

One of the mottoes was: "No one gets indigestion from swallowing his pride." One convener has this to say in a motto:

"She considered six professions
Any one would challenge life
But she practised them all together
So they called her just a wife."

Many speakers on Health, Ontario Hospital Insurance, et cetera were heard across Ontario. Many branches help canvass for funds for C.I.N.B., Red Cross, and Cancer Fund, and many helped with TB clinics. Interesting demonstrations were carried out, making foam rubber flowers, wrapping produce for freezing, and many others.

"From the reports received it is evident everyone is vitally interested in health, and the best way to have it is to preserve it," said Mrs. Irwin.

Agriculture and Canadian Industries

Mrs. Dorothy Newhouse, convener of this committee, said: "Agriculture as the basic industry of Canada is applying more emphasis on development and expansion with today's revolutionary methods of farming. Rural people require to have a more complete knowledge of world problems. Vertical integration is not new but does become an issue when it embraces mass production, affecting our future way of life and the family farm. Reports indicate an increasing interest and keenness on the part of rural women to learn more of the new trend in agriculture and legislation and its effect on the farm economy. A high standard of living must be retained and social securities must be adequate to make agriculture inducive to labour."

This year branches have given more prominence to the study of Canadian Industries with participation in tours and visits through many plants. They could well be called "Good Will Tours," planned to create better understanding between rural and urban people.

Papers have a two-way value if followed by discussion periods. Among many were: "Electrical Hazards on the Farm," "The Growing of Christmas Trees," and the "Fire Hazard in Northern Districts," "Beautification of the Farm Homestead," "The Farm Accident Survey and how the Women's Institute can help," "The Economy of Northwestern Ontario, one of the most rapidly expanding of any area in Canada," "The evolution of corn from Indian maize to the present hybrid." These formed the basis for many discussions.

Mrs. Merrett, right, on behalf of the F.W.I.O. Board presents a watch to Mrs. Haggert, retiring President.



Among the projects mentioned was the sponsoring of 4-H Clubs. The Farm Accident Survey was mentioned in all reports, as well as Conservation — conservation of our natural resources, our beautiful trees and wild life; conservation of the beauty of our country by tidiness and, above all, the conservation of goodwill and human life.

Public Relations Report

Reports show generous contributions to many worthwhile local and national appeals. A total of \$142,307.54 was the amount of donations made by about 1,000 branches during the year. Donations other than cash amounted to \$7,123.46, making a total of \$159,431.00. Many branches did not send in a report and it is quite possible the actual amount is much larger.

National appeals which included donations to the Red Cross, Cancer Fund, Mental Health, Muscular Dystrophy, Polio Fund, and others amounted to \$44,442.14; Education, \$24,382.37 which included help to students and schools for retarded children. Many reports stated contributions to this cause as well as money for prizes, flags, books, scholarships; Health, \$24,371.22 which included aid to hospitals, clinics, health units, sick and aged people, et cetera; Miscellaneous, \$59,011.81, included support of local cemeteries, community halls, parks, gifts to football, baseball and hockey players and clubs, equipment for community halls, help to fire and disaster victims. This also includes an item of \$1,795.89 reported from two Districts but was not itemized. Donations in cash to F.W.I.O. and F.W.I.C. projects amounted to \$7,123.46 and included A.C.W.W. delegates fund, Ceylon Flood Victims, donations to provincial and national offices. Donations in food, used clothing, quilts, et cetera, while not actually paid for in money at the time, have a monetary value amounting to \$14,643.77. Donations in Kind to F.W.I.O. includes used clothing, layettes for Arabian babies and sweaters for Korean children, quilts for the Unitarian Services to the amount of \$7,600.08.

Reports show branches are using the Public Relations media more and more. More and better reports are being published in the newspapers. Radio and TV are used more frequently too. Several reports show that district and areas are now broadcasting weekly or monthly from radio stations or are being asked to submit articles of interest to Women's Institute members for radio and TV programmes. More films are also being shown.

Many branches reported having links with other countries. Letters, Women's Institute magazines and gifts were exchanged. A special project of one branch is collecting used postage stamps which are forwarded to the British Cancer Foundation in England and sold. The proceeds are used for cancer research. A tape recording of an Institute meeting by a former resident of England was sent to her former English branch.

As F.W.I.O. Public Relations Representative I wish to sincerely thank all branch and district P.R.R.s for their splendid donation reports. Not knowing where branches donated money to, it was very difficult to make up a donation report form this year which could be easily followed by all P.P.R.s. However, you all did a good job and from your suggestions it is hoped the report form for next year will be much easier for you.