

"THE WHITE RIBBON" EDITOR'S ANNUAL REPORT

MADAM PRESIDENT:—

It is with pleasure that I present this, my fourth annual report on the Editorial side of our Official Organ.

Thanks are due to many helpers; especially our Union reporters, who are so faithful; and most of whom are so willing to co-operate in the manner of their reporting. Also to Mrs. Grigg, whose work in supervising the final setting up of the paper, makes my share much more effective. To our printers, Messrs. Wright & Carman, we owe a great deal. Their sympathy with our aims, and readiness to assist in every way to make the best of what is sent in, make our work pleasurable.

Contributions. I have been grateful to several friends who have sent newspaper clippings and suggestions for articles. These are very helpful. Unfortunately, it is not always possible to make the use of them that should be made; because this takes a good deal of time which is always rather severely taxed to last out for all the needs of the issue of the moment. It would be a delightful thing to receive an article ready for insertion, made up from the suggestions contained in the clippings, now and again.

I have been disappointed that our Superintendents have made little use of our columns for the furthering of their departmental work; and would like to arrange a sort of plan or roster by which every department may make its appeal to our members. If the Superintendent herself does not feel that she can find time to write a half column, it may be possible for her to find someone who will be pleased to do it for her; but it would add interest to the paper and to the department if we could have more of this in each issue.

I have sought to work along various lines during the year; trying to help our Unions in their meetings and in their work by providing usable material for addresses, and suggestions for topics. In addition I have aimed at including matters of general interest, so that we are not too circumscribed in our sphere of thought and action.

The Beacon. This has been uphill work this year. Several times there has been nothing sent in except the President's letter. My ingenuity has been fully taxed to write or extract enough copy to fill the columns. The series of small chatty articles on nature topics has had no direct bearing on Temperance, but has been designed to create some interest which may prove an attraction to some young readers not otherwise very keenly concerned with what appears in the pages. I have no means of knowing whether anyone reads them or in fact anything else provided for the young readers.

Y.P. Supplement. Every effort has been made to use this means of

spreading Temperance ideas, and giving real reasons for our anxiety on behalf of the children. Judging by the numbers of copies sent out, they are appreciated.

Constant effort is made to develop our paper's possibilities; and constructive suggestions are most gladly received. The responsibility involved is a sacred trust, and the prayers and helpful understanding of many readers help to make it easier to carry out all that it means.

For the very many kind and encouraging letters received from Union Officers and individual readers, I am deeply grateful. I have made great efforts to reply separately to them, but this has not always been possible. It is hoped that this expression of gratitude will be accepted by those who have had no other reply.

M. CHRISTIAN,
Editor.

"THE WHITE RIBBON"

Annual Report and Balance Sheet for
the year ending 31st December, 1948

I have much pleasure in presenting this report and balance sheet and in doing so point out first of all that there is still a deficit in our receipts for the year which need not have been if payments were sent in before the end of the financial year.

We gained 180 new subscribers; 12 fewer than the previous year. We have written off 252. Of these 32 were called to Higher Service; 196 were cancelled and 24 were written off as unpaid or untraceable, after accounts had been sent out over at least three years.

The new subscribers in the different districts are:—

South Island

Marlborough			4
Nelson			2
North Canterbury			42
South Canterbury			5
Otago			13
Southland			8
			74

North Island

North Auckland			7
Auckland			33
South Auckland			28
Taranaki			4
Hawke's Bay			2
Wanganui			7
Manawatu			6
Wellington			16
Maori Dept.			3

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The Union with the largest number of new subscribers is **Riccarton**, with 31. This union wins the Banner for 1948.

The winner of the "White Ribbon" vase for 1948 is also **Riccarton Union**, with 151 subscribers.

The Banner for unions with under 20 members, having the largest increase in new subscribers on a percentage basis, has been gained by **Warkworth Union**, with a gain of 80 per cent.

Beacons.—The number sent out last year rose to 550 in the peak months, but this decreased by the end of the year, and we began this year with only orders for 500.

Y.P. Supplements.—We issued 83,550 Y.P. Supplements this year, exclusive of those required for inclusion with the copies of "The White Ribbon." This is an increase of 10,525 on the previous year. We are still selling these a little below cost and look to your extra donations to "The White Ribbon" Day Fund to help finance these, as we wish by keeping the cost to purchasers as low as possible, to encourage a wider distribution of this paper, which is, as far as I know, the only Temperance paper for children in New Zealand.

We have much pleasure in reporting the purchase, through the generosity of the Dunedin W.C.T.U., of an addressograph, with which we hope during the year to make the change over from handwritten to stencilled addresses for our wrappers. All the years we have been publishing our paper a group of faithful friends have each month addressed the wrappers for us, and we hope by the end of 1949 to relieve all of them from their task. We thank them very gratefully for all their help over the years, without which we would have been very hard put at times to accomplish this clerical work.

We would convey to Messrs. Wright & Carman Ltd., and their staff, our very sincere thanks for their help in the printing and publishing of our paper.

And also to our Auditor, Mr. G. A. N. Freeman, who gives his services as "service to the cause of Temperance," we would convey our appreciation of help so kindly rendered.

We feel the need for a much wider circulation of our paper. In order to educate against the evils of the liquor traffic it should reach many more people in this country; and a greater circulation, both of "The White Ribbon" and "The Beacon" and Y.P. Supplement is greatly needed to help us to overcome the cost of production and to help us to make a bigger and more influential magazine of "The White Ribbon," our official publication.

A. D. GRIGG.