

Moving forward after 50 years

At a district annual meeting earlier this year, I had the privilege of speaking on the theme of the day - Moving Forward. I soon realized the theme applied not only to the Women's Institute, but also to Home & Country magazine.

You will notice this issue is the first of the magazine's 50th anniversary year. And to mark this important year, a logo has been designed and will be carried somewhere in each issue until Spring, 1984, when a special 50th anniversary section will be included in Home & Country.

Home & Country has certainly undergone many changes in 50 years and more changes are planned for the next few years. You might say Home & Country has been moving forward for more than half a century!

Here at the Guelph Agriculture Centre, we have a collection of 50 years of Home & Country. First printed in 1933, the publication began as a four-page, black and white newsletter with very few photographs. Later, it became a small-sized, glossy magazine with anywhere from 24 to 56 pages. Now, the magazine is quarterly and always 24 pages.

The strength of Home & Country lies in the fact that it is the one and only method of communicating with every member of FWIO. In that light, it is easy to see why the magazine must keep moving forward to maintain current information and therefore well-informed members.

Words are a very important part of my job and indeed, they should be an important part of everyone's life. To me, moving forward, means making progress, looking into the future, taking steps closer to achieving goals and objectives. Home & Country can help all FWIO members to move forward in these ways and the Women's Institute must move forward to be effective as a group to quietly lobby to change legislation, knowledgeably comment on current issues and actively participate in community affairs. Moving forward then, means being open to new ideas and suggestions, being eager to learn new concepts and doing these things with

enthusiasm. The end result can only be a strong, reliable rural women's voice for Ontario.

In the 50th anniversary year of Home & Country, some new features will be appearing in the magazine and stories on pertinent women's issues will be presented. You may notice some changes in this issue. The idea behind the changes is to make the magazine more forward-looking in its approach to delivering information to you, the reader. In the past, the emphasis has been more on what the WI has done in the last few months or even the last few years. Now, the magazine will be emphasizing what WIs will be doing in the future months and concerns

facing women in the next few years.

Some articles that you can look forward to reading are:

Pensions as they Affect Women
Communication on the Family Farm
Interest Rates and Mortgages Simplified
Arranging the Farm and/or Home Office
Audio-Visual Aids and How to Use them
Wise Use of Leisure Time - The Art of Relaxing
Small Home Repairs
Turning a Hobby into a Business

I hope you will choose to move forward with Home & Country and FWIO in the years ahead.



This stylized logo was produced by the Graphic Arts Department of the Communications Branch of the Ontario Ministry of Agriculture and Food at the University of Guelph. As you can probably see, the designer Brian has turned the FWIO badge on its side and moved the two maple leaves. The leaves have been modernized, but remain attached to the badge. Expect to see this logo over the next year in Home and Country.