

W. I. 2-Day Convention . . . 1975

More than 300 members of the southwestern area of the Federated Women's Institutes of Ontario were challenged to greater goals by the Provincial President. Mrs. Herb Maluske of Chesley at their 26th annual convention held in Leamington for two days of last week.

With information being the highlight of the first day Mrs. Maluske spoke of ideals for the members and urged them to offer more commendation than criticism although there was a time for both.

Commendation could bring better results than criticism in the push for control of Television presentation of violence by writing a letter of commendation whenever there is a particularly worthwhile program. Mrs. Maluske said there is a time to condemn and again she urged the members to write to the producers themselves.

"You can do more about it than we can," she said in reference to the letters that come to the officials of W.I.

She reported there is a considerable increase in the number of women involved in crime and told the members they must work to get action against violence in the media.

"Anything you feel is violent, make a note of where you saw or read it, on what station at what time, or take the clipping from the newspaper and send it to the Royal Commission on violence in the communications industry," Mrs. Maluske advised.

Although W.I. is not a money making organization their report showed \$5,548 was raised toward the prevention of blindness and \$11,525 through their "pennies for friendship" fund that assists those in other lands.

She also reported the officers conference to be held in May of next year would be opened by the lieutenant-governor of Ontario, Pauline McGibbon.

Director of Home Economics, Miss Helen McKercher of Toronto spoke to the morning session at which Mayor of Leamington, Sterling Welch brought a welcome.

Miss McKercher said the objectives of W.I. to discover stimulate, and develop leadership, were as modern today as they were when W.I. was instituted 75 years ago.

"A common interest of all women in the Associated Women of the World is for education and peace" she said in speaking in the effectiveness of W.I. in raising the standards of community life. She challenged the women to use all their resources to be more effective parents, citizens, and leaders in their community.

The ten districts of the southwestern area are part of the 3,350 branches of W.I. of



ACHIEVERS — Members of the Essex South Women's Institute branches won the Achievement Award based on completeness of reports and attendance at meetings and the convention. Mrs. Gerald Fitzpatrick, of Kingsville, president of the Essex South District W. I., accepted the plaque from area president, Mrs. Edgar Ellenor. Lambton Centre was in a tie with Essex South but lost out on convention attendance.

Canada and are closely associated with the Ministry of Agriculture and Food through its home economics branch.

The North Thamesville branch presented a skit, "The Common Heart," based on the Mary Stewart Collect.

Helen Fisher, extension horticulturist of the Research Station in Harrow spoke at the evening banquet.

Thursday was business day with the financial and governor's reports, acceptance of resolution, discussion and presentation of the achievement trophy which was won by the South Essex branches.

Two resolutions were presented, both from Malden W.I. Although one was turned down the branch was commended by Mrs. Maluske for their concern in resenting them.

One resolution called for the packaging of meat on a clear plastic tray so the consumer could see the amount of bone when she was buying.

That consumers are causing higher prices by demanding more expensive packaging was the basis of the opposition to this resolution which was voted down after a thought-provoking discus-

sion.

One decisive comment was, "We have butcher shops where we can see what we are buying if that's what we want."

The resolution asking for speed reduction of Ontario highways to a 55 mph maximum will go to the provincial government. It was based on the need to cut the death rate caused by traffic accidents and to effect a saving of gasoline.

Branch members should make better use of the courses offered by the ministry through its home economics branch, Mrs. Maluske said as she condemned the incidence of small attendance which she says hurts themselves as taxpayers.

And a request for a course in the metric system was opposed by Mrs. Maluske as an unnecessary expense when the federal government is conducting large scale training programs.

The custom of the women's institute members using their husbands names was again introduced and the provincial president said it is

done to avoid problems in identifying and locating members. Especially on rural addresses and in telephone directories when only a woman's own name is known.

In a quilt competition the members of the Maldstone Women's Institute took first

prize.

Mrs. Edgar Ellenor of Brigid, district president was appointed to attend the national convention in Prince Edward Island in 1976. The convention for the southwestern area will be held in Kent county next year.