

the proper certificate and card. However, by this means we wish you to know that our intentions were good and we certainly appreciate all the time and effort you so generously devoted to the duties of your office.

To you from F.W.I.O., Irene, we say, "a sincere thank you". We also extend to you our very best wishes for every success in any future endeavour you undertake."

PUBLIC RELATIONS OFFICER'S REPORT

"Public Relations is the art of winning public favour for an organization or person, and is an extension of human relations."

In her fourth Public Relations Report, Mrs. Houston feels the response from the Area PRO's was most gratifying. A stronger emphasis should be placed on the need for District Public Relations Officers to send their reports to the Area PRO immediately after the District Annuals.

Trent Valley and Grey Bruce Areas both have had 100% reporting for 12 years, Central Area for six years, London for five, Simcoe and Southwestern, two years and Guelph for one year. Communications were better this year, there was more correspondence between the Area and Provincial PRO and it appeared the Area PRO's gave stronger leadership to the District PRO's. However, many Branch and District reports do not include a written report. This written story is so important and if this is omitted only half of your PRO activities are recorded.

Women's Institute Projects:

Since the 1972-73 reports there has been an increase of \$2,844.00 for Pennies for Friendship and some \$5,179.00 for Nutritional Education. This seems to indicate an awareness and concern for world conditions.

Women's Institute Educational:

Officers' Conference was mentioned many times as well as 4-H and workshops. Many visited the Erland Lee Home and quilt making was mentioned in many reports.

Community Projects:

Educational: Many scholarships and Awards were given, Branch subscriptions for the Countrywoman and Federated News were reported, as well as friendship links in New Zealand, England, Australia. An exchange programme with County Down, Ireland including coloured slides, a play and choral singing on tape. Crafts were displayed at many events and exhibits and floats entered at Fall Fairs.

Health: Women's Institutes play an important role in community life . . . assisted Senior Citizens with Meals on Wheels, purchased an incubator for hospital, helped with blood donor clinics, hospital tuck shops, toys for a Psychiatric hospital, one branch provided cookies and birthday cupcakes for a nursery school for under-privileged children, and milk supplied for school children.

Community: Many communities benefited with the assistance of Women's Institutes who redecorated halls, purchased curtains, installed lights at playgrounds, drilled wells, purchased a piano and coat

rack for township hall, provided sweaters for ball team, and donated an illuminated fountain as a 150 anniversary gift to a village.

Other Organizations: We were indeed liberal, however, we must keep our own organization strong and vigorous.

Publicity: Women's Institute work has been publicized in all medias. A book was prepared for the radio commentator's information concerning the work of the Institute. Home and Country is placed in public offices, libraries, and nursing homes. Non-members are invited to social events, tours and courses. Women's Institute members act as hostess at the Doon Pioneer Village, Bruce County Museum, Simcoe County and many more.

Bus Tours: One Women's Institute has a monthly bus service for shoppers. Another bus received financial aid until it became self-supporting.

International Women's Month was celebrated with a plate luncheon for 300 people. Another District had a noon pot luck luncheon with a programme and sports day. The Adelaide Hoodless Rose bush was presented to a 4-H Homemaking Club leader. A Women's Institute spoon was presented to speakers and Home and Country sent to pen pals.

Motto: It is not the talented who serve best — but the dedicated; Courtesy is like the air in a tire — it eases many a jolt and saves many a sore spot.

Roll Call: What's our generation leaving behind.

The Provincial PRO's Report: 682 pieces of mail have been mailed from Mrs. Houston's home. The feed back has been good and feed back from Women's Institute activities is now reaching into Areas where before the only information was through Board Directors' reports.

As one Area PRO stated: "Remember, the Women's Institute continues to succeed, not because it is big, or because it is long established, but because there are people in it, who live it, sleep it, dream it, and build future plans for it."

PRO Donations Report

Women's Institute Projects -	\$ 24,652.
Women's Institute Educational -	121,373.
Community Projects - Educational -	\$ 28,691.
- Health -	63,725.
- Community -	145,731.

INTERNATIONAL SCHOLARSHIP

A letter was received from Mrs. W. Schumann, former Area Vice President, Southern Africa for ACWW, stating that the cheque for \$4000.00 from FWIO had been received and Mrs. Iris Appolis had been appointed for the South African Home Makers Clubs.

In support of the UNESCO Gift Coupon No. 569, \$1000.00 is to be used for a leadership training course for women in the Gilbert and Ellice Islands.

Miss McKercher and Mrs. Maluske were authorized to investigate the possibility of contributing money from the International Scholarship Fund for the training and development of people through an organization such as CIDA (Canadian International Development Agency). This would only be acceptable providing CIDA or a similar organization would match scholarship money dollar for dollar.