

## PUBLICITY

The subject of publicity should be of interest to all Institute members and since every active organization is bound to receive publicity either good or bad, let us as individuals see that the reputation of our local branch is good.

The best way to do this is not by criticizing our Publicity Convener or by heaping more duties upon her but by asking ourselves, "Am I good Publicity for the organization which I represent?"

Branches expect their Publicity Convener to send in reports of meetings promptly and accurately, to the local newspaper and perhaps also to the radio station nearby. This should not be a one-man job. Surely, at a time when friends know the convener is especially busy, worried or even ill, there is someone who could volunteer to do the work for that month. When each member begins to feel a personal responsibility it will not be so difficult to find some one willing to act as Public Relations Convener at the next election of officers and there will be more and better reports at our District Annuals.

Your executive should be able to count on your support in all their endeavours, also on your attendance at all meetings possible. It is very poor publicity for a non-member (listening in on a rural line) to hear Women's Institute members saying, "Oh, I couldn't go today. I'm too busy!" or "Oh, is this the day of the Institute? I had forgotten all about it." Nothing to entice strangers to meetings where the members are not interested! You know you helped to elect your executive, at least, you should have been at the annual meeting.

When you hear that a member of your community is ill do you make a note to suggest at the next meeting that a treat or card should be sent? Much better send a bouquet from your own garden or a card or note to say "We miss you at the meetings."

Are you a church attender? One cannot do her best for either Home or Country unless she is concerned with the spiritual welfare of Family and community.

We should show our community spirit, too, by taking an interest in our local school and hospital. So long as our interest is constructive and not fault-finding the support of such a world wide organization is much appreciated by teachers, doctors and nurses, all of whom are human.

Do you advertise the good things from your meetings and blot out the discordant or do you let little things get under your skin and make mountains out of molehills? There are so few to tell how harmoniously we work together but so many who not only tell of the little disagreements but always contrive to make them a lot worse.

"If all that we say in a single day, with never a word left out, were printed each night in clear black and white, T'would prove queer reading, no doubt.

And then just suppose, ere our eyes we could close, We must read the whole record through:

Then wouldn't we sigh, and wouldn't we try

A great deal less talking to do?

And I more than half think That many a kink

Would be smoother in life's tangled thread,

If half that we say in a single day were left forever unsaid."

Do you take an active part in your meetings or do you sit back and wonder why you wasted the afternoon? At a local meeting when an exhibit of articles made from flour sacks was planned there were four members and one non-member took part. At that meeting, there were nearly as many visitors as members. One could not call that good publicity. If, on the other hand, you put your talents in the Women's Institute you



**Upper left:** Group of W.I. members attending for the whole week at Guelph assemble for one of the many bus tours arranged by the College. At the back left is Mr. W. D. Tolton, Director of Public Relations and in the front row is Rev. Mr. Young, in charge of this party.

**Upper right:** Miss Louisa Brill, Macdonald Institute, demonstrates supper dishes.

**Centre left:** Twenty from Hespeler Institute enjoyed a full and happy day. The tour was arranged by Mrs. Olesen, sect'y., and with the group was Mrs. Hugh Marca, one of our new Canadians from Estonia.

**Centre right:** Aylmer W.I. added spice to the 350 holidayers assembled Wednesday by their enthusiastic yell. It is "Who are we? We are the best—We are the girls from Aylmer West; Cakes, pies, meat and slaw; Aylmer Institute, Rah, Rah, Rah!"

**Lower left:** Members from Coldwater exhibit examples of the beautiful flower arrangements demonstrated by Miss Heringa, of the Horticulture Dept., O.A.C. Left to right are Mrs. Lane, Mrs. James Bell, Mrs. C. H. Eplett, Mrs. O. G. Eplett.

**Lower right:** Tiverton women who attended the holiday. Back row left to right: Mrs. Wm. Brown, Mrs. Norman Todd, Mrs. S. Hutton, Mrs. J. Gossell. 2nd Row: Mrs. J. McDougall, Mrs. McRitchie, Mrs. F. Farrell, Miss M. Hendry, Mrs. Grant Begg. Seated in front: Mrs. D. S. Buchanan, Mrs. Eldrid Reid.

may be very sure they will multiply. Talents were given us to be used and if we do not use them we will lose them. It takes all members working co-operatively to make our Women's Institute a success.

Do you invite your neighbour to go to the meetings with you? When you do are you familiar enough with your programme to be able to tell her what is planned for the afternoon and what the roll call is? When another member brings a friend do you welcome her sincerely? The sincere welcome extended to me at every branch where I have visited has been one of the greatest pleasures during my term as district president.

If you can answer each of these questions to your own satisfaction there is no fear but your Branch will go ahead and you will have no difficulty in securing a Publicity Convener. If, on the other hand, I have 'got under your skin' it may be a lift

not only to your organization but to Institutes in general.

The Oyster—By Betty G. Shaw.

There once was an oyster whose story I tell

Who found that some sand had got under his shell

Just one little grain—But it gave him a pain!

(For oysters have feelings—for all they're so plain!)

Now did he berate the workings of Fate

Which had led him to such a deplorable state?

No! He said to himself as he lay on a shelf—

"Since I cannot remove it—I'll try to improve it!"

The years rolled along—as the years always do—

And he came to his ultimate destiny—stew!

And the small grain of sand that had bothered him so

Was a beautiful pearl—all richly aglow!

The tale has a moral—for isn't it grand

What an oyster can do with a morsel of sand?

What couldn't I do, if I'd only begin. With all of those things that "get under my skin"?

(Contributed by Mrs. W. H. Clugston, Markdale)

Algoma Centre, South Tarentorus, had a Christmas letter from Gaston Bentz, the French child they adopted.

Dundas, Matilda: A special feature of the December meeting was a reception for New Canadians within the township, and the husbands and friends of the members. Christmas carols in English and in their native language were sung by the children of the new residents. Refreshments were served.