

Public Relations

This report was given by the Convener of Public Relations, Mrs. Austin Zoeller.

It is becoming more important that we stimulate interest, create enthusiasm, increase knowledge both within and beyond our Women's Institute. Our aim could be very easily defeated if we concentrate too heavily beyond our Women's Institute membership in an attempt to become better known, leaving behind the needs of our own women. It is of the greatest importance that we enlighten our own membership and create an image so it becomes important to stimulate our thinking. We must start at the bottom of the ladder to project knowledge, so that in our attempt to create better public relations we are on a sound basis with the vast membership who have the objectives of Women's Institute always in mind.

Many of the Branch P.R.O.s sent their report directly to me so it did cause some delay because this report had to be sent back to the branch and in turn forwarded to the District P.R.O.

The outcome of the results at F.W.I.O. level of the F.W.I.C. cultural projects were forwarded to Miss Anna McDonald in the Wingham Area and the winners from that District were interviewed over CKNX.

Mrs. Trivers was interviewed by Betty Kennedy of CFRB immediately after our Fall Board Meeting.

The Farmer's Advocate ran a special article written by Miss Chapman on Women's Institute work and it is our hope that more such articles will follow.

As P.R.O. it has been a privilege and pleasure to speak at various meetings and a conference and workshop.

The C.N.E. Table Setting Competition is not available to us this year.

County, District and Area Scholarships are all to be \$100.00 in 1964. Two Scholarship cheques, each amounting to \$2,000.00, were presented to F.W.I.O. during the Board Meeting. Mrs. A. Carr, representing Mrs. W. A. Goodfellow on behalf of East and West Northumberland, and Mrs. C. E. Yeates and Mrs. S. Panting on behalf of the Northern Area (Muskoka, Nipissing and Parry Sound).

Resolutions

Mrs. Lymburner

As Convener, Mrs. Lymburner reviewed results of the resolutions passed at the Fall Board Meeting. She stated that the emergency resolution passed regarding more adequate facilities at Macdonald Institute was well received at a hearing by both the Minister of Agriculture, Wm. A. Stewart, and the Minister of Education, Mr. Davis. The brief received complete sup-

port of the Canadian Restaurant Association. She stated the things asked for in this resolution were fair, needed and long overdue.

Of the resolutions passed at the Board Meeting, several had to do with consumer problems. Among these were a resolution requesting that companies issuing merchandizing catalogues indicate the articles made in Canada; a resolution asking that F.W.I.O. consult with the Consumers' Association of Canada about the considerable amount of breakage of plastic brackets holding shelving, with a view to getting manufacturers to use more durable material. Another resolution to be taken up with C.A.C. was a request that the Women's Institutes do everything they can, individually and collectively, to have the stapling of food packages abolished. (The women's special concern was that small children might get the loose staples and swallow them).

There was a resolution "requesting the Government of Canada to pass an Act of Parliament declaring the Red Ensign to be the national flag of Canada."

A resolution to be forwarded to the Ontario Minister of Education asked that because of the many teen-age marriages resulting in families of low-incomes, and the need of better home and income management, the teaching of Home Economics be given a more prominent place in the educational system, with the addition of studies in home and money management for students in secondary schools.

Another request to the Department of Education noted that the Department has a regulation whereby school boards receive a grant for library books purchased from an approved list only; and asked that the list be enlarged.

The Department was asked not to change high school text books as frequently as has been done recently. The resolution pointed out that some of these text books, especially those used in Grades XII and XIII are expensive and the cost, when new books must be provided frequently, may be prohibitive for a family with three or more children in high school.

For the protection of the many people working with poisons and fumigants, a resolution was directed to the Food and Drug Administration of Canada asking to have containers marked more vividly to warn workers of the highly toxic contents; also to issue a warning concerning the proper use of the product.

Because many articles for sale marked "Souvenirs of Canada" are made in countries other than Canada, a resolution was passed requesting the Government of Canada to pass legislation requiring that all articles marked as "Souvenirs of Canada" be Canadian-made articles.

Since some Institutes had found the F.W.I.O. gummed crests in their present form "unat-