

Echo Hill Gets Award In Vancouver

VANCOUVER - National recognition went to three Canadian women's organizations today (May 3rd) at the sixth conference of the Canadian Highway Safety Council in Vancouver for their efforts in promoting traffic safety in their respective communities.

The award of \$1,000 and a bronze statuette symbolizing women's protective instinct was presented to the Junior League of Toronto, Ontario, as winners of first place in the Carol Lane Awards. Second place award went to the Women's Institute of Echo Hill, Alberta, who received \$500 and a plaque of the statuette. Third place award went to the School Traffic Safety Committee of the West End Safety Council, Montreal, Quebec, who received \$250 and a plaque of the statuette.

The Carol Lane Awards, made possible by a grant from the Shell Oil Company of Canada, Ltd. are administered by the Canadian Highway Safety Council. This is the third year the awards have been given.

The Toronto women won first place for their promotion of traffic safety for pre-school children. Their experimental project, which won the praise and recommendation of safety and educational authorities, proved that traffic safety can be taught to this age group providing proper techniques are utilized.

The Echo Hill group won second place for a campaign to put reflectorized tape on all farm equipment in their community that is used on highways. Third place went to the Montreal group for providing maps showing the safety routes for children going to and from school.

Last year the Local Council of Women of London, Ontario, were first place winners, and the Women's Safety Organization of Port Robinson, Ontario placed second.

The Board of Judges of the Carol Lane Awards is composed of five prominent Canadian women. They are Mrs. G.D. Finlayson, President, National Council of Women of Canada, Mrs. Doris McCubbin Anderson, Editor "Chatelaine" Magazine, Mrs. A.K. Richardson, National President, IODE of Canada, Miss Hugette Plamondon, Vice President, Canadian Labour Congress and Dr. Jean F. Webb, Chief, Child and Maternal Health Division, Department of National Health and Welfare.

Any Canadian women's organization is eligible for the three annual awards. Entry blanks and complete details can be obtained from the Canadian Highway Safety Council, 272 Somerset St. W., Ottawa.