

homes. She reported Ontario Institutes having letter friends and friendship links with Institutes in England, Scotland, Ireland, Wales, Australia, New Zealand and the U.S.A. The Sponsor A Child plan was something of special interest in the United Nations field. The convener asked that Institute members buy UNICEF Christmas cards and UN Hasty-Notes, that they read UN literature — one branch receives this literature and presents it in condensed form at meetings, and that they consider arranging Hallowe'en "shell out" parties for school children. (In 1961 Canada contributed \$33,600 to UN from these parties.) The report concludes:

"Our international scholarship seems to be one of our greatest movements to the goal UN sets for us — to help others. Being able to help Miss Pearl Isaacksz, the first student to benefit from our scholarship fund, should act as an incentive in the furtherance of our project."

Affiliation With O.F.A.

Mrs. Gordon Bothwell, F.W.I.O. representative to the Ontario Federation of Agriculture, gave this outline of the structure of the organization:

"The O.F.A. is a general farm organization representing more than 100,000 farmers. The broadly based membership of the O.F.A. centres around the 46 county Federations from whence comes much of the grass-roots direction. Also included in the corporate membership of the organization are the various 25 commodity sections such as Tobacco Marketing Association, Beef Cattle Producers, Beekeepers, Berry Growers, Cheese Producers, Commercial Corn Growers, Fruit and Vegetable Associations, Poultry Council, etc. There are also 5 co-operatives, 6 Junior Farmers' representatives, 4 rural educational organizations and representatives of farm women's organizations. F.W.I.O. is listed under these latter two.

"From these over 80 organizations, 29 are elected to sit on the Board of Governors. Three of these 29 are elected from the rural women's organizations of Ontario, and for the past number of years it has been the privilege of F.W.I.O. to have their representative elected as one of these 3. From the 29 Board of Governors members, 7 executive members are elected.

"The function of O.F.A. is the same as that of the commodity groups, to protect the interests of farmers, realizing that by unity we gain strength.

"The Ontario Federation is affiliated with the Canadian Federation of Agriculture and the I.F.A.P. or the International Federation of Agricultural Producers."

Public Relations

As provincial convener of Public Relations, Mrs. E. V. Thompson made these recommendations for publicizing the Women's Institute:

"Publicize the Women's Institute as often as possible by wearing your Women's Institute crest; the new Women's Institute sticker stamps are very attractive and can be used in many ways; the silver spoon, with Women's Institute crest makes a very nice gift, as will the Women's Institute cup and saucer, which is now available. Large patterns of the Women's Institute crest are available. These would be useful when planning displays, booths, floats, etc. The sizes are 6 x 9 inches; 12 x 18 inches, and 18 x 27 inches; the cost is \$1.00 for the set of three and may be procured from the F.W.I.O. office, 20 Spadina Road, Toronto 4. All of the above mentioned supplies are available from this office.

"Many towns and villages display a Women's Institute crest, with the crests of Service Clubs at the entrances to their town or village. This is good publicity. Home and Country, our interesting magazine full of items of interest and with its very fine editorials is another gift to us by the Department (Miss McKercher's Branch). It is found in many places including public libraries. If you have extra copies, take them with you when you visit Senior Citizens. Many of the women are former Women's Institute members and enjoy reading the articles and poems. Invite non-members to Short Courses and be sure to introduce them to your members. Make them feel that they are really welcome. Short Courses are provided by the Ontario Department of Agriculture, Home Economics Service and are sponsored by the Women's Institute.

"Exchange meetings are held with other branches. If you are close enough to an Indian Reserve, why not an exchange meeting with the Indian Homemaking Club? This has been



Mrs. Victor O'Brien turns over to Mrs. Holder, Secretary F.W.I.O., cheque for a Simcoe County Ontario Women's Institute Scholarship. This is Simcoe's second scholarship.