

There were plenary sessions at the school with a resource leader, followed by group meetings with a group leader, where everyone had an opportunity to speak and much was gained from the discussions. It was agreed that programs of depth are lacking; that it is important to have some entertainment and that attitudes must be given great consideration.

Miss McKercher's Report

Miss Helen McKercher, Director Home Economics Service, Ontario Department of Agriculture, congratulated the women of Ontario on their achievement of reaching the \$50,000.00 goal for the international scholarship. The new booklet on the Home Economics Service Program has been sent to all branches. It was felt that food short courses were obsolete and the trend is toward food forums and local leaders' training schools. Food forums are arranged through the local home economist together with an advisory committee from the group concerned along with a head office staff representative. Working together in this manner meets the needs of more women. A time can be set to reach a larger audience by having night meetings so working wives and mothers of young children might participate.

Local leader training schools are handled in another manner. A leader and assistant are chosen from the interested group to attend a training school in the county or district. In turn these women return to their groups and at special meetings they pass on the information gained at the training school. Following this, the group participates in a summary day, setting up exhibits relating to the project, and so a wide variety of ideas are exchanged.

Short courses are undertaken by the instructor from the head office staff who meets with the interested group to teach the requested course. Over the last year there were 76 training schools and the local leaders attending reached 7,000 women at special meetings in their local communities. 150 women took part as well in food forums. Some TV work was done by the staff and reached an interested audience of homemakers.

4-H Homemaking Clubs increased from 1,955 to 2,147 with 26,698 spoons being given to girls completing projects. There is to be a change in design from the present teaspoon to a 5 o'clock teaspoon.

Badges

On display was the new junior Institute badge now available at the price of \$2.00. Mrs. James Coneybears of Listowel Junior Institute, a board director, stated that the Junior Women's Institute members were more than

pleased to have a badge which designated them as a junior group.

Also the die for the past president's badge is now ready. Plans are underway to call in badges and have the new section added.

Public Relations

The public relations report was given by the convener Mrs. Austin S. Zoeller. One of the important changes that P.R.O.'s are realizing themselves is, if they are to do a commendable job they must be more knowledgeable about our organization. From mail received already there is a changing attitude in their plans for meetings. They now realize that much can be accomplished and that this is not merely a newspaper reporting job. Many branch presidents and secretaries are working more closely with the P.R.O., seeking her assistance with posters and visual aids to help challenge the thinking of the branch members. Prompt reporting to radio, newspapers and TV is essential. One PRO reports that the use of a W.I. sticker on a letter works wonders for prompt attention. Also if reports of meetings are appropriately divided so that editors can fit a part into a certain spot on the radio or into a small space in the newspaper, they may find a place when a long report could not be used.

There has been an increased amount of mail from P.R.O.'s not always seeking advice but giving tips and information they have found helpful. Learn to be humble; never is the credit of success yours alone for always someone behind the scenes helped along. Challenge people; bring out the best and they will want to do a good job.

PRO's lines of communication are just like a transmission line for electric power. The cable is made up of many small wires, but if one breaks it is weakened: so it is with our line of communication. If through thoughtlessness we let some part become corroded this line might break; constant repair and maintenance is the P.R.O.'s job.

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THREE GATES

From The Arabian

If you are tempted to reveal
A tale to you someone has told
About another, make it pass,
Before you speak, three gates of gold.
These narrow gates: First, "Is it true?"
Then, "Is it needful?" In your mind
Give truthful answer. And the next
Is last and narrowest, "Is it kind?"
And if to reach your lips at last
It passes through these gateways three,
Then you may tell the tale, nor fear
What the result of speech may be.

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