

Our New Editor — Margaret Zoeller

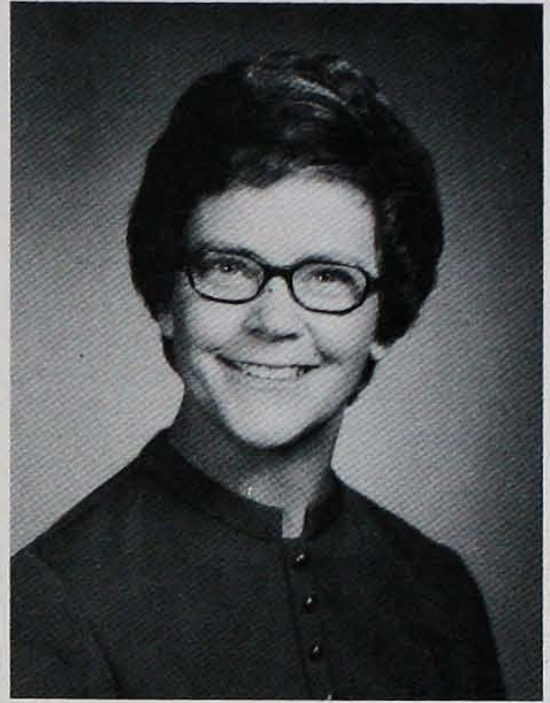
By Ethel Chapman

With this issue of Home and Country we meet our new editor, Mrs. Margaret Zoeller. Most Institute members over the province already know Mrs. Zoeller in other capacities, such as Provincial President in the years '68 to '71 — an animated, petite woman who stands tall and radiates vitality; and whose finesse with her responsibilities of the last few years has given her a reputation for keen intelligence and sound common sense. Men and women who have worked with Margaret Zoeller on problems of public concern, have found that while her understanding of the issues of the times is as modern as tomorrow, her ethics are built on values more timeless. She does not hesitate to take a stand for what seems right to her and, we are sure, to most Institute women. Unquestionably, this combination of open-mindedness and conviction is important in an editor.

An editor's background is important, too. It influences both the style and the content of her paper, and Margaret Zoeller's experience gives her rather special qualifications. She is a third generation Women's Institute member, the daughter of Mrs. Ford Sudden, a long time member of Central Dumfries branch, still active and still one of her daughter's most valued counsellors. And while Margaret has always been active in community work, her family has had first place with her — something that should be an asset in any leader of an organization like ours, set up primarily for the good of the family. She is the wife of Austin Zoeller, mother of a married son and daughter and recently a grandmother.

Mrs. Zoeller's thorough understanding of Women's Institute work has come through actual experience. A member of Haysville Institute in Waterloo county, she has served in practically every branch and district office, as an area vice-president, provincial board director, provincial president and now provincial convener of resolutions. She chaired the committees on the new Handbook and the Erland Lee Home and was a member of the committee compiling "The Ontario Women's Institute Story"; is a member of the Ontario Food Council and the Waterloo county New Horizons Advisory Committee; and ably represented the Women's Institutes in conference with other organizations. As provincial president she has also had a part in FWIC and ACWW events. She is now first vice-president of FWIC. It's an impressive program but not too heavy for a woman with Mrs. Zoeller's interest in people. Even before she was FWIO president she had received the centennial medal award for public service.

Other bits of background that may well contribute to Mrs. Zoeller's work as editor of Home and Country are, that she was a time study analyst before she was married, that she grew up in 4-H Homemaking Clubs and the Junior Farmers' Association, that she has always been interested in drama and wrote the script for her township's centennial pageant, and that she is devotedly active in her church, her community and her local Institute, which has warmly supported her work at all levels.



We asked Mrs. Zoeller about her plans for Home and Country, what she would especially like it to mean to the members; and she said that first of all, she felt the paper should reflect the thinking of the membership, it should be a two-way street, the voice of the Women's Institute coming in from the members and going out in the printed word. One of its first purposes should be to assist members in planning programs — not to dictate but to help each branch to develop its own plans.

"We hope to develop a page on 'Imaginative Programs,'" said the new editor, "but this can happen only if the information is sent to us in such detail that another Institute can use the ideas to prepare a similar program of its own. If the response is great we may not be able to use everything that comes in, but we hope the senders will understand and be patient with us.

"We want good pictures too, if possible pictures reflecting action rather than a posed group standing in a line. Let's remember, too, that a poor picture makes a poorer reproduction."

Mrs. Zoeller feels that Home and Country might well carry more news of FWIC and ACWW. Occasionally an article might be contributed by a special authority, but most of the material should come from our own members. "We want it to be **their** magazine," she said, "with credit going to those contributing. The more people we have doing something for their magazine, the more anxious all will be to read it.

"Every article will not appeal to everyone, but we hope that each issue will have something for all the members. We hope, too, that the paper will promote good public relations outside our own membership."

Then, as part of an over-all policy, the editor added: "We want Home and Country to be alive with human interest, to carry warmth and light, to have a place for light-hearted thoughts along with the more serious."

Clearly the new editor wants our magazine to be attractive as well as significant. We submit that with Margaret Zoeller, Home and Country is again in good hands.