

HIGHWAY CODE'S LONDON "SEND-OFF".

The Minister of Transport, Mr. Ernest Marples, gave a personal "send-off" to the New Highway Code this morning (Monday, November 30).

At 11 a.m., twenty motor-cycle dispatch riders, supplied by the Automobile Association and Royal Automobile Club, lined up outside the Ministry of Transport headquarters in Berkeley Square. Each received from the Minister a copy of the Code and a signed message, commending it to the attention of local authorities and all road users.

Within a minute, the dispatch riders were on their way to deliver the Code and the letters to the chief citizens of the London cities and boroughs.

Ten minutes later, the Mayors of Westminster, Chelsea and St Marylebone were receiving the message. At 11.15, the Chairman of London County Council was at the Members' Entrance of the County Hall, Westminster Bridge, to receive his copy. The Lord Mayor of London received his copy at the Mansion House by 11.30.

In Bethnal Green, the Mayor accepted the message at the Town Hall and then inaugurated a parade of decorated vehicles. The head boy and girl from each school in Holborn accompanied the Mayor at the Town Hall entrance, and each received a personal copy from the Mayor.

At Hampstead, the Mayor went to New End School to receive the Code and message from a dispatch rider, who was escorted by "Sir Hye Weigh Koede" - a picturesque figure.

The other boroughs where the message was received were: Southwark, St. Pancras, Fulham, Paddington, Bermondsey, Islington, Shoreditch, Finsbury, Battersea, Hammersmith, Kensington, Camberwell, Deptford, Stoke Newington, Stepney, Lambeth, Wandsworth, Greenwich, Hackney, Woolwich, Lewisham and Rplar.

Ministry of Transport,
Berkeley Square House,
London, W.1.

30th November, 1959.

MOT 3744