

WHITE RIBBON DAY.

On June 15th, or as near that date as possible, we celebrate "White Ribbon Day." Perhaps a few particulars about our official organ may be a help to speakers in preparing for that meeting. The first copy of the "White Ribbon" was issued in May, 1895. Mrs K. M. Sheppard, of Christchurch, was Editor, with Misses Powell and L. M. Smith as Associate Editors, and Mrs W. S. Smith was Business Manager. Its first Committee of Management was Mrs Wells, Miss L. M. Kirk, and President and Corresponding Secretary ex officio; while Mrs Venables, of Christchurch, was head of the distributing department. It consisted at first of eight small pages, afterwards enlarged to 12 large pages. In 1904 it was increased to 16 pages; in 1923 a Children's Supplement was included, and if Unions will help us by getting a record number of new subscribers during June, our "White Ribbon" month, we will increase it to 20 pages in 1925.

In April, 1903, the first Convention photo appeared in the "White Ribbon." It was a photo. of a Dunedin Convention, at which 25 delegates were present. In April 1925, appeared a Convention photo. with more than 125 present, and this also was a Dunedin Convention. In 1903 Mrs Sheppard went to England, and Miss L. M. Smith became Editor and Business Manager, with Miss Jessie Mackay as Associate. In 1908 Mrs Oldham became Editor, and the paper was published in Napier. In 1913 Mrs Peryman, the present Editor and Business Manager, was appointed, and the publishing office removed to Wright and Carman's, Wellington. In 1913 the circulation was under 2000, about 1897; now it is 4358, and we are trusting our Unions to each one make such a "White Ribbon Day" effort that we shall have a circulation of 5000 before the end of July.

In May, 1896, the following appeared in the "White Ribbon":—"If you like our paper, lend it to your friends and ask them to subscribe." This is still good advice, and will each one act upon it?

A Lightning Campaign may we have for "White Ribbon Day," a lightning campaign for new subscribers. Prepare for it, and do it quickly and thoroughly. The "White Ribbon" will win many votes for our cause if you get it into homes.

PLANS OF WORK.

1. Portion your town into districts, and get every member to visit the people in the district in which she lives.

2. Appoint a member in every church to introduce our paper to the women in their church, and ask them to subscribe.

3. Get a speaker to plead the claims of the "White Ribbon" in every Missionary Union, Women's Guild, Bible Class, etc., to which you can gain admittance.

4. Get out into back country districts. It will pay you well. You introduce yourself, the W.C.T.U., the "White Ribbon," the Prohibition cause, to many who would never otherwise hear of them.

Pleasant Point, a most progressive Union, tried this plan, and their agent writes: "Mr and Mrs Butler took Miss Bishop (President of W.C.T.U.) and I 53 miles in their car to canvass for subscribers, and I received ten new names, which we considered good. (I should think so! A fine day's work.—Ed. W.R.) Our district is very scattered, and we were thankful to Mr Butler for taking us. We left at 10 a.m., and returned at 5 p.m. We took our lunch, and had it in a nice sunny spot on the road, and we fully enjoyed the day's outing."

These two ladies last year went round in a gig, and got several new subscribers, and did not get one refusal.

Will every Union plan and work to make June "White Ribbon" month, and get a record number of subscribers? Don't leave it to the agent. It is the Union's job to do this.

House to house canvassing with a paper is better than canvassing for votes. You soon find out which side they are on when you introduce our paper, and you can then help to win the doubtful votes.

As far as we have papers in hand we will supply with free copies to distribute during June for canvassing if you will apply to Business Manager.

One Union is buying a few supplements to put in their station box. The children take them out and take them home. You can have the Supplement for 2/6 a hundred. This just pays printer's cost.

If you want any more information or help, just apply to our "White Ribbon" office, Foxton, and we'll be glad to give

you every help. We expect to have to engage an extra clerk to book up the new subscribers for our "White Ribbon" month.

PLEASE READ.

THREE THINGS TO NOTICE!

1. The advertisement of General Literature and the prices of each.
2. That cash should be enclosed with each order, stating whether Mrs or Miss.
3. That parcels will be made and posted on Tuesday of each week, so that all orders for that week should reach me by Tuesday morning at latest.

This is our big campaign year. You will know how necessary it is to conserve our time and strength for the duties and work that lie before us. May I ask your co-operation in these details, please?

ALICE L. MOWLEM,

Dom. Supt. General Literature.

TREASURER'S REPORT.

The following donations have been received since date of last report:—

New Zealand Fund.

North-East Valley, £1.

Organising Fund.

Apiti, £1 14s 6d; Lyttelton, £1 5s 6d; Mrs J. P. Robinson, £1.

World's Missionary Fund.

Tauranga, 6s.

Special anonymous donation of £50 (£25 for New Zealand Fund, and £25 for Organising Fund).

E. L. R. BENDELY,

N.Z. Treasurer.

Auckland, 9th May, 1925.

DR. GRENFELL'S BOOKS:

Labrador Days and Northern Neighbours; 3/-. Postage 4d.

The Whispering Bush, true tales of West Africa (by Arthur Southon, Missionary); 3/-. Postage 4d.

Moffatt's Translated Old Testament 2 vols; 10/6 each.

H. R. FRENCH,

Bookseller, Hastings.