

the tragic traffic conditions that exist all about us. And I contend that, until we do begin to talk realistically about traffic accidents, and until we really make up our minds that we must DO more than just talk about them, we never will see any appreciable reduction in the terrible total of deaths that each new month brings.

It was to do something so much needed that a group of public-spirited citizens responded to my call in early September and organized this Traffic Safety Committee. No outside consideration, political, commercial or otherwise, actuated anyone in joining in this movement. Its non-partisan character is to be preserved, its single objective as we bring about its permanent self-perpetuating existence, is to work in unison for the saving of human lives and the reduction of serious accidents resulting in painful and permanent bodily injuries.

Is there need for such an effort in Maryland? Well, when we are told that Maryland had last year the worst record in that group of States made up of New England, New York, Pennsylvania, New Jersey and Delaware, we can understand that a real challenge is before us. Can success be achieved? Well, we only have to look at the results elsewhere to see that those States which have advanced plans for Traffic Safety have been repaid in the lowest death rates from accidents.

Records of previous years showed that the months of October, November and December are the deadliest in point of traffic fatalities. And so we determined to concentrate on these three months and to declare the first seven days of each as "Safety Weeks" in the hope that extraordinary effort would be exerted to make our people "Safety Conscious."

October Safety Week, the first concerted effort of the Committee, was marked by columns of publicity in the city and county press; by hundreds of meetings with civic and other groups throughout the twenty-three counties; by increased attention to safety education among many thousands of pupils in both the public and private schools of the State. The message of safety was broadcast by radio, it was preached from the pulpit in numerous churches in the counties.

Most gratifyingly, the number of traffic deaths in the State during the period covered by October Traffic Week went down sharply, from 13 in that first week of October last year, to 8 in October Week this year. Just how large a part our October Week efforts played in that reduction, no one could ever say with certainty, of course. At any rate, five lives less were sacrificed during that week than had been the year before, with the second month now beginning. We sincerely hope that there will be shown a like result when we come to the end of November Safety Week next Tuesday evening. There is room for improvement because during last November 45 deaths occurred from automobile accidents while during November of 1937 51 lives were similarly snuffed out.

Looking over the activities program for the next seven days, I must congratulate the Committee for the good use they have made of the three weeks following the close of the first week in order to prepare for November's campaign. Certainly, Maryland will be acutely aware of the fact that Traffic Safety is uppermost in many persons' minds during this week. Virtually every newspaper in the State has carried from one to as many as eight or ten Safety stories within these three weeks. All the Baltimore radio stations and some of the county stations are contributing most generously of their