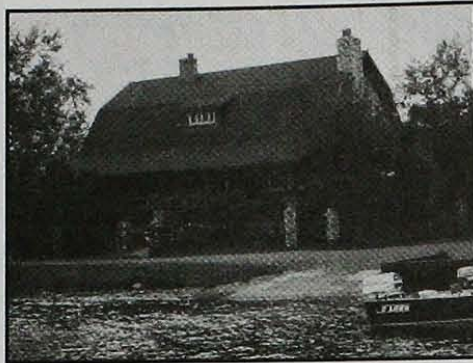


Living in Cottage Country

By Betty McGregor



Above: Betty McGregor's limestone home.



Right: Some of her cottages on the shores of Lake Manitou.

I grew up on Manitoulin Island and grew up near the village of Sandfield located on Lake Manitou. As a child one of the special events I remember was going to the homes of WI members after their meetings and enjoying a really delicious lunch. The men often joined the group for lunch as well. They took their wives to meetings by horse and cutter or bob sleigh and then congregated in the local general store to visit and wait until the WI meeting was over.

My father, Elias Hutchinson, built a stone house out of the local limestone near the lakeshore. Because it was a very picturesque setting he built a cabin to rent around 1938. After that, he built six more. My three sisters, my brother and I grew up helping with the cabins - painting, cleaning and whatever needed to be done. My father continued in the cabin rental business until his death in 1962.

I was working in a bank in Toronto at the time; my husband, George, and I decided to take a leave of absence from our jobs the following few summers and returned to Manitoulin to help my mother with the busi-

ness. After my mother, Grace, passed away in 1971, my brother Douglas took over the business. Once again, I took a leave of absence from the Community Centre where I worked coordinating an Outreach Program for Seniors. My brother extended the business to ten cottages. He replaced the wooden punts with steel motor boats. And he continued to operate the snack bar which my husband and I established when we were assisting my mother.

When my brother decided to sell the business in 1984, I decided this is where I wanted to be. A year later I took over. I learned how to operate the water system and do minor repairs and carpentry work, as well as do the bookings and keep books. My husband's poor health often prevented him from helping with the business, but I have managed with the assistance of summer students and local women.

Eleven years later, I am still operating the business, now with experienced help. I have built a new dock and undertaken major renovations to the plumbing and wiring systems

in the cabins. It is my heart's desire that someone in the family continue with the business.

After coming back to Sandfield from Toronto, the Sandfield Women's Institute persisted in asking me to their meetings. I have been a WI member for eight years. In 1990, I was the Board Director for Subdivision 29. I found Board meetings intensive, but very interesting and enjoyable. It was a real learning experience. I always remember Peggy Knapp, FWIO President at that time, saying: "The WI is an organization that focuses on education; you aren't expected to know all the answers when you take an office, you are there to learn." I have been District Secretary since 1993 and have been the District Director and Public Relations Officer for our Branch for the past few years.

I remain very active with my business, family, church, community and the Women's Institute. And, I am thankful every day for the good health, strength and many blessings the Lord has given me.

Betty McGregor is a member of the Sandfield Women's Institute in the Manitoulin East District.

Using the WI Jingle for Promotion



In its first three months, the WI jingle has proven to be very popular and successful across Ontario, thanks to the personal approach of so many WI members.

In Subdivision 25 (Lambton County), the three Districts have decided to use the new WI jingle to promote the Women's Institute on a regular basis for a full year. The Women's Institutes started sponsoring the 8:30 newscast every Monday morning on CKTY Sarnia Radio on February 3. The introduction to the news states: "This newscast is sponsored by Lambton Women's Institutes." At the end of the newscast, the jingle is played with a message about an upcoming local WI event or information about the WI. Card parties, education workshops and the centennial are among the events promoted in the first three weeks.

The following is the system being used in Lambton, under the leadership of Lambton North District President Debbie Bork. In or-

der to have advertising at the same time every week, the Districts have committed themselves to paying for the time slot. Each District is responsible for four months. Each Branch will contribute up to \$10 per month, up to a maximum of \$40, with the station contributing an equal amount.

For advertising to be effective, the same message needs to be repeated regularly. The jingle provides the continuity of the WI message; the financial support provides the regularity of the message. The end result should be a higher profile for Women's Institutes in Lambton County and an increase in Branch membership.

Submitted by Mary Janes, Warwick Institute, Lambton North District.