

## Anti-Saloon League materials

### Section 8, Pages 211 - 240

This correspondence and financial documents are from the records of the Anti-Saloon League of Kansas. The majority of the letters are exchanged between Milo G. Kelser, field manager for the Anti-Saloon League of America located in Westerville, Ohio, and Rev. W. H. Herwig, superintendent of the Anti-Saloon League of Kansas. Letters are also exchanged with Boyd P. Doty, assistant financial secretary for the Anti-Saloon League of America and assistant general manager of the American Issue Publishing Company, publishers for the Anti-Saloon League of America.

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NATIONAL HEADQUARTERS  
THE ANTI-SALOON LEAGUE OF AMERICA  
WESTERVILLE, OHIO

LECTURE BUREAU

REV. MILO G. KELSER, FIELD MANAGER

August 8, 1919.

Rev. W. J. Herwig,  
918 Kansas Ave.,  
Topeka, Kansas.

Dear Brother Herwig:

I am wondering if you would not desire to give us a new subject for your address. I believe a subject not directly mentioning Prohibition would be better than, "America to Lead in the Fight for World Prohibition," etc.

I find there is a great deal in a subject when it comes to drawing the crowd. Capt. Hobson's subject at the present time is, "America and the Destiny of the World." Another speaker has, "The Dawn of World-round Democracy"; another, "The World Mission of the American Republic"; another, "Destruction and Reconstruction -- Some World Problems." I believe a subject something of this character would be better.

It does not matter so much whether one's address grows out of his subject especially or not. What is desired is a subject that in itself has drawing power. For instance, when Sam Small spoke in Westerville during the war, we advertised him for an address on, "How to Lick the Kaiser." I am sure that subject drew the overflowing house more than the advertising of Small himself. Needless to say, the speech did full justice to the subject.

Hoping to hear from you at your earliest convenience, in the enclosed self-addressed stamped envelope, and with best wishes, I am

Faithfully yours,

*Milo G. Kelsor*  
Field Manager.

MGK IBD





THE ANTI-SALOON LEAGUE OF AMERICA

SUBSCRIPTION DEPARTMENT  
REV. P. A. BAKER, D. D.  
REV. HOWARD H. RUSSELL, D. D.  
ERNEST H. CHERRINGTON  
COMMITTEE ON FINANCIAL MANAGEMENT  
FOSTER COPELAND, TREASURER  
WESTERVILLE, OHIO

August 11, 1919.

Rev. W. J. Herwig,  
Topeka, Kansas.

Dear Mr. Herwig:

I wonder if you are aware that every ordained minister connected with the Anti-Saloon League, giving his entire time to the work and deriving his support therefrom, is entitled to the use of a Clergy Fare Certificate.

Paragraph M of the rules governing the issuing of such certificates reads as follows:

"M. Ordained ministers of religion connected with Brotherhood of St Andrew, Baptist Young Peoples' Union, Christian Endeavor, Epworth League, Knights of Columbus, W C T U, Y M C A, or Y M H A, also those engaged in Christian Temperance work or acting as Chaplains in the U S Army or Navy."

Under this it would appear clear that all ORDAINED MINISTERS engaged in League work may use the Clergy Certificate. I am presenting my claims to the New York office for a Certificate as a League worker, notwithstanding the fact that I am a LAYMAN. Years ago, when an attorney for the Ohio League, I traveled on such a permit until all permits were abolished due to the spread of the two cent fare law.

This is only a friendly suggestion to you. It is worth your while. It will save thousands of dollars for the Leagues and there is no good logical reason why laymen should not be granted these Clergy Certificates, and there is nothing to prevent our getting them except possibly a technical interpretation of a rule limiting them to ORDAINED MINISTERS. You will do well to follow this up immediately by applying for application blanks at your nearest U S Railroad Administration office. If you know of any layman now engaged in league work who has had a Clergy Fare Certificate issued to him, you will confer a great favor on all League men everywhere if you will give me the information by return mail. We want to push this for all it is worth.

Yours cordially,

BPD:McG

Assistant Secretary, Committee on Financial Management.



OFFICE OF THE COLLECTOR

DISTRICT OF Kansas.

## TREASURY DEPARTMENT

INTERNAL REVENUE SERVICE

Wichita, Kansas.

August 18th, 1919.

Hon. R. Hopkins,  
Attorney General,  
Topeka, Kansas.

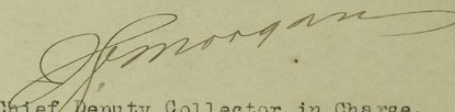
Dear Sir:-

The Honorable Commissioner at Washington has requested this office to forward him copies of the State Prohibition Law and any laws relative to the permitted use of liquor and I would very much appreciate your forwarding a copy to this office that it may be forwarded to the Commissioner.

If you are able to forward two copies, I would very much like to have one for the files of this office.

Awaiting your early reply, I am,

Yours most respectfully,

  
Chief Deputy Collector in Charge.

RLD:ED





CLYDE M. REED  
SECRETARY TO THE GOVERNOR

STATE OF KANSAS  
HENRY J. ALLEN, GOVERNOR  
TOPEKA

August 18, 1919.

Rev. W.J. Herwig, Supt.,  
Anti-Saloon League,  
918 Kansas Ave.,  
Topeka, Kans.

Dear Doctor Herwig:

Governor Allen directs me to send  
you the enclosed letter with request that you give  
Judge Jennison as full information as practicable  
along the line of his inquiry.

Yours very truly,

*Clyde M. Reed*  
Secretary to the Governor.

enc

ernor



Calgary, Alberta.  
August 13, 1919.

His Excellency,  
The Governor of Kansas,  
Topeka,  
Kansas, U. S. A.

Dear Sir:

We have a Prohibitory Liquor Law in this Province (Alberta, Canada) and I should like to obtain the history or a summary of the Liquor Legislation in your State, and whether the Law is of benefit or not. Also, what public opinion thinks of the Law and any other information that would enable me to understand just what Prohibition means in your State from an economic and social standpoint.

Some of our people in this Province think that it would be better to introduce light wines and beers. Has the question of light wines and beers ever been before the people of your State? What do you think? *Is your law well enforced?*

I assume that you are a busy man but I would regard it as a favor, if you have not time to give my letter any particular attention, if you would pass it on to the Secretary of some prominent Temperance Organization with the view of having my inquiries answered.

I regret troubling you but I feel that it is the duty of every citizen to inform himself on this very important question, and this is why I write to you, the Governor of a State that has had Prohibition for so many years. The experience of your State should be worth something.

Hoping to hear from you, I am

Yours very truly,

Address:  
Judge Jennison,  
Court House,  
Calgary,  
Alberta, Canada.

*one cc - 10 cc of A. 1940 7 Henry to 7 H. 1919*





THE ANTI-SALOON LEAGUE OF AMERICA

SUBSCRIPTION DEPARTMENT

REV. P. A. BAKER, D. D.

REV. HOWARD H. RUSSELL, D. D.

ERNEST H. CHERRINGTON

COMMITTEE ON FINANCIAL MANAGEMENT

FOSTER COPELAND, TREASURER  
WESTERVILLE, OHIO

August 22, 1919.

Rev. W. J. Herwig,  
918 Kansas Avenue,  
Topeka, Kansas.

Dear Mr. Herwig:

Mr. Barker thinks that he will be ready to begin work in Kansas before the first of October and he is anxious to get started and get the organization in shape as quickly as possible.

He wants to know whether you will be able to round up any solicitors so that he could begin training as soon as he arrives in the state. My own idea is that he will not be able to reach Kansas before the second or third week of September. If you can get hold of any likely prospects, I think we can safely trust Mr. Barker to train them and make efficient solicitors out of them even though they have not had any experience. Mr. Barker seems to be a wonderful chap in that respect. His men in Georgia are running from 200 to \$500 a day in personal solicitation from house to house. His new men have been averaging after the first week over \$1000 and by the third or fourth week run close to \$1500. You will see therefore that it will be worth while to get this thing started in Kansas as soon as possible.

Yours cordially,

*Boyd P Doty*

Assistant Secretary,

Committee on Financial Management.

BPD/HL



NATIONAL HEADQUARTERS  
THE ANTI-SALOON LEAGUE OF AMERICA  
WESTERVILLE, OHIO

LECTURE BUREAU  
REV. MILO G. KELSER, FIELD MANAGER

August 22d,  
1919.

Rev. W. J. Herwig,  
918 Kansas Ave.,  
Topeka, Kans.

Dear Herwig:

You will be wanting us to print advertising material for you again one of these days. I have just been informed that your supply of stock window cards is exhausted and before we print more I want to get your ideas in regard to them. I am inclosing copy of the new display card we are using for Hobson and for Bryan; also, the card we are using for Dr. Banks and yourself. We find that the idea of World-Round Prohibition does not attract any except people of the church who have the missionary spirit and, while this number is rapidly growing of late, the total number is as yet comparatively small. Where a man has a name which is known nation-wide like that of Hobson or Bryan, the name is sufficient to draw the crowd. However, in the case of men who do not have a National reputation, the only way to get the crowd is to use the flag contest. This is the way the matter strikes me -- you are a pretty good hand at advertising. I would be grateful if you would fix up this card according to your own fancy and send me copy so we can print up a supply. I think your subject could be improved by shortening up and leaving out the reference to Prohibition. Hobson's subject, for instance, is "America and the Destiny of the World." There is no reference in it to Prohibition and yet there is much in it that would interest people and attract them even though the subject were announced for Swadener or some man not so well known. The less attractive the man's name the more important he have a subject that has drawing power. Please put some thought on this and help me out the best you can.

With best wishes, I am,

Faithfully yours,

Field Manager.

MGK-ts.





THE ANTI-SALOON LEAGUE OF AMERICA

SUBSCRIPTION DEPARTMENT  
REV. P. A. BAKER, D. D.  
REV. HOWARD H. RUSSELL, D. D.  
ERNEST H. CHERRINGTON  
COMMITTEE ON FINANCIAL MANAGEMENT  
FOSTER COPELAND, TREASURER  
WESTERVILLE, OHIO

August 27, 1919

Dear Superintendent:

Enclosed please find copy of suggestions to be sent to your laymen in re clergy-fare certificates. This follows up my letter of August 11 on the same matter.

Apparently the way is clear for all of your laymen, engaged in travel, to obtain the half fare rate. A little caution and care would appear to be all that is necessary, reserving all protesting until we get a general report from all the Leagues.

Kindly give me a report on the experiences of your men in this particular.

Yours cordially,

Assistant Secretary  
Committee on Financial Management

BPD-BH





### SUGGESTIONS IN SECURING CLERGY-FARE CERTIFICATES FOR LAYMEN.

The following paragraph is taken from the rules covering the issuing of clergy-fare certificates, and reads:

"M. Ordained ministers of religion connected with Brotherhood of St Andrew, Baptist Young Peoples' Union, Christian Endeavor, Epworth League, Knights of Columbus, W C T U, Y M C A or Y M H A, also those engaged in Christian temperance work or acting as Chaplains in the United States Army or Navy".

On August 11, I made my application under the foregoing paragraph and received my certificate August 15. My application negatively showed that I was a layman. I also accompanied my formal application with a personal letter to the manager of the Clergy Bureau, stating in express terms that I was a layman. It would appear therefore that any layman engaged in League work whose duties require him to travel would, upon proper application and showing of facts, receive a like certificate.

An application made by a layman in League work should set forth:

- (a) That the applicant is identified with the Anti-Saloon League of \_\_\_\_\_;
- (b) That the Anti-Saloon League of \_\_\_\_\_ is a "Christian Temperance" organization dependent upon voluntary contributions for support;
- (c) That the applicant is a League worker compensated exclusively by his salary for his services in the work;
- (d) That the duties of the worker making the application require railroad travel;
- (e) Apply to the nearest United States Railroad Administration office for the proper application blank, and fill out and mail same according to instructions printed thereon. It is important that, as a layman, you make application according to these instructions as soon as possible, and let me know the results of this application.
- (f) BUT IN NO CASE MAKE ANY REFERENCE WHATEVER TO THE FACT THAT CLERGY FARE CERTIFICATES HAVE BEEN ISSUED TO OTHER LAYMEN IN LEAGUE WORK AND, EVEN THO YOUR APPLICATION IS REFUSED, MAKE NO PROTEST BUT LET ME KNOW WHETHER OR NOT YOU HAVE SUCCEEDED IN GETTING THE CERTIFICATE. IF YOU FAIL WE CAN MAKE A CONCERTED ATTEMPT LATER. A LITTLE CAUTION AND A LITTLE PATIENCE WILL HELP OUT TO THE GENERAL GOOD. PERHAPS TOO MUCH IMPORTANCE CANNOT BE ATTACHED TO THE CAREFUL PRESENTATION OF THE CLAIM.

(Signed) Boyd P. Doty  
Assistant Secretary  
Committee on Financial Management

August 1919.





Topeka, Kansas, September 4, 1919.

Mr. Boyd P. Doty,  
Westerville, Ohio.

Dear Doty:

I am returning herewith your check for \$614.77, which I take it was sent by mistake as we are operating now under the new plan. I am also returning invoices No. 32973 and 33074, which cover the Kansas Edition of the American Issue. It is my understanding that the National League is supplying the issue beginning August 1st.

Will you kindly get to me at the very earliest possible time the status of the various funds so that we can complete our records here.

We are getting all of the remittances issued to this office from Westerville booked as fast as we can and will be able to send you a check covering your portion of the same in the course of another few days and thereafter every Monday. I take it, of course, that all the remittances coming to the Westerville office from Kansas are being forwarded to Topeka. I wish you would look this matter up.

Very sincerely,

WJH:IBH  
Encl.

Superintendent.



Topeka, Kansas, September 8, 1919.

Mr. Milo G. Kelser,  
Westerville, O h i o

Dear Mr. Kelser:

I am enclosing herewith a partial list of the Sunday School Superintendents of Kansas. The remainder of the names of Superintendents will follow shortly. Am also enclosing herewith bill for the same.

Will you kindly get the check to the Kansas Sunday School Association at the earliest time possible?

Very sincerely,

Encl.

Superintendent.





Topeka, Kansas, Sept. 9, 1919

Mr. Milo G. Kelser,  
Westerville, O.

Dear Kelser:

I am enclosing herewith copy for my window card<sup>d</sup>. I may be somewhat prejudiced but in looking over all of the window cards of the various speakers I still like my card the best, and if it does not inconvenience you too much at the printing plant, I wish you would print 500 of these and ship them to me at once, and you might print that many more to keep in stock.

Under this new plan it is very likely that we will have most of this stuff printed here. I still have a supply of folders which I will continue to use.

Wish you would send me about 5000 Sunday Dodgers. I think the subject given on the enclosed card, "America's Opportunity in the World Crisis" cannot be improved, - at least I shall choose this subject for the time being.

Will you kindly get to us about 5,000 flag contest ballots. We are very anxious to have a special supply.

It is my understanding under the new arrangement that the National League is to furnish us with all of this material so that we are not to be billed for the same.

Very sincerely,

Encl.

Superintendent.



Topeka, Kansas,  
September 12, 1919.

Mr. Boyd B. Doty,  
Westerville, Ohio.

Dear Doty:

I am wondering if it would not be a much better proposition to send to all of those who pay the first year's subscription in full our book, Prohibition in Kansas, instead of the Year Book? I am very anxious that we keep the state work before the people as much as possible; that, together with the National and World-Wide Movement will give it more of a state aspect. I believe that the people of Kansas will take better to this book than the Year Book.

Since you are not sending the Year Book to the ministers of Kansas, I am going to suggest that if you will furnish us with 3,000 copies of the Prohibition in Kansas, we will mail them out from this office, paying the postage to all of the ministers; in fact, I believe, you ought to send us an extra thousand, so that we can send one to some of the newspapers and libraries, etc., and, of course, I would want several hundred on hand here in the office. Send us 5,000 copies - 4,000 to be distributed as stated above and 1,000 you can bill us which we will use in the office. Now of course, I will insist upon the new edition that you are getting out for this order.

I take it that you are sending the Year Book to all those who have paid the first year in full; also the subscribers that we have sent you in the last few days.

I hope you will do this.

Very sincerely,

WJH:IBH

Superintendent.





Topeka, Kansas,  
September 12, 1919.

Mr. Milo G. Kelser,  
Westerville, Ohio.

Dear Mr. Kelser:

Mr. Herwig informs me that Hon. John  
H. Campbell of Georgia is to be dated for addresses in our  
state.

Will you kindly send me, at once, a few  
of his folders and other advertising material so that  
I can intelligently date him. Also any suggestions con-  
cerning the dating of these national speakers: Campbell,  
Landreath and Banks. We already have the advertising  
material for Drs. Landreath and Banks.

Very sincerely

H. S. Condit.

HSC:IBH

Asst. Superintendent.



NATIONAL HEADQUARTERS  
THE ANTI-SALOON LEAGUE OF AMERICA  
WESTERVILLE, OHIO

LECTURE BUREAU  
REV. MILO G. KELSER, FIELD MANAGER

September Thirteen  
Nineteen -----  
----- Nineteen

Rev. W. J. Herwig,  
918 Kansas Ave.,  
Topeka, Kan.

Dear Brother Herwig:

Your letter of September 7th at hand. Instead of printing 1000 window cards, and retaining 500 in stock here, we are sending them all to you at once. Our stock shelves are loaded down and if we are printing the thousand, you may as well have them as to keep a part of them here. When you need any more, please let us know.

We are also sending the 5000 Flag Contest Ballots which you request.

You state that it is your understanding, under the new arrangement, the National League is to furnish all advertising material at its own expense. You also, state that under this new plan -- "It is likely you will have most of this stuff printed in Kansas." I cannot see the consistency of these statements. Surely, if the National League is to furnish material, they will want to print it here and not pay bills for printing it out there. However, this matter can be determined after the plan is finally adopted at the Chicago Conference next week.

Hoping to see you, I am

Faithfully yours,

*Milo G. Kelsner.*

MGK AJ

Field Manager.



Topeka, Kansas, Sept. 23, 1919.

Milo G. Kelser,  
Westerville, Ohio.

Dear Mr. Kelser:

On September 12th., I wrote you asking you to send me some folders of Hon. John G. Camp, who is to speak in our state, beginning early in November. I fully expected to find them here on my return yesterday. I am to attend some church meeting Wednesday and Thursday but expected to begin dating Mr. Camp on Friday.

Please hasten some folders to me by return mail.

Very sincerely yours,

H. S. Condit.

Asst. Superintendent.

HSC:IBH



NATIONAL HEADQUARTERS  
THE ANTI-SALOON LEAGUE OF AMERICA  
WESTERVILLE, OHIO

LECTURE BUREAU  
REV. MILO G. KELSER, FIELD MANAGER

September 29th, 1919.

Rev. W. J. Herwig,  
918 Kansas Avenue,  
Topeka, Kansas.

Dear Brother Herwig:

You know the policy we are attempting to follow now is to have an advance man ahead of each speaker by about one week to look after publicity. Lloyd B. Mignerey is out in Washington State ahead of Landrith. Clarke H. Weaver is heading Dr. Banks. When the campaign is over in Washington they will go on into Oregon doing advance work for them there.

Now, I presume you will approve of these advance men continuing ahead of Landrith and Banks in Kansas. It surely is a paying proposition. It will be somewhat difficult to follow out this policy and use advance men unless these men continue regularly ahead of the speakers. For instance, should a Superintendent of a certain state inform us that he did not want these advance men to precede the speakers coming to him, what would we do with them in the meantime until the speakers would get to a state where the Superintendent wanted the advance men? This is simply a supposition, of course. I feel quite confident that you will want them, because I know you have been a "stickler" for the advance man all along, and have insisted that the League ought to get men worth while, and pay them good salaries.

As a matter of fact, Mignerey is an exceptionally strong man. Dr. Landrith is a hard man to please, but is more than pleased with Mignerey. Mignerey is a graduate of Otterbein, and has taken postgraduate work besides.

Weaver is young, but Banks has made no objection so far, and the reports from Banks' meetings thus far would indicate he is having good audiences.

Please let me hear from you at once.

Faithfully yours,

*Milo G. Kelser*  
Field Manager.

MGK IBD





Topeka, Kansas, Sept. 30, 1919.

Mr. Boyd P. Doty,  
Westerville, O h i o

Dear Doty:

I am having Banks and Landrith for a series of meetings and it is my understanding that both come to Kansas from the Pacific Coast. I am also having two advance men and it is my understanding that they also are coming from the Pacific Coast.

Now, under the new plan, all expenses incident to this campaign, are to be paid first before any divisions are made. I am wanting to know whether or not the entire expense of these men coming from the Pacific Coast are to be charged up against us, and then, whether or not we are to pay their expenses to their destination when they leave the state. These are details that ought to be thrashed out, and hope that we can have a definite understanding.

Very sincerely,

Superintendent.



Topeka, Kansas, Sept. 30, 1919.

Mr. Boyd P. Doty,  
Westerville,  
O h i o

Dear Doty:

While in Chicago I arranged with Mr. Wheeler to have a conference here at Topeka with the Attorney General and all the prosecuting attorneys and Sheriffs and law enforcement officers we can induce to come to this conference. Mr. Wheeler agreed that he would come and explain the provisions of the National Prohibition Bill, this conference to take place immediately after President Wilson signs the law enforcement code.

Mr. Wheeler stated at the time that they would have the entire code printed with various notations, etc. I take it, of course, that it will go out as being published by the American Issue Publishing Company. Now, I want to arrange with you to have 5000 copies of this printed as being published by the Anti-Saloon League of Kansas, W.J. Herwig, Superintendent, to be distributed here in this State. I am sure that you will immediately appreciate the tremendous value to this organization such a conference will be, and the distribution of these pamphlets coming from the League.

I am again writing Wheeler, calling his attention to these facts. I am only writing to you so that you might keep the matter in mind. I take it, of course, that the only extra expense will be the change of the name of the publishers of the booklet.

Very sincerely,

Superintendent.





Topeka, Kansas, Sept. 30, 1919.

Mr. Boyd P. Doty,  
Westerville,  
O h i o

Dear Doty:

I have your letter, together with quarterly report showing the financial condition of the various funds for Kansas. I notice that you have charged up against these various funds "cash funds distributed in advance, etc." a lump sum of \$34,396.32.

Now, I take it that this is the amount which covers the monthly expenses as per our reports to you. I take it that all other expenses pertaining to the various funds have been charged up to the respective funds. If that is the case, there is a considerable discrepancy as we have received from your office up to July 1st, \$27,661.12.

In these various reports you will find items of salaries, etc., that must be charged up against other states, as where I campaign in other states, the total amount is \$2,174.79, leaving a total of \$25,686.33 which is chargeable to the various funds covering the expenses as per the last item on your report, which would leave a discrepancy of \$8,711.99.

I wish you would write me fully pertaining to this, and also what disposition will be made of this deficit.

Wish you would get this same report to me covering the month of July which will take it up to the first of August when we began operation here under the new plan. I wrote you pertaining to this a few days ago.

Very sincerely,

Superintendent.



Topeka, Kansas, Sept. 30, 1919.

Mr. Boyd P. Doty,  
Westerville,  
O h i o

Dear Doty:

I am writing to inquire how you are going to handle the paying of the special national speakers. I take it as long as they have made their contract with you they will look to you for their checks covering their expenses and salaries, and that you will bill us for the time and expenses. Judging from the experiences of these various campaigns in the past we would not have a sufficient amount of money here to pay them immediately. I take it that they want their checks promptly. You can, of course, depend upon this office in remitting to you promptly, covering all expenses as fast as the money comes in from their meetings.

Very sincerely,

Superintendent.





Topeka, Kansas, Sept. 30, 1919.

Mr. Milo G. Kelser,  
Westerville, O h i o

Dear Kelser:

I have your letter of the 29th. It will be entirely satisfactory to me to have Mignerey and Weaver come to Kansas and boost the Banks and Landrith meetings. I have been wondering how we would be able to handle the situation. Can you estimate about the time they ought to reach Kansas? I would like to know this at the earliest time possible.

Very sincerely,

Superintendent.



THE ANTI-SALOON LEAGUE OF AMERICA

SUBSCRIPTION DEPARTMENT

REV. P. A. BAKER, D. D.  
REV. HOWARD M. RUSSELL, D.D.  
ERNEST H. CHERRINGTON  
COMMITTEE ON FINANCIAL MANAGEMENT  
FOSTER COPELAND, TREASURER  
WESTERVILLE, OHIO

October 2, 1919

Rev W J Herwig  
Topeka, Kansas

My dear Herwig:

Mr Barker has been here for three days and we have been going over the entire solicitation program and the development of the system of handling the whole work for each of the states under the new nationalization plan.

My recollection is that when we parted at Chicago it was thot best to send Barker into Massachusetts to organize the work up there before taking up the work in Kansas. However, we have been advertising in various religious papers of general circulation in the central west and we have a number of very able prospects who have every indication of being first class men for solicitation work and they are large in states either adjoining or very close to Kansas, and after going over the matter for two days and threshing it from A to Z and back again, there does not seem to be any other opinion that the only economical and wise course to pursue is to have Barker take these men to Kansas at once, and start them there and give them their training and map out their work for them in conjunction with your office.

Now, it is not important that you should be in the state during the period of this canvass bacause Barker will be there to direct the activities of these men and I am fully convinced that Barker knows his job, and of course, what you want in Kansas is to get somebody who can raise the money. From one of your recent letters I understand that you are to leave for Canada on October 9th. Mr Barker will arrive in Topeka on the 6th and meet his men there, which will be in ample time to thresh out the general program before you go, and as this is in accord with the original arrangement and in accord with the advertising for solicitors which we had already do, I have no doubt it will meet with your approval and loyal cooperation.

If these men meet with anything like the success the other solicitors have met with in Georgia, at the end of a



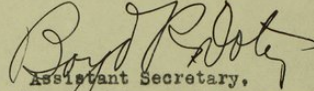


-2-

W J Herwig

week they ought to be averaging at least \$1,000.00 a week with a reasonable per centage of cash, and I am sure that it will work out to the mutual advantage of both the State and National Leagues.

Yours very cordially,

  
Assistant Secretary,  
Committee on Financial Management

BPD:McG



### The American Issue Publishing Company

TRUSTEES  
FILMORE CONDIT, PRESIDENT  
JAMES CANNON, JR., D. D. VICE PRESIDENT  
G. L. STOUTSHTON, SECRETARY  
DR. P. A. BAKER  
W. B. WHEELER

ERNEST H. CHERRINGTON, GENERAL MANAGER

WESTERVILLE, OHIO

IN REPLY PLEASE REFER  
TO FILE NO.

OFFICE OF  
BOYD P. DOTY,  
ASST. GENERAL MANAGER

October 3, 1919

Rev W J Herwig  
Topeka, Kansas

My dear Herwig:

I am in receipt of your letter of September 25th containing the subscription report blanks showing returns from meetings. Evidently these are carbon copies of your records made on the ledger sheets. If all the Nationalized states do this, we will have to build a barn in which to put our files. These are to be made up independent of the ledger sheets and only such space taken on the sheets as is necessary to make the record plain and easily legible. You are using about five times as much paper as it is intended you should use for this purpose besides, as I say, making it extremely difficult for us to take care of the records here.

Yours very cordially,

BPD:McG

*Boyd P. Doty*  
Assistant General Manager





NATIONAL HEADQUARTERS  
THE ANTI-SALOON LEAGUE OF AMERICA  
WESTERVILLE, OHIO

LECTURE BUREAU  
REV. MILO G. KELSER, FIELD MANAGER

October Third  
Nineteen  
Nineteen

W. J. Herwig,  
918 Kansas Ave.,  
Topeka, Kansas.

Dear Brother Herwig:

I have yours of September 30th. Lloyd B. Mignerey heads up Dr. Landrith, and Clark H. Weaver is doing advance work for Dr. Banks. They will continue in Washington and Oregon until the campaigns are over in those states, then they will come on to Kansas. Presumably, they will reach Kansas about a week in advance of the speakers.

I will let you know, as soon as I learn from them, definitely, when they will arrive.

Faithfully yours,

*Milo G. Kelser.*

MGK AJ

Field Manager.



Topeka, Kansas.

October 8, 1919.

Mr. Milo G. Kelser,  
Westerville, Ohio.

Dear Mr. Kelser:

Kindly send at earliest possible date  
to our office at Topeka, Kansas, 5,000 of my  
folders and about 300 window cards.

By the time they are used up, I hope to  
have a new set of testimonials to place on  
the back page of my folder but have been too  
busy to arrange it and my present supply is  
about exhausted.

I received the Camp folders and it will  
make it much easier for me in making his dates.

Very sincerely yours,

H. S. Condit.

HSC:IBH

Asst. Superintendent.



Topeka, Kansas, Oct. 24, 1919.

Mr. Milo G. Kelser,  
Westerville, O h i o

Dear Kelser:

I am enclosing herewith date blanks for Dr. Banks at Emporia. You will note that we have designated only 1,000 folders for each place. We do not deem it advisable to use any window cards. Dr. Banks will have a great audience in the Methodist Church in the morning and the Presbyterian preacher for the night service will use those folders in getting up an audience there. We also will do some newspaper advertising.

We have been somewhat delayed in making these dates. I am sincerely hoping that there will be no delay in getting the advertising matter to the key-men immediately. I wish you would look after this matter personally for a little while at least.

Very sincerely,

Encl.

Superintendent.

WJH/HFC





NATIONAL HEADQUARTERS  
**THE ANTI-SALOON LEAGUE OF AMERICA**  
WESTERVILLE, OHIO

**LECTURE BUREAU**  
REV. MILO G. KELSER, FIELD MANAGER

Dear Brother:

From the estimates made on the date-blanks as they come in, of the various kinds of advertising material needed for a given place, it is clear to me that some of the date-makers DO NOT UNDERSTAND the character of the different forms of advertising and the special purpose of each. By separate cover I am sending you as well as every other date-maker (and this letter goes to all of them) a sample of each form of advertising.

Now, let me indicate to you the way I view the matter of making up an estimate of what advertising material would be needed for an appointment.

There should be enough window cards of display cards to put two in each church vestibule. Most churches have a double entrance, and a window card should be conspicuously displayed at each entrance. If there is a bulletin board, one or two cards should be tacked on that, depending on its size and the general situation. The other window cards should be conspicuously displayed in show windows of business houses, and about the community wherever they can be placed to best advantage.

Also one or two of the large posters for those speakers (for whom we are using posters) should be put up in each church vestibule. The rest should be put about the town in conspicuous places. Of course these large posters cannot be put up in show windows, but they can be tacked up on the side of a building or on billboards. Most towns have billboards. In many instances there is no charge made for their use. They have been put up by some organization to advertise a particular meeting, and then have never been taken down. It is simply a case of helping yourself. Where a reasonable charge for billboards is made, it would be wise to pay it. The wisdom of making this expenditure however, must be left to the judgment of the date-maker. If he feels that more and better publicity could be secured by some other method FOR THE AMOUNT OF MONEY INVOLVED in renting the billboard space, of course he should not use the billboard space. The idea of using these large posters was suggested first by Captain Hobson. They are the size of poster which is used in front of picture shows. Two or more of these big posters should be exhibited IN FRONT OF THE BUILDING where the meeting is to be held. They draw attention of all passers-by. Wherever a poster is put up, if possible a display card should be placed along with it, because the poster is general, and contains no data. The display card will supply this. No more of these large posters should be ordered than the date-maker feels should be put up in any community. The number which can be put up varies with the communities.





The four-page folders should be distributed in Sunday congregations; in case of a WEEK NIGHT MEETING, on the Sunday immediately preceding. Then, on the day of the meeting, "Tonight" handbills should be distributed thruout the town, preferably EARLY in the morning, before men have gone to their employment for the day. If these "Tonight" handbills are distributed after the men have gone to their daily employment, those who do not return until the evening will not have been planning to attend, or will have made other plans for the evening, whereas, if the handbill reaches them before they start out for the day, they will make up their mind to hurry back in the evening and attend the meeting. If it is a Sunday morning meeting, the folders should be distributed on the previous Sunday at morning and evening services. Of course, for a Sunday morning meeting there is no opportunity to put out the handbills unless the Sunday morning meeting should chance to be a union meeting, in which case "Sunday" handbills could be distributed in town on Saturday, putting them in automobiles, etc.; but if the Sunday morning meeting is in an individual church, as a matter of course, it would not be taken kindly by other churches of the community if this particular church's morning service should be generally advertised on Saturday. Where a service is to be held in an individual church on Sunday morning the advertising SHOULD BE LIMITED to that particular church's membership and constituency. If the service is a SUNDAY EVENING UNION MASS MEETING in which ALL the churches co-operate, folders should be distributed on the Sunday preceding, in all the various church congregations. Then on the Sunday morning of the day on which the meeting is to be held in the evening, "Sunday Night" handbills should be again distributed as a FINAL REMINDER in all of the congregations where the previous Sunday the folders were put out. Also the "Sunday Night" handbills should be put in automobiles on Saturday night, and distributed among the people on the streets who are in from the surrounding country in what is termed, a "Saturday Night" town.

The invitations or announcements tickets should be distributed thru Men's and Women's Bible classes. This does not mean one ticket to each member of such class, but a half dozen, or dozen, or more should be placed in the hands of each member of each class, with the AGREEMENT that the individual will distribute them to other adult persons.

The date-maker can readily ESTIMATE THE NUMBER of display cards which will be needed by taking into consideration the number of churches which will co-operate and the size of these churches; also the opportunity afforded by the town for putting up display cards elsewhere. In some towns, for instance, they have an ordinance which forbids the posting of display cards along the streets. In other towns the business men have an agreement among themselves that they will not allow cards posted in their windows. Other places business men will gladly co-operate, and cards will be welcomed everywhere. These facts the date-maker can ascertain from the local keyman, and in conversation with him it will be a simple matter to make an estimate which will be reliable. The same is true regarding the estimate on folders. He should consider the number of churches that will co-operate to the extent of distributing folders; then the probable attendance at Sunday morning and evening services in these various churches; also at the evening