

# Some Methods of Spreading Our Paper

By Martin Abern

The Lenin Drive to obtain 5,000 new subscribers for The DAILY WORKER is now on with full speed. Every party comrade understands the important role of The DAILY WORKER not only as a conveyor of information of labor and political events, but as the mass organizer and as a means thru which the Communist Party consolidates its influence among the masses in shops, mills and factories.

However, what is needed are practical, concrete proposals which will aid the comrades in making a successful subscription drive, or at least in reaching the mass of workers with The DAILY WORKER somewhat regularly.

A number of ways to develop the subscription drive are suggested which are already being carried out in some districts as follows:

1. The district or city organization must insist on every party member being a subscriber. To facilitate this the district or city organizations shall supply every shop and street nucleus and branch with the names and addresses of its members who have thus far failed to subscribe. This no doubt requires some technical effort on the

part of the district. The technical but necessary information obtained thru the registration should be compiled immediately. Then read the communication containing this information to the nucleus and bring the necessary moral suasion to get the members to comply with an elementary duty.

Go after the delinquents. It is proving successful in the nuclei now in Chicago and elsewhere and will be beneficial in all party units. When the comrades realize that they are being closely followed as to their duties, and that the party will not relinquish its efforts until each member subscribes, results will be obtained for The DAILY WORKER.

2. We must reach the mass of workers outside of the party. The method suggested is that each nucleus or branch shall obtain the names and addresses of a number of workers, say 25, from various shops. These names can be obtained in many ways, either thru present contact with workers or thru the names of the workers on the rolls in the factory, etc. The nucleus should then pay the cost of subscribing for these groups of workers to The DAILY WORKER for a period of at least three weeks. The

cost is low, approximately 50c a day, to the nucleus as a whole for this period. It is surely superior to the direct assessment method. If done on a wide scale by every party unit, it will result in thousands of workers getting The DAILY WORKER regularly for a period thru the mails.

The DAILY WORKER will gladly carry out this proposal. Naturally, every comrade must then follow up these readers for whom the nucleus subscribed and endeavor to get them to subscribe themselves.

3. Special editions of The DAILY WORKER can be ordered by the nuclei for distribution from house to house, but preferably at a specially selected factory.

A good time to order a specially large bundle is when a story on some factory is written in the daily. Such a story arouses interest among the workers. Every worker correspondent knows that. The need of workers' correspondents is stressed, hence, not only because it makes a real live newsy paper, but because it lays the basis for mass circulation. Every street nucleus should select a factory within its territory before which it

continually and systematically distributes large numbers of The DAILY WORKER.

Recently the results in Chicago, Omaha, Kansas City with the stockyards edition has been particularly successful, as also has been the distribution before many clothing factories, the Western Electric factory, etc. Whenever a strike occurs and the story is run in The DAILY WORKER, the literature department or DAILY WORKER group, in co-operation with the industrial department, must be responsible for covering the strike regularly with The DAILY WORKER.

4. Then there is the "Sabotnick," or what might be called in English "Sundayings." Every nucleus, or preferably the sub-section or section of the party should set aside a day regularly when the entire party membership of that territory is mobilized to go out getting subscriptions for The DAILY WORKER from house to house. This was done recently in the Pullman section of the Chicago organization. It draws every member into important work of the party. At this time, this plugging, Jimmy Higgins, but most important work is only done

by a few (tho increasing) number of energetic comrades. The Communist International has stressed the need of getting every member into this kind of work.

5. The special editions such as the Lenin edition and The DAILY WORKER anniversary issue, etc., are also excellent times for systematic drives. All of these methods can also be employed to aid the language press.

Very often as experience shows, a worker will not subscribe to The DAILY WORKER but will subscribe to one of his own language. These are only a few of the many ways which can be used to make The DAILY WORKER drive successful and particularly to make this present drive for 5,000 new subscribers to The DAILY WORKER a 100 per cent success.

This is required from the party members. From the paper is required actual news stories and plenty of articles from worker correspondents, material which is not exaggerated. Briefly, The DAILY WORKER must be a conveyor of complete and true news of events of importance to the working class.