

Congratulations Echo Hill W. I.

An Alberta Women's Institute has taken second place in a Canada-wide traffic safety competition, Bill Perkins, farm safety director for the Alberta Safety Council announced recently.

The winning group is the Echo Hill Women's Institute and the prize is the Carol Lane Award worth \$500. The annual contest among Canadian women's groups is administered by the Canadian Highway Safety Council through a grant from the Shell Oil Company, Limited.

The prize winning project of the Echo Hill group involved mounting red reflective tape on 396 pieces of district farm machinery. Echo Hill is the Busby-Picardville area northwest of Edmonton. The campaign was undertaken when the W.I. became concerned over frequent reports of accidents and near-accidents involving heavy farm machinery traveling district roads at night. Fourteen W.I. members and 11 4-H members attached the tape to machinery on 73 farms. The material was purchased with W.I. funds from the Alberta Safety Council.

On the W.I.'s safety committee are Mrs. Lloyd McMillan, Mrs. William Price and Mrs. Sam Yeomans.

The Carol Lane Awards have been established, Mr. Perkins said, "to recognize, foster and reward women's achievements toward the preservation of lives through traffic safety programs in their community, province or nation."

They are named in honor of the women's travel director of Shell Oil and are given to the three women's groups which "have developed and directed the most effective traffic safety programs during the previous year."

Other winners for 1959 were the Toronto Junior League, first prize; and the Montreal West End Safety Council,