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THE IDEA



FELLOW WORKER:

There's just one idea we want to drive into your brain with this leaflet: **the workers are helpless in their struggle for existence unless they are organized and ORGANIZED THE RIGHT WAY.**

Stop and think that over for a minute; there's a lot more to it than you might imagine—**particularly the last part of it.**

The Employers Are Organized by Industries, not Trades.

Anyone with brains will admit that the workers must organize, because the bosses are organized in firms, corporations and employers' associations; but the big thing is, for the workers to be sure they organize **on the best plan**, the one that will make their strength count to the utmost in the struggle for their rights.

Right there is where the big majority of organized workers in this country are making a fatal mistake—they are not organized in a way to meet modern conditions. Industry long ago outgrew the craft system, but labor is still sticking to the old-fashioned form of organization by trades, instead of falling in line with modern times and organizing in the same way as business is organized, by shops and industries, so as to be able to meet the enemy on equal terms.

Industrial Unionism the Workers' Only Hope.

Industrial unionism is the only form of organization that has any chance against the highly organized business world of today. By clinging blindly to the old style of organization by trades and crafts, the workers put a millstone around their necks and give the employers a tremendous advantage in industrial disputes.

Under industrial unionism, **ALL THE WORKERS** in one industry form **ONE BIG UNION** of that industry. Instead of being split up into a lot of separate trade unions, with divided and often conflicting interests, they pool their interests and unite their forces in one mighty and irresistible combination.

Industrial Unionism in Industry.

In the printing and publishing industry, for instance, **all the men and women employed in that industry**, compositors, pressmen, bookbinders, proofreaders, rulers, lithographers, etc.—including even the stenographers, bookkeepers and office staff—are grouped in one union, in order to be better able to grapple with their common enemy, the employers. So it is in other industries. Even in the steel industry, where under the craft method—there are twenty-four **independent, autonomous unions** to **divide** the workers, there will be but **one union** under the plan of **Industrial Unionism**—the I. W. W. way.

The thousands of steel workers will be grouped into one tremendous and powerful army, scientifically and compactly organized, all standing shoulder to shoulder in their demands for their rights. That's solidarity. Compare it with twenty-four independent A. F. of L. unions, where the twenty-three would probably be scabbing on the twenty-fourth, if the latter went on strike.

Stop right here and think what such an organization means in the settling of industrial disputes! When any branch of the industry makes a demand, it is backed up by **the entire power of all the workers in that industry**. If one group has to strike to get its demands, all the workers strike together and the plant is tied up from top to bottom. No more forced scabbing of one group on another, as happens so frequently under the trade union form of organization. No more cases where the pressmen have to stay at work and run stuff set up by non-union comps, or forfeit their charter. Why, the boss can't even dictate a letter to a scab-hiring agency, because his stenographer walks out with the rest.

Do you get the idea, fellow worker? Do you see how

immensely this industrial form of organization increases the POWER of the workers? Do you realize what it means in the way of strikes won, and won quickly? Not only that, but it actually means FEWER STRIKES, for the reason that the boss, when faced with a powerful 100-per-cent organization of that sort, thinks twice before going to the mat with his employees—and, in nine cases out of ten, gives in, rather than risk a test of strength with them. One experience of a strike with an industrial union, when the boss sees every worker in the place walk out and stay out until all have won, is usually enough to last even the most bullheaded boss for the rest of his lifetime.

Let Us Organize One Big Union in Our Industry.

There's our proposition, fellow worker. We want to get all the workers in all industries to form One Big Union of each industry, and these together will constitute the One Big Union of the I. W. W., because that is the only way they can ever hope to get shorter hours, more pay and real industrial democracy: Under the present form of craft unionism the workers will continue to drop back, as they have been doing for the past twenty years. If wages do not become lower, the cost of living will on the other hand go up, and the workers will in this way be in a worse economic position.

Are you with us? Will you join and help put this over? You will not need to sever your connection with any other labor organization, as it is not our plan to attack our fellow workers, no matter how mistaken we may think they are. **Our members never scab on the other workers, whether organized or unorganized.** The workers need all their strength to fight their common enemy; they must not waste any of it in quarrels among themselves.

Genuine Industrial Democracy Our Ultimate Aim.

Of course, we don't confine our demands to the mere bread-and-butter proposition of more pay and shorter hours. No self-respecting labor organization will limit itself to a sordid program of that sort. We intend to keep right on until we have secured in all industry, the "democracy" we have all been hearing so much about. There can be no genuine democracy until every worker gets the full value of what he produces and the workers of the world own and control the industries to which they give their lives.

When everybody does his share of the world's work and no one lives in idleness off the labor of others, and when **those who do the work** determine the conditions under which it shall be done, then and not till then will we have real democracy.

Beware of Lies—Get the Facts!

Don't let yourself be fooled and hoodwinked by the lies that are being industriously circulated about our organization by the hirelings of the master class. The employers have awakened to the fact that **THE REAL DANGER TO THEIR INTERESTS** lies, not in **trade**, but in **industrial unionism**, the Industrial Unionism advocated by the I. W. W. That is why they have instructed their lackeys, the editors, preachers and politicians to attack us in every possible way.

But don't let yourself be deceived by the trickery. Remember that "what is bad for the master is good for the slave." **Get the FACTS and form your own opinion.** We have no doubt as to what the results will be if you make an impartial investigation.

Bear in mind that this is **A LABOR UNION** and nothing else. We are not organized to "destroy property" or "overthrow the U. S. Government by violence," break up the home, attack religion—or any of the other things charged against us by the lying hirelings of the employing class to delude the workers and keep them from seeing where their real interests lie.

Our Aim: to Organize the Workers by Industries.

We have only one aim: to organize the workers into industrial unions, so that they may use their economic power to get what they are entitled to and prepare themselves for the time when each industry will be managed not by a small group of owners who exploit the workers, but **by the workers themselves**—not for the enrichment of a leisure class of idlers and parasites, but **for the benefit of society as a whole.**

Industrial unionism is coming fast. It is already the dominant form of labor organization in Great Britain; it is rapidly being adopted by the workers of Australia, Canada, Ireland and other countries; the time is not far distant when it will take the place of the outworn trade unionism in this country. Will you join with us and help hasten the day when the workers in industry shall no longer be weakened by trade union divisions, but shall combine their strength in **One Big Union** in each Industry?

For further information write the General Secretary-Treasurer, 1001 W. Madison St., Chicago, Ill.

Yours for industrial freedom,

THE INDUSTRIAL WORKERS OF THE WORLD.

