

ERLAND LEE HOME COMMITTEE

Mrs. Austin S. Zoeller — Chairman
Miss Helen McKercher
Mrs. Herb Maluske
Mrs. Earl Morden
Mrs. Wm. G. Miller

RESOLUTIONS COMMITTEE

Mrs. Harvey Noblitt
Mrs. Herb Maluske
Miss Helen McKercher
Mrs. Shirley Bird
Mrs. Ernest Watson
Mrs. Geo. Bott

DIRECTOR HOME ECONOMICS BRANCH

Miss Helen McKercher

The Home Economics Branch is continually revising and updating the program to meet current needs. People and programmes — that's what Home Economics Extension work is all about. It is to help rural families learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

The "pay-offs" in Extension are often slow in coming. The time lag between idea — motivation and assistance and the tangible results may be months or years.

The Nutrition Workshops have received good support. It will be necessary for everyone to use every teaching method available to reach all homemakers of varying cultures and incomes, with messages for better nutrition.

Help your neighbour catch up on nutrition knowledge and make the best use of their food dollar. You will be hearing more.

A new 4H project "Let's Bake Bread" now available and a new senior clothing project "Adjusting Patterns for Design and Fit" is being written.

Almost 27,000 women participated in training schools, Summary Days, Short Courses, Food Forums and Workshops during 1973-74 while there were approximately 30,000 4H Homemaking Club members.



L — Mrs. John A. King, Agriculture and Canadian Industries Convener; Mrs. John Hermansen, Citizenship and World Affairs Convener; Mrs. Robt. B. Weber, Secretary Treasurer Officers' Conference; Mrs. Lowell Eller, Education and Cultural Activities Convener; Mrs. R. C. Walker, Tweedsmuir Curator.

PUBLIC RELATIONS REPORT

Mrs. Harvey Houston

I deeply regret it is impossible to include all the fine comments. Unfortunately one Area did not report.

Trent Valley and Grey Bruce Areas have 11 continuous years of 100% reporting. The financial reports are improving, but please, do read all instructions on both sides. All types of Scholarships and Awards should be listed under Scholarships and Awards.

Women's Institute — Projects

In comparison to last year our W.I. Projects are up almost \$3,600.00. The Erland Lee down \$1,000.00; Pennies for Friendship up \$1,100.00; Save Sight up \$3,300.00. Most commendable but we must be alert to keep our own FWIO project strong and vigorous.

Women's Institute — Educational

Exchange visits, Food Forums, Training Schools, bus trips, 4H sponsorship were evident.

Good care is taken of the senior citizens and handicapped; donations to community and recreation projects; visits to Erland Lee; one Branch helped furnish a Doctor's office so they could have medical service once a week. Another Branch provided once-a-month bus trips to a city to allow villagers to go shopping because there was no other means of transportation.

Publicity

If the press is indifferent to your efforts, ask yourself a few questions. Was the write-up prompt, legible, contain meeting highlights, etc. One Branch had a W.I. bulletin. Branch Directors were given the responsibility of contacting and reporting to members not able to attend. One Area had calendars for sale, each District represented by a scene of former days. Place Home and Country in waiting rooms, make sure all members receive their copy. Gifts for guest speakers — W.I. Coffee spoons or Ontario W.I. Story.

Mottoes

News is like a cheque, never endorse it until you know it is genuine; Courtesy is contagious — let's start an epidemic.

Roll Calls

Name a Director of the Provincial Board of FWIO; one way to combat social discrimination.

From the Public Relations Officer

Write-ups are prepared for Home and Country from the Board Meetings and Officers' Conference. Prepared an article on the Women's Institute for a Centennial booklet; attended Subdivision and W.I. meeting and spoke at a number of meetings and attended JWIO Fall Conference. 273 press releases with an increasing coverage in newspaper, all over Ontario.

Personality Radiating Objectively by each member is the best Public Relations Officer any organization can have.

PRO Donations Report

Women's Institute Projects.....	\$21,635.45
Women's Institute Educational.....	117,046.35