

# International Plowing Match

## PAULINE McGIBBON VISITS

Back in 1973 at the District Annual the announcement was made that in 1975 the International and World Plowing Match would be in Durham Region. It was agreed Mrs. Fred Phoenix and Mrs. H. Lewis would act as co-chairman. Many brainstorming sessions were held and ideas finally put on paper. The three Districts would be asked to promote Women's Institutes in the Regional tent.

The duties would be shared by Ontario North and South and Durham Districts. There would be three sections, a public relations, craft and demonstrations, and information on courses and WI publicity. Each District would loan articles, provide capable demonstrators, man the display area and serve coffee.



The next stage in this "simple decision" the WI had been graciously offered 60 feet of space — that's just it — only space. How do you display articles, where do you hang them, what do you sit on, how do you make it attractive?

It did not take long to realize they needed a truck to transport all their materials, and a representative from every branch to put this display in order. Armed with the necessary tools, nails, hammers, ropes, chairs, tables, plywood (which was to be the sub floor in the kitchen of the new Lewis house), they started in to build. Necessity is the mother of invention, the women convinced two gentlemen that just happened to pass by to help them. It proved to be an all day job, patience and hard work does have its reward and the display area really looked good.



As a Public Relations effort, cookies and coffee would be served and a Pennies For Friendship jar placed in a visible location.

A simple decision, but it was not in the plans that Mrs. Lewis would grind 72 lbs of coffee herself at the store. After 1½ hours she left with instructions she'd pick up the remaining 28 lbs. 8000 cups of coffee later and 250 cups of tea to boot. There were the contents of the "Penny jar," \$860.29 with \$800.00 of it in change, to be wrapped. Mrs. Janet Crawford and Mrs. Lewis developed sore thumbs, aching muscles from wrapping, then they needed help to carry the cash to the bank. At this stage the only thing that kept everybody going was the fact that people had been generous and the money was for a good cause.

There were about 3000 signatures in the guest book from all over Ontario, every province, many states in the USA, and Europe. The Hon. Pauline McGibbon called in, the Ontario County Dairy Princess, heads of the World Plow teams of Holland and the USA.



The crafts added a personal touch while members from the three Districts demonstrated quilting, spinning, painting, broom stick work, beading, and rug hooking.

With the assistance of Mrs. Muriel Wooten, Mrs. Helen McKean and all those many members from all three Districts who worked hard and long hours, the project was a success.

As Mrs. Lewis said, "There were so many funny happenings, lots of work, but it was great to meet so many people. It was a thrill and a most worthwhile public relations effort on behalf of Women's Institutes."

