

cities and in boroughs have been made available to local newspapers. The roads upon which the greatest number of accidents occurred were shown in accident "density" and accident "spot" maps, which were widely published. By means of graphs attention has been drawn in the press to the days of the week on which most accidents occur, and the liability of different types of vehicles to accident injury. Articles of a general nature have been made available for use in motoring columns, and material has also been supplied to magazines and technical publications.

Radio.—A special slogan appeal was made through the National Broadcasting Stations during the nine weeks prior to Christmas. Announcements were made from the four national stations every half-hour during the breakfast sessions, again in the evenings, and occasionally at other periods. In addition to special appeals, there have been two series of talks from all YA stations, the first prior to Christmas and the second, mainly by members of the Road Safety Council, immediately prior to Easter. Publicity material has also been supplied to the radio news services. For the purpose of making road-users "road-safety minded," the national commercial stations have organized a road-safety limerick contest, over 2,500 entries being received. Road-safety radio plays are in the course of preparation.

Posters and Road Signs.—A poster contest was held and entries were received from practically every part of the Dominion. The winning design was widely displayed. A number of the entries were exhibited at the National Art Gallery and are being used in winter-show exhibits. Use will subsequently be made of them in road-safety processions. In view of the number of accidents to school-children, a special poster appealing to motorists was designed and distributed. The poster-distribution system was reorganized, and as a result of the very ready response of local authorities another issue of this poster was made. A poster display system is being built up and it is intended to inaugurate a six-weekly poster service. A small cyclist poster is being supplied to cycle-shops. It is proposed to hold a second poster contest in September.

Several large hoarding-sites were donated by the Railways Department and were used for displaying a road-safety design. An experiment is being made with a smaller road sign.

Twelve Traffic Inspectors were equipped with cameras for photographing scenes of accidents, wrecked vehicles, &c. Some very striking results have been obtained. As soon as a regular supply of these photographs is assured it is intended to inaugurate a posterette service, using the enlarged photographs with a minimum of wordage to explain how accidents occur. The posterette will be used in shop-windows, tram-car compartments, buses, lifts, &c., and will be changed at frequent intervals.

Screen.—Two introductions have been made to road-safety films. A number of films have been ordered from overseas and in addition to instructional films (35 mm. and 16 mm.) to be produced in New Zealand, an attempt will be made to dramatize road safety. Films will be used in show exhibits, theatres, schools, lectures, schools for drivers, &c.

A road-safety-screen slide was supplied shortly before Christmas to every theatre in the Dominion. This slide is still being screened in a number of centres.

Stamps.—A quarter million perforated poster stamps in a number of attractive designs were distributed before Christmas. Owing to the very ready demand a second supply was printed and distributed. Co-operating with the Road Safety Campaign, the Post and Telegraph Department have used a special cancellation stamp in the main centres.

Leaflets.—Opportunity was taken during the relicensing of motor-vehicles to distribute a small leaflet. The Department also co-operated with a commercial firm in the preparation and distribution of a small illustrated booklet. It is proposed to introduce a comprehensive illustrated booklet during the present year. Thirty thousand copies of the Traffic Regulations and Road Code have been supplied to Licensing Authorities for distribution to new drivers.

Motor-cyclist Co-operation.—It is felt that road-safety measures initiated by various classes of road-users and encouraged and assisted by the Department are likely to achieve results of permanent value. Informal conferences were held with representatives of motor-cycling organizations, as a result of which proposals have been made for setting up motor-cycling road-safety committees, for the provision of road-safety literature, for national safety awards, and for the organization of proper instruction in road sense of young and inexperienced riders before they are tested for their licenses.

Automobile Association Co-operation.—An invitation was extended to the automobile associations with a view to co-operation between the associations and the Department in road-safety activities on a subsidized basis. The North and South Island Motor Unions endorsed the proposal and submitted it to the associations, which are at present giving consideration to detailed plans.

General.—The automobile associations of Otago and South Canterbury, in co-operation with the Department, are arranging road-safety displays in the Dunedin and Timaru winter shows.

Plans for Safety Weeks have been discussed with a number of local bodies. Two special posters have been printed, and supplies of other posters are being obtained from overseas. It is intended to have special floats for road-safety processions prepared and used successively in the different centres holding the Road-safety Weeks.

The Department has joined the Road Safety Associations of Great Britain and Australia, and reciprocal arrangements have been made for the exchange of appropriate statistics.

H. SPEED-LIMITS IN BUILT-UP AREAS.

There is provision for general uniformity in speed-limits and for a maximum limit of thirty miles an hour in all boroughs and town districts and in any other closely populated localities where such a speed-limit is deemed necessary in the interests of public safety. In order that the speed-restriction might not be unreasonably or unnecessarily applied where the borough and town-district limits extend beyond the limits of the closely built areas, the Minister is empowered to exclude any street from the provisions as to speed. It has been found necessary in a great number of cases to invoke this latter provision.