

juries 221, temporary injuries 4,400, lost days of work 73,240, medical bills \$430,000 with an average medical bill of \$74.00, property damage \$63,000. Accidents in the yard and garden amounted to 373 with 3 fatalities, 3,740 lost days of work and \$26,300 in medical bills. In the kitchen accidents totaled 268 with 8 fatalities, 2,410 lost days of work, medical bills \$21,300; miscellaneous accidents 1,025 with 27 fatalities and 10,180 lost days of work, medical bills \$79,200.

"We cannot be proud of this result. Industry is told what to do for safety but no one is going to tell you what to do in your own house," said Mrs. Lymburner. "Only you can do that. It is difficult for us to realize that we can be accident prone and until we get involved in safety, such as attending Safety Conferences where all the grim details are put before us, we cannot know how important it is to us. It is evident from the Farm Accident Survey report that people must be made aware of the importance of being made safety conscious."

A committee was appointed to set up a Women's Institute Home Safety Campaign to include Mrs. Lymburner, Miss McKercher, Mrs. Clifford Gillespie and Mrs. Cecil Runnalls.

### **PUBLIC RELATIONS REPORT**

By Mrs. P. Y. McCandless

Mrs. P. Y. McCandless, Public Relations Officer, reported this year has been a busy one, getting material ready for the Officers' Conference. Also much more correspondence has been received and answered asking for information on the subject of public relations. Public Relations Officers are showing great interest in the work of the Women's Institute. They are becoming more and more publicity conscious. Newspaper coverage of events and articles by P.R.O.'s is being published very widely in many daily papers and all rural weekly and bi-weekly newspapers. For this we are grateful to the press.

Many districts have a regular broadcast schedule with radio stations for weekly broadcasts on Women's Institute work and doings. Many TV appearances are also made.

Over 400 radio and TV Evaluation reports have been received, a much greater number than in other years. This means about 800 forms to be processed. The results of the survey will be tabulated and forwarded to the National P.R.O. about June 1. A report of this will be published at a later date.

The International Ploughing Match will be held in Elgin County this year, October 11-14, and members of Elgin County under the direction of Mrs. Earl Bagnall are planning an interesting program for women who attend the Match.

### **Royal Winter Fair Booth**

The Federated Women's Institute Booth at the Royal Winter Fair this year will feature Safety in the Home. The display will show a house which will feature everything possible to make a home accident free. This is in line with the plea made by the Minister of Agriculture, the Hon. W. A. Goodfellow when he asked for the support of the Women's Institute for the new Farm Safety Program being inaugurated this year all over Ontario.

### **Membership Survey** By Mrs. P. Y. McCandless

Mrs. P. Y. McCandless submitted a committee report on the Membership Survey. Many ways of interesting potential members and publicizing the aims and objectives of the Women's Institute were suggested.

The committee recommended that a membership committee be appointed and that a membership convener be appointed at provincial level. It was further recommended that each board member at the District Annual meetings ask each Branch to be responsible for getting two new members during the year and that new branches be formed in new realty sub-divisions.

Mrs. William Wallace, R.R. 4, Woodslee, was appointed membership convener. Other members of the committee are Mrs. P. Y. McCandless, Mrs. H. A. Dickenson and Mrs. A. F. Merrett.

A good Institute reputation is good public relations. A happy Institute and friendliness all around make for a good relationship. A personal friendly invitation to attend a meeting, providing it is going to be an interesting one, is one of the best approaches for membership.

### **Conference and Holiday Report**

By Mrs. E. V. Thompson

The theme of the Women's Institute Officers' Conference for 1960 was "All that is necessary for the triumph of evil is that good men do nothing." Over 700 applications were received, reported Mrs. Thompson. As only 375 beds were available at the College it meant accommodation had to be found in Guelph. The women in Guelph were wonderful, she said, and she knew that no one would be without a bed. She said many people were disappointed at not being able to stay at the College but when they were settled in the billets allotted to them they were very happy. She expressed thanks to the people in Guelph for their hospitality, to Miss McKercher and Mrs. Guild who had written the skit and dressed the dolls which were on display, and all those who had helped in arranging billets and helping with the registration.

The Women's Institute Holiday will be held at O.A.C. Guelph, July 11 to 15. The program will include instruction in choral music, painting and leathercraft, and a trip to Stratford to see **Romeo and Juliet**.

The Kemptville Holiday will be held at the Kemptville Agricultural College August 9-10-11. There will be instruction in leathercraft.

### **Study of the Ageing**

By Mrs. G. Gordon Maynard

A Day Centre for Senior citizens in Ottawa is filling a great need, reported Mrs. Maynard, in connection with the report of the Conference of the Society for the Study of the Ageing. Wellington County is making a study of the changing role of older people in the town and village. In California a modern hotel has been built for retired people. They have a maximum of comfort at a moderate expense and many jobs are being created in the vicinity for these people. In North York the new home has a community centre where crafts are taught. There are books to read and