

A. Fisher, "Before/After," *Chatelaine*, March 1937, p. 20

¹²Richard A. Fisher, "Modernizing an Old House," *Chatelaine*, February 1937, p. 72; Fisher, "Before/After," p. 20; Richard A. Fisher, "Modernizing the Small House," *Chatelaine*, April 1937, p. 22.

¹³PAC, RG 27, Vol. 3347, file 5, Press Release #40; "1937 Home Improvement Year," *Chatelaine*, January 1937, p. 41; Fisher, "Modernizing the Small House," p. 23.

¹⁴*Maclean's*, October 1, 1937, p. 25.

¹⁵PAC, RG 27, Vol. 3354, file 10, Press Release #106; Vol. 3366, file 8, Press Release #70; *Maclean's*, December 1, 1936, p. 61; March 1, 1937, p. 57.

¹⁶Roland Marchand, *Advertising the American Dream: Making Way for Modernity, 1920-1940* (Berkeley: University of California Press, 1985), p. 352; Stuart Ewen, *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture* (New York: McGraw-Hill, 1976), pp. 97-99.

¹⁷Dolores Hayden, *The Grand Domestic Revolution: A History of Feminist Designs for American Homes, Neighborhoods, and Cities* (Cambridge, Mass.: MIT Press, 1982), p. 285.

¹⁸"Planning for a Maidless House," *Chatelaine*, November 1940, p. 55; John Alexander, "Replanning the Kitchen," *Maclean's*, April 15, 1937, p. 72.

¹⁹Alexander, "Replanning the Kitchen," p. 72; "Why Planned Kitchens?," *Maclean Building Reports Annual* (1937): 58.

²⁰*Maclean's*, March 1, 1937, p. 27.

²¹Marchand, pp. 169-170.

²²PAC, RG 27, Vol. 3354, file 10, Press Release #48.

²³PAC, RG 27, Vol. 3354, file 10, Press Release #92.

²⁴PAC, RG 27, Vol. 3354, file 10, Press Release #111; "1937 Home Improvement Year," p. 49.

²⁵PAC, RG 27, Vol. 3354, file 10, Press Release #136.

²⁶*Maclean's*, March 15, 1937, p. 1.

²⁷PAC, RG 27, Vol. 3354, file 10, Press Releases #116 and #96.

²⁸*Chatelaine*, May 1939, back of front cover.

²⁹*Chatelaine*, April 1940, back of front cover.

³⁰Susan Ware, *Holding Their Own: American Women in the 1930s* (Boston: Twayne Publishers, 1982), p. 2.

³¹"1937 Home Improvement Year," p. 41.

³²*Hansard*, February 2, 1937, pp. 468, 476, 475.

Margaret Hobbs is a doctoral candidate in the Department of History and Philosophy of Education at the Ontario Institute for Studies in Education. She is currently researching her dissertation on the experience of Canadian women during the Great Depression.

Ruth Roach Pierson teaches women's history and the history of feminism at the Ontario Institute for Studies in Education, and is the author of "They're Still Women After All": The Second World War and Canadian Womanhood (Toronto: McClelland and Stewart, 1986).

MUTATION

Entre les buildings
Un ciel d'apocalypse
Le temps est venu

La pluie s'est abattue
sur nous
Les chats sont ivres fous
Le temps est venu

Où tout sera le lien
Où toute transformation
Donnera naissance
Aux mutations diverses
Le temps arrive
Il est là
Il est le sens même
De nos visages
Transfigurés extrêmes.

Céline Messner
Montréal, Québec

WIN

WOMEN'S
INTERNATIONAL
NETWORK

NEWS

187 GRANT ST., LEXINGTON, MASS. 02173. U.S.A.
WIN NEWS. FRAN P. HOSKEN, EDITOR/PUBLISHER

WIN NEWS IS AN OPEN PARTICIPATORY QUARTERLY BY,
FOR AND ABOUT WOMEN • REPORTS ON THE STATUS
OF WOMEN & WOMEN'S RIGHTS AROUND THE GLOBE

SUBSCRIPTIONS \$30.00 Institutional Check
\$20.00 Individual Check

POSTAGE OVERSEAS ADD \$3.00 // AIRMAIL ADD \$9.00
ALL BACK ISSUES AVAILABLE FROM 1975 TO PRESENT

WIN NEWS started publication 1975-IWY-International Women's Year & supports the IWY Women's Action Plan. WIN NEWS has ongoing columns on women and health, women and development, women and media, environment, violence, United Nations and more. International career opportunities are listed; an investigation on genital/sexual mutilations regularly reports; news from Africa, the Middle East, Asia & Pacific, Europe and the Americas are featured in every issue.

YOU ARE INVITED TO SEND NEWS AND PARTICIPATE!