

# The President's Corner



Mrs. Gordon MacPhatter,  
President F.W.I.O.

**T**WO words that enter into today's conversation with an increasing recurrence are "urban" and "rural" as applied to ways of life in Canada. I hear them so often in connection with our organization, the Women's Institute. It is said of us that we are essentially rural in our structure—which I believe to be true. But this thought must not lead to our disassociating ourselves in any way from our urban friends. There is now no such thing as the isolation of rural people from city influences, or of city people from the rural way of life.

Because in rural communities, such organizations as the Women's Institute have sprung into being during the past half century, we have developed within ourselves the sense of need of our urban neighbours in everyday living. And urban people look with increas-

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ports, area programs, fee sheets, speeches from conferences, skits, etc. (2) Mailing of materials and letters. Every time a circular letter is sent out it means 1,800 letters. (3) Publishing Home and Country. The Women's Institute Branch carries an equal number of issues of Home and Country as does the F.W.I.O. The cost of publication of one issue is approximately \$3,000.00. (4) Keeping Women's Institutes Records. (5) Women's Institutes news releases. (6) Grants. The last fiscal year the Women's Institute Branch paid out in grants to districts \$4,195.00, to Institutes \$1,953.00, to convention areas \$495.00. (7) Printing of F.W.I.O. Brochures and other Women's Institute literature. (8) Supplying each Branch and District with Minute Books and Hand Books. (9) The Director is a member of the F.W.I.O. Board and assists where possible at board meetings, sits in on many Women's Institute committees, attends conventions, and the Women's Institute Branch is represented at each district annual meeting. (10) The Women's Institute Branch assists in Institute work by giving courses in Women's Institute Procedures and Cultural Activities. (11) The Women's Institute Branch Loan Library during the past year sent out 11,673 folders, 1,959 letters and 130 Loan Library kits.

ing frequency to rural organizations for advice and assistance.

This fine and healthy relationship has come about as the result of the education of both of these factions within our country. Certainly rural people have developed a self-assurance in recent years that is phenomenal. This is surely the result of the establishment of such rural organizations as the Women's Institute, The Federation of Agriculture, the Junior Farmers and others.

Twenty years ago, one would find perhaps two or three members in a branch of one of these organizations able to lead. Today, almost everyone can take an active part with satisfying self-confidence. Indeed, the members of our branches are so well versed in our activities, that it is becoming increasingly difficult to find interesting subject matter for an address.

In a like manner urbanites are associating themselves with the organizations which can produce the phenomenal results achieved by their rural sisters.

So the rural and urban structure of our nation are gradually realizing that a common level has been reached; that each faction has an equal amount to contribute to the Canadian way of life. Complete co-operation is giving to us the spirit of achievement which will result, I know, in a great good for our Homes and our beloved Country—Canada.

Mrs. Gordon MacPhatter,  
Prov. Pres. F.W.I.O.

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Miss Lewis reported 1,489 Women's Institutes in Ontario on October 1, 1954, with 44,809 members; 23 new Institutes were organized and 19 Institutes disbanded during the year. In May and June annual meetings were held in 109 districts with representatives from 1,459 Institutes, an attendance of 11,945; 13 area conventions were held.

Through Extension Services for the Homemaker it is the aim of the Women's Institute Branch to provide for all rural women and girls of the province such home economics information as will help with the problems of the rural home and family living. This extension education is carried on by means of short courses, homemaking clubs for girls, exhibits, bulletin service and so on.

Miss Lewis reminded all members that the Women's Institute organization is the most worth-while organization in the community and is worthy of the strongest support. "Before you vote money away to every other organization, realize the value of your own service and save sufficient funds to strengthen your own organization," she said. "This is not being selfish. It is being far-sighted since the stronger the Women's Institute, the greater its value in the community. There are many ways in which to strengthen your group. Some good ways are to send as many members as