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# Now For the Next Step.

by C.E. Ruthenberg

From a direct mail piece sent out by Local Cuyahoga County, Socialist Party, Jan. 1919.  
Original in Tim Davenport collection.

**Are you ready to help weld together ten thousand Cleveland men and women in a strong workingclass movement?**

There is a way to do it.

The strongest weapon in the hands of the exploiting class is control of the newspapers — of the sources through which the people get their information.

Think of what these newspapers are making the majority of the people believe about the attempt of the Russian workers to establish an industrial republic which will bring happiness to the workers and peasants of that country! They have poisoned the minds of the majority of the people with their lies about Russia.

Just so do the newspapers poison the minds of the workers in regard to the workingclass movement in this country.

There will never be any hope for us unless we can build up newspapers pledged to the interests of the workers which will present the truth about the workers' cause and offset the lies of the capitalist press.

To build up a strong, workingclass newspaper is the next step in building up a strong, workingclass movement in this city.

## **A Bigger *Socialist News*.**

The *Socialist News* is the beginning of the paper we must have.

We want to make it a bigger paper.

We want to publish it twice a week.

And then we want to make it a daily.

**We want to take the first step right away.**

There is so much going on in the world that must be interpreted from the workers' point of view, so many things about which only the workers' papers print the truth, that we must have more space for these things at once.

Would you like to see the *Socialist News* broaden out to seven columns of standard newspaper size or eight pages of the present size, and fill these pages with more news about things of interest to the workers happening in Cleveland and articles on the red wave of social revolution that is sweeping Europe?

**We are ready to go ahead immediately if you will help.**

## **Here Is the Plan.**

We are sending to you four subscription cards good for six months subscription for the *Socialist News*. We have made the price for these trial subscription cards 25¢ for the six months subscription — half the regular price.

In addition there is a stub attached to each card good for admission to the lecture, "Grab the World," which the famous Socialist lecturer, Geo. R. Kirkpatrick, is to give at Moose Hall on Sunday, February 9.

We are sending four of these cards to you and to every other reader of the *Socialist News* and ask that you sell them and send the dollar to us.

That isn't much of a job, is it? You have four

friends or shopmates who will each invest a quarter to get the *Socialist News* for six months and to hear Kirkpatrick. You can easily sell the cards.

### **This is What We Will Do.**

**Ten thousand readers of the *Socialist News* means a big, strong, workingclass movement in this city.** For just as the capitalist press safeguards the interests of the capitalist class, so a workingclass newspaper shapes the minds of its readers to support the movement that is fighting their battles.

If we can weld together ten thousand Cleveland workers through the *Socialist News* we will have made a big step forward.

And if you and the other readers of the *Socialist News* will help us get those ten thousand readers by selling the enclosed cards, we promise to double the size of the *Socialist News* the moment that goal is reached. Ten thousand subscribers will place us in a financial position to do that.

This is the next step in the RECONSTRUCTION ORGANIZATION CAMPAIGN.

How quick can you sell the four cards?

Fraternally Yours,

Local Cuyahoga County Socialist Party  
C.E. Ruthenberg, Secretary

Headquarters:  
1222 Prospect Ave.

## NEXT STEP

**GEO. R. KIRKPATRICK**  
Famous writer and orator, whose picture appears on the cover, speaks at  
MOOSE HALL,  
1000 Walnut Avenue,  
SUNDAY, FEB. 9, 2:30 P. M.  
on  
**"GRAB THE WORLD"**  
Kirkpatrick was the Socialist candidate for Vice-President in 1916. He is known from coast to coast for his powerful appeals for the workers' movement.

**THIS IS WHAT WE WILL DO**

**Ten thousand readers of the "Socialist News" means a big, strong, working-class movement in this city.** For just as the capitalist press safeguards the interests of the capitalist class, so a working-class newspaper shapes the minds of its readers to support the movement that is fighting their battles.


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Local Cuyahoga County Socialist Party,

  
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*Edited by Tim Davenport.*

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