

# TO OUR READERS.

The continued rise in the circulation of the "D. E. Gazette" is certainly a source of satisfaction to us. Launched at a time of general trade depression, and in the face of a great deal of apathy regarding the Darkest England Scheme, the journal has steadily made its way. Considering, however, the great amount of sympathy with our efforts which is now expressed on every hand, and the appreciative letters we are receiving from all parts of the country, and, indeed, of the world, we venture to think that the present is a suitable moment for urging upon our friends the advisability of helping to extend the circulation.

Of course, we have the greater confidence in appealing to our readers since no individual is personally benefited by the profits arising from the sales of the "Gazette," the entire gain being utilised in the Salvation Army's efforts to lessen misery and crime and spread the reign of righteousness everywhere.

We beg to make a few suggestions, in the sincere hope and belief that our large and increasing constituency of readers will vigorously take up the question of what can be done to benefit men by extending the "Gazette's" circulation.

1. In almost every town and district there is a public library. Wanted, a friend in each neighbourhood who will see that such institutions are supplied with the "Gazette."

2. An increasing number of people are interested in Social questions. Friends could easily help us by ordering, say, a dozen "Gazettes" weekly, and posting them to, or leaving them at the doors of, likely people of this sort.

3. Exeter furnishes, in Sergt. Milman, a remarkable example of what can be done by one energetic individual in pushing the sales. Cannot we get, in every town, a man or woman whose heart is touched with a desire to benefit mankind, who will take up this question, and volunteer to take so many "Gazettes," say a dozen or two, to start with? We think a number of friends could take this up, entirely apart from the local corps. In such places, for example, as St. Leonards, Weston-super-Mare, Matlock, Cheltenham, Clifton, St. Ives, Penzance, Weymouth, a large number could easily be disposed of during the winter months.

4. Our Grace-before-meat box agents might considerably help in the increase of circulation. Possibly they may, in many instances, be fully occupied with the distributing and collecting of boxes, but even then, they could secure the co-operation of a friend to take up the "Gazette" question. Salvation Army officers could greatly help by pushing this arrangement.

5. Matters that might well be ventilated in the "Gazette" columns are continually arising in the country, and although the pressure on our columns is all but overwhelming, we should be heartily glad to hear from any friends who will communicate facts, sketches, &c.

## A YEAR'S SUBSCRIPTION

to the "D. E. Gazette" should be taken up by every one who takes an interest in the vast operations of the Darkest England Scheme, and in the needs and woes of humanity, and in the advocacy of a broad and sympathetic treatment of social problems.

## FIVE SHILLINGS PER ANNUM

brings the "D. E. Gazette," post free, weekly, to your doors. The "D. E. Gazette" is thoroughly worth buying—

Because it is the official newspaper of Salvation Army Social operations.

Because it is profusely illustrated by capable artists.

Because it is an up-to-date expositor of social wrongs.

Because it is a non-party journal, devoted entirely to benefiting the poor.

Because it gives weekly comments on all social matters of interest.

Because it contains an interesting serial.

Because it places the needs of women on an equal footing with those of men.