

# HOME & Country

A Magazine for Rural Women

Home & Country is a publication for rural women's groups in Ontario. It is published by the Rural Organizations and Services Branch of the Ontario Ministry of Agriculture and Food. Home & Country has two objectives:

1. to provide a communications link between rural women's groups in Ontario
2. to provide educational material relating to organizational and individual leadership development.

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Vol. 55      December, January 1989      No. 2

## Deadlines

Please observe the following deadlines when submitting stories or photographs to Home & Country.

DEADLINE: October 20 — December, January issue  
DEADLINE: December 20 — February, March issue  
DEADLINE: February 20 — April, May issue  
DEADLINE: August 21 — October, November issue

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# The Challenge of Cutbacks

## Editorial

Carol  
Stewart-Kirkby



Home & Country readers will have noticed a few differences in the last (Oct. Nov. 1988) issue of the magazine. I feel it is important at this time to provide some background information on why these changes took place during the summer.

In June, a six per cent spending cutback was announced for the entire Ontario Government. Each section of the government was responsible for deciding how it would readjust its spending to save the six per cent. The Rural Organizations and Services Branch (the publishers of this magazine) chose to spread the cutback across several branch activities, rather than one program bearing the brunt of the financial axe.

The two magazines published by ROS (**Home & Country** and **The Enthusiast**), were designated as one area of cutback. As a result, some decisions had to be made concerning exactly how the money would be saved. The Oct. Nov. **Home & Country** showed the three money-saving features decided upon — 16 pages instead of 24, cheaper paper, and no colored ink.

We felt readers needed to continue to receive the magazine four times a year, instead of three issues annually which was a cost-saving alternative we considered. The paper stock we have decided to use is lighter weight than what we've used in the past, but still good enough to handle photograph reproductions. We hope to make the magazine attractive to readers without relying on the second color, which you will particularly notice is missing from the cover.

I hope this explanation will help you to understand why **Home & Country** looks different. I would like to emphasize however that I want readers to continue to send in news items and photographs of local activities. The onus will be on me to make the best possible use of the reduced space. I will also continue to rely on the members of the editorial committee to help plan content and give me feedback on setting priorities for the magazine content.

\* \* \* \* \*

During the fall, I received a few letters requesting copies of the summer **Home & Country**. Last winter, the editorial committee made a decision not to publish a summer issue since many readers were not receiving it until the fall. There are still four issues per year however. The issue dates are Feb./March, April/May, Oct./Nov., Dec./Jan. This leaves a gap over the summer from May to October. If you've written looking for the summer 1988 issue, please don't expect to receive it, because there wasn't one!

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## Our Cover

The Federated Women's Institutes of Ontario featured their recycling efforts in a display at the 1988 Royal Agricultural Winter Fair in Toronto. Many visitors stopped at the booth to pick up literature and buttons promoting recycling. For more information on recycling, turn to page 8.