

The tradition that there should be no secrets in safety, no denial of help to a competitor in life-saving, is one of the great elements of strength in the safety movement

Good will. Like any new movement in industry, safety started with very little capital in the form of good will

Industrial leaders are constantly bombarded by proposals for action—proposals which al-

safetymen today have a far more receptive hearing from management.

Professionalism. Dedicated safety professionals continue to be accident prevention's most valuable asset. Their ranks have grown to the point where in 1969 there were more than 9000 members of the American Society of Safety Engineers, an organization dedicated to both their interests and their professional



THE NATIONAL CASH REGISTER COMPANY'S FIRE BRIGADE

FIG 1-9 — National Cash Register Company's fire brigade poses with what for the World War I era was up-to-date equipment. Compare this with the modern equipment shown in Chapter 37, "Planning for Emergencies."

ways involve the expenditure of money. A large part of the executive's job is to say "No" to unrealistic or unproved proposals.

No small part of the safetyman's capital today is the prestige and good will built up for safety proposals and expenditures over the years. Where the pioneers had to battle and wheedle every step of the budgetary way,

development

There are many other qualified safety professionals, in addition to the ASSE members, who together with thousands of specialists and technicians carry out a limited scope of activities within the field, and numerous individuals who devote less than 50 per cent of their time in safety functions.