

Women's Role in the Changing World

Notes from the Ontario Trade Crusade Conference

OPENING THE WOMEN'S CONFERENCE on the Ontario Trade Crusade, the Hon. W. J. Randall reminded the women that Ontario needs to create jobs for 75,000 new workers entering the labor force every year and that by buying Canadian goods, women who spend 80 cents of every retail dollar can help to keep the wheels of industry turning, can make it possible to retain Ontario's high standard of living, which is the highest in the world, even in the United States.

Mrs. Lilah Lymburner, Chairman of the Women's Advisory Committee, emphasized the point that we are not expected to buy only Canadian goods. Unless we buy from other countries they will not buy from us — trade is a two-way street; but we need to get over the snobbishness of thinking that only imported goods are "high class." On the question of buying Canadian in order to keep our country prosperous, Mrs. Lymburner went beyond the consideration of creature comforts to the need of producing the wealth to provide taxes to give the services we want for our people in such fields as education and health.

Mrs. Lymburner spoke of what women could do to give the world a good image of Canada. She recalled courtesies she had received as a tourist in other countries; of our need to know at least one other language besides our own. Perhaps we should do a little more flag-waving to give the world a better impression of our country. And she said "We need a healthy curiosity about the affairs of the world; after all, they determine how families live." "It is not man's business to live a comfortable life" she quoted "but to find what his part in it can be." This is why the Government wants women in the trade crusade. It is of no use to say "Why doesn't the Government do this or that?" The Government can move only as the people are ready for the move. **We are the Government.**"

One Hundred Years of Homemaking

Miss Una Abrahamson of General Foods Ltd., in a witty address traced the course of "100 Years of Homemaking" from the days when women worked very hard; when it took one day to do the washing and another to do the ironing; when there were "eight to ten children in a home and many more in the churchyard," because there was no immunization against infectious diseases, no screens to

protect the house from flies, and a great deal of ignorance about home remedies. She spoke of the need of education in the use of new appliances and products, the carelessness of women about following directions, their demand for legislation to control manufacturers when they need more intelligence or care in using the product.

Miss Abrahamson felt that Ontario restaurant meals and church suppers were both generally lacking in regional foods. And she had a word to say about dishonesty in women shoppers—such as taking a few strawberries from a box and adding them to the box they are buying.

Mrs. Lymburner reminded us that a book by Miss Abrahamson, "God Bless Our Home" will be published by Burns and MacEachern, Toronto, this fall.

Design and Home Furnishings

Mr. Sid Bursudsky, an industrial designer, made a strong case for the need of designers, manufacturers and consumers getting together to decide just what is needed in household appliances. As an example of how design could be improved Mr. Bursudsky referred to the common electric teakettle. The element is inside, water is poured in through the spout and there is no lid; so if something goes wrong with the element it is almost impossible to repair it; if lime collects it is difficult to remove it. In the last few years a new model has been designed in which, while water is still poured in through the spout, there is a lid; and when the lid is lifted the element comes out with it and the kettle can be cleaned with no trouble. This kettle does not cost any more than the old kind. Other illustrations of improved design were shown in a crutch and in hospital and school furniture, the improvements being along the lines of both appearance and utility. The difficulty is to get manufacturers to take up anything new. "If you are not satisfied with an article on the market, let the manufacturer know," the speaker advised.

Miss E. Christina Fairley, General Manager, Canadian Home Furnishings Institute, speaking on, "Your Home Reflects Your Personality," said "The confident homemaker tries to create, through the furnishing and arrangement of her home, both functional and psychological satisfaction for her family," and she encour-