

EDITOR'S ANNUAL REPORT

December 31, 1954

The year 1954 has closed and we again look back over a further term of service within our organisation, the N.Z. Women's Christian Temperance Union. Five years have passed since I took over the Editorship of our Official Organ, "The White Ribbon" and again it gives me pleasure to report upon another year of work in this department.

Ten issues of our paper were published during the year—the months of June and July being combined in order to relieve the financial situation.

With the Licensing Poll being held in November, special attention was focussed upon this event, in an effort to enlist co-operation in the fight for the Abolition of the Liquor Traffic as well as to influence first-time voters. We are indebted to Mr. W. F. Stock, Dominion Field Organiser for the N.Z. Alliance, for his timely articles under the caption, "Campaign Notes", with a final message of encouragement following the results of the Poll.

Then too, month by month, the "White Ribbon", has gone forth into very many homes and institutions in our land and overseas, and with it the Christian message of power and victorious living through faith in Jesus Christ and of encouragement to all, who work in our ranks, as well as its urgent warnings against the beverage use of alcohol, against war, against gambling, impurity and all such evils which cause our weaker brothers and sisters to stumble and fall.

We cannot measure the power of the spoken word, nor is it possible for us to know the extent of the influence of the written one, but in faith, the "White Ribbon" is sent out and we humbly believe that God will surely bless this service, that the W.C.T.U. seeks to render to children, to youth and to our fellow men and women.

"The Beacon" for teen-agers has been prepared along much the same lines as in the past and I am grateful for letters received from young people in various places.

I am sure we all appreciate the "Beacon Devotional Corner" and we thank Miss J. Campbell, sister of Pastor W. Campbell of the West Street Church of Christ, Auckland, for this very fine piece of service each month.

The W.R. Supplement for Boys and Girls has been published as usual, and again I would thank many boys and girls for writing to me and for entering for the Competitions. Prizes were posted to winners of "Competition Corner" and the names appeared in the Supplement. Unions and districts continue to make use of the Colouring Competition—the Northland District Executive held a very successful Competition.

Thanks and Appreciation

Our thanks and appreciation we would extend to all, who have shared in any way in this work, particularly our "White Ribbon" Agents, reporters and those who assist in the distribution of the Beacon and Supplement. This work is valuable. We would express our thanks to Mrs. Toomer for her monthly letter and to Mrs. R. C. Green, Dominion Supt. for her monthly Devotional studies, used and appreciated by so many Unions.

Mrs. F. J. T. Grigg has supplied articles of interest throughout the year and these have been greatly appreciated by readers.

To Mr. Carman and the Staff of Wright and Carman Ltd., Publishers, Wellington, we again express sincere appreciation and thanks for the efficient and courteous service, extended to us at all times.

In conclusion, may I thank you all for your co-operation and for letters of appreciation and encouragement from many District Unions and members.

Let us press on this year to extend the circulation of our paper by gaining new subscribers and by increasing the use of the Beacon and Boys' and Girls' Supplement.

This is our responsibility and our great opportunity. Let us endeavour to work in this way in the name and struggle of our God and for the sake of "Home and Humanity".

—E. W. SINGLETON, Editor.

BUSINESS MANAGER'S ANNUAL REPORT

December 31, 1954

I have much pleasure in presenting to you my third Report and Balance Sheet of the "White Ribbon".

The number of new subscribers gained during 1954 totals 113. Sixty-two in the North Island and 51 in the South Island. Five less than the previous year. There have been many cancellations chiefly through death. The following list shows the distribution of new subscribers in the various districts.

North Island		South Island	
Northland	6	Nelson	13
Auckland	17	Marlborough	4
Sth. Auckland	5	Nth. Canterbury	10
Taranaki	4	Sth. Canterbury	7
Wanganui	9	Otago	9
Manawatu	3	Southland	8
Hawke's Bay	10		—
Wellington	8		51
	—		—
	62		

TOTAL 113