

# F.W.I.O. Board Meeting

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I.O. members, to date, in answer to an appeal sent out by the President.

An important and pertinent discussion was held in regard to financing our splendid little magazine "Home and Country." After much consideration the decision was made that the individual Branch pay one cent per month per member to help finance Home and Country by means of a subscription rate (one issue of Home and Country costs \$2,700).

A decision was reached by the Board whereby a Branch or District wishing their Provincial President, or any other Provincial officer, to visit them should offer to pay their expenses.

## REPORTS

### Women's Institute Branch Service

Miss Anna P. Lewis gave the report of the Women's Institute Branch and Home Economics Service. There are 1,426 Senior Women's Institute Branches, 72 Junior Branches, a total of 1,498 Branches with a membership of 47,387. 13 new Institutes were organized during the year and 10 senior and 9 Junior Institutes disbanded. 900 Institutes were served with Extension courses with 12,461 women attending. The Loan Library sent out 11,673 folders—an all time high. This service has expanded so much that a third staff member had to be appointed. 130 Kits were sent out and more Letter Friends have been established. 11,945 members attended the District Annual Meetings in 1953. The Women's Institute Branch and Home Economics Service has a full time staff of 43 and a part time staff of 27.

### Conservation Council

Mrs. J. G. Thompson gave the report of the Conservation Council of Ontario. Since we, as an organization of rural women, are interested in all matters applying to soil and water conservation and can play our own special part in the recreational, educational and publicity needs of the work, ours can be a broad and effective program if we choose to make it so. Work cannot be done through only listening to or reading reports. We must get out and work whenever and wherever we see a need of the application of conservation principles, or a chance to publicize those principles and the benefits they will bring when applied.

It is to the men and women on the land that conservation ideas must go primarily—they are the ones who must implement them. We do not wish to make laws after the fashion of governments of some lands, which force men to do things they should do to preserve our renewable resources of soil, water, forest and wild life. Rather we would educate them to the needs and principles of conservation—to see their advisability and so want to put

them to work on their own farms, in their communities, in their province.

Herein, I believe, lies our greatest field of opportunity for service in the field of conservation. We are the largest member organization of the Council and Mr. Thompson would like to see the F.W.I.O. take as our aim the slogan "Reach and teach the man on the soil." Mrs. Thompson, in concluding her report, said, "Will you not all accept 'Conversation' in its broadest meaning as a vital, personal as well as organizational responsibility?" Mrs. Thompson said that she was pleased to announce that Miss Lewis had been made an individual member of the Council and through her office much literature and guidance will go to the members of F.W.I.O.

### Rural Leadership Forum

Mrs. John H. McCulloch gave a report of the Ontario Rural Leadership Forum Committee. A meeting of representatives of farm organizations in Ontario was held in October 1953. This meeting was called by the Extension Branch of the Ontario Department of Agriculture to hear suggestions from farm organizations and individuals, who had previously asked for the assistance of the Ontario Government to provide leadership training for officers and members of local and county farm organizations. A committee was set up to plan further organization and subject matter for these forums.

This committee was made up of one representative from each of the following organizations: Ontario Farm Radio Forums, Folk School Council, Junior Farmers' Association, Ontario Department of Agriculture, Ontario Federation of Agriculture, Ontario Department of Education, Canadian Association for Adult Education, and Federated Women's Institutes of Ontario.

It was decided that the program of a Leadership Forum be designed to assist officers and members in performing their duties in their organizations and might include such things as member participation (work shops), parliamentary procedure, program planning, duties of officers, discussion techniques, effective speaking, conduct of meetings, social recreation and the better use of aids and resources.

Mrs. McCulloch also attended the Roseneath Leadership Forum on Feb. 19th and 20th in Northumberland County. 13 organizations with 74 people were in attendance.

### Civil Defence

Mrs. R. G. Purcell gave a report of the Civil Defence Welfare Services course which she had attended in Toronto on Nov. 24th to 27th, 1953. Representatives were present from many Canadian national organizations including Mrs. Maynard, Mrs. Ridley and herself, representing F.W.I.C. They were rather proud to be singled out as an organization which does things and to be included in the first course of this nature. At this meeting speeches and films gave a good picture of the need for