

that a food information specialist be appointed. Miss Ruth Moyle was appointed and visited Vineland Processing and Packing plants and markets in northern Ontario. Miss Moyle is continuing to do tapes for distribution to local radio stations.

Discussion on terminology of grades, Canada prefix, fluid ounces on processed products, meat content of frozen meat pies all proves there is much for the buying public to learn. The setup for meat inspection was explained but this may take some time for administration. Attention is to be given to southern Ontario first, following through to the north. The chairman, Mr. D. E. Williams attended the International Trade Fair in Tel-Aviv Israel representing the Department of Agriculture at a food exhibit by the Ontario Government.

### ELIZABETH FRY SOCIETY

Mrs. W. C. Cunningham is representative on the Elizabeth Fry Society. Mrs. Cunningham reported that this Society is doing a fine work, especially in their pre-release program for women in prisons. These girls shortly go out into society receive an orientation to reacquaint them with the day-to-day living in a community, to be able to mix and talk with other people, ride on street cars, shop and feel a part of the community. The Society is well worth our continued support.

### PUBLIC RELATIONS

This report was given by Mrs. A. S. Zoeller, Public Relations Officer for F.W.I.O.

Public Relations Officers at all levels are making an honest attempt to promote our work and uphold the ideals of Women's Institutes. It is evident that many branches are acquainting themselves with the work at both national and international level. It is a stride forward for P.R.O.'s when they realize that theirs is a creative job knowing no limits and yet visualizing the importance of dignity, sincerity and constant hard work.

One large department store offered window space for a display of Women's Institute material during the convention. What an excellent opportunity to place our name before the public! Women's Institutes play an important part at the local fairs—here, too, is an opportunity to make ourselves better known in your own community. If the reports received are a true indication, there appears to be a lack of response to the "Make Canada Lovelier" project. We are hopeful that at the District Annuals tangible thoughts will be converted into constructive ideas.

Many roll calls and mottoes were repetitious. Let's come up with some new and fresh ideas. Are you interested in having a supply table at your area convention? This is indeed an excellent opportunity for our members to see at first hand what is available. A little thought as to a good display must be given by the P.R.O. and, what is most important, it should be placed in a prominent place.

More branches gave to the Hoodless Homestead Fund and the Foundation Fund. The UNESCO figures were considerably higher, but it is depressing to note that F.W.I.O.'s International Scholarship Fund limped along so far behind that it makes us wonder—why the lack of support? If we all put forth an extra effort to donate the last \$20,000.00 by the closing date, April 30, terms of reference could be set up. The pride that would be ours as Women's Institute members of Ontario in the assistance we could give in a humanitarian way to the developing countries would make our hearts sing. Those dreams of ours could be a reality; and we would be the richer for having shared the wealth of this wonderful province along with the thought of being able to share our knowledge. What a wonderful donation—"A gift of sharing."

Your Provincial P.R.O. has had a busy year with meetings and workshops. Tapes of impressions of the national convention were sent back to CKNX. Interviews were arranged. A new group of slides and commentary on the



Mrs. Trivers, F.W.I.O. President, at right, presents the 1964 F.W.I.O. Scholarships to rural students who have entered their first year at Macdonald Institute. Awards are made on the basis of academic proficiency. The girls are, left to right: Miss M. E. Armstrong, Port Arthur; Miss B. J. Neal, Marmora; Miss S. A. Westlake, Brampton; Miss E. A. Lounsbury, Beamsville; Miss M. L. Norsworthy, Ancaster.