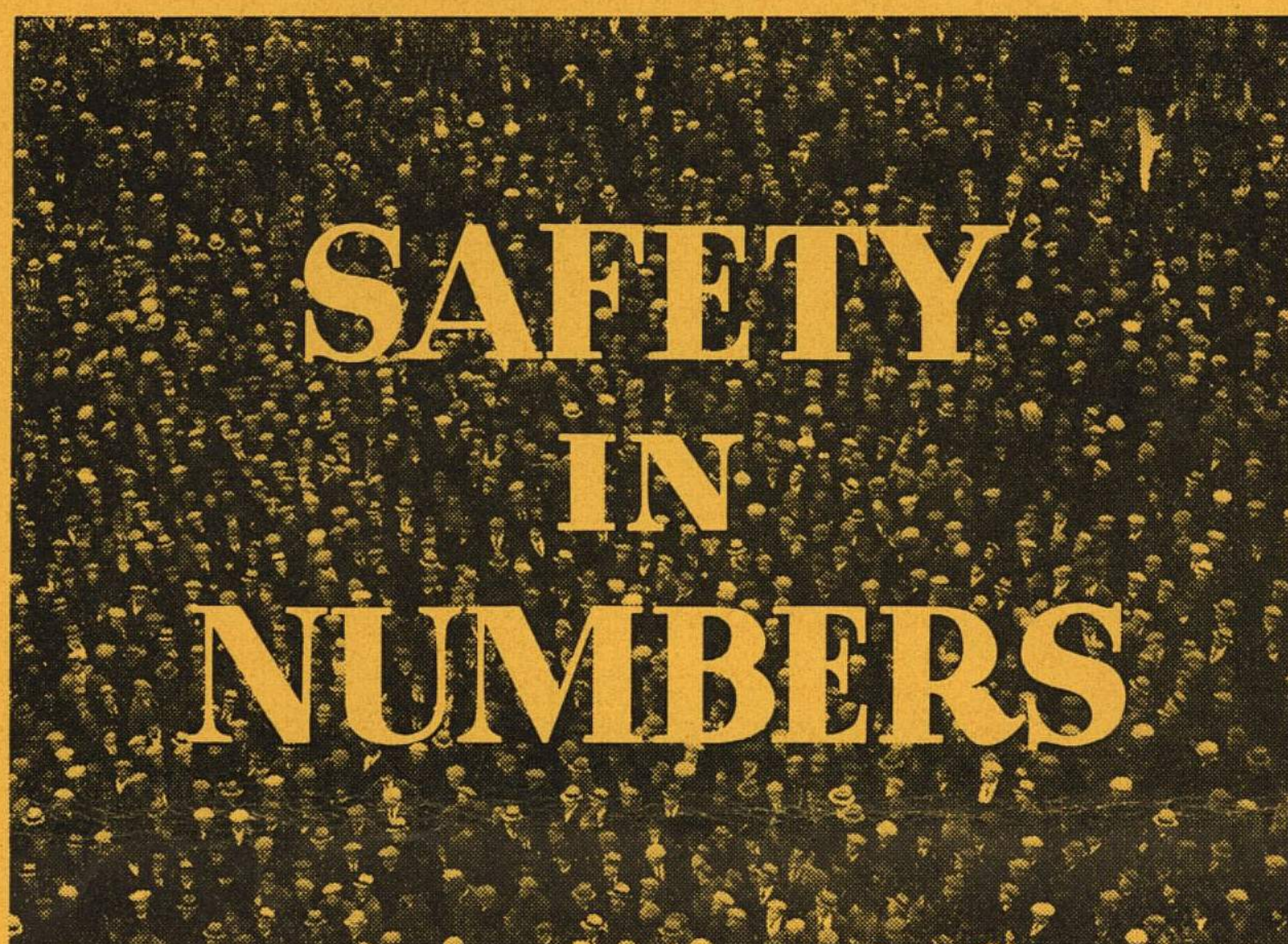


ANNOUNCING

W. Graham Cole
Director
Safety
Bureau
M L I Co



A 35-mm. Sound Film Strip

SUBJECT—ORGANIZING FOR COMMUNITY SAFETY.

PURPOSE—To stimulate the interest of individuals and organization members in the development and support of local traffic safety programs.

SYNOPSIS—Through a series of pictures with accompanying voices, the film stresses the urgent need for all citizens of a community to organize in a united effort to “do something” about the tragedy of mounting motor vehicle deaths and disabilities. Bob Parker and his wife discuss the accident situation in their own town, and through their respective clubs help to start a community safety program. The film portrays various educational activities that may be undertaken in developing such a citizens’ program; and the Mayor, in a radio address, tells of the engineering and enforcement work of city officials which was encouraged by the citizens’ safety movement.

SUGGESTED USE—For meetings of safety councils; chambers of commerce; automobile clubs; service organizations; women’s clubs; patriotic, fraternal, and other groups interested in promoting traffic safety. It may be used to supplement talks on safety, newspaper publicity, and other measures being taken by a local organization to secure the interest and backing of the community in a traffic safety program. The running time of the film is about 10 minutes.

ADDITIONAL AIDS IN DEVELOPING A SAFETY PROGRAM—*Will You Help*, a four-page leaflet based on the film strip and stressing the need of organizing for community safety, is available for distribution at the time of the film showing.

A booklet for local organization members, entitled *How to Promote Community Safety*; suggestions for obtaining local publicity; material for addresses; posters for local display; literature for local distribution; and a popular motion picture film in color and sound are provided for use in helping local organizations to plan and conduct their programs.

Information regarding this material may be obtained by addressing the
SAFETY BUREAU, WELFARE DIVISION
METROPOLITAN LIFE INSURANCE COMPANY
1 Madison Avenue, New York, N. Y.

or

600 Stockton Street, San Francisco, California or 180 Wellington Street, Ottawa, Ontario, Canada

USE THE ENCLOSED ORDER BLANK TO REQUEST BOOKINGS OF "SAFETY IN NUMBERS"