

57

CURRENT SAFETY TOPICS

Volume 1



GENERAL SESSIONS

*Transactions of the
45th National Safety Congress
(October 21-25, 1957, Chicago, Ill.)*

NATIONAL SAFETY COUNCIL

425 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

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LEARNING TO LIVE . . .

Learning to live—safely—was the drawing card which brought more than 13,000 men and women from the United States and 27 other countries to Chicago for the 45th National Safety Congress. These people gathered to exchange the latest ideas in safe attitudes, safe methods and safe equipment. Through speeches, panel discussions and symposiums, they acquired new ideas for helping others—and themselves—to live, work, and play safely.

This was the reason the National Safety Council was organized less than half a century ago, a time when man's thoughts barely kept pace with the industrial revolution. Since then, man has introduced an atomic age which is bringing the continents closer and has made the earth a smaller world. And now man anticipates inter-space travel!

Through science and technology, man is progressing to increasing speeds in travel and production, and increasing dangers—new dangers never before encountered. These, in addition to the everyday hazards of life, occupied the thoughts of the safety people at the Congress.

To encourage more widespread knowledge of the various fields of safety, the National Safety Council publishes the Current Safety Topics—30 volumes of condensations of Congress speeches and exchanges of ideas. Each volume is a handy reference to different phases of accident prevention. The complete set of volumes are listed on the back page of each volume.

Since the proceedings have been edited and condensed for reference purposes, the complete original manuscripts with any charts or illustrations used, are available in the National Safety Council files. Views expressed at the Congress or in any volume of Current Safety Topics are those of the Congress participants, and not necessarily those of the National Safety Council.

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ANNUAL COUNCIL MEETING

MINUTES

The 1957 Annual Council Meeting of the National Safety Council was held in the Grand Ballroom of the Conrad Hilton Hotel, Chicago, on October 21, with Ned H. Dearborn, President, presiding.

The meeting opened with a Presentation of the Colors by Explorer Post 2022, Chicago Council of the Boy Scouts of America. The Invocation was offered by Dr. Paul Minnich Robinson, President of the Church Federation of Greater Chicago.

Mr. Dearborn then proceeded with the business of the meeting by announcing a quorum present, in person or by proxy. It was voted to dispense with the calling of the roll; also to dispense with the reading of the minutes of the previous Annual Meeting, as the minutes had been printed and circulated to the membership.

Mr. Dearborn called for the report of the Nominating Committee, which consisted of the following members: George A. Jacoby, Chairman; E. J. Buhner, Franklin M. Kreml, Miss Marion E. Martin, Guy L. Noble, H. J. Spoerer, A. E. Spottke.

Mr. Jacoby reported in behalf of the Nominating Committee, pointing out that the Constitution authorizes the Committee to name candidates for election to the Board of Directors and to all offices except the offices of Executive Vice President and General Manager, and to place in nomination at the Annual Council Meeting said candidates, as well as the candidates for election to the Trustees named by the Trustees. The selections of the Committee, Mr. Jacoby stated, were reported to the Secretary of the Council more than 75 days before this meeting, and were announced to all members of the Council on September 6, 1957.

Mr. Jacoby then presented as nominees for Trustees of the Council, to be elected for a three-year term: Melvin H. Baker, Cason J. Callaway, Cleo F. Craig, Richard R. Deupree, Dr. John F. Thompson, C. E. Wilson. (Secretary's Note: A complete list of the Trustees, including those nominated and elected at this meeting, as well as those

continuing in office from previous elections, is given on pages 6 and 7 of this volume.)

Mr. Jacoby presented nominations for Directors, to be elected for a term of one year. (Secretary's Note: A list of the new Board of Directors, as nominated and elected at this meeting, will be found on pages 8 to 11 of this volume.)

Dr. Yant presented nominations for Officers of the Council, to be elected for a term of one year. (Secretary's Note: A list of the Officers nominated and elected at this meeting will be found on page 5 of this volume.)

There were no nominations except those presented by Mr. Jacoby. Mr. Dearborn announced that there were 28,885 votes favoring the slate presented by the Nominating Committee, and no votes opposed. Those attending the meeting voted without dissent in favor of the nominations, and Mr. Dearborn declared the nominees elected.

Mr. Jacoby paid special tribute to the following Council Officers who, after valuable service to the Council, are giving up their positions this year: Walter A. Stewart, Chairman of the Board of Directors; R. H. Ferguson, Vice President for Industry; Boyd Lewis, Vice President for Public Information. Mr. Stewart and Mr. Ferguson, although giving up their offices, will remain on the Board of Directors. Mr. Walter Carey, who has served as Vice President for Traffic and Transportation, is named Chairman of the Board for the new year. Mr. Dearborn introduced various Officers of the Council who were seated on the speakers' platform.

Mr. Dearborn said that two years ago the Board of Directors had approved a plan for inviting a selected list of influential business leaders and government officials from other countries to be our guests at this Congress. Invitation lists were compiled with the assistance of several departments of the federal government and of industrial leaders with world-wide connections. Growing out of this plan, Mr. Dearborn said, 22 spe-

cial guests are coming from representing a governmental were invited a round of ap

Mr. Dearbornings to all countries, many year after yeence to the attend the Cc

A large number attending the Congress were greeted with

Mr. Dearborn Vice President attention to t "Report to th art emphasis report and u all Council m

Mr. Dearborn National Saf Chicago, Oct

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Guests are in attendance at the Congress, coming from 19 different countries and representing a great variety of industrial and governmental leadership. The special guests were invited to stand and were greeted with a round of applause.

Mr. Dearborn also expressed warm greetings to all other delegates from foreign countries, many of whom are in attendance year after year, and made particular reference to the many Canadian delegates who attend the Congress.

A large number of young people who were attending the Farm Youth Sessions at the Congress were also asked to stand and were greeted with a round of applause.

Mr. Dearborn then introduced Executive Vice President G. C. Stewart, who called attention to the Council's new annual report, "Report to the Nation, 1957." General Stewart emphasized several highlights of the report and urged careful reading of it by all Council members.

Mr. Dearborn announced that the 1958 National Safety Congress will be held in Chicago, October 20-24.

The remainder of the program consisted of four addresses—by Warren Meland, Mr. Dearborn, Mrs. Gertrude H. Frese, and Major-General B. K. Young. These addresses, as well as the Invocation by Dr.

Robinson, are included as a part of these transactions, on the pages immediately following.

In introducing Boy Scout Warren Meland, Mr. Dearborn took occasion to express the great significance which the National Safety Council attaches to the National Safety Good Turn Project of the Boy Scouts of America for 1958. He emphasized the tremendous accident prevention potential that is inherent in this organized effort of four and one-half million Scouts and their adult leaders, all working in cooperation with families, neighbors, businessmen, and public officials.

In introducing General Young, Director-General and chief executive officer of the Royal Society for the Prevention of Accidents, London, England, Mr. Dearborn expressed his great appreciation to General Young for his willingness to make the long journey from London, and also took occasion to thank the General and the Royal Society for the invitation tendered him to address the opening meeting of the Royal Society's National Safety Congress last year. The courtesy shown him at that time and the interest exhibited in his address, Mr. Dearborn said, left him forever grateful.

R. L. Forney
Secretary

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THE INVOCATION

By DR. PAUL MINNICH ROBINSON

President of the Church Federation of Greater Chicago

Oh, Lord, our God, who has been a help in ages past and who art our hope for years to come, Thy glory is set above the Heavens and yet Thou dwelleth in the humble hearts of those who love Thee.

We thank Thee for the beauty of the world around us, for all Thy work, declare Thy praise, and the firmament show of Thy handiwork and most of all, now we thank Thee that Thou hast created man in Thy image and has endowed him with the mind and spirit to respond to fellowship to Thy own infinite spirit.

We pray Thou wilt give us such reverence for human life we shall oppose the sign of any act that will endanger or destroy it.

Awaken us all to a sense of responsibility to protect and preserve the safety of all of our citizens in every community across this broad land. Let not the powerful machines men's inventive genius has placed on the

highways to bless our lives, because of our careless use of them, become to us a curse.

Grant to them the grace and courtesy and restraint of fast-control, that we shall regard the well-being of our neighbor as important to us as our own.

We pray Thy blessing upon the work of the National Safety Council and those whose concern for the common good of our society has brought them to this place.

May their efforts bring an increased measure of safety to our streets and our highways, to our homes, our families, and our places of daily toil. Unite us all in a deeper dedication to alertness and care which will preserve ourselves and others the life we owe to Thee.

Let Thy Kingdom come and Thy Will be done on earth as it is in Heaven. In Thy name and for the sake of Thy mercy and love, we pray; amen.

THE PRESIDENT'S REPORT

HAVE WE FAILED?

by NED H. DEARBORN

president, National Safety Council, Chicago

You have just elected me as your president for the ensuing year. I pledge you my best efforts. By action of our Board of Directors I shall thereafter be associated with the Council as President Emeritus, and shall, I hope and believe, be able to perform certain services for the Council and its members as desired.

But I do feel that this is the appropriate occasion for me to talk with you frankly and sincerely about a number of things that have been very much in my thoughts over the years.

First, I want you to know that it has been a rare privilege and distinct honor to serve you, and I am profoundly grateful for your confidence, encouragement, and support.

Have we failed? That is the title of this short talk. To begin with, I am mindful of the many gains we have made together during the last 15 years. I am mindful of the vastly increased cooperation of hundreds, even thousands of organizations enlisted in the great crusade for safety.

I am mindful of the active participation of thousands of influential individuals—civilians and public officials—in our great social and economic movement to prevent accidents and thus to save countless lives, reduce serious non-fatal injuries, and to protect property. I am mindful of the enlistment of women and women's organizations in this mighty cause. I am mindful of enlisting labor support. I am mindful of the growing interest of schools and colleges in safety.

AGENCY SUPPORT

I am mindful of increased appreciation of governmental agencies—federal, state and local—in the importance of accident prevention.

I am mindful of the steady gains in home and farm safety.

I am mindful of the constant support of business and industry in safety through

their own improved safety records, a growing membership in the Council, and through financial and other contributions.

I am mindful of the slow but steady acceptance of moral and social responsibility in addition to individual responsibility for safe practices.

I am mindful of the growing cooperation from medical and public health agencies.

I am mindful of the recent encouragement by the clergy of all denominations.

I am mindful of the important backing of our Trustees.

I am mindful of the dedicated services of our Boards of Directors.

I am mindful of the space and time contributed by all media of public information.

I am mindful of the consecrated efforts of our staff to the cause which in turn is consecrated to the social and economic welfare of our beloved country.

And I am mindful of the Council's privilege of serving in some measure the people of other countries.

It has been a memorable 15 years for me and I am proud to have been a part of the progress in safety in the time I have been with you.

HEALTHY DISSATISFACTION

One of my guiding principles has been to maintain a high degree of healthy dissatisfaction. This talk is in harmony with that principle.

We have failed thus far to achieve our ideals. All of us together have failed thus far to arouse the American people to the true importance of safety to the social and economic health of our society.

We have failed to stir the hearts of our fellow countrymen. There are scores of eminently worthy causes which arouse widespread support—hear ailments, cancer, tuberculosis, poliomyelitis, muscular dystrophy,

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Why, oh why, in the name of humanity, don't the American people react to the terrible toll of accidents—95,000 killed in 1956 alone, more than a million injured, many thousands of them permanently; and an estimated economic loss of \$11,200,000,000.

The facts have been told over and over again. But Americans just don't react as they do to other worthy causes. You and I have failed to reach their hearts and minds.

Who are the "we" I seem to indict so vigorously?

It is all of us who are actively participating in the safety movement. That includes you and it includes me.

SUPPORT STILL WEAK

Business has only recently taken positive action against off-the-job accidents and even so their programs are far from universally applied. Business support of our public service program has grown steadily but slowly but I regret to say that it has been in hundreds of thousands of dollars where it should have been in millions. That is especially true of industries which profit most from accident prevention.

Labor is still a weak safety voice crying in the wilderness.

Women are nowhere near as active, so in our field as in other worthy welfare work.

The schools and colleges at best have made only a good beginning.

Government interest and action is growing, but many areas are still sadly neglected.

The U. S. Department of Health Education and Welfare, the natural national official home of safety, has no officer whose sole function is the promotion of safety, except among department employees.

The religious crusade is too recent in origin to assess beyond its potential worth.

All media of public information have earned our highest praise in emphasizing safety, but it apparently hasn't aroused public indignation against violators of safe practices.

Some agencies still show symptoms of apprehension of the National Safety Council's prestige, even though they are free to,

and do, participate in the Council's conferences, sections, and committees.

Even the Council's own governing body and its own staff at times exhibit timidity and complacency.

PUBLIC UNIFORMED

Our public information program has enjoyed an incredible success with public information media as measured by time and space, but the Council is still most often mentioned by Mr. and Mrs. John Q. for its weekend holiday estimates of traffic fatalities—only a small fraction of our year-round public information program.

I have made suggestions from time to time related to program changes and additions which in some cases have met with passive opposition. But that can only mean that I personally failed to persuade a sufficient number of my colleagues and associates to a program of action that would set fire to the intelligence, imagination, and emotional reactions of the American public.

Some of my suggestions were either insufficient, inadequate or impractical. Whatever the reason, I repeat, you and I have failed to arouse the American people to the point where militant action against accidents is locally applauded and supported.

One example will typify local attitudes toward safety in contrast with those toward the dread diseases. The Titusville Herald, a first-rate daily newspaper in our recently adopted home of Titusville, Pennsylvania, had a special editorial in its issue of October 14, 1957, entitled "No Cause for Panic." I quote excerpts from it—not at all in criticism of the contents of the editorial or the praiseworthy reasons for publishing it, but to contrast community reaction to one of the dread diseases, in this case typhoid fever, with community reaction to accidents.

REACTION DIFFERS

In the last few days 16 cases of typhoid fever had been recorded in this beautiful city of some 10,000 souls in an even more beautiful setting in the foothills of the Allegheny Mountains. The editorial was as follows:

"The typhoid fever outbreak naturally has the community upset . . . The disease seems to be confined in general to one age group in one school . . . If the disease had struck in

several age groups in several localities, the situation would be far different than it is . . . Parents are now alert to watch for symptoms in their children . . . The medical profession in Titusville has been and is ready to strike back with every medical weapon in its vast pharmacy. The community is also fortunate to possess the fine facilities of the Titusville Hospital . . . Our health authorities will continue in a methodical and scientific way to track the beast to its lair . . ."

In the same issue of the Herald there were seventeen news stories of accidents over the weekend and all but one were about accidents in the immediate area. Eight deaths were reported, three of them in the vicinity of Titusville.

There have been no deaths from typhoid fever and yet the main "talk of the town" is this incipient epidemic. Even the Asiatic flu and good old sputnik have taken back seats to typhoid fever. The only place where accidents seem to be recognized as a primary problem is in the Herald, the police department (whose good work in traffic safety was properly editorialized earlier by the Herald), and a handful of local business concerns whose interest is primarily in plant safety.

NO COMMUNITY EFFORT

The fact remains that there is no organized community effort in Titusville to prevent accidents and no obvious interest in such an enterprise beyond those groups I have mentioned. There are thousands of communities throughout the nation of which similar comment could be made. This is no criticism of the good people of these communities.

It is, rather, a criticism of us in the safety field. I repeat again we have failed to arouse the American people sufficiently to a deadly and diabolic peril which they can control. We can have safety anywhere if a sufficient number of us want it.

What, you may properly ask, can be done about this unhappy situation?

In the first place, a new look at the program of the National Safety Council can be instituted by our Board of Directors.

The new look should be taken by people with scientific training outside our own staff—psychologists, psychiatrists, medical and health officers, sociologists, biologists,

mathematicians, and others who are competent objectively to study the problems and to make recommendations on how to prevent accidents.

You in this audience and other members not represented should welcome and support such an investigation. The report of such a study as I have, in a general way suggested, should be welcomed and supported by every agency, private and public, engaged in accident prevention in any field of safety.

We need to know the basic causes of accidents and how to circumvent them. It is not enough to know where, when and how the accidents occur. We must know why they occur and that is the reason for more and more scientific appraisal of the basic causes. This kind of an appraisal might very well revolutionize our programs of accident prevention. At the very least it would have a very sobering and salutary effect on all of us.

RECHANNEL FUNDS

American business spends enormous sums on research to keep pace with the times. Safety deserves the same kind of support. We lack sufficient finances to conduct adequate research for the things we are doing to say nothing of the research financing needed for the additional things we should do. That just does not make sense.

I am glad to know that this type of traffic safety study now is being undertaken by the Northwestern University Traffic Institute and by the Bureau of Public Roads in the U. S. Department of Commerce.

Evangelism is needed, too. But so far it isn't fiery enough or it has fallen short in methodology. Not all of us are Billy Grams in the safety movement, but each of us in his own limited way is an evangelist. The net result so far is too few who have made the great decision for safety.

Finally, let each of us in safety work examine and re-examine our own efforts to prevent accidents with a critical eye and a receptive mind to changes in safety education and practices.

Let us each be a more consecrated apostle of safety and win disciples, far and wide, who will spread our sacred gospel to the ends of the earth. This is no less than our solemn duty.▲

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1958 NATIONAL SAFETY GOOD TURN

by **WARREN MELAND**

Explorer Post 2912, Boy Scouts of America, Chicago

You can imagine what a thrill it is for me to appear before the greatest gathering of safety leaders held anywhere, any time, in the United States—and announce that in 1958 the Boy Scouts of America will devote their good turn to safety!

This links the Boy Scouts and the National Safety Council together in what I am sure every one of us agrees is one of the greatest crusades in history—and I can tell you that the Boy Scouts are proud and honored to be part of this safety movement.

OPERATION—SAFETY

I'd like to take just a minute to tell you how the Boy Scouts intend to conduct this safety program, one which all of us—young and old—must make a success.

The Safety Good Turn is a major campaign—within our own Boy Scout movement—and also in the way we will affect the general public. To do it right—and that is the only way the Scouts like to do things—we will break it into bite-sized pieces we can really get our teeth into.

The plan of operation for the 1958 Boy Scout Safety Good Turn will be divided into these three groups: first, traffic safety; second, outdoor safety and lastly, home safety.

Our first phase, traffic safety, will be emphasized during the months of March, April and May of 1958. At this time each Cub Pack, Boy Scout Troop and Explorer Post will take part in a safety project in the automotive, bicycle, pedestrian, railroad or farm equipment field.

During the months of June, July and August the emphasis will be on outdoor safety. Hereby each unit will take part in either a water, fire, firearms or farm safety project.

ALERT THE FAMILIES

The third group to be completed during September, October and November stresses Home Safety. Here, particularly, all units will participate in projects designed to alert

the entire family on being prepared to make safety a personal and fundamental part of everyday living.

If the Safety Good Turn does nothing more than alert the Scouts and their immediate families, we can bring safety to 18-million people directly, more than one-tenth of the population of this country.

The 1958 Safety Good Turn then becomes a challenge to every Scout and Scouter in the nation. We know we must promote the proper attitudes toward safety practices in traffic, outdoors and in the home and give everyone the opportunity to put into action the motto "Be Prepared."

We know that national programs are fine—but they must be carried to the individual. In Scouting we like to say, "Learning by Doing" and through your help that is how this safety program will be carried out. Think of what it will mean to have safety played up big by 100,000 Scout units in our country.

SAFETY—DAILY HABIT

These projects must include interesting the youth and the public of our country in safety, making it apparent to everyone the urgent need for reducing the tragic toll of accidents. But, even more important, to stimulate a public concern in the prevention of accidents, the Boy Scouts of America will co-operate with all safety organizations in individual, group, and community safety projects. We will make safety a part of our daily living; almost as much a part as eating, which I am sure no one forgets to do.

The Scouts are proud to have been called upon by the President of the United States to enlist in this campaign. It gives youth the opportunity to serve our community and our nation—in a significant manner—in a way we can be sure of accomplishing something. To have a part in the conservation of human life, to help influence other youth and their families, to reduce injuries and prevent accidents—all of this we will do. But even though I, myself, and my four-

and-one-half-million fellow Scouts are eager to carry this message—we want to carry the right message.

Therefore, we turn to you at this time. In your group is the experience in safety which we must look to.

Here, then, is my message to you. The Boy Scouts are counting on your aid. Thousands of "sign up" cards will be made available to you during this week. Fill out

this card indicating your interest in helping the Scouts to do this good turn. Please sign up! We'll try our level best to do our part—but we need your expert safety help.

Every Scout takes the Scout Oath. It starts "On my honor, I will do my best to do my duty to God and my country."

With your interest and aid, Gentlemen, four-and-one-half-million Scouts can and will do their best.▲

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WOMEN IN INDUSTRY

by MRS. GERTRUDE H. FRESE

assistant to vice president and general manager, New York Telephone co., Brooklyn, N. Y.

Are people always going to read the mounting statistics of accidents—fatal and mutilating—and stand by complacently, thinking, I'm immune to all this—I'm different? Or are they going to face up to it and get in and do something about it? Can't we make safety as much a part of daily living as food, clothing, relaxation and spiritual refreshment?

Dr. Norman Vincent Peale in his book *How to Stay Alive All Your Life*—which incidentally would be an appropriate title for a safety campaign—reminds us that "The body is a temple given to us by God." To keep it, we must feed it, cleanse it, use it in moderation. Most of us do this automatically without thinking about it as a temple. That is, we care for ourselves as far as we can through good nutrition, sleep, shelter and clothing. But the Bible says "Know ye not that the body is the temple of the soul." If we could fully comprehend this statement, would we not seek to protect our body, this temple of the soul, from accident in every way possible? That's a big "if."

If we did—wouldn't we be cautious in the home, careful on the street, and alert on the highway?

If we did—knowing that attitudes are formed early in childhood, wouldn't we train our children in safety as a way of life?

If we did—a mother would not look at me in questioning fashion when I asked what the local P.T.A. is doing to teach safety to small fry. She wouldn't say blankly—"Safety! I don't think we are doing anything. Why?"

If safety were part of our daily living, children wouldn't be riding bicycles pell-mell down a highway in suburbia on the wrong side of the road, or riding in—"look ma, no hands" style.

THE BIG "IFS"

If—parents wouldn't be rushing to the railroad station with only seconds to spare, the wife in curlers, a coat thrown over her pajamas. Nor would the husband try to drive and drink a cup of coffee at the same time, not only missing his train, but dying in the attempt to make it.

If—a pilot wouldn't be able to say that we lose many more men driving home than we do flying planes.

If—a taxi driver wouldn't drive through a crowded street with one finger on the wheel, his right arm over the seat, turning his head to talk to his passenger.

If safety were part of our daily life, girls wouldn't clip-clop along in toeless, backless, shoeless shoes endangering life and limb with every teetering step down a stairway; nor wear the thin, thin spike heels

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at sink in every crack and cranny tripping wearer.

If—teenagers wouldn't drive with one arm out the window as their dads do—or, worse, ride with baby shoes, dice, scarves and feathers dangling on the rear view mirror.

If safety thinking and protection of our body were part of our daily living, a father wouldn't race down the platform and try to board a train as it picks up speed pulling out of the station. If—If—If!

How can we eliminate these big "ifs?" How can we get people to believe the body is the temple of the soul? How can we get them to "stay alive all their lives?"

STATE OF MIND

The remedy, of course, is a properly conditioned state of mind within the individual. The individual must be impressed with the advantages of safeguarding himself against accident and then be given no opportunity to forget these advantages.

In trying to save people from themselves—an accident, an injury, a tragedy that they themselves could prevent or avoid—every idea, every device, every school of thought possible is needed and should be used. But ideas, devices and schools of thought are not of themselves sufficient—we need to enlist people—millions of people—if we are to make safety-consciousness a way of life in our country.

This brings me to my theme—the power of women as a force for safety. This is not a new subject. Women and the power of women we have had with us always! In fact, I can't even claim credit for resurrecting it. General Stewart asked me to go into this. He knows I'm a business woman, and a club woman, as well as a housewife. He further knows that the Women's Activities conference of the National Safety Council this year adopted as its goal, alerting all women to the fact that they are the "guardians of safety" for themselves and their families.

WOMEN'S BASIC INSTINCTS

The power of women which can and must be applied in the safety field is acknowledged by all—men and women alike. It derives naturally from the status of American women, developed down through the years

to our present position in society today. Women possess natural basic instincts that tend toward caution, security, absence of violence, love, family stability and protection of the young. We have qualities of intuition frequently not possessed by men. We are the mothers, the teachers of the young, the homemakers of the nation. We are more social than men and set the standards of social conduct and morals.

Women can be a tremendous force for good when they are aroused. Haven't you seen a group of mothers prove to the town fathers that a street light is needed at an intersection? Pretty soon a traffic light is installed. They won their point through united action.

Women can be terrible in their wrath, as every husband present knows. The newspapers recently carried a bit about a man in Albuquerque, New Mexico, who learned the hard way. His car was blocked by a line of traffic. He got out and threatened the woman of the car in front of his. She reached down, picked up a hammer, and hit him on the head. This rather violent reaction to masculine criticism is not recommended, of course.

What is our responsibility if we women are to do something in the field of safety? The problem is immense and intricate. There are sociological, physiological, economic and political aspects all wrapped up together. And the American woman can effectively tackle all aspects at once. But how?

OBLIGATIONS OF WOMEN

First, let us consider our obligations and responsibilities in the home.

Are mothers devoting care and thought to safety training for their children? Have some lost the respect of their children and abandoned all effort to guide and control them? The home is the heart of our lives and the wife and mother should be the heart of the home. Here, through courtesy, kindness, consideration, tact and untiring diligence we have our best opportunity to develop safety-minded citizens. Safety by example and training is needed here.

The housewife, however, is the hardest person to reach. If she is a joiner and belongs to a club, she can be approached and taught the meaning of safety. If not, it's more difficult. However, many wives and

mothers are married to men in industry, and industry is beginning to reach out to them. The Bell Telephone company of Pennsylvania, which is part of the Bell System to which I belong, has started a series of evening meetings for the family. Safety skits, motion pictures and talks are part of the program. The children, the husbands and the wives attend. Home and traffic safety are discussed, even to teaching the youngsters how to roller skate safely.

My own company, the New York Telephone company, is about to launch a safety essay contest for children between the ages of nine and 13. The subject is what my mother or father, or both, are doing to prevent accidents. This is another means of reaching into the home—another way to get the wife and mother thinking about safety.

TEACHERS' INFLUENCE

After the home, the next great training field for youth is, of course, the school. Women as teachers can exert great influence for safety in our schools. Furthermore, through our participation in Parent-Teacher and other civic organizations, we can provide assistance in the schools for appropriate safety education.

In Phoenix, Arizona, there is an effective program which I understand, is spreading elsewhere in our country. Children in elementary school are taught how to drive. The schoolyard is marked off to simulate a city street or highway. Small pedal cars are used for instruction purposes. The boys and girls learn to recognize and observe universal signals and signs. This is most effective: for not only does it reach the child, but many parents attend these training meetings. This type of training is invaluable and women could be instrumental in making it available all over the country.

What about the slaughter on our highways? If we have any desire to protect our loved ones and any compassion for pain and suffering, women should act here! And we have plenty of tools—tact, charm, ingenuity and authority to force our friends and loved ones to protect themselves. In this field club women have contributed a great deal.

An example—my own club, the Altrusa International's public affairs program is directed to four major areas of concern.

Traffic safety is first in order, with emphasis on three individual goals—to be a safe driver, to promote safe driving and to be a law-abiding pedestrian. The last item is of particular importance. Did you know that another word has been added to our vocabulary in recent years—"Pedestricide?"

TRAFFIC SAFETY MONTH

As a result of Altrusa's forward-looking public affairs program, many of our clubs over the country have been contributing toward safety in the community. In Oregon, the month of February was designated as traffic safety month and the Portland Altrusa club promoted safety on a state-wide basis.

One interesting event was a fashion show which featured such items for traffic safety as: white umbrellas, white overshoes and white raincoats for pedestrians. Another organization, "The American Council of Railroad Women," has a code called "Good manners are good business," and item three is a rule as to how a woman should act as a pedestrian and a driver.

I have attended many club board meetings, the purpose of which was to find a project for the club year. Women in every town and hamlet, every city and village, searching for a worthwhile endeavor for the club to work for. Safety programs of all types promoted by women's clubs everywhere in the United States could have a powerful effect in helping to reduce accidents, particularly if the clubs banded together in the community for a common purpose.

FOR WOMEN ONLY

In a New York Safety Conference, a general of the United States Army was quoted as saying "I can keep the boys safe while they are at camp—our safety record is good—but I can't keep them safe when they leave home too late, to drive too far, too fast. It's the mothers of America, the fathers of America, the homes of America that are murdering American boys." Well, a number of telephone women working in the safety field heard that quotation, and it added fuel to the fire.

They had been concerned about the increasing number of off-duty automobile accidents. Too many of our girls are injured while riding as passengers. This seemed to be the time to launch a crusade for safety on the road; a program of

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The crusade for us really female talent ingenuity and characteristic just one thing—alive, together and the son!

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"women only," for the working women, of the New York Telephone company.

We needed first of all a plan, and we called that plan "You Are Important as a Woman in Traffic." This was really a clever title since it was directed to telephone operators who work in what is known in our company as the traffic department. Telephone calls are known as traffic in my business.

The crusade was an entirely new thing for us really because it called upon every female talent known to man—charm, tact, ingenuity and love. All these distinctive characteristics were to be concentrated on just one thing—keeping the family together—alive, together—particularly when dad and the son took over the wheel.

LEISURE TIME SAFETY

We in the Bell System have done, and are doing, quite a bit along the lines of leisure time safety. We have published informative and interesting material on the subject of safe vacations because we believe that summer vacation was instituted to refresh and renew, not to exhaust and maim. We cover such subjects as over-exhaustion, poison ivy, sunburn, and other bothers and hurdles in the obstacle course of today's summer living. Furthermore, we have every reason to believe that our people share this information with their families and friends.

But this safe driving crusade is unique in the sense that it changes a potential back seat driver into a convincing safety influence—in other words, a co-pilot. There are more than 31,000 women in the traffic department of the New York Telephone company and that's a powerful lot of influence when properly directed—either in the back seat or the front.

SOME SAFETY DON'TS

Listen for a moment to a bit from the Crusade Leader's Guide. After pointing out to the girl the many roles that she can play to promote safe driving, the Guide notes "Avoid tensions, irritations—these can be translated into an accident behind the wheel of a car. Don't start a discussion at the breakfast table which you know may become heated. Let your husband drive off to work in a happy frame of mind and hold the fire for some other time.

"Don't get your family all fidgety and nervous by always being late to get started for church, the movies or shopping. Don't keep your boy friend waiting 'just for effect;' he may become annoyed, rather than impressed, and if he takes his anger out on the car almost anything can happen."

There's more to our crusade. A series of 12 safety posters were developed. Leaflets associated with these posters are distributed by safety committees to employees on-the-job. One and all are urged to plug safe driving at picnics, ball games, dances, bridge parties, and in their civic organizations, churches and clubs.

We are sure that we are going to get as much safe-driving mileage out of our fathers and sons, nephews and uncles and, incidentally, ourselves, as courtesy and friendly persuasion will allow.

This brings me to a sizable and accessible group of women—the women who work. There are more than 22 million women employed full-time in the United States today holding one-third of all the jobs in the country.

WORKING WOMEN POTENTIAL

The growing importance of women in industry is indicated by the fact that the number of working women has increased about 57 per cent since 1940 while, during the same period, the male working population increased only about 12 per cent. The days when the song, "Heaven will Protect the Working Girl" really meant something are over.

Numerically the working woman is becoming a dominant factor in industry, an important man-power reserve, and a necessary economic participant. I think, therefore, that we must conceive that in the area of industrial safety, women are today an important factor. Are we taking full advantage of this kind of safety interest and safety motivation?

There are probably many people who believe that the type of work women do is not hazardous, therefore, women do not require the same degree of safety education as men. In the Bell System a few years ago, we were rudely jolted by the discovery that lost time on-duty accidents among our women employees were running at twice the frequency of male mishaps. A plan of

co-education was instituted with no lessening of emphasis in its application to women, and, today, there is no such disparity in the accident frequency records of our men and women.

We have found our telephone women to be receptive to fundamental safety suggestions such as, care on stairs, closing file drawers, opening doors carefully, and the like. We believe that specific suggestions on how to be safe on the job are much more effective than slogans and exhortations on the overall subject of safety.

COMPANY SAFETY PRIDE

The average woman in industry is not terribly concerned over office or department safety records in which she is nothing but a statistic. She may experience a vague sort of pride to learn that her company has earned a safety award. She is not likely to be too conscious of her part in winning such an award. The American working girl is a pretty realistic sort of person, a far cry from her ancestors of the smelling salts era.

She responds best to a safety approach that subordinates company banners and records and brings the matter right to her as an individual. I think the average working woman will react readily to the type of safety education which touches upon the unpleasant consequences of carelessness on-the-job or at home. Safety takes on a new meaning when its absence is associated with discomfort, loss of earning power, possibility of disability—yes—even the possible loss of dignity.

One of my own girls asked me with eyes flashing if I'd forgotten what the gals in my own department are doing, and I quote—"Monthly safety meetings, films, posters, pamphlets, discussions of ways and means to

keep everyone alerted to the danger and harm that could affect us. The appointment of a 'safety observer' to act for a month at a time to watch and prevent accidents in the office. The final result—the development of a 'safety-eye' for hazards." End of quote. That girl has religion. She believes in the program. She practices it on-the-job and at home. There are 22 million like her that can be reached in industry today.

Her use of the term "safety-eye" struck me forcibly. With a "safety-eye" all women would indeed become the "guardian of safety" for themselves and their families. They'd see the rubbish in the cellar, the toys and packages left on the staircase, the flammable cleaning fluids in the kitchen.

They'd see the danger of a hurried breakfast and a dash to the railroad station. They'd try to control the driving of foolish teenagers. They'd see the danger of the thin spike heel, the backless shoe and the long pointed toe. They'd train their families to keep a "safety-eye" open in the "do-it-yourself" projects, in highway travel, in sports—in all daily living.

I firmly believe that we women can do a tremendous job in public and family safety education. We have the motivation in our basic instincts. We have the numbers to reach millions of people.

I have a firm belief that there is a force that can be put to work for safety. Its effects are scattered now but could be drawn together in one great movement. Women have the time, and the talent, and the cause is of transcending importance. It's up to the men to realize this, to understand that we can work side by side with them. It's up to them to mobilize this force and to call upon us really to do a job, a united job, in the safety field.▲

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KEYNOTE ADDRESS

by **MAJOR GENERAL B. K. YOUNG**

director-general, The Royal Society for the Prevention of Accidents,
London, England

The toll of death, injury and suffering—quite apart from economic loss—caused by accidents, can only be reduced by constant and continuous attack. That is our experience in Great Britain, and it is, of course, only from that point of view that I can talk to you.

Personally I think the word "accident" is both overworked and wrongly used. Close investigation of these incidents, be they road, home or industrial accidents, discloses that the main cause has so often been the failure of the human element; failure through ignorance, thoughtlessness, lack of consideration for others, breaking of rules or the disregard of the law.

Putting it bluntly, incidents, or accidents as we all call them, of this kind should never have happened and are totally unnecessary—yet with us they amount to no less than 80 per cent of all accidents.

I believe that most accidents are preventable; the arch enemy of prevention is that attitude of mind that says "it couldn't happen to me." People who think like that are always going about with their eyes shut deceiving themselves into thinking that it is always the other fellow who meets trouble and they themselves need not worry.

The safety worker's weapons are those of education, enforcement and engineering. There are no short cuts to any safety programs. Steady and persistent persuasion, allied to the enthusiasm and energy of the safety worker, will produce results despite the minor set-backs and apathy which he so often meets.

THREE E'S OF PREVENTION

There is no doubt about what the three E's of accident prevention can accomplish if given a chance, but though each of the three can individually accomplish a great deal, they can do far more if they are working continually and in the closest possible co-operation. At home, my Society, generally speaking, confines itself to education and

all that that implies, but it doesn't believe in working in a watertight compartment so it maintains close liaison and co-operation with those responsible for enforcement and engineering. May I add that we also believe in a fourth E—Enthusiasm—and a good supply of that is essential.

Reduced to its simplest terms, we believe that the actual implementation of a safety program in any field must be undertaken locally. The local safety worker knows best the local conditions and can add the necessary local color to a national safety program. My Society, in conjunction with the appropriate Government departments, selects the campaign theme and produces and makes available for the local workers the necessary material, posters and leaflets. Special national campaigns are imposed, as thought fit, on top of the steady, all-the-year-round work. These may be of anything from a week to three months' duration.

We have found that by this method central planning goes far to ensure that at the appropriate and same time, all over the country, a simultaneous attack is launched locally using the same material and all directed to one particular and identical aspect of accident prevention. By this means we consider that we have achieved maximum penetration of the public mind. In this we get great help from the press and radio.

MORE MONEY REQUIRED

Before I get tied up with figures and statistics, I want to deal briefly with that other ever-present problem—finance. May I say at once that we never seem to have enough! I think it is really true to a considerable extent that safety can be bought—and it is just because we feel we would like some more safety that we wish we had more money with which to buy it.

In financial matters my Society does work in watertight compartments; each activity, road, home, industrial, agricultural safety is financially separate and funds obtained for one activity or branch of our work are not

available for another. We rely on subscriptions for our income. These come from a variety of sources: local authorities, industrial firms, transport organizations, insurance interests etc. It is only in the field of road safety that we receive a government grant.

To give you some idea of our task we have in Great Britain a population of just 50 million who own some seven million vehicles which they use on about 188,000 miles of roads which were not built for them. Of our population of 50 million there are on the average 11 million employed in those industries which come under our Factories Act and with which my Society is concerned.

FATAL ACCIDENT STATISTICS

On an average in Great Britain 50 people die as a result of some accident every day:

(17 in some form of travel)

15 on the roads

1 on railways

1 in air & water transport

(5 in place of work)

2 in factories

1 in coalmines

2 in farms & quarries

7 miscellaneous, e.g. drownings, sports, falls

21 in the home

The annual toll of accidents averages 700 killed, and injuries to between 180,000 and 190,000. Machinery accidents are much in the minority, only about 16 per cent; the remainder are human failure or error accidents and include falling, handling of materials, being struck by a falling object or tripping over things.

Poor housekeeping is certainly a contributory factor. There is at present an annual increase in transportation accidents within the factory perimeter due to the fact that in many cases the internal traffic system was not designed for power trucks, fork lift trucks or mobile cranes.

Safety standards in industry are fixed by Parliament by means of the Factories Act which is implemented by the Factory Inspectorate. We regard this official standard as the bare minimum and use it as the base

from which springs the voluntary accident prevention work sponsored by my Society.

We believe that safety in industry must be the concern of all from top management all the way down the line to the man on the shop floor. A good safety record should be the concern and pride of employer and employee alike. The safety officer is not an executive; his duties are advisory. He should be brought into the first planning stages of the design of a new factory or the expansion or alteration of an existing one.

Safety should be an integral part of any training program for new entry. There is no sense in spending money on a new machine and only training the operator how to use it; it is equally essential to train the operator how to use it safely, if only because an accident to the operator may well cost the employer more than the cost of any damage done to the machine.

SOCIETY'S SAFETY COURSES

My Society holds residential 14 day courses for safety officers and has taken great pride in fathering the birth of the new sturdy institution of industrial safety officers. To retain contact and encourage the vital interchange of safety ideas and experience we have now industrial safety groups operating in all the main industrial areas. The Society produces a technical safety journal (*The British Journal of Industrial Safety*) and an Industrial Accident Prevention Bulletin, together with a series of safety codes and propaganda material.

We plan and initiate an annual campaign, obtaining locally the cooperation of our industrial members and their safety officers, of local civic heads and of chambers of trade and commerce. These campaigns are usually for a week or 10 days; we completed our 1957 special campaign just before I left home, with the theme "Guard Your Hands."

Our annual road fatalities are about 5,250 and the injuries 250,000. I must add that according to the International Road Federation we have a vehicle per road mile density of nearly 21 against your 17, and that does not include the large number of motorcycles (more than 1,250,000).

We take pride that the continuous campaign (1) is holding these figures despite

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more vehicles on our roads and on increasing population at risk; (2) has reduced the annual fatalities from 7,000 at which figure they were running 25 years ago; and (3) has over the same period reduced child deaths from five a day to less than two.

HUMAN FAILURE

As in industry, an examination of road accidents shows that some 80 per cent should never have happened. They are due to a human breakdown such as ignorance, showing off, breaking the law, drink and lack of courtesy to others. It is a strange reflection on the human character that everyone always claims to be a good driver.

If I asked whoever was driving me if he was really competent, that individual would be most insulted! On the other hand, if I asked someone, a stranger, to play golf he would most likely say he probably wouldn't be good enough; in fact he would not claim to be a plus player—but he thinks himself plus in the driving seat.

We believe most sincerely in road safety education from the moment the child goes to school at about five years old. A start is made with the Kerb Drill (how to cross a road) and progresses to cycle training and a proficiency test. Through motorcycle clubs we are trying to teach and train the young motor cyclist. In all this we have the most efficient help of police and teachers.

I believe the child cyclist and the young motorcyclist are greater problems with us than with you. We are most anxious to carry on this progressive training so that the young teenager can be properly taught how to drive. If the next generation is properly trained in road sense, and taught to be defensive drivers, surely they will be better and safer road users than our own generation which did not have such good start.

PLANS CAMPAIGNS

Campaign planning and the production and provision of the necessary material is my Society's job. The actual campaign is carried out locally by the Road Safety committee of local authorities who in many cases employ a road safety officer who comes to our training courses. The government subsidizes approved road safety programs of local authorities to the extent of 50 per

cent. I must emphasize that I am referring to the educational aspect, training and propaganda.

The Society, in collaboration with the Ministry of Transport, selects an annual campaign theme. This we break down into quarterly periods for which we issue an appropriate planning guide containing sample materials and suggested plans for local campaigns. On top of this we produce a special Christmas pack and material for the bank holidays at Easter, Whitsun and in August. It is a sad commentary on our civilization that holidays should mean more accidents and that Christmas Eve should be our worst day of the year.

At RoSPA House, in the center of London, we maintain our permanent Road Safety Training Center and Exhibition. With its staff of instructors, this center, by the use of all the visual aids, gives instruction which can be modified to interest children and experts.

OLD, YOUNG FATALITIES

Though faced with some 8,000 or more fatalities a year and an unknown number of injuries, this side of our work is the most backward and meets the greatest apathy, though I am glad to be able to add that it is really moving forward a little now. The victims are predominantly the old people and the under five's. The principal causes, so often due to carelessness, ignorance or thoughtlessness, are falls in the case of the old, and suffocation, burns and scalds in the case of the young.

Slowly but surely we are setting up local committees which will put in action what is really a major educational campaign. We enlist the help of medical officers of health, district nurses, health visitors, clinics and indeed, every kind of women's organization which we can interest.

My Society produces the educational and propaganda material for local committees to use and we are now issuing a regular quarterly planning guide.

Our own home provides us each with our own background. What happens in it affects our attitude and frame of mind, not only when going to and from our place of work but also when at work. If we could really get to the bottom of every accident we might well find that some minor accident at home

had set off a chain of reactions which became the primary cause of our accident on the road or at work.

NOT CLOSED SHOP

The moral is, I suggest, that accident prevention is not a closed shop and that there must be a real overlap when dealing with the different kinds of safety work.

From a close study of your Congress program, from the titles of the many interesting papers and addresses that will be given, even more so from noting just who your speakers are and what they do, I am convinced that our problems are similar to

yours. I have come here to learn and to take new ideas back home with me. We are happy that in Great Britain we are assured of the closest possible contact and co-operation with your Air Force units stationed on our Island; we believe in an interchange of ideas and methods.

It was for that reason that we were so glad to have Mr. Ned Dearborn with us at our annual Congress. I am both proud and delighted to be here as the representative of my Society and would like to say here and now a most sincere thank you to you all and to wish you a most successful Congress. ▲

The opportunity tonight is one I hope will last some weeks. It is an atmosphere of discussion so important to every one of us in the field of safety on our highways.

I am certain you will find the national Government's attitude on this subject, and the best wishes and best wishes with the welcome to your congress.

It would be enough of nothing but the killings on our roads would, however, be tragic, if we accept with a complacency it is enough.

It is far from enough.

TOUGHER

Here in Illinois steps toward reduction through new and heavy increases in advanced planning, younger drivers, enforcement.

It is true we seem to be having is not enough.

In most of our traffic safety record administrative scheme made, to be sure

Truly, 1957 has the safety front, studies show it is

Thus we must what must be done

ANNUAL BANQUET

BANQUET ADDRESS

by **HONORABLE WILLIAM G. STRATTON**
Governor of the State of Illinois

The opportunity to talk to this meeting tonight is one I have been anticipating for some weeks. It is good to be here in this atmosphere of dedication to a cause most important to every American—the cause of safety on our highways.

I am certain you know the intense interest the national Governors' conference has in this subject, and I bring you the greetings and best wishes of that conference, along with the welcome of the people of Illinois to your congress.

It would be encouraging if we could talk of nothing but progress in the drive to end the killings on our streets and highways. It would, however, be shortsighted indeed, even tragic, if we accepted what we have done with a complacent pat on the back, and said it is enough.

It is far from enough—remotely far from enough.

TOUGHER LAW, ENFORCEMENT

Here in Illinois in 1957 we took giant steps toward reducing the highway toll—through new and tougher laws, through heavy increases in our police force, through advanced planning for the education of younger drivers, and through better local enforcement.

It is true we did this, and it is true it seems to be having a salutary effect, but it is not enough.

In most of our other states the subject of traffic safety received close legislative and administrative scrutiny, and progress was made, to be sure—but it wasn't enough.

Truly, 1957 has been a year of action on the safety front, but our figures and our studies show it is still not enough.

Thus we must not talk of success, but of what must be done in the future. We must

talk of the tremendous job ahead—the challenge facing all of us here and all people in this rapidly expanding, constantly motorized, economy.

I conducted a conference with department and agency heads who direct various phases of the traffic safety program here in Illinois. Representatives of the National Safety Council sat with us in the meeting. We discussed, analyzed, and dissected what we are doing to reduce traffic toll in human loss and economic cost.

We learned we are making progress, that things are moving ahead in this war for safety, that results to date have been good, as has been pointed out here tonight.

MUST INCREASE ATTACK

We learned something more important, however. We learned that what we have done is not enough, that much, much, remains to be done, that the attack must truly be stepped up. We left that meeting, I am convinced, with new drive and desire to accomplish our goal—the reduction of traffic toll to the irreducible minimum—and with the conviction that it can be done quickly.

Then a few days later we opened our newspapers to read the sickening news that five teen-age boys had died in one instant on a road in northern Illinois. We learned that they died in the shattering crash of a car which a second before had been going 100 miles an hour.

Any satisfaction we had experienced, those of us in that conference, was wiped out in that tragic instant. Some way, for some reason, this message of safety had not sifted through to the boy who was driving that car, or to his companions.

Certainly, we are making progress, but our new laws, our added police, our inven-

tories, our expensive advertising campaigns, missed the mark in that case, and five were dead.

We missed the mark. So it is that we should not talk of success, but of what is wrong. Where is our failure? Why are we not getting through to all the people this crucial message of traffic safety?

I note that your programs in this congress have sought some of the answers to that question, and I believe sincerely the solution to the problem lies among you here tonight. You are the persons who have the know-how for action.

Your firms daily call upon the boundless energy of American ingenuity to operate this nation's business and industry. If we can channel your knowledge, your experience, and your enthusiasm, into the field of traffic safety, the greatest killer and crippler in our time would be well down the road to defeat.

We need your help. Government and law can go only so far. Public support—(and the support we have received in Illinois is one of the most gratifying aspects of our safety program)—can do only so much. This emergency calls for skill, for adroit and effective appeal to the individual driver's conscience.

It is one of the most perplexing human behavior problems facing our states today. We can set speed limits, and we have done so in Illinois. We can enforce those limits, and we are doing so.

ILLINOIS' EFFORTS

We can enact stringent driver license requirements, with strong penalties, and enforce them—and we are doing that in Illinois. We can appeal through our media for support, cooperation, and caution, and we are doing that. We can exhibit the horror of auto tragedy, attempt to frighten dangerous people into sanity on the road. But it is not enough. The bitter fact is—it is not enough.

We need something further to produce a better driver, a more aware driver. We must make our drivers alert to the constant danger, the continual hazard they face when they sit behind the wheel. We must do this in the field of engineering, through the effective employment of the knowledge gained from our social scientists.

We must divert to our use the skill and techniques of modern marketing, to sell our product—safe driving.

Much attention has been given of late to the powers of persuasion which marks modern advertising techniques in creating expanding markets. The key to the effort, in many keen advertising minds, is to obtain the knowledge of what motivates people, and how their behavior can be changed by changing the motivational forces working upon them. The use of this mass psychoanalysis to guide campaigns of persuasion has become the basis of a multi-million dollar industry.

NEED MOTIVATIONAL RESEARCH

What these advertising people are learning about us could be useful in the field of traffic safety. Perhaps our answer is to have the motivational research specialists turn their attention to our problem.

A basic theory advanced by these subconscious salesmen in their work is the building of images that should arise before a person's inner eye at the mere mention of a product's name. The images the experts attempt to build into these products resemble something in the person's general make-up—a quality or trait to be admired—an expression of one's achievements.

Perhaps one of the most spectacularly successful image building performances has been that of the automobile industry.

The automobile has become more than only a method of transportation. It now tells people who we are, or who we want to be. One man said, "It is a portable symbol of our personality and our position." One research report even went so far as to place certain brands and colors of cars in buyer personality groups.

If this research is effective in telling manufacturers who are buying their cars, and why, it is quite possible that the same kind of research might tell us what quacks among the purchasers of automobiles lead to traffic violation and accident. Certainly there is potentiality of this modern advertising technique developing into an important tool for our purpose.

Like the hucksters, to be successful we must sell safety much the same way they sell soap, toothpaste, and automobiles. We are competing for the attention of the

American public though we have a license to drive right, much more improved climate improved salesmen.

We must seal mind of the person symbol to associate traffic safety with necessary. We must symbol is, and we must help to do it.

Some of your this same possible safety, but accident to step ladders.

We know now at the fact that maintained in an as powerful enough driving. We must find our symbol than deal.

Loneliness, since the most unbearable. Perhaps this is in our advertising.

IS

Imagine the wife who loses a child, or of a child confined to bed with horror of high the emptiness of family was slain his making.

We know so and why they are list surface real example—but we was speeding in know with car driver to fly in how we can reach.

I propose that research conduct probe the underworld's irresponsible highways of this from them would developing an effort on matters of progress.

American public in a busy world. Even though we have finally sold the idea that a license to drive is a privilege and not a right, much remains to be done to create an improved climate for traffic safety through improved salesmanship.

We must search again to create in the mind of the public the proper image or symbol to associate accident prevention and traffic safety with all that is good and necessary. We must probe to find what the symbol is, and we need scientific knowledge and help to do it.

Some of your discussions here have posed this same possibility in the field of home safety, but accident proneness is not limited to step ladders.

We know now that constant hammering at the fact a person might be killed or maimed in an automobile accident is not a powerful enough deterrent to irresponsible driving. We must revamp our approach. We must find or create a more meaningful symbol than death to drive our point home.

Loneliness, scientists tell us, is perhaps the most unbearable of human emotions. Perhaps this is the peg for traffic safety in our advertising and educational efforts.

IS IT WORTH IT?

Imagine the loneliness and despair of a wife who loses her husband in a traffic accident, or of a man who is hopelessly confined to bed as he continues to relive the horror of highway tragedy and brood on the emptiness he must face because his family was slaughtered in an accident of his making.

We know so little, really, about people and why they are involved in accidents. We list surface reasons—excessive speed, for example—but we don't know why the driver was speeding in the first place. We need to know with certainty what prompts that driver to fly in the teeth of disaster, and how we can reach him in time to prevent it.

I propose that the leaders in motivational research conduct extensive studies to depth probe the underlying reasons for some persons' irresponsible action on the streets and highways of this nation. What we learn from them would be extremely valuable in developing an effective educational campaign on matters of traffic safety needs and progress.

It is encouraging to note that Northwestern university at Evanston recently announced the inauguration of a three year research program in which the social scientists will assist in a study to determine the nature and causes of traffic accidents.

While this is being carried out, we on the official side of the traffic accident prevention picture will do whatever is in our power to carry out the recommendations for state and local government improvement.

MOVEMENT NEEDS LEADERS

We must, however, look to you—the leaders in industry and business—to provide our states and municipalities with the citizen support so necessary to conduct an effective and continuing program for life saving action. We will improve our engineering, our enforcement, and the education of drivers. You must back us, and I know you will.

We long ago passed the point where traffic safety was considered only an official duty, with no role for the citizen other than passive acceptance of laws and regulations. All of us now realize the importance, the vital importance, of public support through acceptance of the laws and regulations, and the value of the backing of public spirited organizations such as those which have made such marked inroads on traffic deaths here in the city of Chicago.

Business and industry can provide the sinews for that support. We seek from you that strength, and I do not believe I am presumptuous if I point out that it is to your best interests, to back this attack.

A recent study by the Citizens Traffic Safety Board of Metropolitan Chicago showed more employee time is lost to Chicago's industries through traffic accidents and traffic law violations than from any other single cause, with the possible exception of the common cold.

ACCIDENT FACTS

Lost time means lost money and reduced production. Industrial safety people are well aware of this. Their work was a direct outgrowth of management's desire to reduce on-the-job lost time accidents. How well that work has progressed and how successful industrial safety has been, is graphically presented in one of the National Safety Council's publications called *Accident Facts*.

The Council has compiled no-injury records in 36 different industrial classifications ranging from chemical to mining, from iron and steel products to meat packing . . . totalling millions of man hours without accident. It is a sad commentary on the ability of America's driving public to compare a record of one person seriously injured or killed about every 30 seconds on roads and streets, against this record of millions of injury-free industrial man-hours.

The study I referred to earlier also revealed that although traffic accidents and violations account for a big share of the absentee problem in industry, traffic safety education ran a poor second or third to other company-conducted off-the-job accident prevention education . . . and lags far behind industrial safety programs in emphasis and expenditure.

If all of you will go back to your companies armed with the knowledge that industry can reduce its absentee problem by taking a greater interest in community traffic accident prevention programs, then this nation will see the greatest strides in traffic safety improvement we have ever known.

ILLINOIS ENFORCEMENT

Traffic safety training in industry will pay dividends, not only to industry itself, but to all the public. Consider this when you return to your firms. I do not expect, incidentally, any company to become as strict in this matter as we have in the state of Illinois government. I have issued orders to my department heads that willful violation of traffic codes on the part of any employee is grounds for dismissal, and this order has been incorporated as part of our personnel regulations.

Needless to say I find fewer state-owned vehicles passing my car on the roads of Illinois than in the past.

I want to avoid technical discussion of the various facets of traffic safety solution. As I have emphasized, we have reached the stage where we must go into the theoretical aspects of traffic safety to brace up the accepted techniques of engineering, enforcement, and education.

I know, however, this group is interested in the work the governors' conference is

doing in this matter. This month, our staff is forwarding to the president's committee for traffic safety a series of studies for its consideration. These studies include the concept of intergovernmental cooperation, the reporting and filing of accident records, the stress on coordinating meetings such as the one I mentioned earlier, a study of laws and ordinances, and the general problem of traffic information.

This fight is going forward on all fronts of government, from the president down to the local law enforcement agency. It must continue, because we are a growing nation. Our employment is growing; our wealth is increasing; our knowledge is expanding.

That expanding knowledge has given us an apparent answer to the dread disease of polio. It has apparently conquered tuberculosis. Pneumonia is no longer a certain killer. Smallpox is virtually a forgotten disease.

We know these advances have been made, because the rates of incidence, and of fatalities, are down. Mind you, the rates are down, in the face of expanding populations. That is the criterion we must use in assessing our success or failure in the traffic safety fight.

Let us look at the traffic situation in the light of that criterion. Here the numbers of deaths nationwide are increasing. That in itself might not be a bad trend in the face of booming mileages and increased numbers of vehicles. But the tragic fact is the rate is not decreasing. The death rate, after a few years of heartening decline, appears to have levelled off.

MUST PROTECT AMERICA'S SAFETY

In our race to launch satellites, to create new machines for war and for peace, we must not lose sight of the duty to protect the health and safety and welfare here at home. Only the Almighty knows what potential for scientific progress, cultural advancement, for the good of all, was snuffed out when five boys died at 100 miles an hour. We must find the way to stop this killing.

Personally, it is my determination to maintain Illinois in a position of leadership in this program. Everything on an official level will be employed—strict enforcement

of sound law; total use of al

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chairma

The annual been a Mecca of the United lands. This presentation o award could i setting, or a than the gue banquet. I an join me in pa year's winner, dedicated men careers in high

In my many safety move me this field have nition, but th It is the day- people, with application, the substantial re

Being of t there was a B to honor such missioner Ma Public Roads Sidney Willia hart and other who shaped ti movement as v

of sound law; education; better highways; use of all our resources.

This we can do, but it is not enough. If we could spark in each motorist the intense interest and desire to save lives which pervades this room tonight—if we could transmit to all the zeal which marks the National Safety Council . . . there would be no traffic safety problem. I thank you, the workers and members of the council, for your help and for the programs you have devised, but I remind you that the success of your programs—and mine—rests with our

ability to sell those programs to all the people. We have only partially succeeded.

Our sense of achievement must be tempered by realization of areas of failure. We fail when there is one needless injury, when one careless accident destroys our resources, either human or economic.

I know we have the overwhelming majority of the public backing us in this fight. It is up to us—in government, in civic groups, in business and industry—to justify that faith.▲

AWARD PRESENTATION

by **PAUL G. HOFFMAN**

chairman of the board, Hoffman Specialty Mfg. corp., Indianapolis, Ind.
(former president and director, Ford Foundation)

The annual Safety Congress has long been a Mecca for the safety leaders not only of the United States but of many other lands. This year is no exception. The presentation of this new highway safety award could not have a more appropriate setting, or a more sympathetic audience than the guests assembled here at this met. I am delighted that you can all join me in paying tribute not only to this year's winner, but through him to all the dedicated men and women who make their careers in highway safety.

In my many years of association with the safety movement, I felt that the amateurs in this field have always received ample recognition, but the professionals far too little. It is the day-by-day work of these career people, with their know-how and steady application, that has been responsible for the substantial reduction in the accident rate.

Being of this mind, I was happy that there was a Beecroft Award in other years to honor such great professionals as Commissioner MacDonald of the Bureau of Public Roads, Chief Justice Vanderbilt, Sidney Williams, Frank Kreml, Ame Neyhart and others. It was men of this caliber who shaped the course of the traffic safety movement as we know it.

It was men like Williams and Kreml who said from the first that there could be no simple remedy for traffic accidents—that only a balanced program of education, enforcement and engineering could cope with a problem which is as complex and dynamic as traffic itself. As against a quest for magic panaceas, they urged the development of scientifically trained specialists. They counseled—and helped to chart—rational measures solidly based on facts.

REQUIRES BALANCED PROGRAM

Of course the concept calling for technical direction of the safety program by experts does not in any way exclude the amateur—the volunteer. On the contrary, the support of laymen individually and in the mass is imperative. Without the backing of an informed public, even the best-laid official plans are futile. Volunteers must assist the duly constituted authorities charged with the responsibility for doing the job.

Acceptance of this philosophy, for instance, led the automobile industry in 1937 to create the Automotive Safety Foundation, an organization which I had the privilege of heading for several years.

Later reinforced by other industries, the Foundation regularly has made grants of

funds available for the professional training of enforcement, engineering and other specialists, as well as for research. It also has provided funds or staff services, to a number of great national organizations active in this field, in the interests of a more coordinated effort.

HIGHWAY SAFETY GROUPS

The cooperative work of many official and volunteer groups resulted in the formulation of the Standard Highway safety program for states, embodying the general principles I have mentioned. Out of this subsequently evolved the Action Program of the President's Highway Safety Conference—now the recognized charter for traffic accident prevention in America.

The record shows unequivocally that we are on the right track. It proves that the rational, not the emotional, approach to highway safety pays off. In 1935—the year that J. C. Furnas tossed a bomb into the nation's complacency with his sensational article about traffic accidents, titled "And Sudden Death"—the national fatality rate stood at 15.9 deaths per 100 million vehicle miles. Last year the rate was only 6.4, a decrease of 60 per cent.

The organized safety effort the past 20 years has saved 500,000 lives, prevented 17 million injuries and curtailed economic losses by approximately \$45 billion.

We should do even better in the future. For one thing, the Federal-aid Highway Act of 1956 offers an opportunity to bring into full play the Engineering E of the basic Three E's of safety. Heretofore, as we all know, ability to get the most out of this phase has been severely limited by lack of funds for roadbuilding. The experts predict that completion of the Interstate System alone will save 3,500 lives a year.

FUTURE'S ENCOURAGING

We may also assume added impetus the next few years from expanded research, from stepped-up professional training in our colleges and universities, from extension of high school driver education and adult safety education, from better licensing procedures, from refinement of selective enforcement and upgrading of traffic courts. We can expect, too, a constant broadening and deepening of organized public support.

Granting these plausible assumptions, there is no logical reason why the fatality rate cannot be pushed down to three within the next 15 years. This rate already has been reached or approached by more than one state. The public interest, the welfare of all of us, demands that all the states try to achieve this goal. I am convinced they can—given, on the one hand, the necessary determination; and on the other, the benefit of the knowledge and zeal of such professional leaders as the one we salute here tonight.

The recipient of the 1957 Award was chosen by an able board of judges: General Alfred M. Gruenther, president, American Red Cross; Dr. John A. Hannah, president, Michigan State University; Mrs. R. I. C. Prout, president, General Federation of Women's Clubs; and W. Earl Hall, editor, Mason City (Iowa) *Globe-Gazette*.

Theirs was no easy task. Almost without exception, the many candidates nominated for the Award are individuals of stature and high professional attainment in their respective fields. From among them the judges selected one of the foremost safety educators of our time, a great planner and organizer for the dissemination of safety knowledge, the man who headed New York University's famed Center for Safety Education from its inception in 1938 until his retirement from the post last month—Dr. Herbert J. Stack.

DR. STACK'S ACHIEVEMENTS

Citing Dr. Stack's great contributions to the cause of highway safety is doubtless superfluous, since most of them are already known to everyone. I limit myself, therefore, to just a few highlights.

More than 11,000 persons trained under his direction at the Center are now serving as leaders and teachers in colleges and universities, in elementary and secondary education, in commercial and industrial organizations devoted to safety, in commercial fleets, in governmental agencies, national, state and local safety groups and private safety organizations.

He has been instrumental in setting up teachers' institutes and special safety programs in numerous colleges throughout the country; and has helped to organize state safety education programs in many states.

He has written books and articles of them widely has guided sign areas as driver b

No less important efforts in attack on accidents. For five on the Board of Safety Council, the closest possible education with and activities. pillar of strength

He has written or edited more than 100 books and articles on safety education, some of which widely used as text material. He has guided significant research in such vital areas as driver behavior.

No less important have been his indefatigable efforts in behalf of teamwork in the attack on accidents and other traffic problems. For five years Dr. Stack has served on the Board of Directors of the National Safety Council. He has always stood for the closest possible coordination of safety education with the other basic disciplines and activities. In this role, he has been a pillar of strength in the organized safety

movement of America for a quarter of a century.

Fortunately his period of service to safety is by no means at an end. He remains as chairman of the Department of Safety Education at the Center and as program associate will continue to supervise its research program. He will also continue as consultant and faithful co-worker with many major groups enlisted in highway safety.

It gives me great pleasure to present this plaque, symbol of the first annual Paul Gray Hoffman Award for outstanding professional services to highway safety, to Dr. Herbert J. Stack.▲

WOMEN'S ACTIVITIES

OUR ROLE IN SAFETY LEADERSHIP

Outline of Introductory Remarks

by **MRS. RAYMOND SAYRE**

vice chairman, Women's Activities Conference, N. S. C., Ackworth, Iowa

Our role is to promote effective safety programs. Traffic problems do not have genders.

1. What we can do through our organizations (not specific activities but general principles)

- a. Determine projects on the basis of greatest need after studying your local inventory or making a local survey.
- b. Be sure the safety activities of your group are tied into the overall balanced program for safety being carried on by official and other voluntary groups.
- c. Help build a strong local safety organization or work in one already established and give assistance to its program. (not money—but voluntary leaders and workers)
- d. Make all possible use of services available to you—highway safety department, National Safety Council, Extension Service, governor, mayor, and police department.
- e. Do everything possible to train yourself and your leaders to be qualified in the field of safety.
 - (1) Understand all of the problems
 - (2) Know your own laws relating to safety
 - (3) Know services that are available

(4) Know solutions that are effective so you can be for something (driver training)

(5) Know how to measure what you have against accepted standards (Inventory—Uniform Code)

2. What you can do as individuals

- a. *Citizens*—Support law enforcement
Support needed legislation
Support community programs for safety (go to meetings)
- b. Accept positions of leadership
 - (1) Be a leader who can be counted on
 - (2) Be a trained leader
 - (3) Be an enthusiastic leader—the job can be done!
 - (4) Be a leader who is willing to work—even though you do not always get credit
- c. As creators of attitudes
 - (1) In the community (citizens)
 - (2) In the home (training of children)
- d. Safety problems, basically, have moral and spiritual values
 - (1) Life is precious
 - (2) We have a duty to others as well as ourselves—"We are our brother's keepers" "Watch out for the one behind you"▲

TIME FOR DECISION

by WILLIAM G. JOHNSON

assistant general manager for programs, National Safety Council, Chicago

The traffic situation today is a product of what was done and what was not done yesterday.

During the past 30 years agencies of the national accident prevention movement working with public officials and civic leaders, have developed a balanced comprehensive program which, when applied with reasonable vigor and intelligence, has produced marked reductions in traffic fatality and injury incidence.

The program agreed upon and reduced to writing, began with the Hoover Conference of the early '20s and has continued through White House Conferences and other meetings. It is represented by such books as the Action Program and Regional Conference workbook of the President's Committee for Traffic Safety, a Business Advisory Panel brochure on state organization, and the excellent report prepared last year by the Governors' Conference.

The immediate problem has gradually become one of applying known principles. We stress a balanced application of a comprehensive program because the general public seeks panaceas.

If three-fourths of the cities and states had applied these principles as well as the one-fourth with the best records, accidents in 1956 would have been one-third fewer, and not even those best cities and states fully applied the program.

REDUCED DEATH RATE

Results were achieved even though application has lagged behind the growth of the basic problems of increased population, car registrations, and travel.

From 1925 to 1940 the national death rate per one hundred million miles of travel was reduced 36 per cent and available data indicate that the non-fatal injury and property damage accident rate also declined. During that period motor vehicle travel was steadily increasing—it almost tripled. As mileage went up and the death rate remained constant traffic deaths rose steadily. The first

major break in the traffic death toll occurred when the motor vehicle death rate took a sharp drop shortly after 1935. It was at that time, through the Automotive Safety Foundation and other agencies, that the first real impetus was given to the application of recognized programs.

From 1946 until 1954 the national death rate dropped another 36 per cent, but available data indicate personal injury and property damage incidence rates did not parallel the decrease in death rates. We see mileage rising sharply—mileage almost doubled from 1946 to 1954. The death rate had shown a sharp drop in the early part of the post-war period, and deaths remained about constant. Then as the death rate leveled off, deaths began to rise, almost keeping pace with travel. I re-emphasize that the non-fatal accidents which account for 97 per cent of accident-cost did not parallel this death rate decrease. Non-fatal accidents were rising.

NEED MORE PREVENTION WORK

Detailed program reports made as a part of the Annual Inventory of Traffic Safety Activities and other inventories reflected increased application of standard programs, but not at the same rate of growth as vehicle use and population. Thus, the additional prevention work needed has steadily increased. For example, 1953, data would be reported and analyzed in 1954; then perhaps in 1955 approximately one-third of these increased programs needed would be authorized by the state legislature or the city council.

The result, in 1955, we were no better off than we had been in 1953, and by 1956, with travel still rising, we were somewhat behind where we had been. However, reductions in accidents have continued to be reported from states and cities which have applied the balanced comprehensive program with sufficient strength to control a growing problem.

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tainable application of the program can cut accidents in half. And we emphasize that we are talking about reasonable and attainable application of the program, not about an utopia. Reasonable, attainable application can cut traffic accidents in half.

Yet traffic accidents hit an all-time high in 1956. Forty thousand dead, one million four hundred thousand injured, ten million accidents, and four and three-quarters billion dollars lost. Accident rates rose in 1955 and stayed up in 1956. That's the first such two-year set back since 1941. Travel has almost doubled in 10 years. Accident prevention programs are being swamped by the cumulative effects of more and more people, more vehicles and more travel.

THE PREVENTION PROGRAM

What is the action program? What are these standard programs? What are the objectives of the program? Let me read them.

Sound uniform laws—the responsible agencies are legislators and city councils.

Adequate accident reports used to guide programs—official record bureaus.

Good instruction for children and youth—in the schools.

Traffic supervision and firm enforcement—by the police.

Dispense justice and create respect for law—the courts.

I hardly need point out that objective has sweeping implications for many of our other social problems.

Strict requirements for obtaining and retaining driving privileges—license authorities.

Increased safety of existing roads and streets, through engineering, and construction of additional streets and highways to carry traffic safely—objectives of street and highway departments.

Vehicles progressively easier to operate safely and minimizing injury potential—the manufacturers.

Vehicles maintained in safe operating condition—inspection authorities.

Citizens, two objectives: informed and safety minded, and supporting accident prevention—the agencies: the media—press, radio, and TV; citizen groups such as service clubs, veterans organizations, PTA.

Chambers of Commerce and safety organizations.

Last but far from least, coordination of state and local programs—the people responsible: governors, mayors, county officials, and citizen leaders.

NEEDS BED-ROCK SUPPORT

We emphasize a balanced program, with a structure which somebody said is several thousands of years old. Perhaps balance and soundness kept it standing. It's a structure to support our objective of good traffic—good traffic which is safe, smooth, and economical. We show the elements of that program—roads, traffic engineering, vehicle, public education, school, driver licensing, police, courts, accident records supporting the whole program, a foundation of sound laws, and all this tied together by teamwork and leadership. But you see that the structure would not stand up, it would not be substantial, unless it was on a bed-rock of citizen support.

How does our structure stand? The state accident prevention activities for 1955, and the results for 1956 are not much different: in the status of preventive activities, the average performance of 47 states was 66 per cent of the minimum program. I emphasize the minimum program. The average performance of 875 cities with more than 10,000 population was 50 per cent of the minimum program.

Now let's look at some of these elements in terms of our balanced structure.

HIGHWAYS, ROADS

From 1946 to 1956 we did not build enough additional roads to park the additional cars we were operating. Now, as a matter of national policy, we have created the Federal Highway program on an expanded basis to take care of the interstate road system. If we are alert to preserve against certain pressures the safety features, such as planned access, on that interstate road system, we will get substantial safety benefits. What about the cities which have lagged behind? Are they going to plan on that same basis to handle tomorrow's traffic?

What about the existing roads and streets? Traffic engineering on those is woefully inadequate. We do not have enough manpower to study the high accident locations. We do not have the budgets to

correct those locations after the studies are made. We do not have sufficient state staffs to give the proper assistance, the kind of assistance they need, to small communities.

The vehicle. Today we have a vehicle which is extremely easy to drive safely. Unfortunately, it is also extremely easy to drive dangerously. Until recently we felt that the automobile advertising programs would encourage the use of this potential in an unsafe way. The recent change in advertising policy of the motor vehicle manufacturers is a tremendous step forward. We do need to make additional progress in designing vehicles which minimize injury potential.

ADEQUATE ENFORCEMENT LACKING

Public education. We know that the quantity's enough—you hear enough, and read enough in all of the media—but what about the quality? Is this information effective in preventing accidents? Do we know enough about working with groups? I think not. We have a lot of enthusiasm in groups, such as the service clubs and veterans organizations, but how do we use that enthusiasm?

Elementary education is pretty good. Driver education in the secondary schools is woefully inadequate. Last year we trained approximately one-third of the eligible students in driver training. Safety in the colleges and universities? In many respects, this is just getting started.

Driver licensing. Examinations are good in some states, poor and inadequate in others. Driver improvement programs—calling in drivers for corrective treatment when their records so indicate—do not have enough manpower to study the records, to work correctively with drivers, and do not have a firm enough attitude on enforcement to take off the road the incompetent, unwilling driver, who will not drive safely.

The police. Inadequate manpower, inadequate training and administrative practices leave much to be desired.

Courts. Do we give dispensation justice? I think not. Are the courts conducted with dignity, or do we still have the horse and buggy justice of the JP system prevalent throughout much of the country? Do we have integrated administration of state courts from the supreme court down? No, in most states.

Accident records. We do not have spot maps necessary to diagnose the trouble spots; we do not have the location files necessary to study them; and we do not have the manpower to use the records we do have.

Laws. We have non-standard hand signals; we have differences in rules of the road; and we have wide differences in attitudes on speed.

Teamwork and leadership tie this thing together. Often these are not even recognized as necessary ingredients of a program. And when they are recognized, often the tremendous trifles, the details of getting that teamwork and leadership are not recognized.

What about the foundation of citizen support? Unorganized. In many cases it has inadequate leadership, poor direction, and faulty technical information. Often we throw away our books and settle for supposedly cheap panaceas, special campaigns, shortcuts, and gimmicks. I wish I could tell you that there was a cheap panacea for this problem, but there isn't, and we must all recognize the need for a fully balanced, comprehensive and adequate program.

Now that we've marked up our current status, it's a pretty "ratty" looking structure. No wonder it won't support our objective of good traffic.

TOMORROW'S FORECAST

What about tomorrow? This nation will continue to grow: by 1966 one hundred ninety three million people, up 17 per cent; ninety million drivers, up 25 per cent; eighty two million cars, up 34 per cent; eight hundred twenty five billion vehicle miles of travel, up 47 per cent. It is anticipated that growth in travel will be the same in the next 10 years as in the last 10. If accident rates continue unchanged, 54,000 people will die in 1966, one million nine hundred thousand or more will be injured and 6.3 billion dollars will be lost.

In fact, the situation is becoming progressively worse. Rates will continue to rise, accidents will skyrocket if prevention programs lag behind travel. The results will be deaths, injuries, damage, congestion and a stunted economy—not only because of the accident and congestion waste, but be-

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cause motor vehicle travel limitations impose a limit on economic growth itself.

What are we going to do? One element of the balanced safety program—building new roads and streets—will be doubled, comparing the past with the future. What about the other elements of the comprehensive program?—Laws which have been substandard—are we going to have sound, uniform laws? Uses of accident records.

INCREASE DRIVER TRAINING

Youth education—One-third of the students eligible for driver education in high schools were trained last year. We know that every youngster today for all practical purposes is going to drive a car. How long are we going to wait until we give those drivers the training that they need? At the present rate of progress it will be 1985 before we are training 100 per cent of the drivers in the schools. Can we wait that long?

Police supervision. I emphasize first that we are not just talking about more. We are also talking about better enforcement. We are talking about the non-fixed ticket. We are talking about selective enforcement at the times and places where violations cause accidents.

Court effectiveness. Will we have an integrated court system in each state comparable with the fine system in New Jersey? Other areas of improvement are:

- Driver licensing
- Engineering on existing streets
- Vehicle design
- Vehicle maintenance

Public education. Will we have research work to give us the information we need

to make better use of group enthusiasms? Will we have better aim in our public education program?

What are we going to do? What now? There is an alternative to these hard facts. It is federal control of traffic. The American people have exported to the national government many of their problems which were not solved at the local and state level. There have been rumblings in that direction already. The Roberts committee of the House of Representatives was told by many witnesses that the federal government ought to take federal driver licensing authority on the interstate highway system.

Fortunately, in our view, the Roberts committee does not see it the same way. But how long can that go on? How long can the states and the communities fail to live up to their responsibilities and still expect the federal government to stay out? The people will ask the federal government to come in I'm afraid.

The answers to these questions rest with citizen leaders who will help build public support for these official measures and will help imbue each driver and pedestrian with a sense of personal responsibility.

There are several questions that each of us has to answer. These questions are: first—Do you have influence in your community and your state? and second—Are you part of the problem or are you part of the solution?

I hope that you will definitely determine that you will be part of the solution. If you decide to be part of the solution, the people of America will owe you a debt of eternal gratitude. These days are truly the time for decision.▲

THE TRAFFIC PROBLEM

by JAMES D. HILL

district director, Field Service dept., National Safety Council, Dallas, Tex.

The traffic problem is our mutual interest. I think before we go too far into the matter of deciding how to use this tool of accident prevention, it might be well to dwell a little bit on what the traffic problem is . . . what it constitutes.

What kind of problem is the traffic problem? We get so busy sometimes I think in trying to solve the problem, we are on the run (it has us on the run) and we don't analyze the problem adequately before we try to do things to solve it. The question

arises whether we run into some lost motion in this procedure, so let's in some detail examine this thing that we call the traffic problem.

We can describe the traffic problem as a problem of knowledge. We have had automobiles 50 years, 50 years in history is a short time. People haven't learned how to drive . . . right. That is more or less obvious. I think we can all accept that description of the traffic problem.

WE JUST DON'T KNOW

Something that is not quite as obvious is that as civic workers trying to prevent accidents, and as officials working at the job of trying to prevent accidents, we too, are suffering from the impact of a new problem. We too, are delinquent in the knowledge of how we might do our job to prevent accidents. We are just as subject to it as the driver is to lack of knowledge. As we must be tolerant of the driver and understand him and the problem that he lacks basic knowledge of how to do his job of driving, so that driver must be tolerant of us too, and understand that we are still trying to find out how to do our job best.

When I say "we," I mean it very broadly; the National Safety Council doesn't know nearly so much about doing its job of accident prevention as it ought to know. If we knew all the answers to the problems, we wouldn't be having 35,000 to 40,000 people killed in the United States every year. One of the essential components of any kind of a successful and a defensive problem must be humility. We must admit we don't know.

IGNORANCE IS MISTRUST

We can call the traffic problem a problem of ignorance, an unprejudiced ignorance, perhaps, an ignorance that can't be helped, but an ignorance that should be recognized. People just don't know, just don't know. Now then, one of the characteristics of ignorance is mistrust. One of the almost constant corollaries of ignorance is mistrust. This is easy to recognize.

Some of you know what happens when you go into a small area, an area in a city where everybody is underprivileged about everything. People in such an area don't know who to follow; they don't know who to trust; they are loathe to accept what

anybody says about anything. Leadership is erratic and frequently dishonest among such people. That we all recognize. It is easy to recognize because in most ways these people are ignorant or underprivileged.

It is not quite so easy to recognize when you find a bunch of people who are smart in most ways, well-informed in most ways; but, ignorant in one way, which is the situation we are in, in our so-called traffic problem. You can get a bunch of people together who are what we would call up-and-coming people of the community, well-informed, well-cultivated and well-motivated. You can ask them what to do about the smallpox epidemic and they operate at once with a minimum of lost motion.

You can get these people together and ask them what to do about polio, about cancer, about any problem of public health, and in general they waste a minimum of time deciding what to do about it and they get about doing what they have decided to do about it.

NO ORGANIZED THOUGHT

But you get these same people together at a meeting and let them decide what to do about motor vehicle traffic accidents, and they remind you of a man that jumps on his horse and tries to ride off in all directions. Everybody has a different idea, nobody likes to follow anybody, nobody wants to accept what anybody else says.

The chances are if I make a safety speech, there are people listening to me and wondering how fast I drive after I make my safety speech. They wonder how much of what I preach, I practice. Isn't that a characteristic of this thing we call the traffic problem? Don't we have the mistrust born of ignorance among otherwise well-informed people permeating our thinking about the traffic problem?

I recognize this sort of thing as an occupational hazard to me. There is abroad in the mind of the people a cult of unbelief. We in so many cases don't really think that much can be done. We don't like to follow what people suggest to us because we aren't really well sold that what we undertake will prevent accidents. I believe we can describe the problem in terms such as that.

I believe we can also describe the traffic problem as a psychological problem. You

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Now the psychologist studies the behavior of individuals, and like most people who specialize in one thing or another, he comes up with some terms that are not familiar to laymen, but which laymen can perhaps use to benefit. So let's explore what this psychologist talks about and how it might apply to traffic.

DESIRE SELF-EXPRESSION

The psychologist describes a thing which, perhaps, we call the well spring of desire to be heard, to express one's self. The psychologist calls this two things; he calls it the id in one form, and the ego in another form. Suffice to say, but he tells us and we recognize, that within each individual there is a desire to consort with his fellows, a desire to speak and be listened to.

There is a desire to act and to influence others. As long as there is life in a human being this desire is present. However, it is subject to certain things that the psychologist calls repressions, or inhibitions. An individual when he is born, when he is an infant, has no repressions. Eventually, when he gets up to where he can walk around, he may run into a prohibition that eventually will turn into a repression.

Take, for example, a ceramic piece or something that must not be touched; he tries to touch it and he has to be physically restrained. As time goes on and he is restrained repeatedly, he gets to the point where there is within him a built-in inhibitor. He starts to reach for this piece of Dresden and he decides not to because he has been told not to so much, there is a repression against it.

But, as we go through life, the psychologists tell us, we gather and set up a regular system of repressions. As long as these repressions are in order, and as long as we are in order and reasonably well-adjusted, we get along all right because there is still ample outlet for our urge for self-expression in socially approved channels.

There are lots of ways man can express himself. Doing his job, playing a game of golf, playing a game of canasta, reading a book; there are just any number of ways we can do this all right, it is constructive. But, every once in a while all of us, during a great deal of the time some of us, get to where we rankle at all these repressions

that society imposes on us. We may even do an overt act or revolt against them.

We may decide we are going to break the law just to see if we can get away with it. Now when I say "the law," I mean the code or rule, not necessarily the written law. When that happens, the psychologists tell us it is an escape mechanism, a way that we have of revolting against the system. It is kind of like when a boiler builds up a head of steam, and it breaks out at the weakest point when the steam is too much for the boiler to contain.

Now what is an example of an escape mechanism in traffic? One is the fellow that loses an argument with his wife at the breakfast table and tries to win it back driving downtown. Another example is the person who is a paragon of politeness in the living room, but who is a "heel behind the wheel." He sees here an opportunity to violate the code and get away with it. He can escape from this corral of inhibitions and repressions and at the same time escape social pressure, so he does it.

Another escape mechanism is the teenage boy, whose parents are very strict on him and he can't get away with a thing, but he gets behind the wheel of an automobile and lets off steam there. Somehow or another Pop has forgotten to lay down the law on that too, or maybe he laid down the law but the boy still thinks he can get away with it.

A young fellow has an argument with his girl and he sticks his foot in the carburetor all the way home . . . escape mechanism. I think, perhaps, here is a valid description of this thing we call the traffic problem. It attaches itself to individual behavior, individual psychology, and individual expression.

GROUP BEHAVIOR PROBLEM

We can also describe it as a phenomenon of group behavior. Now the sociologist is a fellow who studies group behavior; a psychologist studies the behavior of the individual; the sociologist studies the behavior of a whole group of people and he, too, has some terms that probably we can use.

The sociologist talks about culture. What he talks about is the sum total of the way people live and do things. He talks about the instruments of culture. Anything that man invents to make his life more gratify-

ing in one way or another may be described as an instrument of culture . . . a chair, a table, a tray, an ash tray, an automobile, all instruments of culture. The sociologist talks about folkways; the way folks do things. If I am a guest in somebody's home and a picture falls off the wall, I don't stand on his overstuffed furniture to hang the picture back up. There is no law against it, but folkways are against it.

The sociologist tells us that the strongest group motive we have is to get along with the group. The strongest hunger we have is to stand well among our fellows. We have individual hungers, but insofar as the group is concerned or two or more people are concerned, we want to be well thought of. So, if the fellow wouldn't think well of us for walking on his overstuffed furniture, we ask him if he has a ladder. That is what sociologists call folkways. Obviously, folkways build up around all instruments of culture.

LAWS REFLECT MORES

There is a thing to do or a group of accepted things to do with any instrument of culture. Now the sociologist says that as these folkways have more and more time to develop, people have more time to exchange thought and ideas about them; they solidify or they get more firm and definite and they become mores. Mores is a Latin or Greek word. I'm not sure which, meaning laws. Now the sociologist comes up with this term mores, and then he tells us something that gives the policeman, lawmakers, and all people in general, I think, some pretty good reasons for cause.

He says that a law passed by a legislature or an ordinance enacted by a city council is not original, it is a reflection. He says that these laws are valid, they are effective in controlling peoples' behavior only insofar as they reflect the mores. The only real law is what people think about it, says the sociologist.

Well, police officers know that there is a practical translation of this. There are some laws that are extremely popular and easy to enforce. There are some laws that are difficult to enforce. The sociologist says that the popular laws are the ones that coincide with the mores, and the mores preceded them. The laws then, only reflected the mores.

The sociologist says that the unpopular laws are the ones that vary or deviate from the mores. If you press him, he will cite you an example of a Constitutional Amendment of the United States Constitution that was destroyed because it was in contradiction to the mores, and that was prohibition. When I was a young fellow, I couldn't walk into a schoolroom without seeing some vividly colored charts on the wall showing my liver, my kidneys, my stomach, my lungs, my heart, and everything else would look like if I took a drink of alcoholic beverage. I was thoroughly convinced that anybody who would take a drink of alcoholic beverage was crazy.

EDUCATION BROUGHT LEGISLATION

The church was a part of a 20 years or longer campaign of education on the evils of alcohol. The educational campaign culminated in this condition of the folkways and the mores in this country to the extent that it was possible to pass the constitutional amendment prohibiting the sale or transportation of alcoholic beverages.

Now at that time, the mores were against the law. Then what happened? The people who had been carrying on this education for 20 years congratulated one another and went home. They said, "Now our job is done, we have legislated it and therefore made it so. It is now a police matter." The people were then left to their own voices and not subjected to education on the evils of drink or anything of the sort, and they went back to their old mores, which said that a man can transport it, or sell it, or do anything else with it as long as he doesn't unduly impose it on anybody else.

It then became smart, of course, to fool the cops about this prohibition. We didn't have force of the pressure of this educational campaign any more, and the mores and the law grew apart. Well, we all know the result of the thing. The mores won. The amendment was repealed. If we had had a continuing educational campaign after the amendment had been adopted, the chances are that today we would have a law of the land against selling or transporting alcoholic beverages. But the mores didn't say so. Well, that's pretty strong medicine.

While it was becoming the smart thing to do to fool the cops about this alcoholic

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beverage law, we had a new phenomenon popping called "traffic" that nobody had minds well made up about anyway; so it more or less, by a process of osmosis, became the smart thing to do to fool the cop about traffic too. And we had a lot of comment about speed traps and the police mistreating the people, the disadvantage, the death-dealing disadvantage which is persisting, of course, to the present day.

TRAFFIC PROBLEM AROSE

These things I think we can use to describe the traffic problem. It's a problem of sociology, of folkways, of mores, and the like. The sociologist comes up with another term that I think is an interesting one, and it gives us a nice close application in traffic. He said that the traffic problem is a problem of culture lag . . . how far culture lags behind the lead . . . the difference between the way an instrument of culture is used, and the way it ought to be used.

He draws this comparison: If I was feeling pretty exuberant from one reason or another, natural or artificial, and decided I wanted to make a little noise to express myself, and I take my six-shooter and go out into the street and point it up in the air being very careful that nobody gets hurt and shoot it. A perfectly predictable series of events takes place. My next door neighbor calls the police, who come out and grab me and throw me into the jail. Before they have hung up the key, somebody is congratulating them for doing a wonderful job. The fellow might have killed somebody.

CULTURE LAG

But, let's say I'm more discreet. Let's say I feel the pressure of the folkways and the mores against using the gun in that way; let's say I get into my automobile and I go 50 mph down main street. Well, does anybody call the police? Chances are, not. Maybe they are a little upset, but nobody calls the police. If a policeman happens to come along, he pulls me over to the curb. He is not as unceremonious with me as if I were using a gun, he handles me rather gently.

He says, "You're violating the law, you were exceeding the speed limit and it is my duty to give you a summons." I am, of

course, the soul of innocence. I say, "Officer, what did I do? I didn't hit nobody did I? Did I do something wrong? There wasn't anybody on the street." Maybe 10 people will walk by and nine of them will say, "Why doesn't that speed-crazy cop leave that poor fellow alone. He didn't hurt anybody. Why doesn't he go catch himself a burglar, or do something important. Why do they have to pick on good people for?"

Which is the most dangerous instrument of culture to misuse, the gun or the automobile? A gun kills six people without reloading, and an automobile kills 30 people at one shot. It's been done. The automobile is at least five times as dangerous misused. Yet, we condemn the misuse of the gun and condone the misuse of the motor vehicle. Why? The sociologist tells us it is culture lag. He explains it this way. We have had guns 400 years, and we have had cars 50. We haven't had automobiles long enough to make up our minds about the right way and the wrong way, and come to a unanimous agreement about how they should be used, and how they should not be used.

PROBLEM SOLVED IN 400 YEARS

Well, if we ask the sociologist then what we should do about it, he may in a detached and academic way say there is nothing really to worry about; by the time we have had cars for 400 years like we have had guns, that probably will have taken care of itself. We won't have a traffic problem any more than today we have a gun problem.

If I hand a gun to you, muzzle foremost, loaded, you say, "Don't point that thing at me!" And everybody standing around says, "Don't point that thing at him!" I loose face. But, if I go 70 mph between here and Fort Worth and you know darn well that 60 is just as fast as you can safely drive, what do you do? The chances are, you keep quiet. So we haven't got our folkways and our mores developed. We have a case of culture lag.

And in another 350 years it will have disappeared because people will have had time to think it over and talk it over, and come to an agreement. Of course, while all this is happening we will be killing 35,000 to 40,000 people a year. So why are we holding safety meetings, staging state safety conferences, publishing all this literature,

taking an annual inventory of traffic safety activities, and everything else?

What are we trying to do? We are trying to cover in 10, 15, or maybe 20 years the social development and group thinking that ordinarily would require 350 years to cover? But how do we do this? But how do we stimulate the rate at which concepts evolve concerning the use of the motor vehicle and concerning the control of its use? We stimulate it the only way, we accelerate it the only way it can be accelerated, by accelerating the rate at which people think and talk about it.

INVISIBLE ESSENCE

I think we can describe the traffic problem as a social problem. I think we can describe it in all of these ways. I think we can describe it as a problem of ignorance, a problem of sociology, and a problem of psychology. I think there is one other way to describe it . . . invisible essence. A couple of years ago I was reading the *Birmingham News*, and on the editorial page I read a parable written by Dr. Norman Vincent Peale. This was kind of an unexpected way to find some light on the traffic problem, but I would like to tell you this parable and my thinking following it.

Dr. Peale was telling about a game of golf he played one time. He was out in the woods looking for his ball and there was a young fellow out there raking leaves on the golf course. This young man knew Dr. Peale and approached him rather hesitantly and he said, "Dr. Peale, I need some help. I don't like my life and I've been aiming to come see you for more than six months."

Dr. Peale said, "Why did you wait so long?" He said, "Oh, I just haven't got around to it. I do need help. I want to get somewhere. Some time I would like to come see you and talk to you. Some time." Dr. Peale said, "Well, why don't you start talking to me now while I'm looking for my ball?"

So the boy poked his rake in his leaves and started. He said, "Dr. Peale, you see what kind of job I've got here, I'm raking leaves on this golf course. I want to amount to more than that and I want you to help me. You've helped other people. I want to get somewhere. I don't like my job, my situation, or anything about it. I want to

get somewhere." Dr. Peale said, "Well, that's fine. Where do you want to go?"

The boy was taken back a bit, and said, "Well, I don't know." Dr. Peale said, "What would you like to do?" To which the young man replied a little bit defensively that he just had never thought about it definitely like that.

So then the good doctor was a little bit hard on him and he said, "It seems to me you have your mind made up a lot better about what you don't like than what you do like, about what you don't want than what you do want. You tell me you want to get somewhere, and I ask you where you want to get and you can't tell me. I ask you what I can do to get you there, if you had your mind made up, and you can't tell me. I ask you what you would like to do and you can't tell me. Now you must decide this thing for yourself, and until you do all the help in kingdom come will roll off you just like water off a duck's back. When you decide, then whether help comes your way or not, you're still on your way."

NEGATIVE THINKING

I reflected on that a while and it occurred to me that he was talking about the traffic problem. Dr. Peale went on to say the young man did make these decisions and eventually did get somewhere, was constantly and quietly failing himself. He was failing himself, and that is the traffic problem. Man's failure of himself.

Fundamentally, the problem is "no," isn't it? The problem is the negative mind-set: the propensity of people to say and act negatively, instead of positively. It came to me as a revelation; and, perhaps, I shouldn't be proud of it because at the time I had been in traffic safety for 17 years. It came to me as a revelation that traffic was not a new problem at all. It was a new kind, a new manifestation, a new form of a problem as old as man. The problem of man's failure of himself.

DESPAIR FACTOR

We've recognized it in lots of ways. This General Motors research director, Charles Kettering, expressed it this way: he said it is the despair factor. One of his favorite stories is about the time he invented the self-starter. Everybody agreed that something should be done to relieve people from

having to crank body agreed all was available vehicles, it was starter so Kettering

Shortly after engineer accosted, I resent starter thing." so?" "Because electricity." WI violated my hi that it couldn't laws of electric

Shortly after called in all the quite a number men who were doesn't seem to this negative m to be much c seem to be ab tremely well-enlaved by it.

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having to crank automobiles; but, everybody agreed also that on the set-up that was available at that time on the motor vehicles, it was impossible to invent a self-starter so Kettering invented it.

Shortly afterward, an eminent electrical engineer accosted him and said, "Dr. Kettering, I resent your inventing that self-starter thing." Dr. Kettering said, "How so?" "Because you violated the laws of electricity." What he really meant was, you violated my hide-bound, negative mind-set that it couldn't be done. You violated the laws of electricity.

Shortly after that happened, Dr. Kettering called in all the research engineers. He had quite a number of brilliant, well-educated men who were extremely capable. Education doesn't seem to have anything to do with this negative mind-set. There doesn't seem to be much correlation. Ignorant people seem to be able to surmount it, and extremely well-educated people seem to be enslaved by it.

Well, anyway, Kettering called his research engineers together and told them to all bring their slide rules, so they did. He said, "Now gentlemen, we have just finished inventing the self-starter that everybody said couldn't be done. When I proposed the thing a few years back, a lot of you undertook to prove to me that it couldn't be done. Now I asked you to bring these slide rules today because I want to warn you something about them.

DON'T DISCOURAGE PROGRESS

"I want to give everyone of you fair warning that the next time I come to you with an idea that needs developing, and one of you pulls out one of these slide rules to prove to me it can't be done, we are going to burn them all up. If you want to prove to me it can be done, I'll listen; but don't start out on the premise that it can't be done and undertake to prove it to me, because I'm not interested . . . the despair factor."

Menninger, the famous psychiatrist in Topeka, Kan., has a way of saying it. He says that every man contains the seed of his own destruction. We recognize it in our everyday comings and goings. We talk about it colloquially; we say John, or Joe, or Jim, or Tom, or Dick, or Harry is his own worst enemy. He works against him-

self. And the payoff, of course, is that it is John, or Joe, or Jim, or Tom, or Dick, or Harry that does that. You never hear anybody say, "I'm my own worst enemy."

The traffic problem in its fundamental essence is a moral problem. It is the same kind of problem that the Master was sent here a little over 1900 years ago to do something about. It is the problem of negativism, of despair, of "no." The fact that it involves motor vehicles, the fact that it involves streets, traffic lights, pavements, and all that, is purely incidental. There is nothing new about the problem of man's failure of himself. Now then, do you need proof of that? I can sight you proof that is self-evident, like the things you read about in the Declaration of Independence. When an accident happens, somebody fails himself.

MECHANICAL PROBLEM?

I think the most striking proof of the fundamental nature of this traffic problem can be found in the fallacies that we professionals burden ourselves with as we go about our jobs trying to correct them. What are some of these fallacies? Let's nail some of them to the wall. Well, the first one is that traffic is a mechanical problem. You hear people on all sides talking about their grammis adjusters, grammis indicators, hayseed polishers, and incriminator filters, and so on. If we can just get enough gadgets, if we can just get enough policemen, and enough motorcycles, and enough traffic lights, and enough jail sentences; if we can just get enough mechanical things done, we can solve this problem.

Do we really believe that we can pile on these mechanical correctives deep enough that we can relieve ourselves of the necessity of facing out some of the seamy moral necessities in this business? Do we really think we can hire enough policemen to stop accidents if a judge turns loose people without justification that the policeman brings up? Do we really think that chemical tests will help us stop accidents if you can fix a DWI case?

Do we really believe that a fraud payment or an extremely complex signal system at an intersection will stop accidents when we will listen to this real estate promoter that says make it a night rate intersection so I can sell filling station locations on this corner, don't make it a clover-leaf intersec-

tion. Do we really believe we can solve the traffic problem mechanically? No, I don't think we do. Yet, we talk about it all the time, and we promise the world with a ring around it if you will just give me a \$100,000 signal system, or just vote for this new bond issue to get all these streets paved. Aren't we deceiving ourselves, aren't we failing ourselves when we do that?

AGE OLD PROBLEM

Another fallacy is that there is anything new or different about the problem. There isn't. We, therefore, need experts to solve the problem. We don't. And fortunately we don't, because there aren't any. There has been one traffic expert in the history of the world, and that was the Man of Galilee. What the Man from Galilee told us 1900 and some odd years ago is all we need to know about traffic safety; nobody needs to add anything to it.

Whether we are operating as an individual driver, an official, a civic worker, or anything else, traffic is nothing more or less than applied Christianity. Traffic safety . . . applied Christianity. We need only to use our God-given intelligence to interpret and apply what is there, and what we know, and what we have been told until it is a part of our frame and bone and sinew. Yet we look for experts. Yet we look for some way around moral necessity.

Now then, here is a real tricky one, a real tricky fallacy that we professionals work under; that is the fallacy of public approbation. The public tells us we are doing a good job of accident prevention. How does the public know? They kill 40,000 of their own kind every year. How do they know? I make a speech at the Lions club, and they come up and shake hands with me. They are pretty conscientious folks, some of them have lots of money, some of them are successful businessmen; they come up and shake hands with me and say, "Mr. Hill, you are doing a very wonderful job."

LET SLEEPING DOGS LIE

Well, I want them to think so because that puts them in a receptive frame of mind, but I'm not kidding myself. I'm not doing a wonderful job just because they tell me I'm doing a wonderful job, they don't know. If I let myself be satisfied with pub-

lic approbation of the kind of job I'm doing, I'm liable to get into any number of man-traps. One of them is the sleeping dog blind alley. If the public is happy, let them go ahead and kill 40,000 of their own kind as long as it isn't me. Let sleeping dogs lie. We are liable to get into a super-serious, cheap character building routine. If the public thinks I'm doing a good job, then I'll say the things the public enjoys hearing.

I go to the Kiwanis, Rotary, Civitan, or what have you; and I tell them what a wonderful safety program they have when I know darn well their safety program stinks. I please the public so the public will tell me how good I am, and the first thing you know I'm as phony as a three dollar bill, and they are too. That is the terrific man-trap we get into and we end up with an insecure feeling of walking on quicksand.

There are more fizzes, fallacies, phonies, and dreamers in the safety movement today than any other movement I know of. And one of the big reasons is because they depend on the public to tell them whether they are doing a good job or not. The public doesn't know. That is one of the things that makes it difficult. Where do I find out whether I'm doing a good job? I never know really, but I keep asking myself is this the best I can do, is this sound thinking, is this sound action?

TALK DOES ACCOMPLISH

A fallacy that we professionals succumb to from time to time, is the fallacy that a lot of talk accomplishes nothing. You hear it in any sort of meeting, take your choice, someone draws up very profoundly and they drop their voice an octave or two and get a hollow sound in it and they say, "Well, it is all very good, but it is a lot of talk that won't amount to anything. Everybody gets religion about it here today, and then we go home and forget about it. A lot of talk accomplishes nothing." I reject that as a fallacy.

I cite you again the first safety expert, the last, and the only one in the history of the world; the Man of Galilee, who lived about 34 years and did nothing but talk, and we are still listening. It took a lot of talk to make the Bill of Rights, the Magna Charta, the Declaration of Independence, the Constitution, all of the things that distinguish free men from slaves obviously had

to be preceded by talk. Talk does accomplish what the man who says a means that is more than I've put

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to be preceded by a lot of talk. So a lot of talk does accomplish something. This fellow who says a lot of talk accomplishes nothing means that a lot of talk with no more faith than I've put into it, accomplishes nothing.

Well, the problem is an old one, the problem is man's failure of himself. The corrective is an old one too, the corrective is faith. Unless we believe that something is reasonably intelligent and reasonably well-directed to prevent accidents, it won't prevent them. Unless we believe, we can't operate or act intelligently or in unity with anybody else. We will still be flocking around the tower of Babel, we will still be mistrusting our leadership, we will still be ignorant; and, as long as we persist in not believing, we will still kill one another and ourselves.

Traffic is a moral problem. Only its manifestations are mechanical. It is a new expression of an old problem and the same corrective will apply as it has applied to these old problems through the centuries. Well, I ask you then, to have faith in the efforts to solve this traffic problem. Can I give you justification for this faith? Yes, I can. I can give you a little bit of historical justification.

MORAL QUESTION

Back in 1925 we came out with our first records. They were admittedly incomplete, but they were our first records of a motor vehicle title in this country. Fatal accidents and those sets of records produced a rate of 19 people killed for every one hundred million vehicle miles traveled. Today it is six and two-tenths. I take that as fuel for faith and that what we do to prevent accidents, prevents accidents. Especially when we can relate directly and traceably what was done and how the rates came down through those years.

Here is that picture: from 1925 to 1932 we had our first national concerned cry about accidents. The legislatures passed laws, newspapers raised cane, and the police bought motorcycles and started arresting people, and we had a great deal of to-do about it. In 1932 the death rate had dropped from 19 to 16½ per one hundred million vehicle miles.

Then we had a wave of reaction and we had a lot of yammering about speed traps. We even had some laws passed that a po-

liceman had to be dressed a certain way, and in a motion on a certain kind of a motorcycle on a public street or highway before he could arrest anybody for speeding. We also had the situation of a depression back in those days. Jobs were hard to get in 1932, and policemen had families in the habit of eating. Well, there was a let-up and the death rate increased from 16½ in 1932 to 18½ in 1934. Then the conscience of the American people began to catch up again, and in 1935 four significant things happened.

ESSAY HITS HOME

J. C. Furnas wrote an essay called *And Sudden Death* and finally got through the thick hide of the American automobile driver with that essay. He is the one that first so graphically described the brains on the fender, the blood on the streets, the scream of a child in the night, the curious flopping efforts of the injured, the moans and the screams of the oil-soaked body on the pavement, the apologetic expression of the face half gone away, and Brother Furnas got it through the heads of a great many people that unless they changed their driving habits, that was what they were headed for. That article reprinted five million copies out of the *Readers Digest*. It had an impact.

In 1935 something else was done to prevent accidents. The National Safety Council set up a five year accident prevention publicity campaign significant two ways: first, we can advertise safe conduct like we advertise cigarettes, and toothpaste, and automobiles, and all the other things we do. There is a potential here in publicity. We can advertise and sell safe conduct. We are also going to do it for five years, and we are not going to do it for a couple of years and quit. That was significant, too. Even today we have people who think that we can get this thing done in a couple of weeks and then forget it.

We have a lot more today who know that we must live with it from now on. The Council also started the National Traffic Safety Contest, which was a precedent or a granddaddy of our Annual Inventory of Traffic Safety Activities . . . a relating or pooling of experiences between cities. Also, the Northwestern University Traffic Institute was established in Evanston, Ill. . . . a step made toward scientific traffic policing.

All those things added up to something done to prevent accidents. The result, the death rate dropped from $18\frac{4}{10}$ in 1934 to $12\frac{1}{10}$ in 1939, five years later.

Now then, for the next seven years we had no more reduction. Why? We fought a World War, we didn't do anything about traffic safety. In 1946 the death rate was $11\frac{5}{10}$. In that year the war was over, everybody was getting concerned again and the President of the United States got into the act. He called the First Annual President's Highway Safety Conference. This conference has been held annually since.

PRESIDENT'S CONFERENCE

This President's Highway Safety Conference adopted an action program for voluntary implementation by cities and states. The death rate that year was $11\frac{5}{10}$, and three years later it was seven and five-tenths. Something had been done to prevent accidents. The rate is still going down and is now six and two-tenths. Those people who used to have the audacity to dream of a national death rate of six today are thinking of a national death rate of two or three in somewhere between five and ten years, if we don't get into a war or some other major national distraction.

Is there fuel for faith in that history?

I think so. What we do to prevent accidents, prevents accidents. As further fuel for faith, on any Annual Inventory of Traffic Safety Activities we put a specific percentage evaluation score on what a state or city does to prevent accidents. Our national death rate currently is six and two-tenths. In some states, however, it is as high as $10\frac{5}{10}$.

In some states, as low as two and four-tenths. Invariably, the states with the low death rates are the states with the highest scores in the Annual Inventory of Traffic Safety Activities. The states that are doing the most to prevent accidents, are preventing the most accidents. The states with the high death rates are the ones with the low performance in the Annual Inventory.

We made a five year study of 32 cities in Wisconsin; we portrayed the results on a graph, in the beginning the total deaths in these 32 cities stood high on the graph, the inventory low, the lines crossing in the middle of the period. At the end of the period, the situation was reversed. The total inventory scores were high, the deaths were down about 40 per cent. They were the low point on the graph.

What we do to prevent accidents, prevents accidents. This I take as fuel for faith.▲

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FUNDAMENTALS OF HOME SAFETY ACTIVITIES

by MISS EUNICE HEYWOOD

assistant director, div. of home economics programs, federal extension service,
U. S. Dept. of Agriculture, Washington, D. C.

Over the years much has been said about home safety, but unlike the weather, much has also been done about it. However, not until 1955 had any attempt been made to find out "who was doing what"—or how much. That year a trial run of a Home Safety Inventory was made under the sponsorship of the National Safety Council. More than 600 reports were received, and for the first time we had some reliable information about home safety activities being conducted on local, state, and national levels.

Believing that home safety programs, to be effective, should be cooperative, we wanted to know what groups and organizations were interested and active in such programs. The results were most gratifying.

In 1956 the Home Safety Inventory was developed with two major objectives: first, to add to our knowledge of "who is doing what" in home safety; and second, to stimulate further home safety program activities. The Inventory sought answers to the following questions:

1. What organizations generally were most actively concerned with the problems of home accidents?
2. What types of activities were most frequently conducted by these organizations?
3. What community groups cooperated?
4. What determined the types of activities undertaken by an organization?
5. Who did these organizations attempt to reach through their efforts?

More than 4,100 program reports were received and analyzed. A summary has been published and sent to all state and local centers that assisted in making the Inventory.

The findings indicated that large numbers of people were being reached by a home safety message and that most of the organizations promoting home safety were at-

tempting to make their efforts part of a continuous, long-range program. Some apparent gaps, however, were uncovered:

1. More attention than was reported could be directed at safety for young children and for the elderly;
2. More effective use than reported could be made of mass media, such as television and radio;
3. More inter-agency cooperation might be achieved than reported.

No national Home Safety Inventory will be made in 1957 but one is planned for 1958. The long-range objective of the Home Safety Inventory is to contribute to the reduction of accidental home injuries by helping those conducting state and local home safety programs to:

1. Stimulate the development, expansion, and coordination of home accident prevention programs in their respective areas.
2. Establish standards and norms which will encourage officials, voluntary agencies and business organizations to accept responsibility for home accident prevention.

Information gained through the Inventory serves as a valuable guide to those of us who are concerned with planning safety programs and activities or with the production of materials for use in safety programs. For example, a booklet on old-age safety is in process which we hope may stimulate more widespread attention to the special needs of our older citizens. Another publication planned for early 1958 will offer program ideas illustrated by examples of interesting projects gleaned from the 1955 and 1956 Home Inventories.

In 1958, more selective advice of organizations will be sought in developing a questionnaire tailored to fit organizations.▲

THE PHILOSOPHY OF THE BEADED SHOES

by CHARLES W. FERGUSON

senior editor, The Reader's Digest, Pleasantville, N. Y.

One good thing about conventions is the opportunity they afford to stand off and look back and decide whether the work done is worth while or might be better done.

To appraise accurately is one of the hardest jobs on earth; the very act of trying puts us in a critical mood toward our efforts and we usually end up with the mullygrubs. And because this is the case I have decided to tell three stories. These stories are so short that in each case I will have to reverse the usual process for a Digest editor and make a short story long. All the stories are designed to give you some consolation and some brightness of mind in the assessment of your work.

DRESS MORE PLEASING

The first concerns a woman, a writer who has done some wonderful articles for *The Reader's Digest*—Elise Miller Davis. Once on a trip to Mexico she took a fancy for a pair of beaded shoes. They looked exquisite as a piece of work and while she had no immediate or anticipated need for them, they caught her eye and held it—so she bought the shoes. When she got home she didn't know quite what to do with them; they didn't work in with any ensemble. But a friend saw her predicament and with skill made a beaded dress. That's not the way to describe the dress, but it had sequins on it and it was pretty fancy and she had something to go with the beaded shoes.

Came the evening when Elise Davis decided to wear the dress and the shoes. She got diked out and then started off to a dinner. The dress was a honey, but when she got outside in the early evening light she noticed that the beaded shoes were not as pretty as she had thought. In fact they just wouldn't do. So she went back into the house, much pleased with the dress, and changed her shoes.

Now the moral of this story is too plain to need elaborate emphasis: our final accomplishment may be far greater than our original objective. We may fail or discard, but what we have our hearts set on in the

first place not uncommonly leads to something that is far better than we had planned.

I have found this repeatedly true in my business and could cite instance after instance to prove the point. Once in London Paul Gallico told me the story of the time he as a young sports writer just out of college got into the ring with Jack Dempsey. It was an amazing story: Gallico was mauled unmercifully by the Manassa Mauler. I tried to sell it to my associates by mail but nothing happened. Later Gallico came to Pleasantville and told the story again at a luncheon. It did not take an editor to see that this was a story worth telling but there was no excuse for bringing it up in the magazine.

On my way back from lunch I suggested that Paul do it as an art-of-living article, it being an art to live in the same ring with Dempsey. The emphasis and the argument would be placed on the fact that Gallico never took second-hand experience or hearsay evidence. He went in for the real thing. He wrote the story with this point and argument. It was accepted, but when I saw the proof I discovered to my dismay that the argument had been dropped. What led to the results had been discarded, but without this argument as a means, we would have no story at all.

FIND IMPROVEMENTS

So it goes in the experience of all of us. We cannot say with precision what will come of our efforts and often the thing that is dropped leads to something vastly better. Arthur Schopenhauer has a passage which states this principle beautifully:

"We often find something else, nay, something better than what we are looking for; and what we look for, we often find on a very different path from that on which we began a vain search. Instead of finding as we expected, pleasure, happiness, joy, we get experience, insight, knowledge—a real and permanent blessing instead of a fleeting and illusory one."

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The next story I want to tell is the story of a word: *serendipity*. This is a word coined by Horace Walpole in a letter to Horace Mann written about 1754. Walpole felt the need of such a word and he based it on a 16th century fairy tale called *The Three Princes of Serendip*—Serendip being the ancient name for Ceylon. In this story the princes were "always making discoveries by accident and sagacity of things which they were not in quest of." Serendipity then has come to signify the detours and unexpected benefits of any journey, of any course of action.

The goal may not always be achieved but something better may bob up—as for example when Columbus, seeking a new passage to India, came across evidence of a land mass that proved later to be the Americas. Science is full of instances where the incidental discovery has outweighed in importance the real goals of the researchers—penicillin being a recent case in point.

We need to think of this story and remember this word in our evaluations. Norman Damon once defined safety as a by-product of doing things the right way. In the safety movement itself we may often get down in the mouth over the futility of our efforts to make people stay alive against what seems to me their own wishes. But we cannot appraise our efforts without seeing that there are values and experiences we encounter that may be good in themselves. The next time you wonder about your ef-

forts, keep your eyes open for side results. Keep yourself on the line of discovery with a mind alert to the immeasurable value of incidental accomplishments.

LOST NIGHTINGALE

My last story is the story of the nightingale as told by Hans Christian Anderson. The Emperor of China had a beautiful nightingale which sweetened his life and his court with unsolicited melodies. The Emperor of Japan heard of this nightingale and, to please his brother ruler he sent the Emperor of China a marvelous mechanical nightingale. It sang with zest when it was properly wound and all at the court commented at the wonder of it. But the excitement over the mechanical nightingale was so great that in the midst of it hardly anyone noticed that the real nightingale had flown out the window.

In a push-button age that worships efficiency and progress, that forgets George Bernard Shaw's dictum that progress is merely the exchange of one inconvenience for another, we are likely to worship the mechanical, to think that if we but get properly organized and squared away, all will be lovely. But we must beware in a human thrust like the safety movement lest the real thing fly out the window. And in the appraisal of our efforts, let us examine this possibility and realize that there is no substitute for the heart and spirit. This can come only from dedicated personal interest.

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Work gloves.

Aetna Casualty & Surety Co., Hartford, Conn.
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Akron Brass Mfg. Co., Inc., Wooster, Ohio
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Abrasive rolled steel floor plate.

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Abrasive stair treads, threshold, door saddles and non-slip coatings.

American Allsafe Co., Inc., Buffalo, N. Y.
Drybrow the Nation's Sweat Band and Greenline Emergency Release.

American Bilrite Rubber Co., Chelsea, Mass.
Rubber, composition and neoprene safety soles.

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Sling chains and Kuplex sling chain assemblies, wire rope slings and assemble-your-own wire rope slings.

American Industrial Safety Equipment Co., Inc., Cleveland, Ohio
Face shields, goggles, gloves and mittens.

American La France Corp., Elmira, N. Y.
Fire apparatus and fire fighting equipment.

American Optical Co., Southbridge, Mass.
Head, eye and respiratory protective devices; safety clothing and safety specialty products.

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Ansul Chemical Co., Marinette, Wis.
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Rolling safety step ladders, movable work platforms, mobile access lifts and hydraulic lift work platforms.

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Audiometers, hearing aid tests.

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Bethlehem Steel Co., Bethlehem, Pa. Wire rope slings, standard and braided slings.	Columbu Alloy s
Bil-Jax, Inc., Archbold, Ohio Tubular steel scaffolding and equipment. Portable steel bleachers.	Cunningh Safety
Bomgardner Mfg. Co., Cleveland, Ohio Emergency stretchers, cots, first aid equipment, resuscitators and respirators.	Daisy M Air rifl
Bone Dry Mfg. Co., Neosho, Mo. Outdoor footwear.	Dauids G Safety
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Breck, John H., Inc., Springfield, Mass. Industrial hand cleaner; hair and scalp preparations.	AMF De Radial
Brett-Guard Co., Englewood, N. J. New saw-guard combining safety with full work visibility.	Dockson Weldin saver
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Browne, Stewart R. Mfg. Co., Inc., New York, N. Y. Electrical safety equipment, explosion-proof and vapor-proof portable inspection lites, explosion-proof flashlites, grounding devices.	Dow Cor Sight s
Brulin & Co., Inc., Indianapolis, Ind. Floor treatments, cleaners, disinfectants, insecticides.	Doyle Va Industri
Buffalo Fire Appliance Corp., Dayton, Ohio Portable fire extinguishers and fire department accessories.	Dunn Pr Protect Neop
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Chance, A. B., Co., Centralia, Mo. Hot line maintenance tools and line construction tools.	Elkhart I Fire ex
Charleston Rubber Co., Charleston, S. C. Lineman and industrial gloves, sleeves, aprons, safety devices.	Elliott Se Accider Bulle
Chemical Corp., Springfield, Mass. Protective hand creams, cleaners and lotions.	Emerson, Cotton,
Chicago Eye Shield Co., Chicago, Ill. Head and eye protective equipment.	Fendall C Head a
Chrysler Corp., Detroit, Mich. "Chrysler Corporation—The Forward Look in Safety."	

Safety Exhibitors

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Coated gloves and aprons.
- Columbus-McKinnon Chain Corp., Tonawanda, N. Y.
Alloy steel sling chains.
- Cunningham, M. E., Co., Pittsburgh, Pa.
Safety marking tools.
- Daisy Mfg. Co., Plymouth, Mich.
Air rifle.
- Davids Gloves, Inc., Springfield, Ohio
Safety gloves.
- Davis Emergency Equipment Co., Inc., Newark, N. J.
Respiratory protection, combustible gas indicators, safety and first aid equipment.
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Watchmen's clocks.
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- Dockson Corp., Detroit, Mich.
Welding helmets, face shields, cup and spectacle type goggles, respirators and eye savers.
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Safety solvents, germicides and insecticides.
- Dow Corning Corp., Midland, Mich.
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Protective clothing for industrial workers made from asbestos, leather, rubber, Neoprene and fire-proofed duck.
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Coated fabric work gloves.
- Elkhart Brass Mfg. Co., Inc., Elkhart, Ind.
Fire extinguishers, municipal and industrial brass goods.
- Elliott Service Co., Inc., Mount Vernon, N. Y.
Accident prevention displays, safety conference programs, Supervisor's Weekly Bulletin, suggestion system service.
- Emerson, J. H., Co., Cambridge, Mass.
Cotton, jersey, leather palm, all leather and plastic work gloves.
- Fendall Co., Chicago, Ill.
Head and eye protection equipment.

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Eye, head, and face protection and welding accessories. | Jones & Co
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| Fine Organics, Inc., New York, N. Y.
High flash, low toxicity safety solvents. | Jones & La
Wire rop |
| Ford Motor Co., Dearborn, Mich.
Ford automobiles, featuring Lifeguard steering wheels, sun visors, seat belts instrument panel padding, and door latches. | Junkin Safe
Power pr |
| Frommelt Industries, Dubuque, Iowa
Portable welding shield and protective heat cloth. | Justrite Mf
Safety ca |
| Fyr-Fyter Div., Fyr-Fyter Co., Dayton, Ohio
Fire extinguishers, resuscitators and respirators. | Karel First
Industria |
| General Fire Extinguishers Corp., St. Clair Shores, Mich.
Quick-Aid fire extinguishers and allied products. | Kelley Pair
Convoy s |
| Glendale Optical Co., Inc., Valley Stream, N. Y.
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Occupati |
| Globe Co., Grip-Strut Div., Chicago, Ill.
Grip-Strut grating, stair tread materials. | Kiddé, Wal
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| Grinnell Co., Inc., Providence, R. I.
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| Gro-Cord Rubber Co., Lima, Ohio
Gro-Cord, Raw-Cord and Neo-Cord soles, heels and taps. | Mathias Kl
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| Haws Drinking Faucet Co., Berkeley, Calif.
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| Hild Floor Machine Co., Inc., Chicago, Ill.
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Linemen' |
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| Hygiene Research, Inc., New York, N. Y.
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| Institute of Industrial Launderers, Washington, D. C.
Industrial launderers and cleaners. | Lightfoot Cc
Shin clear |
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| Interstate Rubber Products Corp., Los Angeles, Calif.
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| Iron Age Div., H. Childs & Co., Inc., Pittsburgh, Pa.
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| Jackson Products, Air Reduction Sales Co., Div. of Air Reduction Co., Inc., Warren, Mich.
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Insurance |
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Industrial work gloves, safety sleeves, hand guards, North P.V.C. gloves, North protective clothing. | Martindale
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Full vision visor goggles.
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Wire rope slings, wire rope.
- Junkin Safety Appliance Co., Inc., Louisville, Ky.**
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Industrial hospital equipment and medical supplies.
- Kelley Paint Co., Louisville, Ky.**
Convoy skid-proof safety enamel, Halt-fire barrier paint.
- Keystone View Co., Meadville, Pa.**
Occupational and driver vision tests, lantern slide projectors.
- Kiddé, Walter & Co., Inc., Belleville, N. J.**
Fire detecting and extinguishing equipment, ultrasonic burglar alarm.
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Linemen's safety equipment and tools.
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Linemen's, bridgemen's and welders' quality gloves.
- Leader Mfg. Co., Inc., Briarcliff, N. Y.**
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- Lehigh Safety Shoe Co., Emmaus, Pa.**
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Industrial emergency showers, eye-wash fountains.
- Lowery Brothers, Inc., Chicago, Ill.**
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- Masury-Young Co., Boston, Mass.**
Floor maintenance materials.
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Safety shoes.

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McDermott, Julian A., Corp., Ridgewood, L. I., N. Y. Warning and safety lighting for municipal, industrial, utility and aviation use.	Petersen En Pengo ten for the 1
McDonald, B. F., Co., Los Angeles, Calif. Industrial safety equipment.	Pioneer Rub Gloves; al
Medical Supply Co., Rockford, Ill. Flexible unit aid, snake bite first aid, burn first aid.	Porto-Clinic Driver tes
Metropolitan Life Insurance Co., New York, N. Y. Useful materials for use in community health and safety programs.	Positive Saf Power pre
Micro Switch, Div. of Minneapolis-Honeywell Regulator Co., Freeport, Ill. Safety interlock switches and electric controls for power machines.	Prairie State Metal and
Milburn Co., Detroit, Mich. Ply skin protective creams, ply garb safety and protective clothing. plygloves plastic coated work gloves, ply waterless hand cleaner.	Progress Im Safety goi
Miller Equipment Co., Inc., Franklin, Pa. Linemen's safety belts, straps accessories and industrial safety belts.	Protectoseal Fire. preve
Mine Safety Appliance Co., Pittsburgh, Pa. Safety equipment for every industry.	Prutsmann, T De-Icer ti
National Medical Supply Co., Chicago, Ill. Industrial first aid supplies equipment and instruments.	Pulmosan S Respirato
Neo-Flasher Mfg. Co., Burbank, Calif. Industrial, traffic emergency flashing signals.	Putnam Rol Reinforce
Newco Mfg. Co., Inc., Kansas City, Mo. Wire rope fittings, safety hooks, load protectors.	Pyrene—C- Carbon di
New Castle Battery Mfg. Co., New Castle, Pa. School crossing signals.	Racine Glov Gloves, a
Nichols Engineering Co., Chicago, Ill. Steel, unloading and tank car work platforms.	Radiator Sp Safe-T-C
Notifier Mfg. Co., Lincoln, Neb. Fire detection, sprinkler supervisory, watchman tour, municipal alarm systems.	Randolph I Carbon di
Occupational Hazards, Cleveland, Ohio Publishers.	Reece Woo Wooden :
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Packwood, G. H., Mfg. Co., St. Louis, Mo. Safety industrial skin cleaners and dispensers.	Safety Box Safety sti
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	Safety Firs Fire extn

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Pengo tension wire stringer, Pengo earth augers and other construction equipment for the utility industry.

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Progress Industries, Inc., Norwood, R. I.

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Protectoseal Co., Chicago, Ill.

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De-Icer truck mirrors.

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Carbon dioxide and dry chemical extinguishers and systems. Smoke detectors.

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Safe-T-Cone rubber traffic guides.

Randolph Laboratories, Inc., Chicago, Ill.

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Salisbury, W. H., & Co., Chicago, Ill.
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Sarole, Inc., Linden, N. J.
Non-traumatic carrier.

Sawyer-Tower, Inc., Boston, Mass.
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Scott Aviation Corp., Lancaster, N. Y.
Scott air-pak demand inhalator, demand respirator, hydro-pak.

Searjeant Metal Products, Inc., Mendon, N. Y.
Punch press safety guards, controls, and accessories.

Sellstrom Mfg. Co., Palatine, Ill.
Face and eye protection equipment.

Speakman Co., Wilmington, Del.
Industrial emergency showers, eye-wash fountains.

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Industrial safety equipment.

Stephenson Corp., Red Bank, N. J.
Automatic resuscitation equipment and chemical breath test for intoxication.

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Industrial accident prevention signs.

Stop-Fire, Inc., New Brunswick, N. J.
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Non-spalling hand tools and hand protectors for same.

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sanitation

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"Eye-Saver

Welsh Mfg.
Safety gog

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Poison ivy.

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Industrial

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Industrial

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Argonne Nat
"Equipmen

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Wire rope "Tuffy" slings, "Tuffy" towlines.

United States Safety Service Co., Kansas City, Mo.
Industrial eyewear.

Universal Match Corp., St. Louis, Mo.

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Wagner changeable copy displays.

Watchemoket Optical Co., Inc., Providence, R. I.

"Eye-Savers" plastic eye protection and Plasi-Glow safety signs.

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Poison ivy, oak and sumac ointment.

Westline Products Div. of Western Lithograph Co., Los Angeles, Calif.

Industrial signs, markers, safety signs, pipe markers, labels, letters-numbers-signs.

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Whitney, L. A., Associates, Inc., New York, N. Y.

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The Wilson Rubber Co., A Div. of Becton, Dickinson & Co., Canton, Ohio

Rubber and synthetic industrial gloves for every use.

Wolverine Shoe & Tanning Corp., Rockford, Mich.

Industrial safety shoes.

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Argonne National Laboratory, Lamont, Ill.

"Equipment and Guides Used in the Performance of Radiation Safety Work."

Boy Scouts of America, New Brunswick, N. J.

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Inter-American Safety Council, Inc., New York, N. Y.

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National Bureau of Standards, Washington, D. C.

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