian, or partisan. The literature of the old world and the new world will be ransacked for the most helpful and effective material. The price is very low.

Such literature will convince many a man whom his neighbors cannot convince. It will talk to him quietly, in his own home, in his leisure moments, when he can listen uninter-

ruptedly, when he cannot talk back, and when the personality of the talker cannot interfere with the effect of the talk.

It will ply him with facts, arguments, and appeals, that will influence, instruct, and benefit him. It will set him thinking. This is half the battle. Its wide circulation will swell the victory that we are about to win. This is its object.

Your help is asked in this great work. Quantities of The Pioneer for distribution will be supplied on such terms as will make it one of the cheapest, as well as one of the best forms of campaign literature.

Distribution of even one week's issue will do much good, and cannot interfere with any other work later on.

Orders for copies of any week's issue should be sent in advance.

IN QUANTITIES.

Parcels of any issue will be sent to any address in Ontario, carriage prepaid, at the following low rates:

1,000 copies	\$5 00
100 copies	0 50
50 copies	0 25

Fifty is the smallest number of one week's issue that we can send on this plan. Orders for copies of any week's issue should reach The Pioneer office before the Wednesday of that week.

A WEEKLY CLUB.

We will send parcels of Ten Copies to one address Every Week for one year for four dollars, or for three months for One Dollar.

On this plan we cannot send parcels of fewer than ten copies, nor for a shorter term than three months.

Payments should be sent with orders. Do what you can to help our cause along this line.

Address,

F. S. SPENCE,

52 Confederation Life Building,
Toronto.