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SAFETY WEEK—OCTOBER 10-16, 1920.

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The executive committee of the Ontario Safety League has approved a plan by which the public will be treated to a week of safety. The week of October 10-16 has been designated "Safety Week," and in that week the Safety League and the various organizations co-operating plan an intensive drive against accidents.

Similar large scale campaigns have been held in other cities and have been a notable success. The "Safety Week" held in St. Louis in the autumn of 1918 is the most conspicuous example, as fatal accidents in the corresponding week in 1917 were 24 and in "Safety Week" there was one fatality. Cleveland cut its fatalities in its "Week" last year from 15 in the same week of the previous year to 6 in "Safety Week." Pittsburgh cut its fatalities from 35 to 15. These facts are vital to a community and experience has shown that the good effects of the safety propaganda have been continued month by month ever since. Similar intensive drives against accidents have been a success in industry and on the railroads, and the league looks forward with confidence to success.

During Safety Week, the various committees plan to teach accident and fire prevention to men, women and children in a spectacular educational campaign in which various forms of publicity will be used. The

public will be reached by means of posters, bulletins, bill boards, street-car cards, letters, advertisements, meetings and safety shows and given a liberal education in safety.

Sub-committees of the Safety League will cover such subjects as: Publicity, Bulletins, Motion Pictures, Schools for Industrial Safety, Statistics, Boy Scouts, Women, Traffic, Schools and Colleges, etc. The various days of the week have been specially designated—Safety Sunday, with special sermons in the churches; Monday is Careful Day for Motorists; Tuesday will be Careful Day for Street Car Men; Wednesday is set aside for School Safety; Thursday will be At Home Day for Safety; Friday is to be called Careful Day for Pedestrians; and the slogan for Saturday will be "Safety for All. All for Safety."

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