

## FOR BETTER RURAL LIVING

The objective of the Women's Institute Branch of the Ontario Department of Agriculture is to work with Institute members for "the promotion of better rural living". To further this objective the Women's Institute Branch has presented again the Co-operative Programme in Home Economics, with services planned for both districts and Institutes. Copies of the Co-operative Programme have been sent to each Institute secretary but, realizing that the number of copies is limited, we should like to draw to your attention some of the highlights and to answer questions

## Short Courses Are Varied

Any Institute may apply for a short course, whether or not they participate in a district project. Whenever possible these courses have been limited to afternoon sessions and to only two or three days. This has been done in appreciation of the labour and time problems of busy women everywhere. Full details will be found in the Co-operative Programme pages 9 to 11.

Are your members interested in any of the following timely topics:—Modern Dressmaking, Remodelling Clothing, Making the Most of Food, Food Conservation, Knitting, Leather Glove Making, Quilting, Braided Rugs, Furnishing the Living Room, The Time-Saving Kitchen or Health Education? If so, the Women's Institute Branch would like to work with you by arranging for a short course. We should like to reach all interested women in your community, too, and anticipate that you will extend an invitation to all. There are some Institutes which have never had a short course, and others which have not had one recently. To these Institutes we especially recommend these services.

All applications should reach the Department not later than July 3rd.

## District Services

By the time this reaches you your district may have already decided on its district service for 1944-45. All types of service may be held in several centres in the district, as decided at the district annual meeting, but wherever possible several Institutes should meet together. It is the responsibility of district officers and directors to support the programme selected. Careful organization, good publicity and enthusiastic support are the keystones for success.

Has your district selected a study conference in Care of Clothing, Wise Buying of Clothing or Today's Food Problems? If so you will plan for an all-day meeting with a member of the staff of the Department. Here members will bring questions on these up-to-the-minute topics for discussion. Then each Institute will follow with two or more local study meetings.

Possibly your interests may lie in one of the following fields:—Household Accounting (one afternoon), Health Education (one whole day) or Citizenship in the Rural Community (one afternoon). All these topics, which are offered as district services, are much to the fore these days. Consideration of them will make both better homemakers and better citizens.

## Rallies for Officers and Members

Have you problems of programme planning, parliamentary procedure, organization and administration which you would like to discuss? Then, we hope you plan for a one-day Rally, selecting one or two of the topics on page 8 of the Co-operative Programme.

There are districts which have not had this service for several years. During that time officers have changed, new members have joined and these officers and members have not had the benefits of this service. We urge that all districts have a rally at least once in three years.

The Women's Institute Branch looks forward to the opportunity to work with you during 1944 in the development of an educational programme for your Institute or district in the interests of rural living.

## HOME ECONOMICS FOR HOME AND COUNTRY

The motto of the Women's Institutes, "For Home and Country," is a direct challenge to every member of the organization to live daily at her absolute best, to study the needs of her community and her nation, and to see how her home contributes to the welfare of community and national life.

The Co-operative Programme in Home Economics is designed to assist homemakers to meet the changing demands of daily living as they arise and to plan for a better post-war world. Let us study carefully this programme and give it our whole-hearted support to make it of the utmost service to every homemaker in rural Ontario.

## Homemakers Are Economists

We homemakers are the real economists of the nation. In Canada we spend 80% of the income. The last four years has put many demands on our way of living. Many changes have been made, many more must be made. Do we face these changes in the spirit of willing co-operation?

We all remember very well the acute shortage which preceded the rationing of butter. Many householders paid early daily visits to the stores where butter was available in order to lay in a supply of this commodity. The story is told of one lady who, finding butter for sale, asked the clerk for ten pounds of it. The clerk said, "But surely, madam, you don't need ten pounds of butter, do you?" Whereupon the customer replied, "Well, no. I don't need ten pounds, but I want to beat those hoarders."

When care and consideration for others is replaced by greed someone gets more than his or her share, while others go short. This results in ill-will and fault-finding and paves the way for a dictator to tell each of us what we may or may not have. This is not something the government can prevent. It can be prevented only when you and I accept our responsibility as homemakers to work unitedly and unselfishly for the sake of Home and Country.

Quite in contrast to the greed of the shopper for butter comes another story of a homemaker who went on a shopping expedition for her family. The grocer, who was a personal friend, said, "Because we're neighbours I'll give you twice your allowance." "But," answered the housewife, "I want only the amount I am entitled to have." The grocer insisted, saying, "Everybody else does this." But the homemaker was adamant and soon showed the grocer that it is now time for the homes and tradesmen to set a standard of "what is right" rather than "what everybody else does."

## The Home Front

In the early days of the war English women issued a manifesto entitled "Women and the Home Front". In it they said, "We fight to conquer the fear, greed and selfishness which are the ultimate causes of war itself. Such a spirit cannot be rationed. It is as vital a need as our daily bread, if we are to build a world where we and our children can rejoice in the freedom and fulness of life. We determine (1) to carry out the spirit as well as the letter of regulations in regard to buying; (2) to consider the needs of others and refrain from selfish hoarding; (3) to make frank enquiries if we are puzzled by a rise in price instead of suspecting profiteering and gossiping about it; (4) to cooperate with our tradespeople by paying the bills promptly; (5) to recognize difficulties caused by shortage of staff, to wait patiently for our turn and choose quickly when it comes; (6) to take a pride in thrift, to remember that many of our daily necessities are brought from overseas at the peril of men's lives, and to see that nothing is wasted or carelessly used."

As homemakers of Ontario and this great Dominion we women, whose motto is "For Home and Country," must fight now to establish nationally the qualities of character, ruggedness, self-sacrifice, faith in our country and in our God which alone can bring victory, ensure lasting peace and build a new world.

I hope you have all read in the Winter issue of "Home and Country" the highlights of the meeting of the International Women Presidents in North America, as given by Miss Clarke after her return from New York where with Mrs. Alfred Watt, M.B.E., President of A.C.W.W., she attended this meeting. I am going to quote from the report because I believe we must see the importance of these statements and really enlist in this fight for freedom. "That the two basic principles which the A.C.W.W. believe to be held in common by all members were ceded to be fundamental. These are: (1) That no peaceful future can exist for the world in general unless national and international law is based on the idea of Spiritual Power; and (2) That no one generation can own the earth. Each is but a trustee for the generations to follow."

How then can you and I meet this challenge? Let me suggest that we adopt a plan of action based on Christian principles after this fashion. Call it, if you will,

## "The Homemakers Creed"

We will treat our land as a heritage from the past which we will hold in trust for future generations. We will live daily for the cause for which our sons are dying.

We are called on to feed the nation now in time of war, and a starving world when the war is won. In a spirit of unselfish patriotism we will play our full part in the nation's war effort and in her task of remaking the world.

We can defend Canada from the foe within, while the men at the front defend her from the foe without. Canada has no more deadly enemy than those forces which work to break down moral character, to destroy her faith in God and divide her by setting class against class and race against race. When homemakers stand firm and fight for the moral re-armament of the nation, Canada will be proof against these evils.

We will make our home life a pattern for the nation. A country is as strong, healthy and united as its home life. Sound homes in which every member of the family plays his part make sound communities; sound communities make sound nations.

We will be good neighbours. Neighbouring was once the secret of our democracy. Now is the time to bring that spirit back. We need each other today. "Each man for himself" will not build the community or Canada we want. But we must each "seek the common weal, the good of all mankind."

We will end all private wars. Honest apology starts teamwork. National unity begins when you and the fellow you don't get along with straighten things out. Unity between the nations will come only through the same spirit.

We will be thrifty in the home. There will be no waste in cash-box, ice-box or brain-box.

Whatever we do we will always think first of what we can give to the nation rather than what we can get from it.

The homemakers of Canada are guardians of the nation's character as well as of her hearths. "He shall have Dominion from sea to sea" was the vision of the Fathers of Confederation. With our dependence on God, we can make that vision live again as the secret of Canada's strength.

(Contributed by Mrs. Wilmer Keyes, Provincial Convener.)

## NEWS FLASHES

Uttoxeter, Lambton E.: Have a Food Basket at each meeting. Four or five members are chosen to bring anything they wish, such as fruit, vegetables, eggs, cream or baking. These are sold. Someone always has something that someone else does not have. Contest: Naming the new Ontario Cabinet Ministers with their posts.

St. Lawrence, Frontenac: Roll Call, "How I helped raise production on our farm" brought forth some interesting facts.

Adolphustown, Lennox: Have formed a group of ten members who are now enrolled in the Hospitalization Plan.

Collins Bay, Frontenac: Frontenac district participated in the Kingston W.V.S. week by having an exhibit, featuring two Junior projects, "Garden Brigades" and "Being Well Dressed and Well Groomed". Also on display was a quilt, Bundles for Britain and a sample of W.I. Jam for Britain. This was good publicity.

Hornby Mills, Dufferin: Held a mortgage-burning party marking final payment on their fine community hall, building of which was completed five years ago at a cost of \$5,000.

Sudbury District: Five of the six Women's Institutes in this district are now participating in the Hospitalization Plan.

The newest Institute on Skead Road has been given the materials to build a hall which was opened on 20th Dec. with a Christmas tree for the children.

Rednersville, Prince Edward: Have been holding evening meetings and find they have much better attendance. Membership has nearly doubled last year.

## WOMEN'S INSTITUTE PINS

We regret to have to explain that, because of wartime priorities, delivery of Women's Institute members' pins and life membership pins can not be guaranteed at short notice. We are sure that you will understand the reason for this situation and accept it. Only a limited number reach us from time to time and all requests for pins have been filed carefully and are being filled in order of receipt.

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mothers and girls of your community at different meetings. Special programmes at the anniversary month meeting of the organization of your W.I. will prove stimulating. To this invite all the ladies of the community, so they may have the opportunity to become acquainted with your Institute programme. Provide several community features during the year. This might include "Men's Night", "Family Party", "Bride and Groom Night". Be friendly and sociable. Get together and forget the things in which we differ, but concentrate on those things in which we agree.

Helping War Brides to get established in their homes and community will be a national project for all women's organizations this year.

Our Women's Institute must stand ready to serve and give leadership in the reconstruction period. It will be a responsibility, but an opportunity. One of the best ways to be prepared to meet this challenge is to improve our W.I. efficiency through increased membership. Where there is no Institute, it is our job to organize one. Nearly every family in this province has given their "own" to the cause of war, and through membership in the Women's Institute may participate in peace planning.

(Contributed by Mrs. Clarence Holmes, President, F.W.I.O.)