

# Increase membership, WI told

By ANN KELLY  
Family Living Editor

"Rural life is no longer considered a bastion of strong family ties. Because of the myriad of problems facing us today it's urgent that you increase your membership," Molly McGhee, director of the home economics branch, ministry of agriculture and food told delegates Tuesday at the 19th annual Women's Institute convention held in Knox United Church, Durham.

Miss McGhee, who was paying her first visit to Grey-Bruce as director of the home economics branch, told her audience that when she did war service in Edinburgh during the last war, and slept on cots under quilts made by Women's Institutes, she didn't think that 32 years later she would be director of the home economics branch.

The speaker paid tribute to the organization. From its beginnings in 1897 to the present, the Women's Institute has 8 million members in the Associated Country Women of the World. Miss McGhee said that she was overawed by the fact that since 1915 sewing clubs for rural girls, volunteer leaders have been found for 4-H and senior clubs.

"I'm impressed by past achievements. I don't think your dreams grow softer but stronger. I urge you to take a more excellent role in disseminating knowledge. You can, and indeed must, make greater contributions to family and community life in these trying times. In the past changes occurred slowly and the family had time to adjust. The speed is accelerating and this is no longer possible. The family is changing drastically. There are communal families, divorced, separated and single parents. The divorce rate is one in three and just over one in two marriages with teenagers. California leads with more than one out of two marriages ending in divorces."

Miss McGhee urged institute members to assert their influence on today's planners as they deliberate matters concerning the family and community. Revamp programs to discuss vitally important and meaningful issues and don't be afraid of controversial issues, was her advice.

Charles Jamieson, a special projects officer with the ministry of consumer and commercial relations, spoke

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Tuesday afternoon on the consumer in the market place.

Consumerism is a social movement seeking to augment rights in relation to service, according to Jamieson. He said that a degree of imbalance has evolved in widening the gap of credibility and trust between manufacturer and consumer. "Business may have defaulted in not keeping consumers informed. Through lack of communication we have disagreements. Consumer complaints are born in anger and disappointment. The impediment to successful solutions is lack of communication. It is impossible to have human relations without communications. Consumers are people."

According to Jamieson the most important right of any consumer is the basic right to complain and be heard in the market place.

"The fact that in 1976 the ministry of consumer and commercial relations had 5,000 written complaints and 7,000 telephone complaints is a clear indication there is much to be done in closing the credibility gap between the businessman and the consumer.

It is more satisfying and less restrictive if self regulation takes place. Successful business relations develop from confidence and trust."

Jamieson touched on the sellers' rights and the buyers' rights and urged consumers to know their rights.

... or some other organization;

... glory when things are a success.

... re, who gets the blame? Certainly

Oh no- it's the 2% who just

... something or another to make every

this come out successful.

Then if there is a good sum made and turned over to the community, who gets the thanks and big write ups in the papers? Not Joe Make it or Jack Take it but the organization.

Believe it, it is a Thankless task. And the people who make the time de-ee- to do community activities are real unsung heroes, for you find them always there. So you see if you waited to take the time to do these things they would never be done. You have to make the time.

# Mrs. Gemmill WI president

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Mrs. Francis Gemmill was returned as president of Grey-Bruce area Women's Institute at the 19th annual convention held in Durham. The two-day convention concluded Tuesday afternoon.

Other officers include past-president, Mrs. C.O. Sutcliffe, Desboro; vice-presidents, Mrs. Kenneth Spence, Leith, Mrs. Harold McArthur, Dobbinton and Mrs. E.G. Urstadt, Owen Sound; secretary, Mrs. Grant Grieve, RR 2 Port Elgin; assistant, Mrs. James Thom, Box 1638 Meaford; treasurer, Mrs. Orland Magwood, Hanover; public relations officer, Mrs. Morris Rennie, RR 1 Meaford; assistant, Mrs. John Whitney, RR 2 Holland Centre.

Standing committee conveners are agriculture and Canadian industries, Mrs. Carl Rourke, RR 1 Hepworth; citizenship and world affairs, Mrs. Kenneth B. Taylor, RR 1 Kemble; education and cultural activities, Mrs. Richard Fidler, Holstein; family and consumer affairs, Mrs. Robert Gilchrist, RR 5 Lucknow; resolutions, Mrs. James White, Box 1085 Meaford; Tweedsmuir History Curator, Mrs. Percy Radbourne, Owen Sound; assistant, Mrs. Victor Emerson, RR 3 Wingham.

The auditors are Mrs. James Milligan and Mrs. I.B. Sharpe both of Durham.

Concluding her term as president of the Federated Women's Institutes of Ontario is Mrs. Herb Maluske who conducted the election and installation of officers.

Mrs. Ken Spence was elected board director of subdivision 15 with Mrs. Carman Hamill the alternate. Mrs. Richard Fenton RR 1 Port Elgin was acclaimed board director of sub-division 16 with Mrs. Harold Wolfe, RR 1 Dobbinton the alternate. Mrs. William Middleton, Box 569 Chesley is board director of subdivision 17 and Mrs. George Woelfle,

RR 2 Paisley is the alternate.

The report of the standing committee conveners was presented in the form of a debate.

Registration for the two-day convention totalled 731 with Grey Centre district winning this year's attendance award. Both Bruce Centre and Grey Centre had all delegates in attendance. There were 57 Grey Centre visitors and 43 Bruce Centre visitors. The award was presented by Mrs. Marie Klages.

Mrs. Francis Gemmill was chairman for the morning session and Mrs. Harold McArthur was chairman in the afternoon.

Roll call was answered with a \$3 donation from each branch in lieu of a craft table.

Conveners' displays, Tweedsmuir Histories and Bruce County tartan display were set up for the benefit of delegates.

The 1978 convention will be held in Southampton October 11 and 12.

Mrs. Clarence Coxon was song-leader for the two-day convention and Mrs. George Maluske was pianist.