

safety. This Council rendered outstanding public service and I desire to place on record my thanks and appreciation to all the members for the valuable assistance they always rendered so willingly to the Department.

The following representatives now form the new Council :—

Hon. F. Hackett, Minister of Transport (Chairman).
 Mr. G. L. Laurenson, Commissioner of Transport (Deputy Chairman).
 Mr. D. G. Ball, Education Department.
 Mr. F. Langbein, Main Highways Board.
 Mr. J. Cummings, Commissioner of Police.
 Mr. E. R. Neale, M.P., municipalities.
 Mr. W. G. Belton, counties.
 Mr. W. I. Deavoll, Education Boards.
 Mr. R. H. Newbold, motor-vehicle insurance companies.
 Mr. N. Gilchrist, Educational Institute.
 Mr. C. R. Edmond, motor trade.
 Mr. A. C. Melville, transport drivers.
 Mr. H. J. Knight, transport operators.
 Dr. S. D. Rhind, medical profession.
 Mr. C. E. Owen, newspapers.
 Miss M. Magill, women's organizations.
 Mr. W. H. Brown, North Island motorists.
 Mr. R. Wilson, South Island motorists.
 Mr. T. Wickham, sports-car clubs.
 Mr. A. McLaren, motor-cyclists.
 Mr. I. M. Plimmer, cyclists.

At the first meeting of the Council, held on 10th March, 1948, sub-committees were set up for the purpose of dealing in detail with the different aspects of the problem of road safety. These committees, which were to report back to the Council, were to deal with the following angles :—

The motor-driver.
 The motor-vehicle.
 Roads.
 Traffic laws.
 Traffic law enforcement.
 Road accident statistics.
 Road safety publicity.
 Child education in traffic.

C. ADULT EDUCATION IN ROAD SAFETY

The road safety publicity activities of the Department have been continued during the year. These have usually been directed to a certain specific aspect, according to the season or the particular problem of the moment, rather than making a general appeal. The publicity through the various advertising media has been co-ordinated as far as possible so that press, posters, screen slides, and possibly radio all feature the same subject-matter simultaneously, and often this is linked with a traffic enforcement drive against the same problem.

PRESS.—The newspapers have given considerable prominence to statistical and general information relating to road safety. Detailed statements of the trends in fatal motor accidents have been supplied to the papers each month, and appeals have been made through the press at holiday seasons, when traffic movement on the road was heavy. In addition, the advertising campaign has been continued regularly through space taken in a large number of newspapers, magazines, and journals throughout the Dominion.