

We think the radio should be used for the following purposes :—

- Short addresses, weekly or fortnightly, by the Chairman of the Council and other selected speakers ;
- Progress bulletins, fortnightly or monthly ;
- Radio plays, once monthly ;
- Short recordings for driving home safety maxims.

Listeners may be caused to become more interested by bringing them into participation in the scheme, and incidentally instructing them, by inviting them to send in their verdict on Court trials concerning various types of accidents, or by arranging safety-slogan competitions.

Members of the Committee have visited the recording studios which have facilities for the recording of plays, &c. The firm has quoted for one play a month, £15 ; and for one a fortnight, £12 10s., these prices including the cost of the script, remuneration of players, and the supplying of four recordings of each play. For gramophone records, each having six one-minute maxims, a quote of 10s. each has been made for quantities of 100 or more of each record. A quotation was given for this number, as the records would be suitable both for broadcasting and for use in picture-theatres in conjunction with the screening of slides.

(d) *Picture-theatres*.—Through this medium, advice-slogans portrayed on slides or on gramophone records can be brought before a large proportion of the public. Slides and recordings may be used in conjunction. We think that some use should be made of these facilities. The use of long films does not commend itself greatly to the Committee for the reason that those produced overseas and screened recently in Wellington did not appear to us to be particularly suitable, while the production of films suitable for New Zealand conditions would be both difficult and costly. Films plotted in miniature present less technical difficulty and eliminate the necessity for actors. Each of the more common causes of accidents can thus be portrayed on the screen in a few minutes, the necessary explanation being given by the filmed voice of the commentator. The facilities of the Government Publicity Department could be utilized in this connection.

(e) *Posters*.—We think that posters should be used for the most important of the safety messages chiefly of the warning type. For location out-of-doors the message must be, of course, brief. There should be no great difficulty in arranging for posters of reduced size to be displayed periodically in trams, buses, trains, shop-windows, lifts, &c.

(f) *General* :—

Safety-first Slogans.—The Post and Telegraph Department is prepared to run slogans, free of charge—other than the small cost of making the stamps—in post-marking machines in the four main centres.

Government Publications.—Arrangements could perhaps be made for the inclusion of a certain amount of educational and propaganda matter in the *Railway Magazine*, *Radio Record*, and the *Education Gazette*.

Progress Bulletins.—The preparation of regular bulletins of casualties, with comparisons with previous periods, for publication in the press and over the air, would assist by keeping the result-factor before the public.

Motor Gymkhanas and Agricultural and Pastoral Shows.—On these occasions practical safety-first demonstrations may be given.

Co-operation by Traders.—There should be some response to an invitation to firms to co-operate. Directions in which they may assist are by the displaying of posters in the official opening week of the campaign ; by the permanent display of posters by firms dealing in motor-vehicles, cycles, and accessories ; and the larger of those firms may be prepared to incorporate the safety idea in some of their advertising ; also the covers of school exercise-books and writing-pads could be utilized by publishers for the reproduction of drawings illustrating traffic rules.

SPECIAL TREATMENT FOR EACH CLASS OF ROAD-USER.

Much of the general propaganda will be educational and of concern to road-users as a whole, but we think that some special attention should be given to the various groups :—

Motorists.—We have discussed the question of raising the standard of drivers, and though this may at first sight appear to be somewhat outside our province we think it is one of the fundamentals of education with which the Council should concern itself. We propose, therefore, that—

- (1) A standard, uniform throughout the Dominion and higher than that now observed by many licensing authorities outside the larger centres, should be set up for the testing of applicants for drivers' licenses, and the licensing authorities be required to ensure that the standard is observed.
- (2) No official should be permitted to examine applicants unless the Minister is satisfied that he possesses the necessary qualifications.
- (3) A booklet be prepared and issued setting out a syllabus for the examination of applicants for licenses.

We suggest that a small committee be set up to prepare data for the booklet proposed, and that the Chief Traffic Officer of the Wellington City Council and the secretary of the Wellington Automobile Association be invited to act on this committee. Our proposal is supported by the view that a Highway Code by itself is not sufficient for the beginner, and, further, it may not be unreasonable to require present holders of licenses who are found to be prone to accidents to be tested again with a view to their satisfying the requirements of the revised standard before their licenses are renewed.