

Twenty thousand copies of each of two varieties of tram-car window notices were printed.

Poster and posterettes were displayed to good effect throughout both Islands.

Leaflets and Stickers.—Immediately prior to Road Safety Week a million and a quarter copies of eight varieties of motorist and pedestrian leaflets were produced. Distribution was arranged through local bodies.

A further issue of gummed envelope stickers was necessary, and 100,000 copies of each of twelve designs were distributed.

Book-cover Publicity.—A million and a quarter book covers carrying road safety publicity were issued to libraries. The Department was able to secure exceedingly advantageous terms.

Transfers.—Several thousand windscreen and bicycle transfers were distributed.

Screen Slides.—Screen slides have been displayed in a number of theatres at reduced rates.

Films.—The Department has produced two short 16 mm. natural-colour films, featuring road safety against a scenic New Zealand background. A number of 16 mm. sound films have been obtained from the United States. These have already been used at meetings in different parts of the Dominion, and will be valuable assets in the future.

Cameras.—A useful library is being accumulated of photographs taken by Traffic Inspectors of accident wrecks, scenes of accidents, breaches of the regulations, &c. A large number of these were supplied for publication and display during Road Safety Week.

Radio.—The Department is indebted to the national and commercial services for their exceedingly valuable co-operation in broadcasting slogans and dialogue.

Road Safety Week.—From 4th December to 10th December a Road Safety Week was held throughout New Zealand. Local-body officials formed the nucleus of special committees in each centre, and carried out very valuable organizing work. Six departmental floats in each Island travelled respectively from Wellington to Auckland and return, and from Christchurch to Invercargill and return. At each town on the itinerary where local processions had been arranged the Department's floats linked up with local exhibits. One hundred and twenty dialogues were recorded in duplicate and distributed to radio stations throughout the Dominion. Mayors and Chairmen of local bodies and also the clergy made local appeals for co-operation. The campaign during Road Safety Week clearly demonstrated the value of "shock tactics." Despite traffic increases, there was an actual reduction of several hundred accidents during the three months following the week, compared with the same three months of the previous year.

Motor-cyclists.—Two copies of a small motor-cycle magazine were distributed to all registered motor-cyclists, and a further copy is in the course of preparation.

Conferences were held between the Department's Publicity Officer and representatives of the clubs in all the main centres. Agreement was reached regarding new regulations for the better control of motor-cycling, and these have now become law. Considerable assistance in the carrying out of road-safety measures has been given by the clubs. A distinct improvement in the motor-cycle-accident rate is already evident.

B. NEW ZEALAND ROAD SAFETY COUNCIL.

Some further changes in the personnel of the Safety Council have taken place due to the resignation of Dr. G. F. Anson and the return to New Zealand of Mr. G. R. Ashbridge. The present personnel of the Council is Hon. R. Semple (Chairman), Mr. G. L. Laurensen (Deputy-Chairman), Mr. J. H. Jerram, Mr. G. R. Ashbridge, Mr. J. F. Cousins, Mr. M. F. Luckie, Mr. D. J. Cummings, Mr. J. Wood, Dr. J. W. McIlraith, Mr. F. C. Spratt, Dr. S. D. Rhind, Miss M. Magill, Mr. J. S. Hawkes, Mr. W. A. O'Callaghan, and Mr. C. J. Talbot.

During the year under review three meetings were held by the Council, and the following were among the many problems considered :—

- The high accident rate of motor-cycles and rental cars.
- Intoxicated motorists (including fresh laws and standard tests).
- Learner plates for new drivers.
- Publicity (adults and school-children).
- Revision of vehicle-lighting requirements.
- Better lighting of highways.
- Revision of pedestrian-crossing requirements.
- Safety zones and pavement markings.
- Minimum age for taxi-drivers.
- Safety glass for all motor-vehicles.

A special sub-committee, consisting of all Wellington members, was appointed to go thoroughly into the problem of the driver who is the worse for drink (not necessarily intoxicated).

The Council continues to prove of the greatest assistance to the Department in road-safety matters.