

bright boy there's more than a job in farming; there's a life. So magnify agriculture in the eyes of your youth, and help them to see that there's an opportunity for them at the College."

Mr. J. A. Eccles, Director of the Department of Public Relations of the College outlined the services of his department for Women's Institutes. "We look after the 40,000 visitors who come to the College," Mr. Eccles said, "and the Women's Institutes are one of our favourite groups as we have them at the Officers' Conference, the Women's Institute Holiday, on bus trips, Farm and Home Week and at the Guelph area convention which meets in Memorial Hall." Padre Young is a member of the staff and does a good deal of speaking at Women's Institute gatherings, Mr. Eccles continued. The Department prints a lot of the manuals for 4-H Homemaking Clubs, prepares exhibits for Institutes for such events as the Royal Winter Fair and the provincial Plowing Match, conducts a motion picture unit, assists with a radio tape service to distribute to local radio stations and some of the tapes are of special Women's Institute interest. Some day when television is as important as radio the Department of Public Relations hopes to assist with this. Mr. Eccles also mentioned the photography service for Institutes and the widely distributed pictures that give publicity to Institute work. (The editor of Home and Country would like to say a thank-you right here for the help the O.A.C. pictures are to this paper.)

Mr. Peppin spoke on the Film Library and how to use films. He announced that a new catalogue, which may be had by writing the Film Service, Ontario Agricultural College, Guelph gives a list of films available along the lines of agriculture, general interest including comics, health and welfare, home economics, safety, sociology, rural affairs. As another source of films Mr. Peppin suggested Crawley Films Ltd., 21 Dundas Square, Toronto, or 19 Fairmount Ave., Ottawa.

Mr. Peppin made these suggestions for the use of films: Select your film carefully and remember that the title may be misleading. Prepare yourself to speak on the film — have your own preliminary screening and make notes. Prepare the room as well as possible. Get to the meeting early and have equipment set up and tested. Introduce the film and when it has been shown be prepared to discuss it. Unless you, yourself, can operate a projector get a good projectionist — any two year graduate of the O.A.C. can do this work.

Prof. E. C. McLean, head of the Department of English at the College introduced the film "Stratford Story" and gave an interesting commentary on what the Shakespearean plays at Stratford mean to Ontario both as a tourist attraction and a cultural interest for the people, and why the development of the small theatre anywhere is a movement to be encouraged.

ANNIVERSARY GREETINGS

Welcoming the delegates to the College, the President, Dr. J. D. MacLachlan referred to the Institutes' Diamond Jubilee and likened the Institutes to diamonds. A diamond, Dr. MacLachlan said, has many uses ranging from the hard work of the diamond drill to the aesthetic symbol of the united effort of man and woman. A diamond is a gem with very high refractive powers and when shaped it has power to direct light into special channels. No one could question these analogies as applied to the Women's Institutes.

Dr. Margaret McCready, Principal of Macdonald Institute, referred to the origin of a jubilee year when the Lord said to Moses, "You shall hallow the fiftieth year as a year of jubilee." Macdonald Institute, opened in 1903 should be getting ready for its sixtieth anniversary in 1963. Dr. McCready paid tribute to Mrs. Hoodless for enlisting the help of Sir William Macdonald to get Macdonald Institute established. She thanked the Institutes for their assistance with scholarships and said that the staff at Macdonald Institute felt closely linked with the Women's Institutes, but she wondered if we were all taking it too much for granted that home economics would grow like Topsy without much research as to what it should be and do. "We have been allowed to have an Advisory Committee," Dr. McCready said, "with two of the members Institute women, the others home economics graduates. But we would like the backing of influential women like yourselves to promote the idea of research. If we had the highly trained workers needed we could be promoting home economics in under-developed countries all over the world." As an example of how this education could be spread, Dr. McCready said that because of work done in the East by a home economist, the Prince of Siam and his wife have become so interested they plan to come to Canada next year to visit Macdonald Institute and Macdonald College at Quebec.

Hon. W. A. Goodfellow, Minister of Agriculture for Ontario came to the evening session given to an anniversary programme. He was accompanied by Mrs. Goodfellow who is active in Institute work in their home county, Northumberland. The Minister with the Provincial President, took part in the ceremony of cutting the anniversary cake and brought greetings from the Ontario Government.

Mr. Goodfellow paid a tribute to the Women's Institutes as a moving force in the social and economic life of Ontario in both rural and urban communities. He spoke of the satisfaction it gives the present Government, and has given Governments through the years from the days of Mr. Putnam down to Miss McKercher, to do everything possible to further the work of the organization. "We feel that any help we can give you is an investment in the future of Ontario," the Minister said.