# Convention denounces personal care advertisements

by Eva Martin

What do you know about Manitoba? The members of Silverwood Women's Institute are now well versed on our twinned Province of Manitobe thanks to Mrs. Bernice Pogal's informative program at the October meeting at the home of Mrs. Pearl Burt. Cassette tape recording, slides and a written report all contributed to our knowledge of Manitoba. Agriculture is the leading industry and livestock is second.

The Area Convention was beid in Guelph October 20 and 21 by our Area President Mrs. N. Coghlin and 1st Vice-President Mrs. J.D. Moore. The emphasis being on using and sharing your WI knowledge beyond the boundaries of home and hopefully touching the lives of other fam-

sMrs. Janet Hiepleh, WI Provincial President, spoke to us on improving our formats for gatherings, whether on a branch or provincial level. Organizing small workshops at District Annuals and group gatherings of branches in a district to have informal sessions on relevant subjects.

Congratulations were extended to four new branches established in the past year in Parry Sound S., Lennox S., Simcoe S., and North Bay. A committee has been organized to quilt a wall hanging for the Ontario Government. The Women's Institute was selected above all other organizations and groups for this

Many new courses are being offered through the Rural Organizations and Services branch of the Ministry of Agriculture. All branches will be formally notified by mail when the time arises. A few examples however are sewing for a child, rug braiding, and micro-wave cooking.

On Thursday evening after a banquet we were enterained by Brenda Archer. She plays the piano and sings exquisitely. Also guest speaker Mrs. Ann Brewster, spoke of the many trips she and Doctor Brewster have made to India to try and relieve the deplorable conditions, particularly in the field of medicine.

On Friday the serious business of

elections and resolutions was conducted. A resolution was sustained on the Area Level, and will now continue on to higher levels, which read: "Whereas the distasteful and embarrassing advertisements in the media, especially for personal care products, are degrading to women.

Therefore be it resolved that the Federated Women's institutes of Ontario request the Advertising Advisory Board to monitor advertising and set more stringent stand-

Sub-division number 12 had 100 per cent attendance for voting delegates. The new Provincial Board Director for Sub-division 12 is Mrs. M.H. Leuty of Fergus with Alternate being Mrs. J.B. Burnet of Belwood.

Christmas at the Lee will be held November 30 and December 1, 1984. Many changes have been made to the Lee, mainly for maintenance and safety reasons.

The next meeting of Silverwood WI will be held at the home of Mrs. Ann Lindauer November 10, 1983 at 7.30 p.m. All interested women are welcome.

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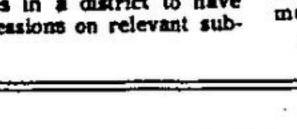
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#### CORRECTION

In the Shoppers Drug Mart Money Saver Flyer in today's newspaper, the Hostess Potato Chips offer should have read . . . Win a Trip for Two (2) to the 1984 Summer Olympics in Los Angeles, California.

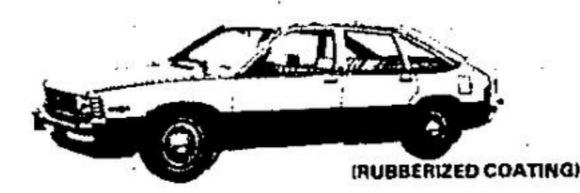
Hostess will make a contribution to UNICEF Canada for each contest received. received.

Shoppers Drug Mart apologizes for any inconvenience incurred due to this error. to this error.

SHOPPERS DRUG MART

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