

a competitive market by being aggressive. She/he must merchandise the product, and make the public want to buy it.

Can we put our organization in this context? Can we sell it through merchandising? Every Women's Institute member is part of the staff. Each of us has been trained to know our product well. Now, what does the public want? We must sell ourselves. Advertise, make the customer believe that this product is the right one for her, and something she cannot do without.

I don't think we can be totally agriculturally oriented. A vast number of our members live in a non-rural setting. I believe that we have a great vehicle for fostering understanding between the rural and urban world. We have the opportunity of providing, on the one hand, an education of the need for higher returns for farm products, and on the other, the need to live within a strict budget where high living costs exist.

Dismay has been expressed at the demise of Officer's Conference in the format it had. Branch minute books will no longer be made available. Financial facts make these two items no longer feasible expenditures.

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A late president of Sears-Roebuck has been quoted as saying, — "When you have been handed a lemon, make lemonade." Perhaps you have been handed a lemon with the decision that there will no longer be Officer's Conferences. Within your branches, there are members who have attended these conferences during the years past. Expertise has been developed, and a lot of knowledge accumulated. Perhaps, too you have members who have used other methods to develop their talents. **Make lemonade.** Ask these people to use their talents and to share them by developing your own training sessions. There are a lot of community volunteers out there who would like to benefit from the skills you have. Merchandise those skills, be aggressive.

Is the lemon no more minute books? Over 400 women attended the last Officer's Conference for secretaries. **Make lemonade.** Your secre-

tary or a former one can probably give a great deal of help to a more inexperienced one.

Recycle your leaders. A lot of our members have been or are 4-H leaders, senior or adult training course leaders. These skills should not be lost. Recognize them, and offer remuneration in return for leadership. Those of you who have skills, merchandise them through W.I.

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**... Perhaps they are telling us that we have accomplished something in the past, and are worthy of attention. Was the criticism we received, then, a compliment? . . .**

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We have seen many headlines lately that we have all felt were unfair criticism of the Women's Institute. Most of them were on a Canadian Press release. What was your response when you saw them? Many of us did feel unjustly criticised, but were we? Top newspapers don't give you room unless you are worthy of attention. Perhaps we can learn something from that. Perhaps they are telling us that we have accomplished something in the past, and are worthy of attention. Was the criticism we received, then, a compliment? Was there a challenge there to continue, worthy of attention? I think it is something we should think carefully about. If Canadian Press thought we were worthy of the attention we got, or the papers that picked up the news story did, then we have accomplished something, and we should pick up the challenge.

Are we afraid of criticism? Eleanor Roosevelt had many friends. She also had many enemies. She once asked an aunt how to cope with criticism. She was told, "Never be bothered by what people say unless you know in your heart they are right." A gentleman on Wall Street put it this way, "If you get your head above the crowd, you are going to be criticised, so get used to the idea. Put up your old umbrella and let the criticism drain off instead of running down your neck."

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**... Let us pick up the challenge to continue to accomplish all of these things for the betterment of Home and Country. . .**

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Women's Institute members work at keeping their branches active. They

can continue to hold their heads high above the crowd. We have a wealth of experiences and information to offer. We have trained and will continue to train leaders in our communities. We have taken an active part in the growth of social life in Ontario. We educate our members in those things that will make them better citizens. We are preserving our history. Let us pick up the challenge to continue to accomplish all of these things for the betterment of Home and Country.

Let us be competitive and aggressive, and let us have a place in the future.

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## Osteoporosis . . .

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and over and 1,200 mg for pregnant and nursing women.

Other foods do contain significant amounts of calcium, but you have to eat a large quantity of some foods to equal the amount of calcium in 250 mL milk (see chart for calcium content of foods). Also, vegetables and cereals contain oxalic acid, phytic acid or fibre which interfere with calcium absorption.

Ideally, calcium should come from your diet. If you have difficulty obtaining enough calcium, see your doctor before taking vitamin supplements. The self-administration of calcium supplements may be dangerous. Dolomite and bone meal supplements, for example, may contain lead and arsenic which can be toxic. Your doctor can also give you advice about selecting the appropriate supplement since there are many supplements on the market containing varying amounts of calcium.

In addition to diet, exercise (especially weight-bearing exercises such as bicycling, walking, running) also plays an important role in preventing osteoporosis. Exercise places physical stress on the bone which stimulates and increases the bone mass. It also increases the flow of bone-building nutrients to the bone.

If you would like more information, contact the Osteoporosis Society of Canada, Suite 601, 76 St. Clair Avenue West, Toronto, M4V 1N2.

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