

## HOW TO LOSE AN ELECTION

Do nothing, say nothing, hear nothing, see nothing, unless obliged to. Tell the multitude there are people in the world far worse off than they are. Tell the multitude to tighten their belts. Tell them prosperity is around the corner. Omit to say which corner. Tell them nothing can be done because there is no money. Do not explain how money is made, it is embarrassing not only to you but to the Dominion Government, to say nothing of the banks. Tell the people that there is a scarcity of everything, especially money. If it should happen that there is an abundance of any one thing, or of anything for that matter, give orders to have the abundance destroyed. It is embarrassing to have an abundance for starving people to look at. If a leader appears on the scene and threatens to lead the people against you, at once ridicule his efforts, his logic, his manner, his appearance, tear his helpers to pieces, delve into their past histories, expose what you find, twist it, colour it. If by some wonderful stroke of good fortune you can prove that this leader delivered milk when a lad, in order to pay for future education, make fun of it, hold him up to scorn, do not mention the education part, only the milk delivering episode. Forget that your boy is at the moment delivering newspapers. That's different. If this opposition of yours is a big man morally, spiritually, physically, if he should have served his community for, say, twenty-five years as a teacher, much beloved by those he has taught, respected by all and sundry, its too bad, but do not despair, remember you have an election to lose. Tell those who do not know this pest, that he is a small wizened up creature with wisps of faded red hair, a fanatic, an imposter, a cheat, liar, hypocrite, anything that happens to come into your mind. Oh yes, I was nearly forgetting the most important, listen carefully, if you can by some stretch of the imagination or other conjure up a picture of the ancestors of the person under discussion having been hanged for sheep stealing in the State of Montana, this, I say, will be what the French call the (piece de resistance).

By this time you may be confident that the election is lost, and believe me the next thing to do is lie low, you will need to,