

Sportsmanship in Safety

By HELEN HULL JACOBS

Lieutenant Commander, United States Navy, Washington, D. C.

It has seemed to me, for a long time, that the work the National Safety Council has been doing is such an important job that it ought to have the whole-hearted support of every citizen in this country, particularly those who get behind the wheel of an automobile.

I hesitate to confess when I first learned to drive a car, I might start an investigation! However, I'll take a chance. I was thirteen, and I hasten to add that I had a responsible person at my side. I've always liked cars, and I've always liked driving them. My favorite treat, when I was a little girl, was sitting on my uncle's lap, steering the first Stanley Steamer delivered in Arizona, where I was born. Of course, it was a very old car by then!

I've driven many thousands of miles since then. I've coped with the hazards of English country roads, the sudden turns obscured by hedgerows; and in Egypt, with the small boys rushing out in the path of the car to sell tangerines, frightening me out of a year's growth as they skidded to a stop within a hair's breadth of the front tires.

But these hazards were understandable. Cars don't travel the country roads in England, nor the road from Port Said to Cairo in anything like the numbers that cars travel the same sort of roads in this country.

There are more automobiles in the United States, per capita, than in any other country in the world. This would make it seem that the drivers of these cars know that it is smart to be careful, smart to be a good driver, sportsmanlike to obey the rules and courtesy of the road.

We Americans have always prided ourselves on our sportsmanship, which is, after all, just good manners and consideration for the other fellow. In the game that I played for more than twenty years, I almost invariably found sportsmanship at its highest quality among the competitors of all nations. It is a game, as all of them are, that breeds sportsmanship among the right people, and most of them are right.

I particularly remember one example of this. In 1937, at Wimbledon, England, Gottfried Von Cramm and Henner Henkel, representing Germany in the Inter-Zone Davis Cup Final, and Donald Budge and Gene Mako, representing the United States, were playing one of the most exciting tennis matches I have ever seen. In the fifth set of this deciding doubles match, when it seemed as if the Germans were bound to win, and at a point which could have clinched the match for them, Don Budge tried a daring placement to pass Von Cramm at the net.

All of us, watching the match, saw Von Cramm make a perfect, winning volley for match point against the American team. But as the umpire started to call the score, Von Cramm held up his hand and said that his racket had touched the net as he made his volley. That is a fault in tennis. The point went to the American team. After Don Budge had asked Von Cramm if he was *sure* that he had touched the net, they finally won the match and eventually defeated the British team in the final.

No one who was sitting with me saw Von Cramm touch the net. But only the player, in a case like that, knows that he has done it. The winning of the Davis Cup for his country was less important to this German champion than the fair rules of the game.

I remember another instance of fine sportsmanship on the tennis court. This time, it was sportsmanship in the interests of safety. In the quarter-final of the 1934 National Championship Singles I was playing a California opponent and friend, Josephine Cruickshank. She had been a member of the Wightman Cup team that I had captained earlier that summer in England. I was making every effort to win the championship for the third time, and I knew that I faced a formidable opponent on my hopeful way to the final round.

It had rained most of the morning, and the court was very slippery that afternoon. I had fallen several times during the first

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set of our match in going for wide shots and drop shots, and because I found it so difficult to keep my footing, I requested permission to wear spikes. Most players don't like to wear them, and they particularly dislike playing some one who does, because spikes are apt to make divots and grooves on the court.

The request was referred by the umpire to the referee who came out on the court, walked over part of it, said he didn't think it was slippery enough to justify the use of spikes and refused permission.

I again appealed to the umpire. A serious fall could put me out of the tournament and I didn't want to play against the mental hazard of that possibility. But there was little he could do. The decision was up to the referee. I asked Jo what she thought of the court.

Although she was one of the players who didn't like spikes, she told me and the umpire that she thought the condition of the court did justify their use. That settled the matter. The referee agreed, I wore them, and, able to get set for my shots, pulled through the match and finally won my championship.

Two years later, when I was practicing outside the stadium on one of the courts where spikes are never permitted because, reasonably, if it's too slippery, players practicing are expected to stop rather than damage the courts, I really came a cropper, landed on my right thumb and dislocated it. The New York Times' eminent tennis writer, Allison Danzig, got the New York Giant's trainer to come to Forest Hills and put my thumb and most of my hand in an adhesive plaster cast. I was trying for my fifth consecutive National Singles championship and couldn't bear the thought of being unable to continue play.

After a day's grace, I got through to the final. Then, ably assisted by Alice Marble, I lost a long match and my title to one of the greatest players and best sports that ever lived.

Most of you have seen impressive examples of sportsmanship in various games. Doesn't it seem incredible that the same sort of people who will concede points not rightfully theirs on the sporting field, will frequently forget sportsmanship when they are driving a car? Normally, they are law-

abiding citizens who would condemn a killer to death, but will take a chance on themselves being killers for the sake of getting to their destinations a few minutes sooner.

It is hardly necessary to point out the close alliance between the safety program and our national defense. When our government is calling upon every able-bodied person in the United States to take his place in whatever capacity he can best serve his country, it is sickening to read the toll of lives, the maimings that are the result of highway accidents, so many of which were undoubtedly avoidable.

Anyone is willing to agree that in winter time, in most parts of the country, driving conditions become so hazardous that accidents are often unavoidable. It is not these that we can hope to write off the books, for the best of precautions can fail, and a slippery road can be more than human skill in driving can cope with.

It is the accident that is the result of stupidity, carelessness or wanton bad sportsmanship; passing on hills and curves, trusting to luck rather than judgment, driving a car that is mechanically deficient. It is the accident that is the result of drivers who persist, in travelling the fine highways that lace this country, in going at a pace that forces the driver who is observing the speed laws onto the soft shoulder of a road, then into a ditch; of the drivers who proceed at maddeningly slow pace in the left lane that is meant for fast traffic and for passing, and who take the "get-by-me-if-you-can" attitude, and tempt the motorist who will. These are the accidents that should be written off the books!

I'll give you an example of what I consider one of the worst violations of sportsmanship and good manners that I have encountered in a long time on the road. Returning from Fredericksburg, Virginia to Washington on the Shirley Highway, a splendid four-lane road, I had the misfortune to get behind a driver who was going about twenty-five miles an hour (the speed limit is fifty-five). I passed him and got back in the right hand lane. He passed me at about sixty-five, then promptly reduced his speed to twenty-five. This little game of highway horseplay went on for miles until another irate motorist got in front of this driver and held him to twenty miles an hour. I hung back long enough to

see what he was doing and shaking kind of drive as a highw speeder.

I also had the truck driver who added weight of about ten tons holding you pace, tempting at any cost.

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When I Gun Factor, the extreme industry, if it the business Navy, as you unturned in waste of moments.

It's effort is outstanding merits, and many years, the Navy honored by civil, one of "Award of Safety."

Because of trial safety of manpower would like the Navy's story:

see what happened. More blowing of horn and shaking of fists you've never seen. That kind of driver ought to be hauled into court as a highway menace just as much as the beer.

I also have almost homicidal reactions to the truck driver who races like mad, passing you down every hill, then, because of the weight of his truck, is forced to proceed about ten miles an hour up the next hill, holding you and all traffic behind you to his pace, tempting the impatient motorist to pass at any cost.

The unavoidable hazards of driving, these days, make the problems of the National Safety Council tough enough without the added problem of coping with drivers who think it's smart to be stupid and who regard sportsmanship on the road as a virtue to be practiced only when they spot the highway patrol officer in the rear-view mirror; or when they become scared enough, after passing the tangled evidence of a wreck, and ambulances being loaded with the victims, to observe the rules of the road.

I have the good fortune to be on duty at the Naval Gun Factory in Washington. This is the largest naval armament plant in the world, and you can be sure that there is a safety problem there, too, although of a different sort.

When I first reported for duty at the Gun Factory, I was immediately aware of the extreme seriousness with which an industry, if it is to progress, must approach business of accident prevention. The Navy, as you have done, has left no stone unturned in order to reduce the unnecessary waste of man and material power by accidents.

It's efforts have been so successful that it is outstanding among Naval shore establishments, and has been five times, within as many years, commended by the Secretary of the Navy for its safety records, four times honored by you, the National Safety Council, one of these honors being the coveted "Award of Honor for Distinguished Service to Safety."

Because you are all so interested in industrial safety in relation to the conservation of manpower, particularly for defense, I would like to read to you the Secretary of the Navy's commendation to the Gun Factory:

1 August 1951

"From: Secretary of the Navy

To: Superintendent, U. S. Naval Gun Factory, Washington, D. C.

Subj: Secretary of the Navy Award for Achievement in Safety

"1. The Naval Gun Factory achieved a four per cent reduction in its lost-time accident frequency rate and a sixty-nine per cent reduction in severity rate for the year 1950 as compared with the rates of the previous year. This improvement over 1949's less than 5.0 frequency rate is commendable and merits the Secretary of the Navy award for Achievement in Safety.

"2. This excellent accident record indicates that personnel of the Gun Factory are giving their wholehearted support and earnest effort to carrying out the safety program. The fact that the Gun Factory has earned this award for five consecutive years is evidence of the effectiveness of your safety organization. These years of low accident experience have contributed immeasurably to the saving of lives, the conservation of the nation's resources, and increased production.

"3. The Secretary's Award in official recognition of, and praise for, the untiring effort and constant vigilance of all personnel in accomplishing the improvement of an already outstanding performance in accident prevention.

"4. I congratulate all hands of the Naval Gun Factory on this noteworthy accomplishment.

Dan A. Kimball"

None of these awards has been merited without the full cooperation of every employee of the plant and the diligent work of the safety engineer and his staff.

Such programs as 100 per cent eye protection for all the employees of the Gun Factory, with eye correction included in their protective goggles, a system for the reporting and analyzing of every accident, with follow-up procedures to assure correction of the undesirable conditions; a safety indoctrination period for each new employee; safety instructions for supervisors; the review of all production projects to insure that safety engineering principles are incorporated in each operation; a program of shop safety committees and the enforcement of safety rules—all these things have been

responsible for the Gun Factory's record in holding accidents to a minimum, thereby insuring maximum defense production.

I hope you will forgive me for bragging about my present duty station, but I have been so close to it, have so admired the sportsmanship of everyone concerned in keeping this tremendous defense plant at top efficiency to serve the needs of the hour and to be prepared to meet the possible emergency of the future that I thought you would like to share with me my pride in the Gun Factory.

I believe, having spent most of my life

in the field of sports, that I can say this to you with all sincerity. No one has ever won a championship without years of hard practice, heart-breaking disappointments and such a profound determination to reach the goal he has set for himself, that there can be no obstacle too great to overcome. The same is true of a champion in the field you have chosen. Hard work, enthusiasm, determination and, above all, an indomitable will to win, will, in the long run make each one of you a champion to the men and women and their families to whose safety and well-being you have dedicated your services.

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Address

By **MILLARD CALDWELL**

Administrator, Federal Civil Defense Administration, Washington, D. C.

I am delighted to be here with you this morning because your objective and ours are the same. I am reminded a little bit of when I was appointed Federal Defense Administrator. One distinguished public officer said he did not believe I could accomplish that job. Upon being asked why, he said, "Well, if he had sense enough to do that job, he would have had too much sense to accept it." I think he probably has something.

The difference between your organization and Federal Civil Defense is the difference between the retailer and the wholesaler. We are very interested in safety, whether it be on the road, in the home, in the schools or on the farm. The accidents that disturb you and disturb the rest of us and are most frustrating, are the accidents that come in ones, twos and threes. The accidents which worry the Federal Civil Defense Administration are the accidents which come in the hundreds of thousands.

There are many clear reasons why the National Safety Council should be concerned about civil defense. Federal Civil Defense in the cities and in the states, is safety. It is the same kind of safety that you are interested in, the protection of American men, women and children. Accidents that happen, whether on the home or on the farm or in the city, arising out of traffic or other means are involved.

Safety is no accident as your slogan has so long made the public know. It doesn't just happen. It is something you have to work for. It is something you have to keep working for, and there again we have a similarity. In civil defense, we are not interested in a momentary burst of enthusiasm. We want the calm acceptance with the facts on the part of the people in this country that civil defense is now as much a part of your everyday life as the fire department and the police department, public school system or your churches. It is true until the Utopian dream of peace on earth is realized, civil defense is a part of your everyday living.

The thing that we probably have failed to recognize in the last few years since

1945 is that the character of warfare has changed for the first time in the history of the world. Up to 1945, the wars were won or lost by the armies and navies in the field. Beginning with the dropping of the first atom bomb, the wars of the future will be won and lost by the people at home, and those people who are best informed, best organized, best trained, are the people who will win the next war, while the people who are least informed, least well organized, least well-trained, are the ones who are going to lose the war.

You may just as well accept the fact now, instead of when it is too late, that it makes not one particle of difference how big your air force is, how great your navy may be or what your ground forces may be. The military cannot win the next major war unless it is supported by an informed public dedicated to the business of maintaining production and life in the cities, the congested areas, the industrial centers of this country.

I think you may be interested in knowing what the best-informed people in this country, the best informed as to our military necessities have said about civil defense. I won't go into any detail.

Even the most skeptical of you now know that Russia does possess the atom bomb. Most of you know that Russia has been for some time producing the atom bomb in increasing numbers, and it has enough to blast all the major cities in this country any time it wishes to do so, and that the dropping of one atom bomb on a congested city such as Chicago, will produce more accidents, more casualties in the one accident, than all of the accidents from all of the causes in this country in one year. It will be very difficult for one atom bomb dropped on one of the cities in this country to produce as few as 90,000 deaths. The Joint Chiefs of Staff, speaking through General Bradley on September 4, just a month ago, had this to say: "While the Joint Chiefs of Staff feel that civil defense itself is not a military, but rather a civil responsibility, the armed forces in the past supported and will continue to support the very important mission of civil

defense. If the worst should come, the entire military effort will be concentrated upon the primary mission of defeating the hostile armed forces. In the event of an attack upon the United States by enemy aircraft, our military forces will do everything in their power to shoot down the enemy planes."

The air force itself has said that under optimum conditions with the maximum of radar protection devices provided, installed and manned (which will take another two years), and after all the thousands of air spotters have been enlisted and trained and put in their places of observation, after we have acquired the maximum of aircraft production, and those aircraft have been put into operation, the most we can hope to do is to stop three out of ten attacking planes. Without going into detail there, I might add that probably none of those three out of the ten will have the atomic bombs in them.

Continuing with General Bradley's statement:

"However, it is the opinion of the air force that should an attack come, a large percentage of enemy aircraft would probably be able to penetrate our defenses. Therefore, a competent, federal defense agency must be able to function in order to return our workers and our factories to maximum production and restore communications in the shortest possible time."

What happens to the federal civil defense agency is not important. It is what happens to your state, your city, and your local civil defense agency that will make the difference between winning and losing because all operating responsibility rests at the state, the city and the local level.

Again continuing with General Bradley's statement:

"There exists then, a requirement for an organization planned and set up beforehand to take over in the event of an emergency of this nature. If civil defense does not function effectively our defense efforts will be very adversely affected."

That language, "If civil defense does not function effectively, our defense efforts will be very severely, adversely affected," was by the Joint Chiefs of Staff, and it has put the issue squarely up to us. General Bradley said, "An urgent and continuing necessity is

civil defense." It is a point of view that has been emphasized and should be emphasized by Secretary Acheson who recently succeeded General Marshall as Secretary of Defense. He justified that civil defense "is a partner, a co-equal partner in national defense."

If another war breaks out, Russia knows that to win it must stop production. Second, it must demoralize the people in this country. And Russia knows that unless we have trained civil defense organization throughout this country that the bombing of the half dozen or a dozen or 25 major production centers will stop production and it will panic the public. And it knows, of course, that if the public is uninformed and untrained, that more people will die in the panic than will have been killed by the bomb. If the war starts, it will start with that sort of an attack.

Secretary Finletter, testifying before the Senate Preparedness Committee not long ago, said, "Possible enemies of this country, according to our best information, now have a substantial number of atomic weapons and also have the planes to carry these weapons in an attack on this country."

We know Russia does have the atomic bomb and we do know they have over 500 tremendously big and powerful and well-manned planes that can drop an A-bomb anywhere in the United States any time they want to.

But, continuing, "Whether or not such an attack will be made can only be guessed at. But, for the purpose of our planning, we must assume that it will be made and must make our plans accordingly. It seems to me we should ready our civil defense as we are readying our radar interceptor and aircraft defenses. Our policy as to civil defense, I believe, should follow that policy and this should be based on the sound, subject, namely, that an attack may come and that whatever the proper measures are to provide for the civil defense of the nation in the event of such an attack should be put into effect as soon as possible."

I don't know whether General Marshall or Secretary Lovett or Secretary Finletter or General Bradley are talking through their hats or not. It is the best source of information I know. They are great men, all of them. They are not given to crying wolf.

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They tell you that this country is in danger at this time and they tell you that civil defense is necessary, and I say to you that for myself, I am convinced that they are right, and the sooner we start moving, the more likely we are to avoid such accidents.

The President said not long ago, as long as there is a chance of any kind that atomic bombs may fall on our cities, we cannot gamble. We cannot be caught unprepared. This matter of civil defense is a sort of casualty policy that does more than to protect you from the effects of an accident. This is the only policy I know that will have a tendency to prevent the happening of the accident. You insure your automobile and you collect if you have the accident. You insure this country with civil defense and it may be that you collect extra dividends by preventing the accident.

I say that because as we stand now, we are uninformed, we are unorganized, we are

untrained, and Russia knows this morning that it can blast this country and the morale of the people of this country with great benefit. Russia also knows that when we inform the 150 million American citizens of what can happen and what to do if it does happen, and when we organize some 15 to 17 million American citizens in the volunteer forces of civil defense and train them to take care of the immediate problems of the rescue, problems of the police and fire and all other phases of the work, that they cannot by any such attack either stop the industry or upset the morale of this nation. And therefore, the faster we can move in our information program in the enlistment of intelligence and brawn in the civil defense organization, in the training of those people to do their job and do it effectively, the more rapidly do we reach that point where Russia will stop and think twice before it attempts to destroy this country by an atomic attack.

Six Steps Ahead

By NED H. DEARBORN
President, National Safety Council, Chicago

It is time for plain talk. You and your fellow Americans have been warned over and over, time and again, against accidents. You have been politely advised what to do to prevent them. Hundreds of organizations have waged a persistent program of action to help you help yourselves.

Thousands of news stories, special feature articles, editorials, and cartoons have for several years told the stark tragedy of human waste and economic loss that come through needless accidents. Millions have heard the safety doctrine by way of radio, television, and motion pictures. All other media of public education are contributing generously of their space and time to your welfare.

The best that can be said is that the over-all accident *rate* has been reduced and that the results would be too horrible to contemplate if these widespread and continuing efforts had not been made. We still kill and maim young and old until any decent-minded and thoughtful person must be sickened and shocked beyond words. I'm sickened and shocked but not yet beyond words.

You have been advised that cooperation must be the basic method used in this important area of human, economic, and national welfare. Oh yes, I can truthfully compliment many of you on the gains made in cooperation during recent years. Gratifying as the gains are, we are capable of much greater gains. But this is not a report of progress. That kind of a report has been made so often by so many that it has currently the effect of a bromide. This is a report on the *gaps* in our program of cooperation. Those who believe in and strive for cooperation will not take offense at what I shall say. Those whose personal or institutional selfishness keeps them from cooperation may not enjoy this report. They may even resent it. Those unfortunate people are more concerned with their own narrow and selfish purposes, prides, and prejudices, than in saving human beings from death and injury. But really I care not a whit what they think. I'm tired of being polite to those within and without the Coun-

cil family who impede cooperation and thus contribute to our ghastly and disgraceful national accident record.

So I will spell out in my simplest English the six steps in cooperation. And I shall draw heavily upon my own experience to point out the gaps in our program to date. The six steps are: (1) the establishment of the machinery for cooperation, (2) the start of the machinery, (3) proper use of the machinery, (4) belief in each other, (5) support for one another—financial and moral, and (6) constant hard work toward full cooperation.

Last year I tried to explain the nature of man as we in America see it. I gave you a thumbnail sketch of the history of thought which resulted in the American concept of the individual man. In so doing I actually stated the fundamental concept, the nature of man as held in the United States and in all free countries, on which safety is based. I shall omit in this oral presentation the basic reasons for cooperation. In the record the explanation of why cooperation is a "must" will be printed as a postscript.

And now on with my *very* unpleasant duty of being *mildly* unpleasant in the face of a *tragically* unpleasant situation.

Step One—The Machinery for Cooperation

In 1947 we voted to revise our Constitution and By-Laws enabling us to set up Conferences in the several fields of accident prevention. Choice of membership in a conference is your own prerogative. After the initial letters of invitation, your advice on Conference membership has always been honored, even though the invitations still bear my signature. Each Conference is composed of representatives from leading public and private agencies. Each Conference has it in its power to be the National Safety Council in its special field—to be a COUNCIL in the best and truest sense of the word. The Conference is the mechanism through which cooperation can be realized.

The first step was to obtain Conference members. We were elated by the response.

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Only two agencies declined among the scores invited. These two agencies were afraid they would lose their identity, their prerogatives. They were afraid that this caucus, the National Safety Council, would swallow them. The irony is that Conference membership is a chance to cooperate with sister agencies in safety to their mutual advantage.

The Conference system precludes the possibility that the National Safety Council staff may "run the show." Only the secretary of the Conference is a staff member, and if he does more than advise at times and tend to the chores, it can be charged to the Conference members. The Conference takes the National Safety Council out of competition and makes it only one of many cooperating agencies. Thus, the machinery is established and ready for the mutual benefit of all agencies.

Step Two—Starting the Machinery

After the Conference is established, a Conference meeting is scheduled. The day arrives, and so do most of the Conference members. It is a cause for wonder at times why some of them ever agreed to join the group. The net effect so far is discouraging. One gets the impression that some people, a few, are quite skeptical of the motives of the National Safety Council in calling them together. What are these dubious characters on the staff up to? Are they fencing us in? Or, to change the figure of speech, are they building a tent over all other agencies? Are they reaching out for more power? Are they trying to control safety in this free country of ours? More irony. Each Conference member is, with few exceptions, already a member of the National Safety Council. So these skeptics in reality are doubting themselves—unless they entertain the paradoxical notion that their own hired hands are either incompetent or untrustworthy. Then their attitude toward each other is also perplexing. It seems they not only are skeptical about the motives of the National Safety Council, but suspicious of each others' motives. This would be amusing were it not for the devastating results on the main job of the Conference—namely, to bring about cooperative action. Lack of trust and base suspicions are unworthy factors in this great cause.

The next Conference phenomenon is really something to watch. Each member reports

what his agency is doing in accident prevention. With no intention, I'm sure, of being untruthful, the tale loses nothing in the telling. After one such meeting a member who had been silent said to me, "We might as well go home and quit worrying. These folks are doing everything that can be done! There just can't be anything more to do!" Sardonic humor and more irony. All that is being done is not enough. The aggregate effort may sound impressive when well told. But separate efforts without unity, without cooperation, are wasteful of time, money, and effort, and can even be downright harmful. We must rise above ourselves, if necessary, in this great humanitarian effort.

Step Three—Proper Use of the Machinery

We have appeared before each Conference and tried to explain our policy of cooperation and what cooperation in action programs actually means. We have said each organization's opportunity's and privileges are threefold in character. First, the Conference should determine the size and seriousness of its problem. Secondly, through further discussion, it should reach the best decisions possible as to the several practical solutions to its problem. And lastly, the Conference members should agree among themselves what should be done, and what agency or agencies can best do what.

We further stated that our staff would no longer decide by itself what activities or publications the staff would perform or produce. Each Conference would do that. We said that we hoped our staff members would present worthwhile, practical ideas, but that the Conference would decide whether our staff members conducted their own suggested programs or whether some other agency or agencies could conduct them more effectively, or even whether the suggested programs should be postponed or dropped. So far as the National Safety Council is concerned, there are only two limitations on this procedure: (1) Our available funds to do what each Conference decides the staff should do, and (2) our general policy entitled "Safety In Action," formulated and made official by our Board of Directors, on which each Conference has three members of its own choice.

This doctrine must have been really revolutionary. It's quite clear some Conference

members haven't believed what they heard or they haven't understood what is meant by cooperation.

It would seem simple enough that if our staff members cooperate with other members of the Conference that other members should cooperate with them. And equally important, should cooperate with each other. Has this happened? Not nearly to the extent desirable or possible. Has each member brought his projected plans or those of his organization to the discussion group, the Conference? Those who have are the exceptions and they have been so conspicuous as to be unique. Most of them have kept right on peddling their own papers on their own paper routes. More irony. No person has a corner on good ideas, and I've never heard a proposed program that couldn't be improved by free and understanding discussion. Besides, the agency would leave the Conference meeting with the blessing and good will of all the other agencies represented. Let's try more and more teamwork and win more and better ball games. We can if we will.

Step Four—Belief in Each Other

The next and urgent need is to strengthen our faith in each other. One of the basic tenets of democracy is that each of us has in him more good than bad. I believe that, implicitly. Let's look for the good in our fellow Conference members. It's there to see, and if the good needs encouragement, let's not make believe it doesn't exist.

We could make a good start in Council action and nationally if we worked harder than we do at the following and similar things. In industry let's stir top management to an active interest in safety—in the factory or business and outside of it. There is clear cut evidence that this is necessary. When achieved it is effective. To cite a single example among many: this summer I presented a Distinguished Service to Safety Award to a certain railroad. Its improved accident record began about five years ago with the advent of a new president and a new board chairman. That was more than coincidence.

Let's encourage management and labor more than we do to work together in accident prevention. There is no moral justification for either side carrying over into safety the differences, the distrust, the fear that has been too often engendered by ques-

tions of collective bargaining methods, wages, hours, pensions, and other working conditions. In safety management and labor surely have common interests. The Council's policy on this matter is crystal clear, and I have heard no dissent to it. We ourselves in the Council ranks might provide a good example.

Let's sell safety to our schools and colleges. This is a field where we are extremely vulnerable. To most school people we are still an "outside" agency. They still consider us in the same category as commercial agencies. And so we are suspect. But a good school program across the nation would be the greatest single force in the safety movement. And a single school generation would prove it.

In traffic safety, let's do two things. First, let's quite molly-coddling the incompetent or disinterested public official. And (2) let's build public support groups in every village, city, county, and state in our land. They should be comprised of our most influential men and women. They will give support to conscientious and able public officers.

In this connection, let's quit being diplomatic with a certain section of the public. I refer to the crazy traffic fools who drive and walk on our streets and highways. This group, I'm convinced, is a minority. But it is a menace to all decent-minded and intelligently careful drivers and pedestrians. These "crazy fools" don't keep their cars in good condition. They disobey the signs, signals, and regulations of the road. They speed. They zoom from one traffic lane to another, and back again. They pass cars on curves and hills where it is impossible to see what is ahead. They take chances at rail-highway crossings. They drink and drive. They drive when they are tired or sleepy. They start late and hurry in desperation to reach their destination to save a few minutes for nothing. They are the chronic ticket fixers. They show off. They are smart-alecky. And they disregard the fundamental rules of courtesy. I say these people are "crazy traffic fools" and they should be made to feel the displeasure and disapproval of all the rest of us. But the rest of us must shed our cloak of apathy and show more civic courage than we do. We can, and one day we will.

Let's take a good look at ourselves. It's not very important who originated the slo-

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gan "Be careful—the life you save may be your own." Or is it? Here is a supplementary slogan for traffic safety: "Watch for the crazy traffic fool—the life he takes may be your own!" You are welcome to claim it as yours, just so it helps to prevent accidents. It's not overly important who made the best speech, who wrote the best feature article, the best editorial, or the best news story, or who drew the best cartoon. Everybody's talent is what counts. There is enough talent in this audience to work wonders if only we willed it so. We can and we must.

And finally in this fourth step, the attention of the professional safety leaders is earnestly sought. We warn them that any group in any area of human activity faces a very real danger of an infirmity. It may be called hyper-institutionalism. This is a big word for a common weakness among human beings. It means that a group lives with an occupation so long and so closely that it feels a prior claim to the field and a lessening compulsion to explain its program and purposes to those whom the group is designed to serve. Just look in any direction and note the "closed corporations," the "select clubs," the "professional sanctity," and the "smugness of group self-satisfaction." The preventive medicine or the antidote is humility, faith in others, new blood, and a determination to continue to serve humanity.

You may not like the way your hair is combed. We may think you wear just too, too awful hats. We may wish you wore less noisy socks or neckties. We may disapprove of your language or your stories. But we would be disloyal to the safety movement if we permitted such prejudices to undermine our faith in you. Faith will lead to cooperation. Faith will, it is said on respectable authority (!), remove mountains. We haven't any mountains to remove. We merely have to make our Conferences work. We are simply trying to cooperate. Let's try harder, beginning today.

There is a certain major league baseball team with more 300 hitters on it than any other team in the league. It didn't win the pennant. The reason most frequently given was "too many stars who didn't play well together as a team." We are engaged in an enterprise where not a pennant, but human lives, human suffering, economic health, and

national security are at stake. Let's build team work through cooperation, through faith in each other. We can do no less, and remain true to our trust.

Step Five—Support for One Another —Financial and Moral

This deals with the "sordid" question of adequate financial support. The National Safety Council at the moment depends on corporation support to a very high degree. But that needs an explanatory note. Contributions from corporations account for only one-sixth of our annual income and one-third of that comes indirectly through Foundations. The rest of our income is from dues and sale of materials, bought and delivered as any other service useful to business and industry. Why the resistance to our appeal for corporate giving? Well, it's a new movement and there are many demands upon corporations. The state and local safety councils will tell the same story. But let's all increase and improve our requests.

In 1942 and 1943 the War Production Fund to Conserve Manpower was actually opposed by some industrial safety supervisors on the ground that it would result in smaller budgets for their own business and industrial safety departments. Of course the exact opposite happened. When top executives became aware of the safety problem, they gave more attention and financial support to their own safety programs.

Business executives properly insist that the base of support for accident prevention must be broadened. Well, it's being done, but it is a slow job. How many of you have dipped into your pocketbooks to make a personal donation to your local or state safety council? I won't ask how many of you have done that for your National Safety Council. I'll tell you. We have exactly 583 individual memberships—and their dues are payments for service—not contributions. Our individual contributors should be numbered in the thousands, and those of state and local councils in the millions. Other causes, no more worthy, have such support. Our cause can too.

Funds are necessary to organized effort. Organization is necessary on a modest scale, at least, to secure cooperation on a national, state or local level. Let's get adequate financial support and at the same time get

other agencies to spend their own funds on their parts of the total accident prevention program. The two goals are thoroughly consistent with each other. Cooperation is a two-way street.

We have discussed the first five steps: (1) establishing the machinery for cooperation, (2) starting the machinery, (3) use of the machinery, (4) belief in each other, and (5) support for each other—financial and moral. Steps Four and Five are still largely in the theoretical but potentially practical state. But for a consideration of Step Six let's regard them as realities.

Step Six—Constant Determination and Hard Work Toward Full Cooperation

So now we have the cooperative groups. They have accepted cooperation as the ideal method in accident prevention. Distrust is replaced by whole-hearted, unified action. They have faith in each other because they have faith in a job worth doing. They have adequate financial and moral support.

Each step—all five of them—will be of little avail unless the last one is taken. It is a constant rededication, a renewed consecration to the reduction of human suffering first of all, and, next, renewed consecration to the reduction of economic and national losses.

No one can view with equanimity the bruised, broken, bleeding and lifeless victim of an accident. I employ a yard-man at home. He lost both feet and a finger in a steel mill accident. He still works in the steel mill and he does the work of two ordinary laborers in our yard. He is cheerful and willing and takes great pride in his workmanship. The latter point is priceless to our economy and to progress. What would that man have accomplished had he retained all his physical powers!

I know a young woman who was facially disfigured for life in a home accident. She is embittered, unhappy, and a psychopathic case. Her life is, in any comparative sense, almost useless.

Recently in New York a mother telephoned me. She said she fully agreed with what I say about accident prevention, but that I had consistently omitted one point. She said that her son was killed in a traffic accident and that she was "killed" too. She meant, of course, that her zest for life went with her beloved son.

These examples point to the useless tragedy of it all. And because of countless incidents like these, we must *never, never* lose sight of our purposes. They are high and noble purposes, and they deserve our everlasting best. No littleness of any kind whatsoever must alter our determination to win the big struggle against accidents.

There is a quotation I like from Booker T. Washington. It is this: "I will allow no man to drag me down so low as to make me hate him." Here is another way to say it: "I shall ever strive to rise to that plane where love for my fellow man governs my every thought and act." With such ideals, we should one day know the glories of cooperation. Then thine and mine shall be an eternal reward—the divine blessing, "Well done, thou good and faithful servant . . ."

Postscript

There was one paragraph in my report a year ago which is so basic to safety work that it bears constant recollection. I shall quote it without philosophical history.

"Our concept of an individual human being is an interesting composite. He has sense perceptions, related to each other, and to things about him. He is a knowing creature and so indulges in abstract and creative thought. He has a will and so exercises considerable control, especially over the inanimate aspects of his environment. He is a rationalist, and so he is importantly influenced by invention and discovery. He takes progress for granted. He has a soul and so is guided by a deep and strong faith in a metaphysical life. He is not a superman, is not a super leader, and does not believe in a super state. His powers to think rationally, to create, and to control do not take an assertive, aggressive form. He is moral, beneficent, tolerant, independent, free, peaceful, and industrious. The American ideal, in short, is the good man."

You and your loved ones, your friends and neighbors, your fellow countrymen, your fellow men, so defined are eminently worth saving. Each one should be protected against accidents, disease, disaster, and any other misfortune that endangers or impairs his maximum effectiveness as a responsible member of society. Our strength as a nation and our usefulness among the peoples of the world are directly proportionate to the strength and usefulness of each of us as

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individual human beings. Hence, the importance of our work in the several fields of accident prevention.

I want at this time to stress with all the emphasis at my command the principal general method by which work in safety can be made most effective. I refer, as I have repeatedly for nearly a decade, to the principle of cooperation.

Webster says that "cooperate" means "to act or operate jointly with another or others; to concur in action, effort or effect." It would seem that the idea of working together is so simple as to be universally acceptable. On the contrary, the application of this simple principle is complex and difficult.

Primitive tribes exemplify cooperation within rather severe limits. Their individual members cooperated among themselves for day-by-day living, for protection against hostile tribes, and for making war against other tribes. Sometimes two or more tribes cooperated for the second and third reasons.

As population increased and, in consequence, tribes grew in size, for example, into city-states in Ancient Greece and Egypt—cooperation continued with notable variations. Captives from conquered tribes or states cooperated with their captors, but from fear and necessity rather than from any sense of loyalty to their new governing groups. Variations of this character are traceable in history to the modern nations.

Expediency in economic affairs leads to cooperation on a limited scale but throughout human record cooperation gave way to violence when economic greed and selfish ambitions for power impelled states or nations to forsake the paths of peaceful cooperation.

Political alliances and trade agreements of our day are a form of cooperation which in highest terms are maintained for the best interests of humanity; in lesser terms, for mutual benefits to groups of states or nations; in realistic terms, sometimes regrettable, for protection against opposing states or nations; and in basest terms, for unjustifiable and selfish aggression.

Nature produces examples of limited cooperation. Ants work together, and bees, for example, but the social organization of each is hardly a model for human beings even though both may be credited with what is for them good results. An ant or a bee

falls considerably short of our description of an individual human being. It may even be held that nature enables plant life to cooperate in propagation.

Family life, as we know it, is a better example of cooperation than we can find elsewhere for our purposes. Devotion to an ill or crippled member of the family, sacrifice for the future welfare of our children, labor to provide food, clothing and shelter for our beloved, and efforts to protect the family name are typical of family cooperation. This is based on the keenest form of group loyalty. The elders and the youth of a family plan and work together for the welfare of each not only because of "blood" ties, but because each member is important as an individual and consequently as one of the family group.

In varying degrees these values find expression in neighborhood, community, state, and national action. In religious, political, and economic areas. And, in nationality background, racial and other cultural interests. So in many areas of American life, we have social cohesion or cooperation as an actuality.

It seems quite consistent in a free society to find cooperation in some aspects of group life and competition in others. They are both traceable to the original nature of man but for good or evil they depend on man's reasoning. His instincts to live, i.e., for food, clothing, shelter, other possessions, protection against foes of any kind, are good only so far as motives and methods are good. His instincts and impulses which lead to aggression and combativeness are good so long as they do not harm others. It is obvious that man by nature finds cooperation and competition consistent in group life if defensible values are sought in a logical way.

Cooperation in accident prevention is organized effort on a grand scale for protection against death, injury, economic loss, and national weakness. We have seen the results of competition among agencies, where each was clamoring for public credit, where each representative was ruthlessly striving for the center of the stage and the spotlight. It wasn't a pretty picture. Only a sadist or someone with a sardonic sense of humor could be amused by the continuous destruction of life and property which competition in safety failed to reduce.

We have also seen enough examples of cooperation to know that results are extremely gratifying. And when cooperation is at its best, we know that accidents are markedly reduced.

There is indeed some room for competition in safety. The motives and methods can never differ, however, from our central purposes. We might compete ethically, of course, for competent personnel. We might compete for ingenuity, excellency, and efficacy of action programs. For efficient and effective discharge of our assignments in the fields of accident prevention. For superior achievement within comparable groups. And especially, we might compete with our own records to the end that the accident curve ever tended downward and sharply so.

These illustrations merely indicate some healthy forms of competition. Reason guiding our natural instincts and impulses makes

cooperation the overwhelming favorite as the governing principle of action in safety work. "In union there is strength." "We must hang together or we shall surely hang separately." "United we stand; divided we fall." These quotations seem happily pertinent to our own future efforts in accident prevention.

This principle of cooperation was made official National Safety Council policy on October 19, 1948 when the Board of Directors formally approved "Safety in Action," in which are embodied these words: "We are a council in the true sense of the word—a cooperative association of groups and individuals working together for the conduct of safety activities, both separately and jointly."

The difficult and complex task of applying our cardinal principle lies in large measure ahead of us. This can be, must be, and will be done.

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Banquet

Address

By ROBERT YOUNG

Motion picture actor; Star of network radio program "Father Knows Best"; Recipient of the Sloan Award and the National Safety Council's Public Interest Award for exceptional service to safety in 1950.

The magnificent record of the National Safety Council and its member organizations is something we can all be proud of. The constant reduction in the accidental death rate since the Council was organized back in 1913 is, in itself, a tremendous accomplishment, and with nearly 8,000 member groups throughout the world working ceaselessly to extend that record even farther, the day may not be too far distant when the frustrating, wasteful loss of human life through accidental death will be reduced to a figure that is an encouraging indication of general vigilance rather than a staggering shock to the layman. To be a part of that job is a privilege that all of you people share, and I am grateful for the very small role I have been able to play.

Everyone, of course, knows the Safety Council by record and reputation. The Green Cross is a familiar symbol in homes, offices, factories and streets all over the country. But it is unfortunate that more people don't take the time to look behind that emblem—to see the huge, ever-growing shadow it casts as it stands between our citizens and disaster.

You people are experts in your field—safety and safety education are an integral part of your careers. You may wonder, and I wouldn't blame you, just why an actor is taking it upon himself to talk to you regarding a subject on which *you* are the qualified experts.

First of all, let's get a few things straight. I'm a pretty ordinary fellow, except that I happen to be in a business where I confront the public, or vice versa, from behind a radio microphone, from in front of a movie camera or from under a spotlight. I'm ordinary in the fact that I like kids and believe in them. I have a family that I love very much. That's pretty ordinary, too.

And I spend a great deal of time thinking about my family and its future—just as you do. I want my youngsters to have fun and to grow up happily, without major problems. But I also want to instill in them a sense of responsibility toward their own welfare and the welfare of others, so that they will survive the many dangers of everyday existence and stay well and sound to enjoy the kind of life I dream of for them.

So, as an ordinary guy I have the same ordinary reasons for being concerned with the problems of traffic safety that everybody else has.

I don't pretend to be an expert on the subject of highway safety. But I have had the opportunity during the past two years of working in close cooperation with men and women who are experts. And, like them, I have come to believe that traffic accidents create the most serious, useless waste of our modern-day living.

As an actor, I have had an unusual advantage when it comes to doing something about this problem. That's where the unordinary side of my life comes in. This advantage stems from the very nature of my work, which is to gain the listening ears of as many people as possible, in the widest area possible, and from among as many age groups as possible. Both my radio and my motion picture work bring me in touch with millions of people.

That is why the Inter-Industry Highway Safety Committee approached me a couple of years ago with the suggestion that the network show, "Father Knows Best," might be an excellent vehicle to help put across to the people of the country, both youngsters and their parents, the challenge of improving that appalling record of deaths on the highways, which last year alone involved

11,700 drivers between fifteen and twenty-four.

I'll admit that I was skeptical at first. I couldn't readily see how statistics on traffic accidents could become a useful part of a straight entertainment program. Especially one with a light comedy format. I was assured that statistics, as such, were not a part of the plan, that the Committee believed that a program spotlighting the fortunes and misfortunes of an average American family could, with effectiveness and without preaching, remind other average American families of the urgency of the traffic-toll situation.

This, they felt, could be done as an integrated part of our "Father Knows Best" stories, wherein the members of the make-believe family could discuss safe driving in a natural, interesting manner. The Committee also asked us to tell the public about its Man-to-Man and Dad-to-Daughter agreements, which, as you know, are pledges between parents and youngsters to abide by eight basic driving rules.

Since the inception of this nation-wide drive to help teen-agers help themselves to greater safety on the road, we have had inquiries, letters and requests for Man-to-Man agreements from well over three million people!

Some of the letters contain helpful comments on the development of the campaign; some of them are from parents who report successful local campaigns among young drivers in their communities, and many of them are from civic leaders and organizations who are using the IHSC pattern for intensive safety drives in their cities and towns.

Some of them are from irate young drivers themselves.

Let me say right here that I do not believe (and neither do the experts) that *young* drivers are *bad* drivers. Dozens of youngsters wrote me, with pardonable indignation, that they had been driving for several years without a single accident or traffic violation. One young correspondent asked: "Why do you group all teen-agers together and make us all to blame for the bad record? Some of us are better drivers than our elders!"

It is absolutely true that most of our kids are potentially good, competent drivers. But ironically enough, that very fact is partly

responsible for their misfortunes on the road. They are such good drivers that they take chances and try road tricks that the older drivers would never dare attempt. A car is still something of a plaything to a lot of youngsters. Because of their youth, they rely on quick reflexes, superior coordination and trustful optimism. But the driver of the car next in line, or the one coming down the road ahead, may not be possessed of all these advantages.

Every year more automobiles bid for space on our crowded streets and highways. The highway engineers are doing a remarkable job, but they can't possibly keep up with the astounding growth of the country's motoring population.

Believe me, I see this every day in my home town of Los Angeles, which claims more automobiles per capita than any other city in the country. We are very proud of the fact that Los Angeles has twice won first place in the Safety Council's traffic inventory for cities of one million inhabitants and over. We are proud of the record of our engineers, of increased public support of safety programs, of the fact that our accident rate is on a slow but steady decline. But we also know that the hazards are increasing every year and, therefore, the problem becomes harder to keep up with. Every year, too, two million youngsters come of driving age in the United States. All of these natural results of growth increase the problems of safeguarding lives on our highways. Driving, in this mechanical age, has become, like everything else, a mass undertaking.

Speed is exciting. There's no doubt about it. I can remember when I was a youngster and just as cracked on the subject of getting the fastest mile out of a Model T as teen-agers are today. It goes naturally with the enthusiasm and ingenuity of youth. They want to do everything fast, and that includes growing up. They're curious, they're impatient, they're smart, they're creative.

These kids of ours are wonderful, you know. I realize this is neither an original nor an unusual thought—but I think it should be said out loud, often and proudly, not just taken for granted. My enthusiasm for youth is partly due to the fact that mine is long past—partly due to my interest and pride in my own daughters, and partly to the never-ending surprises that come from just observing kids in general.

American resource . . . what a treat!

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American youth is our greatest natural source . . . our most natural resource. And at a treasure it is!

You know, last year I spent several weeks touring the country and talking with high school youngsters about the problem of reducing the appalling toll of highway accidents involving that age group. Except for my eldest daughter and her friends, my personal contact with teen-agers had been rather limited up to that time—limited almost entirely to the bobby-sox, autograph-seeking kind. And, believe me, they're something to cope with. I don't mind telling you I was plenty scared when I learned that I was to face whole assembly halls full of high school youngsters. I don't think I have ever had worse stage fright.

I went on this tour with a message—something I was pretty upset about, and the seriousness of it was the only thing that gave me courage to overcome my quaking knees. I expected to be received as a kind of spoil-sport, an old gaffer with a lecture to deliver. I wouldn't have been the least bit surprised, in those first few seconds, if the spit-balls had begun to fly and the cat-calls to echo.

I underestimated them, those youngsters. I won't make that mistake again, and I shall do everything in my power to see that other adults don't make it. The kids welcomed me with flattering hospitality, and they listened with interest and courtesy to what I had to say. They were anxious to find some practical solution to this accident problem. Their ideas were excellent, their attitude constructive and their sincerity impressive. They taught me right there that just *talking* is not enough. They sent me home with something of their own determination to get with it and do something, or at least find some plan for action.

I wanted to teach them something, and I remained to learn a great deal. I confirmed my opinion that most kids are pretty reliable citizens and that, given half a chance, they will solve their own problems and solve them intelligently.

I learned that our youngsters are not unmindful of their faults and excesses and those of their companions. Naturally, there are some kids who don't seem to care about improving their lot, who seem to take pride in their escapades. But they are in the minority.

American kids have a lot of pride. They are born to it, and this great country nurtures the kind of proudness that makes them want to walk with their heads high. It's a good kind of pride when properly used. This, I believe, is our best weapon against teen-age tragedy—the pride and enthusiasm of the kids themselves.

I don't think we are using it to greatest advantage. There are many ways to improve that use.

I think sometimes we adults make a mistake in assuming that we must solve our youngsters' problems for them, or, at least, tell them how to do it. There is a difference between guidance and interference. The first is appreciated by young people. The latter is resented. It ruffles that special pride.

There are many instances on record where groups of young people have taken a youth problem into their own hands and, with a minimum of aid from their elders but a maximum of encouragement, have solved it with dispatch and courage.

Reckless driving among youngsters is not just a safety hazard. It is a youth problem. And it can be treated, I believe, in the same manner that other youth problems are handled.

Naturally, we can't just stand and let our teen-agers become entangled in the complexities of growing up and not offer a helping hand. But we can keep that helping hand open, not tighten it into the fist of discipline and threat.

Sometimes it gets pretty discouraging. Sometimes it seems that all the efforts of parents and educators to instill high standards and appreciation of the right way have failed. Youthful hunger for excitement, the lure of the new and seemingly exotic, the yen to be a hero would seem to outweigh the mundane existence of being a good kid.

But not for long. I learned, during these safety discussions with high school students, that they don't really admire the flashy, reckless driver. They may admire his nerve for the moment, but, at heart, they think he's pretty un-smart.

When they realize that this same kind of nerve can be put to constructive work, that the same kind of creative energy can be used to build a better community, a more progressive school, a safer kind of life, they

look upon it with increased respect and set about harnessing it to their own use.

The accident rate among our young drivers is now steadily on the decline. It is still far, far too high. It would be too high if one youngster was killed or crippled. But at least, progress is being made.

This has been done partly through the efforts of adults in charting campaigns aimed directly at reducing the roll of that age group, by safety experts and educators. But largely it has been accomplished by the kids themselves. Once the problem was pointed out to them in realistic terms and they were asked to do something about it, they pitched in.

In many communities, clubs have been formed where youngsters learn how to maintain cars in the best mechanical shape and how to drive them at the peak of safety and efficiency. For boys and girls who are addicted to incurable "speed-drophobia," racing associations have been formed, supervised by safety officials and located in areas like the Mojave Desert of California where traffic hazards do not exist and the terrain is suitable to speed driving.

Officials' clocks and professional racing regulations are rigorously enforced, and the kids can satisfy their zest for speed with a minimum of danger. This is an example of putting that youthful pride to work in a constructive way. How much better it is to encourage a lad to stand out above the crowd because he has the best car and drives it most efficiently rather than because he can pass all other cars on the road and scare the daylight out of doddering pilots like you and me!

Driver-training courses in the schools are becoming a growing part of the curriculum, and they, to my mind, are the most effective weapon we have.

I have visited several of these classes in the Los Angeles area, and I came away with a feeling almost of dedication to the idea that all schools should have them. Our California law states that all students of high school age must have a course in driver education. It's a good law.

Unfortunately, it is not always possible to combine the classroom work with actual behind-the-wheel instruction, because of fi-

nancial restrictions, lack of personnel and other problems. In a great many communities, automobile dealers have stepped in and offered the use of cars for this training. In other towns, local organizations whose project is the promotion of safety have made it their duty to supply automobiles for school use.

If it is possible to do it, this program of education should be increased. Nothing is quite as effective in the training of a good driver as proper instruction at the very beginning. It isn't enough that parents and friends are always willing to act as teachers, because sometimes those parents and friends are not very good drivers themselves, and they transmit their faults to the beginner. Then it's up to the traffic experts to break those habits and instill new ones—a waste of time and money.

We must make safety attractive. We must make the safe way the appealing way, and we've got lots of competition. But of course, the prize that is the natural reward for caution is a big one—longer life and the ability to enjoy it.

The smartest people aren't necessarily the ones who get there first, but the ones who get there. And our youngsters have lots of places to go.

Traffic court judges and officials can be of immeasurable aid in this campaign against youthful traffic toll. A few extra minutes, a little special attention, some thought-provoking words, and the young traffic violator goes home with a sense of renewed responsibility, a healthy respect for the law and an understanding that its purpose is to protect him, not to punish him. He doesn't just plunk down Dad's five or ten bucks and go out to outsmart the cops. The traffic officers in our communities, by their attitude, can teach and encourage as well as discipline.

It's a personal challenge to all ages, this business of saving our youth. And it's a personal responsibility. It can't be charged off to the safety experts alone, to the parents, to the schools, or to the kids alone.

Like everything else in our way of life, this is a team job, a common challenge. And the reward is the future, waiting to be built with hope and happiness and peaceful attainment by this most natural resource—our American youth.

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Safety Exposition Exhibitors

EXHIBITION HALL—STEVENS HOTEL
CASINO ROOM—CONGRESS HOTEL

Alphabetical List of Exhibitors of Industrial and Public Safety Equipment

- Acme Protection Equipment Co., Chicago, Ill.**
Gas Masks Exclusively.
- Advance Glove Mfg. Co., Detroit, Mich.**
All Types of Work Gloves, Safety Gloves and Leather Safety Clothing.
- Aetna Life Affiliated Companies, Hartford, Conn.**
Safety and Health Services for Employees, Both On and Off the Job.
- Alan Wood Steel Co., Conshohocken, Pa.**
Abrasive Rolled Steel Floor Plate.
- All American Safety Equipment Co., Chicago, Ill.**
Power Press Guards; Safety Engineering Surveys; Consultants.
- American Abrasive Metals Co., Irvington, N. J.**
Abrasive Metals, Paints, Coatings, Non-Skid Grating for Safe Walkways.
- American Chain & Cable Co., Inc., Bridgeport, Conn.**
Chains, Cable and Wire Rope of Various Kinds and Sizes; Steel and Malleable Castings; Brakes and Brake Controls; Cranes, Hoists, Valves and Fittings.
- American-LaFrance-Foamite Corp., Elmira, N. Y.**
Fire Protection and Fire Fighting Equipment.
- American Optical Co., Southbridge, Mass.**
Head, Eye and Respiratory Protective Devices, Safety Clothing and Safety Specialty Products.
- Ampco Metal, Inc., Milwaukee, Wis.**
Safety Tools Fabricated from Ampco Metal, Ampco Beryllium-Copper and Monel.
- Ansul Chemical Co., Fire Extinguisher Divn., Marinette, Wis.**
Ansul Dry Chemical Fire Extinguishing Equipment.
- Arcadia Mfg. Co., Birmingham, Mich.**
Plastic Coated Gloves and Aprons for Industry.
- Bashlin, W. M., Co., Grove City, Pa.**
Linemen's Safety Equipment.
- Bausch & Lomb Optical Co., Rochester, N. Y.**
Safety Glasses and Safety Eyewear for Every Occupational Requirement.
- Best, Alfred M., Co., Inc., New York, N. Y.**
Safety Maintenance and Production; Best's Safety and Maintenance Directory.
- Bradley Washfountain Co., Milwaukee, Wis.**
Group Washing Equipment.
- Brady, W. H., Co., Chippewa Falls, Wis.**
Self-Sticking Safety Signs, Pipe Markers and Special Markers and Signs.
- Breck, John H., Inc., Springfield, Mass.**
Industrial Hand Cleaner; Hair and Scalp Preparations.
- Browde, Stewart R., Mfg. Co., New York, N. Y.**
Electrical Safety Equipment, Flashlights, Explosive-Proof and Vapor-Proof Extension Lights.

Buhrke, R. H., Co., Chicago, Ill.
 Safety Equipment for Construction and Maintenance.
 Bullard, E. D., Co., San Francisco, Calif.
 Personal Safety Devices for Industry.
 Canfield Oil Company, Cleveland, Ohio.
 Oil Absorbents.
 Chance, A. B., Co., Centralia, Mo.
 Transmission and Distribution Equipment.
 Chemical Service of Baltimore, Baltimore, Md.
 Waxes, Soaps, Cleaners, Disinfectants and Chemical Specialties.
 Chemical Specialties, Inc., Springfield, Mass.
 Industrial Hand Creams and Cleansers.
 Chicago Eye Shield Co., Chicago, Ill.
 Head and Eye Protective Equipment.
 Columbus Glove Mfg. Co., Columbus, Ohio.
 Coated Gloves and Aprons.
 Columbus McKinnon Chain Corp., Tonawanda, N. Y.
 Herc-Alloy Sling Chains.
 C-O-Two Fire Equipment Co., Newark, N. J.
 Carbon Dioxide and Dry Chemical Extinguishers, Systems, Smoke Detectors.
 Cunningham, M. E. Co., Pittsburgh, Pa.
 Safety Marking Tools.
 Davis Emergency Equipment Co., Inc., Newark, N. J.
 Respiratory Protection, Combustible Gas Indicators, General Safety and First Aid Equipment.
 Detex Watchclock Corp., New York, N. Y.
 Watchmen's Clocks and Accessories.
 Diamond Match Co., Springfield, Mass.
 Book Matches for Safety Advertising and Sales Promotion Campaigns.
 Diversey Corp., Chicago, Ill.
 Industrial Maintenance and Cleaning Chemicals.
 Dockson Corp., Detroit, Mich.
 Goggles Face Shields, Welders, Helmets, Respirators.
 Dow Corning Corp., Midland, Mich.
 Cleaning Stations for Dispensing Silicone Treated Sight Saver Tissues.
 Dunn Products, Chicago, Ill.
 Protective Clothing for Industrial Workers Made from Asbestos, Leather, Rubber, Neoprene and Fire-Proofed Duck.
 Duo-Safety Ladder Corp., Oshkosh, Wis.
 Safety Ladders, Fire Ladders, Ladder Shoes.
 Eagle-Picher Sales Co., Cincinnati, Ohio.
 Eagle-Picher Industrial Floor Dry #85. A heavy duty, anti-skid, light reflecting absorbent for plant safety and maintenance.
 Edmont Mfg. Co., Coshocton, Ohio.
 Coated Fabric Work Gloves.
 Elliott Service Co., Inc., Mt. Vernon, N. Y.
 Accident Prevention Displays; Safety Conference Programs; Supervisor's Bulletin; Bulletin Boards.
 Embosograp Corp. of America, New York, N. Y.
 Sign Making Equipment, Safety Posters, Displays, Directory Signs.

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- Emerson, J. H., Co., Cambridge, Mass.
Resuscitators and Other Emergency Breathing Equipment.
- Field Glove Co., Fairfield, Iowa.
Industrial Gloves and Mittens.
- Fendall Co., Chicago, Ill.
Head and Eye Protection Equipment.
- Finnell System, Inc., Elkhart, Ind.
Floor Maintenance Machines.
- Franklin Research Co., Philadelphia, Pa.
Anti-Slip Floor Maintenance Materials.
- Gro-Cord Rubber Co., Lima, Ohio.
Gro-Cord, Raw-Cord and Neo-Cord Soles, Heels and Taps.
- Hild Floor Machine Co., Chicago, Ill.
Floor Cleaning and Maintenance Equipment and Supplies.
- Hillyard Chemical Co., St. Joseph, Mo.
Floor Treatments, Building Maintenance, Sanitation Products, Equipment and Materials.
- Horner & Robertson, Inc., Denver, Colo.
Rolon Tire Chains.
- Hy-Test Divn., International Shoe Co., St. Louis, Mo.
Hy-Test Anchor Flange Steel Toe Safety Shoes.
- Industrial Gloves Co., Danville, Ill.
Finger Guards, Superguards, Wovenguards, Handguards, Gloves, Mittens, Arm Protectors, Protective Apparel, Leggings.
- Insto-Gas Corp., Detroit, Mich.
Underwriters' and Factory Mutual Approved Torches and Furnaces.
- Intoximeter Assn., Niagara Falls, N. Y.
Sales and Service of Equipment to Determine Degree of Alcoholic Influence.
- Iron Age Divn., H. Childs & Co., Inc., Pittsburgh, Pa.
Complete Line Leather and Rubber Industrial Safety Footwear for Men and Women.
- Junkin Safety Appliance Co., Louisville, Ky.
Junkin Interlocking Barrier Guard; Swinging Die Closure; Electro-Lock Shield and Splint Type Stretcher.
- Justrite Mfg. Co., Chicago, Ill.
Safety Cans, Oily Waste Cans, Safety Electric Lanterns, Flashlights and Fire Extinguishers.
- Karel First Aid Supply Co., Chicago, Ill.
Industrial Hospital Supplies and Equipment, Drugs, Dressings, Furniture, Instruments.
- Kearney, James R., Corp., St. Louis, Mo.
Line Tools for Linemen in Handling Energized Wires.
- Keystone View Co., Meadville, Pa.
Original Binocular Visual Screening Tests for Industry.
- Kidde, Walter & Co., Inc., Belleville, N. J.
Fire Protection and Extinguishing Equipment.
- Kimball Safety Products Co., Cleveland, Ohio.
Goggles, Gloves, Safety Clothing and Other Safety Equipment.
- Klein, Mathias & Sons, Chicago, Ill.
Linemen's Tools and Equipment.
- Legge, Walter G., Co., Inc., New York, N. Y.
Safety Floor Polishes, Conductive Floor Coating, Static Grounding Device for Personnel.

Lehigh Safety Shoe Co., Allentown, Pa.
 Leather Safety Box Toe Shoes and Rubber Boots.
Lightfoot Schultz Co., New York, N. Y.
 Granulated Skin Cleansers, Lotion, Bar Soap and Dispensers.
Lincoln-Schlueter Floor Machinery Co., Chicago, Ill.
 Industrial Vacuum Machines, Floor Scrubbers and Polishers, Scarifiers and Auto-Scrubbers.
Logan Mfg. Co., Glendale, Calif.
 Emergency Showers, Industrial Shower Room Equipment.
Louisville Metal Products Co., Inc., Louisville, Ky.
 Aluminum Ladder and Scaffolding Products.
Luther Mfg. Co., Inc., Olean, N. Y.
 Power Press Guards.
MacWhyte Company, Kenosha, Wis.
 Wire Rope and Braided Wire Rope Slings, Fittings and Cable Assemblies.
Magline, Inc., Pinconning, Mich.
 Magnesium Safety and Materials Handling Equipment.
Magnaflux Corp., Chicago, Ill.
 Magnaflux Equipment for Maintenance, Safety and General Inspection.
Marsh & McLennan, Inc., Chicago, Ill.
 Insurance Brokers and Agencies.
Martindale Electric Co., Cleveland, Ohio.
 Protective Dust Mask, Electric Testing and Indicating Instruments.
Masury-Young Co., Boston, Mass.
 Safety Floor Treatment and Maintenance Materials.
McAn, Thom, Safety Shoe Divn., Melville Shoe Corp., New York, N. Y.
 Thom McAn Safety Shoes.
McDermott, Julian A., Corp., Corona, L. I., N. Y.
 Warning, Work, Safety Lighting for Industrial, Utility Aviation Use.
McDonald, B. F., Co., Los Angeles, Calif.
 Industrial Safety Appliances and Clothing.
Medical Supply Co., Rockford, Ill.
 MSCo Flexible Unit First Aid.
Metropolitan Life Insurance Co., New York, N. Y.
 Educational Publications and Materials Dealing With Safety.
Milburn Co., Detroit, Mich.
 Ply Protective Creams, Ply Garb Plastic Clothing, Ply Gloves, Plastic Work Gloves.
Miller Equipment Co., Inc., Franklin, Pa.
 Linemen's and Industrial Safety Belts.
Mine Safety Appliances Co., Pittsburgh, Pa.
 Safety Equipment for Every Industry.
Multi-Clean Products, Inc., St. Paul, Minn.
 Floor Maintenance Equipment and Materials.
National Safety Council, Chicago, Ill.
Occupational Hazards, Inc., Cleveland, Ohio.
 Publishers.
Oil-Dri Corp. of America, Chicago, Ill.
 Oil and Grease Absorbents.
Onox, Inc., San Francisco, Calif.
 Onox Skin Toughener for Athlete's Foot Prevention.

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- Osborn Mfg. Corp., Warsaw, Ind.
Safety Pliers and Tongs for Feeding Punch Presses.
- Pac-Kit Company, Greenwich, Conn.
First Aid Equipment.
- Packwood, G. H., Mfg. Co., St. Louis, Mo.
PAX Safety Industrial Skin Cleansers and Dispensers.
- Patent Scaffolding Co., Inc., Chicago, Ill.
Gold Medal Wood and Magnesium Safety Ladders, Suspended, Sectional Tubular
Steel and Aluminum Scaffolding, Sidewalk Protection Canopies, Steel Grandstands.
- Positive Safety Mfg. Co., Cleveland, Ohio.
- Protectoseal Co., Chicago, Ill.
Safety Cans, Oily Waste Cans, Flame Arrester, Devices for Flammable Liquids.
- Pulmosan Safety Equipment Corp., Brooklyn, N. Y.
Industrial Safety Equipment.
- Pyrene Mfg. Co., Newark, N. J.
Fire Protection Equipment.
- Racine Glove Co., Inc., Rio, Wis.
Gloves, Apparel, Protective Equipment, Leather, Asbestos and Steel Reinforced.
- Randolph Laboratories, Inc., Chicago, Ill.
Dioxide Fire Extinguishers.
- Reece Wooden Sole Shoe Co., Columbus, Neb.
Reece "Perfect Rocker" Wooden Sole Safety Footwear.
- Rich Laboratories Sales Divn., Inc., Emigsville, Pa.
First Aid for Burns.
- Rockwood Sprinkler Co., Worcester Mass.
Nozzles and Industrial Sprinkler System for Fire Protection; Valves, Unions.
- Rose Mfg. Co., Denver, Colo.
Industrial Safety Equipment.
- Safety Clothing & Equipment Co., Cleveland, Ohio.
Safety Clothing and Equipment for Every Type Industrial Worker.
- Safety First Products Corp., Elmsford, N. Y.
Dry Chemical Fire Equipment.
- Safety First Shoe Co., Holliston, Mass.
Safety Steel Toe Shoes for Men.
- Safway Steel Products, Inc., Milwaukee, Wis.
Scaffolding Towers, Saf-T-Swings, Special Products.
- Salisbury, W. H., & Co., Chicago, Ill.
Linemen's Rubber Protective Equipment.
- Sani-Mist, Inc., Philadelphia, Pa.
Athlete's Foot Preventive.
- Schrader's, A., Son, Brooklyn, N. Y.
Pneumatic Press Controls, Valves, Cylinders and Associated Products.
- Scott Aviation Corp., Lancaster, N. Y.
Scott Air-Pak, Scott Demand Inhalator, Scott Demand Respirator.
- Sellstrom Mfg. Co., Chicago, Ill.
Face and Eye Protection Equipment.
- Sentry Shoe Co., Divn. General Shoe Corp., Nashville, Tenn.
Safety Toe Shoes.
- Spencer Turbine Co., Hartford, Conn.
Portable and Stationary Vacuum Cleaners and Dust Collecting Apparatus.

- Standard Safety Equipment Co., Chicago, Ill.
Industrial Safety Equipment.
- Steel Scaffolding Co., Inc., Brooklyn, N. Y.
"Trouble Saver" Steel Scaffolding.
- Stepan Chemical Co., Chicago, Ill.
Skin Cleansers for Industry.
- Stephenson Corp., Red Bank, N. J.
Resuscitation Equipment, Drunkometers, Porto-Clinic Driver Testing Unit.
- Stonehouse Signs, Inc., Denver, Colo.
Steel Accident Prevention Signs.
- Sugar Beet Products Co., Saginaw, Mich.
SBS Skin Cleanser and Cleaner.
- Surety Rubber Co., Carrollton, Ohio.
Rubber Gloves and Linemen's Equipment.
- Surty Mfg. Co., Chicago, Ill.
Safety Guards and Materials.
- Taylor, S. G., Chain Co., Hammond, Ind.
Taylor Made Alloy Steel Sling Chains, Monel Chain; Hooks and Chain Fittings.
- Tennant, G. H., Co., Minneapolis, Minn.
Mechanized Equipment for Maintenance of Industrial Floors.
- Trinal, Inc., Chicago, Ill.
"Safeet" Protection for the Metatarsal Arch.
- Union Wire Rope Corp., Kansas City, Mo.
Tuffy Slings, Wire Rope and Tuffy Towlines.
- United States Dept. of Labor, Bureau of Labor Standards, Washington, D. C.
- United States Safety Service Co., Kansas City, Mo.
Eye Protection, Impregnated and Enteric-Coated Salt Tablets, CO Indicators.
- Wallace Optical Co., Inc., Detroit, Mich.
Tuf-Cote Protective Eyewear.
- Watchmocket Optical Co., Inc., Providence, R. I.
"Eye-Savers" Plastic Eye Protection and Plasti-Glow Safety Signs.
- Waverly Petroleum Products Co., Philadelphia, Pa.
Oil and Grease Absorbents.
- West Disinfecting Co., Long Island City, N. Y.
Disinfectants, Deodorants—Products for the Promotion of Safety.
- Western Coca-Cola Bottling Co., New York, N. Y.
Coca-Cola.
- Wheeler Protective Apparel, Inc., Chicago, Ill.
Industrial Safety Clothing made from Asbestos, Flame-Proofed Duck and Jean Cloth, Leather and Wool.
- Wilkins Co., Inc., Cortland, N. Y.
K-Lens-M Products; Dispenser Cabinets, Lens Cleaner, Anti-Fogging Liquid, Lens Tissue.
- Williams Jewelry & Mfg. Co., Chicago, Ill.
Safety Awards, Badges and Trophies.
- Willson Products, Inc., Reading, Pa.
Industrial Goggles, Gas Masks, Helmets and Respirators, and Allied Safety Devices.
- Wilson-Albrecht Co., Inc., Minneapolis, Minn.
Modern Unit Type First Aid Kits and Refills.
- Wyandotte Chemicals Corp., Wyandotte, Mich.
Absorbents.

