

**Procter and Gamble
Offer \$25,000
Annual Bursaries**

Deserving undergraduates at Canadian Universities will receive financial assistance totaling \$25,000 annually under a bursary plan which has been set up by The Procter & Gamble Company of Canada, Limited.

Preliminary announcement of the plan was made today by the company president, W. E. Williams, in an address to the Canadian Manufacturers' Association. Full details on the allocation of funds will be released next week. He said he hoped this step would encourage other companies to investigate means by which they in their own way could help the cause of higher education in Canada.

Discussing the public relations "Avenues to Good Will" open to corporations, Mr. Williams stressed the importance of position in community affairs. "It is something we can never afford to leave up to the other fellow."

He noted a dangerous tendency among public relations experts to dehumanize the public with such terms as "the engineering of consent," and suggested the profession of public relations might be well-advised to check its own public relations.

"Any public is made up of people—people, with hopes and fears which the public relations man must understand before he can communicate a single fact or idea to them," he said.

"There is no such thing as a vacuum in society. You and your company either have good public relations or bad public relations. There is no such thing as no public relations."

The public of almost every business, Mr. Williams observed, include their employees, stockholders, customers, suppliers, the industry as a whole, and the communities where their plants and offices are located.

Good relations with these publics, he said, "must start not with what a company feels the public ought to think, but with what they actually do think."

Business first must evaluate the attitudes and desires of each of its publics, he said, then identify company policies with those interests. Mr. Williams used P & G's reputation in the field of employee relations to demonstrate that the interests of the company and its employees are inseparable.

He said the company had instituted profit sharing, guaranteed employment, and extra pay for extra work because the employees had wanted these things. But in each case the company had benefited too, from employee enthusiasm, economical production, and greater efficiency.

"The result of this type of thinking," he said, "has been that in the 42 years our factory has been operating in Hamilton, not one single hour of work has been lost through labor-management friction or misunderstanding."

"Words alone are not enough," he said. "They must be backed by good deeds or you might as well save your breath."

"Good public relations is more than a way of life. It is a means of living. A person or persons may decide to go into business, but it is the public who decides whether or not they are going to stay in business."

**Mrs. Corbett Instructor
At OAC Wearing School**

Mrs. R. E. Corbett, Silverwood, was an instructor at a two-week wearing course which concluded last week-end at the Macdonald Institute, Guelph. Fifty members of the Ontario Wearing Guild attended this first course offered in the province.

The summer school was organized by the weavers themselves and instructors gave their services voluntarily and received no payment. Miss Carrie O'Hanlon, secretary of the provincial group and president of Toronto Wearing Guild was dean.

In an article appearing in Thursday's Globe and Mail, Miss Edwina Muff, who has visited Georgetown in her capacity as county supervisor or of the community progress branch, Ont. Dept. of Education, said it is expected that the group will hold the summer workshop annually at Guelph.

Popularity of weaving as a hobby has spread rapidly in Ontario the past few years. An active Arts & Crafts organization in Georgetown is prominent throughout the province for the quality of its work. In a picture appearing with the Globe and Mail article a sampler, made by Mrs. Elna Smith, was being exhibited.

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590/15	---	---	20.90	12.95	---	---	---	---
600/16	17.95	10.75	25.25	12.95	---	---	---	---
640/16	20.00	13.95	26.25	13.45	---	---	---	---
650/16	22.20	13.50	32.20	14.95	---	---	---	---
670/15	19.85	11.45	27.50	13.95	28.85	15.95	28.85	17.95
710/15	23.85	12.95	31.50	14.45	32.85	17.45	32.85	19.45
760/15	---	---	34.20	17.45	35.90	19.45	35.90	21.45
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