

TO MAKE ONTARIO BONE DRY

Practical Plans for a vigorous campaign in the approaching referendum, upon importation of liquor

POLICY OF THE ALLIANCE

At a largely attended meeting of the Executive Committee of the Ontario Branch of the Dominion Alliance held on May 6th, 1920, the policy and plan of campaign herein set out were unanimously adopted.

"The Legislative Assembly of the Province of Ontario, having passed a resolution asking for a vote in pursuance of section 152 of the amended Canada Temperance Act, it is, in the judgment of this Executive Committee, the imperative duty facing our temperance forces to get ready for the coming campaign, and it is our purpose that the whole resources and influence of this Alliance, together with staff, office, equipment and organization, shall be applied with full force to the fight, in order to secure such a great majority as will make our victory decisive.

"That efforts be continued to secure the greatest possible co-operation of the various organized prohibition forces in carrying on the campaign."

ORGANIZATION

It is desirable that conventions be held in every county or electoral district in the Province at the earliest possible date.

Obviously this is primarily a local matter, but the county and municipal organizations should be given all possible assistance from the central office.

FIELD WORKERS

This plan, therefore, contemplates putting on men, not to take charge of organization work, but to co-operate with and assist the county organizations in securing, in every municipality, and through the municipal organizations in every polling sub-division, a thorough organization of temperance electors; this to be based, as far as possible, upon the organization established for the recent referendum.

VOTERS' LISTS

One of the first duties of local committees will be to look after the voters' lists. The new franchise and election acts have not yet been finally passed by the Dominion Parliament, but the vote, whenever it occurs, will be under the provisions of these measures. This will mean either the preparation of entirely new voters' lists or that the lists used in the provincial referendum of last October be taken as the basis and authority given to add and strike off names.

The latter would mean practically as much work if not more, for every name would have to be checked and the names secured of all those who should be on.

(Detailed instructions should be issued to local organizations in connection with this work.)

CANVASSING

Every elector in the Province must be canvassed for the purpose of influencing his views, ascertaining how he will vote and, if necessary, arrangements made for his conveyance to the polls.

This work will require thorough organization to make sure that every friendly vote is polled, for in this fight we must take no chances.

MANNING THE POLLS

Local organizations should be urged and instructed to see that efficient inside and outside scrutineers are provided in every polling place, and that particular care be given to watching the count after the poll is closed, as well as guarding against improper practices.

LITERATURE

Attractive campaign literature is a splendid "vote getter," and should be used freely.

"THE PIONEER"

As in previous campaigns, the main dependence for literature should be THE PIONEER. Special numbers should be issued. They will be supplied to local committees at less than cost. The price for these would be: In bulk, \$1.50 per hundred. Addressed, wrapped and mailed separately to individual names furnished, \$3.00 per hundred. Let these be supplied to local committees at \$1.00 and \$2.00, respectively.

LEAFLETS

It is suggested that a series of leaflets be issued, say 6 2-page, 3 x 6; 6 2-page, 6 x 9; and 4 4-page, 6 x 9. That these also be issued at a special under-cost price to local committees.

POSTERS, ETC.

That two full sheet and two one-half sheet posters be issued in two colors; these also to be supplied to local committees at a special price.

That consideration be given to the question of streamers, window hangers, stickers, pay envelope slips, cards, etc., also campaign buttons to be distributed by workers, and the use of Scientific Temperance posters.

PLATFORM WORK

Special effort to be made to arouse interest, enthuse workers, inform the electors, and create a campaign spirit by the judicious use of public speaking.

SPEAKERS' BUREAU

The establishment of a "Speakers' Bureau," and the supplying, through it, of speakers, in co-operation with county or local committees.

The securing of special speakers and platform attractions.

PUBLIC MEETINGS

The arranging of a series of public meetings in strategic centres, and the supplying of speakers and programmes therefor.

FACTORY MEETINGS

The arranging for noon, or closing hour meetings in the larger industrial concerns, to be addressed by suitable speakers, and to be supplied with special attractions.

OPEN AIR MEETINGS

Making use of open air campaigning; this to be systematically planned and carried on wherever possible, in a most forceful and attractive way.

AUTO CAMPAIGNING

Two or more automobile speaking tours, each party to consist of speakers and musicians; to hold four or five meetings a day along selected routes.

ENLISTMENT DAY

Setting apart of a day in the Churches and Sunday Schools throughout the Province, when an opportunity will be given for workers to sign up for definite and specific work.

FIELD DAYS

Arranging for Field Day Services throughout the Province in all Churches possible before voting day.

FINANCIAL

Roughly speaking, the Alliance should secure an amount equal to 20 cents for every "No" vote polled on Question 1 in the recent referendum. A presumably fair apportionment of this amount should be made according to the vote in each place.

As far as practicable, all receipts will be credited to city, county or district from which they come, and all amounts received over the allotment should be split 50-50 between county and provincial organizations.

LET US MAKE A CAMPAIGN WORTHY OF OUR GREAT CAUSE

FOUR GREAT DUTIES

Before the temperance forces of Ontario, as represented in the Ontario Branch of the Dominion Alliance, lie great tasks, worthy of our highest endeavours, and demanding our generous support. Here they are:—

1. TO PUT ACROSS A SUCCESSFUL CAMPAIGN IN THE REFERENDUM ON IMPORTATION.

The immediate and imperative duty facing the temperance forces of Ontario is to poll the greatest vote possible in the impending referendum. Into this fight the Alliance will throw its whole strength.

The Provincial Executive has adopted the "Plan of Campaign" given herein. The budget

for this, and the regular work of the organization for the year 1920, is \$150,000.00.

A stunted or incomplete campaign would invite defeat. In many respects the battle will be the stiffest and hardest ever fought. Nothing must be left undone to ensure triumphant success.

2. TO IMPROVE, ESTABLISH AND ENFORCE THE ONTARIO TEMPERANCE ACT.

There must be systematic propaganda to maintain public opinion, unremitting activity to improve and strengthen our present law, and unceasing vigilance and energy in looking after

enforcement.

This means the keeping up of organization, the circulation of literature, and systematic, earnest efforts along educational lines.

3. TO PRESS FOR COMPLETE DOMINION-WIDE PROHIBITION.

Fronting us still is the fight for a nation-wide law. So long as liquor is legally made or sold in any province in Canada, we will not obtain the maximum of efficiency or safety from the prohibition laws of any province.

Our campaign must go on until there is enacted for all Canada, as in the United States, a national measure prohibiting the manufacture, importation, exportation, and transportation, as well as the sale of intoxicating liquor for beverage purposes.

4. TO ACCEPT CANADA'S SHARE OF RESPONSIBILITY IN THE WORLD MOVEMENT AGAINST ALCOHOLISM.

Upon Canada and the United States is laid a peculiar responsibility in connection with the world prohibition situation. These nations are practically demonstrating the soundness of the principles of prohibition, and the results from the operation of law are the strongest argument in its favor.

At the present time three Canadians are, upon the urgent request of the Scottish temperance organizations, assisting in the great local option campaign in Scotland, their services and expenses being our contribution to our British comrades.

AN APPEAL

Let us not hold our citizenship cheaply, or accept benefits from progressive laws, without giving adequate support to the organizations which are bringing about these better conditions, and securing this legislation.

For over forty years, the Ontario Branch of the Dominion Alliance has lead the prohibition fight in the Province of Ontario. Of late years expenses have mounted enormously. The cost of everything—wages, material, travel, and even postage, has greatly increased. Only the loyalty and liberality of friends have enabled us to carry on. Only by continued and increased givings can we maintain the work and accomplish our purpose.

Do not send us into this supreme fight, the greatest in the history of the temperance reform in Canada, poorly equipped or handicapped by debt. Remember we have no endowment, other than the good will of citizens of Ontario, and no source of income other than the free-will offerings of friends of the cause.

We stand at the door of opportunity. Shall we enter and thus ensure the future we so long and so earnestly desired and prayed for? The answer lies with those whose Executive we are, who have the means, who want this work done, and who will now provide "that which is needful."

CHAS. E. STEELE,
President.

F. N. McCONNELL,
Chairman Managing Committee.

D. V. SINCLAIR,
Vice-President.

MILES VOKES,
Chairman Finance Committee.

HENRY SUTHERLAND, Treasurer.

Offices:--705 Lumsden Building . . . Toronto, Ontario.

FINANCIAL FACTS

The money expended by the Ontario Branch of the Dominion Alliance in promoting the prohibition cause is set out in the following table, which shows the running expenses for each of the last thirteen years:—

YEAR	EXPENSES	YEAR	EXPENSES	YEAR	EXPENSES
1907	\$ 13,397.89	1912	\$ 75,087.94	1917	\$ 75,608.20
1908	19,357.39	1913	78,677.85	1918	79,862.21
1909	35,162.22	1914	76,156.07	1919	111,529.17
1910	47,530.49	1915	67,009.24		
1911	58,113.21	1916	68,647.90	Total	\$806,139.78

During this time marvelous progress has been made, but our objective is not yet reached. We must go on "from victory to victory—till Ontario—Canada—The World—are free from the curse of Intemperance."

WHERE THE MONEY CAME FROM

The revenue account for the first four months of 1920, as compared with the corresponding months of last year, shows clearly the sources of the Alliance revenue.

EARNINGS		1919	1920	EARNINGS		1919	1920
PIONEER Subscriptions..	\$	691.63	\$2,318.14	Publication Sales..	\$	33.13	\$ 65.79
PIONEER Advertising..		73.92	14.35	Profit and Loss			65.75
PIONEER Sales			46.55	Letter Subscript'ns		1,399.85	5.00
General Subscriptions .		4,989.60	7,270.44				
Church Subscriptions .		18,306.95	9,742.78				
						\$25,495.08	\$19,528.80

The running expenses for the same period this year were \$27,972.06 as compared with \$25,579.32 a year ago. It will be at once seen that there is an aggregate deficit upon operations for the first four months of 1920 of \$8,443.26.

ONE CAUSE OF EMBARRASSMENT

The following comparative table shows the number of Field Day services held last year and this year, and the total subscriptions given, both in cash and promises, at these services:—

		SERVICES		RETURNS	
		1918—19	1919—20	1918—19	1919—20
Nov.	93		1	\$ 3,423.00	\$ 24.00
Dec.	178		..	5,180.00	..
Jan.	133		2	5,665.00	272.00
Feb.	155		32	5,431.00	1,306.00
Mar.	171		67	7,537.00	2,204.00
April.	136		117	5,351.00	3,860.00
		866	219	\$32,587.00	\$7,666.00

It will be seen that there is, for these six months, a shrinkage, as compared with the preceding year of 647 services and \$24,921.00 in returns.

Here we have the crux of the situation. Field Day work is not only the life of our movement, the prime factor in our propaganda effort, but it furnishes the medium through which our friends contribute towards the carrying forward of all the activities of our organization.

\$150,000.00 FOR FOUR BIG JOBS

The real seriousness of the situation is further enhanced by the fact that the money received this year has largely been from the cashing in of old subscriptions, which have not been renewed. We, therefore, face the immediate and clamant demands of the present campaign, not only with a depleted treasury, but reduced prospective income.

The outstanding reason for the shrinkage in church subscriptions of this year was the Forward Movement, but while this has hurt us financially, the injury is only immediate and temporary. Ultimately the Forward Movement will unquestionably help the Temperance Reform and every other good cause. Now because of it we have an emergency.

July and August are "lean" months financially, yet in them much work must be done preparatory to the voting campaign of this Fall. Immediately then there is imperative need that the losses indicated be made up, and a flying start given to the "four big jobs" ahead, particularly the impending vote in Ontario.

Ontario has saved \$30,000,000.00 a year in actual cash in the last three years and a half. If the people of the Province would now contribute 15c. for every hundred dollars saved through prohibition since it has come into force, it would give us all we ask.

The Alliance never was stronger, never better equipped for real service for the prohibition cause. The officials, executive, staff, office and equipment of this great organization are ready for the approaching fight.

Let the support now given be commensurate with the greatness of the need and the magnitude of the job.

GIVE—GIVE MUCH—GIVE NOW

\$150,000.00 FOR FOUR BIG JOBS