

What I mean by this, of course, is that a few people neglecting to blackout in a community may well cause immense loss of life and property damage by attracting the fire of hostile planes or troops. It will be little consolation if such a thing were to happen, and if we a c o cooperate was not intended, but was due solely to the fact that the offending parties didn't know what they were supposed to do.

It isn't a simple problem to assure that information will be spread about, completely enough and often enough, to impress itself upon everyone. You know better than I that one or two, or half a dozen, publications sometimes are not enough. In seeking thus to put squarely before our people what is to be expected of them, we may have to din it in their ears continually, and we will certainly have to try to devise ways of doing this so as to appeal one way or another to every resident of the State.

To digress for a moment, it is most encouraging to know that during the months of October and November, Maryland was able to bring about a reduction in the number of deaths from fatal accidents on our streets and highways. Undoubtedly, one of the things that contributed greatly to this was the whole-hearted support given by the press of the State, and the continual use by many of the papers of safety slogans that impressed upon the minds of our people in succinct fashion, certain important safety principles.

Merely as a suggestion, the same idea might be worked out as part of our Public Information Program. It seems to me that if each week some one, or several salient bits of defense advice or regulations, could be carried in an especial way, not necessarily large, on the front pages of our weeklies, the cumulative effect of such repetition would undoubtedly be very great.

Should we ever be unfortunate enough to have a real attack of any kind, the information and guidance absorbed thereby might well be the means of saving uncounted lives.

Mr. Gibson, whom I have appointed as Director of Public Information, has invited a group to consult with him, with the idea of devising ways and means of getting across to our people the necessary information. This Committee was limited more or less to those living in and around Baltimore, because it was felt that regular meetings would thus be possible without putting anyone to too much inconvenience. However, it was distantly our hope and I voice it most profoundly this afternoon, that we will have the editors and other publicity officials of the State, to the end that no avenue of publicity will be overlooked that could possibly be helpful in making our information coverage as nearly 100% as possible.