



HOME & COUNTRY

HOME & COUNTRY is published quarterly by the Federated Women's Institutes of Ontario (FWIO). It has two objectives:

1. To provide educational material which cultivates more knowledgeable and responsible citizens and promotes good family life skills, leadership development and community action.
2. To provide a "communications link" among all members of the Federated Women's Institutes of Ontario and other related organizations.

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Letter to the Editor:

It Pays to Advertise

By Helen Young

My husband and I returned home recently after a lovely holiday in Scotland. While we were there, one evening after supper, we decided to stroll down the main street in the tiny northern village of Ardgay.

Looking in a store window, we saw a simple poster advertising the regular monthly meeting of the Ardgay Women's Institute. How pleased I was to discover the meeting was that very night! In fact, it had begun an hour earlier. So we inquired as to the location of the local town hall, and were told by a passerby that it was just a block away.

The guest speaker was a local daffodil bulb producer, and we arrived right in the middle of his slide presentation. All the

ladies moved over to make room for the two Canadian intruders. But what a genuine welcome my husband and I received from the thirteen members. We were even asked to judge their monthly competition, as we enjoyed lunch together.

Our experience proved, again, how world-wide our organization really is. What a marvellous idea to pass on to our Canadian Branches - to make a few simple posters and put them in local stores. You never know when a Scottish visitor may be strolling by? Or better yet, a prospective new member!

Helen Young is the President of the Norfolk North District Women's Institute and a member of the Lynnville Branch.

"Pitching in for Conservation"

Members of Women's Institutes will, once again, be pitching in to help clean up their local environment as part of Pitch-In Canada's annual Pitch-In Week campaign to take place May 2-8, 1994.

"A total of 19 Institutes participated in Ontario in 1993," said Allard van Veen, President of Pitch-In Canada. "Institutes have always been strong supporters of environmental concerns in Ontario and across the country."

Information kits about the campaign will be sent to those groups in Ontario who participated in 1993. Other groups wishing to take part in 1994 will receive a free supply of garbage bags. For more information write to Pitch-In Ontario at 36 Toronto St., Suite 850, Toronto, Ontario, M5C 2C5 or call the Pitch-In Canada National Office at (604)538-0577.

In total, over one million Ontarions cleaned up in 1993, undertaking 4,425 projects under the direction of 1,162

local volunteer leaders. "The projects were diverse and ranged from river and stream rehabilitation to park or neighbourhood clean-ups," said van Veen.

Close to 500 Ontario communities participated in 1993 and organizers expect similar results in 1994. For the first time, participants will also be given an opportunity to raise funds for conservation, their local group, as well as Pitch-In Week.

This new aspect of the program entitled "Pitching in for Conservation" is operated by the Ontario Federation of Anglers and Hunters, who co-sponsor the Pitch-In Week campaign in Ontario. Details about this project are in the 1994 Pitch-In Week information kits.



PITCH-IN CANADA!