

rather put up with it than pay a fee. Cartoons on TV were enjoyed. Practically all asked that advertising be at the beginning and the end of the programme, that it be short and to the point. They said, "Continue to keep beer and liquor ads out of radio programmes."

8,909 radios were recorded in 348 surveys, and 6,603 TV sets in 347 surveys. The question: "Generally, are you satisfied with programmes?" was answered: 262, yes; 42, no; 44 failed to answer.

The Elizabeth Fry Society

The rehabilitation of the woman offender is the prime consideration of The Elizabeth Fry Society, so reported Mrs. J. D. Hossack. It also has an objective, that of arousing public interest in a little-known problem and also interpreting the work to the citizens of Ontario.

The highlight of the year was the opening of the new residence. Forty-two girls have stayed in residence since it was opened last December. Girls have had a great experience of co-operative living in the residence.

The Elizabeth Fry Society, in memory of Miss Agnes MacPhail whose deep concern for the girls was the nucleus of the Society, has established a bursary in the school of Graduate Studies in the field of correction and penology. Because so many of the matters with which this organization deals are just small parts of a larger problem, and so many of them are complex and of long duration, the Society neither seeks nor expects simple or quick solutions. But it can provide in some small measure help by way of friendship and associations with a few of the comforts of home life in an effort to bridge a gap between confinement in a reform institution and a useful life in society.

Royal Winter Fair Exhibit

The Royal Winter Fair booth for 1958 featured the Farm Safety Survey which is to be inaugurated in March by the Ontario Department of Agriculture. The exhibit was an animated display of how accidents in the home can happen through the carelessness of someone. Mr. Earl Fahl, Director of Exhibits, O.A.C., and his staff were responsible for the creation and erection of the exhibit. Women's Institute members calling at the booth were made acquainted with the facts of the survey and were asked to support it through their county organization.

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THE ROAD PROBLEM

By Patience Strong

There would be no problem if we all obeyed the code—and used our common sense at every turn. There would be no question of the slaughter on the road—if everybody made it his concern—To do the right thing every time and never take a chance—for taking chances means calamity. Selfishness and carelessness create the circumstance—that brings about the swift catastrophe.

The problem could be solved if people heeded the appeal—and took their obligations seriously. Whether you are on your feet or sitting at the wheel. It is YOUR responsibility.

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ACCIDENTS

By Patience Strong

Accidents are happening each moment of the day—wrecking plans and spoiling lives. At work, at home, at play—in the street and by the hearth they happen everywhere, but most of them could be prevented with a little care.

Half the accidents in life are caused through negligence—foolishness and laziness and lack of common sense . . . Have your wits about you. Don't invite catastrophe, and whatever you are doing do it carefully.

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Staffing the booth were Mrs. Russell Wise, President North Wentworth district Women's Institutes; Mrs. R. H. Richards, Secretary-Treasurer North Wentworth district Women's Institutes; and Mrs. Hunter McBain, Convener of Home Economics and Health, Greensville Women's Institute. The thanks of the committee, Mrs. P. Y. McCandless, chairman; Mrs. James Haggerty, Mrs. G. Gordon Maynard and Miss Helen McKercher, go to these ladies for their attention and to Mr. Fahl and his staff and the O.A.C. for their work, time and material used in the booth.

Over 600 Women's Institute members registered at the booth during the nine days of the fair. Visitors called from all over Canada, The Yukon Territory, Scotland and England.

Conservation Report

The Conservation Council of Ontario is a non-profit, non-political, public service organization. The prime function of the Council is to act as liaison between government Departments which are mainly responsible for carrying out decisions affecting resources and management, and the public which must have the requisite knowledge and facts to influence governments to make wise decisions. It is the generous grant of \$15,000 from the Canadian Sportsman's Show which makes the operation of the Council possible.

The first conference on the economic aspects of land use was held in September in co-operation with the Department of Economics, O.A.C. A committee is now studying soil and water conservation and a preliminary draft on this subject is expected before long. The Ontario Farm Radio Forum is assisting in promoting an interest in conservation.

There has been a substantial increase in the production of seedlings at the Provincial Forest Nurseries. The production is now up to 34 million. By 1960 it is hoped to have this output doubled. Eventually the target is 100 million trees.

The Council submitted a brief to the Minister of Agriculture on the need for an industrial research approach to agriculture in Canada and requesting that a team of experts be sent to Holland and Denmark to study agricultural education and research in these countries. The F.W.I.O. has been asked to send in a brief and support this recommendation.

Plans are under consideration for the founding and maintaining of a national agency for the Canadian people. No national agency exists which