

## KEEPING THE INSTITUTE BEFORE THE PUBLIC

For Home and Country! These words might well be the rallying call of any loyal patriotic group in recruiting for home and front line volunteers. Equally suited to peace and war, the aims and ideals embodied in this motto have been an incentive to Ontario Women's Institute members since the inception of the organization.

Rural homemakers, it appeals to you at a time when its meaning takes on even deeper significance! As your provincial convener of Publicity, I call on you, members of the Women's Institutes, to let others know what membership means to you.

In her 1939-41 outline, Mrs. Elizabeth Bailey Price, M. W. I. C. publicity director, submits the following:

"Never lose an opportunity to publicize Institute work in the press, over the radio and telephone, by addresses and greetings to outside gatherings and last, but not least, use the 'town crier' method, which is telling it over and over again to neighbourhood groups.

"There continues still to be a general weakness in the form of Women's Institute copy submitted to the press. It is too much in the form of minutes and too full of detail. Keep your copy—which should, if at all possible, be typewritten on one side of the page and double spaced—bright and brief as possible. Tell the who, where, why, when and how in the first paragraph.

"Strive for headlines and thus establish an awareness of your Institute as a news-gathering agency. You will be an appreciated contributor to the newspapers rather than the tolerated solicitor for a donation of space. Remember one picture is worth 10,000 words.

"Appoint a special press secretary. Try to get someone who has had press training or is willing to seek it. Have a vice chairman in training all the time."

There are many ways in which the Women's Institute may favourably win the public's attention and commendation. A few practical and tried methods are:

The use of a guest book in the Institute.

The use of official letter paper bearing the Institute crest.

The wider use of a suitable banner for display at all public meetings and special occasions.

Contact with other organizations, such as the Ratepayers' Association, the Red Cross Society, the Federation of Agriculture, etc.

Support of local fairs having Women's Institute exhibits; participation in contests at fairs, etc.

Support of community activities, as musical festivals, dramatic contests, recreational facilities, libraries, health clinics, etc.

Assistance in the upkeep of county museums, rest rooms, hospital wards.

Encouragement to individual members to attend the monthly meetings of their Institutes; representation at all district meetings and conventions, that, through regular attendance and increased membership, the public may be drawn to esteem our aims and ideals.

Appointment of a convener for 'Home and Country' in each Institute. Allot to her a few minutes at the meeting following its publication to review and lead in discussion on some of the outstanding items it contains.

Give leadership and mould public opinion in the support of such worthwhile undertakings as the eradication of weeds, the beautifying of highways, farm and home improvement, etc.

We should be ever mindful of the far-reaching influence of publicity in furthering the work of any organization, and should give some serious thought and study to keeping the work of the Women's Institute before the public.

(Contributed by Mrs. W. B. Leatherdale, Provincial Publicity Convener).

## WOMEN'S INSTITUTES MAKE JAM

Acting on the impetus given by the Women's Institutes of Norfolk county, and in response to requests from many sources to utilize home-grown fruits for jam for evacuated British children and adults, or for Canadian troops in hospitals overseas, the Federated Women's Institutes of Ontario, with the Women's Institute Branch and the Red Cross Society, have launched a campaign to secure jam for these purposes. The response from the Institute members has been whole-hearted and very encouraging.

Reports coming in read, "The project is very interesting and successful"; from Glanford where 90 four-pound cans of strawberry jam were made in a community hall kitchen, "I was more than delighted with the response and the undertaking was not nearly as big as we thought it would be". These are representative of the feelings of Institute members that they would like to make a voluntary contribution to help provide either for the nutritional requirements of the evacuated British children, or to fill both physical and psychological needs of Canadian soldiers in hospitals overseas, who long for 'something from home'.

### Local Support

This enterprise is being carried out in the fruit-growing areas, all fruit and sugar being supplied locally. Fruit has been purchased by the Institutes, has been donated by growers or interested persons in the community, or obtained for the cost of picking. Hagersville reports, "Two crates of berries offered by a local Ukrainian farmer gave our jam a genuine international flavour". Sugar, too, has been secured in a variety of ways. In Lincoln county, the Armenians of St. Catharines gave a large sum for sugar; in Port Dover, the editor of 'The Maple Leaf' has given the enterprise such publicity that donations have poured in. But, in most cases, the Institute members themselves have secured both fruit and sugar in their own neighbourhood.

At the time of writing this article, reports from 65 Institutes show that 3,396 cans of strawberry jam have been made, which means a total of 13,584 lbs. of jam.

### Pure Jam

The canning is being done according to directions supplied by the Dominion Department of Agriculture. Only pure jams are recommended. The work is being carried on in home kitchens, community kitchens and in local canning factories where the owners have generously permitted the use of their equipment and given of their experience. Samples of the jam are sent with the cans to the local assembling point. There they are inspected by a local committee before being shipped. These samples are again checked at the Red Cross Branch from which the cans are secured. The jam is then forwarded

to the Canadian Red Cross warehouse in Toronto. To prevent spoilage, the jam must be well set and high in sugar content for shipment overseas.

Only strawberry jam has been finished to date, but plans are under way to continue with raspberry, currant, peach, plum and grape, in season.

### Red Cross Supplies Cans

The Canadian Red Cross Society has supplied 30,000 cans for use in Ontario, with labels, packing cartons and free transportation of the cans to a central Red Cross Branch. They will also be responsible for transportation overseas. Cans are being distributed from the following Red Cross Branches,—Brantford, Bowmanville, St. Thomas, West Lorne, Essex, Leamington, Cayuga, Dunnville, Belleville, Chatham, Watford, St. Catharines, London, Port Dover, Woodstock, Brampton, Port Credit, Picton, Welland, Niagara Falls, Hamilton, Milton and Toronto.

The central committee in each district consists of representatives of the Red Cross Society with the district officers of the Women's Institutes or others whom they may appoint.

To date, plans are being made to ship jam to the Canadian Red Cross warehouse in England, and to Lady Reading's Committee for Civilians. Last fall, Norfolk county shipped 10,000 lbs. of jam to Glasgow and Lancashire and 1,500 lbs. to Lady Reading. Many were the letters of appreciation received and this year Lady Reading wrote asking for more jam, stating that they could use "unlimited quantities". There is no duty to be paid on these voluntary contributions, and Norfolk jam is earmarked 'For British Children'.

### Co-operative Enterprise

One of the interesting side-lights of this enterprise has been the fine opportunity it has given for co-operation within the Institute, between farm and village women, and with other organizations, especially the Red Cross and church groups. The president of the Castlemore Institute writes, "Our Institute is somewhat scattered, consisting of the 'up roads and down roads' with a dividing line at Castlemore. The 'up roads' did the hulling and sugaring and three of us 'down roads' did the cooking and can filling. The fruit jammed very nicely, being firm and of good colour". Other letters tell of fine community co-operation. The accompanying picture is representative of this.

In spite of such difficulties as berries being delivered at unexpected times, some berries refusing to set, the roof leaking, or a downpour necessitating a picnic lunch, all those who are participating in this enterprise seem to enjoy it and to look with satisfaction on the results of their efforts.



John Angian, representing the Armenians of St. Catharines, presents a cheque for \$625.00 to Mrs. Howard Fisher, President of the Lincoln Women's Institutes, to be used in the purchase of sugar for the Institute jam enterprise. (The picture has been loaned by The Farmer's Magazine.)

## REQUEST FROM ENGLAND FOR AID

This request, received by Mrs. Leatherdale, is self-explanatory. It has been sent us at the suggestion of Mrs. Hearndon of 'The Countrywoman', the organ of the Associated Country Women of the World. If any of our Institute members can respond, will you please let Mrs. W. B. Leatherdale of Coldwater, Ontario, know at once. Do not forget that, even if you can send only one or two articles, others will send some too and a valuable contribution can soon be accumulated.

Dear Mrs. Leatherdale, Many women in the Dominions have, we know, been asking if there is anything they can do to help the people in this country, in these troubled days.

We know that country women have little money, but if there are women in your organization who would be willing to give their handiwork to help us, we should be very grateful.

### Activities of W. A. T. S.

As no doubt you know, in September, 1938, the women of this country organized the Women's Auxiliary Territorial Service, a service which now has over forty thousand members. These girls are in uniform, under active service conditions, serving with the British Expeditionary Force in France, and in all parts of the United Kingdom. They are working as cooks, orderlies, clerks, telephonists, motor-drivers, etc. Your own men serving over here are probably being taken care of by a section of the A. T. S. They are doing magnificent work of great value, and we are proud of them.

One of the characteristics of these girls in uniform is that they do not complain, no matter what difficulties or discomforts they may have to endure. Many of them are living under canvas, in requisitioned empty houses, hutments, and empty barracks. The War Office does its part in supplying the essentials but we are trying to provide them with comforts, and a little additional furniture and equipment to that supplied by the War Office, so that their Mess-rooms and Sick-bays may be more habitable.

They need comforts, socks, scarves, and gloves, bed socks and bed jackets, woollen garments. They need cushions too; wooden benches make poor resting places for tired girls at the end of a day's work.

We all know, and the A. T. S. would be the first to say so, that the fighting men must come first, but if you are not knitting for a man in the firing line, would you knit for the girls who are looking after him? We, and they, would be deeply grateful if you would.

Signed by Lady Ironsides, Vice-Chairman of the Duchess of Northumberland's Benevolent and Comforts Fund for the Auxiliary Territorial Service.

## INSTITUTES AT THE C. N. E.

With some 29 other womens organizations, representing church, social service, professional and business groups, the Women's Institutes of Ontario will have an exhibit at the Canadian National Exhibition, illustrating their activities in peace time and war time. These exhibits will be in the long gallery of the Women's Building, and every Institute member and every interested woman is invited to visit the exhibit and to meet the representatives of the Institutes, who will be in the booth at all times.

When you visit the exhibit, be sure to sign the Register as a representative of a Woman's Institute.

There will be a knitting marathon, too, lasting for three days. On each of the three days, six entrants from each organization will knit in half-hour shifts from 12 to 3 p.m. Scarves will be knit for the Army, Navy and Air Force, according to Red Cross instructions.