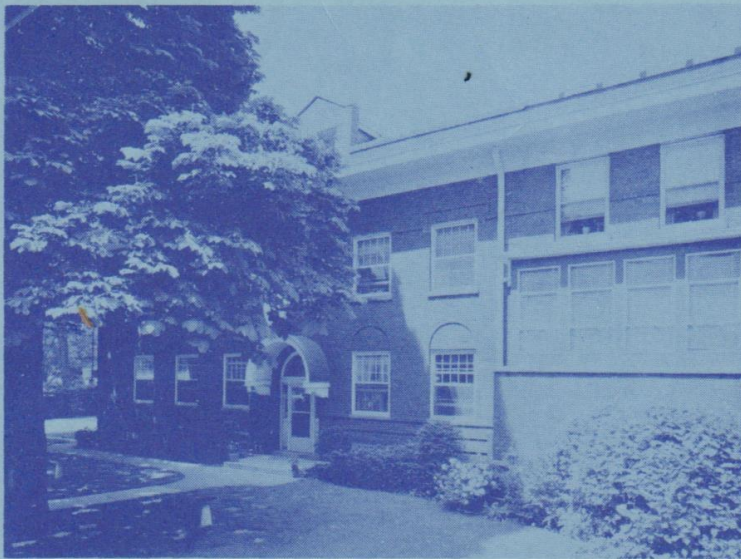


What Is The WCTU ?



*National Headquarters and Library
Evanston, Illinois*

What

AS OFFICIALLY DEFINED in the terminology of its early years, the "Woman's Christian Temperance Union is an organization of Christian women banded together for the protection of the home, the abolition of the liquor traffic, and the triumph of Christ's Golden Rule in custom and in law."

The National Woman's Christian Temperance Union was organized in Cleveland, Ohio on November 18, 1874 as a culmination of the Woman's Crusade of 1873. It was the first woman's society in the world to be built on the common frame work of local, county, district and state affiliation under national direction. The National WCTU now functions in all fifty states and Puerto Rico. Annual conventions are held for the promotion of the program.

In 1883 the World's WCTU was organized in a federation of many national unions. Today more than seventy nations are affiliated with the World's WCTU. Triennial conventions are held in various areas of the world.

MEMBERSHIP

The organization is non-sectarian and all partisan. Women become members by signing the total abstinence pledge, endorsing the principles of the organization and annual payment of dues.

"I hereby solemnly promise, God helping me, to abstain from all distilled, fermented, and malt liquors, including wine, beer, and hard cider, and to employ all proper means to discourage the use of and traffic in the same."

Men may become Honorary members by meeting the same requirements as the women. They do not hold office nor serve as delegates in conventions. They can participate in programs and projects.

Children and youth are enrolled in the two branch organizations know as the Loyal Temperance Legion (6-12 year olds) and the Youth Temperance Council (teenagers).

OBJECTIVES

Its motto, "*For God and Home and Every-land,*" reflects its global objectives. Techniques of promotion and the program channels employed in forwarding its wide objectives "for the protection of the home" have kept pace with changing conditions and customs. However the basic WCTU principles and purposes for the defense of society from the destructive end result of the liquor traffic and drinking customs has prevailed.

This objective is furthered directly through widespread dissemination of information on the relation of beverage alcohol to the spiritual, mental and physical well-being of the individual and of the nation.

Its program and practices reach into practically every line of civic and philanthropic service. True to its "do everything policy" its activities have been significantly forceful in forwarding Christian ideals of human relationships and its scope is limited only by humanity's needs.

PROGRAM

The comprehensive educational program is under the direction of five National officers, standing committees, a Bureau of Narcotic Education, Bureau of Legislation and Bureau of Public Relations. The projection of the program is carried out through eight specified departments headed by an experienced director.

DEPARTMENTS

Along with the national bureaus, there are eight departments: — Christian Outreach, Citizenship, Education, Home Protection, Legislation, Projection Methods, Public Relations and Social Service.

Although the major goals are personal abstinence and the abolition of the liquor traffic the role of department plans reflect the wide humanitarian action pursued. Some of the departments have been promoted since its beginning in 1874. Others have been changed throughout the years to meet specific problems of the times.

PUBLICATIONS

The National WCTU publishes a monthly

social welfare journal, *The Union Signal*, and a children's magazine, *The Young Crusader*. Many state organizations publish a state paper to further the program and goals within the state.

PUBLISHING HOUSE

The National WCTU maintains the *Signal Press* to provide leaflets, books, booklets, charts and other related materials on the effect of alcohol, tobacco and narcotics. These are widely used in the public class room. Films, filmstrips and other visual aids are also provided.

FINANCIAL BASIS

In addition to the membership dues there is need of special gifts, annuities, bequests and designated funds to carry on the educational, legislative and world wide program.

Special offerings are taken for the Willard Memorial fund which supports the organizational work and field service. The Legislative office in Washington and its program are supported through gifts to the Lillian M.N. Stevens fund.

Gifts for the National education program are made by members and interested friends. Gifts to the World WCTU program is supported by special offerings called "Light Line" gifts. This fund helps finance the program in many countries, provides for translation and printing of materials.

Funds for special educational or social service projects are raised in various ways by the local unions and the members.

WCTU ORGANIZATION

"Since organization is the sun glass which brings to a focus scattered influence and effort, we urge the formation of a WCTU in every state, city, town and village."

Frances E. Willard

The Woman's Christian Temperance Union is organized into local unions with five officers and eight directors to carry on the program conforming the state and national plans.

YOUTH BRANCHES

Youth groups are organized and under the supervision of a national Executive Director for each branch.

Youth Temperance Council. The fourfold program includes spiritual, intellectual, physical and social life for teenagers and college students. Their motto is "a good time with a purpose." Membership is based on a total abstinence pledge and payment of annual dues.

Loyal Temperance Legion. Boys and girls between six and twelve are eligible for membership. The program includes spiritual growth, character training, good citizenship and leadership. The LTL salute is "My head, my heart, and this right hand, For God and home and every land." Their members also sign the total abstinence pledge and pay annual dues.

TRAINING SCHOOLS

Narcotic Education. Two summer Narcotic Education courses are offered. One in Evanston at the National WCTU headquarters for teachers only and one in Chautauqua, New York for teachers, lay leaders and interested laymen. Both courses are taught by the Consultant of the National WCTU Bureau of Narcotic Education.

Leadership Training. An annual course in leadership for WCTU officers, directors, members and field workers is conducted by the National Promotion Secretary at Evanston. It is for the promotion of the program and objectives of the organization.

NATIONAL HEADQUARTERS

The National Headquarters, a three story and English basement building at 1730 Chicago Avenue, Evanston, Illinois, provides offices for the resident officers—president, treasurer, promotion secretary, branch Executive Directors, Bureau of Narcotic Education, with an exhibit room, editor of literature, editorial and circulation departments of magazines, Publishing House, Willard Library, and an auditorium.

LIBRARY

The Frances E. Willard Library for Alcohol Research was erected in 1939 as a Headquarters building wing and one of the hundreds of memorial projects promoted the world over in that historic Willard Centenary year. The largest in the world specializing in books on

narcotics, with particular emphasis on beverage alcohol, this library offers to the public more than 5,000 volumes and a like number of pamphlets on all viewpoints of the narcotic subject, along with material in related fields and WCTU history.

Proximity to Northwestern University, Garrett Biblical Institute, and Seabury-Western Seminary (Episcopalian) all within a half dozen blocks — makes the library easily accessible for student research.

THE WILLARD HOUSE (*Rest Cottage*)

The former home of Frances E. Willard was built by her father in 1865. It was bequeathed by Miss Willard to the National WCTU. It is on the lawn of the Headquarters in Evanston and maintained as a memorial to her and the WCTU. She called it her "rest cottage", a name it still bears. The museum and memorial rooms annually attract hundreds of visitors from around the world. Many groups of school children, Boy and Girl Scouts as well as church groups in Chicago area frequently visit here.

In 1965, it was given National recognition and acclaimed a National historical land mark by the Department of Interior, Parks division. The famous Polyglot petition with more than seven million signatures from fifty countries is on exhibit here.

Why and How...

THE WOMAN'S CHRISTIAN TEMPERANCE UNION was sparked by the amazing Woman's Temperance Crusade in the winter of 1873-1874. Groups of timid women, with voices never before raised in public, had marched from the churches to pray on snowy pavements in front of saloons and entered to persuade liquor sellers to relinquish the nefarious business. Heavy drinking, greatly increased through the Civil War, had been destroying family happiness in sumptuous homes as well as humble hovels. It was said that in fifty days the liquor trade was driven out of 250 towns and villages.

But many doors were reopened and the liquor problem was much discussed again a-

mong women attending the first National Sunday School Assembly at Chautauqua, New York, the following August. Most of them had been active in the Crusade but had come to realize that the liquor trade was an organized traffic and its removal, like all civic reforms, could be effected permanently only through organized effort with power in numbers. It was decided that the hour had struck for women to organize nationally.

Cleveland, Ohio was selected as centrally accessible for an organizing convention and a "Call" went out signed by Mrs. Jennie Fowler Willing, faculty member, Illinois Wesleyan University; Mrs. Mattie McClellan Brown of Alliance, Ohio, prominent in Good Templar temperance work; and Mrs. Emily Huntington Miller of Evanston, Illinois, a foremost juvenile fiction writer of that day. Women prominent in other philanthropies were invited and representatives of the new Woman's Temperance Leagues which had been organized under impetus of the Crusade.

The Cleveland convention, opened on November 18, 1874, with Mrs. Jennie F. Willing in the chair. Official delegates were present from Alabama, California, Colorado, Illinois, Indiana, Iowa, Kansas, Maine, Massachusetts, Michigan, New Hampshire, New York, Ohio, Pennsylvania, Vermont, West Virginia, and Wisconsin. Greetings were received from Maryland, New Jersey, Oregon, and Rhode Island.

Frances E. Willard of Evanston, Illinois, recently resigned as Dean of Women at Northwestern University, was urged to take the presidency of this newly forming National Woman's Christian Temperance Union, but preferred to serve as corresponding secretary. Mrs. Annie Wittenmyer of Philadelphia, widely known among church women, was elected to the top office. Mrs. W.A. Ingham of Cleveland was made treasurer, Mrs. Mary C. Johnson of New York, recording secretary, and Mrs. Mary T. Burt of New York, assistant recording secretary.

The first five teeth-cutting years brought forth spirited controversy on the woman suffrage question but as a whole the infant society took on surprising strength and began to reveal the power of united woman convictions.

The leaders and members of the Woman's

Christian Temperance Union believe the organization was born of God. Fervent prayer and great faith has established them in a strong program which has not wavered in its objectives from the first. When they have met with success, they expanded the program. When there has been defeat such as the repeal of the Eighteenth amendment they increased their prayer vigil and with determination set about plans to conquer for the welfare of their homes and the nation.

Some of the Achievements . . .

1874 . . . The organizing convention was in itself an achievement without precedent in a day when few women had any civic consciousness and most of the world still believed woman's place was in the home only.

1875 . . . The first memorial for prohibition, one of many to follow, was presented to the United States Congress pioneering the program for the Eighteenth Amendment.

1876 . . . The fervent spirit of the new organization is shown by the report of a WCTU study commission which brought a radical pronouncement by the International Medical Congress that "alcohol has no definite food value" and is not fit for self-prescription. The new official paper "*Woman's Temperance Union*" began publication.

1879 . . . More than half of the states were now organized. Interest in reform schools for girls brought an appropriation of \$30,000 for such a project by the Michigan Legislature which was urged by the WCTU.

1880-1885 . . . This period showed the most phenomenal growth of the organization. Definite plans for a World WCTU were set up and Mrs. Margaret Bright Lucas of England was appointed the president to further plans for an international program.

In 1882, Vermont became the first state to pass legislation to teach the effect of alcohol on the body. Standing committees were changed to departments with a Superintendent to promote specific programs in more than 30 areas of interest. This continued to reach out and encompass 54 departments.

During this period the two publications were consolidated into one known as "*The Union*"

Signal". The first missionary was sent out to the Orient carrying the famed Polyglot petition. Announcement was also made providing for Quarterly Temperance Lessons by the International Sunday School Lesson Committee.

1886-1891 . . . A petition with 50,000 signatures was prepared and presented to Congress requesting the "Prohibitory Amendment to the National Constitution." In 1891 the first convention of the World WCTU was held in Fanueil Hall, Boston, Mass. Miss Frances E. Willard was elected president. Also in this time the "School Savings Bank System" was initiated by the WCTU with the cordial cooperation from the United States Bureau of Education. By 1913 the system was in use in thirty-two states. In 1916 the WCTU discontinued this promotion since it had been largely taken over by the banks. In 1891 the first National WCTU Training School was held to develop field workers.

1892-1900 . . . President Harrison issued an order prohibiting large racks for beer kegs to be placed near the White House as had been planned by the brewers for the Grand Army of the Republic encampment. A WCTU telegram touched off the decision. Charles H. Crittenden gave the first gift of \$5,000 to establish five Florence Crittenden homes in 1894. A work sponsored by the WCTU for homeless girls. In this period more than \$10,000 was raised to aid the Armenian refugees by the WCTU.

After the death of Frances Willard in 1898 the Willard home became the offices for the National WCTU moving from Chicago to Evanston in 1900.

1901-1905 . . . In 1901 Congress passed the Anti-Canteen law which was sponsored by the WCTU. By 1902 all states carried a law requiring teachers to teach the harmful effects of alcohol. Georgia was the last state to pass the law.

During this period State prohibition and many local option laws were enacted. Liquor was banished from the U.S. Capitol building. Several states had woman suffrage.

In 1905 the state of Illinois placed the statue of Frances E. Willard in the National Capitol.

1906-1910 . . . Public sentiment for prohibition,

local option and woman suffrage continued to grow. Large areas in each state were dry.

The first portion of the National Headquarters was built in 1910, dedicated free of indebtedness. It housed the literature department.

1910-1920 . . . During this period the organization saw the enactment and ratification of the Eighteenth Amendment for National Constitutional Prohibition which became effective on January 16, 1920.

The WCTU opened rest rooms and recreation centers for service men in World War I and made thousands of comfort bags which cost more than \$200,000. During this period they also raised \$203,000 for relief and temperance education.

1921-1930 . . . Woman suffrage was realized and new plans for active participation in affairs of government were promoted. Child labor laws were enacted in many states and in the National Congress.

A new campaign was launched to raise \$1,000,000 for the fiftieth jubilee of the National WCTU in 1924. An administration building was erected adjoining the literature building in Evanston with offices for the three National officers, National general secretaries, Consultant of Narcotic Education and Editorial department for publications.

An intensive program for better law enforcement of the Eighteenth Amendment was promoted. Conferences were held throughout the nation to stimulate interest in better law enforcement and against the repeal of the Eighteenth Amendment which was now becoming a major issue.

1931-1940 . . . During this decade of depression the National WCTU launched a "five year, five point" program to raise \$1,000,000 to combat the effects of the repeal of the Eighteenth Amendment. Several films, filmstrips and books were produced. Plans were set up for Narcotic Education courses for teachers at the Evanston headquarters and in Chautauqua, New York. A vast number of radio broadcasts in most states called for support of a new alcohol education program in the public school and the church.

Funds were raised to celebrate the Centen-

nial birthday of Frances Willard by the erection of a Frances Willard Memorial Library for Alcohol Research. It was built adjoining the Administration building and dedicated free of indebtedness in 1940.

1941-1950 . . . The WCTU helped to provide vehicles for Red Cross, assisted in Chinese and other orphan relief during World War II.

A Driver Training program was launched with a "Safety School on Wheels" touring the nation. The first annual workshop for WCTU leaders was held at the National headquarters in 1944.

Bills for the prohibition of liquor advertising were introduced into the U.S. Congress. A large delegation of WCTU State presidents and members attended the hearings before the Senate Interstate and Foreign Commerce Committee in 1947.

In celebration of the Diamond Jubilee, in 1949 the 75th anniversary, the National WCTU launched a "five year Christian Citizenship Education Crusade". A national history, "Where Prayer and Purpose Meet" was written by Helen E. Tyler.

1951-1960 . . . Forty State presidents and large state delegations attended another hearing on a bill "to prohibit liquor advertising" before the U.S. Senate Committee on Interstate and Foreign Commerce.

Thousands of cans of fruit juice were sent to combat units in Korea, besides other projects for armed services away from home.

The observance of the fourth week in April as National Youth Temperance Education week was inaugurated and effort made to secure a proclamation from the President of the United States.

A nation-wide "Temperance Sermon" contest was launched and the winning sermons published in a book, "The Christian Case for Abstinence."

In 1957 the first National Inter-collegiate Oratorical Contests on the subject of "Alcohol and Related Problems" was held with students from forty colleges doing research for original orations.

More than 160 Loyal Temperance Legion leadership conferences held for state and local

leaders. The LTL Day camp program was instituted.

A new program of "Alcohol Information News Service" was provided to church leaders. Local option elections were held in many states. An intensive effort was made to get "implied consent laws" in every state to combat the drinking driver problem on the highways.

1961-1974 . . . An elaborate program was inaugurated to proclaim the "Hour of Social Freedom" from the use of alcoholic beverages as a social custom. Attractive recipe booklets, and leaflets promoting the "Fruesta Hour" were distributed. An extensive radio and television program has broadcast alcohol-free recipes and information across the nation.

The "Ten Year" program for 1,000,000 new members and \$1,000,000 for a nine-point program was launched in 1964 preparatory to the Centennial celebration in 1974. A membership campaign "One In A Million" was also launched. Each member is asked to secure at least one new member each year and give \$1.00 to the Century fund each year.

The President of the United States proclaimed the fourth week of April as National Temperance Education Week. Distribution of millions of leaflets, posters and church bulletins is widespread throughout the United States. Canada and Mexico now observe the same week.

More than thirty states have annual Youth Temperance Council Training camps for teenagers. Most of the local unions now conduct or cooperate in hundreds of Loyal Temperance Legion Day Camps for children.

More than \$75,000 has been contributed to supply free soft drinks to the armed services in Viet Nam.

Two new filmstrip sets on alcohol and tobacco as well as a new movie have been produced for use in the schools and churches. A new filmstrip series on Venereal Disease will be ready in mid 1973. Committees are working on plans for celebrating the centennial anniversary in Cleveland, Ohio in 1974.

The Presidents...

Nine National presidents have served in this top office since 1874. Each woman has been particularly fitted for the leadership essential for her time. Their widely different personalities give a greater insight into the broad scope of interest of the Woman's Christian Temperance Union.

ANNIE T. WITTENMYER 1874-1879

The first president, Mrs. Annie T. Wittenmyer of Philadelphia was a woman of remarkable ability and was probably the best known woman at the WCTU organizing convention. She had traveled widely in the move to establish the Woman's Home Missionary Society of her church. She was literally a ministering angel on the battlefields and in the hospitals of the Civil War. She introduced the Special Diet kitchen which afterwards became a part of the United States Army system. She originated the idea of home for soldiers' orphans and founded the first one in her home state of Iowa.

She had a dignity and conservatism which proved reassuring to inexperienced women at that time and started the organization off on the "for God and home protection" program. One of the most notable acts during her five year administration of the newly founded National WCTU was the presentation of a huge petition to Congress which asked for prohibition of the liquor traffic.

FRANCES E. WILLARD 1879-1898

The second president, Frances E. Willard of Evanston, Illinois, came to the president's chair, a younger woman with a background of world travel and experience in the field of education as Dean of Women at Northwestern University. She was an ardent suffragist and realized that the American woman was on her way. For her the hour had struck and she was ready to assert herself for civic and political reforms.

Her charming voice and magnetic personality made her a much sought after speaker and gave great prominence to the WCTU and its philanthropic program. Her sagacious leader-

ship and organizing ability classified her as the "master organizer." Miss Willard's wider vision and modern approach to every problem gave strength, influence and poise to the growing organization she headed. Her heroic devotion and determined effort for the cause made the WCTU the outstanding organization of that day.

LILLIAN M. STEVENS 1898-1914

The third president, Mrs. Lillian M.N. Stevens of Portland, Maine, came to the office experienced in legislative strategy through political action for state prohibition. She quickly made the country conscious of her rallying cry for "National Constitutional Prohibition." Long before the present popularity of alphabetical combinations, NCP became nationally familiar.

In 1911, in the name of the World's and National WCTU, Mrs. Stevens issued a prophetic public proclamation for a Constitutional amendment banning the liquor traffic from the United States in ten years. It was at her instigation that the bill for such legislative action (the 18th Amendment) was introduced in Congress by Senator Morris Sheppard and Congressman (Admiral) Richard Pearson Hobson. But she was destined not to see the realization of her dream although that came before the time she had estimated.

It was said of Mrs. Stevens' influence in the WCTU that her leadership was of the type which enabled her to say to members, "I know you will not shun the struggle. I know you are strong. I know that when the battle is the hardest, you are the bravest." Encouraging words that impelled women to follow where she led.

ANNA ADAMS GORDON 1914-1925

The untimely death of Mrs. Stevens put the WCTU leadership for national prohibition into the hands of Miss Anna Adams Gordon of Evanston, Illinois. Her very close relationship with Frances Willard as constant companion and secretary qualified her for this high position. Miss Gordon had a foremost ability in her tactful handling of people in all positions, thereby furthering important cooperation. She knew the entire program and leaders in prominent temperance organizations which helped to de-

velop the unified action needed for the proponents of the Eighteenth Amendment.

ELLA ALEXANDER BOOLE 1925-1933

When Miss Gordon became World's WCTU president Mrs. Ella A. Boole, National vice president and New York State president took the helm. She had held practically every level of office in the WCTU from the local union and up through the ranks. She was a stateswoman, wise, attractive and capable in conducting ways of political maneuvers. Her great dignity, warm and winning smile fitted her for this position of leadership.

The days of opposition to the Prohibition amendment needed the undaunted courage and Christian forbearance to stand up unflinchingly under the "smear" campaign directed at Mrs. Boole and the organization. A masterly executive, she held the membership and the program steady and won the admiration of even fair-minded repealists. She was well equal to the demands of the times.

IDA B. WISE SMITH 1933-1944

The sixth president, Mrs. Ida B. Wise Smith, former Iowa WCTU president, was known as the queen of the platform. She was exceptionally well versed in legislative work and endowed with an inimitable spirit to use a seemingly tragic defeat as a spur for a tremendously enlarged and enlivened program. To her repeal was another challenge for greater effort. She rallied the courage and cooperation of her WCTU forces with a "five-point, five-year program" of action to culminate in a world-wide triumphant observance of the Frances Willard Centenary year in 1939.

Her keen insight and interest in education brought production of temperance films and other materials. She aroused interest for the specialized library on the alcohol subject which resulted in building the Frances E. Willard Memorial Library for Alcohol Research. Mrs. Smith was an ordained minister in the Church of the Disciples.

MRS MAMIE WHITE COLVIN 1944-1953

From student days at Wheaton College, Mamie White Colvin (Mrs. D. Leigh) of New

York found the platform work her favorite activity and the prohibition cause her chief civic interest. Her warm friendliness and notability as a speaker stood her and the organization in good stead as she assumed the WCTU presidency at the time television began to augment radio in swaying the trend of public thinking and changing life patterns in millions of homes. Few speakers, men or women, were her equal on the air as well as on the platform.

Delighted to meet any liquor proponent in public debate, Mrs. Colvin, invariably won her audience with her always good humored presentation of unassailable evidence in facts and figures.

Mrs. Colvin's administration was characterized chiefly by her emphasis on legal prohibition of the liquor traffic. Her husband joined her in this effort which led to a wider influence for the cause.

MRS. AGNES DUBBS HAYS 1953-1959

In her first year Mrs. (Glenn G.) Hays of Kansas definitely established her place as a ranking administrator. She was quickly alert on the different phases of the National program. Department heads soon learned to look for her original suggestions. She was thoroughly conversant with the organization program and purposes.

A former teacher, she brought to her leadership the educators' training and view of modern techniques for human welfare promotion. The new impetus was soon apparent in many of the multiple ramifications of the Narcotic Education program, — scientific and social, — which bear on the chief WCTU objectives through activities and the departments.

Her timely slogan "eighty more in fifty-four" brought in approximately 26,300 new members to celebrate the 80th anniversary. Plans were inaugurated to combine the efforts of all branches and departments "to reach into every age and interest group with authentic and compelling information on the relationship of alcoholic beverages to the problem of the day."

MRS RUTH TIBBITS TOOZE 1959—

Like other presidents, Ruth Tooze (Mrs. Fred J.) of Oregon came to the National presidency

well equipped for administration work. She served in several official capacities in the National WCTU and stepped up to the president's office from National Corresponding Secretary.

Under her leadership the organization expanded a program to introduce the "Hour of Social Freedom" from the social custom of drinking. Promotion of the program is being carried out on radio and television. Thousands of attractive recipe booklets and leaflets are being distributed to church, civic and school groups.

Mrs. Tooze inaugurated the "Ten Year Program" leading to the First Centennial of the organization in November, 1974. Its nine point program includes enlisting 1,000,000 new members and the raising of \$1,000,000 for the program. A special Key Club campaign to bolster the membership will give recognition to many women securing members.

Mrs. Tooze is forthright and staunch in her stand for total abstinence, prohibition and good government. She is much in demand for radio and television interviews as well as speaking engagements before church and civic groups.

