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Title:

TV Broadcast - Road Safety and Bushfires; 5AD Christmas message

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1953
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BUSHFIRE.

20.12.72

SOUTH AUSTRALIA COULD BE ON THE BRINK OF DISASTER:
THE SITUATION NOW IS POTENTIALLY MORE DANGEROUS THAN
BEFORE BLACK SUNDAY 1955.

THROUGHOUT THE STATE THE COUNTRYSIDE IS TINDER DRY.

ONE CARELESS MATCH OR CIGARETTE BUTT COULD BRING TRAGIC
LOSS OF LIFE AND MILLIONS OF DOLLARS WORTH OF DAMAGE.

THIS MONTH THE E.F.S. HAS ALREADY DEALT WITH MORE THAN
120 FIRES.

PEOPLE CAUSE FIRES.

PARENTS: DO EVERYTHING POSSIBLE TO KEEP MATCHES AWAY FROM
YOUNG CHILDREN.

WARN OLDER CHILDREN OF THE DANGERS OF BUSH FIRES.

DON'T THROW LIGHTED CIGARETTE BUTTS FROM CAR WINDOWS - IT'S
AN OFFENCE; AS WELL AS BEING APPALLINGLY DANGEROUS - PARTICULARLY
IN THE ADELAIDE HILLS.

HOUSEHOLDERS: TAKE ALL POSSIBLE PRECAUTIONS AGAINST FIRE,
CLEAR POTENTIALLY FLAMMABLE MATERIAL FROM AROUND THE HOME.
YOU CAN'T BURN. BUT YOU CAN MOVE IT.

ROAD SAFETY.

20.12.72

IT'S SHOCKING THAT WHILE THE AUSTRALIAN ROAD TOLL HAS FALLEN, SOUTH AUSTRALIA IS SETTING A TERRIBLE NEW RECORD - 301 DEAD AND THOUSANDS MAIMED OR INJURED.

LAST MONTH ADELAIDE'S TWO MAIN HOSPITALS TREATED 568 ROAD CRASH VICTIMS.

OVER THE HOLIDAY PERIOD, UNLESS WE ALL MAKE A CONSCIOUS EFFORT OTHERS WILL DIE OR SUFFER FEARFUL INJURY.

TAKE CARE ON THE ROADS; CONCENTRATE; DRIVE DEFENSIVELY. ABOVE ALL, DON'T DRINK AND DRIVE.

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UNLESS WE'RE ALL ULTRA-CAREFUL THIS HOLIDAYTIME THE CHRISTMAS PRESENT FOR SOME SOUTH AUSTRALIAN FAMILIES MAY BE A DEAD OR CRIPPLED CHILD: OR A LIFETIME'S HARD WORK LITERALLY IN ASHES.

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I'M VERY PLEASED ON THIS SPECIAL DAY OF THE YEAR TO BE
ABLE - THROUGH FIVE AD - TO GREET SOUTH AUSTRALIANS.

CHRISTMAS IS ^(FOR MOST OF US) A HAPPY TIME, A TIME FOR CELEBRATION
AND RELAXATION.

BUT, AS WE ENJOY OURSELVES, LET'S REMEMBER THAT MANY
PEOPLE IN OUR COMMUNITY TODAY DON'T HAVE MUCH TO BE
HAPPY ABOUT -- THE SICK AND THE ROAD CRASH VICTIMS IN
HOSPITAL, THOSE WHO ARE ALONE IN THEIR OLD AGE, THE
POOR AND THE HANDICAPPED.

LET'S SEE IF WE AS INDIVIDUALS AND AS A COMMUNITY
CAN'T DO MORE IN THE COMING YEAR TO HELP THEM.

AND MAY I MAKE A SPECIAL PLEA -- IF YOU'RE GOING
TO HAVE A DRINK OR TWO TODAY OR ANY DAY PLEASE, PLEASE
DON'T DRIVE.

IT'S BEEN SAID THAT WE ARE A LUCKY COUNTRY. IF NEXT
YEAR WE CAN DO SOMETHING POSITIVE TOWARDS BRINGING AN
END TO MISERY, TO HATRED AND TO THE HORRIBLE SLAUGHTER
ON OUR ROADS WE'LL BE A MUCH BETTER COUNTRY.

A VERY HAPPY CHRISTMAS TO YOU ALL.
