A HISTORY OF THE FORMATION AND DEVELOPMENT OF JUBILEE GUILDS/WOMEN'S INSTITUTES OF NEWFOUNDLAND AND LABRADOR

CENTRE FOR NEWFOUNDLAND STUDIES

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AGNES M. RICHARD

A HISTORY OF THE FORMATION AND DEVELOPMENT OF JUBILEE GUILDS/WOMEN'S INSTITUTES OF NEWFOUNDLAND AND LABRADOR

by

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A Thesis submitted in partial fulfillment
of the requirements for the degree of
Master of Education

Department of Curriculum and Instruction
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Not till every loom is silent
And the shuttles cease to fly,
Will God unroll the pattern
And explain the reason why
The dark threads are as needful
In the weavers skillful hand,
As the threads of gold and silver
In the pattern He has planned.

Anonymous

ABSTRACT

Fifty-two years ago a tragedy gave birth to the present Newfoundland and Labrador Women's Institutes (formerly known as Jubilee Guilds), yet out of this tragedy has come good fortune for many women in outport Newfoundland. The organization was first formed in response to a disastrous tidal wave which devastated the south coast of Newfoundland in 1929.

Through their educational programmes, Women's Institutes have earned the title "The Rural Women's University". The group merits this title because it has often been the principal source of information and training centering around concerns such as literacy, nutrition, health, and crafts. Here in Newfoundland, many rural communities had been, until recent times, isolated from sources of general educational services. It was only through a system which Jubilee Guilds and Women's Institutes sponsored, a matter of women helping and teaching other women, that this vital information was made available.

This significant organizational effort has been part of the Newfoundland culture for more than fifty years. To date, very little of its development has been reported. An important aspect of Newfoundland outport life has been overlooked. There remains the distinct need to document this development before some very valuable first-hand personal accounts will have been lost forever.

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CHAPTER I

WOMEN COMMITTED TO PUBLIC ISSUES

Introduction

> When history is written, may it be recorded that Women's Institutes were one of the greatest unifying and stabilizing powers of the time. Indeed it may be said of them: they did the best of things in the worst of times.
>
> Lady Tweedsmuir, at Convention Federated Women's Institutes of Canada, 1939
>
> (wife of Governor General - John Buchan - Lord Tweedsmuir)

This statement is most nearly applicable to the Women's Institute of Newfoundland and Labrador in its growth and development within our colony, country and province.

This movement of volunteers working within the framework of Women's Institutes had its birthplace in Canada. Mrs. Adelaide Hoodless of Hamilton, Ontario, had lost her eighteen-month old son, needlessly, from drinking impure milk. She determined that she would do all in her power to help others and to bring within reach of all women the education necessary to prevent similar tragedies. With the help of Mr. Erland Lee of the Farmer's Institute of Ontario, the first Women's Institute was organized at Stoney Creek, Ontario, on February 19, 1897. These women sensed their responsibilities as homemakers, and their true purpose is shown in a statement recorded in the early minutes.

> A nation cannot rise above the level of its homes; therefore we women must work and study together to raise our homes to the highest possible level.

It did not take long for the other provinces to realize the value of this organization -- a university for rural women. Gradually, Women's Institutes were formed in each province, and in February of 1919, representatives of the provinces met in Winnipeg to consider federation, with the result that the Federated Women's Institutes of Canada became a national organization with the approval of the Federal Minister of Agriculture. These women, organized with motherly concerns as an inspiration, realized that if a strong citizenship was to be developed, they must look not only to their own homes but to all activities which affect people as a whole. The Federation was most fortunate to have as its first President, Judge Emily Murphy of Edmonton. Judge Emily Murphy was an outstanding woman with driving power, executive ability, and loving personality and one who spared no effort to bring the new organization into prominence, both provincially and nationally. Today, the Federated Women's Institutes of Canada is Canada's only national rural women's organization, with a current voluntary membership of 60,000 women working together "from sea to sea". By its constitution it is completely nonsectarian, nonpartisan, and nonracist and has appeal for women of all ages.

From Canada the organization spread to England. Mrs. Alfred Watt, Canadian by birth and education, had become

an enthusiastic worker for the Women's Institutes of British Columbia. When her husband died, she moved to England and began organizing and encouraging Women's Institute groups. At the same time, she promoted the development of this movement in the British colonies and began to form a network of liaisons with groups in many countries which held similar aims and objectives. With dedication and drive, initial differences were overcome and in June of 1933 a new international organization was duly "constituted, christened, and launched upon the world" with Mrs. Watt declared as its first President. The Associated Countrywomen of the World now encompassed rural women's groups from the Finnish Martha Organization to the New Zealand Women's Institutes. ACWW, as it is familiarly known, fans the flame of development in women's groups around the world. It is a worldwide organization of countrywomen and homemakers with nine and one-half million members from over 80 different countries. The particular aims of this international group focus on promoting goodwill, friendship, and understanding between countrywomen and homemakers of the world. It also serves as a forum for countrywomen and homemakers on international affairs; speaks with an informed voice for them in the Councils of the World, and is an influential group in the Women's International Non-Governmental Organization (WINGO) -- an advisory group at the United Nations.

Here in Newfoundland this organization rose like a phoenix from the ashes of destruction and has flourished since it was first conceived in response to the particular needs to be met, following the disastrous tidal wave which devastated the South Coast of the island in 1929, leaving broken homes and broken lives in its wake.

The organization has transformed tragedy into triumph and through more than fifty years it has brought service and support to outport women, families, and communities. Operating first as the Service League, formally organized as Jubilee Guilds and finally evolving as Women's Institutes, the organization has seen changes of name but no change of purpose. There is now a provincewide membership of more than 1500 individuals from approximately 120 wide flung communities.

From the beginning, the focus has been on service and development. The Service League had applied its efforts in endeavouring to relieve some of the distress of the people directly affected by the tidal wave. The chief activity involved the collection and distribution of clothing to those who were in greatest need. This effort alleviated some of the suffering for those attempting to rebuild their lives and their communities.

At this time in the history of Newfoundland, it was not only the people of the south coast who were suffering from the pangs of privation. A world depression, a series of bad fisheries and diminishing markets had left people,

in the outports particularly, destitute, discouraged and despondent. There was need for a more widespread organization of support and development. So, on the still warm ashes of the Service League was kindled the flame of Jubilee Guilds of Newfoundland and Labrador, which in the words of the founder Lady Anderson had as its purpose to:

> ...help the people of the outports provide themselves with clothing, make their homes more comfortable and develop their own local resources to those ends.
>
> (Evening Telegram, May 30, 1935)

This organization directed its attention toward supplying for these outport people education and demonstration, showing them the possibilities of providing "sufficient of the necessities of life to meet their own requirements".

In a letter signed "One Appreciative Newfoundlander" appearing in the December 13, 1935 issues of The Observer Weekly, the new organization was pronounced as having the capabilities of "reorganizing the living conditions in every outport in the island". This was seen as being both desirable and necessary, since many people in some outport communities had been reduced to a level where they "subsisted largely on bread, fish and potatoes".

Temple Butler, in the December 19, 1935 issue of The Evening Telegram, writing enthusiastically of this group, answers a lady who had asked him the question "What would we do if a Jubilee Guild was started in this village?" in this way:

> Well, you have a dozen spinning wheels and only four women past sixty who can use them. Get these women to show the young women how to spin. Lots of young women have to pay seamstresses to make dresses for them. Give them some lessons in sewing; teach them to make the pretty things which cost so much money, yet are cheaply made at home.
>
> There are young wives with babies who are sick, not properly taken care of an not fed correctly. Teach them the proper feeding and care of babies and young children.
>
> If you wish to make an improvement or change in a place, the most easily approached and interested people are the women and children. If you can interest the women and children of the place, and make an improvement in them, the hard headed men will catch their enthusiasm.
>
> Through their projects and programs the Jubilee Guilds aim to bring changes and improvements. ....if we do not support their projects we are losing one of the finest chances for bringing prosperity to the island.
>
> (Scrapbook, Vol. 1)

Through the decades of its existence this has been the pattern of operation. Self help has gone hand in hand with mutual service. Work has been concentrated under a three-fold program, incorporating social, educational and service features. It has always been the aim of the organization to encourage people to use their own local resources and to improve home and community conditions. As well, strong efforts have been made to develop individual talent and leadership. Education in many diverse areas has been arranged in response to the needs and demands of the various communities.

The theme of the 1968 Convention of Jubilee Guilds was designated as: Change, Challenge and Cooperation. This was a very apt theme indeed, because the most significant change at the Convention was the decision to change the name of "Jubilee Guilds" to "Newfoundland and Labrador Women's Institutes". Because the guidelines of the Women's Institutes of England had been followed in the original organization of Jubilee Guilds, the change did not involve any variance in structure or direction of purpose. In making the decision, however, the members vowed "to cherish and hold fast to all the good things of the past and to adjust our organization to the wider concepts of our national organization of Federated Women's Institutes of Canada" (Minutes of 1968 Convention).

Women's Institutes and Jubilee Guilds have always responded to the needs of their members, by providing education and imparting knowledge through informal learning situations. Women have been encouraged and assisted in teaching skills and techniques to any interested individual. The method of instruction has always varied with the circumstances and the condition to be met. Instruction and education through the informal methods employed have been found to be most effective, and it is with merited right that Women's Institutes, the world over have been designated as "The Rural Women's University".

The Women's Institutes of Newfoundland and Labrador have a proud and colourful history which has burnt bright in the mosaic of our cultural heritage. Both rural and urban communities have reaped great benefits from the programs and projects which are arranged and supported at a local level and by the wider provincial group. When we consider the theories of futurists such as E.L. Schumaker, George McRobie, Hazel Henderson, Alvin Toffler, and the like, we are assured that there will continue to be need for the organization of Women's Institutes far into the future. As they promote their concepts of "appropriate technologies" and assure us that "small is beautiful" and "small is possible", we are convinced of the appropriateness of present programs which are promoted by Women's Institutes. As these futurists warn that "we must care for a small planet", and as they encourage self help and self sufficiency, we realize that if their predictions hold true there will be greater demand for the programs and directions of Women's Institutes and similar groups.

Spontaneous movements which meet a common need of people and of communities have within them a quality which makes for rapid and widespread growth, and it is this characteristic that has held true for the Jubilee Guilds and Women's Institutes of Newfoundland and Labrador. This also has many implications for even greater expansion and application as we move toward trends of life and society in the ages yet to come.

The 20th Century

> Women had to convince the world first that they had souls, then mentality, then a political entity, and the end is not yet.
>
> Nellie McClung

When Lady Anderson came to form the Jubilee Guilds of Newfoundland, she was building on a foundation which had been firmly grounded on women's activities in many widespread areas of work and interest. As the 20th century emerged, it was obvious that the women of North America were establishing themselves in social, philanthropic and political movements.

In Canada, the famous "women as persons" case had been championed by five Alberta women led by Judge Emily Murphy and Nellie McClung. They took their case to the Privy Council of Great Britain, which finally decided on October 18, 1929 that women were "persons" under the British North America Act and eligible to sit in the Senate of Canada (Evening Telegram, December 5, 1985). This ruling that women were "persons" in their own right constituted a milestone decision. The social impact of the decision went beyond the question of senate membership and became an impetus to encourage women toward more involvement with the social and political development of their communities and their country.

Women had been participating in and contributing to the public life of Canada and Newfoundland long before this decision recognized them as persons. In

Newfoundland, this emergence of women's public involvement was evident in many areas. The suffragette movement as an interest of a somewhat academic nature was discernible early in the twentieth century in the founding of a Ladies Reading Room and Current Events Club in St. John's (Smallwood, 1937, p. 199). For many years Mrs. A.G. Gosling was president of the small circle, which later changed its name to the Old Colony Club. It was not long after the end of World War I that some of the bolder spirits of the Old Colony Club, including Mrs. Gosling, Mrs. Hector McNeil, Mrs. T.B. Goodridge and Mrs. Charles Hutton met at the home of Mrs. J.B. Mitchell to discuss the problem of securing the municipal vote for women. Out of this preliminary meeting rose the determination to form a woman's suffrage club dedicated to the attainment of full political equality, rather than just the municipal franchise (Smallwood, 1937, p. 199). The group, under the leadership of Mrs. J.B. Mitchell, waged their battle with the support of members of the press. Both The Daily News and The Evening Telegram, the major St. John's newspapers, gave the women space to print messages and articles about the movement while devoting editorials to boosting their cause. However, legalization of the women's enfranchise did not come until 1925, when Prime Minister Monroe personally introduced the Bill which went through the Parliament and was made law on March 24th (The Evening Telegram, March 25, 1925, p. 7). The women of

Newfoundland had earned their right to be part of the decision making bodies of public life and to voice their concerns in civic affairs. Like their North American counterparts, Newfoundland women were on the move and becoming aware of the need to become more publicly involved both with the political and social concerns which faced them daily.

At this time as well the women of Newfoundland were establishing themselves as organizers and philanthropists. In the debate on the Women's Franchise Bill, Major Peter Cashin had pointed out very graphically "the splendid work done by women in the war and thought it only right, fit and proper for the House to support the measure unanimously" (The Evening Telegram, March 10, 1925, p. 7). It was evident that the extensive war efforts put forth on behalf of the female population of Newfoundland had been appreciated and welcomed. These efforts appeared largely through the actions of the Women's Patriotic Association which had existed during the First World War, and which was revived during World War II. In both wars the W.P.A. existed for the purpose of providing assistance to both those sent overseas and those at home. The organization was planned in such a way that women all over the island were actively involved in this public effort of "providing comforts to the soldiers sent overseas". Outport women worked in their groups through the major branches situated in the larger centres. In World War I, women in over 196

towns and settlements did "their 'bit' for the men fighting the Great War" (The Distaff, 1916). During World War II the involvement was much more extensive as women became more involved in public issues, and worked in co-operation with their sister organizations in Great Britain and Canada. Through organizations such as these women were becoming skilled at working together and were also responding to developing circumstances in a country which was highly noted for "its insufficient civil services" (Smallwood, 1937, p. 201).

The Service League

When the South Coast of Newfoundland was devastated by a gigantic tidal wave on November 18 of 1929, it was only natural then than the women of St. John's in particular were moved to provide what assistance they could. Lady Anderson, wife of the newly appointed governor of the time, and shortly after her arrival in the country, mobilized a Service League to organize the women in the area to work toward alleviating the suffering of the people, and to assist in the work of rebuilding. The work of the League was gradually expanded to include assistance to many of the destitute areas of Newfoundland. However, the Service League had been formed only to tide over a crisis in the history of the island and it was soon

evident that the loose organization was not sufficient to cope with the monumental demands for aid.

The people of the outports had been left destitute not only by a devastating tidal wave but by a savage monetary depression and the tragic failure of the basic economic mainstay, the fishery.

As well, it was a turbulent time for Newfoundlanders as their Responsible Government became extremely disorganized and financially bankrupt. The privilege of ruling themselves was withdrawn from the populace, and a new Commission form of government was set up by England to help establish a more firm economic base and a more stable political climate. Lady Anderson, in explaining the need for a new format of service to outport Newfoundland, had said "I fear the Service League cannot be continued longer in its present form. It has become too large an undertaking for a voluntary organization to handle in a city of the size of St. John's" (Newspaper clipping, May 30, 1925 scrapbook, Vol. I).

CHAPTER II

THE BIRTH OF JUBILEE GUILDS

> Jubilee Guilds ... an adventure in community service and a school in citizenship.
>
> (Rt. Rev. Msgr. Flynn at inaugural meeting)

Formation

The idea of a new organization was first introduced to Newfoundland by Lady Anderson at the weekly luncheon meeting of the Rotary Club which was held on Thursday, May 30, 1935. Her proposal was to form Guilds throughout the island which "would be modelled after the Women's Institutes of Canada and England and after the Settlement Houses in the United States" (Newspaper clipping, May 30, 1935 - Scrapbook). She explained that these groups had as their aims:

> ... the improvement of conditions of life in country settlements, townships and villages, at helping the people to make the best of the resources at their command and to make their home brighter and happier and to be a means of furthering community interests and needs.
>
> (Text on Lady Anderson's Speech, Newspaper Clipping, May 30, 1935)

She went on to account for the growth of these organization in other countries and of their applicability to Newfoundland when she continued to address the Rotarians in these words:

> From a beginning in one small Canadian settlement, the huge organization which now embraces England, many of our Dominions and the United States, has grown, and it seems to me that once planted there is no reason why it should not grow equally fast in our old Colony here. I cannot see why we should lag behind other places....
>
> I have felt strongly that some form of organization such as this would be of untold benefit to the people of the outport settlements of Newfoundland.

The Guilds were then publicly inaugurated at a meeting held in the Newfoundland Hotel on Thursday, October 16, 1935 with the ballroom filled to capacity (newspaper clipping, Friday, October 18, 1935 Scrapbook). The meeting was chaired by Dr. V.P. Burke, Secretary for Adult Education Services for Newfoundland. The platform guests included His Excellency the Governor, Admiral Sir D. Murray Anderson, K.C.B., C.M.G., M.V.O., as well as his wife Lady Anderson. Representatives of the various churches, Rev. Canon Bolt, Rt. Rev. Msgr. Flynn, and Rev. D. Jackson were also present and gave full support to this concept which Monsignor Flynn labeled as "an adventure in community service". Another special guest was Professor Robert M. Lester of the Carnegie Foundation, which had done so much for Adult Education in Newfoundland.

These dignitaries spoke with strong support for the new organization and gave in detail, facts that showed how necessary it was to have an agency such as these community guilds. A letter was read from Professor Angus MacDonald -- then involved with the Co-operative Movement in

Antigonish -- in which he endorsed the formation of community groups throughout Newfoundland.

Lady Anderson explained that the name Jubilee Guilds of Newfoundland and Labrador had been chosen as the designation of the new organization. This had been decided because they were being established in the year of King George V's Silver Jubilee, and the Guild's motto of "Confidence, Courage and Loyalty" was chosen from part of the King's Jubilee speech (October 17, 1935 Scrapbook).

Organization

The plan was to build on the then loose structure of the Service League and to use as a nucleus the groups which were still working toward community improvement. A headquarters was to be established at St. John's and the governing structure would be a Board of Trustees and an Executive Committee, both bodies to serve voluntarily. The Board of Trustees would have as its duty the direction, formulation and co-ordination of the policy of the guilds. They would take charge of finances and generally do such things as would be conducive to attaining the purposes of the Guild (October 17, 1935 Scrapbook). The Executive Committee would generally direct the operation of the Guilds in accordance with the policy laid down (October 17, 1935 Scrapbook).

Before the meeting closed, the Chairman, Dr. Burke announced that the trustees of the Guilds would be:

> the secretaries for the departments of Natural Resources Education, and Health and Welfare, as representing the Commission of Government and Mrs. Jack Turner, Mr. Leonard Outerbridge, Mr. Cyril Duley, Mr. Frank Bradshaw, Mr. R.B. Brown and Mr. F. Emerson.
>
> (October 17, 1935 Scrapbook)

As well as those listed above, additional names were noted in the first meeting of the newly appointed Board. These included Mr. E.A. Bowring, Dr. L. Miller, Mr. K.J. Carter, Mr. G.A. Frecker, Mr. H. Renouf, Mr. D. MacGillivray, Mr. John Ayre, Mr. P.F. Halley, Mrs. J.A. Winter and Lady Anderson. The men were businessmen from the St. John's area (Minutes Book, Board of Trustees, 1935).

A nominating committee was named and assigned the task of forming an Executive Committee, and the new organization was well and truly launched.

Objects

The clear vision and the careful preparation which Lady Anderson had developed for the organization was made evident by the manner in which she outlined the objectives and the organizational structure for the new Guilds. The non-sectarian and non-political nature of the guilds was emphasized in her definition of the individual branches, which she saw as "an association of people of all creeds

and classes who meet together to plan activities of mutual benefit".

The objects of the Jubilee Guild Outport Branch were detailed in the list presented at this inaugural meeting, and these covered all aspects of the operation of the guilds. The objects stated that each individual Guild is part of a great whole -- the Jubilee Guilds of Newfoundland and Labrador.

- It is non-political and non-sectarian and is not beyond the means of anyone to join.
- It is proud of raising its own funds by the united effort of all its members and is not dependent on gifts.
- It is a road to mutual friendship, amusement, and instruction and is not the responsibility of one but of all.
- It is an adventure in Community Service and a School of Citizenship.
- It aims to improve and develop conditions of life in the Outports of Newfoundland and Labrador for the benefit of all.
- It aims to appeal to all tastes and ages.
- It aims to be a means of discovering the best ways of improving the home, of gardening, growing crops, keeping animals, care of health, etc., and of making the most of all the resources of the country.
- It aims to be a centre where all may come for help and instruction on any subject in which they may be interested.

- No salary or monies of any sort in return for services rendered will be paid to the President, Secretary, Treasurer or other member of Outport Branches.

- The Guilds do not interfere with church organizations of any denomination.

(October 17, 1935, Newspaper Clipping, Scrapbook)

The objectives covered a vast range of community living, but from the outset the self help aspect was emphasized and promoted. The focus was to be "to encourage the application of the principle of self-help and to bring about widespread social improvements in the smaller and most isolated parts of the country" (October 18, 1935 Scrapbook, newspaper clipping).

Communities having at least ten interested individuals could make petition to Headquarters to have a Branch of the Jubilee Guilds established in their settlement. Upon receipt of the permission of the Executive Committee to form a Branch a meeting would be arranged inviting all residents of the community. The directive was given that the clergymen of all denominations and the school teachers should be invited to attend. As well, where available, the Adult Education Teachers, the Magistrates, Doctors, District Nurse, and any Government Officials should be included. At such a meeting the officers of the new branch would be elected. The minutes were to be submitted to Headquarters for registration and a new Branch would be declared.

Lady Anderson felt that "the formation of these Outport Branches would help break down the barriers which in small places keep people apart and which prevent their joining in any co-operative enterprise which would benefit the whole community" (May 30, 1935 newspaper clipping).

Finances

In a country which was reeling from a series of crushing economic misfortunes, the question of financial support was the most serious problem facing the fledgling organization. The organizers stressed that the Guilds would not be a heavy financial responsibility on anyone. It was therefore proposed that one thousand people in the country would consent to become Guild members and pay a minimum subscription of $1.00 per annum. It was also proposed that during an annual Guild Week in October of each year, members would give small bridge parties and entertainments, the proceeds of which would be given to the Guilds.

Outport members would be asked for a subscription of 25 cents a year, payable to their own local treasurer, or a gift in kind acceptable to their committee. These local subscriptions would be kept for local needs, such as buying co-operatively for weaving or vegetable seeds, etc., or even perhaps to purchase a district carding

machine which would be used co-operatively. (Lady Anderson's speech to inaugural meeting, October 17, 1935).

Close co-operation with all government departments was recommended, so that the most efficient service to Outport Branches would be provided. Working in co-operation with all agencies, the Headquarters of the new organization would act as a clearing house in some instances and as an initiator in others. A hypothetical situation was used to explain the method of delivering programs in order to avoid overlapping with other services.

> For instance a Branch forms several groups, let us say one for weaving, another for sheep raising and a third for study. When they write to Headquarters for instructions, it will be dealt with in the following method.
>
> As regard weaving -- we deal with that direct by sending our instructress if possible. In sheep raising we turn for help to the Department of Natural Resources who send talks to be read to the groups interested and later possibly sheep, we hope. For study we appeal to Dr. Burke who will perhaps send down one of his Adult Teachers or give us simple talks to be read out to that group until such time as he can do so.
>
> (Lady Anderson's address at inaugural meeting)

Voluntary service was seen to be an essential strength which would stimulate and encourage the growth of this new service where it was sorely needed. It was understood that no person except a highly trained organizing secretary and such office staff as would be required at Headquarters would receive any remuneration for their services. It was most clearly stated that "all

workers other than those both at Headquarters and in the Outport Branches are and will be entirely voluntary" (Lady Anderson's address at inaugural meeting. October 17, 1935 newspaper clipping, Scrapbook).

"Dignity through industry" was the kindling idea which sparked immediate interest in this new concept of community service. Lady Anderson had lit the flame for an organization which she looked forward to as "lighting the way for a happier, healthier and more prosperous population".

The Beginning Years

I was given the baby to hold.

(Lady Walwyn)

Social Situation

At this time in the history of the country, Newfoundland was in dire need of an organization such as Jubilee Guilds. Settled first as a mere fishing station, "like a huge ship moored on the Grand Banks", Newfoundland had missed out entirely on the eager colonization which later took place in other parts of North America. In fact the first settlers here had to hide away in remote bays and caves because English law forbade permanent settlement. The French/English wars, piracy around the coast, and the difficulties of existing in winter isolation also helped discourage colonization. But the

land and sea resources were a powerful magnet to the adventurous types of the sixteenth century, and they defied the laws by taking up residence in places where authority was hardly likely to reach them. The result was that there sprang up more than one thousand tiny settlements strung along six thousand miles of coastline, most of them cut off from their neighbours by many miles of often -- stormy seas.

In these communities life was basic indeed -- nothing but complete self-sufficiency permitted existence. This meant that the people lived almost in the manner of the remnants of lost tribes -- preserving what they could recall of old cultures but drawing nothing from the world's progress because they had little or no contact with it.

Newfoundland's original colonists came, almost without exception, from Great Britain. These settlers eked out a hazardous existence from the sea, augmenting it mainly with hunting and primitive cultivation of a few vegetables. They had to make, generally from the most scanty materials, practically everything they used.

There exists today, in various museums around the province, evidence that the wooden furniture, eating utensils, clothing and footwear made from available materials were often of superb craftsmanship, their design varying as widely as the many localities from which their makers had come. Great ingenuity was displayed in

fashioning serviceable articles from the most sparse odds and ends of materials (Pratt, 1967).

These arts, then, of manufacturing household articles and knitting family garments existed in the earliest and hardest times in Newfoundland. But as years passed, conditions grew easier. By the middle of the eighteenth century, trade with the outside world opened up as restrictive laws were relaxed. The standard of life improved, and with some of the rigorous need for self-sufficiency removed, the old arts and skills from Europe gradually faded out. They were no longer vital to daily life and the generations no longer carefully preserved these crafts or passed them on to succeeding generations. Where they continued to exist, they did so as individual labours of love rather than of everyday occupation, and so they passed almost beyond recall (Pratt, 1967).

Meanwhile the barter or "truck" system held a great many of the people in continual economic serfdom. Merchants supplied the fishermen with equipment for the yearly operations and with food for their families; then they paid for the fish with goods in kind. Very little cash was therefore in circulation and the people were constantly in the grips of perpetual debt. "Such crafted goods as were produced belonged automatically to the local merchant in payment for fishery supplies and gradually the incentive to make them faded" (Pratt, 1967)

When the bitter depression of the '30's hit the island, leaving the fishermen in a state of "dazed desperation", the need for resumption of the old skills was starkly apparent. "They were necessary to avert actual disintegration of communities and families; but except in isolated cases and at a limited level, the people were helpless to revive them" (Pratt, 1967).

By 1933 the financial difficulties of Newfoundland had become insurmountable and the government of the day applied to Great Britain for aid. The "home" answer was to appoint a Royal Commission to investigate the Dominion's affairs. It reported a shocking collapse of economic security and strongly recommended, among other remedies, the prompt implementation of an adequate program of cottage industries (Green, 1967). In February 1934, a Commission of Government was appointed by the British Colonial Government to administer Newfoundland's affairs until she should again become solvent. In the years of tenure of this form of government they endeavoured in various ways to carry out the recommendations on handicraft promotion. In 1935, then, an organization with the aims and objectives of Jubilee Guilds was most welcome indeed.

A Worthwhile Scheme

The 'splendid project' was hailed with great enthusiasm. With programs designed to include both men,

women and young people it was seen as a movement which would "teach the people to help themselves and get back some of that self-respect and self reliance that so many had lost through no fault of their own" (May 30, 1935, letter to the Editor -- newspaper clipping, Scrapbook).

Another aspect of the new organization which received widespread acceptance was the fact that the programs of Jubilee Guilds emphasized the utilization of natural resources and locally produced goods. Lady Anderson had stated in her inaugural address that "the Guilds are being formed not with a commercial objective but solely to help the people to improve their conditions of living. Should the time come when marketable goods are produced, then Headquarters will see that steps can be taken to put the makers in touch with buyers. In the meantime, my one idea is to assist the people to make their own clothing" (Lady Anderson's inaugural address, newspaper clipping, Scrapbook).

With efficiency and enthusiasm the Executive Committee set about the task before them. This committee consisted of Lady Anderson as President with Mrs. T.A. MacNab as Vice-President, Mrs. Jack Turner as Honorary Secretary and Miss M. Rogerson as Honorary Treasurer. Mrs. Darrock MacGillivray, Mrs. J. Alex Winter, Mrs. H. Knight, Mrs. J.V. O'Dea, Mrs. M.J. Taylor and Mrs. J.G. Higgins completed the first Executive Committee of the

Jubilee Guilds of Newfoundland and Labrador (Minutes Book of Executive Committee, 1935).

The first task was to secure funds which would enable them to begin their Outport Development Program. The Rotary Club had given the first financial support when they donated the proceeds of a special ball, which amounted to two hundred dollars. As well, they had agreed to act as "godfathers" for the fledgling organization.

At the December 2, 1935 meeting of the Board of Trustees, Lady Anderson announced that:

> the Carnegie Corporation had kindly consented to grant the Guilds the sum of Four Thousand Dollars ($4,000) to be paid in two annual installments of Two Thousand Dollars ($2,000) each, provided the Guilds secure from other sources by October 15, 1936 an amount not less than One Thousand Dollars ($1,000) for support during the twelve month period beginning October 1, 1936. Lady Anderson also announced that the cheque for the first $2,000 had already been received and had been deposited in the Guild account at the Royal Book of Canada so that it could be eligible for interest at the end of the year.
>
> (Trustee Minutes Book, 1935-47)

The thousand-member public subscription drive had also been initiated, but beginning contributions were slow. It was a great shock that within three months of the launching of these Jubilee Guilds, Lady Anderson was compelled to leave Newfoundland because her husband had been issued a new posting at Sydney, Australia. As a tribute to all that Lady Anderson had done to improve conditions during her stay in Newfoundland and as a parting "gift", The Evening Telegram conducted a most

successful membership campaign to take it "over the top" to the required 1,000 subscribers. On January 9 the total subscriptions was 441 and the editorial of the day issued a challenge:

> At the present there are 441 subscribed members. To reach the objective, 559 others are required. Can this number be found in the three days before Lady Anderson's departure? It is a big proposition -- 559 members in such a short time, particularly so soon after the Christmas season. The question is, is it too big? A certificate, representing 1,000 members, would be a fine testimonial of Newfoundland's determination to help itself and a splendid parting gift to present to our esteemed Governor's wife as she takes her departure by train on Monday...
>
> ...The time is somewhat short to carry out the plan, but it has been shown before now that such a matter as time is considered of little consequence when once Newfoundlanders decide that something of this kind should be done. To decide is to do it.
>
> (The Evening Telegram, January 9,1936
> Newspaper clipping, Scrapbook)

The drive was on and Newfoundlanders responded magnificently and one thousand and sixty members joined in three days. When Lady Anderson embarked by train on the evening of January 13, 1936, the total number of subscribers had reached one thousand five hundred and one -- "a fitting tribute to one whose interest in the welfare of the people of Newfoundland had been uppermost ever since her arrival here".

It is interesting to note that one of the contributors during this campaign was Miss Anna Templeton, a student at Memorial University College, and one who was

to figure so prominently in the later development of the Guilds.

New Faces

The wife of the new Governor was Lady Eileen Walwyn. She was "given the baby to hold", and she raised it with tender loving care. The fact that Lady Walwyn took over the direction with zest and determination was most fortunate. She because the first President of the organization and to her fell the task of guiding the Guilds through their most difficult period. Her enthusiasm was an inspiration to her co-workers, and under her aegis the Guilds began to flourish.

So that the work could proceed as expeditiously as possible, it was felt that a thoroughly experienced organizing Secretary should be engaged to co-ordinate the work. The Committee looked to the Department of Education for advice as to where to get staff. Mr. Lloyd W. Shaw of Prince Edward Island was with that department at the time, and it was through him that the first Organizing Secretary was obtained (Address by Miss Templeton, May, 1973).

In May of 1936, the Executive Committee secured the services of Miss Elizabeth MacMillan at a yearly salary of $1,800. Miss MacMillan had been supervisor of the Women's Institutes in Prince Edward Island for five years and held a degree in Home Economics. Her training and her experience were good qualifications to enable her to do the work planned for the Guilds.

Headquarters was located in the Brownrigg Building at Water Street and the program begun. The first step in developing the meager local resources of the outport districts was taken by the Guilds in setting up a program of weaving and knitting so that people could at least have warm clothing. Other classes in dress-making, home economics, preserving, soap-making and related crafts followed, but only after the basic necessities had been met. Usually a weaving "instructress" was sent into Guild areas where sheep were available. However, supplies of wool for weaving were often scarce and the few sheep that did exist "seemed to be half starved". The government of the day responded to this need by importing some high grade stock and distributing it were the need seemed greatest and where the Guilds recommended. The men of the communities became involved with the weaving projects as well as the women and were interested in this new chance to improve their circumstances. They copied the Canadian and Norwegian looms which the instructors took to their communities for demonstration and "did a fine job of it" (Pratt, 1967).

> Difficulties just weren't allowed to stand in the way. In one fishing community perched on the bare rocks at the sea's edge, wood was a precious commodity and practically unobtainable. So the men dismantled the organ to make parts for their loom. In another place they had no adequate space to install a loom, so they set up in the local church, and weaving and praying then became the common order of the day.
>
> (Pratt, 1967)

Meanwhile the work of the Guilds was expanding. At the Annual Meeting it was reported that seventeen Guilds were in active operation in the following places:

Argentia	Lewisporte
Daniel's Harbour	Blackhead, B.V.D.
Flatrock	Freshwater, B.V.D.
Markland North	Grate's Cove
Markland South	Mall Bay, St. Mary's
Port Saunders	Gaskiers
Upper Gullies	Point La Haye
Victoria	Tors Cove
Portugal Cove South	

The first Guilds had been formed in October, 1935 at Port Saunders and Daniel's Harbour, but geographic difficulties prevented effective follow-up with their programs. Most of the Guilds were formed within reasonable proximity to St. John's. The Guild at Upper Gullies was cited as a most successful group. The report of their work delivered at this first Annual Meeting was most impressive.

> The Upper Gullies Guild was organized in December 1935. Early in 1936 a weaving group was formed and weaving classes were conducted by an instructress sent from Headquarters. A sheep group was formed in April, and during the autumn sheep secured through the Department of Natural Resources were distributed amongst the members of this group.
>
> A poultry group formed early in the year has concluded a most successful season and fifteen hundred and ninety-five pounds of chicken have been purchased by members of the group and they now have an excellent market for their eggs. This industry has proved of enormous benefit to the community.
>
> Through the co-operation of the Department of Natural Resources talks on poultry-raising,

> and demonstrations on the dressing of poultry were given by the District Agriculturist.
>
> In September, a girls sewing group was organized, and the girls, under the direction of a local leader, are making excellent progress with the sewing lessons furnished from Headquarters.

Perhaps not all Guilds were so successful as Upper Gullies, but much was being accomplished even at this pioneer stage. An exhibition of goods was held in conjunction with this Annual Meeting, displaying a fine range of good quality handicrafts and arousing a great deal of interest in weaving throughout Newfoundland. This was a modest beginning, but the women of the outports had taken up the work enthusiastically and had set about learning the crafts with which their forebears had been familiar but which had fallen into disuse.

Growth and Development

> Dear miss, please send me some more understanding.

A great deal of the credit for the development of handicraft activity in Newfoundland must go to the Vice-Regal representatives who served in Government House at St. John's before the island became a province of Canada in 1949 (Pratt, 1967, p. 11).

Records of the time show that as far back as 1850, Governor Sir Hugh Palliser was interested in improving the lot of the Labrador Eskimos by strong support of the Moravian missionaries who undertook to teach the natives handicrafts. Various colonial governors and their wives thereafter took an equally keen interest and though they served at different periods, they were united in the concept that cottage industry in the form of handicrafts was the solution to many of the ills caused by a desperate economic plight (Pratt, 1967).

As a result of the efforts of Lady Harris, wife of Sir Alexander Harris, Governor of Newfoundland in 1920, the Newfoundland Outport Nursing and Industrial Association came into being. This was a program designed to hire and financially support nurses willing to bring nursing care to the isolated districts of Newfoundland. The plan was supported by small government grants and contributions from the people whom the nurses served. But times were so difficult that the people of the outports just couldn't raise the money to give as their share.

In 1924, Lady Allardyce, wife of the governor of that day worked out a plan whereby the women in the fishing communities might knit and weave in their homes, selling the products of their hands and looms through a retail store which would be established in St. John's (Pratt, 1967). This system would have the twofold aim by

providing a cash source to pay for nursing care, and of raising the standard of living in the remote areas.

During the depression years of the thirties when there was need for an even broader program of handicraft and the life skills development, again the leadership came from the wife of the governor of the time, Lady Anderson. Lady Eileen Walwyn succeeded her at Government House, "graciously consented" to become the first president, and enthusiastically continued the work of establishing and expanding the programs of Jubilee Guilds.

The support of the Vice-Regal Party was evident in the fact that Government House served as the base of operations for the Guilds for some years. Trustee and Executive meetings were held at Government House up until 1946. Lady Walwyn herself set up a loom in her quarters and learned to weave. Also, weaving classes were held at Government House where people were taught these new skills. There is evidence of strong personal support of both Sir Humphrey and Lady Eileen. Records show their many donations to support the work of the Guilds - for example, Sir Humphrey himself donated a loom to enable the newly formed guild at Marysvale to become active in the weaving program. At one time, Lady Walwyn sold one of the Government House puppies and donated the $20 to Jubilee Guilds. As well, the facilities of the Government House kitchen and laundry were provided for experimentation in working out dying and cooking projects. Their support was

most beneficial in ensuring an early success for the Jubilee Guilds.

Areas of Co-operation

With the success of the first year behind them, the Executive Committee set out to expand the program to the extent of their resources and to find and increase new resources where needed. Within the first year Miss Maggie George of Heart's Content and Miss Eva Parsons of Bay Roberts had been hired as weaving teachers. Areas of co-operation between government departments were worked out between the Guilds and the Department of Public Health and Welfare which had already initiated a program of weaving in some rural areas. Essentially the agreement between the two agencies was to ensure that duplication of effort would not occur and that through combined effort, programs would be delivered to as many outports as was possible. To be most efficient it was decided that:

> Where weaving is being organized by the Public Health and Welfare Department, the Guilds will not at present operate, but if, in the future, it is found advisable to merge the operations of both in this section the matter shall come up before the Trustees for consideration.
>
> Mr. Puddester also stated that the Public Health and Welfare Department do not propose establishing weaving or other handicrafts in any other section of the country, but when a Hospital or Nursing Centre is being formed the Department will suggest to the people the formation of a Branch Jubilee Guild and will

> instruct them to get in touch with Guild Headquarters.
>
> (Trustee Minutes Book I, 1935)

And so, right from the outset a close working relationship was set up with government and other agencies, the prime motive being, reaching as many people as needed the service.

The Department of Natural Resources had co-operated in the expansion of guild work by inviting the Organizing Secretary to accompany them to some of the communities where classes were being held on topics like Agriculture and the Co-operative Movement.

Steady and Encouraging Progress

During the second year it was reported that there was "steady and encouraging progress in the development of this pioneer work", with sixteen newly organized branches to bear evidence of this steady growth. Three field workers had been hired to expand the program to the most isolated areas. Miss Eva Parsons of Bay Roberts, formerly a weaving instructress now became a field worker and was joined by Miss Margaret Tompkins of Tompkins and Miss Mollie Mayherd of St. John's. A six weeks training course was conducted at Headquarters in which "the workers received instruction in guild management and various practical branches of homemaking with special emphasis on

the utilization of local products". In April the field work was commenced, and during the remainder of the year, thirty-two homemaking courses were conducted with the women of the various guilds (Annual Reports, 1938).

In order to stimulate interest in home industries, a handicraft competition for the branch guilds was introduced. This competition included sections for weaving, sewing, rug making, knitting and loom making. Prizes for the winners were donated by the Executive Committee. The prize for the guild exhibiting the best general display of handicrafts was donated by Lady Walwyn and was won by the Portugal Cove South Guild.

The movement was proving itself to be successful and many requests for the organization of guilds had to be postponed because of limited finances. At this time the Rural Reconstruction Committee of the Commission of Government had "selected certain areas for extensive development and one of the lines of work in these areas was to be the encouragement of various cottage industries" (Trustee Minutes, 1938).

In February of 1938, the Commission of Government approached the Executive Committee of Jubilee Guilds and invited them to "undertake the full direction of women's work in the Rural Reconstruction Programme, with funds provided by the Rural Reconstruction Committee" (Trustee Minutes, 1938).

This proposition was welcomed by the Jubilee Guilds Executive, who realized that with greater funds to draw on, expansion would be possible to even more areas. This new funding was also a godsend at this time because the Carnegie Foundation had discontinued its financial support of the organization. The government provided a grant of $9,000, and asked that Guild work be started in Placentia Bay. The Commission of Government then placed them under the Department of Natural Resources. In making the grant, however, the government gave the Executive a completely free hand in the matter of spending the money, subject only to government audit. This policy continued for many years.

That the Guilds were taking a firm root in the island was evident from the fact that by 1938, the organization had increased to fifty-four outport branches. Three new field workers were also hired that year, Miss A. Templeton, Miss Fitzgibbon and Miss Mitchell. The idea of self help was beginning to take hold as the people worked toward self sufficiency and as branch Guilds used their local resources to assist those in even more desperate circumstances. One such incident is recorded when the Guilds at Codroy made a "splendid contribution" of vegetables to other districts in need. The Executive Minutes of October 26, 1938 records the following:

> The Secretary reported that as a result of a resolution passed at the recent conference at Stephenville, the Guilds of the Codroy Valley were collecting donations of vegetables for

> distribution among some of the destitute areas in the Placentia Bay section.
>
> An agreement was reached through Hon. Mr. Puddester -- Commissioner for Public Health and Welfare for the free transportation of the vegetables.
>
> The secretary reported that Mrs. Young of Great Codroy had written that the vegetable donation from the Codroy Valley consisted of 261 sacks of potatoes, 86 sacks of cabbage, 37 sacks of turnips and 5 sacks of carrots.
>
> This shows the true spirit of the Guilds, and we feel convinced that actions such as these will do much to bring fresh courage to our people in those districts.
>
> (Executive Minutes, October 26, 1938)

The work was expanding and developing under a three-fold program incorporating social, educational and service features. As individuals were helped to meet their basic needs for adequate food and clothing, the program then began to offer educational courses like the Home Nursing Course which was arranged through the Public Health Nurses in the district. The social aspects of the program were borne out in reports of concerts and community gatherings. The Executive Committee Minutes of October 26, 1938 record:

> The secretary asked for contribution of plays, dialogues, readings, etc., for the Guilds. Mrs. Winter volunteered to ask Miss Cherrington (Bishop Spencer College) about the possibility of having her students type copies of plays and other entertainment material.
>
> (Executive Minutes, October 26, 1938)

Word spread of the improvements, not only in the economic but also in the social condition of the people in

Guild areas. Community leaders, concerned for their settlements, were becoming more aware of these benefits and began first steps towards bringing Jubilee Guilds to their community. Magistrates, priests, ministers, doctors, nurses, teachers, etc., petitioned the Executive Committee to grant permission for the organization of a Guild in their outport. Requests came from people like Father Sullivan of Flatrock, Constable Brazil of Victoria, Dr. and Mrs. McGrath of St. Mary's, Reverend I. Davies of Freshwater, Reverend W. Reid of Wesleyville, etc.. It was Magistrate Ted Russell who initiated the request for the formation of a Guild at Springdale. Permission was granted for this new Guild at the June 15, 1937 meeting of the Executive Committee and the formal organization took place later that year. This Guild is today, in 1987, a thriving and active branch of the Women's Institute.

The Executive in working to meet these requests gave close scrutiny to see that no violations of their own guidelines occurred. When the original petition did not include the required names of ten individuals, the petitioners were informed that the request was to include additional numbers in order to ensure a strong local base of operations. The level of the industry of communities was questioned before formal organization took place. When Father Sullivan of Flatrock presented his petition with the accompanying names, the Executive Committee questioned the fact that all the individuals were Roman

Catholic. The Committee contacted the applicant to point out "that according to the Constitution all Guilds must be non-sectarian". However, Father Sullivan cleared the problem by assuring the Committee that the residents of the entire village were indeed all Roman Catholic.

The demand for more and more courses and greater expansion also called for knowledgeable and skilled field workers. In addition to the training provided by the Organizing Secretary, field workers classes were arranged by St. John Ambulance, accomplished local seamstresses, and by the Co-operative Division of the Department of Rural Reconstruction.

The Executive Committee was anxious to build on the great demand for newer and newer weaving techniques. Early in 1939 they arranged for Mr. Oscar A. Beriau, Director of the Provincial School of Handicrafts at Quebec, to come to Newfoundland and conduct a special course in advanced weaving for the field workers. Training was usually arranged for the months just after Christmas, at a time when travelling would be very difficult in the outports. The program was progressing and skills were being refined.

The Templeton Years

In the summer of 1939, Miss MacMillan, the first Organizing Secretary of the Jubilee Guilds tendered her resignation to the Executive Committee, in order to be

able to accept a position with the Civil Service Commission of Ottawa. It was with "sincere and universal regret" that the committee accepted this resignation from this most energetic lady who had been so instrumental in laying such a strong foundation in these early years.

As her successor the Executive Committee accepted the application of one of their field workers who had shown much promise. Miss Anna Templeton was named to succeed Elizabeth MacMillan when she departed at the end of September. The Executive felt "that Miss Templeton's experience as a field worker for the Guilds would be of great help to her in undertaking this new position, and the fact that she was a Newfoundlander was also in her favor" (Executive Minutes, August 21, 1939).

Jubilee Guilds and Anna Templeton was "a match made in heaven" and it was not long before her name became a household word in the far-flung Guild communities as she designed programs and arranged for raw materials to meet their needs. Anna had graduated from McGill University with a degree in Home Economics just the previous year. While still a student at university she had been approached to become a field worker for the outports. Having worked for more than a year in the various districts of the island, she brought to the job the practical experience of the field. Anna was in her element and the organization was the beneficiary.

A strong and firm foundation of the organization, combined with the enthusiasm and efficiency of Miss Templeton was largely responsible for the great successes achieved in the next decade. As the reputation of Guild work spread, more and more communities formed outport branches. From the original 17 Guilds of 1936 the number grew to 115 Guilds in 1946, embracing practically the whole of Newfoundland, and the work advanced and increased year by year, achieving remarkable progress in handicrafts. To meet the increased demands, new field workers were employed and work in the field was organized along district lines, these were at first delineated as, the Codroy Valley, Port-au-Port, Bonne Bay, Random Island, Placentia Bay, Avalon Peninsula and Fortune Bay. Increased guilds put a strain on financing them as "the scope of the Jubilee Guilds had increased almost three-fold" (Correspondence Files, 1945). It was most encouraging to the Executive Committee then to have the Government increase the annual Grant to $12,000 per annum, and they were "most appreciative of the generous attitude which the government had taken towards the work of the Guilds and the interest which it was showing towards the future of the organization" (Correspondence Files, 1945).

"It was a lucky day for the Guilds when she decided to throw her lot in with us". So said Lady Walwyn of Anna Templeton in her address to the Annual Meeting of 1943. Under the Organizing Secretary's tutelage the program was

expanding to embrace new areas and new ideas. Apart from the accomplishments represented in woven and knitted goods, in glove making, in needlework and in other forms of handicraft, the movement was promoting a community spirit, was awakening new interests, was making for greater comfort in the home and was demonstrating how immensely conditions could generally be improved by self-help. In moving the motion for the adoption of the reports at the Annual Meeting of 1942, Honourable J.H. Gorvin, Commissioner for Natural Resources, commended "the work which the guilds were doing in paving the way for community councils and local governments". The Honourable J.A. Winter, Commissioner for Home Affairs and Education, pointed to "the continued progress of the guilds". He went on to say that "if the present rate of growth were to continue, then the guilds would most certainly exert a tremendous influence in this country". He saw their work leading to the day when vocational schools would be set up in all the larger settlements, which would be of invaluable assistance to the guilds.

In this regard a training school was set up each year to instruct the field workers. The training school, run by Miss Templeton, provided new ideas for the field workers and gave them a collection of program material to be used during the months in the field.

Following Christmas the field workers came to St. John's to work out problems and to prepare new courses.

In the early forties an annual weaving school was instituted which was usually held at the Canon Wood Hall in St. John's. Representatives of the outport guilds and other interested individuals came to take an advanced course in weaving alongside the field workers. Cooking, first aid, sewing and other courses were sometimes taught as well, but the great emphasis was on weaving. An excerpt from the reports of the Annual Meeting of 19142 demonstrates the scope of this school:

> In January also a "School of Homemaking" was conducted in the Canon Wood Hall. Sixteen students attended representing Guilds in Placentia Bay, St. Joseph's, Salmonier, and Riverhead of Harbour Grace. Courses were given in Cooking -- held every second afternoon, Sewing -- house dresses were made, Home Nursing and First Aid, and in Weaving, Spinning and the preparation of the wool and cotton for the loom. About 25 yards of material were woven in the three weeks and the school was considered a decided success.
>
> (Annual Meeting Report, 1942)

Meanwhile the guilds were developing in accordance with the circumstances of each community, doing the work most beneficial to each particular one. The guilds which had been functioning for some time were becoming well rounded in the fundamental group activities and were beginning to choose different types of work especially suited for local needs. In her report to the Annual Meeting in 1943, Miss Templ eton demonstrated the emerging versatility of the guilds by giving a typical report of an average Branch Jubilee Guild -- the branch described was Lady Cove on Random Island:

> With a membership of 23 and an average attendance of 11 members -- 12 regular meetings were held in 1942. In November, we held a sale of work for which the sum of $27.40 was raised, also in May we 'put off' a concert and raised the sum of $12. During the year we bought fourteen dozen preserve jars, donated $14 to the W.P.A. and $5.40 toward buying paint for the school room. During the year we purchased a quantity of vegetable seeds which were distributed among members. We also purchased a year's subscription to McCalls magazine and a thermometer for the use of the Guild. Through the Head Office at St. John's we obtained a box of books from the Newfoundland Travelling Library, they were found very interesting. After receiving a letter from Lady Walwyn we donated the sum of $2.00 towards Guild expenses. Last fall we bought wool and wove a scarf each, for our boys overseas -- they were sent as Christmas presents. During the year members have cold-packed a quantity of rabbit, chicken and beef, also fruit and vegetables were bottled in other ways. During the year one member wove a considerable amount of material including a blanket. The privilege of obtaining preserve jars from Headquarters was found most beneficial, and our cooking classes were found most interesting.

Out of necessity, Headquarters had become involved in providing materials to outport guilds -- preserving bottles, wool, cotton for weaving, etc. All of this increased activity placed a great strain on Head Office which had been run singlehandedly by Miss Templeton. However, an office assistant, Miss Evelyn Herridge was now hired -- to be responsible for orders from branches, leaving the Organizing Secretary more free time for field work where necessary. However, the strain on Head Office was considerable. This can be realized from the following report of activities to the Annual Meeting of 1944:

> During the year Headquarters has continued to supply literature and patterns free of charge to the Guild centres. We also sold direct to the Guilds, weaving books, cook books, bag handles, reeds, 25 carding machines, 7 spinning wheels, 18 looms (made at the Church of England Boys Orphanages), 10 warping frames, leather for 300 pairs of gloves, 100 lbs. of imported coloured cotton and 500 lbs. of local cotton, which we obtained from the Colonial Cordage Company. We also sold 600 lbs. of raw wool and could have disposed of three times as much, if it had been available. Since last January we distributed some 600 dozen preserve jars to our Guilds.

This was also an era when Branches moved to establish their own Guild Halls and through various means many Guilds managed to obtain one for their community. Sometimes it was an abandoned post-office, sometimes an abandoned fish store and sometimes just a shed. But these "halls" served a most useful purpose, as can be seen from the Annual Report of 1943 when the Branch at Burnt Islands reported:

> We have now a cozy Guild room for our use, in which we have a carding machine, a loom, cupboards, a table, an accordion, copies of "The Women's Weekly", lots of pamphlets, patterns and so on.
>
> Our hall has been the means of uniting the women of our community and of giving us a chance to work together in harmony and good feeling.

The field staff, working in designated districts continued to deliver and expand the programmes of the organization. As well, they assisted the Agricultural Division of the Department of Rural Reconstruction at the autumn exhibitions and fairs which were being promoted at that time. These fairs were part of a programme to

encourage local production and field workers judged competitions, encouraged and setup exhibits and promoted the concept of local production. At one particular fair it was reported that the Guild Booth "was certainly the centre of attraction, demonstrating the theme 'From the Sheep's Back to Your Back'". These field workers also carried out annual campaigns focused on one aspect of development. The campaign of the 1943 year was:

> centered around better and brighter Newfoundland kitchens, by the introduction of colour into the home. Field workers can renovate, on the halves, one kitchen in every locality where a Guild exists. Last year a kitchen at Springdale was so renovated and visitors from Twillingate and Cape John expressed keen interest in this part of the work.
>
> (Annual Report, 1942)

Activities were booming, but the Guilds were not without problems. There were problems of geography where difficulties curtailed efficient field work. There were problems of developing skills to the level acceptable for efficient production. In her 1944 Annual Report, Miss Templeton quoted one frank branch secretary who had reported "Mrs. _____ is still in her blankets and if by our mistakes we learn she will be an infinitely wise woman by the time she gets them finished". It was about this time that Miss Templeton received a terse telegram which read "Dear Miss, please send me more understanding". The telegram had come from a disabled Newfoundland fisherman who had taken up weaving as a means of earning money and

who had been unable to follow instructions in Miss Templeton's book on the art. Miss Templeton obliged, not only with explicit instructions in this particular case, but also by re-writing the book to spell out more clearly the step by step process of weaving (Family Herald, September 27, 1962). In 1946, the Jubilee Guild Weaving Booklet, which consisted of patterns and designs suitable for local use, was published and distributed to weavers.

Lady Walwyn's Contribution

Guiding the progress and development of the whole organization was a most efficient and enthusiastic Executive Committee headed by a president who "spared neither time nor effort in order to increase the effectiveness of the organization". Lady Walwyn, with her husband, had arrived in the island in 1936, and because of the war, the Governor stayed longer than the usual allotted time span. Among Lady Walwyn's other community activities, there was also time for continued and keen interest in the work of the Guilds and for "inspiring leadership". It was reported by the Organizing Secretary in her 1944 Annual Report that "the enthusiasm of the work of the Guilds owes much of its intensity to the untiring interest in the work shown over the years by Lady Walwyn, President of the Jubilee Guilds of Newfoundland and Labrador".

It was with much concern then that in 1945 the Executive Committee received the news that Sir Humphrey and Lady Eileen were leaving after a decade of representing royalty in the oldest colony. Lady Walwyn had often referred to the fact that "the Guilds have really been my adopted child since my arrival here" and it was with deep regret that the organization received news of her departure.

In paying tribute to her work Mrs. Evangeline Winter, first Vice-President stated:

> Our organization has suffered a grievous loss in the departure from our shores of our esteemed and deservedly popular President, Lady Walwyn, of whose work in that capacity it is impossible to speak too highly. For ten long years, more than six of which the greater part of her time and energy had perforce to be devoted to her war activities. Lady Walwyn was in every sense our guide, philosopher and friend, and I do not hesitate to say that the steady growth of our organization, during all these trying years, was due in large measure to her indefatigable energy and her ceaseless efforts and inspiration on behalf of the Guilds. I know that to her it was at all times a labour of love. Her faith in the true worth of the Guilds was unbounded and I feel we owe her a debt that can only be repaid by our determined efforts to carry on from where she left off.
>
> (Annual Report, 1946)

Just prior to her departure, Lady Walwyn was presented with a farewell gift. The presentation which was made on behalf of the women of the one hundred and six branch Guilds took the form of forty-six yards of hand-woven material. It was presented to Lady Walwyn with the

following address by Mrs. Eric Warr, an ex-President of the Springdale Guild:

> Dear Lady Walwyn, -- On the eve of your departure from our island, we, the women of the Jubilee Guilds of Newfoundland and Labrador, wish to convey to you our heartfelt gratitude for the deep interest and initiative which so successfully furthered the growth of this organization. We regret your departure not only as our sponsor but as out friend, and we shall always have the fondest thoughts of you in the days to come.
>
> The flying shuttles of Newfoundland women have produced the gift which we now offer to you, in the hope that it will grace your future home, and remind you of the esteem in which our hearts hold you.
>
> Signed on behalf of the Jubilee Guilds of Newfoundland and Labrador.
>
> Maggie B. Warr (Member of the Springdale Guild)
>
> (Scrapbook, Vol. 1, November 24, 1945)

Hers had been a most dynamic leadership and would certainly leave its mark on the future development of the Guilds. In bidding farewell to the members of the organization, Lady Walwyn offered the following consolation, "Governor's wives may come and go but I do trust that the Guilds have come to stay forever and a day" (Scrapbook, Vol. 1, 1945).

Shortly after Lady Walwyn's leavetaking, communication was received from the Headquarters Office of the Associated Country Women of the World inviting the Jubilee Guilds to become a member of this international organization. This group had its beginning in Canada at Stoney Creek when Adelaide Hoodless had formed the first

Women's Institute in February of 1897. Before long the organization spread across the country and into Europe. It was in 1933, when representatives of Women's Institutes and representatives of other country women's organizations met at Stockholm, that the Associated Country Women of the World was formed with Mrs. Alfred Watt, M.B.E., a Canadian woman as the first President. Jubilee Guilds had been formed along the lines of Women's Institutes, and it is interesting to note then that the approach for them to join the international body came not from Canada but from England. This was an action which demonstrated clearly the climate and influence of the time. In the minutes of the Executive Committee Meeting of May 21, 1946, the following is recorded:

> A letter was read from the Associated Country Women of the World and it was decided that the Jubilee Guilds should become a Member Society. It was hoped that Lady Walwyn could be our representative in England (Headquarters for ACWW).
>
> (Executive Minutes, Vol. IV)

National Handicraft Centre

Another development of the latter part of this decade was the attempt by the government to establish a National Handicraft Centre. The purpose of this new venture was to encourage and to assist in the development of handicrafts throughout Newfoundland. It was proposed that many economic, cultural and educational values would be

realized through the adoption of a national programme designed to sponsor a wider practice and appreciation of handicrafts in the country (Correspondence File, 1946).

Mr. Oscar Beriau, who had first come to Newfoundland from Quebec to conduct an advanced weaving workshop for the Jubilee Guilds field workers, had been invited by the government to return to Newfoundland to show the possibilities of such a handicraft school. He presented a very positive picture of what could be accomplished. He was convinced that there was a future for Newfoundland in cottage industries with tourist trade replaced by export and with handicrafts of character, originality, and quality bringing in a supplementary budget to the homes.

Mr. Beriau suggested the establishment of a National Training Centre for Newfoundland. This would be a school for training leaders for work under the various organizations already established in the country.

As can be imagined, the Executive Committee heavily endorsed this new concept and served in a consultative status from the inception. Opening with 18 women and 12 men students, eventually the Centre was established in May of 1946 in the King George V Institute with Mr. Frank Templeman as Director. The Centre was funded and supervised by the Department of Rural Reconstruction.

The Jubilee Guilds Headquarters had also been moved to the King George V Institute in 1945. It was convenient then to have an arrangement worked out whereby Miss Anna

Templeton would continue to supervise Jubilee Guild activities but would also be director of the women's programme of the new Centre. Some of the Jubilee Guild field workers were also seconded to the school as instructors and a whole new system of field work was proposed. As part of this overall plan, Jubilee Guilds accepted the proposal that their Annual School of Weaving would now cease and become an integral part of the new Handicraft Centre.

The plan and the objectives of this Handicraft Centre had appeared to be a sound concept. Many courses were established and production begun. The various items produced in the woodworking, weaving, and sewing classes were sometimes used to equip Demonstration Houses. These houses had been built on the land settlement areas designated and promoted as a new programme of the government. These were set up at places like Marystown and Markland.

When it was proposed, however, that Jubilee Guilds amalgamate with the Handicraft Centre, the Executive Committee had grave misgivings. The Committee was of the opinion that it was in the best interests of the country and the Guilds, already established that the organization should be kept alive by continuing as it was constituted. They felt that the trial period of working in conjunction with the National Handicraft Centre had shown several pitfalls. Government control would cost the

country far more than the results would justify. The belief too was that a voluntary committee for administration, composed of local members whose sole interest was for the good of the community, could work more freely and quickly than a government controlled body (Correspondence File, 1947).

In July 1947, however, at a joint meeting of the Executive Committee and the Board of Trustees it was decided that the Jubilee Guilds should carry on independently with their $12,000 grant for the time being, on the understanding that this would not preclude a reconsideration of the question of amalgamation at a future date (Annual Report, 1948).

New Demands

It was also recorded in this 1948 Annual Report that weaving activities were increasing rapidly throughout the country. It was explained that:

> The commercial production of material is not the chief aim of Guild work but it is now found, that as our Guild members become proficient in the art of weaving, they have the desire to make things for sale and the Headquarters Office is ready to do all it can to encourage this side of the work. Orders are prepared, raw materials supplied and sent out to the weavers and the finished goods are sold through the St. John's office. In 1946, $783.14 was paid to the outport weavers for their work, and in 1947, $1111.28 was paid out. It is felt that the commercial production of Guild Materials is becoming increasingly attractive but there are many difficulties.

The Guild work was beginning to move in a new direction which was putting added demands on the Headquarters staff. In 1948 it was reported that Miss Marie Sinyard of Heart's Content was the book-keeper and stenographer and Miss Florence Adey of Random Island, formerly a field worker, made just a few Guild visits during the year. It had been necessary to spend most of her time filling the orders that constantly poured in from all the Guilds. The Executive of the Jubilee Guilds began the organization of means which would meet these new challenges.

CHAPTER III

FORWARD IN THE FIFTIES

It's the work of the Jubilee Guild
We all gather round with our work in our hand
It's the work of the Jubilee Guild.

(Jubilee Guild Song Sheet)

The Executive Committee

So sang the members of the Guilds when they met, in these early days for fellowship, but with hands kept busy producing crafts.

Keeping the members singing and working productively fell under the direction of the Executive Committee. According to the Constitution this Committee "had the general direction and operation of all the Jubilee Guilds of Newfoundland and Labrador in accordance with the policy laid down and under the powers created for such purpose by the Board of Trustees" (Constitution and Bylaws). This group included a President, 1st Vice-President, Secretary, Treasurer, and no more than six additional members so as not to exceed a total of ten individuals. The Executive Committee had the power to pass the bylaws governing the operation of all branches of the Guilds, and also had the power to voice the sentiment of the Branches on all matters of importance within the scope of the Guild work.

While it is stated in the early constitution that members to the Executive would be "elected at a general meeting called for the purpose of such election"; in actual fact this was just a matter of form at each Annual Meeting. Members were included on the Executive Committee by the invitation of Lady Walwyn and the current members of the group. At the Annual Meeting the entire Committee was "re-elected" with just one motion. Vacancies were also filled at this time by individuals who had been approached and who had agreed to serve. It appears that it was understood that Lady Walwyn would continue to be President as her name was never offered for re-election. The Executive Committee was comprised of ladies from the upper echelon of the social class of St. John's. —In a report covering the farewell dance for Governor and Lady Walwyn held under the auspices of the Jubilee Guilds, it was stated that those attending were the "creme de la creme" of Newfoundland society.

For many years this group of philanthropic ladies supplied the initiative and drive so essential to the continued success of the organization. While perhaps removed from the scene of most of the activities, they remained however keenly alive to the importance of the movement. One report in the February, 1948 issue of the Family Herald and Weekly Star noted the accomplishment of this Committee:

> To this group, working against climate, geography, lack of roads, and the resulting lack of education, goes the credit for teaching Newfoundland women how to overcome the traditional handicaps of the island and to raise their standards of living -- in many cases to a standard to be envied in some of Canada's isolated communities.
>
> (Scrapbook, Vol. 1)

The Executive kept contact with the needs of the Outport Guilds through the Organizing Secretary and through the Field Workers. When a community sent its petition for the formation of a new guild it was processed at the Executive Committee level where permission was granted for organization. Following this approval the next procedure was noted in the same article from the Family Herald and Weekly Star quoted above and which states:

> ... it then comes into the lands of the slim, personable, organizing secretary -- McGill graduate Anna Templeton. A field worker then packs her belongings and supplies (including a loom) on the transport steamer, heads for the village sending the petition and for two weeks works at getting the new guild going. From then on, much of the expansion is done by one woman helping another, showing her how, and exchanging ideas.
>
> (Scrapbook, Vol. 1)

For ten years Lady Walwyn had been President of the Executive Committee and had directed the operation with keen and continued interest and before her departure named her successor as President. This is noted in the Minutes of the November 29, 1945 meeting of the Executive Committee.

> Lady Walwyn with a few words to her Committee, nominated Mrs. Winter to be her successor as President of the Jubilee Guilds Executive Committee -- to be effective immediately. Motion seconded by Mrs. Jerrett and carried unanimously.
>
> (Minutes Book, Vol. IV)

Mrs. J.A. Winter (Evangeline) then, in 1946 became the second President of the Newfoundland and Labrador Jubilee Guilds. Mrs. Winter was the wife of J. Alex Winter, Commissioner for Home Affairs and Education under the Commission Government and had been a member of the Executive Committee since its inception. In congratulating Mrs. Winter at the next Annual Meeting, in 1947 the new Governor, Sir Gordon MacDonald "pledged his fullest support in the future and he thought it was a wise move to have a 'Newfoundlander' who was acquainted with the work to succeed Lady Walwyn".

The Zenith

It was at this annual meeting as well that Mrs. Winter announced that there were "now 116 Jubilee Guilds active in women's work throughout the island involving more than 3,000 women". This was truly a milestone, and in commenting on the reports coming in from the Branch Guilds during that year the Organizing Secretary, Miss Templeton noted that: "you cannot but realize that they

represent work, progress and social contacts that are important to the communities concerned".

This was also the last Annual Meeting to be held at Government House, since with the departure of Lady Walwyn an era of close identification between the Jubilee Guilds and Government House ended. The wife of the new Governor was "not a strong person" and did not participate in community activities. The real hostess of Government House was Miss Glenys MacDonald, Sir Gordon's daughter, and her involvement with community groups was mainly with the Girl Guide movement.

No Annual Meeting was held in 1947 because "the future of the Jubilee Guilds was under discussion with the Department of Natural Resources at the time". This was in relation to the proposed amalgamation with the National Handicraft Centre, and because negotiations had not gone well, it had been a most trying year for the Executive Committee. When the next Annual Meeting was called it convened at the Caribou Hut Headquarters in the King George V Institute and so ended the long and close association with the Vice-Regal party of the time. Nevertheless Lady Walwyn continued to act as the "representative of Jubilee Guilds on the Executive of the Associated Country Women of the World, with Headquarters in London" for some years. However the wife of the Governor, and after Confederation the wife of the Lieutenant-Governor have always been named patroness of the organization.

Changes and Uncertainties

The early '50s was an era of change in many aspects of life within Newfoundland. As a result of wartime activities, and the advent of the United States military bases an element of economic prosperity pervaded the land. In 1949 Newfoundland became the tenth province of Canada and was pulled "kicking and screaming" into the 20th century with its attendant social benefits of "baby bonus" and unemployment insurance. Because there was not the same condition of subsistence living now present in the outports, some communities began to drift from their Jubilee Guild activities. For the first time in over a decade it was reported at the 1949 Annual Meeting that there had actually been a decline in the active Guilds of the island.

This was a reduction of fifteen Guilds, but there was no need for alarm as there was still much work to be attended to. This work had begun to lead in a new direction as well, as can be seen from this excerpt written by Adelaide Leitch and taken from the August 1953 issue of Country Home. This was a mainland journalist reporting on what she had found:

> Once the women of the Tenth Province mentally shifted gears and realized with pleasurable surprise that they were not obliged to sit on their hands in their winter-bound homes, things began to pop. They nattered successfully to get bridges repaired. They put pressure on the right local sources to clean up the waterfronts. They waged war for a sewage

> disposal system or a new home and school group. One Guild reported $114 raised during the year to install a new water system in the local school. One winter, the women gave a small east coast outport a hot time of it over the question of whether or not to set up a Town Council. The women were firmly on the side of the Town Council. They did all this and went quietly home and knitted another pair of booties or wove another scarf to be sold in St. John's and help finande another campaign.
>
> (Scrapbook, Vol. I)

While the report may be condescending, it does give an indication of the new patterns of activity which were emerging. Jubilee Guilds were also exploring the areas of their relationship within this new structure of provincial government and tentative proposals were presented with suggestions for new developments and expansions. In a letter addressed to Premier J.R. Smallwood in the early part of 1950, the President, Mrs. Winter, stated that:

> ... the Organization feels very strongly that at this particular juncture in the economy of our Province, with unemployment presenting so great a problem to all, there is a very real and definite part which our women can play in assisting the Government in its efforts to meet the situation.
>
> (Correspondence File, 1950)

The Executive Committee was confident that the Jubilee Guilds had taken a firm hold on the women of Newfoundland. In their report to the Premier they said:

> They look to us for leadership in homemaking ideas. The educational and social needs of the Guilds must not be lost sight of. Therefore our future must be one of expansion. We must have more trained Field Workers--qualified to teach homemaking in Newfoundland. We must form more Guilds in more districts throughout the Island.
>
> (Correspondence File, 1950)

However there were certain fundamental differences of policy which existed between the Guilds and the more recently established Handicraft Centre. The controversy was focussed on the question of which of the two organizations would be most applicable to the island in the future years. The Executive Committee questioned the fact that the students trained by the Handicraft Centre had no obligation to continue the work once their training was complete. There was a grave concern, then, that under such a system, the field work program would deteriorate. This was the program which was most essential to the strength and development of the Outport Guilds. It was felt that before any more extensive programs of development were prepared, this problem should be addressed by the government departments concerned. The Executive Committee called for "careful discussion and thorough understanding" (Correspondence File, 1950).

In presenting their views to Government, the Executive saw that the situation of women's work in the province needed development in three divisions.

1. School in St. John's

The maintenance of a Training School for Field Workers and students in St. John's in which an experimental School of Weaving should be incorporated.

2. Outport Work

The maintenance of Women's Groups in the Outports -- for the teaching of homemaking to the women of Newfoundland. These groups to be called "Jubilee Guilds", having social, educational and service features, and teaching cooking, sewing, nutrition, interior decorating and weaving to its members.

3. Commercial Production

A centre must be established to handle the commercial production of handwoven articles, so that experienced weavers can be kept busy at all times. An attractive showroom is essential for the success of this part of the work.

(Correspondence File, 1950)

To carry out such a program would require a staff of seventeen; the Organizing Secretary, a Bookkeeper, a Production Manager, a Stenographer, 10 Field Workers and 3 Instructresses with a budget of $30,000 being necessary.

The government's decision was received on May 2, 1950 in a letter from the Honourable S.J. Hefferton, Minister of Education in which he stated:

> In answer to your communication of February 17th to the Premier, Honourable J.R. Smallwood, I wish to advise you that the Government accepts in principle the proposals put forward by your Executive.
>
> Naturally, it will take some time to effect the changes envisaged, but on the authority of the Government I have notified the Handicrafts

> Division (Centre) that the Division as such will cease operations on May 31st or as soon thereafter as practicable.
>
> Your Executive will, I presume, make the necessary plans for your increased activities. The equipment, stock and information files pertinent to your re-organization will be passed over to the Jubilee Guilds, and, as far as possible, the necessary space will be granted for your expansion....
>
> The Government is placing at the disposal of the Guilds for this current year, April 1st, 1950 to March 31st, 1951, the amount requested to the extent of $2,500, ($30,000 annually) for each month of operation.
>
> (Correspondence File, 1950)

The Executive was most encouraged that this was indeed a practical demonstration of the government's confidence in the Organization. Two of the trustees in offering their congratulations saw this as a most positive support of the work. H. Darroch MacGillivray commented that it was "splendid that at long last the value of the Guilds should receive official recognition in this way and that their ability to administer this very important work should receive such substantial financial backing". P.F. Halley noted that it was indeed a pleasure to know that Government had such faith in the movement so as to sanction this substantial grant. He went on to say "It is indeed a justification of all the great effort that you and your officers have displayed over the past years and a tribute to your indomitable energy and courage" (Correspondence File, 1950).

The entire responsibility for the "women's work" of the province was given over to the Jubilee Guilds which was then removed from the jurisdiction of the Department of Natural Resources where it had been since 1936 and was placed under the aegis of the Department of Education.

A New Lease On Life

With all these new resources - a substantial government grant along with assets totalling over $13,000 and space inherited from the Handicraft Centre, the Guilds took on a new lease of life and it was felt that now "a really worthwhile job could be done for Newfoundland". Office accommodation was improved and rooms were set up for classes in cooking, sewing, weaving and leathercraft. Staff was increased to seventeen members, including instructresses and field workers and adequate office staff so that all outport orders could be attended to. Outlined in the Annual Report of 1951 was the fact that headquarters had on hand hundreds of pamphlets giving instructions in all phases of women's work in the home. As well they reported carrying heavy stocks of raw materials such as cotton warp, weaving wools, corders, spinners and weaving equipment.

It was also noted in this Annual Report that the uncertainty of the program in the past two years had been reflected in the work of the outport groups. During that

time 20 branches had ceased activity and the Organization was in 1951 decreased to 88 active Branches. It was felt however, that with the Organization now strengthened, that this situation would change and that these and other groups would be encouraged to carry on again in the future (Annual Report, 1951).

New directions for the expansion of Guild work were being explored and one area which was demanding increasing attention was commercial production. From the beginning, weaving had taken hold as a very popular handicraft and at one time Miss Templeton estimated that there were more than 300 looms being used throughout the island. From the outset it had been stressed that the directors of the Organization had never been too anxious to push along the sales of Guild products. The first aim had remained to assist members in bettering home conditions and to encourage a greater use of local resources. However it was found that handicraft items, weaving in particular, were of such excellence that they were in great demand particularly among tourists. It was reported in the Annual Report of 1950 that the Executive Committee were striving to increase outport production so as to meet these demands. At first the products were sold at special sales in local business outlets and through various wholesale buyers. Gradually, however, this arrangement was found to be cumbersome and Miss Templeton set about to remedy the situation. She relates that in July of 1950

"with three old chests of drawers rescued from the Caribou Hut we 'set up shop' in our Jubilee Guild rooms -- our friends and customers had to walk up three flights of stairs to make a purchase and we would take turns leaving our desks or looms to make a sale when the opportunity arrived" (Taped interview, 1985). It was not long before this proved to be a most inadequate situation and plans were made to utilize space which had been vacated by the now defunct Handicraft Centre. Miss Templeton's Annual Report of Guild work during 1951 notes that:

> We have now opened a shop on the ground floor of the King George V Institute. Stocks of Jubilee Guild hand-woven materials are always on hand, and we invite the patronage of the general public. We also hope to attract tourist trade during the summer months. We feel that the operation of this shop is a definite advancement in the work of the Guilds, as for the first time it gives our weavers an outlet for the sale of the materials which they produce. From the treasurers report also, it will be noticed that production of hand woven materials has increased tremendously, and we now feel that we can look for markets for our goods on the Mainland.
>
> (Annual Report, 1951)

In a newsletter sent to the Outport Branches, the Organizing Secretary informed them of this new venture of the Guilds and said:

> We are most interested at this time in getting Jubilee Guild members who are anxious to weave for sale. You will all realize that this shop is a new undertaking for our organization and we want it to be a success as we think that handweaving can become a valuable industry for Newfoundland.
>
> (Correspondence File, 1950)

Mrs. H. Carnell, a member of the Executive Committee, explained the structure of the new operation in a radio address outlining Guild activities. She noted these details:

> There is now a new shop at Headquarters. It should be emphasized that the Jubilee Guilds is a teaching organization, not a commercial one, and that this shop came into being as a means of helping proficient Guild weavers to turn their skill into money and so supplement the family income. A weaver is provided with materials and is paid for her work, if it is up to standard, then the article is sold in the shop so that the Jubilee Guilds will be reimbursed for the necessary expense involved. The shop serves several purposes. It offers an incentive to Guild members to learn to weave and having learned to keep the standard high. It keeps the name of the Jubilee Guilds before the Newfoundland public, and through sales to tourists it carries the name of Newfoundland into a much broader field.
>
> (Correspondence File, 1952)

Frances Sheeley Wees of Toronto wrote of the benefits of "the shop" in a publicity release dated July 21, 1954. She says of the Guilds"

> Within a short time pressing home needs were filled, and then Headquarters set up a shop in which are sold the surplus products, not only in Newfoundland but in such far-flung markets as Banff, India, Texas and Scotland. All the items are required to meet the highest standards. Beautiful skirt lengths woven with metallic threads, with bags and scarfs to match, are for sale, table linens, simple toys, stoles and items of jewelry made from Labradorite go out to tell the world a story of Newfoundland possibilities as well as bringing home welcome revenue.
>
> (Correspondence File, 1954)

The Executive Committee was encouraged by the direction of this new production phase and saw this as a means of attracting members to an educational programme by giving them an opportunity to earn money in their spare time. The focus of the Guild was demonstrated in the slogan which summed this up quite succinctly. EARN AND LEARN became the marshalling call for the Guilds in the early fifties and handicrafts as a home industry was visualized and emphasized. Miss Templeton in her Annual Report of 1952 noted the connection when she stated:

> We feel that the structure of our organization is sound. Our educational aim is the most important one. You have seen how this has developed side by side with a home industry which is proving of real importance to our Guild members.
>
> We feel that this connection is right as our Newfoundland women are interested in earning extra money and if they can learn something at the same time, this service will be appreciated more.
>
> (Annual Report, 1952)

The value of the production of handicrafts as a home industry was put forth in a letter to Premier Smallwood from the President of the Guilds. The Premier was reminded that the Jubilee Guilds had raised the art of weaving to such a high standard that many outport Guild members added to the family income by selling their work through Guild Headquarters. They also stated that this was "developing into a Provincial industry which is becoming known throughout Canada and even further afield".

The ability to earn extra "cash" was seen as a great benefit to the women of the outports. In proving this point to the Premier they presented the case of the outport woman who had during the previous year earned $650 through her home weaving. This was quite considerable as the average income "in cash and in kind" of inshore fishermen skippers in the early fifties was only about $1,300 (Correspondence File, 1954). This new division of the work of Jubilee Guilds took hold and flourished quite well. In the first year of operation receipts for counter sales totaled $9,307.83, with wholesale accounts bringing in an additional $2,198.45. By the end of the decade it was reported that total sales amounted to $29,441.29 with inventory and equipment accounting for a value of $35,557.02. This division of the work began to exert new pressures and new demands on the resources of the headquarters organization (Ledger of Financial Records).

Decline in Outport Organization

However, not every division of the work was flourishing as new problems arose with the work in the outports. While a grant of $30,000 had been a most welcomed increase in 1950, by 1954 Miss Templeton reported that:

> For a grant of $30,000 we are attempting to hold a staff of fourteen members, pay travel expenses of Field Workers so that they can visit eighty-two guilds, and have capital for the purchase of raw materials necessary for our Handicraft Shop.
>
> (Annual Report, 1954)

She also reported that:

> The commercial production part of our work has increased rapidly in the past few years while the educational part of our programme is almost at a standstill because of lack of funds. It is true that our home industry is developing, but it cannot yet support our educational programme.
>
> (Annual Report, 1954)

Miss Templeton on behalf of the Executive Committee stated the conviction that the EARN AND LEARN policy was a sound one, but in her report she called for increased support for the organization.

> We therefore appeal first to the general public for continued patronage of our handicraft shop and second to our Government to avoid duplication of effort and to give increasing support to our programme, because if we cease to grow, we stand still, and if we stand still we must eventually fall.
>
> (Annual Report, 1954)

Government was not forthcoming with any increased grants, and the number of active outport guilds gradually declined. In 1955 there were 76 active Guilds and Miss Templeton reported in 1956 that while there was close to eighty Guilds listed:

> About half of these are suffering from lack of Field Work attention. Therefore we can only report about forty Guilds doing satisfactory work ...
>
> The work of the Guilds has been greatly hampered by lack of Field Workers. There are now several vacancies for Field Workers and it is hoped that the girls with Grade X or XI, with an aptitude for Homecrafts and with an interest in doing Guild work will come forward to fill these vacancies. New Guilds can only be formed if Field Workers are available.
>
> (Annual Report, 1956)

While the Executive Committee searched for reasons and attempted to grapple with the serious problem of this decline facing them, they were too close to the situation to realize that one single real cause could not specifically be pinpointed. There were many contributing factors which resulted in many changes and differing directions in the Newfoundland society of the fifties. Newfoundlanders had become prone to an "urban drift" syndrome. This was forced along by many circumstances. World War II had brought many foreigners to the shores of Newfoundland and had exposed the people to a higher standard of living and to increased services. Many people had moved to larger centers to take advantage of better employment opportunities at the military bases and to escape the isolation of the smaller communities. This movement of people continued after the war and was supported by the policies of the new government. A very intense resettlement program attempted to aid in delivering improved services to more people in the remote

areas of the province. A very active industrialization program attempted to bring the island up to the standard of North American counterparts. All these circumstances resulted in a way of life which was drastically changed for many Newfoundlanders. Older communities ceased to exist and Newfoundland moved into an era of consumerism and relative wealth. It was an age of mail order catalogues, chain stores, and ready made clothes. People were finding their needs met in new ways and the old methods were no longer necessary. The making of hand crafts was passing from an essential activity to one which was entered into on a much more relaxed level. More choices meant new lifestyles. This whole situation is summed up by Frances Clarke in an article written to Board Members during her tenure of office.

> Now, twenty years later, (after the Depression) we find big changes. With roads to nearly all communities, electricity to many, people are no longer isolated. Few people are out of work. Pension schemes and family allowances give a sense of security. Never will those desperate times come again ...
>
> The individual garden is almost a thing of the past. The men haven't the time and the women do not want to toil at gardening if their husbands are not farmers, and vegetables may be purchased in the stores. The carders and spinning wheels are needed no longer, for most of the wool is sent off to a factory and comes back in skeins. Homespun mitts and socks are still used but are knitted by the few and sold in the shops. The jams and jellies are made more easily by the use of certo and can also be purchased in the stores cheaply. In most rural areas the stores have deep freezers and keep meat and other perishables so that canning is not so necessary. Even ice cream, which some Guilds used to make for every meeting in the

> winter, is no longer a novelty. Radio is universal and television will soon reach that point as well. Travel is easier and within reach of all.
>
> (Correspondence File, 1960)

In the mid-fifties the call for increased government funding was most earnest indeed as the Executive Committee appealed for supplementary grants to cover special projects with a request that the overall grant be increased from thirty thousand, to fifty thousand dollars.

The government itself was just finding its own way in Confederation and was attempting to streamline the delivery of the various levels of education. They saw the type of field work training being carried out by Jubilee Guilds to be part of the extension work of the newly designated university. In 1955 Miss Templeton reported that:

> We have been informed by the Hon. Minister of Education that the Guilds will eventually become an integral part of the extension program of the Memorial University of Newfoundland and it is the policy of the Government to keep the Guilds going during that interim period with a fixed grant.
>
> (Annual Report, 1955)

Field Workers

While money was seen as a solution to declining Guilds, the Executive Committee found that during the latter half of the decade lack of field workers was a

limiting factor in Guild Work. The life of a field worker was indeed a most strenuous one with long periods of time spent "on the road". Miss Templeton recalled her first stint as a field worker:

> I remember going out St. John's Harbour on the "Sagona" in August, bound for Notre Dame Bay and I worked and formed new Guilds from Musgrave Harbour to Little Bay returning only by Christmas Eve, when I was given a half holiday.
>
> (Taped interview, 1985)

Field workers were trained each winter for three months at Headquarters and this training was repeated each year so that the longer the girls were on staff, the more experienced they became. Fundamentals were always dealt with during this training period, and certain crafts were selected for special attention from time to time. Following training, the field workers headed out to their designated districts to teach handicrafts, nutrition, canning, first aid and many aspects of homemaking.

This whole process of field workers in training is outlined in a memorandum from Miss Templeton which states:

> Applicants for the position must take the course given in weaving, sewing, cooking, food preservation, diet and nutrition, home nursing, leather work, games and songs for recreation, group organization and before they can be accepted as Field Workers, they must qualify in each of these subjects. Once the training is over the Field Workers set out in their travels, visiting and revisiting established Guilds and forming new ones in answer to requests. A close watch is kept on the progress of the individual Guilds through the detailed reports sent in by the Field Workers, this work is very necessary to our strong development in the outports.
>
> (Correspondence File, 1953)

Travel for field workers was often difficult; most travel was by boat and was at the mercy of the weather. This was further complicated by the amount of supplies which needed to be taken to the remote areas. These supplies often included a loom which was necessary to teach weaving and which was sometimes copied and new ones built during the field worker's visit.

When employment opportunities expanded during the first years of Confederation, it was found that fewer girls wished to become field workers and for some time it was difficult to attract enough people to do the work which was so necessary. In spite of all the difficulties with field work there were many dedicated people who entered this field, becoming most expert in their work and contributing greatly to the development within the Guilds. For many years Miss Florence Adey most capably directed sales activities at Headquarters and then took over the management of "the shop". For eight years Miss Hilda Jefford taught weaving and experimented with new designs and colours. Miss Dorothy Cramm taught cooking and experimented particularly with new and attractive ways of preparing fish dishes. Over the years many field workers joined the ranks and kept the organization, strong, vibrant and current (See Appendix B). Two of these senior field workers became field supervisors; Miss Dorothy Noel and Miss Florence Tilley. It is interesting to note that many of these field workers have over the years maintained

their interest and support. Now, in 1987, Florence Tilley/Adams who joined the organization first in 1950 as a field worker is still an active and contributing member of the organization of Women's Institutes.

New Directions

While there were many difficulties involving declines in membership, work was certainly not at a standstill. The Executive Committee searched for new and innovative directions to meet the different demands now confronting it. The work done during this period laid a firm foundation for the continuing development of the organization which has, for over fifty years contributed greatly to the welfare of people within this province. While the methods have changed, the focus has remained that of improving conditions within the home and the community with the development of the individual as an integral component of this agenda. In this new era of so many changes the Executive Committee found that they themselves had changes to make. In addressing this situation they set about to revamp the Constitution which had remained untouched since the founding of the organization. Because of the changes which had occurred in the Government of Newfoundland and within the organization itself since the original document had been written, it was found that it was no longer workable..

Legal advice was sought and during 1953-54 a new "Memorandum and Articles of Association of the Jubilee Guilds" were accordingly drawn up and registered. This involved some changes, one of them being the disbanding of the Board of Trustees which was found to be no longer necessary, while the management and control of the business of the Jubilee Guilds was vested in a Board of Managers -- essentially the former Executive Committee.

Changes were occurring on other fronts as well. New members were coming forward to assume leadership roles within the organization and on the new Board of Managers. When Mrs. Alex Winter resigned in July of 1953, Mrs. Maurice Job Taylor was elected President and brought some new directions to the position. Mrs. Winter had been President for eight years, having served on the Jubilee Guild Executive Committee since it was first organized in 1935. The Committee in expressing their thanks to Mrs. Winter said they were "grateful for the strength and leadership that she has given us in the past, and are happy in the assurance of her continued interest and support in the future" (Annual Report, 1953).

In assuming the leadership of the organization, Jean Taylor did so with efficiency and experience. Born in Brooklyn, New York, Jean had come to Newfoundland as a summer volunteer for the International Grenfell Association at St. Anthony. She married in 1931 and settled in Newfoundland. When the Jubilee Guilds were

founded in 1935, Mrs. Taylor became a charter member of the Executive Committee and except for the war years had been actively involved since its inception. She approached her new position with verve and dedication.

One of the first tasks at hand was to move the location of the Headquarters of the Organization. Early in February in 1954 the Board was informed by the Premier that a move would be necessary for their department from the King George V Institute. The premises were required for the Social Security Assessment Division of the Department of Finance. As Miss Templeton recalls:

> We were ignominiously moved to the basement for some months and then to the Law Chambers on Duckworth Street -- where at least we had a 'window on the world' although a very small one. We also had a kitchen, for our cooking lessons, public demonstrations, cook book preparation, etc.
>
> (Taped interview, 1985)

It was reported that the new headquarters were tastefully decorated in pale shades of grey, green and pink (Scrapbook, Florence Adams). Before long this new headquarters was a beehive of activity with a shop on the ground floor and workrooms and a kitchen located on the second floor.

At this time too, the Guilds established the pattern of Provincial Conventions which brought together representatives of many of the Guilds around the island and which added strength and unity of purpose to the members. This first Convention was set to be held at

Springdale in mid-July of 1954, and was considered a most worthwhile accomplishment. Miss Templeton, in reporting on the Convention said:

> Twenty-one Guilds sent official delegates to meet Mrs. Taylor and Mrs. Carnell who represented the Board of Mangers, and Mrs. J.W. Adams, President of the Federated Women's Institutes of Canada, who travelled all the way from Saskatchewan to be with us. This was the first Provincial Convention ever held by the Guilds in Newfoundland and it was of inestimable value.
>
> The talks given by Mrs. Adams were most inspiring. She did not realize until she travelled by motor-boat from Springdale to Little Bay Islands to have a meeting with the Guild women there, what travel conditions were really like in Newfoundland. We hope that Mrs. Adams will go back to F.W.I.C. and tell them that as their Organization is busy with interests concerning: Agriculture and Canadian Industries, Cultural Activities, Citizenship and United Nations, Civil Defense and Exchange Programs. And as the members of other Provinces travel by car over good roads to visit the various Institutes, the Jubilee Guild members of Newfoundland were going by motor-boat to their first Provincial Convention.

This first Provincial Convention was a very relaxed one indeed and members exchanged patterns, recipes, ideas and enjoyed each others' company. One important piece of business however, which was conducted was that Mrs. Ralph Young, President of the Springdale Jubilee Guild was awarded a Life Membership in the Federated Women's Institutes of Canada. Mrs. Young had twice represented Newfoundland at F.W.I.C. Biennial Conventions and had been the first Guild member to represent Newfoundland there. The Board in commenting on this honour said:

For this reason and for her unfailing interest in the Springdale Guild, and particularly for her Guild work in general, we are pleased that this honour has come to Mrs. Young, and we feel that she truly deserves it.

Affiliations

Following Confederation with Canada, the Jubilee Guilds of Newfoundland had been invited to join the parent body of Federated Women's Institutes of Canada. As early as 1948 an invitation had been received from F.W.I.C. regarding membership in the federation, and at the Biennial Conference held at MacDonald College, St. Anne de Bellevue in June of 1951, the Jubilee Guilds of Newfoundland were welcomed into the Federated Women's Institutes of Canada. Guest speaker at this conference was Mrs. Raymond Sayre of Iowa, U.S.A., President of the Associated Countrywomen of the World. Newfoundland was represented by Miss Anna Templeton, Organizing Secretary of the Guilds and Mrs. Jessie Young, President of the Springdale Jubilee Guild.

For many years the Newfoundland Organization had been building and strengthening bonds with groups outside the province. In 1945 the Guilds had joined the worldwide umbrella organization of Associated Countrywomen of the World and had been represented at their council meetings by Lady Walwyn when she returned to England. In 1950, when Lady Walwyn resigned from this post, the Executive invited Miss Margot Davies of the Newfoundland Trade

Representative's Office in London to fill this position. Miss Davies, whose ancestors had been Newfoundlanders and who through her BBC radio program had close connections with Newfoundland, accepted the invitation and for many years served as Newfoundland's representative in London. Each Christmas during the war years the members of the Jubilee Guilds packaged and sent ingredients for Christmas cakes to their sister members in England. Also on the recommendation of Lady Walwyn the Guilds became affiliated with the Dorset Guild of Weavers, Spinners and Dyers. In September of 1950, Miss Templeton represented the Guilds at the Congress of the Associated Countrywomen of the World in Copenhagen and when they met at Toronto in 1953, Mrs. Alex Winter and Miss Templeton represented the Guilds. World-wide links were being established and cemented and the Newfoundland organization received greater benefit from these contacts.

By the time the second Provincial Jubilee Guilds Convention was held these links were quite evident as three Presidents sat on the stage together, representing the total scope of the organization. Mrs. A.B. Carnell (Honor), the new President of Jubilee Guilds, Mrs. Nancy Adams, President of the Federated Women Institutes of Canada and Dame Alice Berry of Australia, President of the Associated Countrywomen of the World were all in attendance. For the first time the Guild members were able to see the size and importance of the large

organization of which the Guilds were a part and they were made to realize that the Guilds could have a voice in the projects and decisions of these larger bodies. In this regard Mrs. Carnell had in 1956 been elected to the sub-executive of the Federated Women's Institutes of Canada, the first time for Newfoundland to have representation at this level.

Foundations

This second Provincial Convention was held in July of 1956 in Grand Falls and was considered "a big improvement over the first as several important decisions were made". These decisions were included in a report of the Convention.

> First, five District Representatives were chosen and it is hoped that these women will help to spread Guild work in their own districts. Second, the Guild fee was raised to 50 cents, per member per year... Provision was also made for St. John's members or workers to pay a registration fee of 50 cents per year direct to Headquarters Office. Third, Annual Programs with suggestions for each monthly meeting were also adopted at this Convention.
>
> A silver rose-bowl was presented at this Convention by Mrs. J. Alex Winter, a Past-President of the Jubilee Guilds. The inscription was as follows "Presented by Mrs. Alex Winter to mark the occasion of the first visit of the President of the A.C.W.W."
>
> (Annual Report, 1956)

A new and enduring strength of the organization was established by the election of District Representatives from different areas of the province. Elected to these

positions were Miss Marie Fiander of Codroy Valley, Mrs. Lamont Parsons of Trinity Bay, Miss Stella Scammel of Change Islands and Mrs. Pierce Bridger of Brighton (Scrapbook, II). Arrangements were made immediately for these ladies to attend a leadership training course to assist them in Guild work within their district. Also they would meet jointly with the Board of Managers to discuss Guild problems. This first District Representatives Conference was held at St. John's in October of 1956 and the account of this meeting is most interesting.

> At the beginning of the meeting Mrs. Carnell welcomed the representatives and said that the meeting marked the first occasion when district representatives were able to meet with the Board of Managers of the Jubilee Guilds.
>
> Mrs. Templeton then outlined the work of the Conference to date -- it had opened on Tuesday morning October 23 when the representatives were introduced to the staff members at the Jubilee Guilds and spent some time in the weaving room inspecting available equipment and supplies. In the afternoon the representatives met the committee members at an afternoon tea. On Wednesday morning the representatives spent time with Miss Templeton reviewing and detailing problems of Guild district work and listing possible new centres of organization. Mrs. Howse, the knitting teacher, revised the difficulties in connection with her work and Miss Richards, book-keeper went over the keeping of Guild accounts. The following morning Miss Adey was to talk about weaving production and the selling of same.
>
> Mrs. Carnell then outlined the policy of Guild work for the forthcoming year. Reference was made to the Monthly Programmes that had been drawn up.
>
> (Minutes -- Board of Managers, October 24, 1956)

For the first time outport representatives were given an opportunity to speak at this policy making level. On this would be built the strength of future growth.

While the Executive Committee and the Board of Managers may have been discouraged by the decline of active Guilds, there were many positive accomplishments within this decade. Programs and activities spread to many areas and responded to many needs.

One of these successful ventures was the promotion of fish cookery throughout the island. Early in 1956, fish luncheons were given at Guild Headquarters in St. John's, guests were entertained and special fish dishes were served. These were very popular events indeed and among the guests were prominent members of the government, press and radio. One account written of these luncheons reports:

> On entering the room which was set out for the luncheon, the first thing to catch the eye was the attractive table covers which on closer examination turned out to be caplin seines over white paper. The six tables were set to seat six people, each table napkin was held together with a key chain decorated with a codfish made out of seal skin and the whole wheat bread and white rolls were placed in a miniature dory, complete with oar pins.
>
> The menu written on a brown art paper flounder was placed on the serving table, where each dish was set out for the guests to serve themselves.
>
> The menu started off with partridgeberry punch which was indeed delicious, this was served with fish canapes. Cod fish chowder followed with a choice of jellied cod salad, salmon loaf shaped like a fish, cod tapioca souffle, baked cod fillet, potatoes, carrots,

turnip tops and green salad. The desserts were lemon spongettes, golden salads made of carrot and pineapple strips moulded in a lemon jelly and lemon meringue pie.

The food was prepared by eight field workers of the Jubilee Guild who have just completed two months training at headquarters preparatory to going out to various parts of Newfoundland to teach the are of weaving, sewing, knitting, home nursing, leather craft as well as the new fish cookery to the people of these communities.

(Scrapbook, II)

In conjunction with these fish luncheons the Jubilee Guilds also sponsored a series of fish cooking demonstrations conducted by visiting Home Economists of the Department of Fisheries in Ottawa. The focus of this emphasis on variety and eye appeal in the cooking of fish was enunciated by Miss Anna Templeton's pertinent remark that "many of the problems of our fishermen would be automatically solved if Newfoundlanders learned to use fish more frequently".

As a result of these very popular fish luncheons the Provincial Department of Fisheries offered a "special gift of $1,000" to be used in the promotion of fish cookery. In communicating this to the Guilds the Honourable W.J. Keough, Minister of Fisheries and Co-operatives had this to say:

> I am happy now to be able to tell you that the Government of Newfoundland has approved the making through this Department, of a grant of $1,000 to assist your Organization in the promoting of Fish Cookery.

> I understand that you propose to use this grant to help equip the demonstration kitchen, which will, of course, not be used exclusively for the promoting of Fish Cookery, but I am sure, from pleasant experiences that I have had at several Guild luncheons, that fish will figure largely in the work undertaken in such a kitchen. There is, undoubtedly, a great deal to be done in spreading knowledge of Fish Cookery, and appreciation of fish as a valuable article of diet in Newfoundland, and we are happy to know that we have your collaboration in this work.
>
> (Correspondence File, 1956)

From the success of the fish cookery project, Headquarters staff and the Board of Managers moved to other experiments with Newfoundland food. A great deal of exploratory work was done with special recipes for cooking the Newfoundland partridgeberry. Over one hundred recipes were tested in the Guild kitchens and thirty proven recipes were prepared and put on public exhibition. This was hailed as "a delight to the palate of gourmands, the aesthetic sense of the artistic and the discerning needs of the housewife with its variety of dishes for the table". As was reported:

> The tables looked tasty and inviting as they showed their many and varied dishes in rich hues of red, deepening to the dark burgundy of the spiced pickles. Pies, pickles, jams, jellies, cream pies, muffins, bread, salads and, all were on display containing in some form the health-giving berry.
>
> (Scrapbook -- Florence Adams)

These recipes were made available in booklet form and were later put into final print.

In addition to these special adventures in the Newfoundland cuisine and as well as continuing the regular training courses, other classes were held at headquarters which were much in demand by the residents of St. John's. Housewives, business girls, classes of Girl Guides and 4-H leaders all flocked to "the house with the red door" on Duckworth Street to be part of what was quickly becoming a training school in the field of Home Economics.

While there were successes and developments in the field of training and commercial production the Guild organization was growing in other ways as well. The tradition of District Representation Conferences and Provincial Conventions continued. In spite of overall declines there were some new Guilds being formed. One such new Guild was the one formed at Gander in 1951.

> The membership of fifty is made up of women from all parts of the world who find themselves living at the Airport Town for varying periods. They report that they find the Guild Meetings a great place to make friends and they appreciate the opportunity to learn what is offered to them through the Guild organization.
>
> (Annual Report, 1951)

When the third Provincial Convention was convened in 1958 at H.M.C.S. Cabot, Buckmasters Field in St. John's, the changing direction of the organization was beginning to emerge. In speaking to the delegates Dr. Florence O'Neill of Adult Education had this to say: "We are living in a challenging age; Jubilee Guilds can play their

part which is an important one". She urged her listeners to make themselves a part of the life of their community, to attend town council meetings, to find out about government, to get themselves elected. Delegates and District Representatives took part in community development workshops as well as the traditional cooking and craft demonstration. The convention was presided over by the new Guild President, Mrs. H. Garrett - the former Ruth Taylor and the first native-born Newfoundlander to become President of the Jubilee Guilds. Present at this Convention also was the President of Federated Women's Institutes of Canada, Mrs. Keith Rand of King's County, Nova Scotia, a very friendly and dynamic woman.

Expanded Interests

By the end of the decade the work of the Guild was beginning to move in three distinct areas; outport organization, commercial production and training school. Interests and links were expanding beyond the shores of the province and being augmented by visits and contacts. A new President had come on the scene in 1959. Mrs. George Clarke had been invited to join the Board of Managers in 1957 and two years following this was elected President of the Board. In one of her first letters to her Board Members she issued this challenge:

> To keep our Guilds alive and to help them make an even greater contribution to rural life, should we not keep broadening our handicrafts, keep exploring and preserving our histories; keep up-to-date in our nutrition and health rules; keep helping our women to think more, to put their thoughts into words and to pass them on to each other at meetings. Should we not help out in our own areas and should we not see the world as a big community. Should we not help to iron our differences and should we not make a contribution, no matter how small, to world peace. Our affiliations with F.W.I.C. and our gradual adaptation of their programmes should, I think help us meet some of these challenges.

The call was clear. Jubilee Guilds, as in the past, would move and respond once more to the needs and demands of the women of Newfoundland.

CHAPTER IV

WHERE NOW AND WHITHER TENDING?

> Start where you are with what you have ... find a problem and solve it.
>
> Mrs. Raymond Sayre
> World President A.C.W.W.

Seeking Solutions

The growth of Jubilee Guilds activities had expanded to embrace three distinct and demanding areas of operation within the province. There was the outport organization, the handicraft shop, and the training school. As well, new pressures were being exerted by the affiliations with the national and international bodies. Following Confederation there was a growing emphasis on following more closely the programs of Women's Institutes. The indefatigable Miss Anna Templeton directed the development in all areas and was assisted by an enthusiastic Board of Managers as well as a dedicated and willing staff. However, the whole organization was becoming strained and some aspects of the work were weakening. The Board realized that if continued growth was to be ensured that the whole operation needed to be streamlined and new directions sought. The question then of the 60's became 'where now and whither tending?'

Since joining the national body of Federated Women's Institutes of Canada, the Jubilee Guild organization had been faithful in having representation at the Annual Board Meetings and at the National Conventions which were just emerging in the sixties. Mrs. Honor Carnell had been named to the sub-executive of F.W.I.C. in 1956 and Mrs. Frances Clarke was elected to the five member national sub-executive in 1959. Gradually the bonds established between the two groups were strengthening and the Board of Managers began to realize the benefit of this association with the larger body. In a letter to her Board Members in 1960, the President at the time Mrs. Frances Clarke observed that "our affiliations with F.W.I.C. and adapting their programmes, with the help of representatives and convenors should I think, be a challenge to all of us" (Correspondence File, 1960).

It had become the practice that the current President of the Jubilee Guilds was named the Senior Board member from the province and also that the Junior Board Member was elected from the outport District Representatives. With these developing contacts the enthusiasm for the programmes of Women's Institutes grew and gradually the guild organization began to see itself as a member. In a 1957 communique from the Jubilee Guild Executive to the board of Nonia it was emphatically stated that "Jubilee Guilds are Women's Institutes" (Correspondence File, 1957). In 1961 convenorships were established by the

Board of Managers to coincide with the convenorships and programme divisions of the National Women's Institutes.

> At this time Provincial Convenors for F.W.I.C. were appointed as follows:
> Citizenship -- Mrs. Russell Cultural
> Cultural Activities -- Mrs. Crane
> United Nations -- Mrs. Clarke
> Agriculture -- Mrs. O'Dea (helped by Mrs. Chafe)
> Home Economics -- Miss Templeton
> Mrs. McGrath agreed to look after "Pennies for Friendship" and the Hoodless Home.
>
> (Minute Book, Board of Managers, June 7, 1961)

While the national ties were deepening and developing, the Jubilee Guilds had sometimes to "turn their backs on distant doings because they must be concerned with the member whose horizon will never reach far beyond the little cove in which she was born" (Report to F.W.I.C. 1957-59, Correspondence File, 1959).

The outport organization was of great concern to the Board of Managers; they were especially concerned with a declining membership. In their reports to the Federated Women's Institutes of Canada for the term 1957-1959 they had this to say:

> The Jubilee Guilds have 67 organized groups made up of 44 working guilds, the remainder are knitting centres and weaving centres. Unfortunately membership has not been increasing in recent years. The number of active Guilds has been falling off due to the present tendency in Newfoundland of movement away from the smaller isolated places. As a result of this many settlements have been abandoned and the houses, schools and even the churches moved over the water to new locations.
>
> (Report to F.W.I.C., 1957-59, Correspondence File, 1959)

The organizational records included with the Annual Report of 1961 show that by that time there were just thirty-nine active guilds. Mrs. George Clarke, President at the time, saw the need for fuller development in the outport when she addressed the Annual Meeting of 1961 in this way:

> When I was first introduced to Jubilee Guilds fourteen years ago (at Springdale in 1946) I was impressed by the way it filled a need in the community, and now more than ever I am convinced that our rural women really need such an organization to guide them to a fuller and broader life.
>
> (Annual Meeting, 1961 File)

While perhaps perplexed by the falling membership, the Board of Managers continued to search for new ways in which to meet the perceived needs of the outport members. Field workers (only six in number by 1961) were trained and sent into the different areas to bring new information on nutrition and homemaking. New crafts were introduced; in 1961 pottery was started as a new guild craft. The service of Mrs. Margo Meyer of Corner Brook was most valuable in this regard. Mrs. Meyer was a graduate of the School of Pottery in Landshut, Bavaria, and brought both talent and training to this project. Miss Carol Clarke, a guild field worker, was instructed by Mrs. Meyer and in March of 1961 they both started teaching the skills of pottery production to the Guild members at Milton, Trinity Bay. This area was selected as a starting point as the clay there was found to be most suitable and the members

received full co-operation from Pelley's Brickyard which was located in the vicinity. In 1961, as well, millinery was introduced as a new craft. Mrs. J. Mccarthy, a member of the Guild Board of Managers, was instrumental in getting this craft started. The field workers were trained by her and set up classes in this new craft in the outport districts. Different crafts were also introduced to the field workers when the services of Miss Bertha DesRoches of the Department of Agriculture of Prince Edward Island were made available for a training period. Special instruction was given in copper tooling, aluminum etching, textile and china painting. The guilds were moving from the production of essential craft items toward the production of crafts on a more aesthetic level. These new and diverging patterns were most indicative of emerging and differing lifestyles which reflected the whole social fabric of life in Newfoundland which was experiencing so many changes in the early sixties.

The Board of Managers continued to grapple with the problem of keeping the outport guilds productive and stimulated. In the early sixties it was decided to buy a handicraft caravan for the Jubilee Guilds.

> The purchase of the craft caravan had been under consideration for some time. It was decided to purchase a four-door Rambler.
>
> Mrs. Clarke moved and Mrs. McCarthy seconded a motion to do so.
>
> (Minute Book
> Board of Managers, March 14, 1962)

The handicraft caravan was purchased at a cost of $2,968.60 (Annual Report, 1963), and the name was emblazoned for all to see. The van was equipped with handicraft materials, books and finished craft pieces, designed to give inspiration to all Guild members. The report which came to the Board of Managers at their November 14, 1962 meeting was that "the van was greeted with much enthusiasm in every place and it was thought to be a great help with the work". At this meeting as well, Miss Templeton reported about her fall visits throughout the island. She had driven over three thousand miles and had visited St. Andrew's, Baie Verte, Springdale, Lewisporte, Glovertown, Gander, Campbellton, Harcourt, Milton, Guilds in Random Island area, Sunnyside, Grand Bank, Fortune and Baine Harbour. The Board of Managers saw the van as a means of delivering supplies to the outport in an effort to help them increase their craft production, and they also saw it as a help and an inspiration for many of the outport groups.

Work continued on many fronts of development for the provincial organization. At headquarters, experimentation still continued with new ways to utilize and prepare the many berries native to Newfoundland. Experimental work was done on bakeapples and blueberries and the new recipes were added to the partridge berry recipes which had been previously prepared. The Robin Hood Flour Mills Company agreed to publish this book of recipes and the result was

the very popular Newfoundland Berry Recipes. (This collection was again republished by Robin Hood Mills in 1983 as Newfoundland's Favorite Berry Recipes and was distributed by the Newfoundland members at the International Conference of the Associated Country Women of the World held in Vancouver.)

In an effort to keep the interest alive in the field of weaving, Miss Templeton had gathered together the most popular and useful patterns which had been used successfully and published them in a book, Twenty-One Years of Weaving Patterns. This book was originally developed for the use of the guilds but in 1960 was "offered for sale and advertised through the well known Shuttle Craft Guild of Canada. One hundred and thirty-five copies of the book were sold in the United States, Canada, England, Scotland and Australia. Copies of the book were deposited with the National Library in Ottawa and with the Library of Congress in Washington" (Annual Report, 1960).

The familiar pattern of holding provincial conventions was continued and the fourth Biennial Convention was held in St. John's in 1960. The theme of the Convention was "Handicrafts-Plus" and the programme was designed "to give further inspiration in the crafts, which play such an important part in our work and to give ideas for future programmes of even broader scope" (Annual Report, 1960). As this was the 25th anniversary of the

founding of the Guilds, it was a gala affair indeed. The Convention was opened by the Premier, the Hon. Dr. J.R. Smallwood, and was presided over by the President Mrs. Frances Clarke. Mrs. E.J. Roylance, President of the Federated Women's Institutes of Canada was also in attendance and a suitably decorated anniversary cake was cut at the banquet. Also a special reception for delegates was held at Government House. "The Silver Rose Bowl which had been donated by Mrs. J. Alex Winter and held for the past two years by the Gander Guild was won for this period by the Lewisporte Guild" (Annual Report, 1960). It was evident that despite some setbacks that work was continuing in many areas.

Training was done, conventions were held and women still came forward to offer their volunteer services to head up the organization. When Mrs. Frances Clarke stepped down as President, the Board of Managers wrote to Mrs. M.J. Taylor, who was holidaying in England, to ask if she would agree to nomination for the position of the next President of the Guilds. "She was to be advised that Mrs. Russell as the next 1st Vice-President and Mrs. Crane as the 2nd Vice-President would both be prepared to give her active assistance, especially with the F.W.I.C. work" (Minute Book, Board of Managers, March 8, 1961). In her reply, Mrs. Taylor displayed the ready willingness which characterized the members of the Board of Managers, when she advised the board "that she was honoured to accept

nomination as the next President of the Guilds" (Minute Book, Board of Managers, April 19, 1961). And so Mrs. Jean Taylor, having served on the executive since its inception, became the President of Jubilee Guilds for the second time.

In the meantime, "the Guild plan of attracting members to an educational programme, by giving them an opportunity to earn money at home in spare time, was still an essential part of the work in Newfoundland" (Report to F.W.I.C., 1957-1959, Correspondence File, 1959). The operation of a retail outlet at St. John's had become a demanding area of concentration for the Board of Managers. The important position which it held in their attention can be seen from the Minute Book of this period. At each meeting for over a decade the first items of business to be considered were the shop sales for that month, with comparisons to previous months' sales and previous years' sales. This aspect of Jubilee Guild organization demanded a focus which sometimes distracted attention from the areas of development. In the early sixties it was reported that sales had risen considerably. A clip from one of the newspapers of the day notes that "three thousand women working in their spare time, carry on a thirty-thousand dollar a year business, under the direction of the Jubilee Guilds -- and at the same time, as a result of training in weaving, knitting, sewing, leathercraft, cooking and nutrition improve their standard

of home life" (Scrapbook II, Herald, February 22, 1962). Many of these workers were from weaving and knitting centres not yet formally organized into Guilds. In this same newspaper article, Miss Templeton emphasized that the Jubilee Guilds handicrafts shop was not part of the movement's original plan. "It came because of the demand for home-worked goods, and the demand of the women for an outlet for surplus items". This particular branch of the work put many strains and pressures on the whole organization. Constant vigilance was necessary to ensure financial solvency. New markets were sought and new lines of production developed. In an effort to secure a prime retail outlet "the shop" was moved from its Duckworth Street location to new premises in the Canadian Legion Building on Water Street. While improved sales were realized, it was reported at year's end that "our expenditure for the year -- $38,991.14 exceeded our income of $36,171.00. New measures and new solutions were called for in confronting the growing demands of the separate divisions which had evolved in the work of Jubilee Guilds.

Amalgamations Explored

The Board of Managers were well aware that developments and expansions were urgently needed in the three divisions which had emerged as the major focus of the organization. Requests for increased funding and

specific plans for expansion were at this time not given approval by the government. The board then began to move in other directions to work toward finding new ways to meet the needs of the members and the guilds.

It was in June of 1961 that Mrs. Taylor, President of the Guilds accompanied by Mrs. Clarke and Miss Templeton met with Lady Outerbridge of Nonia and informal talks about possible future amalgamation were started (Minute Book, Board of Managers, June 7, 1961). Following these initial and exploratory talks a subcommittee of both organizations was set up to continue the discussions. For Jubilee Guilds, "Mrs. Clarke, Mrs. Garrett, Mrs. Russell, Miss Templeton and the Chairman (Mrs. Taylor) were appointed to the subcommittee to meet the Nonia subcommittee" (Minute Book, Board of Managers, September 12, 1961). At first, this joint committee of the two organizations decided that as a start "they (Nonia) should take over the knitters of the Guilds and that we (Jubilee Guilds) should take their weavers and also that we should sell their knitting and they should sell our weaving". These points were further discussed and at this juncture the Guild Board finally decided that nothing less than complete amalgamation was worth considering (Minutes Book, Board of Managers, November 8, 1961). At these subcommittee meetings, attention was focussed on the possible co-ordination and co-operation in all lines of the activities of the Guild and Nonia.

In May of 1962, an appeal was made by the Guilds to Dr. Frecker, Minister of Education, for advice about possible co-ordination of existing agencies in craft education and sales. Mr. Arthur Johnson and Mr. Ian McAllister of the Department of Economic Development became involved in December of 1962 and studies and discussions were instigated to consider the future needs of the Guilds. During the visits and studies of 1963 and 1964 many points of interest came up for discussion, such as increased training for a trade or vocation, the need for local designs and motifs, the availability of district vocational schools, and possible amalgamation of existing agencies.

The government, through Mr. Ian McAllister of the Department of Economic Development, undertook to study the whole situation concerning the production of handicrafts within the province. Matters such as the training of teachers, quality control, supply, market outlets, design and other relevant topics were surveyed within the existing agencies currently involved with handicrafts. The government also was concerned with greater commercial output, especially in the production of authentic Newfoundland souvenirs. As well, government agencies looked forward to solving some of the unemployment problems of the province by developing a more viable handicraft industry and increasing handicraft production value to reach the half a million dollar mark.

For two years government and both agencies, Nonia and Jubilee Guilds, considered the best method of restructuring, each developing its own list of proposals. The studies of the Department of Development and Economic Expansion showed that the three organizations concerned with handicraft production, Jubilee Guilds, Nonia and the Grenfell Association, were working far below potential capacity. This condition existed because enough skilled workers were not readily available. Large orders had to be turned down and advertising was curtailed because not enough trained workers were available to produce increased quantities of goods.

It was found that the demand for quality handicraft goods, ranging from knitted articles right through to wood carvings, was far outreaching the supply. There was also evidence that the market seemed likely to expand as tourism developed and per-capita incomes increased. It was then generally agreed by all those involved with the study of restructuring that the industry should be expanded on a business-like basis for the benefit and overall good of the province.

In this comprehensive study, then, the government determined that commercial production of handicrafts through the agencies of Nonia and Grenfell could be increased to the desired half million dollar level. Because of the fact that Jubilee Guilds had never originally intended to become a business operation, it was

recommended that Jubilee Guilds withdraw from their semi-business activities and to concentrate solely on teaching. Their business was to be transferred to Nonia.

It was agreed by the Board of Managers and the government officials that an adequate training program was in great need of an infusion of increased funding. A new program of training was developed which called for funding in the vicinity of $60,000. At first it was proposed that the Jubilee Guilds would be restructured and funded to head up a much enhanced handicraft teaching program. This was presented in a paper from government entitled "Reorganization of Jubilee Guilds to Train Handicraft Workers". In working out the funding for such an arrangement the government realized that there were decided advantages of working within the government structure of education rather than dealing with an outside agency such as Jubilee Guilds. By placing the whole training component within the Vocational Training Division, the Provincial Government could have the program cost shared on a 50 - 50 basis with the Federal Department of Labour at Ottawa. Because of this sharing scheme the proposal would cost the government no more than the yearly grant of $30,000 which had been allocated to Jubilee Guilds for the purposes of training and production. A Craft Training section was therefore established within the Division of Technical and Vocational Education to expand the work, until then carried out by the Jubilee

Guilds. The objective was to establish a teaching program, directed towards commercial production, which would further supplement the seasonal income of many groups within the province. To this end, Jubilee Guilds withdrew from the field of training producers in 1964. Miss Templeton became the new director of Craft Training within the Department of Education, taking three of the Jubilee Guild Craft instructors into the new division. While the Board of Managers felt that "they would lose some of the close contact they had enjoyed with their members, through the operation of their much smaller program, it was felt that this change over to the trade school system should bring about a much greater impact on the economy and the education of craft workers" (Minute Book, Board of Managers, October 21, 1965). A memo from the Department of Education focuses the restructured base of operation for future development.

> The Minister of Education is pleased to announce the formation of a Crafts Training Division. This new division will be part of the division of Vocational Education and will give emphasis on craft education with a view to production. It will supply qualified teachers to all interested agencies in Newfoundland and Labrador including Jubilee Guilds, Nonia, Grenfell groups and others.
>
> The Jubilee Guilds have offered to close their Guild shop and to concentrate on teaching in the future. In closing out the Guild shop, Nonia was asked to take care of the woven and knitted goods that are being produced by the Guild members and in future all work done by these members will be handled by this organization. To insure the success of this new venture certain Jubilee Guild assets have been

passed over by the Guilds Board to the Nonia Organization.

(Organization File, 1965)

The decision to accept the proposal for this complete restructuring was finally reached by the Board of Managers by December 30, 1964. These were not easy decisions but were reached with great deliberation and study. It was evident that division and stimulation was needed to ensure desired growth in the three important sections of Guild work, but some members of the Board of Managers had some hesitancy, which can be seen in the November 4, 1964 entry in the Minute Book.

> At the end of the meeting Mrs. Taylor summed up the feeling of those present by saying that she felt that the Board had to proceed with the proposals but she said that she was morally opposed.
>
> (Minute Book, Board of Managers, November 4, 1964)

Working Toward a New Structure

The question of the future of the Board was considered, and many details had to be finalized before the new Guild program of outport organization could receive full attention. These concerns were prominent in the minds of the members of the Board of Managers, as can be seen from the following Minute Book entry.

> Several questions were brought up for future clarification, e.g., future Guild office, Guild records, publicity release, the availability of teachers to the Guild program,

> the name of Women's Institutes or Jubilee Guilds, what would happen to the pottery, the looms, the question of salaries, notice to staff, Government grant, etc.
>
> (Minute Book, Board of Managers, November 4, 1964)

Gradually, the three divisions began to take shape as separate entities. The handicraft shop was merged with Nonia, the women's training program was greatly enlarged under the Division of Vocational Education, and the Guilds were to continue with the original Women's Institute program. To prepare for operation in the new structure meant many changes. Some of these changes included the dispersal of supplies and equipment which were no longer necessary in the new scheme of things.

An agreement was worked out with Nonia that Miss Flo Adey and Miss March, who had managed the shop operations for Jubilee Guilds, would be transferred to the Nonia retail outlet. As well, certain supplies and equipment were given over to help strengthen the rearrangement. This was noted in the Minute Book of the Board of Managers.

> The Secretary reported that by January 28, goods as follows had been delivered to Nonia--Stock, $3,512.65; yarns, $4,000.29; cash, $4,216.67 (balance of the $4,600. needed to pay the staff members concerned from January) and equipment necessary to carry on the new business -- i.e., a total value of $12,000. had been given to Nonia by the Jubilee Guilds.
>
> (Minute Book, Board of Managers, February 17, 1965)

Miss Templeton and three members of the Jubilee Guild staff had joined the new Craft Training Division of the Department of Vocational Education and were now civil servants and employees of the Provincial Government. Sales of some Jubilee Guild supplies and equipment were arranged with the Department of Vocational Education and passed over for their use in the new training program. The final dispersal of the commercial and training assets of the Guilds is reported in the Annual Report of 1964.

> Sales were made to the College of Trades and Technology of certain other merchandising assets, including raw materials, weaving yarns, etc., to a total inventory price of $5,815.38. Before selling these goods to the College they were reduced in price to $3,737.03, as much of it was old stock useful only for teaching purposes. By a special arrangement with the Department, half of this amount only was to be returned to the Guilds, that is $1,868.51. In addition to this, equipment (looms and loom parts) valued at $1,126.23 was passed over to the Department. Of this amount, half or $563.12 was to be paid to the Guilds, this makes a total of $2,431.63, which is still due the Guilds from the transaction.
>
> In addition to these transactions, several boxes of raw materials were distributed free to the District Representatives to be used to best advantage in their areas. The kitchen equipment was sent to Milton to be sold, part of the proceeds to be returned to the Guilds for deposit to the Convention Fund. In addition goods to the value of $152.50 were sold, various pieces of equipment passed over free to Nonia, some furniture and equipment passed to the Division of Craft Training, ten kitchen chairs, a table and a desk were passed over to the Y.W.C.A. for use in their new club rooms on Military Road. Some forty-odd boxes containing samples of various crafts, patterns, books, etc., were moved to the Division of Vocational Education on Merrymeeting Road to be stored for Guild use.
>
> (Annual Report, 1964)

The Jubilee Guilds were relieved of the staffing and other financing aspects entailed by their teaching programs but much work was necessary to launch a new and different plan of development. Miss Templeton continued to give direction to the Guilds during this transition period, but many questions had to be decided. However, Miss Templeton was positive about the future of the Guilds, which is shown in her response to an interview by a reporter for "Newfoundland Farm News".

> Jubilee Guilds, the Newfoundland counterpart of the Canadian Women's Institutes, will become more self reliant and handle its own program as is done on the Canadian mainland. The Women's Institutes are traditionally a community development organization. The Jubilee Guilds became involved with the marketing of products through its hobbycraft program but this aspect was not a part of its original purpose.
>
> This marks a coming of age of the Jubilee Guilds. They will now be able to carry out the work for which they were originally designed and will be able to organize in places not touched before.
>
> (Scrapbook, Florence Adams, August 3, 1965)

However, as the Guilds were no longer responsible for the teaching and production of handicrafts their grant was greatly reduced, as was also the space previously allotted to them by government. The vision which the Board of Managers saw for the new arrangements was a decentralized operation. This is evident in the minutes of the time.

> Other points about the future of the Guilds were discussed. It was thought that with active Convenors of Standing Committees and responsible District Representatives the challenge of the Women's Institute part of the program would be met and carried on. These leaders would need to

meet three or four times a year to plan the Guild Program.

(Minute Book, Board of Managers, December 9, 1964)

In the dispersal of the assets of the Guild at the time of restructuring it was seen necessary only to retain enough equipment to supply a small office. This was reported as:

> Guild equipment transferred to the Division of Vocational Education for the future use of Jubilee Guilds was listed:
>
> 1 desk
> 4 chairs
> 1 safe
> 2 book cases
> 1 - 4 drawer filing cabinet
> 3 coat trees
> 1 - 2 drawer filing cabinet
> 1 picture (gift of Mrs. A.C. Hunter)
> 1 desk fountain pen set (gift of Mrs. J.A. Winter)
>
> (Minute Book, Board of Managers, March 10, 1965)

The future financial situation was considered and means devised to cope with this new situation.

> Mrs. Clarke spoke about the meeting that had been held with Mrs. Russell and Miss Templeton at her home on Thursday, February 25. At that time a possible future budget for the Guilds was discussed. It was decided that approximately $600 could be spent on the appointment of a part-time secretary and approximately $700 would be needed each year to help with Convention or Conference funds, etc. It was thought that this would be covered by the $1,000 which was to be received from the government and the extra $300 would be received from fees and earned income from the cash bank balance held by the Guilds.
>
> (Minute Book, Board of Managers, March 10, 1965)

Economical, historical and organizational problems had brought about a considerable decline in the outport organization. At the time of restructuring, this was perhaps the weakest section of the work of Jubilee Guilds and much rebuilding was now necessary. The Board of Managers looked for innovative ways to bring about a vibrant and strong operation in the outport guilds scattered throughout the island.

Regular Pattern Continues

While the work of restructuring held a great deal of attention for some time, the regular pattern was continued of holding provincial conventions, keeping up with the work of the affiliated bodies of F.W.I.C. and A.C.W.W., and developing the District Representative section. The Fifth Provincial Convention was held in June of 1962 at St. James United Church, St. John's. At this biennial meeting the principal guest speaker was Mrs. James Haggerty, President of the Federated Women's Institutes of Canada, who spoke at the banquet held at Murray's Pond Clubhouse which was attended by over 70 guests. Mrs. Haggerty took as her topic "The Open Door" in which she discussed the work of F.W.I.C. women's groups such as the Jubilee Guilds and the influence they wield in their own communities. Mrs. Lorraine Crane had become President of Jubilee Guilds following Mrs. Taylor's term and now

presided over the proceedings of the convention. Lorraine Crane had been born in Toronto and had come to Newfoundland on an assignment with the Royal Canadian Air Force. She had joined the Jubilee Guild Board in the late fifties and served as President from 1962 to 1964. At this convention under the Presidency of Mrs. Crane, the delegates gave attention to many matters such as health talks, a presentation on the Canadian Association of Consumers, COmmunity Leadership Development, a millinery demonstration, a physical fitness class as well as an etiquette class. The scope of interest for Guild members was broadening and becoming more diversified.

This was also shown in the activities of the sixth provincial convention held again in St. John's in 1964. "The program was thought to be excellent, the workshops being of particular interest -- millinery, electrical, cross stitch embroidery, highway safety, all attracted great attention" (Annual Report, 1964). At this convention the Guild President was Mrs. Fred Russell, a native of Grimsby, Ontario. Peggy had also come to Newfoundland during the war years, had married Fred Russell, settled here, and had given many years of service to Jubilee Guilds.

At the banquet, the new president of F.W.I.C., Mrs. Philip Matheson of Oyster Bed Bridge, Prince Edward Island, urged the delegates to participate in the projects of F.W.I.C. and A.C.W.W. She also spoke of Newfoundland's

contribution to the F.W.I.C. Centennial project of writing a "Canadian Mosaic of Handicrafts". This indeed was a noteworthy accomplishment in gathering together the history of handicraft development from the provinces and territories. The "vista" of the Jubilee Guild member was beginning to extend beyond "her own little cove".

Although the plan of restructuring was taking precedence in the sixties, development was not at a standstill. Some new guilds were formed, while others fell inactive. The District Representative structure was depended upon as a means of developing more outport contacts, and in 1965 the Board of Managers granted the district representatives "a $100 honorarium to help defray some of the expenses incurred in their district work" (Minute Book, Board of Managers, November 17, 1965).

In an attempt to keep closer ties with the outport organization the Board of Managers sought to have direct representation from the outlying areas. In the early sixties, then, Mr. Lamont Parsons of Harcourt was named to the Jubilee Guild Board of Managers. For the first time a guild member other than a resident of St. John's had sat on the Board of Managers of the organization.

Ties in other areas were being developed as well. Mrs. Frances Clarke had served both as Second Vice-President and First Vice-President of Federated Women's Institutes of Canada and this was deepening the ties with the national body. As Vice-President of F.W.I.C., Mrs.

Clarke represented the organization at the World Conference of the Associated Country Women of the World held in Australia in 1962. Further links were formed when Mrs. Van Beekhoff, the World President, visited in 1962 and toured guilds from Gander to St. John's. Mrs. Harvey Pryor of Gander, Mrs. Blanche Dalton of Harcourt as well as Mrs. Frances Clarke from St. John's all attended the World Conference held in Dublin, Ireland in 1965. The Jubilee Guild Organization of Newfoundland was indeed taking its part in the larger scheme of things as they learned of the work and needs of women in other parts of the world.

The Guilds were faced with many changes during the sixties, but in coming to a new era they came with strength and pride in their accomplishments. For thirty years, Jubilee Guilds had been a strong force in the lives of many Newfoundlanders. This was noted in the Annual Report of 1965.

> Since the formation of the Guilds, various other schemes to promote women's work in Newfoundland have been started and have ceased to exist. In 1936 the Rural Reconstruction Program was active in Placentia Bay, in 1939 Co-operative Women's Clubs were formed, in 1944 a Handicraft School was started and in 1951 the Adult Education Division attempted to form women's groups. During these years the Guilds continued, forming permanent organizations among its members, giving community leadership, teaching home-making, building up a home industry and giving the opportunity for important affiliations with the Federated Women's Institutes of Canada and with the Associated Country Women of the World.
>
> (Annual Report, 1965)

The value of the Guild program during the thirty years of its existence was inestimable. The profits could not be counted in dollars but had to be considered in terms of the total program with its three fundamental features incorporating social, educational, and service aims. The outport organization was now restructured to continue along the lines of Women's Institutes in other provinces; continuing home-making education, community development and keeping up the work of the affiliated societies.

In her Annual Report of this time, Miss Templeton had this to say in addressing the Board of Managers. "We must not be like Lot's wife, looking back, rather we must be like Janus, the Roman god of Doors, looking both ways, learning from the best of the past and hoping that the new program will bring a much greater impact on the education of craft workers and on the economy of Newfoundland".

CHAPTER V

WOMEN'S INSTITUTES

> Our Father, when we long for life without trials and work without difficulties, remind us that oaks grow strong in contrary winds and diamonds are made under pressure.
>
> (Peter Marshall's prayer in A Man Called Peter

Rebuilding

The whole aspect of Jubilee Guild work had been changed and the new concentration was more to the educational side of the program along the lines recommended by Federated Women's Institutes of Canada. The Board of Managers continued to head the organization, but emphasis was placed on development through the provincial convenors and through the district representatives. It was apparently felt that field work would be carried out by the graduates of the Craft Training Division. These instructors were to be designated for specific work with organized groups such as Jubilee Guilds, Nonia, and Grenfell Association. The agreement with Nonia had been that they would market the goods that were produced by the Guild workers. As well, a part-time secretary, Mrs. Elizabeth McCurdy, was hired to channel correspondence within the organization, and Jubilee Guilds moved in a new mode of operation.

Transition, however, was not smooth and soon many problems began to emerge. It became evident that the space for storage and the room for board meetings which had been made available in the New Craft Training Division was not adequate for the operation of the organization. When the District Representatives met with the Board of Managers in November of 1965, they voiced many concerns.

> The District Representatives reported a great disappointment by the knitters with the Nonia Gift Shop. It seems that the work of the Guilds was considered to be on a lower standard than Nonia and had been returned to the knitters. ...All the representatives felt there was a lack of interest among the Guilds this year. They also reported that the Guilds were asking for something new in the way of handicraft.
>
> (Minute Book, Board of Managers, November 17, 1965)

The outport Guilds were having difficulty in adjusting to the new pattern. While the educational aspect had been a component of the program since its inception, for many reasons, the emphasis on the production of handicrafts had taken prominence in many outport Guilds and they looked for the old familiar pattern of receiving supplies and marketing goods which had been the service of the former operation of Jubilee Guilds.

At the end of 1965 there were thirty-eight Guilds on the office mailing list. During 1966 twenty-one Guilds either reported their desire to disband or had ceased to communicate to the office. Only 15 Guilds reported and

paid their fees for 1966 (Annual Report, 1966). It was quite clear that the Board of Managers had a mammoth task of rebuilding ahead of them.

The part-time secretary resigned and a new secretary was hired in October of 1965. Mrs. A.W. Parsons took on the position in order to, as she had said, "occupy her time". "Ellie", as she became familiarly known, came to Jubilee Guilds with a background of involvement and organization. Her training had been in office management and prior to her marriage she had worked in her father's business in Springdale and then as private secretary to the Director of the Fisheries Research Station at Bay Bulls. Her organizational skills soon became evident as she saw the task ahead as a definite challenge and she made it her own personal mission to begin the rebuilding of the organization.

For some time, the Board of Managers had considered ways to approach the problems of the dwindling outport organization.

> Mrs. Clarke suggested that in the future an organizer should be appointed to visit all Guilds and to bring to them suggestions for the future pattern of Guild work. It was thought that perhaps a mainland Women's Institute member might be available to make such a visit.
>
> It was moved by Mrs. Clarke, seconded by Mrs. O'Dea that an advertisement for a Guild organizer, duties to start in September would be sent to Provincial Bulletins of P.E.I., Nova Scotia, New Brunswick and Ontario.
>
> (Minutes Book, Board of Managers May 11, 1966)

In September of 1966, Mrs. Maryn Pardy of Ontario was appointed part-time organizer. During the fall, Mrs. Pardy visited thirty-two communities in the Trinity Bay and Bonavista Bay districts, eight communities in Central Newfoundland, fourteen communities in Notre Dame Bay North, six communities in Southern Shore District, and the community of Carbonear in Conception Bay. From these visits Guilds were formed in Carbonear, Cape Broyle, Dark Cove, Little Bay, and two Guilds were reactivated in Calvert and Aquaforte on the Southern Shore (Annual Report, 1966). In her organizational work Mrs. Pardy was accompanied by some members of the Board of Managers and by the new Jubilee Guild secretary. The Outport Guilds were learning of the new focus, considering the possibilities and adopting this new program as one with worthwhile possibilities.

Mrs. Pardy resigned her position as organizer after three months to take a position with the Federated Women's Institutes of Ontario, and the work of expansion was spearheaded by the energetic and determined organizing secretary Mrs. A.W. Parsons, who encouraged involvement in the work of expansion from all levels of the organization. This is noted in the minutes of the April 1966 meeting of the Board of Managers.

> In comparing the activities of Jubilee Guilds over the past year to what is being accomplished all across Canada by the Federated Women's Institutes of Canada, Mrs. Parsons stressed the responsibility of the Board of Managers and the District Representatives. More

> programming is necessary, more participation by District Representatives and members alike is needed to expand their knowledge and bring about a greater expansion in the work of Jubilee Guilds.
>
> (Minutes Book, Board of Managers, April 27, 1966)

Board members became involved with developing closer contacts with the outport organization by travelling to these outlying areas and participating in special programs and celebrations organized by the outport Guilds. Then too, the organizing secretary began travelling throughout the province with programs to encourage the active Guilds and with plans for re-activation of dormant Guilds.

While the work of expansion and stimulation met with some successes and some setbacks, a regular pattern continued in other aspects of development. Provincial Conventions continued to be held every two years, with increased participation from members throughout the province.

The 7th Provincial Convention was held in Gander in 1966.

> The Board members were pleased with the attendance at the Convention and felt that as a result of the craft workshop with Guild delegates participating much enthusiasm had been created. They felt that the presentation of the various programs were very well done by the Convenors of the various Committees. The addition of an Assistant District Representative was considered as a good move forward and that it would result in more enthusiasm from members and would be a decided help in the formation of new branches.
>
> (Minutes Book, Board of Managers, July 13, 1966)

This Convention was conducted under the Chairmanship of the new President, Mrs. Madeline O'Dea, who had joined the Board of Managers of Jubilee Guilds in 1960. Maddy had been born in Vancouver and had come to Newfoundland as a Nursing Sister with the Royal Canadian Navy and remained in Newfoundland after her marriage to John R. O'Dea.

The guest speaker was Mrs. John McLean of Eureka, Nova Scotia and executive member of the Federated Institutes of Canada. She spoke enthusiastically of the work which had been accomplished and referred to a dream that perhaps the Atlantic Provinces might cooperate in the future to provide a college for its members similar to An Grianan in Ireland and Denman College in England. She closed her address by weaving our motto of "Confidence, Courage and Unity" into her wishes for the organization.

> With Confidence you will have the Courage to carry on and your Unity will solder the guilds more closely together; the guilds must have their unity to enable them to grow and endure.
>
> (Convention Minutes, 1966)

At this Convention, Mrs. Harvey Pryor of Gander was elected Junior Board Member and the Rose Bowl was presented to Mrs. James Clowe, District Representative for the Southern Shore, for continued interest and activity of all Guilds in her area since the 1964 Convention. Many suggestions for the future plans and expansion of the Jubilee Guilds were presented by the members. Out of this discussion three major needs were expressed to the Board.

These concerns were for an outlet for handicrafts produced by the Guilds, a supply of raw materials to the Guilds, and lack of space for work rooms.

Transition

During the first three years of the establishment of the new program in the Craft Training Division, there were many difficulties to overcome. There were at first problems of finding enough space to properly set up and carry out the program. It was 1968 before adequate space was allotted at the Arts and Culture Centre in St. John's, and a training program was set up in Corner Brook in 1969.

> Miss Templeton announced that space in the Arts and Culture Centre had been allocated to her department and that classes in knitting, embroidery, weaving, leathercraft and millinery would start immediately.
>
> (Minutes Book, Board of Managers, February 14, 1968)

There were other problems as well in attracting students to the new training courses.

> Miss Templeton gave an outline of the plans of the Craft Training Division stating the problems with getting people to train as travelling instructors. She also spoke of the full time courses offered by the Vocational School and appealed to delegates to try to recruit women to avail themselves of courses offered both from the Craft Division and the Vocational School on their return to their districts.
>
> (Minutes Book, Board of Managers, May 28, 1968)

The pressure on the Board of Managers for field workers and the supply of materials was very demanding. This was most evident from the Guilds still adhering to the traditional program of the Guilds who had not yet moved towards the educational programs now recommended. It took some time to work into the new scheme of things, and for the Guilds to find their way to self-reliance. However, gradually the situation began to remedy itself.

> Miss Templeton stated that the past three and a half years have been difficult ones but she felt that now they were seeing results and it is her hope that with working together the advantages of the Craft School will be brought into every home in the province.
>
> (Minutes Book, Convention '68)

Guild members too were experiencing difficulties in marketing their products. The commercial arrangement with Nonia had many stumbling blocks and was not satisfactory. The Board determined that:

> The Jubilee Guilds ask the Newfoundland government that if Nonia is unable to carry on the project as planned would it be permissable for the Jubilee Guilds to investigate the possibilities of production of minor crafts and to set up a wholesale shop for same, also to look in to other retail outlets until such time that another craft shop could be organized.
>
> (Minutes Book, Board of Managers, May 11, 1966)

Positive Steps

This was a transition period and there were many dilemmas to be overcome. However, there were also many reasons to be positive, as can be seen from the Annual Report of 1967.

> In 1966 with promises and hope of things to come some old guilds were reactivated and 5 new guilds were formed. In 1967, 8 more new guilds were formed with an increase in membership of 150 and a total of 28 guilds. We feel again that the old spirit of the Guilds has returned. If our present programme can be continued--with the Craft Training Division providing the training in crafts and the Jubilee Guilds carrying on its programme of services in cultural, citizenship, education, home economics, etc., -- our organization will become a very strong force in Newfoundland by educating our women in every field of thought and endeavour.
>
> (Annual Report, 1967).

It was early in 1967 that Mrs. Parsons designed the provincial pin which still remains the emblem of the organization. When Mrs. Clarke reported that "a special case was being provided at Expo for the display of F.W.I.C. provincial pins", it was realized that Newfoundland did not have an emblem to display. Mrs. Parsons set out to design a pin reflecting the seafaring nature of our culture. It consisted of a golden ship's wheel surrounding a blue background representing the sea. Emblazoned on the background was the Newfoundland pitcher plant. There was some difficulty in reproducing a satisfactory replica of the pitcher plant as was noted in the following entry.

> A second sketch for the Provincial Pin was received from Birks Ltd. Members of the Board felt the sketch of the provincial flower was not satisfactory and it was decided to have Mr. Mills, graduate from Ontario College of Arts make another sketch.
>
> (Minutes Book, Board of Managers, February 15, 1967)

An acceptable sketch of the complete pin was approved at the April 19 meeting of the Board and an order for 100 pins was placed at Birks.

There were also other areas of development which were most encouraging. More and more branches elected convenors and set up programs. Convention sessions were designed to assist members to establish convenorships within each branch and to follow the Women's Institutes' guidelines. This was noted at the 1964 Convention.

> Mrs. George Clarke, Convenor for United Nations and International Exchanges reminded the members in her report that handicrafts bring us together but we also have to work with our heads. She stressed the importance of Federated Women's Institutes of Canada programming and expressed her pleasure that all Guilds are participating.
>
> (Minutes Book, Convention 1964)

The identification with Women's Institute programs was growing in the outport Guilds. It was difficult for some Guilds to break the former pattern which had been established, and for a time both programs co-existed. The growth toward Women's Institutes was noted at the 1968 Convention when:

> Mrs. Parsons spoke on the many changes which had taken place during the past few years in the re-organization of Jubilee Guilds along the lines of Women's Institutes of Canada; the challenge the new program had presented and the great need for co-operation of every member in helping to consolidate the work in Newfoundland.
>
> (Minutes Book, Convention 1968)

The growth toward Women's Institutes was strengthened because of the strong ties which had been established with the Federated Women's Institutes of Canada. At each annual Board Meeting of F.W.I.C., the Jubilee Guilds were represented by a senior and a junior Board member as well as a counsellor. From the inception of National Conferences, Jubilee Guilds had sent delegates as participants and in 1967 at the F.W.I.C. convention held in Guelph, Ontario, Mrs. George Clarke was elected National President. Mrs. Clarke was the first woman from Newfoundland to head the national body since it had been organized in 1919 at Winnipeg. As was reported in the Annual Report of 1965, this "brought honor to herself, to the Guilds and to Newfoundland".

Frances Clarke had been born in Carbonear and had joined Jubilee Guilds in 1946 when she moved to Springdale with her husband, who was the magistrate for that area. When she moved to St. John's she was invited to join the Board of Managers in 1957, and it was reported that the group was "delighted to have a member willing to serve who was fully knowledgeable about an active outport branch" (Speech by Miss Templeton). In 1959 Mrs. Clarke had

become Provincial President and in that same year was elected to the national executive. In 1961 she was elected 2nd Vice-President of the organization; in 1964 she became 1st Vice-President and eventually rose to the rank of National President. Through Mrs. Clarke's involvement in the work of the Federated Women's Institutes of Canada, the Jubilee Guilds were drawn toward more participation in the programs of Women's Institutes. As a Centennial project of F.W.I.C. all provinces had participated in compiling a history of craft development and evolvement across the country. In preparing the Newfoundland section of this Mosaic of Canadian Crafts, Guild members throughout the province supplied information which was co-ordinated and written by Mr. Arthur Pratt. "In April of 1966 the Newfoundland Chapter for the Mosaic project was completed by Mr. Arthur Pratt and sent to the editor-in-chief who commended Newfoundland on the arrangement and presentation of the work" (Annual Report, 1966). Another F.W.I.C. project for Centennial Year was the donation of special chairs for the Fathers of Confederation Building in Prince Edward Island. Each province donated a chair with the chair seat and back embroidered in its own provincial coat-of-arms. Again Guild members participated and again were commended on the work.

Also in 1967, National awards had been presented to three Newfoundland women for their contribution to the

work of Women's Institutes. Centennial Medals were awarded to Mrs. Frances Clarke, Miss Anna Templeton and Mrs. Jessie Young for their contributions to their communities and for their years of service to the organization of Federated Women's Institutes of Canada.

A Rose By Any Other Name ...

With these increased involvements with Women's Institute projects, with the emphasis on Women's Institute programs and convenorship, and with the close links because of Mrs. Clarke's National Presidency, it was only fitting that there emerged a desire to change the name of "Jubilee Guilds" to the more internationally recognized "Women's Institutes". There had been a gradual drift toward this eventuality, but the first documented evidence of a movement toward the physical act of name change is noted in a meeting between representatives of the Board of Managers and the Minister of Education. On June 19, 1968, Mrs. O'Dea, Mrs. Russell and Mrs. Parsons were meeting with the Minister, Dr. F. Rowe and his Deputy Minister, Mr. P. Hanley, to seek means of solving some of the financial difficulties of the Guilds". "Mrs. O'Dea's request to the Minister was that first the Government would recognize the organization in Newfoundland as all provincial governments were doing across Canada". As the meeting ended:

> The Centennial Book of the Federated Women's Institutes of Canada, Heritage of Canadian Handicrafts, was presented to Dr. Rowe by the President, Mrs. O'Dea. Dr. Rowe then presented to Mrs. O'Dea a copy of his book, The Development of Education in Newfoundland. A reference to the work of Jubilee Guilds in Newfoundland is included in Dr. Rowe's book. Dr. Rowe suggested that the name "Jubilee Guilds" might be changed to "Women's Institutes of Newfoundland".
>
> (Minutes Book, Board of Managers, June 26, 1968)

The Board of Managers brought this suggestion to the members at the Provincial Convention held in August of that same year. As can be well imagined there were many who felt strongly that the old name of Jubilee Guilds should be retained. This is noted in the minutes recording the event.

> A very brisk discussion took place before a decision was reached. It was then moved by Mrs. Small, seconded by Mrs. John Rorke "that the name Jubilee Guilds of Newfoundland and Labrador would be henceforth known as Newfoundland and Labrador Women's Institutes. Motion carried.
>
> In making this decision members declared "we shall cherish and hold fast to all the good things of the past and adjust our organization to the wider concepts of our national organization the Federated Women's Institutes of Canada".
>
> (Convention Minutes, 1968)

The very apt theme which had been adopted for this Convention was "Change, Challenge and Co-operation". The members were once again challenged with the task of cooperating to bring changes to their organization for the mutual benefit of all. Over one hundred delegates and visiting members had been registered for this Convention

and as well as dealing with the issue of name change they considered many other needs of the members. It was reported to be "a most exciting and stimulating Convention". History again was made at this 8th Biennial Convention when three levels of leadership were present for the proceedings. Mrs. Aroti Dutt, India, President of the Associated Countrywomen of the World; Mrs. George Clarke, President of the Federated Women's Institutes of Canada; and Mrs. John O'Dea, President of the Newfoundland and Labrador Women's Institutes along with the members from branches around the province took part in business sessions and social functions. Resolutions were presented to Memorial University of Newfoundland asking that a degree course in Home Economics be offered at university level and to the Department of Education asking that Home Economics courses be made compulsory in elementary schools in the province. Motions were passed for the revision of the Constitution and for a definite investigation to be made with regard to supply centres and outlets for the production of handicrafts (Annual Report, 1968).

At this Convention also, the award of the year, the Rose Bowl, was won by the very active Springdale Branch for gaining the most points. These points had been awarded for participation in Women's Institute projects at all levels, covering such topics as community work, craft work, increase in membership, participation in family

history projects, and participation in F.W.I.C. programmes (Annual Report, 1968).

Expansion - Once Again

Another significant accomplishment, noted in the 1968 Annual Report was the formation of two branches at St. John's and one in Mount Pearl. While the governing body had always been made up of St. John's women and while there had been individual members in the city for some time, there had been no active guild or branch until now. In 1965, Miss Templeton had noted the need for a local branch when she suggested that:

> In the fall a Jubilee Guild Branch should be formed in St. John's. This would serve several purposes; it would fill a need among St. John's women; it would enable field workers to make a start in St. John's and would give Board members a chance to see the field workers in action; and it would allow the Guild to make use of the services of other people who could help with the crafts.
>
> (Minutes Book, Board of Managers, August 11, 1965)

The Board, on November 15, 1967, met with some ladies from St. John's who were interested in forming a guild branch. After discussion on the crafts and the aims and objectives of Jubilee Guilds, it was decided to set up two branches from the group present (Minutes Book, Board of Managers, November 15, 1967). In January of 1969 a third branch was formed at St. John's and so began a new venture

for the organization in working toward uniting the town and the outport.

Another event of great importance was the allocation of space to establish a proper headquarters for the expanding organization. This came about as a result of many meetings and discussions with government officials. It was a very positive step forward and gave renewed stimulus to the organizers. This is noted in the following entry.

> Equal in importance to our 8th Biennial Convention was the allocation of space through Mr. W.J. May, Director of Vocational Education. In July, we were given a Provincial Office in the Arts and Culture Centre in the section occupied by the Craft Division. In October, additional space of two work rooms, a Board Room, Stock Room, and an extra office was allocated to the Women's Institute. These rooms have been in continual use by the three new branches now in St. John's and the new Mount Pearl Branch. Members come to hold monthly meetings, practise weaving on the two looms recently purchased by the Board and to learn various crafts. The rooms have been indeed a boon to our new Branches in St. John's and have given the Women's Institutes a definite feeling of permanency.
>
> (Annual Report, 1968)

The zealous work of the Board of Managers and the enthusiastic Secretary soon began to be evidenced in renewed activity in the outport communities. In her 1968 address to the Annual Meeting, President Mrs. O'Dea noted that "the steady growth of our organization over the past few years has been very encouraging". The intensity of an expansion program was due in large part to the determination of the Board to strengthen the organization

and also to increase membership as a tribute to Mrs. Frances Clarke in her Presidency of Federated Women's Institutes of Canada.

There was renewed interest and enthusiasm building for the newly-aligned organization. This was evident in the queries and requests which reached the provincial office. In February of 1968 the Board of Managers dealt with the following request.

> A letter from Mrs. Woodruff, Twillingate was read stating that a group of interested women had met and wished to organize a guild there. Mrs. Woodruff asked if there were some members near who could come and explain the work of the organization. The Secretary said that she had already written. Mrs. Pryer who was the nearest to Twillingate to see if it was possible for her to visit Twillingate.
>
> (Minutes Book, Board of Managers, February 14, 1968)

Later that year Mrs. Lorna Stuckless was instrumental in the actual organization of the Branch. In October of 1968 Mrs. Nellie Small of Summerford reported on a newly formed guild in that community.

The intensity of the organizational work being carried out at this time can be seen from the many reports of field visits recorded at each meeting of the Board of Managers. In August of 1969, an organizing trip to Placentia Bay is recorded.

> Mrs. Parsons reported attending a joint meeting of approximately 100 women from Dunville, Fox Harbour, Jerseyside, Placentia and the American base at Argentia. A great enthusiasm was expressed by the women of this area for an organization such as ours. Mrs. Parsons stated that the timing was good and the

need was very evident. As five communities were represented it was agreed by those present that organizational meetings would be held in each community within the following ten days. Branches have now been formed in Placentia, Dunville, Fox Harbour, Jerseyside and Freshwater with a total membership of 91. Ladies from the American base and ERCO have joined the local branches.

(Minutes Book, Board of Managers, August 20, 1969)

Within the two consecutive months of October and November a truly "organizational binge" is reported which also records the successes and the frustrations of the work.

A report on a visit to Twillingate District by Mrs. Parsons was presented to the meeting. On October 5, a meeting was held at Lewisporte but only 3 members attended. Those present said that a great number of their women would like a branch and felt there was a great need for the organization in Lewisporte but the fact that no space is available for work and meeting rooms makes it impossible. Some suggestions were presented and a decision made to make further inquiries before the end of the year.

The District Meeting was held in Twillingate, October 6. There were 50 members present with 16 members from the Summerford Branch. A resolution on radio and television programming was presented and accepted to be forwarded to the Provincial Board for approval. This resolution asked for more programming on child care, nutrition, gardening and handicrafts for the rural women of Newfoundland.

A meeting was arranged for Birchy Bay on October 7th at 3 p.m. at the home of the Secretary but no one came. I talked for an hour or so with the Secretary and she felt that leadership in Birchy Bay was lacking.

A meeting was held in Gayside at night with 12 members in attendance. They became formally organized and extended an invitation to Birchy Bay members to join their Branch. A meeting was arranged for Gambo on Thursday afternoon but

having arrived in Gambo I found that the two ladies who had invited me had gone to Gander.

(Minutes Book, Board of Managers, October 26, 1980)

At the Board of Managers meeting the following month Mrs. Parsons had a report of another zealous organizational bout.

> The Secretary reported on visits to Green's Hr. and Heart's Delight -- Nov. 6-7, 1970. A meeting was held in the High School, Heart's Delight, Nov. 6 with 30 women in attendance. A very interesting discussion took place on the value of W.I. Leadership potential seemed excellent and the need for training in the various crafts was very evident. They were also concerned about the lack of music teachers and courses in Home Economics in their schools. At the end of the discussion period a Branch was formally organized and 20 members paid fees.
>
> On Nov. 7 an area meeting was held in Green's Hr., when approximately 20 women were in attendance. The executive of the newly formed Branch in Heart's Delight also attended this meeting. Cavendish was not represented owing to a wedding taking place in Cavendish that day. New Harbour reported that their Branch had doubled its membership since September. Following discussions Mrs. Arthur March, Green's Hr., was elected as District Representative for Trinity Bay South areas.
>
> (Minutes Book, Board of Managers, November 25, 1970)

The increased activity of more travel and contact with the outport branches came about because the Board of Managers had been successful in convincing the government that indeed the type of programs and service provided by Women's Institutes were a definite asset to the outport communities. The government also began to realize that the activities carried out by the organization was just

another form of adult education. In June of 1968 at a meeting with representatives of the Board of Managers, Dr. Rowe, Minister of Education, "promised that he would personally see that this request would be presented to Cabinet in the fall of their budget meeting". In September of that same year it was reported that:

> In reply to a letter from the Board, Dr. F.W. Rowe, Minister of Education advised that the question of a grant had been discussed at a Cabinet meeting and that the government had decided to authorize the inclusion in next year's estimates (1969) a grant of $15,000 for Women's Institutes.
>
> (Minute Book, Board of Managers, September 25, 1968)

At the Board Meeting in May of the following year,

> Mrs. Taylor announced that a Grant of $12,000 had been received from Dr. May, Director of Vocational Education. As the Board had not been notified of the reduction of the grant it was decided that an inquiry would be made.
>
> (Minute Book, Board of Managers, September 25, 1968)

While the Board never did succeed in securing the additional $3,000 which had been promised, they were encouraged by this government support of their efforts and proceeded to continue their focus on expansion, which is evident in the following entry.

The Convenor (Finance), Mrs. Erb submitted the following budget for 1970-71.

Secretary's Salary (part-time	$3,000
Extraneous Expenses	2,500
Travelling Expenses, Board Members and Secretary	2,000
Provincial Convention	1,000
National Convention	1,000
Fees and Donations	400
Office Supplies	100
Canada Pension Plan	60
Services and Expansion	1,500
TOTAL	$12,560

(Minute Book, Board of Managers, August 20, 1969)

The increased grant gave more impetus to the plans for renewal and expansion, and Mrs. Ellie Parsons was the dynamo of energy which was needed to effectively deliver a successful program. The total field work of the organization was now carried out by the Secretary, in conjunction with Board Members who sometimes accompanied her on her outport visits and also in cooperation with the District Representatives in the areas. The field workers of the Craft Training Division were craft instructors only, to the various groups needing their instruction, groups such as Nonia, church groups, Adult Education groups as well as Women's Institutes. The work of the organization of branches and the Coordination of programs for the outport communities was no longer their responsibility. Although the former network of field workers were not now available to bring the programs to the outport regions, the untiring efforts of the Board of Managers and the Secretary resulted in a strong and

independent system of outport branches with increasing membership being noted at each Annual Meeting.

The Board of Managers gave much of the credit for the success of the expansionary program to the Secretary, Mrs. Ellie Parsons. Mrs. O'Dea, President of the Board at that time had this to say.

> Much work has been done this year, and a great amount of the credit must go to our Secretary, Mrs. Parsons. In between her work at the office she managed in August to visit 14 communities on the Bonavista Bay North Peninsula telling our women about the program. Visits were also made to Bonavista, Catalina, Port Union, Milton, Clarenville, Dark Cove, Glovertown and Springdale.
>
> (Report of the President, Mrs. John O'Dea, April 17, 1968)

Mrs. Ann Sparkes, a member of the Board of Managers had this to say of the value of the Secretary's work in the field.

> Mrs. Sparkes gave a report on the Annual Meeting of the Rural Development Council which was held in Gander, May 4th and 5th, which she attended with Mrs. Parsons. She spoke very warmly about the keen interest and dedication to the organization by Mrs. Parsons and felt that through her efforts Women's Institutes are becoming well recognized in Newfoundland.
>
> (Minutes Book, Board of Managers, May 10, 1972)

The number of branches and total membership showed yearly increases. In 1973 it was reported that there were 64 branches and that the membership had risen to 1,544.

Once again the organization was benefiting from the direction of a strong and dedicated woman who with dogged determination convinced outport women that they most

certainly had the ability to take leadership roles and to assume responsibilities within their own communities.

Towards Democracy

As the organization had moved more toward the Women's Institute programs, it became evident that some realignment was necessary in structure and procedure. The Board of Managers began to work toward establishing a more democratic representation of the membership and set up a program of board expansion which sought out members from different regions of the province. This new direction is seen in the following entry.

> Discussion for the expansion of the Board then took place. Names submitted were Mesdames Rorke, Curran, Reeve, LeGrow, Erb, Drover and Miss Connors. The proposed members were to be contacted by telephone and letter making it clear to them that they would be obliged to attend every meeting except in the case of illness. Suggested numbers of meetings to be 4 each year. The Executive of the Board would meet monthly.
>
> (Minutes Book, Board of Managers, March 6, 1968)

It was noted in the June 26 Minutes of that same year that "Mrs. J.J. Laracy of Conception Harbour Guild was welcomed to the Board by the President". What was essentially a rural organization had, since its inception, been governed by an Executive Committee and a Board of Managers consisting of residents of St. John's. This was perhaps the best arrangement in a time when travel within

the province was difficult and uncertain. But now with the opening of the Trans Canada Highway across the island in 1965 and a reasonable secondary road system, it was a logical decision to have a Board with regional representation. The pendulum of power was beginning to swing.

Another area which needed to be realigned in the new scheme of things was the Constitution and By-Laws. This revision was undertaken by Mrs. Taylor, Mrs. Russell and Mrs. O'Dea.

> The Secretary reminded the Board that the proposal committee for the revision of the By-Laws had not been set up. Moved by Mrs. Walsh, seconded by Mrs. Laracy that the Committee would consist of Mrs. O'Dea, Mrs. Taylor and Mrs. Russell.
>
> (Minutes Book, Board of Managers, November 20, 1968)

The Committee worked diligently toward making revisions which would reflect the reality of the pattern of operation which was evolving and changing from some of the former methods. This work of producing a new Constitution and By-laws was given top billing by the Board. They realized the necessity of having rules which would keep the stability of the organization intact and which would establish and allow for a more democratic representation. This entry in the Minutes of that meeting indicates the importance which was attached to this work.

> Projects to celebrate the Golden Anniversary of F.W.I.C. were discussed. It was decided that the revision of the Constitution and preparation of a Handbook would be one of our Provincial projects.
>
> (Minutes Book, Board of Managers, March 19, 1969)

In June of 1969 the structure of the Committee changed when it was proposed that "a new By-Laws Committee" would consist of Mesdames Sparkes, Clarke, Laracy and O'Dea, with Mrs. O'Dea as Convenor". Mrs. Taylor had now, for the third time, become President of the organization. At the Annual Meeting of the Board and District Representatives held on May 28, 1969 Mrs. Taylor agreed to take the position of President until the structure could be put in place when the general membership could elect the officers of their organization.

At the Annual Board Meeting, April 15, 1970, the motion was adopted that "the present slate of officers would be returned for another term". The resignation of Mrs. Reg Sparkes as 2nd Vice-President "was accepted with regret" and "Mrs. J.J. Laracy was named to fill the vacancy".

Officers for the 1970-71 terms resulted as follows:

President -- Mrs. Maurice Job Taylor
1st Vice-President -- Mrs. H.H.R. Erb
2nd Vice-President -- Mr. J.J. Laracy
Publicity -- Mrs. John O'Dea
Assistant Publicity -- Mrs. Earl Winsor

Mrs. Taylor took as her project the production of the Handbook, which would offer guidelines for Branch members.

It addressed such topics as parliamentary procedure, aims and objectives of Women's Institutes, Duties of Officers and a Guide to Branch Convenors. This Handbook was adopted by the membership and was ready for distribution at the Provincial Convention of 1970. The work of the Constitution Committee continued as they sought out the best procedures to follow in ruling the organization. However, parts of the proposed constitution was adopted for use at this time. For example:

> It was moved by Mrs. Erb, seconded by Mrs. Russell that the Provincial President would be elected at the June Convention as stated in the (new) Constitution although the full constitution may not be ready to be approved.
>
> (Minutes Book, Board of Managers, February 16, 1970)

The Ninth Provincial Convention was held in St. John's at the Arts and Culture Centre and at Memorial University. The theme "communicating" was given marked attention in the presentations and workshops in the four day convention. Springdale was declared the winner of the Rose Bowl. Mrs. Philip Matheson, now A.C.W.W. Area Vice-President for Canada, was the special guest and speaker and attendance was the highest ever for a provincial convention. Registration for this convention records 22 Delegates, 9 District Representatives, 136 Visiting Members, 14 Board Members and 2 Staff Members -- a total of 169. Mrs. Clarke as National President of F.W.I.C. brought greetings on behalf of the National body and said

"she was proud of the way we have progressed here in Newfoundland".

The Minutes of the Convention record the new pattern of electing the major officers of the organization.

Thursday, 9:30 a.m.
Election of Officers -- Mrs. George Clarke presiding

The results of elections were as follows:

Provincial President -- Mrs. George Walsh
Moved by Mrs. Russell, recorded by Mrs. Laracy
-- Motion Carried

1st Vice President -- Mrs. John Drover
Moved by Mrs. Stuckless, seconded by Mrs. Helsel
-- Motion Carried

Delegate to Attend National Committee -- Mrs. Guy Dyke
Moved by Mrs. Fogwill, seconded by Mrs. W. Spence -- Motion Carried

(Minutes Book, Provincial Convention, 1970)

For the first time the general membership had participated in choosing their officers and for the first time these major officers were residents of communities other than St. John's. Marie Walsh resided in Harbour Grace where her husband had been transferred as a Magistrate. Sheilah Drover was a young teacher from Springdale and Betty Dyle hailed from Rocky Harbour. The organization was moving into yet another era of change.

New Developments

These changes took some time to establish into a firm pattern, but in the interim the work continued on many fronts. A strong pattern of establishing Branch Convenors was followed and the program continued to be developed under the Convenorships of Agriculture and Canadian Industry. Citizenship and Education, Cultural Activities, Home Economics and Health and United Nations and International Exchanges. The Newfoundland and Labrador Women's Institutes continued to be represented at the National Board Meetings and Conventions. At the 1970 Provincial Convention, Mrs. O'Dea gave a brief report on the A.C.W.W. Conference held in Lansing, Michigan which she had attended on behalf of Newfoundland and Labrador Women's Institutes.

In February of 1971, because of ill health the newly elected President, Mrs. Marie Walsh, resigned her position as Provincial President. The pattern which had been established in the new structure was that the elected president presided at provincial functions such as Provincial Conventions and would represent the organization at National Board Meetings and Conventions. Mrs. Taylor continued as Chairman of the Administrative Board of Newfoundland and Labrador Women's Institutes. With the elected president's resignation the Board faced a dilemma, as there was still over a year remaining before

an election could be held at the Convention. The problem was solved at the February 23 meeting of the Board, when:

> Mrs. John Drover, 1st Vice-President agreed to move up as President. It was moved by Miss Templeton and seconded by Mrs. Sparkes that Mrs. Millicent Billard (of Port au Choix) would be asked to fill the position of 1st Vice-President and Junior Board Member of F.W.I.C. and that she would be contacted immediately by phone for her approval. Mrs. Billard was contacted and agreed.

The Board continued to press for new developments and new improvements in the organization. The work at the provincial office had increased to a level where it was necessary to hire an assistant secretary to help with the work. At a meeting of the Board of Managers the Organizing Secretary reported that:

> Mrs. Joan Rideout, who had been recommended by Mrs. John O'Dea as assistant secretary had been working in the office for three weeks and was a most efficient and conscientious worker.
>
> (Minutes Book, Board of Managers, December 17, 1969)

Contacts were made with women who were interested in establishing Women's Institute Branches in Labrador.

> The following members were appointed to a Committee to prepare a programme for organizing coastal Labrador. Mrs. Mervian Andrews, Chairman, Mrs. George Clarke and Mrs. Carl Winsor.
>
> (Minutes Book, Board of Managers, February 23, 1971)

Work was pursued in securing the services of a Home Economist to assist the women in the Branches in developing nutrition and dietary programs. This concern is recorded in one action of the Board.

> It was decided that Mesdames Drover, Taylor and Parsons would meet with Mr. P.J. Hanley, Deputy Minister of Education to discuss the possibility of the services of a travelling Home Economist for Women's Institute members.
>
> (Minutes Book, Board of Managers, October 20, 1971)

When District Representatives and the Board of Managers met for their Annual Meeting in April of 1971, it was obvious that the organization was moving more toward operation under the new Constitution, since this was designated at the "First Annual Board Meeting". It was also obvious from the various reports that the outport Branches were developing new independence and the members were designing programs to meet the needs of their own particular communities. They reported on programs which involved the organization of committees to deal with the disposal of domestic garbage, to set up Pap smear clinics, and to arrange anti-litter and beautification campaigns. Other programs centered on the study and discussion of local government, the study of the misuse of drugs and the study of safety in the home. Clearly the Institutes were moving in many new directions with a reduced focus on crafts. However, craft production was still important to many members, and members were encouraged to move in the direction of establishing district craft shops as a "more efficient means of marketing their production articles". In this regard it was noted that two areas had already moved in that direction. Summerford had set up a log cabin as a Handicraft Shop. It was reported that "local

residents are showing a great deal of interest, and many older folks as well as our members are keenly interested in making things for the craft shop" (District Representative's Report, Mrs. Gordon Stuckless, 1971). Placentia, too, had set up a craft shop.

Two proud accomplishments were reported at this annual meeting. All provincial convenors had participated in a National Convenors Workshop held at Ottawa and had returned with enthusiasm and ideas for new programs for all the Branches. Also, in 1971, a national award was won for the first time in Newfoundland. Under the history section of the Tweedsmuir Competitions, Dunville Branch had won first prize for their community history entitled "Home of Wooden Boats and Iron Men".

In 1971 as well, ten Newfoundland and Labrador Women's Institutes members attended the Associated Country Women of the World Conference held in Oslo, Norway from August 10 - 19th. Mrs. George Clarke, Honorary President, F.W.I.C. represented the National organization. Representing Women's Institutes in Newfoundland were Mrs. John Drover, Springdale, President; Mrs. Romeo Billard, Port au Choix, 1st Vice-President; Mrs. J.J. Laracy, Conception Harbour, 2nd Vice-President; Mrs. A.W. Parsons, Executive Director; Mrs. William O'Leary, Placentia, District Representative; Mrs. Beatrice Forward, Carbonear; Mrs. Phyllis Spence, Port au Choix; Mrs. Kathy Sheldon, Summerford; and Mrs. A. St. John, Conception Harbour. The

theme for this Conference was "Pathways to Progress" and the sessions were held at the University Congress Centre, Blindern. Twelve hundred women from 66 countries and 275 societies met together to review the work of the past three years and to make plans for the next three years. Her Royal Highness Crown Princess Sonja acted as Patroness of the Conference and King Olav of Norway was present at the official opening. Not only were the Newfoundland members of Women's Institutes moving in new directions, but they were moving further afield as well.

New Constitution

When the 10th Biennial Convention of the organization was held at St. John's in 1972 a new Constitution was presented for ratification. The Chairman of the Board of Managers, Mrs. Jean Taylor brought this report on activities during the previous year.

> The year 1971 has been mainly a year of transition. Work has continued on the Constitution so that it may be brought to Convention for ratification. In an effort to adapt ourselves to the coming set-up, the present Board of Managers has accepted the changes as they come along and acted mostly as a caretaker body.
>
> There have been five resignations from the Board of Managers during the year, and no effort has been made to replace those members who resigned. Instead, with an eye to the future Provincial Board, as the new governing body will be called, the old Board of Managers invited the District Representatives and the Convenors of Standing to join with them in carrying out the business of the organization.

> The first meeting of this temporary Board was held in April and was well attended. As the Newfoundland and Labrador Women's Institutes add to their numbers, so its voice becomes more audible.
>
> (Annual Report, 1972)

The Executive Committee/Board of Managers of the Newfoundland and Labrador Jubilee Guilds/Women's Institutes had served for 36 years as the policy making body of the organization. The final meeting of the Board of Managers was held in the Board Room of the Arts and Culture Centre on Wednesday, May 10, 1972. In June of 1972, the Board phased out their responsibilities and passed over the operation of the organization to the jurisdiction of its own elected members. The Board had laid the foundation for the new pattern of Women's Institutes. At the second business session of the Convention it was moved by Mrs. Stuckless, seconded by Mrs. McCormick "that the Constitution be approved subject to minor changes in wording".

The theme for the Convention was "Community Involvement" and a very successful workshop was conducted by the five Provincial Convenors under the Chairmanship of Mrs. Clarke. Special guest speaker and facilitator was Dr. Mark Waldron, Director of Continuing Education, University of Guelph. He had been instrumental in carrying out the successful National Convenors Workshop and now the same format was followed on a provincial level. Special guest and banquet speaker for the

Convention was Mrs. E.V. Fulton of Birtle, Manitoba, the newly elected President of F.W.I.C.

Many important reports of work were given and many important decisions reached at the work sessions. Reports were given of workshops and seminars which had been conducted in conjunction with Memorial University Extension Services. These covered topics such as leadership, arts and crafts, music, and rural development. Reports were also given of active involvement in working with the Area Development Associations being set up around the island. The topic of a permanent provincial headquarters was addressed, and after much discussion, "it was moved by Mrs. B.Wood, seconded by Mrs. Angela Sullivan, 'that a Foundation Fund be set up for Provincial Headquarters'. The proposal was that members would donate $1.00 per year for a five year period to build up a foundation of funds for the purchase of a permanent headquarters sometime in the future.

It was also reported that a new district had been organized on the Port au Port Peninsula with seven new branches. However, some difficulties were reported by the branches, especially in finding available space to meet and to receive craft training and other training programs that they found necessary.

At this convention the members were given a reception at Government House and were guests of His Honour E. JOhn A. Harnum, Lieutenant Governor, and Mrs. Harnum. As a

continuance of the close associations which had been established with the residents of Government House since the beginnings of the organization, the Lieutenant Governor's wife had always been invited to be the Patroness of the organization and had always accepted the position which kept the ties intact.

At the banquet the highest honour of the organization was awarded for the first time. Life memberships were presented to Mrs. Maurice Job Taylor, St. John's and Mrs. James Clowe of Ferryland, two ladies who had dedicated so much of their time to the cause of Jubilee Guilds/Women's Institutes. The Rose Bowl was awarded to the Springdale Women's Institute and was accepted by Mrs. Joshua LeDrew, a long standing member of the Institute.

In moving into the new system of election of officers a different procedure was followed for this Convention only.

> Mrs. Drover took the chair to explain that the Board had recommended, for this Convention only, that all Presidents of Branches would be eligible for nominations to the Provincial Board and/or Executive. This departure from the new Constitution was recommended in order to move more easily into the new pattern of Women's Institutes in Newfoundland. Nominations would also be accepted from the floor but consent of nominee must be given as well as a biography of the nominee.
>
> (Minutes of Convention, 1972)

As well a slate of nominees were presented by the Nominations Committee.

The election of officers was held at the fifth business session of the Convention with the following results.

President	Mrs. John Drover, Springdale
1st Vice-President	Mrs. Ronald Richard, Gander
2nd Vice-President	Mrs. John Wood, St. John's

(Convention Minutes, 1972)

Elected as Convenors were:

Mrs. J.J. Laracy - United Nations and International
Conception Harbour Exchanges

Mrs. John Power - Cultural Activities
St. John's

Mrs. R.F. Sparkes - Citizenship and Education
St. John's

Mrs. Donald Ryan - Home Economics and Health
St. John's

Mrs. Ignatius Hackett - Agriculture and Canadian
Port au Port Industries

(Convention Minutes, 1972)

The Provincial Board, under the new Constitution, was comprised of the Executive, and the Provincial Convenors elected at the Convention and the District Representatives elected in their Districts.

The Provincial Board was to meet annually and the Executive was to meet monthly. The officers of the organization, the Honorary President, the President, the 1st Vice-President, the 2nd Vice-President along with three members-at-large elected by the Board at the Post Convention Board Meeting constituted the working Executive. The members-at-large elected for the new term

were Mrs. R.J. Sparkes of St. John's, Mrs. Cyril McCormick of Gander and Mrs. George Walsh of Harbour Grace. Once more the organization was adjusting to meet the challenges and demands of changing times and changing circumstances.

CHAPTER VI

A NEW ADVENTURE

Think I'll go out and weed me garden while I'm havin' a spell.

More Than 50%
Hilda Chaulk Murray

A Look to the Future

In addressing the members at the 1972 Convention, Mrs. Drover, the President, had this to say.

> It is to the future that I would like you to look. The reports by our Past President, Mrs. Taylor and our Executive Director, Mrs. Parsons, will give us an excellent account of things past, but what of the future? Through the years since the Women's Institutes was established in Newfoundland in T968 (growing out of the Jubilee Guild organization) the Board of Managers with Mrs. Parsons, have brought us a long way and a sincere thanks go to them. Now is the time, however, for us to stand on our own, elect our own officers and get to work. I am sure no one desires this more than the Board of Managers themselves. It is what they have been working for.
>
> (President's Address, Convention 1972)

The President stressed the strength of the organization by reminding the members that they were not just 12 women in Trinity, or 15 women in Black Duck Brook, or even 101 in Placentia. "But we are all part of a world-wide organization of women who are just like us in many small corners of the world. Women who have many of the same problems and the same hopes for their families.

Women who, like us, want their children to grow up in happy, healthy, enlightened homes, in a world which is safe from pollution and war".

Sheilah Drover, the newly elected president, was a young mother from Springdale. A Newfoundlander and a graduate of Memorial University; she held Bachelor of Arts and Bachelor of Education Degrees. She had joined the Women's Institutes at Springdale in 1965 when it was still Jubilee Guilds. Mrs. Drover had served as secretary of her own branch for several years and had been District Representative for three years. In coming to the leadership of the provincial organization, she brought a wealth of experience from the outport branches. "Get to work" she challenged the members, and get to work they did. Many significant advances were realized in the next two years.

At the next Annual Meeting it was noted that developments were occurring in every facet of life in the province. Branches reported involvement on a voluntary basis in teaching both home economics and crafts within the school system. There were reports of raising money to provide sports facilities and social centres for some communities, of establishing museums, of providing volunteer help for special care students, of staging old time concerts and of setting up craft shops. One branch even reported involvement in the inshore seal fishery. In

her report, District Representative, Lorna Stuckless had this to say of her Twillingate Branch:

> We also did something new - several members of the W.I. helped with the inshore seal fishery, this spring. We helped the local men with their seal haul. We provided lunches and hot drinks for the men during the hard work of harvesting the seals. Thousands of seals had drifted into Sleepy Cove and the pelts and carcasses were hauled up over the hill by men, women and children. Local residents said they haven't seen as many seals since the late 1800's.
>
> (Report, Annual Board Meeting, 1973)

Clearly the branches were doing in their communities what they saw had to be done and were growing toward a new independence.

When the members met at Gander for the 11th Biennial Convention in 1974, the Newfoundland and Labrador Women's Institutes had completed the first term of office under the new administration, i.e., its own elected Provincial Board. It was a learning process for all those involved. They were learning more about the organization and learning how to work together with members scattered in various communities around Newfoundland.

From the reports presented it was evident that the new administrative group had learned well. The work accomplished during the term was noteworthy indeed. The hope to organize in Labrador was finally realized in 1973 when a District consisting of six branches was formed in Labrador South. Another District was organized in St. Georges - Codroy and this too was comprised of six

branches. Briefs had been presented to the Food Prices Review Board, to the Immigration Department asking for a review of policy, and to the Justice Department on the question of capital punishment. Programs had been prepared in conjunction with Memorial University Extension and were aired on their television program "Decks Awash".

In response to their continued requests, the board and executive were finally successful in having the services of a home economist made available to their branches. Memorial University Extension Services had hired Dr. Mary Mackey as a consultant for rural women. Her field was nutrition and she was available to conduct or arrange sessions on any topic in this area as well as in leadership development and the women of Newfoundland were given another access to educational programs.

In June of 1973, the National Convention of the Federated Women's Institutes of Canada was held at Banff, Alberta. Newfoundland was represented by four delegates with Mrs. Sheilah Drover and Mrs. Agnes Richard as Senior and Junior Board Directors and Mrs. A.W. Parsons as counsellor. It was at this convention that Newfoundland was awarded the Silver Tray for the greatest per capita increase in membership for Canada during the triennium and the Gander Branch was named as the award winner for the greatest increase on the branch level. The progress being realized on the provincial front was accorded the commendations of the national body.

The theme of the 11th Biennial Convention was "Women's Rights and Responsibilities" and attracted a very large attendance including six representatives from the newly formed District of Labrador South, attending their first Women's Institute Convention.

The convention workshop was centered on "Legislation as it Relates to Women" and was led by Mr. Robert Wells, M.H.A. with the assistance of panel members Mrs. Iris Kirby, Women's Consultant, Secretary of State, and Gander lawyer Robert Conway. As could be judged from the active participation of those present, this was a popular and relevant topic for the members. The delegates aired their concerns in many areas and formulated resolutions to be forwarded to various levels of government.

A major item of business which required the attention of the members was the new Constitution. At the 1972 Convention a motion had been made to accept the Constitution as presented with the understanding that minor changes were to be made. However it was found that major revisions had been necessary and members again dealt with the ongoing saga of the developing Constitution. It was suggested, that following the vote at convention, "the complete revised package would be compiled and sent to all Branches, requesting mail in vote" (Convention Minutes, 1974).

One of the by-law changes agreed upon at this time was that "henceforth Provincial Conventions will be held

every three years", thus changing the established pattern of Biennial Conventions. It was also agreed that District Conventions would be held between Provincial Conventions. This was a procedure aimed toward involving more and more outport members in the affairs of administering their own organization.

It was at this Convention too that the Executive Director, Mrs. Parsons announced her retirement. In commenting on her retirement, the President noted that, "when she retires in the Fall we will be looking for a person who will need almost superhuman qualifications to fill the bill". Mrs. Parsons and her skillful organizational abilities had been most beneficial in realizing such tremendous growth during this time of transition and rebuilding.

The Convention came to a conclusion with a special closing banquet. In attendance was Mrs. John McLean, of Eureka, Nova Scotia, the president of the Federated Women's Institutes of Canada. This friendly and gracious lady impressed all the members with her experience and knowledge as she addressed the convention theme, "Women's Rights and Responsibilities" in her banquet speech. She concluded with the following reminder:

> We have rights as women - as people. We have to guard some of them, struggle to acquire others, but never, never forget that if we have rights, then we in turn have responsibilities. Only by accepting these responsibilities are we deserving of the rights which are ours.
>
> Banquet Speech, F.W.I.C. President, Convention 1974

At this banquet too, special honour was given to two Women's Institute members who had done so much in building the organization. Life membership was conferred on Mrs. George Clarke and Mrs. A.W. Parsons.

During the final business session, new officers were elected to continue the work of service, rebuilding and expansion of this organization which had become such a vital component of development in so many Newfoundland communities.

The New Triennium

As the new executive laid their plans for the work and programmes for their term it was evident that a looming problem which demanded immediate attention was the meager financial resources of the organization. The provincial grant of $12,000 had not been increased for ten years and increasing membership fees would mean that the organization would be departing from its founding credo of being open to women of every race, creed, political belief or social and economic standing.

Inflation and rising operational costs created a financial crisis which was the first task to be solved in this new triennium. To continue the work it was essential to secure a much firmer financial base. In working toward this goal a series of discussions and meetings were initiated with representatives and members of the

provincial government. Eventually the total rationale for increased funding was presented to the Provincial Cabinet in the form of a written brief. As a result the Department of Rural Development forwarded $3,000 to assist in coping with the immediate financial difficulties. When the Provincial Budget was brought down in the spring, the government had raised the annual grant from $12,000 to $20,000. Board members were cautioned that "while this looks to be a healthy increase, we must realize that inflation forces us to budget wisely and proceed carefully" (Annual Board Meeting, 1975).

In her Provincial Office report, Mrs. Parsons had stated that "the year 1974-1975 should go down in history as being one of the most 'highly geared for action' within the last ten years". And it was a year of great activity. Attention was concentrated on the building and strengthening of the District organization by working toward establishing functioning District Boards. In accomplishing this objective the Executive Director and members of the executive worked together on a program of field work and visits. The success of these efforts was noted toward the end of the triennium when it was reported that "all Districts have now established District Boards and are functioning at different levels".

The year 1975 was a most significant one for the Women's Institutes in that it was the 40th Anniversary of the founding of the organization. This was marked by the

members throughout the province by arranging special anniversary celebrations. These ranged from garden parties to concerts to pot luck suppers. At many of these functions the focus was on maintaining and preserving the links with the past and, accordingly, former Jubilee Guild members were entertained at many of the gatherings and historic developments noted. To commemorate the historic roots of the founding of the organization, Premier Frank Moores issued a special proclamation, designating the week of October 16 as "Women's Institute Week". In the celebrations surrounding this important anniversary the milestones of the past were recognized and strength and confidence drawn from the historic developments to lay plans for future programmes. In addressing the Board the President had this to say.

> And so the work goes on -- like the building of a great cathedral, the work of building an organization is never finished. I pay tribute to those builders of the past who brought us to the level at which we are today, and I look forward confidently to the builders who will continue the work.
>
> (President's Address,
> Annual Board Meeting, 1975)

The year 1975 was a special year for Newfoundland women as it was for all women around the world. This was the year designated by the United Nations as International Women's Year. In the Women's Institutes of Newfoundland and Labrador this meant increased activity for the executive, the staff and the board as they undertook to

organize two giant projects to take advantage of special programs available for women during this time.

One project involved the setting up of seminars in 14 locations on the island and in Labrador. This project involved all rural women and was concerned with giving them an opportunity to speak on such issues as those relating to the status of women, discrimination in legislation, immigration laws, medical services and food prices. Women were encouraged to become aware of the changes taking place in their society and to understand the impact of decision makers on their traditional life styles. Attendance at these seminar sessions varied from mammoth gatherings to reasonable showings.

The action arising from these seminars took many forms. Some areas initiated programs to tap the resources existing government programs as a result of information received at the seminar. Resolutions were presented on specific areas of concern and were directed to the proper authorities for consideration and action.

The executive board of the Women's Institutes felt that this was a very successful venture as it enabled them to make contacts with women in other rural areas as well as Women's Institute communities. It was also a means of "bringing people and governments together to talk out problems and to seek solutions".

This seminar series also took advantage of the special funding available for International Women's Year

to assist them in carrying out the mandate of the previous Convention that "District Conventions were to be held in each District between Provincial Conventions". As often as possible the International Women's Year Seminar and a District Convention was arranged to be held consecutively, with provincial executive members involved as animators and organizers. The report of the seminar series carried out on the northern peninsula and in Labrador is an indication of the work at this time and recounts how five members of the executive rented a car and journeyed up the coast "holding seminars and revising the Constitution as they drove along". The seminar and Convention held in Southern Labrador was considered to be a most successful one. "The hospitality, friendliness and interest of the women were reassuring and welcome. A carnival atmosphere prevailed and there was a combination of good fun and serious deliberations".

This was a time of great activity for the provincial organization as they assisted their membership in the new areas of development and interest which were evolving at this time. It was a time when the provincial executive welcomed the opportunity to develop closer contact with their members and with all rural women.

Another project conducted during International Women's Year occurred when Women's Institutes and the provincial branch of the Canadian Federation of University Women jointly sponsored a Provincial Conference titled

"Women-Creative Leadership". This conference was designed to involve delegates from every area of the province and concentrated efforts toward involving a wide cross-section of women from various organizations, church groups, and social and economic status.

At this conference, held at Gander, various resolutions were presented and those accepted were forwarded to the proper level of government. One significant recommendation to government which resulted from this conference was a resolution which urged the provincial government to establish a Provincial Advisory Council on the Status of Women.

While special projects demanded a great deal of attention, work was continuing in many other aspects of development within the communities and within the branches. There were ongoing programs of nutrition and consumer interest worked out in cooperation with various departments of government and other agencies. A food specialist from the Department of Rural Development worked with members in providing workshops on new developments in the freezing, canning and smoking of food. A marketing specialist worked with members interested in marketing crafts and in establishing regional craft shops. The projects of the many branches were diverse and becoming increasingly focussed on community needs rather than individual needs. Branches became involved with community gardening projects directed toward supplying for their

isolated areas a ready supply of fresh vegetables. Some branch members cooperated with other community groups to build community centres, libraries and craft shops. Many branches worked with other service organizations to provide sports facilities such as skating rinks and recreational areas for their communities. In increasing numbers, Women's Institute members were becoming more involved in the newly established Rural Development Associations.

The executive and board also changed focus in keeping with the new demands of the members. When Mrs. Parsons resigned, Miss Frances Ennis was hired to assume the duties of coordinating the provincial office. The fact that the executive had opted for a graduate of the Community and Development Studies Division of Memorial University indicated the importance of the developing trends of Women's Institutes toward community development.

The triennium ended with a Provincial Convention held at Queen's College in St. John's, with a theme of "Self Help - Self Worth". In welcoming the more than 200 members at the official opening the President commented on the theme by saying.

> In an era when the validity of voluntary organizations is being questioned I hope that we can continue to respond to the changes around us, and become an even more vital force in our Newfoundland and Canadian society.
>
> (President's Address Convention 1977)

The theme of working toward self sufficiency was reflective of the theme of the very origins of the organization and was borne out in the workshops and activities of the convention. During the opening ceremonies the keynote speaker, the Honorable John Lundrigan M.H.A. and Minister of Rural Development inspired the members with insightful suggestions for new areas of cooperation and development within the rural areas of the province. Reports and addresses given by the delegates indicated the many accomplishments realized and of ongoing plans for future developments.

The special workshop prepared for convention was developed on the theme "Women - Where Are We in Community Development". This full day of activity had been jointly sponsored by the Newfoundland and Labrador Women's Institutes and the Newfoundland Status of Women Council and was directed toward helping the members of both organizations plan some practical directions for approach in helping solve community problems. As well as nine specific workshops on various aspects of women's involvement in community development, three major speakers addressed the topic. These special speakers represented both provincial and national perspectives. Kay MacPherson, newly elected Canadian President of the National Action Committee on the Status of Women, spoke from a national perspective. Dr. Ellen McLean, Past President of Federated Women's Institutes of Canada spoke

from the perspective of rural women; Margot Metcalfe, field worker with the Newfoundland and Labrador Women's Institutes spoke from a historic perspective. This workshop was valuable in giving direction and stimulus to the Women's Institute members in their many projects involving developments in rural Newfoundland.

The official banquet brought the convention to a successful finale. Following established pattern, Martha Bielish of Warspite, Alberta, the President of the Federated Women's Institutes of Canada was special guest and banquet speaker. Through the medium of this practical and encouraging speech the Newfoundland delegates gained a deeper insight into the projects and plans of the national body and their own role in this broader scope.

Again at this triennial Convention Banquet the highest award of the organization was conferred on three deserving members. Miss Anna Templeton of St. John's, Mrs. Jessie Young of Springdale, and Mrs. Nellie Ledrew of Springdale were made life members of the organization to which they had dedicated time and energy in building to strength and vibrancy.

While this marked the end of a triennium, it was also a beginning, a beginning for new officers, new ideas, new plans and new developments.

The Next Triennium

"And so the old order passeth." The new executive and board met at the post convention board meeting to complete the work of the last triennium and to set the priorities of work for the new term. The previous provincial president had been Agnes Richard, a Newfoundlander, a teacher, a graduate of Memorial University with degrees in Arts and Education, and mother of five small children.

The new provincial president was Kathleen Sheldon, born in North Carolina, U.S.A., married in England and as she described at the time "presently raising three little Newfoundlanders in Virgin Arm, New World Island". Kathleen too was a teacher holding a Bachelor of Arts in English and Drama and a Masters Degree in Religious Education. She came to the post of president of Newfoundland and Labrador Women's Institutes with energy, enthusiasm, and experience.

This triennium continued to be a time of much activity within the organization with special emphasis during the first year being focused on field work. Ms. Margot Metcalfe had been hired in March of 1977 to be a field worker for the organization. Margot came to the organization from her student days at Memorial University, with a background of involvement and a focus on issues affecting the lives of people in community living. Her approach was toward assisting the women of the branches

equip themselves to solve problems not only within their own group but also within their communities and their environment.

The pattern of holding District Conventions was continued and five such conventions were held during the first year of the triennium. Most often the program involved leadership workshops as well as workshops in new areas of focus. The success of an intense program of field work and leadership workshops was evident in the formation of new branches and in the revitalization of some dormant branches. Increased activity was evidenced also when many Women's Institute members began to take a more active role in their Municipal Councils and Rural Development Associations. These positive and tangible results were a great encouragement to a provincial executive charged with the responsibility of developing programs to meet the needs of the membership.

The work of the organization was carried out on many fronts. During this time also the Newfoundland and Labrador Women's Institutes used the strength of its affiliations with both the national and international parent bodies to assist Newfoundland fishermen in their fight in defence of the seal fishery. Support was received at the national level from members of the Federated Women's Institutes of Canada and pro-seal hunt literature was distributed to members in provinces across Canada. Many positive actions of support were noted in

the pro-seal hunt articles which were published in many provincial newsletters. This program of disseminating information about the facts surrounding the seal fishery was eventually carried to the international body when discussions were brought forward in group information sessions. At the world conferences held in Nairobi, Hamburg, and Vancouver, information packets were distributed and discussed. Kathy Sheldon, the president, described the action taken at the Vancouver A.C.W.W. Conference. An information session was arranged and announced for one afternoon of the conference. A display was set up with Stella Fowler of Labrador demonstrating the making of seal boots. In describing the success of the session she had this to say.

> The head of the German delegation, a lawyer spent the better part of an afternoon there. She was greatly surprised at all she did not know. She did not know that the fishery takes place inshore as well as at the front and is just one part of a seasonal fishery and she was surprised to find that seal meat was eaten. A reporter from upstate New York was another visitor and took home one of the kits. We gave away all the kits we had and we have addresses for more to be sent.
>
> (The Evening Telegram, Sept. 23, 1983, Scrapbook, Florence Adams)

To assist with this work in defense of the seal fishery the Provincial Rural Development Department demonstrated their confidence in the efforts of the Women's Institutes by forwarding a grant of $10,285. The organization was encouraged by this support and felt that "worthwhile work had been done in fostering a better international understanding of the seal fishery".

Clearly there was no "time for a spell" as the scope of Women's Institutes broadened to address the issues which affected them as women and as people. There were many demands made on the executive at this time as situations developed which called for action. The president Kathy Sheldon had this to say.

> We are now recognized in our province as the voice of rural women and homemakers. Our opinion is sought at all levels of government and community life. We must make sure that this involvement in the development of the life in this province continues and grows.
>
> (President's Address,
> Provincial Convention, 1980)

Accordingly, the organization became involved in many diverse projects and programmes. Briefs and papers were presented to various levels of government addressing many areas of concern. These included a questioning of the government's use of Matacil as a chemical to control forest pests, recommendations on the revision of the Matrimonial Property Act, and submissions to the Food Policy Committee of the federal government. As a result of resolutions which had been presented from the International Women's Year conference and seminars, the executive, along with other women's groups within the province, began to actively work for the establishment of a Provincial Advisory Council on the Status of Women. The president represented Women's Institutes on these committees and the group realized success when legislation was passed creating such a council. The organization also

became involved in a national survey on the situations and circumstances confronting rural women. One hundred detailed questionnaires were completed and information gathered on the lives of women living in communities with less than 1,000 population. These findings were eventually published by the Council of Rural Development Canada under the title Rural Women's Study - Their Work, Their Needs and Their Role in Rural Development.

As an attempt to support women in the economically deprived areas of the province a project was developed in cooperation with the Secretary of State. This was entitled "Women in the Economic Developmental Process" and was designed to assist women in areas that had undergone severe economic distress because of the closure of the major industry within the community. Areas like Buchans, Baie Verte, Stephenville, Bonavista Bay Shore and Labrador Straits were identified as the major centres of concentration. Through workshops and individual contact women were assisted towards developing leadership, business and organizational skills to help them adapt socially, politically and economically to severe community change. This was a project which was most useful to women of these areas in helping both them and their families to adjust to new and changing situations.

The president's commentary that "our opinion and support is sought at every level of government" was borne out in many of the projects undertaken at this time. One

such project was undertaken at the request of the Federal Department of Health and Welfare. Early in 1979 this department requested assistance in providing information on the new child tax program. The provincial executive agreed to support the department in this work, as it was felt that many women who were eligible for the credit might not otherwise apply for it. In reporting the relevance of this activity for Institute members it was noted that.

> The women of Summerford branch set up one evening in the Virgin Arm High School, advertised the event in advance and handled 109 requests for information. One of the members of the Long Harbour branch volunteered to handle inquiries in the community. This was advertised and more than 20 women were assisted in completing this child tax credit information form.
>
> (Annual Board Meeting, 1979)

The educational and social needs of the membership were responded to by an ever broadening variety of programs. The most noteworthy project of this triennium was undertaken in cooperation with the Department of Community Medicine of Memorial University. This was a study on widows within the province and was designed as part of a long-term enterprise, whose aim was to gain information on the situations, experiences and problems of widows in Newfoundland. On the basis of the information accumulated, it was hoped that programs could be implemented that would be responsive to the needs of widows. This developed into a three-phase project with

differing aspects. Phase I involved the gathering of information through questionnaires and literature research. Dr. David Hughes of the Department of Community Medicine worked in cooperation with Margot Metcalfe the W.I. Field Worker to develop the questionnaire and to analyze the results. As a result of the information gained during this phase A Widow's Handbook was researched, written and printed by Jesperson Press. This handbook presented basic information on the emotional and financial situations which often confront widows, and suggested ways of coping with them.

At this juncture a new Field Worker for Women's Institutes had replaced Margot Metcalfe on this project and had organized into printed form the material required for the handbook.

Jane Robinson brought to the job of field worker for Women's Institutes a wide experience of involvement in development issues and adult education. Her university education had equipped her in the field of education and her work with the Canadian International Development Association (CIDA) brought a new dimension to the work and development of Women's Institutes.

This influence was evident in the follow-up phases of this Widowhood Project. Phase II was designed to publicize and encourage the distribution of the Handbook and an accompanying kit through a series of educational workshops.



Because the program became so popular with the W.I. members and their friends within the community, a Phase III was called for to extend the workshop areas beyond the initially scheduled eight centres. The Handbook received much attention through radio and television interviews which publicized the whole widowhood project as well as the printed material. At the 1980 Convention the coordinator of the project reported:

> Over 150 Handbooks have been requested in writing from our office. These have come from Women's Institutes in Quebec, Ontario, British Columbia, Alberta, the Maritimes and from libraries, universities, bookstores and women's centres all across the country. About 1,000 Handbooks have been distributed to our Women's Institute Branches in the province, so only 300 remain of the first edition.
>
> (Coordinator's Report, Provincial Convention, 1980)

Judging from the response to the Handbook and the workshops it could be safely said that the widowhood project had been a great success.

The organization dealt with a host of projects in this triennium as they worked to expand Women's Institutes and to consolidate relationships with other women working toward similar goals. The president for this triennium, Kathy Sheldon identified the Northern Labrador Project as the highlight of her tenure of office. The original aim of the trip to Northern Labrador was to meet informally with Northern Labrador women, to talk about women's organizations and about common problems encountered by women in our province. As well, the executive hoped to

find out more about the Northern part of the province and its women, as the Women's Institutes were increasingly called upon to represent the views of rural women in the province.

This project was funded by the Federated Women's Institute of Canada from their Northern Canada Fund. Embarking on this new adventure in the work of Women's Institutes was a leadership team which consisted of Kathy Sheldon, provincial president; Frances Laracy, Newfoundland's Vice President on F.W.I.C. and Margot Metcalfe, Executive Administrator.

Following a convention with the established district of Women's Institutes on the southern coast of Labrador, the team continued their journey to meet with women as far north as Nain. The initial contacts with the women of the north were made with groups in Happy Valley, Goose Bay and Northwest River. Then the trio of organizers embarked on the M.V. Bonavista to call at points and have meetings with women's groups along the northern coast. Their report was that it resulted in "a wonderful six days". Meeting with groups, having their conversation translated into Innukttuk, and establishing bonds with the women of the north gave them an "incredible glimpse into the very different conditions encountered in this area of the province".

This was a new and different experience for Women's Institutes as they explored the possibility of Women's

Institute branches being established in the north and as they set up ways in which they could form support systems with established native groups.

Women's Institute was becoming an increasingly busy organization as the executive and staff carried out major projects and tended to assisting with the requests and demands of a growing number of branches. However, the regular work of administration and participation in national and international projects continued. Changes occurred in the staff of the central office and the ongoing dilemma of having sufficient funds to run the organization was a source of great concern to the executive. In 1978 following intense discussion, the provincial government raised the annual grant to $25,000 to aid the organization in the work of education and development.

There was much work to be done at home but as well members participated in the projects and conferences of the national and international parent bodies. One notable project undertaken by Women's Institute members across Canada was the purchase of a nutrition van for the African country of Lesotho. This was the second such involvement in this area as the first "Lesotho van" had been donated in 1972. Now in 1979 a replacement was necessary and members across Canada donated the "price of cup of coffee" for this cause. In this way Canadian Women's Institutes members strengthened the links with the international

branches. This "nutrition van" served as a means of transportation in bringing nutrition and health programs to women in the remote areas of the mountainous country, but it also was a means whereby Institute members could share their world.

In recognition of the valuable work of the Women's Institutes being carried out in all areas of the country, in 1977 the F.W.I.C. Vice-President, the Past President, and the President of each provincial Women's Institutes were awarded the Queen's Jubilee Medal. The Newfoundland recipients were Frances Laracy, Agnes Richard and Kathy Sheldon.

The international organization for rural women, the Associated Countrywomen of the World was actively supported by the Newfoundland members by contributions to various projects and especially to the Nutrition Education/Save Sight project. This was a very worthwhile program which was successful in combatting blindness in children of Third World countries through proper nutrition education of mothers.

As well as supporting the projects of the world organization, Newfoundland continued to be represented at the Triennial World Conferences. In 1974 Mrs. Beatrice Forward and Mrs. Frances Laracy had been Newfoundland's representatives to the world conference in Perth, Australia. In 1977, Mrs. Agnes Richard and Mrs. Frances Laracy represented the organization at Nairobi, Kenya. In

1980, the president Kathy Sheldon led a Newfoundland delegation consisting of the following members, Mrs. Agnes Richard, Mrs. Faye Eveleigh, Mrs. Beatrice Forward and Mrs. Frances Laracy to the world Conference at Hamburg, Germany.

At these world gatherings the bonds to the world organization were strengthened as the Newfoundland members of Women's Institutes continued to interact with their sister organizations around the world. The theme of this particular conference was "A World to Share" which was a very appropriate one as members shared ideas, resources and support. The president in her report demonstrated what it meant to be part of an organization where direct help and understanding existed between the worldwide membership. Mrs. Sheldon spoke for all the Newfoundland delegates when she said.

> It is very moving to learn how in India women teach others to read by lamplight after a day working in the fields. In Indonesia, A.C.W.W. has helped women purchase chickens to generate income and better feed their families. Many similar projects were heard in our Dialogue session where each country spoke on its problems and projects. One which fired our imagination was from Finland. There the women had a berry picking day and either sold the berries or donated money, for each kilogram of berries picked. The money realized was sent to help provide a well in Kenya.
>
> (Annual Report, 1979)

Newfoundland members were an active component of this global group and both learned from and contributed to the world organization. This was visibly demonstrated at this

particular world conference when the A.C.W.W. welcomed into associate membership the Polish Homemakers Association, the first group from behind the Iron Curtain. In this regard the Newfoundland president played an important role in bringing the question of their acceptance to full debate on the conference floor. It was a clear demonstration that individuals could be effective in the international organization and that members wished to share their world.

The work of this busy triennium culminated in a very successful Provincial Convention held at the Sir Wilfred Grenfell College at Corner Brook on June 18-21, 1980. The theme chosen for this convention was "Women of Newfoundland and Labrador: Our Heritage, Our Future". The focus was on women's work in their communities and homes with a view toward setting goals for the future development of Women's Institutes.

The tone of the convention was set in the president's opening address when she said:

> I think we must look carefully to see that we preserve the good things from our heritage. The quality of caring and helping one's neighbour has always been at the centre of rural life. I see this still in our branch reports and in the life around us. I think our work in the widowhood workshops helped many of us see how we could be more helpful and supporting. We must not get too busy to help each other. One of the great things our organization has is a supportive group of women whose first concern is how their friend is getting on.
>
> (President's Opening Address, Provincial Convention, 1980)

This theme of the strengths and heritage of the organization was maintained in the keynote speech of the Honourable Lynn Verge, Minister of Education, and through the many workshops designed to focus attention on the rich heritage of Newfoundland women and on the pathways for future endeavours.

During the business sessions of the convention too, delegates deliberated changes and procedures which would keep the organization vibrant and relevant for all members. One significant change was decided upon and dealt with the Foundation Fund which had been set up as a building fund in 1974. The members considered that the purchase or building of a W.I. home was out of the reach of the organization and accordingly voted to use the principal sum as an investment fund with the interest to be used to establish two scholarships.

The delegates also decided on plans for new developments in the organization. A major three year project was adopted at these business sessions. This was a project to focus attention on women's health issues and was to be co-sponsored with the Newfoundland Status of Women Council. This was a project designed to be wide ranging and far reaching to all women of the province.

The particular workshops of Convention were centered on the heritage and future aspects of the lives of Newfoundland women. The enthusiasm generated at these popular activities of the Convention agenda was an

indication of the appreciation of the delegates for these workshops.

The accomplishments of the triennium were celebrated at a closing banquet where outgoing officers were honoured and new officers assumed the responsibility for the future developments. At this banquet the delegates were addressed by Mrs. Emmie Oddie, of Saskatchewan and national president of Federated Women's Institutes of Canada. Her presence at Convention had been a source of inspiration for all the members. Her banquet speech was hopeful and encouraging, and brought the triennium to a conclusion in a very positive direction.

The Third Triennium

"The torch had been thrown" and willing hands took the challenge to continue projects still to be completed and to initiate actions of their own.

The new president was Frances Laracy, a successful businesswoman from Conception Harbour. Frances had been a member of the former Board of Managers of the Jubilee Guilds and brought to the position of president a wide experience in the organization. Before long the strength of this experience was being felt as plans were set into motion to strengthen the outport branches. This was realized in the formation and revitalization of several outport branches most notable was the formation of a

branch at Mary's Harbour, the first such branch in Northern Labrador.

Early in this triennium too it became necessary to negotiate with government and to demonstrate the organizations need for increased funding. The government, in a time of restraint itself, found that it could only grant a 10% increase at that time. This amount was not sufficient to hire the services of a field worker and the organization had to look for other means to provide the service required in bringing programs to the outport branches. Jane Robinson, at this time was the Executive Administrator, having moved into that position when Margot Metcalfe resigned and moved to Nova Scotia. As the executive struggled with stretching finances to continue effective work, the Executive Administrator reminded the group of the real strength of the Institutes when she said:

> Government cutbacks are touching our organization as well as our members. Competition for funds is greater than ever before.
>
> Yet the W.I. is a group that can survive the hard times. It is the membership that sustains this organization, not the office, not the funds. The desire for unity that brings women into W.I. shows a willingness to cooperate for the good of all, rather than striving only for self-centred interests.
>
> (Office Report, Annual Meeting, 1983)

This assessment by the Executive Administrator was very true because the organization had flourished and work projects were accomplished because of the thousands of

voluntary hours of work so willingly given by so many women throughout the province.

Over the years a source of great support for the programmes and projects of the Women's Institutes had been the Secretary of State Department with Mrs. Iris Kirby as director of the Women's Programme. Mrs. Kirby had for many years been most instrumental in assisting the Women's Institutes design projects suitable for the members and had assisted in finding the funds necessary to carry out the plans. She had always been generous with her time in offering to participate in projects and programmes and her interest in all aspects of the development of the organization was supportive and encouraging. At the thirteenth Annual Board Meeting of 1983, it was with deep sadness that members learned of her early death. Iris had been a friend and an ally to the Institutes and to the members, and her death would leave a void in the work of the organization.

It was again to Secretary of State that the executive turned to look for financial assistance in funding the specific projects which had been planned. Concentration during this triennium was directed toward equipping the outport branches to be more independent and more responsible in planning their own educational programs. The first project designed for this purpose was called PEP or Planning Educational Programmes. The aim of this project was to hire a field worker to work with individual

branches and help members list and identify the areas of learning most applicable to them. The next step was to work with the field worker to locate the resources which would be most accessible and most relevant to them. Helen Bugler, an energetic, interested and enthusiastic lady was the field worker hired to develop this project and much valuable progress was accomplished as "the educational role of the Newfoundland and Labrador's Women's Institutes was strengthened at the local level". As well members were involved with developing practical skills in group decision making and programme development.

As a result of this work, the executive were enabled to follow-up on the PEP project and respond to the demands for more materials to assist branches in developing specific educational programmes for their area. Working on the list of identified needs which had been a result of the PEP project, a new project was initiated. This was designed to provide informational kits containing lists of resources and suggestions for Branches to follow in meeting their needs. This was a valuable resource for the members and a further step in working toward more independence.

In progressing with the ongoing work of the organization during this period the Women's Institutes had responded to many concerns on behalf of the members. Workshops on Family Violence were promoted. Briefs were compiled and submitted to various levels of government,

one such brief made recommendations for improvements to craft development within the province, another brief was presented to the Task Force on older women in Canada. Members became involved in lobby efforts directed toward women in the Constitution and submissions were presented voicing many concerns regarding Charter rights. As well a recommendation was made to the provincial Department of Health calling for the appointment of a Family Planning Consultant and the executive organized a write-in lobby protesting the 12% sales tax on children's clothing. Women's Institute were gaining more confidence in presenting their ideas in the public forum and in lobbying government for necessary changes. Speaking on this participation by members in wide ranging topics the president, Frances Laracy commented that:

> Women are letting their voices be heard, in areas of mutual concern, and are speaking out on such issues as family law, human rights, Canadian unity, the environment, pornography, etc. Among other issues we are now studying the green paper on pensions and this will be of vital concern to all women as it deals with many aspects of pensions as well as the issue of pensions for homemakers.
>
> (President's Address, Convention, 1983)

Women's Institutes also continued to support and commend the accomplishments of the young people of the province. For years individual branches had offered scholarships and academic prizes within their own communities. Now for the first time the provincial organization inaugurated a scholarship fund for the

children and grandchildren of Women's Institute members in the province. The first scholarship of $250 each were awarded in 1982 to Brian Reid of Springdale and Jane Moore of St. John's. In 1982 the scholarships were awarded to Roxanne Olford of Gander and Elizabeth Yetman of St. John's. Members of Women's Institutes throughout the province had always been active in supporting young people's groups like Scouts, Guides, church groups and academic groups and the establishment of these provincial scholarships was yet another indication of interest and support for the youth of the province.

Spanning this triennium was the ongoing and outstanding project of the Women's Health Education Project sponsored by Health and Welfare Canada and worked in cooperation with the Newfoundland Status of Women Council. This was designed to work in four phases; Survey, Consultation, Fieldwork and Follow-up. The goal of the project was to help women maintain and promote health for themselves, their families and their communities.

At the end of this triennium the project was into the third phase of the work. The survey had been completed; a consultation had been held in June of 1982 at Grenfell College in Corner Brook with participants from every area of the island and Labrador. The information gathered in these first two phases enabled the staff to design workshops in areas concerning health to be effective in

the areas to be served. These workshops were conducted throughout the province and were in demand by organized groups both Women's Institute and other community associations. As the triennium ended the work of the Women's Health Education Project had reached this very popular workshop phase.

While projects and programmes were completed on a provincial level the Newfoundland and Labrador Women's Institutes continued to keep close contact with their affiliated parent organization the Federated Women's Institutes of Canada. When Frances Laracy moved on to be provincial president, Isobel Learmonth of Rocky Harbour was elected as Newfoundland's Vice-President on the F.W.I.C. Executive. Following this term Audrey Woodman of Dildo was elected to this post but found it necessary to resign before her term was completed. At the 1983 Annual Board Meeting, Kathy Sheldon was elected as the new representative on the F.W.I.C. Executive. At the F.W.I.C. Convention held at Fredericton the growing interest in the programmes and projects of the national body was evident as an unprecedented 24 Newfoundland delegates joined members from across the country to participate in the events.

The work of the Associated Country Women of the World was also incorporated in the ongoing programmes of the Newfoundland Women's Institutes. For the first time a Newfoundland member was appointed to a committee of the

governing body of the world institution when Kathy Sheldon was appointed as corresponding member of the Extension and Mutual Services Committee. Another first was accomplished when Frances Laracy and Kathy Sheldon represented Newfoundland at the A.C.W.W. Council Meetings held in Brighton, England. As well, Newfoundland members, along with members from the other provinces worked together in arranging the many details which were necessary in holding the international conference of A.C.W.W. scheduled for Vancouver in June of 1983. This was only the second time that this conference had been held in Canada and members across the country worked to ensure that all foreign visitors were well received and enjoyed the friendliness and warmth of Canada. Newfoundland's representative on the planning committee was 4th Vice-President Angela Sullivan assisted by a committee from the Provincial Board. The official delegation from Newfoundland consisted of fifteen members including two members who sang in the special 100 voice choir and two members from Labrador. This was the largest Newfoundland group ever to attend an A.C.W.W. Conference and this was a time of sharing and of learning for those attending. There was also a feeling of pride as the delegates witnessed the election of Dr. Ellen McLean of Nova Scotia as world president of the Associated Country Women of the World.

In May of 1983 this triennium was brought to a successful conclusion when the fourteenth Provincial

Convention was held on the St. John's campus of Memorial University. The theme chosen for this Convention was "Family, Friendship, Freedom" and this theme was reflected in the workshops and activities of the various events. The opening ceremonies of the Convention were very impressive indeed with a number of special guests in attendance. Keynote speaker was Mrs. Sandra Lunnen who focussed on the role of the volunteer, "recognizing women who work together towards broad societal goals". This was a very apt topic for members who contributed so much to their communities through hundreds of volunteer hours of work.

One significant decision of the business sessions of the Convention dealt with the establishment of a special Women's Institute Week, set aside for special activities. Like other provinces, the week containing the 19th of February, the birthday of Adelaide Hoodless, was chosen for this special time of celebration.

The closing banquet was held at the Main Dining Hall of Memorial University. Mrs. Bernice Noblitt of Ontario and president of the Federated Women's Institutes of Canada was the special guest speaker. In her speech she developed the theme that "the goal of F.W.I.C. is to promote an appreciation of rural living". At this banquet to the highest award of the organization was granted when the president conferred Honorary Life Membership upon Anna Curran of Ferryland. New officers for the upcoming

triennium were installed. Frances Laracy passed the president's pin to Trudy McDonnell and she herself headed for hospital and a mastectomy. Like the classic Newfoundland woman, Frances had attended to her responsibilities, quietly laying aside her own welfare until all was put into its proper place. One month later Frances led the Newfoundland delegation to the A.C.W.W. Conference in Vancouver. Truly a woman of indomitable courage.

To the Present

Gertrude McDonnell, the new president of Newfoundland and Labrador Women's Institutes was a young mother, school teacher and farmer. A graduate of Memorial University, Trudy came to the position of president with a wide experience of work within the organization. She had served as Branch President, District Representative, 2nd Vice-President and 1st Vice-President on the Provincial Board. Through this wide experience she was conversant with all levels and aspects of the work of Women's Institutes.

As the new executive set plans and priorities for the triennium one long term project was coming to a conclusion. The Women's Health Education Project had reached the final phase of the work and participants were most encouraging in their evaluation of the workshops.

From the fall of 1982 to the spring of 1984 the field workers facilitated 123 workshops in different communities involving approximately 2234 women. This was very significant indeed as the board administering this project had planned to work toward a situation where the network which had developed among people would form a means to promote continuing cooperation on health issues. To assist women in continuing their work in the area of health education the group published a Women's Resource Kit which outlined techniques of conducting workshops and provided lists of applicable resources. The organizers had laid the groundwork and set the scene for the activity to continue long after the formal period of the project.

As issues arose the provincial body of Women's Institutes involved themselves on behalf of all members. Early in the triennium the executive gathered responses from all branches by means of a questionnaire. These concerns were presented as a brief to the Fraser Commission on Pornography and Prostitution. Dr. Penny Alderdice, Faculty of Medicine at Memorial University became involved with the Institutes when she developed a Health Education project called "Ask Your Family Tree". This was a project which helped people determine basic information about inheritance especially in the area of health and genetic diseases.

In 1985 the organization reached a significant milestone in its history. Members celebrated the 50th

Anniversary of the establishment of Jubilee Guilds. These had been fifty years of notable accomplishments and members were justified in their celebrations. At the branch level the festivities took many forms, some held birthday parties and honoured former members of Jubilee Guilds, others held garden parties, while some held special concerts. On the provincial level several plans were carried out to commemorate this important occasion.

At this level, celebrations were begun when Premier Peckford proclaimed a special Women's Institute Week. During this particular week the president and Executive Administrator appeared on special television programmes to tell the story of the major accomplishments of Jubilee Guilds/Women's Institutes.

The organization had been initiated by a governor's wife, Lady Anderson. When her successor Lady Walwyn became the first president of Jubilee Guilds there developed a close association with Government House. When circumstances changed the contact was continued through inviting the wife of the succeeding Governors and Lieutenant-Governors to be the patroness of the organization. In this Jubilee Year, Dr. Anthony Paddon of Labrador was Newfoundland's Lieutenant-Governor. To mark this special occasion of Jubilee Guilds/Women's Institutes Mrs. Paddon, the patroness invited representatives of the organization to a special reception to celebrate the long

years of service and to recognize the historic ties with Government House.

Two other projects were initiated to commemorate Anniversary Year. In recognition of the needs of the outport branches, the executive arranged a special series of "Jubilee Workshops" under the direction of Helen Bugler and entitled "Learning Together". As well acting on the recommendation of the Archives Committee, the executive launched a Golden Jubilee Scrapbook. Every branch and district was allotted a "golden page" on which to enter the history and highlights of Jubilee Guild/Women's Institute work within their community and district. This was quite an accomplishment and was a proud and popular display of the 1986 Provincial Convention.

As a significant recognition of the value of the work of the organization and in acknowledgement of her contribution in building a strong foundation, the executive nominated Anna Templeton for an Honourary degree at Memorial University. This decision was reached at the 1982 Annual Board Meeting when the following motion was presented.

> Moved by Ruth Brown, seconded by Florence Adams "that the subject of nominating Anna Templeton to receive an Honourary Degree at Memorial University be investigated"
>
> CARRIED

Anna was conferred with a Doctor of Laws Honoris Causa at the May Convention of Jubilee Year. In reporting the event at the next Annual Board Meeting, president

Trudy McDonnell had this to say. "It is surely fitting that in this Jubilee Year we honour one who has given an outstanding contribution to the women and through them the families of Newfoundland and Labrador".

As well as the special Jubilee Year programmes the regular work of development continued as usual. Extension work continued in Labrador North. Briefs were presented to the Task Force on Employment and Unemployment and to the Social Policy Committee of Cabinet. The Widow's Handbook was reprinted and some new branches were formed. As a result of changes within the structure of the Department of Education, Women's Institutes was placed under the jurisdiction of the newly formed Department of Adult and Continuing Education and Career Development. At this time the yearly government grant had reached $29,700 and as the executive stretched the dollars to cover such a variety of activities they were very cognizant of the miracle of the loaves and the fishes.

Scholarships continued to be granted but under changed circumstances, this was due to two new developments, the introduction of Grade XII and the granting of charitable status to the organization. Scholarships under any charitable organization were required to be open to the general public. Accordingly, the criteria for the Women's Institutes Scholarship was changed to meet these new standards. In 1984 the scholarships were awarded to Lori Sullivan of St. John's

and Anita Tapper of Torbay. In 1985 the winners were Pauline Durnford of Mount Pearl and Sean Blundell of Carbonear.

Other ongoing work included a revision of the Constitution and changes were made in the numbering sequence of the Annual Board Meetings. When the organization had changed names from Jubilee Guilds to Women's Institutes the structure of the Provincial Board had changed. The Annual Board Meeting under the new arrangement was designated as being the First Annual Board Meeting and continued in sequence to the Fourteenth Annual Board Meeting. This did not reflect the long history of the organization and it had been recommended that "in the interest of continuity that consideration be given to restoring the sequencing from the Jubilee Guilds Annual Meetings". The decision was made that "henceforth the Annual Board Meetings would be numbered in sequence from the Jubilee Guilds first Annual Meeting in 1936". While the 1984 report is numbered Report of the Fourteenth Annual Board Meeting, the 1985 report is listed as Report of the Forty-Ninth Annual Board Meeting, Jubilee Year, 1985.

As well as the work of the provincial unit, Newfoundland members joined in the projects of the national unit. Kathy Sheldon was Newfoundland's Vice-President on the National Executive while President Trudy McDonnell and 1st Vice-President Angela Sullivan

represented the Newfoundland Women's Institutes at the Annual Board and Special Meetings. Newfoundland members contributed to the briefs presented to the Federal Government. These included briefs on Child Care and Training and Employment for Women, as well as submissions on Maintenance, Custody and Divorce Laws. A special project adopted during the United Nations Decade for Clean Water and Sanitation was to raise $50,000 from the Canadian membership as their contribution to less fortunate members around the world. At the F.W.I.C. Convention held at London, Ontario, nineteen Newfoundland delegates were on hand to witness the presentation of $68,573.20 to world president Dr. Ellen McLean. This amount was matched by the Canadian International Development Association and was a generous contribution to people living in many underdeveloped countries.

At the London Convention a significant decision was reached when Newfoundland Women's Institutes issued an invitation to host the next F.W.I.C. Convention at St. John's, Newfoundland. This invitation was accepted and for the first time the National Convention will be held in Newfoundland in June, 1988.

Contacts with the Associated Country Women of the world were also maintained and reinforced through Newfoundland's representation at Council Meetings, Conferences and participation in special projects. A mini-Conference of the A.C.W.W. was held in Truro, Nova

Scotia and thirty-one delegates from Newfoundland constituted the largest contingent of the active participants. With wider knowledge of the problems faced by women and families in the developing countries the Newfoundland members became involved in projects to bring some comfort to those with great needs. One such project was undertaken following a contact with Zambian women at the World Conference in Vancouver, women across the province began knitting four inch squares of any colour. A flood of packages were soon on their way to Zambia to be sewn into warm blankets for tiny bodies. Another project was set into motion when some of the Newfoundland delegates to the World Conference made contact with a project coordinator from Zimbabwe. Her problem was to find typewriters to teach women office skills and equip them with some training which could lead to employment. A linen tablecloth was donated by the Zimbabwian women and a raffle was held among Newfoundland members. Enough money was sent to the women of Zimbabwe to purchase five typewriters. In commenting on the success of this venture the Executive Administrator commented.

> The Zimbabwe tablecloth project was very successful. This kind of project seems very worthwhile, for a minimal amount of effort on all our parts, in Newfoundland and Zimbabwe, we are not only joined in fellowship but both parties benefit in a real sense.
>
> (Office Report
> 14th Annual Board Meeting)

When the international conference was held in Killarney in May of 1986, eleven Newfoundlanders joined representatives of the 9 million member organization to consider resolutions and to initiate projects beneficial to all. Of our international relations president, Trudy McDonnell had this to say:

> I have often told branches that when they join the Newfoundland and Labrador Women's Institutes, they automatically become members of their branch, their district, their province, the Federated Women's Institutes of Canada and finally the Associated Country Women of the World. As I listen to the speeches and panelists here (A.C.W.W. mini-Conference at Truro) I am truly amazed at how we at our branch level are so very important in the chain, how our link with the other countries is as strong as our involvement. Contributing to projects is one way of helping our fellow women.
>
> (President's Message, Newsletter, May - June, 1985)

At home, during the triennium some administrative changes had been necessary at the provincial headquarters. The executive and staff faced a crisis when they were asked to vacate their office space to make room for the expansion of the Craft School. With a great deal of negotiations the problem was solved when smaller office space was found in the Arts and Culture Centre and the headquarters was relocated once again. Another change was necessary when Jane Robinson, Executive Administrator for Women's Institutes decided to return to her studies towards her Master's Degree. The new Executive Administrator named to the position was Jennifer Perry, a

vibrant and intelligent young woman with a university education and a background in administration.

The 15th Provincial Convention brought this triennium to a successful close. Held at the Bay St. George Community College this convention had as its theme "Focus on Family" and a record number of delegates were in attendance. The opening ceremony was held with many dignitaries in attendance. The keynote speaker for this event was Mr. William Shallow, Director of Adult and Continuing Education who spoke on the theme of breaking the barriers which sometimes prevent advancement.

As well as participating in the regular business sessions of Convention, delegates were treated to some special presentations. A panel discussion involved all the participants in the topic "Women, Living a Lifespan" with presentations by the panelists, Wendy Williams- Parenting, Beverley Marks - Family Law, Dr. Gwen Bruce- Women, the mid years, Dr. William Eaton - Women and Aging. The presentations were lively and stimulating, leading to a very intensive discussion period. It is interesting to note that lawyer Beverley Marks was the daughter of former Jubilee Guild Field Worker, Mary Marks.

Mrs. Beatrice Reeves, of Prince Edward Island and president of Federated Women's Institutes of Canada was guest speaker at the closing banquet and addressed the topic of the development of the individual, the development of the family and the development of the

community. At this closing banquet five Life-Memberships were awarded to five Past-Presidents of the organization in recognition of their contribution and continued support. Named to the Life Membership roll were Sheilah Drover of Springdale, Agnes Richard of Gander, Kathy Sheldon of Virgin Arm, Frances Laracy of Conception Harbour, and Trudy McDonnell of Highlands.

In her report of this convention Margaret Yetman, 2nd Vice-President noted, "I am sure that the learning, the fellowship and the friendships will remain with all of us throughout the next triennium".

And new officers came forward to steer the ship. The new president was Angela Sullivan, a former teacher and craft instructor and now a full time homemaker. The mission which she personally adopted for the triennium was by a planned publicity strategy to give the Women's Institutes more visibility and to make more people aware of the value of the organization to the individual and to the community. The triennium is but six months old and this media campaign is well on its way.

Other work is also progressing. Ever mindful of impending dangers to individuals and society the provincial body acts on behalf of its members. In the past six months submissions have been made to the Federal Government regarding the threatened changes in the Drug Patent Act. An objection was presented to the Provincial Government regarding the introduction of Beer Coolers for

sale to minors. The Provincial Convenors for Canadian Industries and Agriculture, Doris Hollett and Shirley Hall have attended a planning session in Ottawa to help establish provincial workshops on Free Trade. Mabel Manuel, Provincial Convenor of International Affairs is part of a planning committee arranging an A.C.W.W. mini-Conference to be held in Prince Edward Island. There are new shoulders to the wheel but the work never ends. And as these new officers take on the work of the organization, they continue with a proud heritage behind them. They are building, with the strength of their convictions and the determination of their actions, an ever strong and vital organization.

CHAPTER VII

PEOPLE AND EVENTS

> If ever the world sees a time when women work together for the benefit of mankind, it will be a power such as the world has never known.
>
> Matthew Arnold

Presidents of the Organization

The history of Jubilee Guilds/Women's Institutes has been the story of strong and determined women and of events which have shaped the way of life for many Newfoundlanders. The organization has been fortunate in having women of many talents to guide its course through a disastrous depression, the strain of a World War and through peace and prosperity.

The strength of the organization has lain in the membership but with captains to "steer the ship". These captains were needed at all levels of the organization branch, district, and province. Many thousands of Newfoundland women have taken on the leadership of their particular unit, perhaps with persuasion from their friends, but willing to give unstintingly of their time and ability. This brings to mind a poem which because of the sentiment it expresses on leadership is most appropriate for inclusion at this point.

The Beatitudes of Leadership

Blessed is the leader who has not sought the high places, but has been drafted into service because of her ability and willingness to serve.
Blessed is the leader who knows no discouragement, who presents no alibi.
Blessed is the leader who knows how to lead without being dictatorial - true leaders are humble.
Blessed is the leader who seeks the best for those she serves.
Blessed is the leader who looks for the good of the most concerned, and not for the personal gratification of her own ideas.
Blessed is the leader who develops leaders while leading.
Blessed is the leader who marches with the group and interprets the signs that lead to success.
Blessed is the leader who has her head in the clouds and her feet on the ground.
Blessed is the leader who considers leadership an opportunity for service.

(The Book of Ideas
A Project of the Alberta Women's Institutes)

And blessed is the organization which possesses such a leader and Newfoundland and Labrador Jubilee Guilds/Women's Institutes have been blessed with capable, energetic and public-spirited leaders who have served as president of the organization down through the years. With different skills and capabilities with divergences in personality and experiences, nevertheless each of them had something distinctive and worthwhile to give to the movement, and each of them left her imprint on the organization. Serving in different periods and under greatly varying conditions, each responded to the situations confronting her and gave to the office of

President a richness and distinction which left its mark on the programme and activities of the Jubilee Guilds/Women's Institutes throughout the Province. These individuals assumed the office of president and took on the task because they had faith in the organization and the confidence and support of their colleagues.

Lady Anderson

Although never officially president of the organization it was Lady Anderson who with vision and dedication founded the Jubilee Guilds in 1935.

Lady Muriel Anderson was the daughter of W.H. Teschemaker of Otago, New Zealand and the grand-daughter of W. Van Geyr Teschemaker of Armfelst, Holland. She married Sir David Murray Anderson in 1908. Lady Anderson travelled extensively and accompanied her husband during his service in South Africa, China and India.

In 1933 His Excellency Admiral Sir David Murray Anderson and Lady Anderson arrived in Newfoundland as the newly appointed governor and as representatives of His Majesty the King.

Lady Anderson was a dynamic personality and was soon involved with many groups within the community. In 1933 she was president of the Society for the Protection of Animals. Gordon Higgins writing on this society in the Books of Newfoundland had this to say:

> Though all members of the Society have been deserving of praise, special mention should be made of the splendid work of Lady Anderson, president in 1933. She gave most generously of her time and as a result put the Society in the sound financial position which it still maintains.
>
> (Smallwood, 1937)

In 1935 Lady Anderson was honoured for her charitable work by His Majesty the king in granting her the Dignity of a Commander in the Order of St. John of Jerusalem. This was reported in the "Newfound Quarterly" of the time.

> We feel certain that public opinion will welcome this honour as well deserved. For two winters, Lady Anderson with exemplary self sacrifice, has devoted herself to the task of providing clothing for the poor, and inspiring others to assist her with this laudable object in the Service League founded and presided over by her. Only those who have associated themselves with her there can adequately appreciate what a herculean effort it has called for and with what splendid and unswerving perseverance was carried through.
>
> (The Newfoundland Quarterly, Feb., 1935)

When the urgent need for this welfare service had passed Lady Anderson felt that there was still a great need for some permanent organization which would serve to unify rural and urban women in Newfoundland and Labrador. Before coming to Newfoundland, Lady Anderson had been acquainted with an organization called the "Women's Institutes of England and Wales" and this served as a model for the new organization which she founded in 1935. Because this was also the Jubilee Year of the reign of

King George V, the new organization was given the name "The Jubilee Guilds of Newfoundland" in his honour.

Although their stay in Newfoundland was a short one Lady Anderson made an impact on the community life of the island and won the hearts of Newfoundlanders. Lady Anderson publicly inaugurated the Jubilee Guilds on October 16, 1935. Soon after this the Anderson's received a notice of their posting in New South Wales, Australia. Her public campaign for support of the newly formed Guilds had hardly begun with just 441 subscribers out of the objective of 1,000. A public campaign was launched by The Evening Telegram and an additional 1060 subscribers joined in the three days prior to the Anderson's departure on January 13, 1936. This was termed "a fitting tribute to one whose interest in the welfare of the people of Newfoundland had been uppermost ever since her arrival here".

Lady Anderson died in England in 1958.

Lady Eileen Walwyn
First President of Jubilee Guilds of Newfoundland
1936-1945

Lady Eileen Mary Walwyn was born in Leyborn, Yorkshire, England, the daughter of Major General and Mrs. van Strawbenzee. Her mother had been born in Ireland and Lady Walwyn was proud of her Irish background. In 1912, she married Sir Humphrey Walwyn. They had one son James

who was his father's Aide-de-Camp while he was in Newfoundland.

In January 1936, Lady Walwyn arrived in Newfoundland with her husband, Vice-Admiral Sir Humphrey Walwyn, newly appointed Governor of the Dominion. Before being transferred to Newfoundland, the Walwyns had spent six years in India. Now there would be a change of climate and a change of people.

As wife of a Governor of a British dependency, Lady Walwyn was well aware of her responsibilities. She knew that when they arrived at their new post she would be welcomed as patroness and perhaps president of groups and organizations. Within a very short time she had become President of Jubilee Guilds, Patroness of Child Welfare, of the Dorcas Society and of Girl Guides and President of Nonia.

The organization of Jubilee Guilds was in its infancy, and one of Lady Walwyn's first duties was to become its President. Sometime later, she laughingly remarked that soon after her arrival she was given the "baby" to hold. It can be truly said that in her nine years as President she helped immeasurably to raise the "infant" to strong maturity.

The first Board of the Jubilee Guilds was made up of a Board of Trustees and an Executive Committee. Lady Walwyn was President of the whole Board.

Lady Walwyn was an energetic and vibrant woman who found the time to build a strong organization of the Jubilee Guilds while also tending to her official role as Governor's wife. There was the large residence of Government House to supervise; there were many social occasions to be planned and hosted; many visitors to be entertained. There were galas to attend; schools, institutes and hospitals to visit. There were journeys to be made by Governor around the island - by train, road and boat, and Lady Walwyn would accompany her husband on many of these trips.

In spite of all these demands on her time Lady Walwyn held regular meetings of the Executive Committee at Government House. Annual Meetings too were held at Government House and would be open to the public. At these times woven and finished articles produced by members would be displayed.

Lady Walwyn was also generous in offering the facilities of Government House for the use of the Guilds. Lady Walwyn purchased a loom and she herself learned to weave. She also made the loom available so that others could be taught the art of weaving. Coloured yarns and cottons for weaving were not available at that time and had to be dyed. Often this work was done in the laundry in the basement of Government House where there was a large, built in hopper. Here, many times, huge bundles of homespun yarn and fishermen's twine would be dyed and

tests made with natural dyes -- rock moss, onion skins, etc. to help the local knitters and weavers.

Lady Walwyn retired in London, England, and lived to be well into her eighties. She always maintained a keen interest in the progress of the Guilds and kept in touch with some of the members.

Lady Walwyn will always be proudly remembered as the organizing and inspiring first president of the Jubilee Guilds, or as they are now called Women's Institutes of Newfoundland and Labrador.

Mary Evangeline Winter
President, 1945-1953

Mary Evangeline Arnaud was born in Annapolis Royal, Nova Scotia, May 7, 1889, the daughter of Elias de Barbizon and Constance Arnaud. In her early teens Evangeline came to Newfoundland when her father was appointed the first Canadian Trade Commissioner to Newfoundland.

Prior to her marriage she lived in England for four years and was married to J.Alexander Winter, a lawyer, at St. John's in 1915. The Winters had four children, two boys and two girls, James, Norman, Sheila and Winifred. James, the eldest, was killed in North Africa in World War II.

Mrs. Winter's husband, J. Alex Winter, was an M.H.A. at the time of Responsible Government and eventually

became Speaker of the House of Assembly, later he held the office of Commissioner for Home Affairs and Education under Commission Government and still later was appointed Registrar of the Supreme Court.

Mrs. Winter took an active part in community life and was an active member of St. Thomas' Church and Choir. At the time of the tidal wave on the South Coast, Mr. Winter was the M.H.A. for Burin, and Mrs. Winter helped to organize the Service League which was formed to help alleviate the suffering of the stricken people. Later, she was a Charter member of Jubilee Guilds and became first Vice-President, a position which she held for ten years - from 1935 to 1945. In 1945 she became President of Jubilee Guilds, a position which she held for eight years until 1953.

At the second Biennial Convention at Grand Falls a Rose Bowl was donated by Mrs. Winter to be presented at Convention time to the Guild showing the most improvement. This bowl was eventually presented permanently to the Springdale W.I. when it was won by this institute on five consecutive occasions.

Mrs. Winter kept her interest in the Guilds for many years, attending many Annual Meetings and was a guest at several Conventions following her retirement.

In later years Mrs. Winter lived at Glenbrook Lodge on Torbay Road. She died on September 22, 1985 at the age of 96. Her memory is honoured in Women's Institutes for

the many years of devoted service given during the early years of the organization.

Jean S. Taylor
President, 1953- 1955
1961 - 1962, 1969 - 1970

Mrs. Jean S. Taylor, though born in Brooklyn, New York, spent most of her life in Newfoundland.

She first came here in 1929, when she went to St. Anthony as a Summer Volunteer for the International Grenfell Association. There she met Maurice Job Taylor, the man she was to marry. In February of 1931 she returned to Newfoundland to make her home in St. John's, where her husband was in business.

Shortly after her arrival, Mrs. Taylor was asked to serve on the Board of Managers of the Church of England Orphanage which she did for about 16 years.

When the Newfoundland and Labrador Jubilee Guilds were being founded, Mrs. Taylor was invited to be a Board member of the organization. Except for the war years she served in that capacity for a number of years.

After the War broke out in 1939 Mrs. Taylor joined the Air Raid Precautions Organization, and she also became Recording Secretary of the local Branch of the British Red Cross Society and was engaged in making hospital supplies. In 1941, she left this work to become a full-time Cipher Clerk in the Naval Cipher Office in St. John's. In 1943,

she left Newfoundland to join her husband in the north of Scotland where he was stationed with the Newfoundland Foresters. There she acted as Secretary to the Newfoundland Battalion of the British Home Guard.

At the end of the European War, in May 1945, Mr. and Mrs. Taylor returned to St. John's where Mrs. Taylor resumed her work with Jubilee Guilds. She served as President for three different terms, 1953 to 1955; 1961 to 1962; and 1969 to 1970. She remained on the Board until 1972.

Mrs. Taylor also served on the Board of the Newfoundland Grenfell Association, and for a period of 10 years did voluntary clerical work three mornings a week for the Canadian Red Cross.

Mrs. Taylor was the first recipient of the Life Membership Pin awarded by the Newfoundland and Labrador Women's Institutes. She was presented with this pin at the 1972 convention.

In later years, Mrs. Taylor returned to the United States. She passed away on November 15, 1984 at King's Park, Long Island, U.S.A. A Memorial Service was held at the Carnell Memorial Chapel at St. John's, Newfoundland on November 20, 1984.

Honor Carnell
President, 1955 - 1957

Honor Carnell was born in England. Her home was at Middlesex, on the outskirts of London. After four years in a Preparatory School there, she attended a private Boarding School in Hertfordshire, followed by three years general Musical Education at the Royal College of Music in London. Due to domestic family problems, she had to relinquish her studies and joined a large fashion house in the West End of London. With the outbreak of the war, she was directed to a company at Malvern, Worcestershire which manufactured clothing for the RAF. Together with many others she also became a part-timer in the Auxiliary Fire Service.

After a three week journey by convoy across the Atlantic she arrived in St. John's in February, 1944. She married A.B. Carnell at St. John's and the Carnells have one son. Honor served as Executive Secretary of the Newfoundland Medical Association for eight years. She was Secretary of the Postgraduate and Continuing Medical Education Office when the Medical School was established at Memorial University. She completed ten years service there and retired in 1978. She returned to England with her husband for their retirement.

Honor Carnell was President of Jubilee Guilds when the Second Provincial Convention was held at Grand Falls in 1956. Mrs. Carnell presided over the meetings and was

hostess to Mrs. Nancy Adams, President of the Federated Women's Institutes of Canada and Dame Alice Berry of Australia, President of the Associated Countrywomen. The total scope of the organization was represented in these three ladies.

Mrs. Carnell was Newfoundland's first representative on the Executive of the F.W.I.C. and served in this capacity from 1955 to 1957.

Ruth Bernice Garrett
President, 1957 - 1959

Ruth Bernice Garrett, born May 23, 1914 was the only daughter of George Edward and Gertrude (Strong) Taylor.

She was educated at a Methodist College, Prince of Wales. She also attended Memorial College, St. John's, and F.L. Calder College of Domestic Science, Liverpool, England.

Ruth was married August 19, 1935, to Commander H. Garrett of Wrexham, Derbyshire, England. She lived in England for six years and returned to St. John's in 1940 to work with the Canadian Navy.

She worked part-time as a Library Assistant at Memorial University Library from 1956 - 1970. During a leave of absence in 1967 - 1968 she worked with the Department of Finance Library at Ottawa. From 1975 to 1980 she worked with the Provincial Reference Library at St. John's.

Ruth involved herself in a great number of volunteer groups including Ladies Auxiliary, Royal Canadian Legion; Grace Hospital Ladies Auxiliary; St. Patrick's Mercy Home; Jubilee Guilds of Newfoundland; and the Girl Guides.

Mrs. Garrett joined the Jubilee Guilds Board in 1956 and served as President from 1957 to 1959. During her term, she chaired the Planning Committee for a Provincial Convention which was held at H.M.S. Cabot in 1958. Mrs. Keith Rand, the F.W.I.C. National President, was in attendance at this Convention.

Frances Anna Clarke
President, 1959 - 1961

Frances Anna Penney was born in the town of Carbonear in Conception Bay. She completed her High School education there and came to St. John's to complete a Secretarial course. She has also taken Craft courses at Mount Allison University.

For some years Frances worked as a Secretary in Carbonear and later worked in St. John's.

At an early age she became involved in community activities such as Young People's Groups, Church Choir and Girl Guides.

After her marriage to George W. Clarke, whose work took them to different communities, she kept up her involvement in community work, notably the organizations

of Jubilee Guilds and the Red Cross. The latter she organized and became president of the group in two communities. For this work she was awarded a Red Cross Service Medal in 1958.

Mrs. Clarke, joined Jubilee Guilds in 1946 at Springdale. When she moved to St. John's, in 1957 she was invited to join the Board of Managers. In 1959 she became Provincial President. In that year she was also elected to the Executive of F.W.I.C. After serving a term as 2nd Vice-President of the National Board she was elected 1st Vice-President in 1964 and became National President in 1967. This was the first time for a Newfoundlander to hold this post. As part of her duties as National President, Mrs. Clarke visited all Provincial units across Canada attending the Provincial Conventions as guest speaker. Her duties included chairing the Committees of the Hoodless Homestead and the Northern Canada Women's Institute Committee and she co-chaired a Seminar held for northern women at Yellowknife in 1969.

In 1962, Mrs. Clarke was a delegate to the international conference of the Associated County Women of the World held in Australia and in 1965 was a delegate to the Conference held in Ireland. In 1968, she was leader of the Canadian delegation to the ACWW Conference in Lansing, Michigan, U.S.A. In 1971 Mrs. Clarke was a program leader at the international conference in Oslo.

Mrs. Clarke has had wide participation in other community groups including UNICEF, YWCA and the Girl Guides.

For her community involvement and dedication to Women's Institutes Mrs. Clarke has received several awards. When her tenure of office was completed on the National Board she received Life Membership in the Federated Women's Institutes of Canada. In Centennial Year she was awarded the Centennial Medal. In 1974, Mrs. Clarke was made a Life Member of the Newfoundland and Labrador Women's Institutes. In February of 1977 she was named to the Order of Canada, an honour given for over thirty years of service with voluntary organizations.

Mrs. Clarke still maintains its interest in the work of the Women's Institutes and is an active member of the 3rd St. John's Women's Institute Branch.

Lorraine L. Crane
President, 1962 - 1964

Lorraine Pearson was born in Toronto but moved to Ottawa and finished school there. She joined the R.C.A.F. Women's Division in 1942, and served with that body until 1945 with postings at Halifax and St. John's. Here she met her future husband when he returned from Overseas and duty with the 166th Royal Artillery - Newfoundland Field Regiment. Mr. and Mrs. Crane were married at St. John's.

Mrs. Crane joined the Jubilee Guild Board in the late fifties and was President from 1962 to 1964.

Mrs. Crane chaired the Provincial Convention in 1962 and entertained Mrs. James Haggerty, National President of F.W.I.C., who was guest speaker at the Convention.

Margaret Miriam Russell
President , 1964 - 1966

Margaret Miriam Cross was born in Grimsby, Ontario. She joined the Royal Canadian Airforce and served from 1943 to 1945. In 1946, Margaret married Fred W. Russell and they have four children, now all married and living in the St. John's area.

Mrs. Russell joined the Board of Managers of Jubilee Guilds in 1956, and was President for the period 1964-1966. She chaired a Provincial Convention in 1964 when Mrs. Philip J. Matheson, National President was Guest Speaker.

Mrs. Russell remained a member of the Board for many years and was overall convenor for the Provincial Convention held in St. John's in 1970 and was also convenor for the Provincial Convention of 1972.

Mrs. Russell has served in many other volunteer organization and community groups.

Madeline O'Dea
President, 1966 - 1969

Madeline O'Dea was born in Vancouver, B.C., and educated at Sacred Heart Convent. She graduated from St. Paul's Hospital School of Nursing in 1937. In 1941, she moved to Saskatoon, Saskatchewan and that same year joined the Royal Canadian Navy as a Nursing Sister, sub-Lieutenant. She served at R.X.N. Hospital, H.M.C.S. Avalon at St. John's, Newfoundland from March 1941 to May 1943. She was then posted at H.M.C.S. Cornwallis, Digby, Nova Scotia from May 1943 to August 1944. She married John R. O'Dea in September 1944. The O'Dea's have five children.

Mrs. O'Dea joined the Board of Managers of the Jubilee Guilds in 1960, and was President from 1966-1969.

Mrs. O'Dea chaired the 1966 Convention at Gander and also the 1968 Convention in St. John's. At this Convention the organization was again privileged to have the Presidents of the three levels of the organization in attendance; Mrs. O'Dea, president of the Provincial Organization; Mrs. Frances Clarke, National President of F.W.I.C.; and Mrs. Aroti Dutt, World President of A.C.W.W.

Mrs. O'Dea remained on the Provincial Board for some time. In 1968 she represented Newfoundland at the A.C.W.W. International Conference held at Lansing, Michigan.

Marie Walsh
President, 1970

Marie Walsh was born at Nipper's Harbour, Notre Dame Bay and received her early education there.

She married George Walsh, a Magistrate, and his work took them to many communities in Newfoundland. While living in Springdale Marie joined the Jubilee Guilds in the early sixties and was a member there for seven years. When she moved to Bonavista she started Women's Institute Branches at Catalina and Bonavista and was District Representative for that area. When she moved to St. John's she became the first President of the 3rd St. John's Women's Institute Branch. In 1969 Marie moved to Harbour Grace and there initiated another Branch of Women's Institutes.

In 1970, at the Provincial Convention held at St. John's, at a business session presided over by Mrs. Clarke, Marie Walsh was elected Provincial President according to the newly revised Constitution.

The term of office for Mrs. Walsh was a short one as at the end of her first year she found it necessary to resign from the post of President. However during her year as President she represented Newfoundland at National Board Meetings and at the National Convention in Winnipeg.

Mrs. Walsh has served as District Representative at Conception Bay North on two separate occasions. As well

she has held the post of Branch President at Harbour Grace for two terms.

For some years, Marie taught crafts such as millinery, leather work and quilting at the District Vocational School at Carbonear.

She still maintains a keen and active interest in the work of the Women's Institutes.

Sheilah McKinnon Drover
President, 1970 - 1974

Sheilah McKinnon was born at Corner Brook where she received her early education. Following graduation she attended Memorial University and graduated with Bachelor Degrees in Arts and Education.

Sheilah married John Drover and they settled to raise a family in Springdale, Newfoundland. They have four children, two boys and two girls.

Sheilah's involvement with Women's Institutes began in 1965 when she joined the Jubilee Guilds at Springdale. She has served in various positions as an officer of her local Branch. For three years she was District Representative for the Notre Dame Bay North District. At the 1970 Convention Sheilah was elected as 1st Vice-President of the organization. When Mrs. Walsh resigned as President Mrs. Drover assumed this position and served out the remainder of that term. At the 1972 Convention

she was elected to the post of Provincial President. She thus served four years as Provincial President, 1970-1974.

During her term of office Mrs. Drover served as Senior Board Member on the Board of Federated Women's Institutes of Canada and led the Newfoundland delegation to the National Convention at Banff. At this Convention Mrs. Drover accepted on behalf of Newfoundland the Silver Tray Award for the largest increase of membership of any province. In 1971 Mrs. Drover led the Newfoundland delegation at the International A.C.W.W. Conference at Oslo, Norway.

Sheilah is a full time teacher at Grant Collegiate and is an active member of community and church groups. She has been appointed Vice-President of the Provincial Advisory Council on the Status of Women

She also continues an active involvement with her local Women's Institute Branch and is a member of the Planning Committee preparing to celebrate the 50th Anniversary of the formation of the Springdale Branch of Women's Institutes.

Agnes O'Driscoll Richard
President, 1974 - 1977

Agnes O'Driscoll was born at Conception Harbour, Conception Bay. She graduated from St. Ann's High School

and attended Memorial University graduating with Bachelor of Arts and Bachelor of Education Degrees.

In 1960 Agnes married Ronald Richard of Moncton, New Brunswick and they have lived in Gander since that time. They have a family of five children, four boys and one girl.

Agnes joined the Jubilee Guilds at Gander in 1962 and has served in all the executive positions at the local level. For three years she was a member of the District Board and at the Provincial Convention of 1972 was elected 1st Vice-President of the Provincial Board. In 1974 she was elected Provincial President and held that post until 1977. At the National level she served two years as Junior Board Member and three years as Senior Board Member of the F.W.I.C. attending National Conventions at Banff and Saskatoon.

Mrs. Richard was leader of the Newfoundland delegation to the A.C.W.W. Conference at Nairobi, Kenya and has attended World Conferences at Hamburg, Germany; Vancouver, Canada; and Killarney, Ireland.

There are several events which Agnes identifies as highlights during her tenure of office, the projects of International Women's Year, the registering of the Constitution, and the Educators' Tour of China were all very exciting occasions.

In recognition of her contribution to Women's Institutes she was awarded the Queen's Jubilee Medal in 1977.

Mrs. Richard is also active with volunteer activities involving the community, the church and the school. Recently she has been appointed as Newfoundland's representative on the Canadian Advisory Council of the Status of Women and is chairman of the Newfoundland Public Libraries Board. Presently she is completing her Master of Education degree.

Agnes has been a high school English teacher for a number of years and is an active member of the Gander Branch of Women's Institutes.

Kathleen Tyler Sheldon
President, 1977 - 1980

Kathleen Tyler was born in Kinston, North Carolina. Her family lived throughout the Southern United States, finally settling in South Georgia where she finished school. She graduated from Sweet Briar College in Virginia in 1959 with a Bachelor of Arts in Dramatic Literature. In 1962 she received a Masters in Religious Education from Union Theological Seminary in New York City and worked in the Lower East Side of New York as Director of Christian Education for an Episcopal (Anglican) Church, St. Mark's in the Bowery.

In September 1963 she married an Englishman, Dr. John Sheldon and moved to Ipswich, England. Nine months later they came as Kathy says "to start a great adventure on New World Island". They have remained on New World Island for 22 years where they settled down "to raise three little Newfoundlanders".

Kathy was a member of Women's Institutes in England and became a member of Summerford Branch shortly after it was started. She says, "It seemed to be a way for women to work together in a small community, to improve home, community and province. I was later to find out this included the country and the world. All other women's groups in the area were denominational church groups and the Women's Institute was the only place all women could meet and work together".

In 1972 Kathy was president of the Summerford Branch when they opened the New World Island Craft Center, which is still operational. Later she was elected District Representative for Notre Dame Bay South. "At the May 1976 Provincial Board meeting", Kathy says, "I had a meteoric rise to 2nd Vice-President". This was due to several resignations on Executive at that time.

To overcome a difficulty with nominations for the position of Provincial President, all eligible Executive members allowed their names to stand in nomination for that post. Kathy was elected Provincial President at the May 1977 Provincial Convention at St. John's.

This was a busy triennium the Widow's Handbook was published and workshops were held to encourage widows and bring their concerns before the government. Leadership workshops were held, the Women's Health Education Project was begun and briefs were presented on the Matrimonial Property Act and on the Matacil spraying of forest pests. There was involvement on disseminating information on the true facts surrounding the seal fishery, and relationships were maintained and strengthened with the Department of Rural Development and the Newfoundland and Labrador Craft Association.

Mrs. Sheldon says that for her personally "the highlight of my term of office was a trip to Labrador, first to visit the Branches on the coast, then to travel from Goose Bay to Nain on a grant from Federated Women's Institutes of Canada to strengthen ties with women on our northern coast. On that trip and on all the travels during my term of office, I was overwhelmed by the gifted, hard working women in this province who give of their time and energy to keep their homes and their communities interesting and productive places".

Since her term of office as Provincial President Kathy has gone on to be Newfoundland's representative on the national Board of the F.W.I.C. She has attended international A.C.WW.W. Conferences at Oslo, Norway; Hamburg, Germany; Vancouver, Canada; and Killarney, Ireland "where the network of friendships has become

international". She was leader of the Newfoundland delegation at Hamburg. At the present time Kathy is chairing the Convention Committee, making plans for the first F.W.I.C. National Convention to be held in St. John's in June of 1988.

Besides her W.I. work she is a lay reader in the Anglican church and chairman of the Mission and Evangelism Committee of the Diocese of Central Newfoundland. She is keenly interested in the development of tourism and has worked with other Women's Institutes members in conjunction with Rural Development to make craft shops, tourism projects and the Fun, Fish and Folk Festival a reality in their area. This year Mrs. Sheldon was appointed to the Consumer Council of the Newfoundland Light and Power.

At the end of her term as Provincial President Kathy wrote these words. "The most wonderful part of my involvement with the W.I. has been the friends I have made, who have given me love, support and encouragement, a chance to learn new things and to grow in new directions".

Frances Hennessey Laracy
President, 1980 - 1983

Frances was the daughter of Ellen and Lawrence Hennessey of Avondale, Conception Bay. In 1934 she completed her schooling and was offered a job at Kennedy's

Retail Store in Avondale. Like most shop clerks of that era, she worked a 12-hour day, six days a week and dreamed of opening her own shop. Frances worked in Avondale until 1937 when she married John Joseph Laracy and moved to Conception Harbour.

The Laracy's had six children, three boys and three girls. Frances was 25 when she and Jack started their own retail business in 1943. Though it was her driving force that built J.J. Laracy's Store to what it is today, Frances never received wages. She says, its only in the past decade that women have begun to earn pay for work with their husbands. The success of the business undoubtedly gave her the confidence to work in new directions.

In 1967, Frances was nominated by Conception Harbour Jubilee Guilds and then appointed to the Board of Managers of the provincial body. She came to the organization just as changes were occurring in the structure and procedures of Jubilee Guilds. Along with other members of the Board of Managers Frances worked to bring in a new Constitution and By-laws and to restructure the base of the governing body, moving toward the situation when more decision making power was given over to the general membership.

Through the transition period of restructuring and name change Frances was a member of the Provincial Board. When the Federated Women's Institutes of Canada restructured their Executive, she was elected

Newfoundland's first Vice-President on the F.W.I.C. Executive. Her duties in this capacity gave her the opportunity to travel to Inuvik to assist in conducting a workshop for F.W.I.C.

Mrs. Laracy has been a delegate at six International Conferences of A.C.W.W. She has attended those held in Oslo, Norway; Perth, Australia; Nairobi, Kenya; Hamburg, Germany; Vancouver, Canada; and Killarney, Ireland.

In 1980, after serving at all levels of the organization and as provincial representative on the Federated Women's Institutes of Canada for five years, Frances was acclaimed President of the Women's Institutes of Newfoundland and Labrador. Her friend has written this of her:

> She has shown us the skills of a diplomat- her ability to understand differing points of view, to find words which make everyone feel understood; to unify; to appreciate the old, but see the value of the new; her fluid approach, her humour - all these qualities have opened the eyes and hearts of the women who have worked with her.

Frances has never refused to participate on boards and in conferences and has represented Women's Institutes on numerous occasions. She is also an active member of her local parish council, school board and other community development projects.

As she convened the official opening of the Women's Institutes Provincial Convention which ended her term of office, few of her friends knew that Frances had postponed

surgery for cancer, in order to carry out her responsibilities. With grace and warmth she addressed the 200 women gathered for the Convention. Only three weeks later she was smiling from her hospital bed, "surrounded by the perpetual motion of her triplet grandsons, friends from home, friends from W.I., and flowers and the promise of health".

Another fortnight, and she was in Vancouver, heading the Newfoundland and Labrador Women's Institutes delegation to the 17th Triennial Conference of the Associated Country Women of the World.

Frances Laracy is an exemplification of the motto of our organization "Confidence - Courage - Unity" (excerpted from A Profile by Jane Robinson).

Mary Gertrude Gillis McDonnell
President

Mary Gertrude Gillis was born at Stephenville Crossing Cottage Hospital. She graduated in June of 1966 from St. Joseph's High School at St. Georges. She attended Memorial University and graduated with a Bachelor of Arts in Education.

Trudy married Kevin McDonnell, a Vocational School instructor and they have settled in Highlands to raise their five children. Trudy is a full time high school teacher and both she and her husband operate a small farm.

Mrs. McDonnell became involved with Women's Institutes when Mrs. Ellie Parsons held a meeting at St. Fintan's in 1972 for all women of the area. Trudy says, "Since she emphasized that W.I. was a learning group, wherein you would learn new skills, I was interested. It was also a way for me to meet the women in the community to which I had just moved".

Trudy joined the Provincial Board as District Representative for St. Georges - Codroy.

Before long she was elected to the Executive serving terms as member-at-large and Vice-President. In 1983 at the Provincial Convention held in St. John's she was acclaimed Provincial President of the Women's Institutes of Newfoundland and Labrador.

During her term of office submissions were made to the Employment and Unemployment Commission, the Food Prices Review Committee as well as a brief to the Commission on Pornography and Prostitution. Information was gathered on Homemakers' Pensions through a series of questionnaires and the Executive met with the Social Policy Committee of Cabinet to outline the needs and plans of the provincial organization. During this time as well the Widow's Handbook was revised and reprinted.

1985 was Jubilee Year with many celebrations to plan and execute. The Jubilee Workshops were carried out. The Golden Scrapbook was compiled and Trudy and her Executive were overjoyed when following their recommendation an

Honorary Degree from Memorial University was conferred upon Anna Templeton, thus recognizing the value of Women's Institutes to the community and Anna Templeton's role in building it into a strong and vital organization.

In May of 1986 Trudy was the leader of the Newfoundland delegation to the World Conference at Killarney, Ireland.

When asked to identify the highlight of her term of office Trudy found it difficult to isolate just one event but identified the District Meetings which she attended and in getting to meet a greater number of members as being of special significance to her. Of course Jubilee Year celebrations were a high point as were the A.C.W.W. mini Conference in Truro in 1985, the Council Meeting of A.C.W.W. at Edinburgh, Scotland and the Triennial Conference at Killarney, Ireland.

Trudy is a very active member of many community groups, she is a member of her parish finance committee, chairman of her local library board and an executive member of the N.T.A. Branch in her area. She enjoys sports such as cross-country skiing, crafts and is an avid reader.

Trudy's youthful presence and obvious competence which she brought to the role of Provincial President was an encouragement to all W.I. members and especially the younger women of the organization.

Angela Mills Sullivan
President, 1986 -

Angela Mills was born at St. John's and lived in New Perlican until she was eight years old. At this time her family moved to St. John's and Angela attended school there. She graduated from Bishop Spencer College and attended Memorial University. For a number of years prior to her marriage she was an elementary school teacher.

In 1960 Angela married Owen Sullivan of St. John's. They have a family of three children, all girls.

Mrs. Sullivan was the founding President of the 2nd St. John's Branch of Women's Institutes. In 1976 she joined the Provincial Board as District Representative for St. John's and has held the positions of 4th Vice-President and 1st Vice-President on the Provincial Executive. Angela also was Newfoundland's representative on the A.C.W.W. Canadian Conference Planning Committee for the world conference in Vancouver. At the 1986 Provincial Convention, held at Bay St. George, Community College at Stephenville, Angela Sullivan was acclaimed Provincial President for the new triennium.

Raising the profile of the Women's Institutes, making more people aware of the value of the organization and increasing the membership are the priorities which Mrs. Sullivan has identified as being the focus of her work during the next three years. Presently she writes a monthly column for the Evening Telegram on the activities

and special projects of the organization. Although the term is but six months into its mandate, already the Executive has made submissions to the provincial and federal levels of government. The organization has voiced their objection to the proposed sale of "beer coolers" to minors within the province and have also objected to proposed changes in the Drug Patent Act. Angela is also a member of the Planning Committee making preparations for the F.W.I.C. National Convention to be held in St. John's in 1988.

Angela's other volunteer activities include involvement in many community groups. She has been Chairman of the Mint Brook Girls Camp Committee, and treasurer of the Newfoundland Track and Field Association. As well she volunteers as an assistant at the Cerebral Palsy School. She is also a part-time craft instructor for beginners and advanced quilting courses.

Among her many interests Angela makes special mention of crafts such as embroidery and quilting. She enjoys outdoor activities such as camping and skiing. Presently she is pursuing her strong interest in philosophy and religious studies by studying in this discipline. She also looks forward to a productive three years as Provincial President of the Newfoundland and Labrador Women's Institutes.

Executive Administrators

In the fifty years since its founding, Jubilee Guilds/Women's Institutes have had seven Executive Directors, the title of this position has changed but essentially it entailed the same work. The first director was Elizabeth McMillan who worked with the organization for two years. She was succeeded by Anna Templeton who remained for 27 years and who was responsible for most of the development of the program of that time. When Anna left to join the Craft Training Division of the Department of Vocational Education she was followed by a part-time secretary Elizabeth McCurdy. When Mrs. McCurdy resigned, Mrs. A.W. Parsons was hired as part-time Secretary but because of the monumental amount of work to be done soon became the Executive Administrator for the organization. She stayed ten years and guided the organization through a very difficult transition period. When Mrs. Parsons retired in 1975, Ms. Frances Ennis worked in the position for three years. Ms. Margot Metcalfe became Executive Administrator following Frances' resignation and held the position for three years. Following her resignation Ms. Jane Robinson took over the position and when she returned to university to complete her Masters degree Ms. Jennifer Perry was hired as Executive Administrator. All of these individuals have had an impact on the organization, this can be easily seen in these latter years where the W.I. has become increasingly more involved in tackling

community problems and where it has developed a more proactive role. This in some measure is due from the involvement and direction of the Executive Administrators who because of their training have been young women oriented and tuned in to the issues of the day. The scope of this paper does not allow for individual biographies of all of them but Anna Templeton and Ellie G. Parsons should be singled out for the length of time they stayed with the organization and the tremendous work they did in building the organization to strength in some very difficult circumstances during the history of the group.

Anna Catherine Templeton
Organizing Secretary - 1938 - 1965

Anna Catherine Templeton - a third generation Newfoundlander was born of Scottish descent and brought up in St. John's. She was educated at Prince of Wales College, Memorial University College and received her B.H.Sc. degree from MacDonald College of McGill University.

In 1938, Anna joined the staff of the Jubilee Guilds as a Field Worker - her first field trip lasted from July to Christmas Eve - during which time she helped to organize most of the Guilds between Musgrave Harbour and Springdale. Shortly after, Anna became the Organizing Secretary of the Jubilee Guilds with responsibilities for the development of the total program of this organization.

In this period 100 Guilds were organized and Miss Templeton was responsible for the professional training of all staff members, field workers, etc. As well Anna established and operated a retail and wholesale handicraft business for the organization. She planned, organized and ran the three separate branches of work which evolved as part of the Jubilee Guild work, i.e., the outport organization, the training school and the retail outlet. In the first eight years of her work with Jubilee Guilds she worked very closely with Lady Walwyn the President of Jubilee Guilds for almost ten years.

Confederation with Canada in 1949 brought many changes - communication became easier, vocational schools were built and the need for better training for women became evident. When Anna was offered the opportunity to become part of an expanded training plan she moved to the Division of Vocational Education and became Supervisor of a new Craft Training Section. This was a new position and it carried the responsibility of planning and instigating the craft training program in the Vocational Education system.

Following her move to the Department of Education, Anna was invited to become a member of the Board of Managers and served in this capacity until 1968. During Centennial Year in 1967 Anna was awarded the Canadian Centennial Medal in recognition for her valuable contribution, in her work with Jubilee Guilds. In 1977

the organization awarded her an Honorary Life Membership and in 1985 she was granted an Honorary Doctor of Laws Degree from Memorial University on the 50th Anniversary of the founding of Jubilee Guilds, a fitting tribute to one who had contributed so much to development within the province.

Besides her work with Jubilee Guilds and Craft Training Division Anna has found time to work with many other community groups. She was a founding member and first president of the Newfoundland Home Economics Association. She is a member of the Associated Country Women of the World, the Canadian Federation of University Women and the Newfoundland and Labrador Craft Development Association. As well Anna served for 17 years on the Newfoundland Public Library Board, three years on the Canadian Consumer Council and is a charter member of the Canadian Crafts Council.

Anna is a dedicated member of St. Andrew's Presbyterian Church and has been appointed an Elder of Session with her church.

In her retirement Anna keeps close contact with her friends from Jubilee Guilds and Women's Institutes and is an active member of the 2nd St. John's Branch of Women's Institutes. She will always be regarded as the cornerstone of the Provincial organization we now call Women's Institutes.

Ellie Gertrude Parsons
Executive Director, 1965 - 1975

Ellie Gertrude Parsons was born in Springdale, the daughter of Francis and Jennie Dove. She received her education at Springdale High School, Grand Falls Academy and also graduated from a two year Secretarial Course at Presentation Convent in Corner Brook. Following graduation she was book-keeper in her father's business at Springdale for three years. For the next three years Ellie was Private Secretary to the Director of the Fisheries Research Station at Bay Bulls. She married Archibald W. Parsons and they had two children, David and Archibald.

Ellie was always an active member of community and school groups with a keen interest in sports. While attending Grand Falls Academy she was a member of the ice hockey and field hockey teams. In St. John's she was an Executive member of the St. John's Curling Association and member of the St. John's Curling Association and member of the Championship team in 1960. For a number of years Mrs. Parsons was an active member of the High Flyers Bowling Club, serving terms as President and Secretary and for nine years was Captain of the Championship team.

Mrs. Parsons also had a wide involvement in service clubs within the community. In the Imperial Order of the Daughters of Empire (IODE) she at various times held all the Executive positions including Regent in the local

chapters, and served on the National Board as Convenor of the War Memorial Scholarship Committee. For a number of years she was an Executive member of the Business and Professional Women's Club and when her husband was attending Columbia University in New York she was an Executive member of the Columbia Dames Club. She was a charter member of the Newfoundland Consumer Association and served on the Cancer Society and the Newfoundland Consumer Association.

When Mrs. Parsons came to Jubilee Guilds she came with the same determined spirit which was evident in her commitment to sports. The organization was going through a very difficult transition stage. The organization had suffered from lack of new funds to expand the programmes and was weakened even further as the government took several years to work toward a new structure. Of the three distinct branches of the work at this time the weakest part was the outport organization. When the work was divided into the three distinct operations, sales to Nonia, training to Division of Vocational Education, the outport structure declined even further without the attention of any field work. When Mrs. Parsons was hired as part-time secretary there were 13 active guilds with a membership of 246.

With the assistance of the Board of Managers she took on the job of rebuilding the organization and setting in place the educational programmes of the Women's

Institutes. For the first five years the total work of the Headquarters Office was done by the Executive Director, that meant that she was responsible for all the correspondence on all levels of the organization, as well as correspondence with government and other agencies. Mrs. Parsons was also responsible for the production of the Newsletter, the organizing of new branches and the visiting of existing branches as well as promoting W.I. and negotiating for a grant. In 1965 the total government grant was $1,000 to operate a province wide system. It took three years to get it raised to $12,000. With so many problems to be solved it was not long before Mrs. Parsons job was more full time than part time.

Mrs. Parsons was an active member of the 1st St. John's Branch and also attended all F.W.I.C. Board Meetings and Conventions as Board Councillor. She also attended the A.C.W.W. International Conference at Oslo, Norway.

Under her direction the Educational aspects of the Women's Institutes were established under the Convenorships of the five regular Standing Committees by concentrating on the Convenorships being set up at Branch level. This set-up a structure through which the programmes could be channelled and has proven to be the strength of the whole system.

Mrs. Parsons stayed on after the date she had set for her retirement and helped to establish the International Women's Year Seminars.

When she did retire in July of 1975, she left a viable, healthy organization which had benefitted from her dedication, determination and hard work.

Life Membership

To be awarded a life membership in an organization is to be accorded the highest honour of the group. The By-laws state that "Provincial Life Memberships may be awarded to members having lengthy and exceptional service at any level of the Newfoundland and Labrador Women's Institutes". Life memberships were first awarded in 1972 and since that time thirteen individuals have received this highest commendation of their organization.

1972 - Mrs. Maurice Job Taylor - St. John's
Mrs. James Clowe - Ferryland

1974 - Mrs. George Clarke - St. John's
Mrs. A.W. Parsons - St. John's

1977 - Miss Anna Templeton - St. John's
Mrs. Jessie Young - Springdale
Mrs. Joshua LeDrew - Springdale

1983 - Mrs. Anna Curran - Ferryland

1986 - Mrs. Sheilah Drover - Springdale
Mrs. Agnes Richard - Gander
Mrs. Kathy Sheldon - Virgin Arm
Mrs. Frances Laracy - Conception Harbour
Mrs. Trudy McDonnell - Highlands

(Life Membership Book)

Provincial Conventions

The word convention conjures up a picture of conviviality, joie de vivre, and general high spirits. This is true of Conventions which have been held under the auspices of Jubilee Guilds and Women's Institutes as well as for other organizations. But along with the fun and fellowship goes the work which is necessary to plan programs, design projects and keep the organization vital and useful. Writing of the 1964 Convention held in St. John's, journalist Sylvia Wigh had this to say:

> Representing districts from across the island where the Guilds are active, they came to the city bringing their opinions of their organization and its value in their lives, samples of their handicrafts and pottery and with their annual reports for presentation.
>
> ...I sat in on a panel discussion period and heard these women who came from all parts of Newfoundland and who were of all ages (young misses to grandmothers) discuss an impressive array of topics. Under the heading of Citizenship they touched on safety measures, new Canadians, the Eskimos on the Labrador, training girls to be field workers in the Jubilee Guilds. Cultural activities took in libraries, handicrafts, rug hooking and the pity of our fast dwindling outport skills in this direction, historical research.
>
> ...One act play festivals are to be encouraged by the Jubilee Guilds also. Home Economics encourages home nursing courses, the application of safety measures in the home, planned meals, canning and bottling and physical fitness - they deplored the lack of adequate playground space surrounding outport schools.
>
> ...Soil erosion, the conservation of wild life and the pollution of existing water supplies rounded out just a few of the subjects discussed avidly by the delegates.

> This is a pretty formidable list. And when you realize that these women carry back to their communities some of the determination of their leaders and the enthusiasm of their fellow delegates to carry out as many of the ideas suggested as is practical in their area it is a considerable power indeed.

While this outlines the details of just one Provincial Convention, the same could be repeated for most Conventions, as delegates come together to enjoy the fellowship, share ideas and make plans for new ventures.

Before the establishment of Provincial Conventions, the practice was to hold District Conventions in specific areas. The first Provincial Convention was held in 1954 and were held biennially until 1974 at which time the pattern was changed to triennial Conventions.

Provincial Conventions of the Women's Institutes of Newfoundland and Labrador have now become a tradition in the organization and have been held in different locations around the island. At all these Conventions there have been representatives of the national body and at some Conventions delegates were honoured to entertain their World President.

<u>1st Provincial Convention</u>

Time - 1954
Place - Springdale
Provincial President - Mrs. Jean Taylor
Special Guest - National President, Dr. Nancy Adams, Saskatchewan

2nd Provincial Convention

Time - 1956
Place - Grand Falls
Provincial President - Mrs. Honor Carnell
Special Guest - National President, Dr. Nancy Adams, Saskatchewan
Special Guest - World President, Dame Alice Berry, Australia, Associated Country Women of the World

3rd Provincial Convention

Time - 1958
Place - St. John's, H.M.C.S. Cabot
Provincial President - Mrs. Ruth Garrett
Special Guest - National President, Mrs. Keith Rand, Nova Scotia, Federated Women's Institutes of Canada

4th Provincial Convention

Time - 1960
Place - St. John's, Y.W.C.A., Harvey Road
Provincial President - Mrs. George Clarke
Special Guest - National President, Mrs. Mildred Roylance, British Columbia Federated Women's Institutes of Canada

5th Provincial Convention

Time - 1962
Place - St. John's, St. James Church Hall
Provincial President - Mrs. Lorraine Crane
Special Guest - National President, Mrs. James Haggerty, Ontario, Federated Women's Institutes of Canada

Mrs. Van Beekhoff - World President of Associated Country Women of the World visited Jubilee Guilds and was entertained by members in 1963.

6th Provincial Convention

Time - 1964
Place - St. John's, St. James Church Hall
Provincial President - Mrs. Margaret Russell
Special Guest - National President, Mrs. Florence Matheson, P.E.I.

7th Provincial Convention

Time - 1966
Place - Gander, Gander Regional High School
Provincial President - Mrs. Madeline O'Dea
Special Guest - Mrs. Ellen McLean, Federated Women's Institutes of Canada

8th Provincial Convention

Time - 1968
Place - St. John's, Arts and Culture Centre
Provincial President - Mrs. Madeline O'Dea
Special Guest - National President, Mrs. George Clarke, Newfoundland, Federated Women's Institutes of Canada
Special Guest - World President, Mrs. Aroti Dutt, India Associated Country Women of the World

9th Provincial Convention

Time - 1970
Theme - "Handicrafts Plus"
Place - St. John's, Arts and Culture Centre
Provincial President - Mrs. Jean Taylor
Special Guest - National President, Mrs. George Clarke, Newfoundland, Federated Women's Institutes of Canada
Special Guest - Mrs. Florence Matheson - Area Vice-President for Canada, Associated Country Women of the World

10th Provincial Convention

Time - 1972
Theme - "Community Involvement"
Place - St. John's Arts and Culture Centre
Provincial President - Mrs. Sheilah Drover
Special Guest - National President, Mrs. Marion Fulton, Manitoba, Federated Women's Institutes of Canada

11th Provincial Convention

Time - 1974
Theme "Women's Rights and Responsibilities"
Place - Gander, Hotel Gander
Provincial President - Mrs. Sheilah Drover
Special Guest - National President, Mrs. Ellen McLean, Nova Scotia, Federated Women's Institutes of Canada

12th Provincial Convention

Time - 1977
Theme - "Self Help - Self Worth"
Place - St. John's, Queen's College
Provincial President - Mrs. Agnes Richard
Special Guest - National President, Mrs. Martha Bielish, Alberta, Federated Women's Institutes of Canada
Special Guest - Mrs. Ellen McLean, Area Vice President for Canada, Associated Country Women of the World

13th Provincial Convention

Time - 1980
Theme - "Women of Newfoundland and Labrador - Our Heritage, Our Future"
Place - Corner Brook, Sir Wilfred Grenfell College
Provincial President - Mrs. Kathy Sheldon
Special Guest - National President, Mrs. Emmie Oddie, Saskatchewan, Federated Women's Institutes of Canada

14th Provincial Convention

Time - 1983
Theme - "Family, Friendship, Freedom"
Place - St. John's, Memorial University Campus
Provincial President - Mrs. Frances Laracy
Special Guest - National President, Mrs. Bernice Noblett, Ontario, Federated Women's Institutes of Canada

15th Provincial Convention

Time - 1986
Theme - "Focus on Family"
Place - Stephenville, Bay St. George Community College
Provincial President - Mrs. Trudy McDonnell
Special Guest - National President, Mrs. Beatrice Reeves, Prince Edward Island, Federated Women's Institutes of Canada

Ms. Wigh ended her commentary on the 1964 Provincial Convention in this way. "This is an immense gathering of women who make others aware of the life around them that can be lived to the fullest." These words could be reiterated at the end of each Provincial Convention of the Women's Institutes of Newfoundland and Labrador.

CHAPTER VIII

THE VISION IS AS BRIGHT

> A nation cannot rise above the level of its homes.
>
> Adelaide Hoodless

Objectives and Membership

Several years ago in 1982, the Federated Women's Institutes of Canada asked the question: "Is the Vision as Bright Today?" The reference was to Adelaide Hoodless and her vision for the organization. This formed the basis of an essay competition for members across the nation. Unequivocally, all members presented their views that the vision was in no way tarnished or dimmed but that women looked to new challenges, new issues, new vistas, and they were more than ever convinced that it was only "through women working together to better their lives that a more peaceful world will come for us all".

Provincial president, Frances Laracy focussed this question of the vision in regard to the Newfoundland and Labrador Women's Institutes when she addressed the more than 200 delegates gathered for the Provincial Convention.

> Our founder Adelaide Hoodless was called a woman with a vision. Recently the question was asked, "Is the Vision as Bright Today? and I answer: When we have Institutes like Red Bay, Labrador whose members hired a longliner to get

> to a District Meeting when the road was washed out; when we have members like those of St. George's who raised funds and chartered a bus to bring all of their members to this Convention, and when we have a young member who travelled 500 miles bringing her two week old baby with her - too bad he's not a potential member, his name is Stewart David Huddlestone; there is no doubt left in my mind that the vision is not only as bright, it is a glowing flame.
>
> (President's Address, Convention 1983)

Through the more than fifty years of its existence here in our province, Women's Institutes have remained a vibrant and active organization. On occasion the focus may have changed to reflect changing times. However, it still holds true to its motto of directing its work toward the improvement of home and country with emphasis on the development of the individual.

The purpose of the Newfoundland and Labrador Women's Institutes is declared in the Handbook of the organization.

> The broad purpose of the Women's Institutes is to give women the opportunity of working together to improve the quality of life in all areas; and to provide for their fuller education through a wide variety of activities - from crafts to drama; gardening to total community involvement; serving on local Boards and Councils to the national and international work of the Women's Institutes.
>
> (Women's Institute Handbook)

The aims and objectives of the organization are set forth as being:

- To help women acquire sound homemaking skills.

- To help discover, stimulate and develop leadership.
- To help identify and resolve needs and problems in the community.
- To help develop better informed happier and more useful citizens.

(Women's Institute Handbook)

The membership is made up of "all women, regardless of their interests, background, religious beliefs or political views". This open membership is an extremely important aspect of the organization. Dame Alice Berry, World President of the Associated Country Women of the World spoke of this strength when she addressed the delegates at the World Conference in Toronto, "Membership is open to all women on the same footing. We believe in the basic sameness of human nature. Whether we are called women, or femme, or fraven, or fraulin we love and care for our homes, our families and our communities. Whether we are Christians, or Moslems, or Hindus we believe in the importance of things of the spirit". Dame Berry went on to identify another strength of the organization as well when she announced, "This banding together of women, mothers of all nations, with the same ideals and aspirations, is one of the greatest strengths in achieving world peace. It is within our power to instill into the minds and hearts of our children, tolerance and respect for all peoples of the world" (W.I. Scrapbook, Vol. II).

Yet while the aims and objectives are the same for all, there is diversity in this sameness. Women's Institutes can mean many things to different people. A commentary from an article written in the September 23, 1983 edition of The Evening Telegram underscores this "diversity and sameness". "Women's Institutes members are a truly eclectic group - they go in for a wide variety of involvements. Some branches meet to do crafts once a week, some others get together to draft briefs and resolutions. However, the social aspect is very important in all of these, after the sessions there is usually a cup of tea and a lunch. This is an essential part of things, for here the women can relax, be creative, laugh at their mistakes, pick up and go on again" (Scrapbook - Florence Adams).

The Women's Institutes mean many things to the individual branches and to each individual. Yet the success of every branch and the strength of the whole movement depend upon the individual W.I. member. It is these individuals themselves who determine the character of their own Institute, through their choice of committee members and officers, through their choice of programmes and projects and more especially, through the loyalty and good fellowship with which they themselves take part in the work of the Institutes.

Jane Robinson in her evaluation project on the Newfoundland and Labrador Women's Institutes said of the

organization: "What I have discovered over the years is that W.I. serves perhaps first as a unifying social force for women. After that comes its practical and educational functions. And although W.I. members remain strongly devoted to their families, for many, W.I. is a chance to belong to a wider unit than the family". This evaluation project goes on to state the difficulty in assigning any one definition to Women's Institutes. "Having worked for the W.I. for four years, I still find an elusive organization. It seems straight-forward and simple sometimes, and yet in it there is a great variety of women, concerned with a wide range of topics. It is simple yet it is complex" (Evaluation Project, 1984).

The Provincial President in 1977 in her last newsletter to the members during her triennium attempted to capture the features of the organization.

> Aside from the democratic structure of the Women's Institutes, we realize the impact which W.I. has on our lives in establishing friendships and support systems which make our world just a "global village".
>
> It is when we come together in our various Conventions and Conferences that we realize our common bond which cuts across barriers of race, creed and religion. I think that Mrs. Leo King expressed this feeling quite well when she wrote of the Placentia District Convention and said: "The friendly atmosphere which prevailed was indeed a tribute to the workings of the Women's Institutes. Even though most of us had never met before, we were not strangers, for the common bond of membership in Women's Institutes has shown us that we are all striving for the same goals, and as our Collect reminds us - 'we realize it is the little things that create differences, in the big things of life we are one'. In circumstances such as this we are

given a chance to learn from each other, and to cement the bonds that unit us".

(Newsletter, May - June 1977)

All these attempts to define Women's Institutes agree that there is much difficulty in assigning one specific definition to cover all the circumstances one encounters in Institute work. However there is one constant in all the definitions attempted, that is that the social aspect is of primary importance! The underlying theme is friendship, enjoyment and fellowship.

Not All Work

When Provincial President, Kathy Sheldon finished her term of office, which had been a very busy one, she did not focus on the projects which had been completed as her most worthwhile work during the triennium. She said as she addressed the delegates, "the most wonderful part of these three years has been the contacts and friends I have made through the Newfoundland and Labrador Women's Institutes. You women have given me tremendous support, encouragement and love, as well as a chance to grow and learn new ideas".

In reading this account of the accomplishments of the organization one may be given the impression that W.I. members are a group of workaholics. This may be true in some instances but like the quote just given, there is so

much more to Women's Institutes than the work and the projects. Truly there is much valuable work which has been completed but it is the intangible, the fellowship, the fun, the pure enjoyment which keep the women so loyal to the organization and so true to its cause. One has but to look at branch reports in any Newsletter to realize that the fun and enjoyment aspect is a very important part of Women's Institute life and it has always been so down through the ages of its history.

Shirley Wells of Stephenville Crossing W.I., writing in the May - June 1985 Newsletter had this to say of experiences in the Jubilee Guilds:

> Jubilee Guilds as My Aunt Jessie Remembers
>
> While visiting Port au Bras, Placentia Bay, during December, I interviewed my aunt Mrs. Jessie Doody, who was a member of the Jubilee Guilds when Miss Julie Morgan and Miss Somerton were instructors.
>
> Aunt Jessie described the weekly meetings as exciting and informative. They had many happy evenings together learning to sew, knit, cook, sing, dance and play games. Some people learned to read and write. One dance she remembered well was "The Grand Old Duke of York" and a song "Ginger Up, Ginger Up, Never Wear a Frown" sung to the tune of Jingle Bells.
>
> My mother, Alice Abbott, was also a member of the Jubilee Guilds, and she often talked about the good times she had in Jubilee Guilds while she was a member.
>
> (Newsletter, May - June 1985)

A member from Mount Pearl Branch Patsy Martin says of her experiences when she first joined Women's Institutes:

"I joined the Mount Pearl Branch of Women's Institutes in January 1976. It was nice to get out to meetings and meet members, and chat over a cup of tea. The first year I made my own duffel coat, and have since learned many crafts and have helped to teach other members as well".

In this account of her first experiences in W.I., Patsy identifies two cornerstones of the organization, fellowship and sharing what you learn with others. This has been a basic philosophy of all Women's Institute work, that when you learn something you pass it on to someone else.

Fun and fellowship are important at all levels of the organization. In her Annual Report to the Board, President Frances Laracy found it important to include this in her summation of the year's work. She says "I attended four District Meetings at Conception Harbour, Placentia, Ferryland and Norris Point, and as always I am amazed at the wonderful and diverse work done by the branches, and the usual good fellowship and socializing of these annual get-togethers" (Annual Report, 1982). Other reported events confirm the conviviality which is so much a part of W.I. events. A report from Carbonear of their meeting on March 17, St. Patrick's Day notes that "In lieu of a guest speaker, and to celebrate the occasion of the day, Mrs. Florence stepped it out to the tune of "Mussells in the Corner". A lunch with shamrock cake ended the evening. There is nothing like music to lighten the

hearts of all" and on the other coast the Rocky Harbour group reported on their activities during the month of December.

> On December 11th the Branch held its 11th Annual Christmas Party for the Senior Citizens of the Community. It was a great success again this year, due in large part to the efforts of the members and the music and entertainment supplied by Shirley Delaney and the "Left-Overs". Also thanks to the newly formed W.I. Choral Group and to Rev. Richard Williams, who dropped in to sing a few carols. Lunch was delicious and there was plenty to go around.
>
> (Newsletter, Jan. - Mar., 1986)

These references but indicate the adherence to the traditional Newfoundland culture of hospitality and entertainment. As President, Trudy McDonnell noted in her message at the last Provincial Convention "No, we are not just a bunch of tea-party women! True hardly a meeting goes by without a snack and a cup of tea. But isn't that our Newfoundland way? What self-respecting Newfoundlander lets a guest go on his way without the traditional cup of tea or now with the influence of our American friends - a cup of coffee?" The Jubilee Guilds/Women's Institutes have always been preservers of the culture and the way of life of our province, but that hasn't meant that they have stood still when changes were necessary. The history of Women's Institutes has been the story of great achievements but it is also the story of ordinary women accomplishing extraordinary things in very ordinary ways.

Trends and the Futurologists

By all indications the organization has "come a long way" since the early days when it was first established. Out of necessity the programs then were directed toward providing training for the underprivileged; toward supplying craft materials and selling the finished goods to assist families survive financially; toward teaching women how to prepare nutritious meals for their families together with programs to make them good homemakers. Over the years there have been many changes, true, some of the old focus remains in the preservation of skills in homemaking and crafts, but we have also changed to a situation where members are more involved in the broader scope of life. Women are directly concerned and have become more active in areas of local government, community projects, education, health facilities, the laws of our province and our country, and with a general thrust to community development.

We have arrived at the age of technology and meganomics and mutagenic chemicals. We have reached an age where we are told that "bigger is better". At our last Provincial Convention the demonstration was on cooking by microwave as opposed to demonstrations at earlier conventions of bottling and canning. Before long we have been promised that even in Newfoundland we will be taking advantage of a Tela-marketing system. By means of a computer and a T.V. screen you will be enabled to do

your shopping without ever leaving your living room. The mind numbing boredom of this idea holds many implications for society and perhaps Simon and Garfunkel's "Sounds of Silence" will take on even more significance in the future. We have reached the age of standardization, specialization, synchronization, maximization and centralization.

But we have also reached an age of nuclear meltdowns and atmosphere contamination. We have reached an age of alarming consumptions of non-renewal fossil fuels and of ozone layer depletion and of threats of a "green house effect". It is when we realize these ominous threats to life and society that we want to adopt the philosophies of futurologists like Hazel Henderson, Ernst Schumacher, and Alvin Toffler who project the social changes required if we are to survive. Toffler's vision of a democratic, self-sustaining utopia is a brave alternative to the grim warnings of destruction which daily surround us.

Ernst Schumacher in his promotion of his philosophy of an "intermediate technology" had this to say in his book Small is Beautiful: A Study of Economics as if People Mattered:

> In the narrowest material sense, large-scale organization is very efficient. But in human terms, it is inefficient to a degree that surpasses our ordinary powers of imagination.
>
> The bigger our institutions become, the more lost and alienated most of us feel. The larger our assembly lines grow, the less satisfaction we take in our work. The more our farms are consolidated into agribiz

conglomerates, the less taste and nutrition there is in our food.

He continues by saying:

> Karl Marx was right 150 years ago when he said, "Be careful. If you build too many useful machines, you will soon have too many useless people."
>
> ...Everything has become too complex. And just as foreseen 150 years ago, this complexity and sophistication has made us useless. It has taken us away from ourselves. It distracts us and puts so much strain on us and makes us so narrow-minded and so bothered and so specialized that we no longer have time to become wise..

Schumacher advises us when he says:

> Human beings have both brains and hands and enjoy nothing more than being creatively and usefully productive, rendering service, and acting in accordance with their moral impulses. Unfortunately, modern technology increasingly frustrates them in fulfilling all three of these basic needs. It is most successful in reducing and eliminating the skillful, productive work that human hands can do. It buries individuals in giant corporations and organizations where they have less and less chance to render direct, face to face service to their fellow brothers and sisters. And the very rules necessary for the operation of these giant organizations thwart their workers' moral impulses ... increasingly cause them to say, "I'm sorry, I know what I'm doing isn't quite right, but these are my instructions."
>
> I believe that a gentler technology - a technology with a human face - could once again take control of work away from the machines and put it back into the hands of the average worker. This should give Joe a great deal of satisfaction and make him very confident about his future.

He convinces us of the sincerity of his beliefs when he tells us:

> Mass production is sophisticated, highly capital intensive, and gulps down ever-increasing amounts of energy. It concentrates the people who use it into crowded cities, is inherently violent, ecologically damaging, self defeating in its demands on natural resources, and stultifying for the individuals who must make it work.
>
> ...The intermediate technology which makes production by the masses possible is vastly superior to the primitive technology of bygone ages but much simpler, less expensive, and less oppressive than the supertechnology which now dominates our society. One might call intermediate technology a "self-help" or a "democratic" or a "people's" technology, I call it the hope of the future.
>
> (Schumacher, 1974)

Perhaps here in Newfoundland we are already seeing a movement in keeping with the philosophies of these predictors of future societies, these futurologists like Schumacher, Robertson, Henderson, Toffler, Illich and the like. Hazel Henderson tells us of the desired movement in future societies when she says:

> If we must all now make <u>social investments</u> in this golden goose to keep it afloat, perhaps we would rather make our social investments <u>directly</u> and buy a different menu of public services and private goods. Some of us would like to buy healthier, better educated children, the upgrading of human skills and creativity, a renewable-resource production system that is sustainable, clean air and water, reforestation, green belts, parks, better care for our handicapped, elderly and empowerment of our poor and disadvantaged toward self-reliance. We are paying anyway. Citizens, school board members, public service employees, local officials, as well as mayors and governors are much closer to these realities than economists and Washington politicians and bureaucrats.

> ...I have often speculated on whether there is any such thing as "profit" without some equal and unrecorded debit entered in some social or environmental ledger or passed on to future generations. I am still puzzling. Perhaps "profit" exists when two people exchange good quality information and deeply communicated insight or even wisdom. Perhaps "profit" is when we really learn how to do more with less and meet our needs (not greeds) with minimal use of resources and disturbances of each other and the ecosystem of which we are a part.

Henderson predicts that:

> The emerging culture is rebalancing by including repressed ways of being, based on the heart as well as the mind: feeling, sharing, intuition, acceptance of uncertainty, decay as well as growth and transcendence of ego-death fears and letting go of the need to control and "own" each other and the world around us.
>
> (Henderson, 1978)

We may be seeing this "rebalancing" of society, in emerging trends within new approaches and suggested policies toward economic stability within our own province. In the recently released Report of the Royal Commission on Employment and Unemployment, which studied the economic situation of all Newfoundlanders, there is a definite move in the direction mapped by Schumacher and Henderson. The major thrust of the report is to recommend the strengthening of the rural structure of living. Dr. Hubert Kitchen, of Memorial University, has this to say of the report:

> Of all the major reports that have been written about the economic development of this province, this is the first that respects Newfoundland and Labrador. It recognizes and sometimes appreciates the intricate, ingenious,

> tripartite outport economy, consisting of seasonal jobs, transfer payments and household production... It is to a large extent a brilliant sensitive document.
>
> (Kitchen, 1986)

Most of the observations made by the Commissioners deal directly with a more concentrated effort to support rural living. These observations include statements such as:

- Our vision is of a balanced multi-sectored society, with strong sophisticated urban and rural communities, with both goods-producing and service industries, all linked together in an integrated society which will itself be integrated into the larger Canadian society.

- The Commission believes that we have a case for practical community development, not because Newfoundland villages are quaint, but because this is the only way that we as a society can hope to achieve greater self reliance and high employment.

- Nevertheless, a major finding of this Royal Commission is that neither oil and gas, nor the resource sector as a whole can be relied upon to solve Newfoundland's unemployment problem.

- If there is one message that this Commission feels bound to convey to government on behalf of the people who spoke to us, it is this: in every region of this province, there are people who are potentially just as capable of running their own affairs as are people in the provincial bureaucracy, federal agencies, Memorial University or any other of the major institutions of our society centred in St. John's.

The Report goes on to make many specific recommendations of ways to support a more viable rural based economy. Some of these relevant recommendations are:

199 The government should encourage the further strengthening of Regional Development Associations as coordinators of development initiatives at the local level. This encouragement should include a sizeable increase in their operating grants.

200 The government should encourage the growth of community-based economic structures, such as cooperatives and community-development corporations, which would become directly involved in new economic initiatives at the local level.

201 In cooperation with Memorial University, the government should initiate a strong programme of training in regional development in both the public and private sectors, geared both to those already in the field and to new recruits. These people should be trained to assist in new enterprise endeavours. The programme should be delivered through Memorial University and the community college system.

203 The provincial government, in cooperation with the federal government, should provide block grants of Regional Development Funds to be administered by the Regional Development Boards in support of long-term development projects initiated from within the regions themselves.

(Building On Our Strengths
Report of the Royal Commission on
Employment and Unemployment)

Professor Hubert Kitchen of Memorial University suggests that perhaps the Commission could have gone just a little farther and "placed more emphasis on education to strengthen the household economy. Having identified the importance of household production, the Commissioners ignore it in their detailed recommendations". Kitchen goes on to say:

> By far the greatest contribution to the household economy is an economic role downplayed by the Commission, namely, the immeasurable financial contribution made by homemakers in preparing meals, making clothing, decorating interiors, providing health care, and providing both day-care and night-care for children in the home - vital economic roles usually performed by women, but increasingly shared by men.
>
> (Kitchen, 1986)

These recommendations and trends put forth by this Royal Commission appear at this time to be well received by government and policy makers. If there is an emphasis on the importance of the contribution of household production and if there is more of an emphasis on the production of goods for home consumption rather than sale (Toffler calls it prosumption) and these are the trends of the future, then the Women's Institutes are right on target. If the trend toward future development in Newfoundland is toward supporting a structure where it is to become economically viable to continue a rural lifestyle, then organizations such as Women's Institutes with their programmes of self-help, health education projects, cooperative working and projects of community

development, will be most necessary to support the structure. If we believe the futurists, we will again be calling on the types of skills which have been always a focus of Woman's Institute programmes. In the future then there will be more need than ever for the provincial organization of Women's Institutes of Newfoundland and Labrador.

Educational Value

The value of having educational programmes in place which strengthen the household economy has, just previously in this paper, been identified and enunciated by Dr. Kitchen. The focus, on the educational value of its programmes, has been a top priority with Women's Institutes since the beginning. Mrs. James Haggerty, National President of Federated Women's Institutes of Canada, had this to say of the educational value of the programmes of the organization as she addressed the delegates attending the Provincial Convention in 1962.

> The Women's Institutes has opened the door for approximately 75,000 women in Canada, and let them enter a rich experience that is a treasure chest of privilege, joy, rewarding work and opportunities for service and education.
>
> ...Adult education in nutrition, health, agriculture, history and crafts are presented to members through open doors by Women's Institutes. This has enriched the lives of Canadian women in rural areas, and has improved community living.

> ...Rural ,women have banded together to raise the standard of homemaking by improving physical, intellectual and cultural conditions in their homes to such an extent that Women's Institute is now known as the University for rural women.
>
> (Address, National President, 1962, Scrapbook - Florence Adams)

Women's Institutes and Jubilee Guilds have always responded to the needs of their members, by providing education and imparting knowledge through informal learning situations. Women have been encouraged and assisted in teaching skills and techniques to any interested individual. The method of instruction has always varied with the circumstances and the conditions to be met. Instruction and education through the informal methods employed have been found to be most effective. This emphasis on the educational value of the programmes of the Women's Institutes is the same at all levels of the organization. National President Ellen McLean has said:

> The strength of the Federated Women's Institutes of Canada lies in the fact that we are the top ranking adult education group for rural women of Canada, and the fact that we are organized on the local level makes it possible for information to reach a large membership.
>
> (Scrapbook, Vol. II)

Dr. Fred Rowe writing in his book <u>The Development of Education in Newfoundland</u> recognizes the Jubilee Guild as an educational institution when he says:

> The Jubilee Guilds movement, was one of a number of educational movements, adult and vocational designed to alleviate some of the

> worst effects of the great economic depression of the thirties. It was envisioned as a combined philanthropic, educational, and economic enterprise.
>
> The Constitution carried the following clauses as part of its "raison d'être" (i) to encourage and make provision for the fuller education of the people of the towns and outport settlements of Newfoundland; to give instruction and training in all branches of domestic science and handicrafts; to facilitate education in all branches of fisheries, agriculture, hygiene and social welfare and in all branches of home improvement and community betterment; (ii) to develop home and local industries, and cooperate with all departments of the Government of Newfoundland and Canada in such development; (iii) to conduct the sale of Newfoundland-made goods, and to further educational, moral, social and economic measures.
>
> ...Like its sister organization, Nonia, the Jubilee Guilds movement has had a direct economic effect on many hundreds of Newfoundland people, and its role in raising cultural standards in the province is also well established.
>
> (Rowe, 1964)

Specifically the Women's Institutes develop their programmes of education through the five Provincial Convenors of Standing Committees who plan suggested yearly programmes and who act as resource people for branch convenors. Programmes of instruction are accomplished through courses set up and taught by volunteers within the group - women helping women. These instructors volunteer their time in passing on their skills to others, and over the years many thousands of Newfoundland women have been assisted in acquiring skills in many varied fields.

As well, in delivering its educational programmes the Women's Institutes assist other agencies and departments of Government in delivering their programmes, these include Craft Training Division, Vocational Schools, Memorial University Extension Services, Home Economics departments of local schools, Department of Fisheries, etc. In many communities it is the Women's Institute group which is the agent in correlating the services of all these groups and who organize programmes of interest and education for people scattered in many small communities of Newfoundland and Labrador. The scope of the educational programmes of Women's Institutes is very broad and the possibilities are limitless.

Need For This Study

One writer has claimed "that the events of yesterday can give us guidelines for today and tomorrow, and the achievements of the past can inspire us for the responsibilities of our time". But for the most part the colourful story of Jubilee Guilds/Women's Institutes has remained untold. It lay scattered in correspondence files, annual reports, speeches and a series of scrapbooks. As is the practice for most women all of these had been kept intact and in St. John's. But as is also the situation with most women they were too busy carrying out numerous projects to take time to

chronologically document the data which lay at their fingertips.

This vibrant and active organization, Jubilee Guilds/Women's Institutes, has been a part of Newfoundland culture and history for more than fifty years. To date very little has been documented of the development and of the valuable contribution which this group has made to the heritage and to the culture of our people. An important aspect of Newfoundland outport life has been overlooked in not documenting the place which this organization has held in the development of the province.

Such a documentation can be a valuable asset and resource for our present Cultural Heritage Course of the new Re-organized High School Program. As well the Newfoundlandia units which are a component of the literature courses of both the Junior High and Senior High level could be strengthened with material dealing with women's work in building our province.

In reviewing the presently available texts in these areas of cultural heritage, we find that the accomplishments of women have been sorely neglected. An inclusion of some of the documentation of the work of Women's Institutes could add some balance to this picture and as well provide models of ordinary women accomplishing great things in ordinary ways.

If we neglect to use material available on groups such as Women's Institutes we are not only missing a

valuable part of our history and culture but we are neglecting the development of some beneficial resource material for our Heritage courses and our Newfoundlandia offerings. Using material from the historic documentation of the work of Women's Institutes would deepen and strengthen our curriculum in an area where we are demonstrating weakness. The truth of this situation is borne out in a recent article written by Carmelita McGrath, in "Women Speak" the newsletter of the Provincial Advisory Council on the Status of Women. Carmelita has this to say:

> I remember that the most exciting thing about going to Grade Five was the grown-up feeling of being able to study history.
>
> Diehard little academic that I was, I looked forward to the opening of each new book, each new subject encased between covers that smelled like new shoe boxes. History was a disappointment. Inexplicably, I felt alienated from it, but it took me years to understand why. Such was the exclusion of women from written history that I was in my teens before I came to understand that the source of my alienation was that history was just that his - story - the story of men. Or, I thought of boys who grew up to be men.
>
> Here on the frontier, even, where life would have presented so many challenges to both sexes, one found few references to women. Shanadithit shone briefly in our Grade Five book, but she was a rarity, poetic somehow unreal. Lady Helena Squires made a debut that year, too, but we only thought - ah, connections - she got where she was because of her husband. To us girls growing up in rural Newfoundland, such a lady was even hard to imagine.
>
> In our experience of learning how our 'new world' was settled, we continually found curious references to 'settlers and their wives', as if the wives were somehow not settlers too.

> ...It has been said that women are too busy to record their history. Yet, admittedly, we are good at preserving - jellies, jams, condiments, relishes, pickles - endurables made from perishable things. It is time that we as women took this approach to recording our own lives, our own stories. We should not let another generation of hopeful Grade Five girls go through that feeling of opening the new smelling grown-up book, only to experience the sad letdown of finding there no mirrors of themselves.
>
> (Women Speak, Spring 1987)

This paper has been the answer to a number of these concerns. This brief overview of the long and successful history of Jubilee Guilds/Women's Institutes has been necessary because prior to this no such record existed. The history needed to be gathered into a chronological package before more research can be attempted. Hopefully, this project will open the door to much more research in a very rich field.

Recommendations

It is obvious that this thesis has but "scratched the surface" of a wealth of information which clamors for documentation. It may be suggested that valuable and necessary research could be carried out to address subjects such as:

- THE EFFECTIVENESS OR IMPACT OF FIELD WORKERS AS ITINERANT TEACHERS.
- THE ROLE OF JUBILEE GUILDS/WOMEN'S INSTITUTES IN THE FIELD OF COMMUNITY DEVELOPMENT.

- THE OUTPORT DEVELOPMENT OF GUILDS AND BRANCHES.
- THE DOCUMENTATION OF THE HISTORY OF INDIVIDUAL GUILDS AND BRANCHES, E.G., SPRINGDALE BRANCH WILL CELEBRATE ITS 50TH ANNIVERSARY THIS YEAR.
- THE CHANGING FOCUS OF THE ORGANIZATION AS REFLECTED IN CONVENTION PROGRAMS AND THEMES.
- THE SELECTION OF STORIES ASSOCIATED WITH WOMEN'S ACCOMPLISHMENTS IN JUBILEE GUILDS/WOMEN'S INSTITUTES FOR INCLUSION IN THE NEWFOUNDLANDIA SECTIONS OF LITERATURE COURSES.
- A STUDY OF THE WOMEN'S INSTITUTES AS AN INFORMAL EDUCATING FORCE.

There is a wealth of material for research albeit scattered in a wide area of files and reports. Perhaps this brief history of the chronological development of the organization can serve as a starting point for many areas of research in this virgin territory.

On to the Future

For fifty-two years this organization has woven a golden thread in the mosaic of Newfoundland life. Women's Institutes and Jubilee Guilds have always responded to the needs of their members, by providing education and imparting knowledge through informal learning situations. Yet it remains difficult to enunciate the total impact of this powerful organization. Provincial President Trudy McDonnell addressed this problem in her address at the last Provincial Convention, when she said:

> One of the most difficult questions I've encountered in my travels as your President is:

> What is Women's Institutes? There is so much to say about W.I., as we affectionately call our organization. When asked this question I, for one, am almost left tongue-tied. I often don't know quite what to say. How do you explain to a seat companion on an airplane that to each member the Women's Institute brings something different? That there is the opportunity for each of us to pursue our own particular skill or interest; that we are better able to participate in community life, and that we become more aware and knowledgeable about provincial, national and international issues. There is also the friendships that develop through branch, district and provincial meetings - the sharing and the caring. How do you explain that there is a place beyond the home and family circle where you have the security of being able to develop to your fullest potential, your W.I.?
>
> (President's Address
> Provincial Convention, 1986)

This organization of Women's Institutes is one which has no equal throughout the province, the number of branches spread in so many communities is testimony that the belief and faith in the organization is as strong as it has ever been. In all 60 branches there are women who are dedicated and productive members of their communities and their province. Everywhere there are women who see a job to be done and they are not afraid to take on the responsibility of having the task completed.

It is quite mind expanding when one realizes the magnitude and strength of Women's Institutes. It is not just one individual standing alone but a link in a 9½ million member chain which stretches to areas all around the world. As Women's Institute members, individuals have the organization to tackle an issue on any level. It can

be of community, district, provincial or national concern. Members have the machinery and the structure to deal with any issue however big or however small. W.I. members have the opportunity to use this structure to help them solve the problems which confront them.

In considering the development of the organization on our provincial level we realize that there are many golden threads which tie our past, present and future into a package which is W.I. Most prominent of these are perhaps the threads which represent the social, educational and service aspects of the organization. These threads have been so much a part of our past and present in Women's Institutes and they are already mapping the way to the future.

President Trudy McDonnell wrote these words to her members at the close of Jubilee Year and it neatly focuses the sentiment for W.I. members.

> October 17 is the actual date of W.I. beginnings. Take a moment to think about what W.I. means to you as an individual and pause for a moment to think how, out of a disaster came an organization that has something to offer to women everywhere. For the past fifty years, women in our province have found within the Institute an outlet for developing their talents, an opportunity to meet the challenges of society with knowledge and understanding, and a voice through which matters of utmost concern can reach decision makers. Let us continue the work begun so long ago.
>
> (Newsletter, Sept./Oct., 1985)

This is a changing world. Finding a way in it brings many frustrations. The support of an organization such as

Women's Institutes is invaluable in offering sane and stable perspectives.

This brief history then is a tribute, however imperfect, to the individual member on whom the whole structure of the Institutes is built. It is a tribute to the Institute idea itself which has changed hearts and minds and lives, and laws, and landscapes, both visibly and invisibly.

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APPENDICES

APPENDIX A

Jubilee Guilds - First Executive Committee

- First Board of Trustees

FIRST EXECUTIVE COMMITTEE

Members of Executive

Lady Walwyn - President

Mrs. T.A. Macnab - Vice-President

Mrs. Jack Turner - Hon. Secretary

Miss M. Rogerson - Hon. Treasurer

Mrs. D. MacGillivary

Mrs. J.A. Winter

Mrs. J.G. Higgins

Mrs. J.C. O'Dea

Mrs. M.J. Taylor

Mrs. H. Knight

JUBILEE GUILDS 1936

Trustees

Lady Walwyn

Mrs. Jack Turner

Lt. Col. L.C. Outerbridge

C.C. Duley, Esq.

F.W. Bradshaw, Esq.

R.B. Brown, Esq.

F.R. Emerson, Esq.

Claude Fraser, Esq.

L.W. Shaw, Esq.

Dr. H.W. Mosdell

Eric A. Bowring, Esq.

APPENDIX B

Jubilee Guilds

Members who served on Board of Trustees, 1936-1953

Jubilee Guilds Board Members, 1935- 1968

Staff Members, 1935-1965

Field Worker, 1935-1965

MEMBERS WHO SERVED, 1936-1953

Board of Trustees

Lady Anderson

Lady Walwyn

Mrs. J.A. Winter

Mrs. Jack Turner

Sir Leonard Outerbridge

Mr. R.B. Brown

Mr. F.W. Bradshaw

Mr. F.R. Emerson

Mr. Cyril Duley

Mr. Claude Fraser

Professor L.W. Shaw

Mr. Eric Bowring

Dr. Mosdell

Mr. K.J. Carter

Dr. G.A. Frecker

Dr. L. Miller

Mr. H.T. Renouf

Mr. H.D. Macgillivray

Mr. John Ayre

Mr. P.F. Halley

MEMBERS WHO SERVED, 1935-1968

Jubilee Guild Board Members

Lady Anderson
Lady Walwyn
Mrs. Jack Turner
Mrs. T.A. Macnab
Miss Muriel Rogerson
Mrs. H.D. Macgillivray
Mrs. J.A. Winter
Mrs. J.G. Higgins
Mrs. M.J. Taylor
Mrs. J.V. O'Dea
Mrs. H.S. Knight
Mrs. Ambrose Norris
Mrs. George Crosbie
Mrs. Ronald Ayre
Mrs. Jas Herder
Mrs. W.F. Butcher
Mrs. Eric Jerrett
Mrs. V.C. Bennetth
Mrs. A.C. Hunter
Mrs. V.S. LeGrow
Mrs. Herbert Coombs
Mrs. R. Gushue
Mrs. E.J.Russell
Mrs. A.B. Carnell
Mrs. H. Garrett
Mrs. K. McGrath
Mrs. R.B. Moyse
Mrs. T.J. Dalton
Mrs. P. Gallagher
Mrs. D. Decker
Mrs. M.C.J. Coe
Mrs. A.B. Pike
Mrs. J.N. Davis
Mrs. George Clarke
Mrs. Fred Russell
Mrs. H.R. Brookes
Mrs. L. Crane
Mrs. W. Collins
Mrs. John O'Dea
Mrs. E.B. Pearce
Mrs. W.L. Chafe
Mrs. J. McCarthy
Miss Edna Baird
Miss Anna Templeton
Mrs. K. Penney
Mrs. N.J. Capper
Mrs. Landrigan
Mrs. G. Willet
Mrs. D. Brett
Mrs. R. Sparkes
Mrs. E. Winsor
Mrs. Erb
Mrs. Rorke
Mrs. J.J. Laracy

Staff Members, 1935-1965

Elizabeth MacMillan

Anna Templeton

Jean Green

Flo Adey

Dot Cramm

Madelyn Hayes

Mary Pike

Jean March

Evelyn Arklie

Cynthia Worrall

Gladys Knight

Evelyn Newman

Carol Clarke

Ev Herridge

Marie Sinyard

Maud Kelly

Ruth Jeans

Annie Richards

Vera Humby

Margaret Hiscock

Mary Byrne

Marion Kennedy

Field Workers 1935 - 1965 (56 Girls)

Maggie George
Eva Parsons
Margaret Tompkins
Mollie Maynard
Mary Fitzgibbon
Madeline Mitchell
Betty Reddy
Isabel Warren
Margaret Barron
Dot Barnes
Bella Butt
Maysie Roberts
Iris Jones
Minnie Benson
Anne MacLellan
Phyllis Small
Clara Roberts
Gertrude White
Hattie Simmonds
Agatha Ryan
Dora Carberry
Jean Goudie
Alma Reeves
Kit Newell
Hilda Jefford
Betty Smith
Dot Noel
Meta Butler

Barbara Ivany
Olive Fiefield
Olive Tilley
Mary Simms
Florence Tilley
Daphne Welshman
Phyllis Drover
Mildred Andrews
Marie Hann
Joyce Rowe
Vine Jones
Helen Barnes
Rosalie Ledwell
Mollie Guy
Beverley Reid
Delores Lythcott
Maggie Snow
Annie Brennan
Cynthia Penney
Helen Reynolds
Catherine Janes
Myrtle Janes
Elaine Barbour
Frances Barbour
Audrey Adams
Clara Curran
Marilyn Ploughman

APPENDIX C

Past Presidents of Jubilee Guilds and Women's Institutes

Past Presidents

Jubilee Guilds

Lady Walwyn	St. John's	1936-1945
Mrs. J. Alex Winter	St. John's	1945-1953
Mrs. M.J. Taylor	St. John's	1953-1955
Mrs. A.B. Carnell	St. John's	1955-1957
Mrs. H. Garrett	St. John's	1957-1959
Mrs. George Clarke	St. John's	1959-1961
Mrs. M.J. Taylor	St. John's	1961-1962
Mrs. L. Crane	St. John's	1962-1964
Mrs. F.W. Russell	St. John's	1964-1966
Mrs. J.R. O'Dea	St. John's	1966-1968

Women's Institutes

Mrs. J.R. O'Dea	St. John's	1968-1969
Mrs. M.J. Taylor	St. John's	1969-1970
Mrs. Marie Walsh	Harbour Grace	1970
Mrs. Sheilah Drover	Springdale	1970-1974
Mrs. Agnes Richard	Gander	1974-1977
Mrs. Kathleen Sheldon	Virgin Arm	1977-1980
Mrs. Frances Laracy	Conception Harbour	1980-1983
Mrs. Gertrude McDonnell	Highlands	1983-1986
Mrs. Angela Sullivan	St. John's	1986 -

APPENDIX D

Women's Institutes Past Board Members

Staff Members, 1968-1986

Current Executive and Board

Newfoundland and Labrador Women's Institutes
Provincial Board
Members who have served 1968-1986

Mrs. Florence Adams
Mrs. Loretta Alexander
Mrs. Mary Andrews
Mrs. Romeo Billard
Mrs. Noel Browne
Mrs. John Bessell
Mrs. Stanley Benoit
Mrs. Margaret Buckle
Mrs. Joan Broomfield
Mrs. Ruth Brown
Mrs. Agatha Burke
Mrs. Shirley Brown
Mrs. Patrick Curran
Mrs. George Clarke
Mrs. James Crocker
Mrs. Frank Condon
Mrs. William Conn
Mrs. Joan Costello
Mrs. Patricia Cabot
Mrs. Sheilah Drover
Mrs. Betty Dyke
Mrs. Nellie Davis
Mrs. Roy Devereaux
Mrs. Shirley Delaney
Mrs. H.H.E. Erb
Mrs. Beatrice Forward
Mrs. Stella Fowler
Mrs. Roxanne Fleming
Mrs. Helen Field
Mrs. Shirley Fraize
Mrs. Viola Greenham
Mrs. Gerald George

Mrs. John Hall
Mrs. Madge Hackett
Mrs. Alfreda Hunt
Mrs. David Himmelman
Mrs. Cluney Hounsell
Mrs. Deanne Hiscock
Mrs. Mabel Harding
Mrs. Louise Hynes
Mrs. Sue Huddlestone
Mrs. Marcella Hickey
Mrs. Deris Hollett
Mrs. Milley Johnson
Mrs. Jean Jenkins
Mrs. Gus Joy
Mrs. Margaret King
Mrs. Frances Laracy
Mrs. Isabel Learmonth
Mrs. Gertie Legge
Mrs. Gerald Matthews
Mrs. Arthur March
Mrs. Julie McCormick
Mrs. Trudy McDonnell
Mrs. Ronald MacInnis
Mrs. Mabel Manuel
Mrs. Patsy Martin
Mrs. Agnes Madore
Mrs. Margaret Nolan
Mrs. Della O'Leary
Mrs. John O'Dea
Mrs. John Power
Mrs. E.B. Pearce
Mrs. Catherine Pennell

Mrs. Doreen Penney
Mrs. Edith Pryor
Mrs. Roy Rees
Mrs. Agnes Richard
Mrs. Donald Ryan
Mrs. Reg Rowe
Mrs. Margaret Ryan
Mrs. Lorna Stuckless
Mrs. Anne Sparkes
Mrs. Kathy Sheldon
Mrs. Angela Sullivan
Mrs. Rosalie Spurrell
Mrs. Gladys Sheppard
Mrs. Eileen Strong

Mrs. Marion Smith
Mrs. Madeline Snow
Mrs. M.J. Taylor
Miss Anna Templeton
Mrs. Marie Walsh
Mrs. Earl Winsor
Mrs. John Wood
Mrs. Eric Winter
Mrs Audrey Woodman
Mrs. Earl White
Mrs. Pauline Wheeler
Mrs. Annie Wheeler
Mrs. Margaret Yetman
Mrs. Evangeline Vatcher

Newfoundland and Labrador Women's Institutes
Staff Members, 1968-1986

Executive Administrators

Mrs. A.W. Parsons

Mrs. Frances Ennis

Ms. Margot Metcalfe

Ms. Jane Robinson

Ms. Jennifer Perry

Part-Time Secretaries

Mrs. Joan Rideout

Mrs. Aileen Martin

Mrs. Roberta Snow

Newfoundland and Labrador Women's Institutes
Provincial Board
1986-1989 Triennium

Executive

Past President	Mrs. Trudy McDonnell	Highlands
President	Mrs. Angela Sullivan	St. John's
1st Vice President	Mrs. Ruth Brown	Glenwood
2nd Vice President	Mrs. Margaret Yetman	Mount Pearl
3rd Vice President	Mrs. Shirley Delaney	Norris Point
4th Vice President	Mrs. Agnes Madore	St. Fintans
Members at Large	Mrs. Deris Hollett	Baie Verte
	Mrs. Mabel Manuel	Gander
	Mrs. Mary French	Harbour Grace

Convenors

Education and Culture	Mrs. Pat Dawe	Norris Point
Citizenship and Legislation	Mrs. Shirley Fraize	Topsail
Canadian Industries	Mrs. Deris Hollett	Baie Verte
Home Economics and Health	Mrs. Patsy Martin	St. John's
Agriculture	Mrs. Shirley Hall	Musgravetown
International Affairs	Mrs. Mabel Manuel	Gander
Newfoundland Vice President on F.W.I.C.	Mrs. Kathy Sheldon	

District Representatives

Notre Dame Bay South	Mrs. Jean Brent	Botwood
Trinity Bay North	Mrs. Shirley Hall	Musgravetown
Conception Bay North	Mrs. Mary French	Harbour Grace
St. John's	Mrs. Shirley Fraize	Topsail
Southern Shore	Mrs. Margaret Ryan	Calvert
Placentia	Mrs. Margaret King	Long Harbour
Port au Port	Mrs. Helen Cornect	Cape St. George
St. Barbe South	Mrs. Marilyn Payne	Rocky Harbour
Central Newfoundland	Mrs. Eileen Elms	Gander
Bay St. George - Codroy	Mrs. Barbara Canning	Highlands
Labrador South	Mrs. Kathleen Normore	L'anse au Loup
Trinity Bay South	Mrs. Gertie Legge	Heart's Delight
Springdale - Baie Verte	Mrs. Deris Hollett	Baie Verte