

## HOME AND COUNTRY

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## EDITORIAL COMMENT

## LOCAL LEADERS

From all over the province we are hearing praises of some of the splendid work accomplished by local leaders. Before a person has the distinction of that title, she must have the confidence of her institute to such a degree that she has been chosen from its membership to do a special piece of work for them. However, she is not a local leader in any project until she has attended the district training school where she learns something about the subject matter she is to discuss with her institutes. At this training school, she also receives instruction in how to carry on her teaching. In addition to this, the leader receives the support of printed and mimeographed material prepared for her particular use. After the leader starts her programme in her own community, she may find some special difficulty not covered at the training school. In such cases she may always depend upon the help of the Women's Institute staff member who was in charge of the district training school.

Sometimes a member makes such an excellent leader in one project that the institute is tempted to make and often does make her the leader for another entirely different type of project. This is not fair to either the leader or the institute. If a member has carried through a good foods project, keep that in mind and use that member again for foods work. But let some one else have the opportunity of developing leadership in clothing education and still another in housing work.

Acting as a local leader for a unit of work for a homemaking club organized for the girls and young women demands special aptitudes on the part of a leader. Also such leadership demands a good deal of time. Unless a person has much leisure, she should not attempt acting as a local leader for a project in the senior programme at the same time she is directing a project for a homemaking club.

The Co-operative Programme in Home Economics advises the institutes to appoint an alternate for the

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Institutes May Improve  
Fall Fair Exhibits

Since Home Economics and Agriculture are so closely allied and since Home Economics Extension service is directed by the Women's Institute Branch, it does seem fitting that a Women's Institute exhibit be on display at a fall fair.

Perhaps, first, we had better try to make clear what we mean by a women's institute exhibit. It is a showing or display of something accomplished or to be accomplished, with the general aim of promoting better living. The beginner who is not thoroughly acquainted with the many details of planning an exhibit will be well advised to stick to the former. Branches must remember that a fall fair is an event of many and varied activities, each vying for attention. People are out for a good time, to chat with friends not seen since last fair day, and to see as many attractions (educational and otherwise) as possible. To refuse to recognize this competition means a handicap difficult to overcome. True it is, there will be people who will deliberately seek the women's institute exhibit. But think for a moment, are they not members of the women's institute or its friends, folk who attend the regular meetings, and short courses, conferences, offered by the Women's Institute Branch? Do you need to prepare an exhibit at the fall fair to spread the gospel of better living to them? Of course it will be valuable to them. But if your programme is good, and I am sure it is, your aim should be to reach others. The women's institute exhibit at the fall fair offers this opportunity.

In planning the exhibit, keep before you, at all times, these two obstacles—competition of attraction and indifference—and others peculiar to your district. Of course the specific purpose of the exhibit will be clearly fixed in your mind whether it be: Eat More Vegetables, Use More Whole Wheat, Make Your Own Gloves, Look Attractive in the Kitchen, Give Your Furniture a New Lease of Life, or a phase of any project studied in your district.

Knowing your purpose and recognizing your obstacles, you are in a position to plan to fulfil the first and combat the second and are started on the road to success.

## Draw Up Plans

Before asking assistance from anyone, it would be well to draw up some plans of your own, no matter how meagre they may be. This allows you to pigeonhole suggestions,—to know what will serve your purpose, what should be discarded. With nothing in mind, one may be led astray. A good idea from A, plus a good idea from B, plus a good idea from C do not necessarily add up to a grand total of Best, let alone Good; it might result in a whirlpool of confusion.

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local leader. The alternate acts only if the local leader is unable to attend the training school. The alternate then becomes the local leader because one person should attend all the sessions of a training school. Two persons attending different sessions will both fail to get an understanding of the continuity and the full purposes of the project.

A good local leader does not cease being an influence after she has completed guiding several discussions or directing several working schools. If she serves her community well, she will likely have several groups learn how to refinish furniture under her guidance. She may speak on consumers' problems at many types of women's meetings. In the giving of such service she makes her community much the richer and enlarges her own horizon.

There should be one and only one main idea, and every detail should strengthen and emphasize that idea. Which store window, picture, or advertisement do you remember the best—the one of a centralized theme or the one of many and varied themes? "Size of booth and theme have little to do with effectiveness if you plan your exhibit to emphasize one carefully chosen idea, one which can be effectively capitalized."

The background should be inconspicuous. It should be as the word implies, background. It should not talk louder than the main idea but should help it to deliver its message. A plain, dull, neutral, fairly light colour serves best. It may be fabric, paper or wood. If paint is used, water paint dries more quickly and is less expensive than oil paint.

## Importance of Colour

It will be well to remember that colour is a powerful factor with which we are forced to deal. It may cause discord, it may bind together, it may attract attention. It talks whether we recognize the fact or not. Why not then have it say what we want it to say—help us to put our message across. Look again at store windows, advertisements, fabrics, in fact any colour group. What can you learn about the use of colour?

Perhaps you may arrange to have an "explainer" present to answer questions arising from the exhibit. In most cases you may be depending on posters and the general set-up to tell the story. The information on the poster should be brief, snappy, catchy, and, of course, honest. It needs to be easily read; therefore, dispense with fancy and tiny print. Study the advertising section of the magazines coming into your home. True, they are trying to sell something, but is that not the purpose of your piece of work?

## Choice and Arrangement of Articles

There is need to stress careful selection. Each article should strengthen the main idea. Just because a thing is "pretty" or belongs to Mrs. Jones is no reason for its appearance in this show. Use no more pieces than will tell your story effectively. Exhibits of "before and after", "old and new", "good and bad" may serve you well. New and up-to-date materials should be used unless the picture demands the old.

The most important article should be in the strategic position; oftentimes this will be near the centre. Minor features should point the way to the major; the eye should follow easily from one object to another to the climax. Study some of the paintings done by the old masters. The Last Supper by Da Vinci, The Angelus by Millet, Song of the Lark by Breton among others are excellent examples.

The position of the articles should not be too high nor yet too low—a good range is from two feet to seven feet. This will vary, of course, with conditions. If floor, table and wall space are used, one object should not hide the other. Posters sometimes have the habit of doing this.

It looks like a big piece of work. It is. But remember your message may reach those that cannot be reached in any other way. Attack the problem with the methods of the successful business man. Think through every phase from beginning to end. See the relation of one part to another. Be your own critic, bearing in mind those you are trying to reach.

When it is all over you will not only have helped the other fellow to better living, but will have clinched the matter in your own group.

(Contributed by Miss Esther Slieter, Women's Institute Branch, Department of Agriculture).

PEACE EDUCATION MADE  
POSSIBLE BY STUDY  
COURSES

"Just what can homemakers and women do to prevent war" is the query of Mrs. W. P. Simpson, Provincial Convener of Peace and International Relationships, in the plan of work she suggests for Women's Institutes throughout Ontario.

Mrs. Simpson writes, "We should not sit back and think we are secure. There are destructive forces abroad today in every community. Not only are we threatened by the armed power of the Nazi and Fascist nations, but by the far more subtle propaganda of communism."

Mrs. Simpson recommends study of world affairs to all institutes. Her following brief outline crystallizes how institutes may go about such study:

1. "Read, study, become informed, listen to the radio programme on world affairs. Listen to Dr. H. L. Stewart, 6:30 Sunday evening, C.B.C."
2. Put peace in your budget. Take out a membership with the League of Nations Society of Canada and get acquainted with its activities.
3. Organize study groups in your neighbourhood. Use authoritative materials in your study.
4. Study our Canadian economic policy.
5. Analyze international news briefly at each meeting.
6. Organize luncheon, dinner or tea discussions on world affairs.
7. Hold an international festival or arts exhibit in your district with folk songs, folk dances, and national crafts and art."

PEACE GARDEN PROJECT  
HELPED BY WOMEN'S  
INSTITUTE SUPPORT

In 1937, a good deal of progress was made in the development of the International Peace Garden which is situated on the boundary between Manitoba and North Dakota. The Women's Institute acre was bright with flowers throughout the summer and until the frost period. This was pioneer planting, and furnished a flower garden note to the whole area.

In 1938, the Women's Institute flower area will have a host of companions. The plans for the main panel of the Peace Garden have been approved. This means that straight ahead work will now go forward to develop the garden into a spot of beauty.

The upkeep of the Women's Institute acre is financed by an annual donation of \$12.00 from each of the provinces. Mrs. A. E. Walker has donated \$100.00 toward a sun dial to be placed in the Women's Institute plot.

By the end of 1937, the Peace Garden was fenced with a six-foot Page wire and stone pillars were constructed at definite intervals along the main highway. In the Canadian section, a lake one mile long was built by damming up a water course. A scenic highway around this lake was cut, cleaned up and mostly graded and partly gravelled. This was financed by the Canadian Government. In the southern portion of the garden, the United States Government spent \$134,000.00 in underbrushing, grading, seeding and erecting buildings. This work will be continued in 1938.

The Junior Red Cross of both countries have given \$500.00 each and acquired an international plot of two acres. This \$1,000.00 will be used to lay out the Red Cross area. The Imperial Order of the Daughters of the Empire has acquired a one-quarter acre plot and will be responsible for its landscaping and maintenance.

Mrs. T. A. Cohoe, Pilot Mound, Manitoba, is chairman of the special committee on the Peace Garden of the Federated Women's Institutes of Canada.