

Do You Want Your Paper-- The Canadian Forward?

Two Frank Talks With Your Business Manager and Dominion Secretary

Nothing breeds confidence more readily than frankness. For confidence and willing support are based on complete understanding, which itself is created by complete, unhesitating frankness.

Some eight months ago the old printing institution was forced to assign. It lacked the first essential of business—ready money. Your Dominion Executive, by a stroke of good fortune, was able (by draining the treasury) to purchase the entire plant at one-fourth of its market value.

Now, for the first time in its history, the Social Democratic Party of Canada completely owns, completely controls, its own printing institution. This paper is your paper—you have a direct interest in it.

Then listen. The plant has been removed to a new location—better for business, more conveniently arranged, lower in rental and every other overhead charge.

The cost of producing the Forward has been cut down in every department, in so far as lay within our power. But—we can't run a paper like this by trying to maintain it on a bread-line basis.

Every week, year in, year out, I must have at my disposal \$150. Not one cent less will carry on the business.

That is the first vital fact you must understand. It must be right here in this office—hard cash, not a promised subscription one thousand miles away.

Remember this, comrades. The cost of this paper is barely covered by your subscriptions. We cannot, as the capitalist mouth-pieces do, rely on extensive advertising to provide the necessary finance.

The advertisers who will use this medium will be few—for obvious reasons. Many will want to use it—manufacturers of quack medicines and patent concoctions.

But in future we shall not admit them to our pages—would it be right or compatible when we are out to expose robbery, fraud and beguilements of every form and character?

You need this paper—on that we are surely agreed—for it is the indispensable weapon in our fight. It remains with you whether you have it.

Your subscription is needed NOW. We expect you—every reader—to do your share in supporting the chief working-class paper nationally distributed over Canada. He who helps quickly, helps twice.

To-day is your day. Will you be one of those in the front rank doing your full portion of the

work? Or will you be one of those whose motto is, "To-morrow will do"? To-morrow never comes.

I have no voice in saying whether this paper shall continue. Your answer will decide whether we go on with the fight or we quit. The Social Democrat was never a quitter.

The paper mills throughout Canada are like all capitalistic institutions. They are out for profits and more profits. Prices of newsprint and other stock are soaring heaven-high. And newly in business with a record of financial stringency around our name—we have no credit—spot cash, hard cash, all the time.

There is nothing so irritating to the members of our party as a constant cry for funds. Pay your price now—we then can and will be silent about our financial requirements.

A "Maintenance" Fund has been opened. I look to every comrade, every local, every executive, to put forth every possible endeavor, to make every possible sacrifice, that this fund shall be worthy of our party. Do this right now. Relieve us from financial worries and you will have the live, active, spirited paper you want. But financial worry interferes with our work—wrecks everyone and everything.

Let your first act, right at this moment, be this. Send your dollar now for a year's subscription.

Your next—get busy collecting for the Maintenance Fund. Stir your friends, your local. Get busy after the new subscribers—hustle—"your paper needs you."

No matter how hard we work at this end we are helpless without you. Can I look for your whole-hearted support?

Yours in the world cause of
the worker,

A. ACKERLEY.

Comrades:—

I have been requested by your Dominion Executive Committee to insert an appeal in the first issue of our new paper. I consent on the ground that this appeal will not become a precedent for all future issues, as I desire this paper to become a medium for education and the diffusion of knowledge, and not, as many of the past issues have been—a medium of extortion.

Nevertheless there are a few pungent facts relating to finance that we must face at the outset, and which we must deal with before any substantial progress can be made.

We need at least a circulation of 7,000 paid subscribers. This, I feel sure, will be sufficient to cover cost of one-year's issue at \$125.00 per issue weekly.

Unfortunately there is grave doubt as to whether the postal authorities will allow us mailing privileges on the basis of our old mailing list, and if such adverse circumstances have to be met it will be exceedingly difficult for us to reach this desirable circulation for some indefinite period of time.

We already have a starter of "bonafide" subscriptions to the first issue, sent in during our months of abeyance. It is a good starter, yet small enough to leave our financial treasury somewhat depleted. Consequently we must conscript every available person to sell subs. and boost the paper in every way possible.

Every member of the party is financially involved in this paper, and morally all are responsible for its success or failure. We are fully prepared to give value for the money we receive, but this cannot be given on credit. We have to pay cash for all supplies, consequently you must pay cash for the paper. No cash, no service. The service this paper is specified to fulfil is to reach the masses in such numbers as to rapidly increase the circulation. This, of course, is not a physiological problem in so far as it does not possess legs by which it can automatically transport itself into the domestic circle of the working people. No, we rely upon the rank and file to see that it reaches such destination, even at the expense of your own domestic happiness. Perhaps it would soothe the pains somewhat if the husband and wife were to take it in turns in mak-

ing the customary pilgrimage to visit friends and acquaintances. I feel sure none of our women will object to this arrangement, as they have already proclaimed for the equality of the sexes in both duties and obligations. Here is a chance for them to make good, and it will be an actual demonstration of their equal ability.

The first thing for comrades and sympathizers to do is to subscribe for themselves; send along your dollars.

Next, get after your friends and associates; \$'s ditto.

Get the paper in your public library and create a demand at the news-store for same.

To local secretaries, I would say, get your letter-heads and envelopes printed at our job plant. The manager will quote terms for you. This will help in two ways: firstly, it will help to keep the wheels turning; and secondly, it will help us in systematizing our filing system; and consequently a wonderful saving of time will be accomplished in so far as we shall not have to look all over the letter and envelope to find out from whence it came and who sent it.

There are many other important considerations which I must leave for a later date, but most important of all is "The paper as an asset for educational and propaganda purposes."

Every dollar sent in means a greater range of thinkers.

Every thinker in the working-class is an enemy of the present order, and he ultimately becomes a Socialist.

Every additional Socialist is one less a supporter of the exploiting system.

I feel confident that from an editorial standpoint our new official organ will meet with complete satisfaction. Every article will be commented upon by a capable editorial committee which is composed of comrades representing each phase of our movement.

The rest, comrades, is entirely up to you. You miners of Cobalt, Thetford, Nanaimo, peel off from your next payroll a goodly slice for your paper.

You farmers of Manitoba, you ranchers of Alberta and Saskatchewan, now, while your money is to hand, we look for your prompt support.

You industrial workers of Montreal, of Toronto, of Winnipeg, of Hamilton and Vancouver, we look for your loyal support.

All of you are in this fight—all of you are wage-slaves fighting against your common enemy, the capitalist, and the system he supports.

A cent a day is but one-three-hundredth of the money you receive—surely a small enough sacrifice to make for our cause. But a cent a day means \$3.65 a year.

Think it out in this light, and I feel sure that by the first mail we shall receive from you a year's subscription to the paper and two dollars for the "Maintenance" Fund.

Yours in the fight,
I. BAINBRIDGE.

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A. Ackerley Business Manager
I. Bainbridge Dominion Secy.

THE CANADIAN
FORWARD

SUB BLANK
Single Subscriptions, One Dollar per Year
Fifty cents per Half Year
In Clubs, Six for Five Dollars

You will assist our work by giving names and addresses as clearly and fully as possible

	NAME	STREET OR P.O. BOX	TOWN	PROV.
FIVE DOLLARS	1			
	2			
	3			
	4			
	5			
	6			

Sent by _____ Street No. _____
P.O. _____ Province _____
Amount sent \$ _____ How sent (cheque, postal note, money order or cash) _____