

ABOUT LITERATURE.

PREPARATION FOR

THE DOMINION PLEBISCITE.

"We carried prohibition in Maine by sowing the land knee-deep with literature."—*Neal Dow.*

DOMINION ALLIANCE OFFICE, 1898.

The Plebiscite Campaign will be of more importance than any contest that prohibitionists have yet engaged in. The liquor traffickers will fight as they never fought before. We shall need every aid and agency that can be secured.

Our most effective weapon will be our literature circulation. This is the method of campaigning that tells with the intelligent electors to-day. We can secure their support only by laying before them in calm, judicious, forcible form, the facts of our case as they really are. It will be a campaign of education.

After careful study the Dominion Alliance has adopted a plan for helping our friends in every part of the Dominion in this important matter. We are publishing a series of Leaflets of the very best and highest character, exactly suited to the occasion, and we propose to furnish them for distribution at prices far below the cost of production. The balance of the cost we shall pay from funds raised some other way. We believe that it is better to sell them at a nominal price than to give them free. They will be more valued and more certain to be used to best advantage. Notwithstanding the cheapness of these documents, they are gotten up in fine form, well printed on good quality paper, and made in every way attractive. Some of them will be illustrated. Everything in them is reliable. They are the best that can be made.

To save our friends all trouble, these tracts will be sent by mail or express, all charges prepaid. The prices quoted are for the goods delivered, *carriage free*, in any part of the Dominion of Canada.

They will be printed in uniform style on both sides of the paper, each page eight by five and a half inches. The money must accompany all orders. Post office orders or express orders should be made payable to F. S. Spence. The prices are:

2-Page Tracts,	- - -	40 cts. per Thousand
4-Page Tracts,	- - -	70 cts. " "

THE LITERATURE CAMPAIGN.

HOW TO CARRY IT ON.

In every city, town, village township or other territorial division of Canada there should be formed a Literature Committee. It may be in connection with the regular plebiscite campaign organization, or independent of it, as is found best. It should be made up largely of persons willing to make some sacrifice of time and energy for our cause. Old and young, men and women, girls and boys, all may take part.

The ground to be covered in the work should be carefully mapped out and divided among careful distributors, who will regularly and unfailingly visit every house in their appointed districts, leaving at each visit a copy of one of the Prohibition Leaflets. If there are many persons living in a house, it will be well to leave more than one copy. It is better to leave too many than too few.

Some days later, according to the plan decided upon, another series of visits should be paid and another Leaflet distributed.

To prevent over-lapping the different churches and societies of a locality may form a joint committee to appoint the distributors, or the territory to be covered may be divided among the different bodies. Special care should be taken to see that no homes are missed.

It is better to distribute at one time copies of only one Leaflet, say No. 1, and at another time distribute say No. 2, so as to have every house get every Leaflet by some systematic plan. A record should be kept of what Leaflets have been used in every place.

There should always be ordered sufficient Leaflets of one kind to cover all the ground. If there are homes enough to take 500 Leaflets, there ought to be 500 copies of No. 1, then 500 copies of No. 2, and so on. They may be ordered as they are required, but not less than 1,000 at a time, although it is cheaper to send at once for large quantities.

The 2-page Leaflets are, of course, the cheapest. They are pointed and very good. The 4-page ones are more comprehensive. They contain more food for thought, and more fully discuss very important questions. Both kinds should be used. All are so different that no one will take the place of another.

The money for this work may be raised by subscription, collections at public meetings, or on any plan deemed best. In nearly every place will be found friends of our cause who will cheerfully contribute the money to do so much work at so little cost.

**Let no time be lost. The education should be going on.
We are ready to help NOW.**

ADDRESS,

F. S. SPENCE,

51 and 52 Confederation Life Bldg.,

TORONTO.

LIST OF LEAFLETS

NOW READY.

OTHERS WILL BE ISSUED FROM TIME TO TIME.

Four-Page Series

No.

1. What it Costs.
2. Drink and Crime in Canada.
3. Municipal Taxation and Prohibition.
4. The Curse of the Nations.
5. Thy Bottle.
6. The National Revenue Question.
7. Facts About Maine.
8. The Drink Traffic Tested.
9. Prohibition in Kansas.
10. The Question of Compensation.
11. Naked Lights.
12. The Scott Act in Ontario.

Two-Page Series

No.

1. Prohibition and Business.
2. Neal Dow's Evidence.
3. How the Question Came Home.
4. Beer Drinking and Business.
5. A Stirring Appeal.
6. Curtailing the Liquor Traffic.
7. The Liberty Question.
8. A Curse and its Cure.
9. Does it Pay?
10. A Dangerous Occupation.
11. The Scott Act in New Brunswick.
12. Liquor and Industry.

**Use this Literature freely, and recommend
it to your friends everywhere.**