

HOME AND COUNTRY

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EDITORIAL COMMENT

PRESIDENT'S CORNER

A few comments by your President might prove helpful.

Any letter an Institute secretary receives signed by the Provincial President or the Director, Women's Institute Branch and Home Economics Service should (or must) be given full reading at the next Institute meeting. These will be as concise as possible and will only be sent out when the material they contain is urgent.

Has Institute membership meant a happier, richer and more satisfying life for you? If so, be zealous in extending membership. We have 38,600 Women's Institute women in Ontario now. We want all rural women to have the privileges and helps in home-making which our Institute program offers. Bring a new member with you to your next meeting.

Your Provincial Board has decided to recognize, in a special way, the Institute in each Convention Area showing the greatest increase in membership and highest percentage attendance. Help your Institute to be the fortunate one. We want at least 50,000 members by the end of 1948. This award will be made at the Fall Conventions in 1949.

Try to make summer meetings especially attractive so attendance can be kept up. What about a picnic? Often Institute business is not heavy in the summer months and can be carried on at the same time as picnic festivities. What about chartering a bus and mothers and children having a day at the lakeside or some place of special interest? This is often the only sort of holiday a farm woman can manage in the busy summer months. A change for even a few hours gives a lift.

Try one of the new annuals in your flower garden this year. The seed catalogues show some beautiful and interesting ones. Something new and different is the spice of life.

You will be thrilled with the film

WHAT WE GLEANED FROM THE PRESS CLIPPINGS

Throughout the province, Institute meetings are held with accounts of them published in the various local papers. These small accomplishments add up and the great achievements of the Branch Institutes come to the attention of the provincial officers through a Clipping Service supplied through the Department.

In reading the accounts of these hundreds and thousands of Institute meetings the picture presented is most encouraging. Rural women all over the province are studying in groups linked and interlinked with similar groups. And each group, in addition to inestimable assistance given to worthy causes, is acquiring an extensive education through a wide range of demonstrations, conferences and short courses.

More and more Branches are adopting British Institutes, patients in Christie Street Military Hospital and children made desolate by war. Many Institutes report County Library Service well-established with a Deposit Station functioning within their Branch. The benefits of County Health Units is a subject of study in most groups and a number of Institutes are now sponsoring Health Units. Much interest is being shown in the Better Farm House Contest and at least 350 Branches have decided to enter this contest.

Grandmothers' Meetings remain popular and throughout Ontario, Institutes are celebrating their thirty-fifth, fortieth and forty-fifth birthdays.

Debates, panel discussions and plays enacted by Institute members, have held an important place in activities. Short courses, demonstrations and conferences have been enthusiastically received and well-attended. New Junior Groups are reported organized with Girls' Home Garden Clubs again popular this spring. Pictures procured from the National Film Board and shown at numerous meetings and social evenings. Many addresses and papers on the A.C.W.W. Conference held in Amsterdam last September were presented.

Accounts on the whole are well-written up. A majority, though, fail to give first mention to the speaker and the topic of the meeting. A condensed report of each Branch Meeting held in the district during the month is published in some papers under a two-column feature, titled "W.I. News". This seems to be a very worthwhile district publicity project. Some accounts are embellished with the Institute crest making these appear much more attractive and important. Our Institute Crest heading all press reports would, we consider, be a worthy addition.

(Mrs. W. D. Warner,
Publicity Convener, F.W.I.O.)

"Let There Be Light" showing our Fiftieth Anniversary Day at Guelph. This film will be shown at our 100th Anniversary. What kind of stewardship will the members then witnessing it feel you and I have given this coming fifty years? To show steady growth, we must keep our Institute work broad in scope, enthusiastic in effort and high ideals.

Through our various organizations we speak an International language. I hope every Ontario Institute member supported F.W.I.C. by payment of the 5c fee and the A.C.W.W. by the payment of "A Penny for Friendship".

Let us understand our sister members in other lands better by establishing "letter friendships" and adopting overseas Women's Institutes. In Ontario arrangements can be made through the Loan Library, Women's Institute Branch.

Chesterville, Dundas: Membership has greatly increased. Meetings are peppy and interesting. A homemaking club group is sponsored by the Branch; nearly \$300 was collected for the Canadian Appeal for Children and a \$600 project is under way to furnish a room in a district hospital.

ILLUSTRATING CO-OPERATIVE PROGRAM



Miss Anna P. Lewis, Director of the Women's Institute Branch and Home Economics Service, in Conference on the 1948-49 Co-operative Program in Home Economics.



Mrs. Clarence Hayes conducts a course in "Aids to Effective Speaking for Women's Institute Meetings"—An Administrative Leadership course.



Young children are looked after by older women so mothers can attend Co-operative Program courses.

INSTITUTE FILM HIGHLY PRAISED AT ITS PREVIEW

Before a large gathering of directors of the Federated Women's Institutes of Ontario and representatives of the press and radio stations a preview of the Women's Institute film, "Let There Be Light" was given at the Ontario Agricultural College on May 12. The film was acclaimed as a splendid presentation of the work of the Women's Institutes of today and of the 50th Anniversary Celebration held at the O.A.C., Guelph, last June. It shows the work of the Women's Institute through their standing committees, some of the courses of the Co-operative Program in Home Economics, in addition to the scenes from the celebration at Guelph and the historical W.I. Pageant presented there. The whole film is in sound and technicolour, with appropriate musical accompaniment.