

## WOMEN'S INSTITUTE PUBLICITY

Because many of our members are asking about Women's Institute publicity, our provincial publicity convener has submitted her last report for publication in this issue. From it you will glean many helpful ideas.

This year has been one rich in publicity for the Women's Institute.

Outstanding among the publicity features of this year was the Women's Institute film, "Let There Be Light." This film is a presentation of the work of the Women's Institutes of to-day and of the 50th Anniversary Celebration held at Guelph. It shows the work of the Women's Institutes through the standing committees and courses of the Co-operative Programme in Home Economics. It is telling the story today and will be a record for all time, of the beginning, the purpose and the growth of the Institute movement. The film has been shown at many conventions and meetings in Ontario.

Thirteen reports from thirteen areas were received, making my report 100% complete. Two conveners of these stated that 100% of district reports had been received by them and all conveners mentioned having received a high percentage of reports. Each report was well prepared and contained a wealth of information.

The establishment of the Ontario Women's Institute Scholarships to Macdonald Institute, Guelph, as the result of the raising of the Adelaide Hoodless Fund, has brought widespread recognition of our efforts.

Increased membership and the organization of many new Institutes have given publicity to our work.

Institute activities at the Canadian National Exhibition were important again this year.

The Early Canadian Fashion Show at the Canadian National Exhibition, open to all Women's Institutes, created much interest with several Ontario Institutes winning prizes. The Best Quilt Depicting Life in Canada competition was also of interest with the first prize coming to Ontario.

At the Agriculturists' and Live Stock Review Day luncheon, given by the Canadian National Exhibition Women's Division, Mrs. Hugh Summers, past-president of the Ontario Provincial Board spoke for the Institutes stating, "In Canada, we have 75,000 Institute members, all working to promote sympathy and greater understanding between women all over the world."

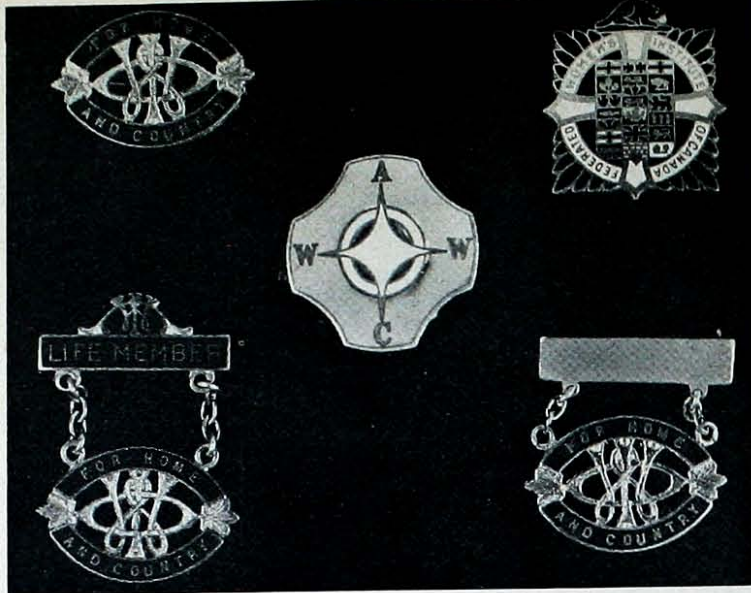
The work of the Junior Institutes also took an important part in Canadian National Exhibition activities.

County Honour Club Members from many counties and districts took part in judging and demonstration programmes. All members took part in the judging programme and a number of counties presented Team Demonstrations and set up Club Exhibits.

Good publicity came to the Ontario Institutes through visits of outstanding Institute women of other countries.

Miss Amy Kane, former Dominion President of New Zealand Women's Institute and now an executive member of the Associated Country Women of the World, was our guest in February. The gracious and charming Lady Haworth, Chairman of the Cheshire Federation, was our guest during the summer and attended a number of District Annual Meetings, addressing each meeting. Mrs. Ida Braine, a volunteer Women's Institutes organizer of Hertfordshire, England, attended many Institute meetings of the province, explaining the work of the Women's Institutes in England and Wales.

Delegates attending the conference of the Associated Country Women of the World held at Amsterdam, Holland, and the Federated Women's Institute Biennial at Halifax, gave full accounts of these at conventions and meetings. Much additional publicity was given the Associated Country Women of the World meeting through the showing of coloured slides of Holland and of the Conference held there. These slides have been shown at Insti-



### WOMEN'S INSTITUTE BADGES

Upper left: F.W.I.O. Badge; Upper right: F.W.I.C. Badge; Centre: A.C.W.W. Badge. (All the above named may be worn by all Ontario Institute Members). Lower left: Life Member Badge (worn only by Branch Life Members) Lower right: F.W.I.O. Board Member Badge (worn only by F.W.I.O. Board Members).

tute gatherings throughout the province.

A new enterprise of this year was the W. I. Tent at the Provincial Ploughing Match where Women's Institute members and their friends could come for a rest, a chat and a refreshing cup of tea. This project was in charge of members of nearby Institutes. Here, 10,000 blotters each engraved with a picture of the gathering at Guelph at the 50th Anniversary Celebration with an Institute Crest on either side, were given away.

Favourable publicity was received through the Better Farm House Contest sponsored by the Central Mortgage and Housing Corporation and conducted in Ontario through the Women's Institute Branch of the Department of Agriculture and open to organized groups of rural women.

The Tweedsmuir Competitions, consisting of Tweedsmuir Histories, an Essay and Handwork, with prizes of Sterling silver cups decorated with the Tweedsmuir Crest, created widespread interest.

Chartered Bus Trips (the popular method of transportation to the 50th Anniversary Celebration) have become increasingly popular and considerable publicity has been given them.

Donations and showers to local families whose homes have been destroyed by fire have brought excellent publicity to our organization. News items and photos of these activities have appeared in many widely read publications.

Each year the Women's Institute is being brought more and more to the attention of the public through activities at local Fall Fairs. All over Ontario Fall Fairs feature Institute exhibits of clothing, handicrafts, agricultural products, thrift exhibits and antique displays. Tag days in aid of worthy causes are sponsored, at the Fairs, by many Institutes.

School fairs receive special mention in northern reports. A shield, donated as a prize to a leading school, bore the name of the branch donating it. Institute refreshment booths are featured at the school fairs with the name of the branch in charge printed in big letters above it. Members serve as judges at some of these fairs. One report from the North mentions two Institute members on the school board.

Many valuable friendships have begun and much publicity has been acquired through the adopting of British Institutes, sending them parcels and carrying on correspondence. It is gratifying to read of the interest in this project of Queen Mary, Queen Elizabeth and Princess Elizabeth, all of whom are Institute members.

Institute Pen Friends in other lands and the exchange of programmes and Institute publications with them has widened the outlook of members here and overseas.

Junior Women's Institutes are mentioned prominently in reports of this year. The Juniors were represented at all conventions and those who had won trips to Chicago and other points told of their travels at conventions and meetings and in many publications. One report states a junior branch participated in an Institute radio broadcast and another mentions pictures of local Juniors as a feature of many rural magazines.

Co-operative Programme in Home Economics, styled this year to suit the needs of the younger matron, has given valued publicity to the Institutes. All women of the community are welcome to take advantage of the services offered and numerous non-members have become active ones through having taken courses.

Resolutions coming from the branches and having been passed by meetings of the district, the area and finally the Provincial Board, have become important publicity features of daily papers.

Institute Bees, organized to clean up neglected cemeteries, are given special mention in nearly all reports.

Inscribed plaques and scrolls of honour hung in Community Halls and schools, by Institutes, and yearly memorial services held continue to pay tribute to those who paid the supreme sacrifice in two wars. A worthy project of one branch was the gift of a signet ring to each of the one hundred and twenty-five World War 2 veterans, in the community.

An inspection tour of the publishing house of a local newspaper and a talk by a local editor, "Publicity from the Publishers Point of View," were publicity subjects of outstanding merit.

Affiliation with other societies is reported as being good publicity.

Letters of thanks in appreciation of "School of the Air" "Kindergarten of the Air" and other broadcasts, have been sent from one area to C.B.C.

Institute members are visiting New Canadians in their homes, assisting them in Canadian methods of cooking and canning and are instructing them on how to shop in Canadian stores. Bank accounts have been opened for New Canadian babies and mothers given a paid-membership in the Women's Institute.

Good use has been made of the newspaper reports of meetings which come to us through a Clipping Service supplied by the Department. Items have been published and con-

veners have made extensive use of the clippings in programme roll call and motto suggestions.

The first and second prize quilts of the Quilting Marathon of the Canadian National Exhibition of 1947 were on display at a convention. Also on display at this convention were prize-winning Project Books on Canada and the People of Other Lands. The latter competition was open to schools of the district with prizes being donated by a branch Institute. Two of the prize-winning books had been compiled by Holland children who had lived in Canada only six months.

As a result of the newspaper publicity on the Quilting Marathon many orders for quilts have been received by the winning branches. Completed quilts on order, have been sent as far as Los Angeles, California.

Telephone squads have been used to good effect in notifying members of meetings, in arranging transportation for those who do not drive and in calling up the absent ones soon after a meeting and relating what went on. Thus keeping interest alive.

The presentation of Life Membership and F.W.I.O. Pins remain our finest gesture of appreciation to outstanding members, publicizing them as such wherever Institute women are gathered.

This year, an increased interest in music is in evidence. Choral Groups have been formed in both Senior and Junior Institutes. At a convention a district Institute Choir presented musical selections. Music Appreciation meetings have been held and the lives of great musicians studied.

The press, the telephone and correspondence are still our most important mediums of publicity, but the radio is fast coming to the fore. Special mention is made of the Rex Frost programme over Radio Station CFRB, the weekly Institute broadcast over CKNX, Wingham and the Homer Foster programme over WSOO, Sault, Michigan.

Inter-visiting of Institutes had been valuable in promoting good feeling and understanding. A Guest Book signed by all visitors has proven a worthy publicity project.

A bank book containing a deposit, given to each new baby in the community by the local Institute, is proving most effective in making the baby's mother and her friends Institute-conscious.

New uses for the Institute Crest come from a northern area. Here, all Get-Well cards sent out by the Institute are decorated with the emblem of our organization. Posters also display the Crest in a variety of patterns. Conveners are urging the more extensive use of the Crest, especially as a heading of Institute News, and the use of Institute stationery and stickers on every possible occasion.

One area proudly reports two local branches with a perfect attendance at all twelve meetings during the Institute year.

And so, publicity emerges as a major subject with all reports stressing this fundamental truth. Our organization is judged by its members and by their activities.

In conclusion, I quote:

"Let us realize, new times demand new measures."

The world advances, and in time outgrows the laws which in our fathers' days were best;

And doubtless after us, some purer scheme

Will be shaped out by wiser men than we—

Made wiser by the steady growth of truth.

(Quotation by James R. Lowell.)

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

Ripley, Bruce West: That much maligned accessory, the woman's handbag, was the subject of a contest with members being awarded prizes on the basis of the number of articles contained therein. The winning handbag contained more than forty items,