

experience, skill, and knowledge at the disposal of the Council. No payment is expected for any service they can render in that way, but they have reasonably assumed that they would be reimbursed for out-of-pocket expenses, such as the cost of drawings, production of blocks, and printing, and that they would be free to receive commission in respect of newspaper advertising.

The Committee has considered whether or not the newspapers should be asked to give some reduction in their advertising rates. We think it preferable that the Council should request that equivalent assistance be given by having favoured positions allotted for the Council's advertising matter; also, in the news columns prominence might be given to questions with which the Council is concerned.

We think that there will be a good psychological effect if publicity matter is issued over the name of the Road Safety Council rather than that it be under the auspices of a Department of State. This would be helped by a consideration of the fact that the Council was constituted as the outcome of a gathering representative of all classes of road users. The widest possible co-operation is of course desirable.

If the Council can see its way to approve our suggestion that the advertising agencies' offer of co-operation be accepted, then the most valuable assistance at no extra cost would be at the disposal of the Council and would make possible the continuous supervision of the publicity by the sub-committee should the Council desire the Committee so to act.

MEANS AVAILABLE FOR THE DISSEMINATION OF EDUCATIONAL AND PROPAGANDA MATTER.

- (a) Handbooks and leaflets ;
- (b) Newspapers ;
- (c) Radio ;
- (d) Picture theatres ;
- (e) Posters ; and
- (f) General.

We think that all should be utilized in order that the greatest coverage may be secured. Some people will not be reached at all by any one of these means and some will be more responsive to one method than to another, each form of advertisement having its own appeal. Also, by the employment of the several methods the subject will be kept more constantly before the public, while the variety so provided will in itself be of value.

(a) *Handbooks and Leaflets*.—The issue of a Highway Code is desirable. This, however, does not carry the matter far enough, as there are many into whose possession a handbook cannot be placed and many who will not study its contents. Also, there are definite limits to the quantity of matter which can be included in a handbook of a size likely to be read by any one other than the person who is the least likely to offend, and as the information it contains will not be constantly under notice it is not likely to have a deep and lasting effect. Nevertheless we consider that the issue of handbooks is desirable, mainly because people should at least have the opportunity of acquainting themselves, from an authoritative source, with what is required of them in matters affecting the safety of themselves and other road-users.

We presume that if a handbook is prepared it will contain rules for the guidance of all road-users. As to distribution, the alternative means are :—

- (1) Distribution at the time drivers' licenses are renewed or otherwise issued, in which case cyclists and pedestrians would not be specifically provided for.
- (2) Postal distribution, which we favour because of its completeness—one can be put into every household—and because it permits of distribution earlier than would be possible under the alternative method. The cost of postal distribution in the ordinary way would be in the vicinity of £750, but in view of the Government's interest in the matter it should be possible to come to some special arrangement with the Postal Department.

In addition to a general handbook, we think that some special provision should be made by way of leaflets for pedal cyclists. Effective means of distribution are lacking, but a considerable number could be reached by having supplies of leaflets placed in the shops of cycle-dealers with a request to proprietors that they have them handed to their customers.

(b) *Newspapers*.—We regard the newspapers as a most important medium for the dissemination of information. A newspaper is read daily by almost every adult, and by younger people also, and its written or pictorial message reaches the reader when he is in a reflective state of mind. The news columns and editorial columns can feature questions with which the Council is concerned, and it appears to us that considerable service has been rendered in this way in recent months. No doubt newspapers will continue to help in this manner, but it would be rather too much to expect that all newspapers necessarily conducted as businesses should over a very long period give special publicity in their columns by backpacing other news likely to be of more interest to their readers. Because of its general utility value we think that a good deal of the propaganda effort should be made through the newspapers.

(c) *Radio*.—We regard the radio as a valuable complement to the newspapers and not as an adequate substitute for them. It conveys the spoken word, which is more fleeting than the written message. There are radio sets in upwards of 60 per cent. of the homes and, provided the occupiers of those homes were constantly listening-in, it should be taken that any message would come to their ears and be received by them when in a state of relaxation. Many people are adverse to being lectured, and where the personality of a speaker enters into the question—as it does in all cases—there is some danger of antagonism and the message fails to “get home.”