

Another problem is the malnutrition of affluence, especially as it affects teenagers. In the hurry of our days we wolf our food. Many teenage girls give up milk and vegetables for the more sophisticated bottle of pop and potato chips. And they grow up inadequate to bear children, either physically or emotionally.

There is the problem of the "disadvantaged child," and one type is the child who can't get along at school because he has never learned to communicate. No one has talked with him; he does just what he is ordered to do; he watches television but never reads. "This is what an affluent society does to its children," Dr. McCready said. "Why don't we shriek for home economists to help the family, through education for family life in our public schools? We need to establish patterns of living in homes, patterns of thinking, and manners and morals." Dr. McCready spoke of the influence the home could have in the present moral revolution in sexual relations, of the individual's need to feel needed and wanted and cared for in a home.

Macdonald Institute's prospects for development are good, the Dean said, but more facilities are needed. Already 252 girls have applied to enter the school in September but there are facilities for only 100. "We don't want to keep this up." Dr. McCready said: "It is up to us to sell this to our Board of Governors."

The Way to be Useful

Mrs. L. R. Trivers, President of the Federated Women's Institutes of Ontario, spoke on the conference theme, a quotation from Charles Dickens: "No one is useless in this world who lightens the burden of it to anyone else." "This is not a new idea to Women's Institutes," Mrs. Trivers said, "but in this International Co-operation Year we might consider some new ways of lightening other people's burdens."

The President spoke of the basic needs of everyone, the "Three A's" — Affection, Acceptance, Achievement. "There is no more bitter pill to swallow than the feeling that no one needs us," she said, and she referred to an older time when there were chores around the home for everyone to do, from the oldest to the youngest. Perhaps if we gave some thought to it we might find even in these present times, ways in which everyone in the family could contribute to the general good and be happier because of it.

In the wider areas of social concern, Mrs. Trivers suggested that we must consider what we can do as organized women to lighten the burdens of Unemployment, of Illness, of Political Oppression. She said: "Today there is a

tendency to magnify the importance of bigness—the big car, the big supermarket, the big church; so we lose sight of the individual." She added that this attitude is less common in rural than in urban communities but we have to be on guard against it everywhere.

Referring to the Women's Institute as part of a world wide organization, Mrs. Trivers spoke of the UNESCO project to help the Canadian women in the North West Territories and of the organization of Women's Institutes in that area. She mentioned the coming ACWW conference to be held in Dublin in September and said, "We have forged links of friendship around the world; and we can do much to strengthen the hands of men of goodwill everywhere."

Our Food Market in Britain

The Hon. W. A. Stewart, Ontario Minister of Agriculture, gave an interesting picture of his observations of the market for Ontario foods in Great Britain.

"After three years of intensive work," Mr. Stewart said, "we have extended our market in the United Kingdom from a few products such as cheese and white beans to a point where, when we went into the food stores in London last fall, we never found a store without some Ontario food on its shelves."

Some of the Minister's findings were that our market for meat in Britain is limited because our prices are too high — we cannot compete with countries where it costs less to raise cattle.

Prospects for expanding our cheese market are good because the people of Britain like our cheddar cheese produced from raw milk. Most of their other imported cheeses are heat treated.

One third of the onions imported by the United Kingdom come from Ontario, and ninety per cent of them from the Holland marsh in Simcoe county. Outside of those imported from Poland, Ontario's onions were the best on the British market. Their only drawback was that the onions in a bag were of various sizes and the British housewife likes onions of uniform size. A question to be answered is whether it would pay the Ontario growers to grade their onions.

Ontario has a good opportunity to sell canned fruits, vegetables and tomato juice. However, the British housewife likes tomatoes that come out of the can whole; and the Italian pear-shaped tomato is very popular. Seed has been brought to Ontario to start growing these tomatoes here. They cannot grow sweet corn in Britain so our canned corn on the cob has a ready market. Recently an enterprising farmer in Ontario sent over a shipment of fresh, chilled corn in the husks and it sold for