

— COMING EVENTS —

Annesley Church fowl supper on Tuesday, Nov. 2nd. Come one! Come all.

Come to the social and bazaar in Berkeley United Church on Friday, Nov. 12th, at 8 p.m. Admission 15 and 10 cents. Good program and lunch.

Goose dinner in Rocklyn Agricultural Hall, under the auspices of the Rocklyn Agricultural Society and W.I., on Friday, Nov. 12th, from 6 to 8 p.m. Dance after. Admission to supper and dance 40c. Dance only, 15c. 11c

Declares Press Most Potent Safety Force

McQuesten Claims Co-Operation in "Fear" Campaign Has Saved Many Lives on Highways

The press of Ontario is the most important single factor in the war being waged against highway deaths and accidents, according to an opinion expressed last week by Hon. T. B. McQuesten, Minister of Highways for the Province.

"Although conclusive statistics have not yet been completed," said Mr. McQuesten, "there can be no question that the 'fear' campaign which the highways department has conducted during the past several months has had a definite effect on the reduction of the horrible carnage and needless waste which has been stalking our highways."

"It is quite evident," he declared, "that whatever success this campaign has achieved is due in great measure to the whole-hearted co-operation which has been extended to the Department of Highways by editors in every Ontario community, and I wish through the medium of the press to extend to them this department's warmest gratitude for the public-spirited way in which they have used their news and editorial columns to save human lives and prevent misery and destruction."

Comments have been pouring into his office every day, the minister said, both from motorists and pedestrians concerning the effectiveness of the department's campaign. The most significant, he maintained, came from scores of travelling salesmen and truck drivers.

"These men," said Mr. McQuesten, "are driving on the highways every hour of the day and each day in the week. They, perhaps more than any other groups, are more quick to observe changes in the driving habits of the motorists of the Province, and they have been almost unanimous in commenting on the general improvement in highway motoring. They report less cutting in, less passing on hills and curves, and a noticeable reduction in all the bad, careless, thoughtless habits which result in death and destruction on the highway."

But there is still much work to be done, pointed out the minister. People are still being slaughtered on the roads of the Province, and automobiles are still piling themselves up in twisted heaps of wreckage. The war against thoughtlessness, recklessness and stupidity on the highways must be carried on until people can travel in complete safety and pleasure.

To this end, he called for the unceasing aid of Ontario editors and every pedestrian and motorist in the Province.

"The Department of Highways," stated Mr. McQuesten, "is doing everything it can to design and construct highways which will be as accident-proof as engineering science can make them, but this can be of little effect unless the human beings who travel the highways take upon themselves the responsibility of controlling the ever-present 'human factor' in accident prevention. Engineers can mold concrete and steel to the ends of safety, but no force more potent than the press has been found which can mold human minds into paths of life-saving thoughtfulness."

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