

LOCAL HOUSING NEEDS DOMINATE PROGRAMME OF NORTHERN INSTITUTE

To-day, in the northern part of the province, homes are being made under conditions which must have the best of homemaking services if happy, healthy and contented families are to be established.

The Women's Institute, with its fine programme in practical homemaking, provides an ideal means of studying needs, planning programmes and interesting women in commonplace daily duties to develop improved practices in homemaking.

As a result of preliminary public meetings and personal house visits arranged by Mrs. T. Goring of Kapuskasing, when the Women's Institute programme and services were explained, there have been both junior and senior institutes organized in the Kapuskasing locality.

Suggestions for topics for discussion express particular local needs, such as: how to construct log houses for comfort and convenience, food storage for winter use, accident prevention on the farm, first aid in emergencies, wells and safe water, chicken houses, home beautification, moth prevention and control, and many other practical subjects.

In co-operation with the local health nurse, a series of baby clinics was held during the summer. Transportation was arranged for several mothers who could not otherwise have attended.

The brief summer season is the best time for the junior groups to meet and they had a series of bi-weekly meetings to study vegetables, their cultivation and place in the diet, with demonstrations on vegetable supper dishes. In the fall, they organized a training school for leaders, who will carry through a course of study under the supervision of Miss Lilly Petty of the Women's Institute Branch.

(Contributed by Miss Edith Collins, Women's Institute Staff.)

RELIEF WORK STRESSED

Each year institute members are becoming more and more interested in helping those with whom they come in contact. Wherever need has arisen, it has been taken care of in the kindly way that has so greatly characterized the acts of neighbourliness of all our Women's Institutes.

This was shown to its full extent last year during the polio epidemic. Women of many varying classes, of many different creeds, of many different shades of politics and of many varying opinions and trends of thought united in one common effort toward the betterment of conditions in community life.

One of the purposes of the standing committee on Community Activities and Relief is to record the fine ways and means which have been used to carry on this work. Last year, the convention areas responded most splendidly and every area sent in a wonderful report of what had been done for those less fortunate. It is hoped that the reports this year will be even more comprehensive and will record what has been done for Red Cross, Northern Relief, the blind and others needing our help.

Let us refuse to be discouraged in well-doing if the standard we have reached does not satisfy us. That is proof that we are artists, not artisans.

Let us then strive for better things so that we may be worthy of the tribute paid us by our beloved Queen Mother. "That we have contributed to improving conditions of women in rural areas, that we have made for better citizenship, happier homes, and good neighbourliness".

(Contributed by Grace Hewitt, Convener Standing Committee on Community Activities and Relief.)

Girls of the Warren Club



"Cottons May Be Smart" club members of Warren (Sudbury District) who made most attractive white uniforms trimmed with red. Initials of club name was done in Old English lettering on pocket flap.

Homemaking Clubs Train for Everyday Living

Local leaders of Homemaking Clubs trained rural girls for everyday living during the club year, 1937-38. Statistical reports show that 422 Homemaking Clubs with a membership of 2,650 carried club programmes through to completion and participated in 45 county and district achievement days. All members qualified for records of achievement for the completion of one club unit and 1,104 for certificates of achievement for completion of two units. County honours were awarded 85 members who have completed six units since 1934.

The members of Clothing Clubs—Being Well Dressed and Well Groomed, Cottons May Be Smart and Summer Clothes for Girls—made 42 slips, 711 spectator sport dresses and 91 afternoon dresses. As a result of the study of Clothes Closets Up To Date, storage facilities were improved in 457 homes and closets equipped with 1,828 accessories, including laundry bags, dress covers, shoe packs, hat stands, hat covers, boudoir boxes and garment covers. Over 2,310 bed-room accessories were made by members of clubs carrying on Cotton Accessories for the Club Girl's Bed-room. These accessories include dresser scarfs, papier mache waste paper baskets, counterpanes, chair-pads and screens. In accord with requirements in the Supper Club, Dressing up Home Grown Vegetables and the Milky Way, club members prepared and served at home at least 1,416 supper dishes, 504 vegetable dishes and 2,312 milk dishes.

Busy Achievement Days

County Achievement Days were busy and happy days for leaders and members. Up and off early, home tasks done and with carefully prepared exhibits tucked away in cars already filled with club members, they merrily travelled their ten or fifty miles. With leaders' willing assistance, registration and setting up exhibits were soon over and members were busy with the morning programme. Balanced family menus wisely planned with an adequate supply of vegetables and milk gave evidence of some of the practical knowledge gleaned from club meetings. Nimble fingers with painstaking care turned out buttonholes and darns like grandmother used to make. Clothes closet and bed-room accessories were planned with an awareness of colour and design and an appreciation of the artistic.

In the afternoon, club team demonstrations gave a wealth of sound information and demonstrated approved techniques. Team members inspired the audience with some of their own enthusiasm for club work and newly

acquired practices. Throughout the day, leaders and members of clubs met each other, checked their work to see wherein improvement might be made and learned new and better procedures. Individual progress, personal growth and achievement were highly commended. After all, the Being Well Dressed and Well Groomed club girl who proudly displayed her first garment—a slip of fair workmanship—and showed in her personal appearance good grooming, correct posture and well-cared-for garments, deserved equal commendation with the Summer Clothes club member, who, after three years' club experience, exhibited an afternoon dress of excellent workmanship and showed wisdom in planning a summer wardrobe.

Club Programme Develops Members

Figures alone tell a very small part of 1938 club achievements. Through these concrete accomplishments, club members develop techniques, acquire new skills, learn to do things in accord with improved practices and obtain real satisfaction in the doing. They are learning to work with others, are developing worthwhile appreciations, desirable attitudes, habits and ideals, and all the time are meeting interests and immediate needs more efficiently, economically and happily.

Whether east, west, north, south, one heard of worthwhile and interesting accomplishments of clubs and members. The Merry Milk Maids Club supplied refreshments for children at a Women's Institute meeting and succeeded in getting all children to really enjoy a milk drink and nutritious milk dishes. Pink milk, chocolate milk, milk in coloured tumblers and straws for drinking were some of the devices used to tempt the guests. Increased consumption was reported everywhere and "clean, safe milk" has become a household slogan with club members.

Dressing Up Home Grown Vegetable members and their families became more "vegetable conscious" and "vegetable hungry" after eating vegetables prepared and served according to club style. Members of Clothes Closets Up To Date acquired habits of orderliness as they improved their clothing storage facilities. The club girls declare that for the modern girl the secret of appearing, as if one has just stepped out of a band-box, is to step out of a well-equipped clothes closet. A blind girl in the east with great joy and satisfaction made accessories for her clothes closet and developed habits of orderliness and neatness in caring for her personal belongings. Another

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PUBLICITY FOR INSTITUTES SHOULD BE CAREFULLY PLANNED.

"The publicity convener must know the history, aims and objects of the Women's Institutes", stated Mrs. W. B. Leatherdale, of Coldwater, Provincial Convener of Publicity, in her outline of publicity work. Mrs. Leatherdale's suggestions continued as follows:

"If the publicity convener has been a newspaper woman, so much the better. She should have the capacity for making friends, because that is a valuable quality in making contacts.

Experienced and successful publicity agents tell us it is necessary to know how to (1) capture the attention, (2) enlist the interest, (3) set in motion the will of those with whom achievement rests.

Public speaking, the press and the radio are the three recognized media of publicity. There is little need to stress the value of speech as a means of getting an idea across. This method has always been much used in institute work.

Every institute should count the good will of the local newspaper as one of its most valuable assets. My suggestions in regard to this are:

1. Plan a worthwhile programme. Have something worth publicizing.

2. Keep in mind that the press will appreciate copy neatly written, or, if possible, typed, double spaced and on one side only of the paper.

3. When a reporter covers the major events of a meeting, the publicity convener should see that, on the preceding day, a calendar is sent to the newspaper office, giving the date, hour and subject of the meeting and accompanied by a card of admission if such is necessary, or by a complimentary ticket for the luncheon, dinner or other event.

It should be kept in mind that the Women's Institute is a great friendship club with an educational programme to meet the needs and tastes of all countrywomen whether it is in work or play."

HOMEMAKING CLUBS

girl, the eldest of a family of nine, having completed four club units, is now helping in a most practical way in looking after some of the family clothing needs. Here and there through the province, one hears of club members with full responsibility of the home, carrying on more efficiently and happily because of their club experience.

Much of the success of the homemaking club is due to the commendable work of local leaders. What stories they could tell of club work from local leader training schools to county and inter-county achievement days—busy at training schools learning new facts, skills and procedures, back to local communities interesting girls in joining the club, directing them through the eight club meetings, encouraging them to persevere to completion and to apply new practices and finally, and best of all, inspiring each member to be herself the best demonstration of the value of club work.

Outlook

Statistical reports show gradual growth in clubs and membership throughout the province. There is evidence of growing awareness of the worth of club work and increasing interest and desire to participate in it. This is most gratifying and yet one knows that here, there and everywhere, in every county and every district there are girls who have not heard of homemaking clubs, have not been encouraged to organize such clubs, or where leadership is not available. With the co-operation of the branches and district organizations the effectiveness and volume of club work may be improved and increased during 1938-39 club year.