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Transactions

35TH NATIONAL SAFETY CONGRESS



VOLUME I

Annual Meeting, Banquet, Women's Activities.

Index to all Volumes and Exhibitors

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Foreword

THE Transactions of the 35th National Safety Congress and Exposition of the National Safety Council are published in 29 volumes. Volume I includes the Annual Meeting, Banquet, Women's Activities, Index to all volumes and List of Exhibitors. Volume II contains the ASSE Session and the Industrial Subject Sessions. Volume XXIX contains the Early Morning Sessions, "Psychology You Can Use." Each of the other volumes is devoted to the sessions of a single section or division of the Council.

The transactions are a record of the proceedings of the Congress, condensed and edited for reference purposes. The complete original manuscripts, many of which contain charts and illustrations which could not be reproduced here, are available in the files of the National Safety Council.

The National Safety Council seeks to eliminate from discussion matters not pertinent to the aims of the Council. However, it cannot accept responsibility for the views expressed at the Congress or in this record.

It is expected that the new format of these Transactions will permit wider and more effective use of the material relating to various fields of safety. At the same time, the whole set provides a complete and indexed reference work on all phases of accident prevention.

THE NATIONAL SAFETY COUNCIL
20 North Wacker Drive
Chicago 6, Ill.

PRINTED IN U. S. A.

35th National Safety Congress Transactions

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An

Presiding: NED

The 1947 Annual National Safety Grand Ballroom Chicago, on October 10, 1947, President,

Following the them, President quorum present was voted to d the roll; also t off the minute Meeting.

Mr. Dearborn Harry S. Truman Dearborn "conn National Safety they will leave t to wage the mc tack on accident "Records prove Truman, "that state can achieve dent rates by u

President Dea of the General N consisted of the Heuser, Chair Dickinson, C. E. Smith.

Mr. Heuser re eral Nominatin that the Consti mittee to name Trustees, to the Executive Board office of Executi tions of the Co were reported to seventy-five days properly annou Council on Aug

Mr. Heuser th for Trustees of a three-year te James B. Black,

Annual Meeting of Members

MONDAY MORNING SESSION

October 6, 1947

Presiding: NED H. DEARBORN, President, National Safety Council, Inc.

The 1947 Annual Council Meeting of the National Safety Council was held in the Grand Ballroom of the Stevens Hotel, Chicago, on October 6, with Mr. Ned H. Dearborn, President, presiding.

Following the singing of the national anthem, President Dearborn announced 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.

Mr. Dearborn read a letter from President Harry S. Truman in which he asked that Mr. Dearborn "convey to all those attending the National Safety Congress my earnest hope they will leave this great meeting determined to wage the most successful nation-wide attack on accidents this country has ever seen." "Records prove again and again," said Mr. Truman, "that a factory, a community or a state can achieve amazing reductions in accident rates by united and persistent effort."

President Dearborn called for the report of the General Nominating Committee, which consisted of the following members: G. A. Heuser, Chairman, Ray Carr, Mrs. LaFell Dickinson, C. E. Pettibone, and Theodore F. Smith.

Mr. Heuser reported in behalf of the General Nominating Committee, pointing out that the Constitution authorizes the Committee to name candidates for election to the Trustees, to the Board of Directors, to the Executive Board, and to all offices except the office of Executive Vice-President. The selections of the Committee, Mr. Heuser stated, were reported to the Secretary of the Council seventy-five days before this meeting and were properly announced to all members of the Council on August 7, 1947.

Mr. Heuser then presented as the nominees for Trustees of the Council, to be elected for a three-year term: Winthrop W. Aldrich, James B. Black, S. Bruce Black Morgan B.

Brainard, Kenneth B. Colman, Walter J. Cummings, Francis J. Gavin, William M. Jeffers, William A. Simpson, Herbert E. Smith, Juan T. Trippe, C. E. Wilson, and Robert W. Woodruff. Of the above nominees, all but Mr. Woodruff were named in the Nominating Committee's report circulated to the Membership. Mr. Heuser said that Mr. Woodruff's name had been added following consideration by his Committee after the original announcement. (Secretary's Note: A complete list of the Trustees, including those 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. Heuser presented the nominations for Directors. In doing so he omitted the name of Mr. Ralph Hough who, along with the other nominees, had been announced to members of the Council on August 7, 1947. He explained that Mr. Hough had advised with regret that he would not be able to accept the office. Mr. Craig proposed the name of Mr. O. Gressens, of Chicago, to take Mr. Hough's place.

Mr. Heuser presented the nominees for the Executive Board, stating that the recommendations of the Executive Board Nominating Committee had been accepted in full, and that the list had been published to members of the Council on August 7, 1947.

Mr. Heuser presented nominees for Officers of the Council. He pointed out that in his Committee's report to the Membership, dated August 7, 1947, no nomination was made for the office of Vice-President for Finance and Treasurer and that, to fill this position, his Committee now desired to present the name of Mr. O. Gressens of Chicago.

There were no nominations except those presented by Mr. Heuser, and the Secretary announced that the entire proxy vote, numbering 5,149, was cast in favor of the nominees proposed by the General Nominating Com-

mittee. Those at the meeting also voted without dissent in favor of the nominations presented. President Dearborn thereupon declared the election of those proposed by the General Nominating Committee and introduced those officers who were seated at the speakers table. (Secretary's Note: Under the provisions of Section 19-a of the Constitution, as amended, the new Board of Directors is made up of those elected to the old Board of Directors, plus those elected to the old Executive Board. The complete list of the new Board will be found on pages 8, 9 and 10. A list of the newly elected Officers will be found on page 5.)

Mr. Dearborn called for the report of the Committee on Constitution and By-Laws Revision, which consisted of the following members: Leslie J. Sorenson, Chairman, Wallace N. Barker, G. A. Heuser, Lee E. Skeel, and R. T. Solensten.

In reporting for the Revisions Committee Mr. Sorenson referred to the fact that each member present at this meeting had been supplied with a printed leaflet, dated August 7, 1947, and that this leaflet, containing proposed changes in the Constitution, had been distributed to all members of the Council on August 7, 1947. Prior to that time the proposed changes had been approved by the Board of Directors at their meeting on July 21, 1947.

Mr. Sorenson explained that the proposed Constitutional changes will accomplish two major objectives:

"First, an expansion of our Conference Plan, in such a way that every major activity of the Council will have the sponsorship and support of a substantial and representative technical group which is an official part of the organization. These various Conferences—on Industry, Traffic, School, Home, Farm, and other aspects of our work, will each be responsible for its own operation as a program developing body.

"The second objective of the proposed changes is a simplification of our Board structure, through the consolidation of the Executive Board and the Board of Directors. This consolidation is a natural result of the expansion of the Conference idea. Program development under the revised Conferences would be better organized

and better implemented than ever before. The new consolidated Board of Directors would then become a policy-making and general control body, leaving program details to the various Conferences."

Mr. Sorenson's motion for the adoption of the Constitutional revisions was seconded and there was no discussion. The Secretary reported that 5,147 proxy votes had been cast in favor of the adoption of the Constitutional amendments, and two votes against. Mr. Dearborn called for an expression from those in attendance at the meeting, and there were no dissenting votes. He thereupon declared the Constitutional changes adopted.

Mr. Sorenson further stated that his Committee had developed proposed changes in the By-Laws, to parallel the Constitutional changes, and that these By-Laws revisions would require passage by the Board of Directors. He suggested, however, that a vote be taken which would be in the nature of a recommendation from the Annual Council Meeting to the Board of Directors, advocating approval of the By-Laws changes. This action was taken without dissenting vote.

Mr. Dearborn stated that Section 19-a of the Constitution, as amended, provides that for the year beginning October 6, 1947, the Board of Directors is to include those elected to the Board of Directors and to the Executive Board for that year, under the provisions of the Constitution as in effect prior to the changes made at this meeting. Mr. Dearborn then announced that the first meeting of the new consolidated Board of Directors would be held at 2:00 p.m., Monday, October 6, in the Stevens Hotel.

Mr. Dearborn stated that under Section 19-b of the Constitution, as amended, the General Nominating Committee is required, at this meeting, to nominate a Chairman of the Board of Directors to serve for the coming year. He then called upon Mr. Heuser to report in behalf of the Committee. Mr. Heuser said his Committee wished to place in nomination for Chairman of the Board of Directors, Mr. Cleo F. Craig. There were no other nominations. The Secretary reported that the entire proxy vote, numbering 5,149, had been cast in favor of Mr. Craig. Those present also voted, without dissent, in favor of his election, whereupon Mr. Dearborn declared him elected.

Mr. Dearborn
National Safety
Chicago, Oct.
The remainder
of an address
Safety," by
Chairman of
Women's Club
tising Saves

Mr. Dearborn announced that the 1948 National Safety Congress would be held in Chicago, October 18 to 22.

The remainder of the program consisted of an address entitled "The 'New Look' in Safety," by Mrs. George W. Jaqua, Safety Chairman of the General Federation of Women's Clubs; an address entitled "Advertising Saves Lives," by Mr. John Sterling,

Publisher of *This Week Magazine* and a Director of The Advertising Council; and the report of the President, Ned H. Dearborn, entitled "Six Murderous Beliefs." These addresses are included as a part of these transactions, immediately following.

R. L. FORNEY
Secretary

Six Murderous Beliefs

By NED H. DEARBORN

President, National Safety Council

I would like to advocate a purge of certain public enemies.

These public enemies are not men. They are ideas and beliefs—ideas and beliefs which prevent safety and pile up a huge and needless accident toll of human life and limb. They make the prevention of accidents extremely and unnecessarily difficult. And until we do purge this country of such concepts, the safety movement will fall far short of its goal.

We are all susceptible to the influence of labels, slogans and verbal tags of various kinds. If they are wrong or misleading, their influence is bad; if correct and helpful, their influence is good. The concepts I shall now state are bad. They lead to wrong labels—labels I brand as public enemies.

1. THE "OTHER FELLOW" CONCEPT: Nearly everybody seems to assume that an accident will happen to the other fellow, but never to him. We seem to think we are smarter, or luckier, than the other fellow, and that accident victims must be dopes. Are we individually immune? Or worse, is there in us a lurking arrogant egotism which makes us feel that we are smarter or luckier than anyone else?

2. THE "YOUR NUMBER'S UP" CONCEPT: An amazing number of people subscribe to the philosophy that an accident happens, or it doesn't—that "your number is up" or it isn't. In other words, that accidents are inevitable when the time is right. Isn't this merely an easy way out of explaining our carelessness and misfortune? Or worse, do people really believe in fatalism to the point of predetermination?

3. THE "LAW OF AVERAGES" CONCEPT: Too many people shrug off accidental death or injury as due to the law of averages. Is the factor of chance actually of such magnitude that we are doomed to destruction despite reasonable precautions? Or worse, that a certain number of people are bound to be killed or hurt in proportion to the total exposure?

4. THE "PRICE OF PROGRESS" CONCEPT: It is often said accidents are the nat-

ural price paid for progress. Must scientific advancement take place in some fields of human endeavor, and not in others? Or worse, is science a parasite that thrives on the blood of the very humanity it benefits?

5. THE "SPIRIT OF '76" CONCEPT: Some people hold that safety is inconsistent with the spirit of our forefathers who took great risks to found our country—or, in other words, that safety is sissy! In our efforts to prevent accidents, are we being disloyal to our forefathers? Or worse, is accident prevention actually cowardly, and therefore contrary to the true spirit of America?

6. THE "ACT OF GOD" CONCEPT: Finally, some folks who are sincerely religious feel that an accident is an act of God. Can there really be a supernatural carelessness? Or worse, can there be a divine retribution for our sins which visits us and our loved ones through accidents?

Adding it all up—is accident prevention impractical, sacrilegious and effeminate? And are accidents unavoidable, inevitable, a matter of luck, predetermined and the price for modern living?

I don't believe so for a moment. But I do believe that unless we purge these concepts—these public enemies—and supplant them in the minds of our citizens with positive beliefs, we may as well give up the struggle. We are wasting our time, efforts and money!

The basic question and an alarmingly prevalent one is, "Can accidents actually be prevented?" We who are working in any field of accident prevention know the answer is "Yes—most of them can be prevented."

Can the common misbeliefs be changed? Again we know the answer is "Yes."

One hundred years ago the idea of vaccination was intolerable to a large portion of the population; twenty-five years ago, still strong objection; today, the idea is generally accepted. A similar change in attitudes toward inoculations, surgery, and other forms of disease prevention and cures. Only a little more than a century ago even physicians predicted that trains traveling at fifteen miles an hour would bring fatal results to heart

and respiratory ber people say good enough to "The automob But tomorrow he arises in the arrive in San fast." And day "Let's take a c what they say true." And on another univen

So we, the t it our No. 1 j our population of Faith, new job—a job that big and little formation reso action. If you done and if v and unceasingl gantic task, let steal away.

Now that th appropriate to constructively.

Concept No. 1 Our slogan this You Save May ognition that y accidents—that to the other fel is rendering in that point hom and it is being people who wri keep this one

Who can rati cial dispensatic him against an The assumption be absurd, and ghost that must so act as to pre yourself from a reason suppose else will so act of our most acti ers and his wil Chicago while vehicle out of to both of then proper mainten a driving fault have forestalled

and respiratory action. You and I can remember people saying, "The horse and buggy is good enough for me," and now some still say, "The automobile is good enough for me." But tomorrow a New Yorker will say, when he arises in the morning, "Let's wait until we arrive in San Francisco to have our breakfast." And day after tomorrow we will say, "Let's take a cruise next weekend and see if what they say about the Moon and Mars is true." And on long weekends we will visit another universe just for a change.

So we, the thousands in safety, must make it our No. 1 job to convert the millions in our population to a new Credo, new Articles of Faith, new Attitudes. It is an everlasting job—a job that can be done only if all the big and little guns of our great public information resources are kept constantly in action. If you and I don't believe it can be done and if we are not willing diligently and unceasingly to set ourselves to this gigantic task, let us fold our tents and silently steal away.

Now that the questions are raised, it is appropriate to examine them analytically and constructively.

Concept No. 1—THE "OTHER FELLOW": Our slogan this year—"Be Careful, the Life You Save May Be Your Own"—is a clear recognition that you and I are not immune from accidents—that they do not always happen to the other fellow. The Advertising Council is rendering invaluable assistance in driving that point home. The slogan has caught on, and it is being used over and over again, by people who write and talk about safety. Let's keep this one going!

Who can rationally believe that some special dispensation forever especially guards him against an accident and acts accordingly? The assumption is so obviously fallacious as to be absurd, and yet the very absurdity is the ghost that must be laid. You as a person may so act as to prevent accidents and to protect yourself from accidents, but you can not with reason suppose for a moment that anyone else will so act for himself—or for you. One of our most active and influential safety leaders and his wife were crushed to death in Chicago while window shopping. A motor vehicle out of control brought instant death to both of them. A mechanical defect which proper maintenance might have prevented, or a driving fault which proper training might have forestalled can mean death to you. Or

even worse, it could mean a helpless, agonizing, crippled life that for all practical purposes spells uselessness. Add to that the burden and grief to others and the accident becomes a veritable nightmare. It can happen to you. That's gospel truth and you, along with every other human being, must never forget it!

Concept No. 2—"YOUR NUMBER'S UP": Fatalism is a complete denial of the efficacy of individual initiative. It is especially pronounced among oriental peoples because of the character of their philosophies and religions. It is not entirely missing among Christian peoples. The emphasis in Christianity placed upon an all-knowing and all-powerful God is logically followed by an emphasis on the subordination of individual man and his powers. However, leading Christian theologians do place responsibility on the individual and that in turn calls for initiative.

The western philosophies and religions do not uphold fatalism, and the point to be stressed here is that no fundamental ground can be found in the basic principles commonly accepted by our people in the United States for a belief in fatalism. War experiences and isolated experiences in daily life explain the comment "when my number is up, I'll go," but the explanation for such comment is psychological rather than philosophical or religious. For example, there is for some people a considerable degree of comfort in that thought when great danger or disaster is faced.

Since the misbelief is not basic in American thought, it can be reduced to harmless proportions in superficial thought. Fatalism would eliminate traffic lights and signs, safety guards on machinery, life guards at beaches, and any measures to eliminate or reduce accident hazards on our farms or in our homes. We really believe fatalism is fantastic. It should be flattened out in the minds of all Americans in whatever form or degree it exists.

Concept No. 3—"THE LAW OF AVERAGES": The law of averages, I suppose, as used by those who take that defeatist point of view, has some vague relationship to the normal curve of distribution. Anyone with even elementary knowledge of statistics knows that a distribution curve can be skewed by circumstances and—what is even more important—it can be moved up or down the

scale of possibilities. So that doesn't hold water.

The factor of chance must be accepted in any competent statistical calculation, but it is always a small part. The chance factor is dominant in at most, five per cent, and, more likely, only two per cent of all accidents. Thus the belief that chance dominates the frequency and severity of accidents is another absurdity which must be dispelled. For my part, I believe the way to win at "Russian Roulette" is to stop pulling the trigger!

Concept No. 4—THE "PRICE OF PROGRESS": Those who talk about progress and its inevitable price seldom know the meaning of progress. They probably refer to scientific advancement, especially in the last 75 years. They are doubtless thinking, too, of the constantly accelerating rate of advancement. Scientific discovery and invention are the expressions of that advancement in the public mind.

So let's take a look at medical discovery in the prevention and cure of disease and at surgical advancement during the last 50 years—methods, instruments, facilities and training. The net result is control of such deadly human ailments as, for example, yellow fever, smallpox, diphtheria, malaria, polio, diabetes, and some heart conditions. Not only control, but prevention and reduction. Also increasing life span.

The fields of physical and chemical sciences have brought us the steam and electric railroads, telephones, motion pictures, television, telegraphy, high speed water carriers, the automobile, and the airplanes. Only about one-fifth of the fatal motor vehicle accidents, and one-fourth of the fatal train and scheduled air transport accidents, can be attributed to mechanical faults or failures.

The same engineering genius that gave us the modern motorcar can give us complete mechanical safety; the manufacturers of factory machinery do produce proper safeguards; and the manufacturers of farm machinery and home furnishings do provide safety protection to the users.

Engineering genius would do more for us than it does if we would permit it to. We wouldn't tolerate a governor on our car, even if it was set at sixty miles an hour. We don't like to wear goggles in hazardous factory operations; and we are proud of our highly polished floors and scatter rugs, which are

always good for a quick take-off and a one point landing.

No, the blame is not on scientific advancement. The blame is mainly on human failure—nothing else. That can be corrected. So let's bury the "progress price" bogey too.

Concept No. 5—THE "SPIRIT OF '76": The courage and daring of our forefathers in "risking all" for their ideals and purposes is an American tradition to be preserved. Yet that spirit itself can easily be misinterpreted. An examination of the facts will reveal that our forefathers took risks, but not unnecessary risks. Our pioneer settlers, for example, soon learned in Indian warfare that open fighting was extremely unwise. So they fought the Indians Indian-style. Not accustomed to the vicissitudes of the wilderness, our forefathers took immediate steps to build shelter that would protect them from the climate and unfriendly neighbors. They planted grain and vegetables to provide the foods necessary to their health, because wild game, berries and fruit were not enough. They used the best safety knowledge at hand in felling trees and in hewing logs. They kept their guns at hand and their ammunition dry.

They certainly were not sissies. Neither were they fools. They could turn their backs on a dare too, without loss of dignity or manhood. It's hard to imagine one of them daring another to stick his head out of the stockade so an Indian might take a pot shot at him. And yet that is what we do when we deliberately take unnecessary risks and openly invite accidents. It's no fun to be hurt, and our young people, and their elders too, need to remember that their heroes of yesterday and today, who are no sissies, are protected from unnecessary dangers. Lindbergh, in 1927, flying alone across the Atlantic. The football player wearing nearly a hundred dollars worth of protective gear. The conditioned and skilled boxer. The trained soldier.

No, there is nothing manly about carelessly stepping in front of a moving truck, needlessly losing an arm in a corn picker, foolishly falling down the cellar stairs, or being in dangerous waters when you can't swim. A sissy is another animal. Let's forget him. But also let's remember that an accident fool is untrue to any American ideal.

Concept No. 6—THE "ACT OF GOD": This theory of accidents is not supported in any religion commonly accepted in the west-

ern world. It is contrary to the teachings of Christianity or more common religion. It is a God of compassion, not a God of carelessness; of love, not of wrath. His throne is in Heaven, not in Hell. His death and destruction are not the end of the world.

For the some reason, our ideas of a just innocent baby is parents for their parents. That retribution is as such in the form of kill or destroy that image of God."

It may be suspicious position is thought of as thing not fully understood. Causes are obscure effects, it is always a divine soul in a divine soul stand scrutiny in the

It will be no doubt should be no affront to misbeliefs in "Acts of retribution" are replaced the true ethics and it does require a proper education to that end

The main problem is "vented?", is clear. It is raised, analyzed and a gigantic task and out of the line.

America has won the war she has solved other the war against accidents the safety problem. As we, the leaders clearly take the first education to replace constructive and productive deed.

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ern world. It is contrary to my concepts either of Christianity or Judaism. Christianity, the more common religion in America, preaches a God of compassion, not cruelty; of care, not carelessness; of love, not lack of it. A God on His throne in Heaven, deliberately directing death and destruction, is inconceivable.

For the some reasons, we may assume that our ideas of a just God would deny that an innocent baby is smothered to punish the parents for their sins. It doesn't make sense that retribution is visited upon an individual as such in the form of an accident which may kill or destroy that which was created "in the image of God."

It may be suspected that either extreme position is thoughtlessly used to explain something not fully understood. When natural causes are obscure or unknown in relation to effects, it is always easy to find an explanation in a divine source. But the process doesn't stand scrutiny in the light of reason.

It will be no disservice to religion, and should be no affront to the religious, if these misbeliefs in "Acts of God" and "Divine retribution" are replaced by beliefs founded on the true ethics and morals of religion. But it does require a positive program of public education to that end.

The main problem, "Can accidents be prevented?", is clear. The questions have been raised, analyzed and answered, and the gigantic task and our responsibilities laid on the line.

America has won other battles and wars; she has solved other problems. She can win the war against accidents and she can solve the safety problem. But only, let me repeat, as we, the leaders in safety, vigorously and clearly take the first step—constant public education to replace common misbeliefs with constructive and positive faith in word and deed.

What has just been said is no denial of the importance of enforcement and of engineering. Education transcends them in order of importance and makes them possible of improvement.

What has just been said is thoroughly con-

sistent with my remarks a year ago about accident prevention as a problem of public morality. Without an ethical base and a moral code we cannot build a sound safety faith.

Safety must be a *promise*. In my opinion the reason for the popular interest in atomic power—which the popular mind cannot possibly understand—is that *promise* of atomic power—so glamorous, including as it does the possibility of freedom from even time-and-space limitations that the possible *threat* of atomic power is of no significance. American has always gone ahead believing the promise and disregarding the threat. The Declaration of Independence and the Constitution were hardly more than glamorous promises, when they were conceived, in an ugly threatening world. Therefore, safety and a safety creed must partake of *promise* rather than threat, a positive promise of something bigger, better and more glorious than we have had before or have now.

What does safety promise? Just as preventive medicine has given us freedom from the fear of disease, so safety can give us freedom from the fear of accidents. Safety and health go hand in hand. Safety makes worth having the health which preventive medicine has given. Safety can promise 20,000 children a year a chance to live and have fun, a chance to grow up and become men and women. Safety can promise freedom from a large amount of unnecessary worry, anxiety and grief. Safety can lift an enormous economic burden from the backs of 35,000,000 American families. Safety can put money in the pockets of every man, woman and child in this country. Safety can contribute to our national strength, aye, even to world strength.

My closing comment is a plea to each of you safety specialists, each of you safety leaders, each of you humanitarians to help build in America a new safety faith that our great work may continue to add and to add more speedily, to the happiness and welfare of all mankind. Ours is a glorious opportunity, a tremendous challenge, a solemn duty.

The "New Look" in Safety

By MRS. GEORGE W. JAQUA

Safety Chairman, General Federation of Women's Clubs

We hear a lot these days about "the New Look" in women's fashions. Well, I think it's about time we women had a "New Look" in safety!

What do I mean by that? Just this: For too many years, in too many places, in too many fields of service, women have been kept out of the starting lineup and used only when the game was hopelessly lost, or the masculine stars had become a little punch-drunk from being thrown for a loss. In the field of safety, for example, the rugged individual who for many years insisted that woman's place is in the home is still too much inclined to believe that woman's place is in the home section—and nowhere else!

The "New Look" in women's safety fashions that I am talking about is a look of emancipation from the token recognition too often accorded a woman here and a woman there as a mere sop to her sex. The "New Look" would see her garbed in a modish mantle of authority and cloaked with power to take active leadership in formulating the strategy in the war on accidents.

Perhaps some of you gentlemen may have wondered why so many women vice-presidents or vice-chairmen have failed to show up for these high-powered meetings and conferences you periodically arrange. I can explain that. It is because these ladies have become a little weary of attending these important affairs and just sitting and listening and listening and sitting. Gentlemen, you should know by this time that no woman likes to just sit and listen!

Believe me, there is no sadder sight than to see a female vice-president limp off the rostrum after one of these sessions, suffering from saddle burns acquired from riding a hard, bumpy chair for hour after hour with no relief except for the one glorious moment when she is magnanimously called upon by an indulgent and conscience-stricken chairman to "stand up and take a bow!"

Gentlemen, you who are married—and even you who are not—must know that a woman likes to have a word now and then. If she doesn't have the last word, she wants the

first word. In witness thereof, kindly note my place on the program this morning!

I firmly believe that the time has come—and, indeed, is long overdue—for the woman to be given "the New Look" in safety—and in many other fields of public service. It is time to stop just "including" women in our governing boards and to give them active leadership and specific tasks, with the full and sincere expectation that they will assume their responsibilities and deliver the goods. I think I can promise you that you will be surprised and delighted at what happens!

I know from personal experience that women—thousands of them all over the country—are willing and eager to do a lot of the more active jobs that men are constantly saying they want women to do—and never give them a chance to do.

Of course, the woman will need specific direction to begin with. But given authority to do the job, and permitted to use this authority, I am perfectly willing to stick my neck out and say positively that you will get results you never have obtained before.

Up to now, women have been so circumscribed in their participation in the more important functions of many public service campaigns that some of them haven't learned the knack of starting under their own power. You may have to crank them a little. But once under way, they can take it from there. And they soon will become self starters!

Take the field of safety, for example. Once women in general know the goals and purposes of the safety movement, and are shown how to start for those goals, they'll start all right—and you'll get dependable and satisfactory performance. You know, many a woman is a back-seat driver only because she has never been invited to ride up front. Likewise, many a woman has taken a back seat in safety only because she has never been asked to sit up front! We women don't demand the "five-fifty" third-row seats at the safety show; but on the other hand, we don't particularly relish the idea of being perpetually assigned to the "one-ten" seats in the last three rows of the second balcony!

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"This is all very touching," some of you may be thinking. "But please tell us just what these women actually can do in accident prevention. Please get down to cases."

I'll be glad to. Let's list a few specific things women can do for safety:

1. They can do a thorough and efficient job of helping to organize a community safety council, lending their influence at a time it is badly needed.

2. They can enlist community support for a continuing safety campaign better than anyone else, by carrying the campaign to groups and persons men can't always influence.

3. They can make it stylish and fashionable to be practical about safety over the card table, in the grocery store and the butcher shop, at the hairdresser's—yes, and behind the wheel of a car.

4. Most of all, they can influence the safety practices and habits of their families, both by personal example and by the way they keep their homes.

I have talked about the "New Look" in women's safety fashions from the standpoint of giving the women a bigger and more active part in safety leadership. But I believe we also can give safety itself a "New Look" by making it more stylish and more the "thing to do." And in this, women certainly can do more than anyone else.

I firmly believe that with feminine help, we can make it positively *unstylish* to be careless, and definitely a little stupid to have a needless accident.

To begin with, we have in our favor the subconscious feeling of embarrassment that almost everyone experiences when involved in a preventable accident. Unlike the definite glow of pride and achievement most of us feel when we undergo an operation, the average person feels a twinge of awkwardness and self consciousness when he has an accident. He feels a little silly—especially when the injury isn't serious or the nature of the accident is undignified. In fact, one of the worse things about a minor accident is the ordeal of explaining it to your friends!

Seizing, then, upon this universal feeling of embarrassment, why can't we, with feminine leadership, launch a vigorous and continuing campaign to make accidents a mark of awkwardness, rudeness and ineptitude—and to make safety a social grace and a prevailing fashion? After all, safety depends upon

caution, courtesy and common sense. Is there anything *unstylish* about that?

One thing I know; while it is true that women today are submitting to a "New Look" in feminine fashions that many of us do not personally acclaim, no woman wants to appear in an off-the-face bandage, or an armhole sling, or an ankle-length cast! They are definitely unflattering, and we women will do everything we can to make them unfashionable!

"Is that so?" some male skeptic may ask. "Well, then, why don't some of you women drivers start making it stylish to behave a little better in traffic?"

Now that brings up a touchy subject. For while I am sure that none of you gentlemen here today have ever thought of indulging in such a pastime, there are men who seem to make a career out of inferring that women are—well, not entirely flawless in their traffic behavior.

I am now going to startle you a bit by admitting, frankly that the average woman driver is far from perfect. She is apt to stop quite suddenly and unpredictably in the middle of the block and wave a dainty hand, not to indicate a turn, as you might think, but to point out to a companion a perfectly devastating bonnet in the shop across the street. When she does indicate a right turn, she is sometimes apt to make a left turn—or perhaps no turn at all.

In fact, there are times when the driver behind her—always a man, of course—can be sure of nothing except that there's a window open on the lady's left!

Now, all this is very annoying, and if you gentlemen weren't such perfect gentlemen, you might occasionally show your annoyance! But gentlemen—have you ever seen yourselves drive a car? Have you ever seen a woman who could, or who would even try, to thread a car through heavy traffic at a show-off speed, swerving madly from lane to lane with an adolescent attitude of "Look, no hands!" as so many of you men so often do? Have you ever—but need I go further?

No, gentlemen, the women of America are just as safety minded as you men. And they are ready and willing, I am sure, to do not only the safety job you want them to do, but go far beyond your current conception of what they can do in bringing about a reduction in the accident toll.

Please do not infer from my comments this

morning that I think women have been scorned or completely ignored in the safety movement. Far from it! They are being asked to do more and more, and I well know and applaud the earnest and sincere policy of the National Safety Council and other safety organizations to have women play an increasingly active and important part in accident prevention.

What I am asking today is that we here and now redouble and speed our efforts to recruit the women of America into the war

on accidents just as the Army and Navy recruited Wacs and Waves in the war on the Axis—and to let the women be colonels and generals as well as privates and sergeants!

Women are extremely sensitive to suffering and tragedy and bloodshed and the other horrible results of accidents. They instinctively want to do everything they can to prevent such things. On behalf of these women, I earnestly ask—please let us work together to wage this war on accidents more than we have ever done before. Together, let us win it!

Advertising Saves Lives

By JOHN C. STERLING

Publisher, **THIS WEEK**, Director and Chairman of The Industrial Relations Committee, The Advertising Council, Inc.

This talk could not have been given 20 years ago in this country, and right now it could not be given at all in any other country—for it deals with a newly awakened kind of public mindedness on the part of business that is not only peculiar to the last few years in this country, but is non-existent in other countries.

You have heard a lot and read a lot about our standards of living in this great country—standards known to be the highest in the world. But this talk is going to be about our even higher standards of public thinking.

It is nothing new for business to be so progressive as to do many things for the welfare of its employees or its local community or for the advantage of its customers. Business has always contributed generously to local philanthropic projects. It has belonged to associations for the promotion of the good of a special industry.

For many years, the National Safety Council has promoted campaigns to prevent industrial accidents. While that progressive program on the part of the members was, of course, in varying degrees humanitarian, fundamentally it was enlightened self-interest with tangible results. Twenty years ago you extended your work in the public interest to include the prevention of traffic accidents. But the support of your campaigns to reduce accidents on the road has necessarily largely

come from those who have at least a partial pocketbook reason for wanting to see accidents reduced. As progressive as that thinking was, it was still short of the step which I am about to describe—the advanced thinking that was born in America during the war.

Expressed in capsule form, all business became interested in the welfare of the country as a whole, instead of sections of business being interested only in their own particular industry problems and obligations. The thinking which nurtured this idea and the mechanism which implemented the idea caused the formation of The Advertising Council.

The difference between the present time and the pre-war past lies in the fact that up to the time of the last war, you were dependent for support mainly on those enlightened companies who had the imagination to see that the nature of their business created the obligation to prevent accidents. During the war and now, through the new enlightenment of many companies, your projects are being supported by bottlers, canners, bakers and many another industry that has no apparent direct interest in stopping accidents.

Since 1943 the National Safety Council and The Advertising Council have worked closely together. This is a typical year. Let's look at it. Studying your problems together, there was produced a basic Campaign Guide or handbook for advertisers. 10,000 of these

Campaign Guides of safety were distributed and to advertising three phases of the daily newspapers. They were prepared and worked. To the end sheets from which their own announcement cards were prepared work was contributed of The Advertising Council, Chicago, general services of professional copywriters, artists and men. Mr. Wesley L. Langer of the Standard, was designated means of this set. The Council pays about printing, etc., and special creative work at the rate of about

What has been achieved expressed in the taken place?

Because many automatically contributed of their commercial assign many announcements of traffic accidents. This year there have been impressions. This is the Hooper Rating which the message pressive figure is: Red Cross. In addition traffic accidents as air program. Also took up the theme in the theme or as part of programs. In magazine national advertising the safety theme. have been ordered last year. 3,000 by newspapers in June. 4,000 mats for by the newspaper lives up to last of newspaper space your three campaigns. In addition, many displayed; and on your own devices

Campaign Guides on traffic, farm and home safety were distributed to national advertisers and to advertising agencies. Proof sheets on three phases of the campaign were sent to all daily newspapers. Radio spot announcements were prepared and distributed to the networks. To the individual stations went fact sheets from which stations could prepare their own announcements. Posters and car-cards were prepared. All this professional work was contributed free. At the request of The Advertising Council, Young & Rubicam, Chicago, generously contributed the services of professional advertising men—copywriters, artists, research men and plans men. Mr. Wesley I. Nunn, Advertising Manager of the Standard Oil Company of Indiana, was designated as coordinator. By means of this set-up, the National Safety Council pays about \$20,000 for typesetting, printing, etc., and is receiving free professional creative work and advertising support at the rate of about a million dollars a year.

What has been the result of these activities expressed in terms of advertising that has taken place?

Because many network radio advertisers automatically contribute a certain percentage of their commercial-time, it was possible to assign many announcements to the prevention of traffic accidents. In the first six months of this year there have been 853,550,000 listener impressions. This figure is arrived at by using the Hooper Rating for the programs through which the messages were broadcast. This impressive figure is second only to that of the Red Cross. In addition, some advertisers used traffic accidents as a part of the body of an air program. Also, many individual stations took up the theme either as spot announcements or as part of their own sustaining programs. In magazines, so far this year, over 32 national advertisers are known to have used the safety theme. Mats for use by newspapers have been ordered at about the same rate as last year. 3,000 traffic mats were requested by newspapers in the months of May and June. 4,000 mats on farm safety were sent for by the newspapers in July. If this year lives up to last year, some 6 million lines of newspaper space will have appeared on your three campaigns before the year is over. In addition, many window posters are being displayed; and on top of all that, through your own devices there will be many out-

door posters. Through all this, safety messages are being repeated over and over again.

What has been the result of all this advertising in terms of saving lives?

Naturally, it is impossible to give even an approximate accounting, because of the fact that advertising was only a part of your total effort. It merely backed the many angles of your own efforts.

You have been fortunate in having major articles in major publications tell your story for you—the big one of course was "And Sudden Death," which appeared in the Reader's Digest in 1935 and was often reprinted. The most recent article, "License to Kill," published in the Saturday Evening Post, was one of the very best. Who knows how far that article will go to help the cause—by making driving licenses harder to get? Then, probably the most important work of all is your on-the-spot education program. For, in the final analysis, it will be people and organization that will stop accidents. Workers will make the program tick. During the war, the war bond program couldn't have succeeded without the 5 million local workers. The fat salvage program ticked because grocers and butchers put up little signs that said, in effect, "Fats make bullets." Individual effort can put life into your slogan, "The life you save may be *your own*." That means the individual work of judges, legislators, city officials, prosecutors, the police, traffic engineers and teachers.

However, in spite of the importance of the many other activities, advertising surely has played enough of a part in reducing accidents so that it is justified in sitting around the table with the rest of your services and sharing part of the credit for whatever has been accomplished. We all saw the mileage death rate go steadily down over a period of years until the time of the war. It could then reasonably have been expected that the rate would go up because of older vehicles on the road, and certainly one could have expected that, after the war, there would be not only a sharp rise in the number of deaths, but an increase in the mileage death rate. While, of course, the number of deaths has gone up, the mileage rate has continued to go down, both during the war and after. This has been a major accomplishment—one in which it is entirely proper to take pride.

The point of this talk is that there is a new public mindedness. To clarify that point, let's for contrast, go way back to World War I and see what business did through advertising to help win that war. A study of the advertising copy in newspapers and magazines from 1915 through 1918 shows that business did nothing through advertising except in a very few cases where the national emergency created the possibility of direct benefit to an advertiser. The advertisements were full of pictures of soldiers and sailors, but they were all put there to get attention and not to render a public service. The exceedingly few advertisements of that period which mentioned anything about national problems told us that there was a wheat shortage—and that story was told by those who had a substitute for bread. Also, they informed the public that there was a freight shortage—and we were apprized of this by the truck manufacturers. Aside from these two national troubles, little can be told from advertising pages about the war or conditions at that time. The editorial columns, of course, were full of the current problems, but the advertising columns were not.

Between World War I and World War II, advertising came of age. It talked about people's problems first and then fitted the product into those problems. Soap copy, for example, began to think in terms of tender hands and whiter clothes and more time for rest. So, when World War II came, the technical side of advertising was ready. People were ready too. There was a higher degree of literacy. The all-out conception of winning the war had taken a firm hold. Advertising had reached such a new high moral and technical standard that it was read and heard and believed by a substantial number of people.

All that was needed was advertising organization to use that readiness, and above all there was needed the support of business to supply the means of communication—space and time to carry messages to the people in terms of the day to day problems. The Advertising Council was formed, and did a magnificent job of creative work and organization so that business could reach a new high standard of public thinking and accomplishment for the common good. When one reviews the advertising pages published during World War II, one gets a complete

picture of the conditions and problems of the home front.

In some cases, particular industries—mainly by themselves—did selling jobs on projects that primarily concerned their own industry. Notable among these outstanding campaigns were the achievements of soap manufacturers in promoting the salvage of fats. Notable also was the achievement of the newspapers in promoting waste paper salvage. There was also an important result in scrap metal salvage participated in by a number of industries. And among the outstanding achievements was your own Stop Accidents campaign. While these were allied with The Advertising Council, they were not primarily Advertising Council projects. Where The Council stepped in was in those many projects which had no organized natural allies in industry. For example, War Bonds, WAC and WAVE Recruiting, Merchant Marine Recruiting, Victory Gardens, V-Mail, Forest Fire Prevention. Altogether, over 100 campaigns were created by The Advertising Council and received all or part of their space and time sponsorship through the facilities of The Advertising Council.

It was the step onward from enlightened self-interest to the new standard of public mindedness that was conceived at this time. Many an industry and many a company which had no problem child of its own adopted one or more. The payoff lies in the fact that most of the campaigns were outstandingly successful. Many a company devoted its entire appropriation toward the winning of the war. Many a company included a wartime message in each of its printed advertisements. Many companies participated in the radio allocation plan, setting aside a regular time schedule for war messages.

Advertising has been called "The Sword Arm of Business." In World War II it was truly just exactly that. Let's look at the record. In some of the war campaigns, advertising merely paced the efforts of millions of willing individual workers, but in other cases advertising was the major force. During the 43 months from January 15, 1942 to August 14, 1945, 85 million different Americans bought small denomination bonds. Fifty million Victory Gardens were planted. In the last year, home production accounted for 40 per cent of all the fresh vegetables consumed

by civilians. Four cruited to ease the in food plants. By the Bulge, one out was V-Mail, thus s habit of the nation overseas Christmas tober. In 1944, 95 gifts mailed were on 1st deadline. 60,00 cruited each year f In an emergency, cruited in 60 days : Technicians. The nurse requirements Millions of men an blood donors, nu police and firemen, in other voluntary

During those cri million pounds of 23 million tons of million pounds of on top of all that, their quotas both National War Fund space contributed, and a half years, a billion dollars.

What did all th things—that the / sponsive and woul properly told what meant that Ameri heart and soul, as meant one more skills of advertisin the public good.

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When the war e ism for helping the

by civilians. Four million workers were recruited to ease the labor pinch on farms and in food plants. By the time of the Battle of the Bulge, one out of three overseas letters was V-Mail, thus saving vital cargo space. A habit of the nation was changed to mailing overseas Christmas gifts by the 1st of October. In 1944, 95 per cent of all Christmas gifts mailed were on the way by that October 1st deadline. 60,000 young ladies were recruited each year for the Cadet Nurse Corps. In an emergency, 12,000 WACs were recruited in 60 days as greatly needed Hospital Technicians. The regular Army and Navy nurse requirements were met without a draft. Millions of men and women were recruited as blood donors, nurses' aids and auxiliary police and firemen, ration board workers and in other voluntary civilian war jobs.

During those critical 43 war months, 538 million pounds of waste fats were salvaged; 23 million tons of paper were salvaged; 800 million pounds of tin were salvaged. And, on top of all that, the American public met their quotas both on the Red Cross and the National War Funds. The estimated time and space contributed, during a little over three and a half years, amounted to more than a billion dollars.

What did all this mean? It meant three things—that the American public was responsive and would do the right thing if properly told what was the right thing. It also meant that American business was big in heart and soul, as well as in body. And it meant one more thing—that the technical skills of advertising could be harnessed to the public good.

As you well know, the news columns and editorial columns render a great public service. But usually that support comes only when there is news. It is the function of advertising to go to the public again and again; to repeat the story over and over; to shout the message from the housetop, and to whisper it in the privacy of millions of homes. The glory and lustre of all this accomplishment lay in the fact that it was voluntary. The best informed country in the world had become the best informed without the commandeering of any facilities whatsoever. It was the only country that could make such a boast.

When the war ended, should the mechanism for helping the people to help themselves

disappear? The answer was that the new-found public mindedness could apply to the problems of peace as well as to the problems of war. And what has business been doing about the problems of peace? Here, at last, we come to the essence of this little talk.

During the war, business had proven that all it needed was a mechanism through which to express its public mindedness. It is now in the process of proving that all it needs is organization in time of peace to continue to prove its new attitude. The Advertising Council is that organization. It is a non-profit, non-political organization, supported by the contributions of advertising agencies, advertising media and general business. Some of the corporations which support the Council are advertisers and some are not. That is as it should be, because the Advertising Council is not a mechanism only of advertisers, but of business as a whole. The work of The Advertising Council is divided into two parts: first, the creating of campaigns, and second, the dissemination of copy and messages.

Advertising agencies give their services free when called upon by The Council to make such contributions. In many cases, the agencies not only contribute their expensive talent, but frequently contribute substantial out-of-pocket expense. To get these important messages to the public, there is set up an important mechanism which will probably surprise you. It is contributed both by media and by advertisers. Over one thousand magazines contribute one page a month to advertising campaigns. This represents a circulation of 153 million pages of advertising per month. Currently, these pages are being used on Savings Bonds to help finance the government, and at the same time helping to stem the inflation tide. Radio networks and individual radio stations frequently contribute on sustaining programs and free spots; the outdoor posting industry contributes a minimum of 2,500 posters per month; the car-card industry contributes 70,000 carcards per month; newspapers contribute generously in space when The Advertising Council offers newspaper mats on its various campaigns. So much for the important contribution of media.

Now, as for advertisers themselves, many corporations make a standard and regular contribution of part of their commercial time on the air. In addition, many another company is from time to time appealed to by

The Advertising Council's regular radio bulletin, and cooperates substantially. Many a national advertiser includes Advertising Council campaigns as a part of national copy, either regularly or occasionally. And finally, the local advertiser, who is such an important part of the mechanism, furnishes a very large volume of support. All this support by the national advertiser is largely obtained through a Campaign Guide. This is a brochure or pamphlet that outlines the need, explains the best approach to the subject, and offers sample advertisements which can either be used as written or can act as an inspiration to original copy following the same theme. Local support comes as a result of proof sheets showing advertisements ready for exact reproduction and a mat service that makes ordering easy. This is democracy at work.

Now, just what are the campaigns in which The Advertising Council is interested, and what has been the success of those campaigns?

The Advertising Council in the past year has handled campaigns on the Importance of World Trade, the Significance of Atomic Energy, Student Nurse Recruitment, Forest Fire Prevention, U. S. O. Community Chest, Red Cross, Veterans' Housing, Interracial Tolerance, Reinstatement of G. I. Insurance, Fat Salvage, Soil Conservation, Famine Emergency, U. S. Savings Bonds, and last, but not least, Stop Accidents. New campaigns—either just started or about to start—are on The Teacher Crisis in Our Schools, Tuberculosis Control, American Heritage Campaign—spotlighted by the Freedom Train, and a large new campaign about to start on the American Economic System.

Already, some of these peacetime projects have furnished conclusive evidence that contributed advertising time and space can produce a successful result. For example, in the campaign to induce people to buy U. S. Government Savings Bonds, we have seen an accomplishment which must be credited to advertising. Beginning with the last year of the war, redemptions of small denomination bonds by individuals exceeded purchases. A year ago, through The Advertising Council, a campaign was started to change that unfortunate trend. The public has responded by buying more E and F Bonds during the first 6 months of 1947 than were redeemed. This is a remarkable achievement. This is in spite

of the fact that sales of bonds through payrolls are off 37 per cent from last year. But individuals in cities and small communities and on farms increased their purchases more than enough to offset that sales loss. To tell it all in a nutshell, sales to individuals are up—up in spite of many adverse factors. In the year 1946, 7 per cent of the country's money available for savings went into small denomination bonds. In the first half of 1947, 17 per cent of this free money went into small bonds for individuals.

Another outstanding example of the effectiveness of well organized advertising and the generosity of business and the responsiveness of the public happened last year. This is singled out because the campaign saved lives. You will recall that during last spring Europe faced starvation on a large scale. Herbert Hoover had been made Honorary Chairman of the Famine Emergency Committee. At his request, The Advertising Council went to work on a voluntary "share the wheat" program. The United States, like other grain producing nations, had committed itself to provide grain to hunger stricken countries. Our commitment was 6 million tons, and we were lagging far behind.

The Advertising Council advised all advertisers, agencies and media. Soon, messages began reaching the people through every advertising channel, supplementing a heavy news and editorial coverage.

Many national advertisers ran special famine advertisements in magazines, newspapers, radio and other media. Newspapers throughout the country carried Council-prepared advertisements. On commercial radio shows alone, messages prepared from Council fact sheets accounted for 632 million listener impressions. Famine messages appeared in outdoor advertising, in car cards, in window posters, store displays and many other media. Through the cooperation of the National Retail Dry Goods Association, department stores devoted more than \$500,000 worth of advertising space to the emergency.

Public Opinion polls showed a steadily increasing public awareness of the problem. The famed American Institute of Public Opinion kept asking the public, "Is your family doing anything *now* to save food?" On April 3rd, 53 per cent said "Yes"; on April

20th, 60 per cent said 67 per cent said 8th, 74 per cent said ca's promised 6 ports ready for al Hoover, "There program has been dreds of thousand lives."

The part that steady decrease in convincing story. W ings of a little have told many ful, And that ha

20th, 60 per cent said "Yes"; on May 12th, 67 per cent said "Yes"; and finally, on June 8th, 74 per cent said "Yes". The last of America's promised 6 million tons was at the ports ready for shipment in July. Said Herbert Hoover, "There is no question but that this program has been responsible for saving hundreds of thousands — perhaps millions — of lives."

The part that advertising has played in the steady decrease in loss by forest fires is a convincing story. Walt Disney's marvelous drawings of a little bear cub called "Smoky" have told many a forest motorist to be careful. And that has saved lives, too.

So, back in your home towns, make use of the advertising materials that are available. Do it with confidence that the organized effort of all of us will save lives—on the highways, on the farms and in the homes.

In conclusion, let me point out that it is sometimes as difficult to prove conclusively the case for advertising as it is to prove the case for education, or for honesty, or for diligence, or even for freedom. In the world there are many skeptics, there are many do-nothings. But, on one platform you can surely stand. An old proverb says it well. It is this: "It is better to light a candle than to curse the darkness."

Banquet

WEDNESDAY EVENING SESSION

October 8, 1947

Presiding: CLEO F. CRAIG, Vice-President, American Telephone and Telegraph Company

Values in the Safety Movement (Excerpts from Address)

By DR. RALPH W. SOCKMAN
Minister, Christ Church, New York City

However we Americans may be divided on universal military training, we certainly can all unite on universal safety training. We remember that more lives were lost by accidents in America during the war than on the battlefronts. The war against accidents is as real a challenge as ever was any foreign foe.

Our safety campaign needs four E's—Engineering, Education, Enforcement and Enlistment. We have made tremendous strides in the engineering phase of safety. By and large, our industrial leaders are giving their best brains to the business of accident prevention.

There is a lag, however, between mechanical engineering and human engineering. Here occurs the waste of life and effort. On my visit to Europe this summer I found so many people forced to waste time conforming to regulations imposed by the devastation of war. So many good people, who could be used otherwise, were spending effort in planning household economies and in meeting various ration systems. We Americans do not have to spend hours on ration cards and queues. Our waste comes through speed and power with their trail of accidents and tragedies.

Safety education must be brought home to the individual more vividly. We of the modern day are so thrill-hardened that although we are shocked by spectacular fires and wholesale dramatic destruction, we do not sustain our interest long enough to follow through with remedies. We must see the human faces behind the accident statistics.

If we in America do not voluntarily curb

our carelessness and observe safety precautions, the government will be forced to legislate further on these lines. The test of free peoples is the willingness to obey the unenforceable. If we fail to restrain ourselves, we open the way for increasing governmental regimentation. That is the road to dictatorship. You cannot keep a country healthy and safe by police whistles and burdensome governmental overhead. Public safety is really a matter of personal morality.

A man is not designed to be his brother's keeper in the sense of restricting another's liberty. But he is meant to be his brother's brother, safeguarding the other's liberty by removing all possible hazards. If we accidentally cause the death of a fellowman, the law may excuse us, but we cannot excuse ourselves. Good intentions do not remove the hell of remorse.

We should enlist in safety campaigns both locally and nationally. In a time of world tension it is imperative that America conserve her manpower. But national organizations will be ineffective without local units. When the world community is in disorder, it becomes all the more important to keep local communities safe and orderly.

During the war every individual was made to feel he could do something. The war effort was individualized to give a task to the least and last of us. So it must be with our peace effort and there is no more significant aspect of peace time citizenship than the promotion of public safety. In this every one of us can do something; every one of us must do something.

Women's Activities

WEDNESDAY AFTERNOON SESSION

October 8, 1947

Presiding: MRS. L. K. NICHOLSON, Vice-President for Women's Activities, N.S.C.; National Safety Chairman, National Congress of Parents and Teachers

A Tangible Goal for Highway Safety

By PAUL G. HOFFMAN

Pres., Studebaker Corporation; Chairman of the Board,
Automotive Safety Foundation

All great movements depend on intelligent leadership and hard work. The safety movement is no exception. Here in Chicago this week are gathered the men and women from all parts of America whose efforts will determine whether the war on accidents is to be won or lost.

The fact that this luncheon is sponsored by the Women's Activities Committee gives the occasion a special significance. Women in America always have been in the vanguard of human betterment. This has been true in the fields of education, social welfare, better citizenship, health and other important realms of activity. Certainly it has been true also of accident prevention. The outstanding contribution by women and by women's organizations is an inspiring chapter and a most encouraging chapter in the history of safety in the United States.

Examples are legion of worthwhile programs energized by women's organizations. Out in Wyoming, for example, some of the women's groups this year staged a spirited campaign and are given a large share of the credit for the motor vehicle license law enacted in Wyoming.

Recently I read in *Life* magazine about the Women's Club in Westport, Connecticut which has been instrumental in providing the town with street signs, concrete sidewalks, all-night illumination and playgrounds. The president of that club is a member of the town traffic committee.

Another development of great potential usefulness was the establishment recently by

the Women Lawyers Association of a committee which will devote itself to the important problem of uniformity in traffic laws.

Women already have played a major part in the safety program, and they can be expected to occupy an even greater place in the future. From my own experience in Indiana, I can testify to their infinite capacity for getting things done—especially the difficult things. The various women's organizations represent a powerful and indispensable force for progress in the safety movement.

In the field of highway safety, with which all of us must be deeply concerned, the situation calls today for a redoubling of effort, not only by women's organizations, but also by every civic, business and professional group in the country. Highway accidents naturally increase or decrease in number according to the amount of travel. This year travel is increasing. Moreover, today's passenger car travels on the average, something like 1,000 miles per year more than it did before the war.

To determine whether the program is making progress—or losing ground—we have to measure the accident toll in relation to the amount of travel. In other words, a mileage death rate. On that basis, there is evidence of substantial and encouraging progress.

A dozen years ago, there were approximately 18 fatalities on our streets and highways for every 100 million miles of travel. In 1941 that fatality rate had been forced down to 12, where it remained fairly constant during the war years. 1946 saw it shoved down again—to 9.8 and so far this year it stands

at 8.1 for the first six months indicating that the downward trend is continuing.

During the last 10 years, this reduction in the fatality rate—from 15 in 1937 to 9.8 in 1946—represented a saving of more than 80,000 lives. That many more would have died, had the 1937 rate continued.

Early in 1946, the President of the United States called to Washington some 2,000 civic leaders and officials from all parts of the country. Out of that conference came the Action Program for highway safety—a tangible goal for highway safety. The 1945 fatality rate was 12. The objective is a reduction of that figure, in three years to six. Today at the midway point in our three-year effort, we have attained half of the goal. The program is proceeding on schedule.

But what is even more important, we have demonstrated again, on a national scale, that there is no mystery about accident prevention. The Action Program, if continuously and intelligently put to work, will reduce accidents. We know what it takes to do the job. Today, as never before, it is true that any community, or state, can have just as much safety as it is willing to work for and pay for.

From now on, the going will be tougher. Each drop in the fatality rate makes a further reduction that much more difficult. What we must have is a wider, more vigorous and continuous program, if we are to keep the fatality rate going down.

At the progress conference in Washington this year, it was found that the 13 states which in 1946 had done the most complete job of applying the Action Program had a fatality rate 21 per cent lower than the 14 states which had applied only one fourth or less of the program. In the final analysis, highway safety is a community problem, rural or urban. The war on accidents must be fought on Main Street—in your town and mine.

One important phase of that program—

high school driver training—is rapidly gaining public interest and attention this year, and urgently needs the active support of organized community groups.

Today, only about one per cent of the 25,000 high schools in the country are offering behind-the-wheel training, which the President's Conference described as vital to highway safety. Yet each year, more than 2 million boys and girls reach driving age. Properly trained, they could and should be the world's best drivers. But most of them don't get that kind of training. As a result, the driving record of teen-agers is bad; five times worse than the adult age group between 45 and 50.

This situation is all the more tragic when we see what high school driver training can accomplish. In one city, a study showed that the trained drivers have twice as good an accident record as school-age drivers who did not get the instruction.

We talk about highway safety largely in terms of statistics. Uniform and complete accident records are indispensable to a sound program. But if we are to get the full measure of public understanding and cooperation which is necessary to reach our goal, I think we must interpret these accident statistics in every way we can to bring out the human values involved.

This year, expectations are for a highway death toll of 35,000, injuries to more than a million. They stand for men, women and children. A million casualties in one year probably strikes personally—and hard—at family circles comprising from five to six million Americans.

Through vigorous, organized effort in support of the Action Program, we can reach the goal ahead. I believe we will succeed. And in doing it, we will be saving human life and preventing human suffering; the kind of service to our fellow man that makes every effort worthwhile.

Safety Exposition Exhibitors

EXHIBITION HALL—STEVENS HOTEL
MEZZANINE FLOOR—SHERMAN HOTEL

Alphabetical List of Exhibitors of Industrial and Public Safety Equipment

- Acme Protection Equipment Co., Chicago, Ill.
Gas Masks.
- All American Safety Equipment Co., Chicago, Ill.
Power and Kick Press Guards.
- American Abrasive Metals Co., Irvington, N. J.
Safety Treads, Abrasive Paints.
- American Cord & Webbing Co., New York, N. Y.
Acro-lyte Products, Reflectors and Fluorescent Webbing.
- American-LaFrance-Foamite Corp., Elmira, N. Y.
Fire Protection Equipment.
- American Mat Corp., Toledo, O.
Safety Matting.
- American Optical Co., Southbridge, Mass.
Industrial Safety Goggles, Respiratory Devices and Protective Clothing.
- Ampco Metal, Inc., Milwaukee, Wis.
Beryllium-Copper Non-Sparking Safety Tools.
- Aural Chemical Co., Marinette, Wis.
Fire Protection Equipment.
- Audio Development Co., Minneapolis, Minn.
Hearing Testing Equipment.
- Batterson Distributing Co., Houston, Tex.
Plastic Traffic Markers for Streets, Highways and Industry.
- Bausch & Lomb Optical Co., Rochester, N. Y.
Safety Lenses and Goggles.
- Bear Manufacturing Co., Rock Island, Ill.
Motor Vehicle Inspection and Correction Equipment; Static and Dynamic Balancing Machines.
- Behr-Manning Corp., Troy, N. Y.
Coated Abrasives.
- Benson and Associates, Inc., Chicago, Ill.
General Safety Equipment.
- Bradley Washfountain Co., Milwaukee, Wis.
Group Washfountains and Multi-Stall Showers.
- John H. Breck, Inc., Springfield, Mass.
Protective Creams and Hand Cleaners.
- Stewart R. Browne Mfg. Co., Inc., New York, N. Y.
Flashlights and Extension Lights.
- Buckingham Mfg. Co., Inc., Binghampton, N. Y.
Linemen's Accessories.
- Buffalo Fire Appliance Corp., Dayton, Ohio
Fire Extinguishing Equipment.
- R. H. Buhrke Co., Chicago, Ill.
Safety Equipment and Allied Products for Construction and Maintenance Work.
- E. D. Bullard Co., San Francisco, Cal.
Everything in Safety.
- Canfield Oil Co., Cleveland, Ohio
Oil-Spunj Absorbents.
- A. B. Chance Co., Centralia, Mo.
Line Construction and Live Line Maintenance Equipment.

Chello, Inc., New York, N. Y.
 Polaroid Color and Contrast Vectograph Displays.
 Chicago Eye Shield Co., Chicago, Ill.
 Head and Eye Protective Equipment.
 Columbia First Aiders, Chicago, Ill.
 First Aid Supplies.
 Columbus-McKinnon Chain Corp., Tonawanda, N. Y.
 Chain and Chain Hoists.
 C-O-Two Fire Equip. Co., Newark, N. J.
 Carbon Dioxide Fire Extinguishers, Hose Units, Manual-Automatic Systems,
 Smoke Detecting Systems.
 M. E. Cunningham Co., Pittsburgh, Pa.
 Safety Marking Tools.
 Davis Emergency Equipment Co., Newark, N. J.
 Respiratory Protection; Combustible Gas Indicators; General Safety and First Aid
 Equipment.
 The Diversy Corp., Chicago, Ill.
 Oil and Grease Absorbents, Cleaning Compounds, Hand Cleaners.
 Dobbins Mfg. Co., Elkhart, Ind.
 Portable Drinking Fountains and Accessories.
 Dockson Corp., Detroit, Mich.
 Industrial Head and Eye Protection.
 C. B. Dolge Co., Westport, Conn.
 Fungicides, Protective Creams, Skin Cleaner, Cutting Oil Germicides.
 Dunn Products, Chicago, Ill.
 Industrial Protective Clothing Made from Rubber, Asbestos Cloth and Leather.
 Duo-Safety Ladder Corp., Oakbrook, Wis.
 Safety and Fire Ladders, Ladder Shoes.
 E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
 Hand Protective Creams, Industrial Hand Creams, Neoprene Products, Rayon Yarn.
 E. & J. Manufacturing Co., Glendale, Calif.
 Resuscitator Inhalator and Aspirator
 Elliott Service Co., New York, N. Y.
 Foremanship Training Material, Bulletin Board Displays on Safety,
 Quality and Waste; Suggestion Systems.
 J. H. Emerson Co., Cambridge, Mass.
 Automatic Resuscitation and Respiration Equipment.
 Finnell System, Inc., Elkhart, Ind.
 Floor-Care Machines and Floor Treatments.
 Fyr-Fytar Co., Dayton, Ohio.
 Fire Extinguishing Equipment.
 General Detroit Corp., Detroit, Mich.
 Fire Extinguishers, Motor Fire Apparatus and Allied Products.
 Graubard's, Inc., Newark, N. J.
 Gro-Cord Rubber Co., Lima, Ohio.
 Gro-Cord, Raw-Cord and Neo-Cord Soles, Heels and Taps.
 Haas Corporation, Menden, Mich.
 Optical Magnifiers.
 Harley-Davidson Motor Co., Milwaukee, Wis.
 Hild Floor Machine Co., Chicago, Ill.
 Electrically Operated Floor Scrubbing & Polishing Machines—
 Portable Industrial Vacuum Machines.
 Hillyard Sales Companies, St. Joseph, Mo.
 Floor Treatments, Building Maintenance, Sanitation Products, Equipment
 and materials.
 Holcomb Safety Garment Co., Chicago, Ill.
 Protective Clothing Made of Asbestos, Leather and Fire-Proofed Duck.
 Hospital Specialty Co., Cleveland, Ohio.
 Manufacturers and Distributors—GARDS, FEMS, TAMPAX—Sanitary Pads
 and Dispensers.

Huntington Lab
 Sanitary Supp
 Machines, I
 Hydro-Tex Corp
 Industrial Ap
 Hynson Westco
 Mercurochrom

Indian Motorcy
 Industrial Glove
 Protective Cl
 Industrial Proh
 Safety Equip
 Industrial Safet
 Insto-Gas Corp.
 Underwriters
 International B
 International S
 Hy-Test Safe
 Iron Age Div.,
 Safety Shoes.

Jackson Produ
 Insulated Ele
 Junkin Safety
 Interlocking
 Justrite Manuf
 Safety Cans,

Karel First Ah
 Industrial Fi
 Kax National
 Safe Wiping
 Keystone View
 Industrial Vi
 Walter Kiddle
 Fire Extingu
 Kimball Safety
 Protective Cl

Walter G. Leg
 Non-Slip Flo
 Lehigh Safety
 Safety Shoes
 Lightfoot Schu
 Industrial Sc

Macwhyte Com
 Wire Rope
 Magnesium Co.
 Mageco Light
 General F
 Marsh & McLe
 Insurance B
 Martindale El
 Respirator f
 Thom McAn S
 Safety Shoes
 Julian A. McD
 Warning an
 B. F. McDona
 Mining and
 Medical Suppl
 First Aid K

Huntington Laboratories, Inc., Huntington, Ind.
 Sanitary Supplies, Liquid Soaps, Disinfectants, Floor Finishes and
 Machines, Insecticides.
 Hydro-Tex Corp., Chicago, Ill.
 Industrial Aprons.
 Hynson Westcott & Dunning, Inc., Baltimore, Md.
 Mercurochrome and Thant's Lozenges.

Indian Motorcycle Co., Springfield, Mass.
 Industrial Gloves Co., Danville, Ill.
 Protective Clothing, Gloves, Mittens, Headguards, Leggings, Flame-Proof Suits.
 Industrial Products Co., Philadelphia, Pa.
 Safety Equipment for All Industries.
 Industrial Safety Equipment Assn., New York, N. Y.
 Insto-Gas Corp., Detroit Mich.
 Underwriters Approved Torches and Furnaces.
 International Business Machine Corp., Chicago, Ill.
 International Shoe Co., High-Test Div., St. Louis, Mo.
 Hy-Test Safety Shoes.
 Iron Age Div., H. Childs & Co., Inc., Pittsburgh, Pa.
 Safety Shoes.

Jackson Products, Warren, Mich.
 Insulated Electrode Holders, Cable Connectors, Face Shields and Goggles.
 Junkin Safety Appliance Co., Inc., Louisville, Ky.
 Interlocking Barrier Gate and Swinging Die Closure Guards.
 Justrite Manufacturing Co., Chicago, Ill.
 Safety Cans, Safety Flashlights, Electric Lanterns.

Karel First Aid Supply Co., Chicago, Ill.
 Industrial First-Aid Supplies and Equipment.
 Kex National Service, New York, N. Y.
 Safe Wiping Materials.
 Keystone View Co., Meadville, Pa.
 Industrial Visual Testing Equipment.
 Walter Kilde & Co., Inc., Belleville, N. J.
 Fire Extinguishing Equipment.
 Kimball Safety Products Co., Cleveland, O.
 Protective Clothing, Gloves and Goggles.

Walter G. Legge Co., Inc., New York, N. Y.
 Non-Slip Floor Polishers and Treatments, Non-Sparking Floor Treatment.
 Lehigh Safety Shoe Co., Inc., Allentown, Pa.
 Safety Shoes and Rubber Boots.
 Lightfoot Schnitz Co., New York, N. Y.
 Industrial Soaps—Powdered, Bar, Paste and Hand Lotion.

Macwhyte Company, Kenosha, Wis.
 Wire Rope and Wire Slings.
 Magnesium Co. of America, Chicago, Ill.
 Mageco Light Weight Magnesium Dockboards, Pallets, Barrel Skids,
 General Fabrication.
 Marsh & McLennan, Inc., Chicago, Ill.
 Insurance Brokers and Agents.
 Martindale Electric Co., Lakewood, Ohio.
 Respirator for Non-Toxic Dusts, Electrical Testing Instruments.
 Thom McAn Safety Shoe Co., New York, N. Y.
 Safety Shoes.
 Julian A. McDermott Corp., Corona, New York.
 Warning and Safety Lights for Municipal, Industrial and Utility Use.
 B. F. McDonald Co., Los Angeles, Cal.
 Mining and Industrial Safety Appliances.
 Medical Supply Co., Chicago, Ill.
 First Aid Kits—All Purposes.

Melflex Products Co., Akron, Ohio.
 Flooring Materials, Treads and Standing Mats.
Metropolitan Life Insurance Co., New York, N. Y.
 Accident Prevention Educational Materials for Industry, Home and Traffic Safety.
Milburn Company, Detroit, Mich.
 Protective Skin Creams and Plastic Coated Safety Clothing.
R. J. Miller, Equipment Co., Franklin, Pa.
 Linemen's Equipment and Plastic Specialties.
Mine Safety Appliances Co., Pittsburgh, Pa.
 Safety Equipment for Personal and Plant Protection.
Minnesota Mining & Mfg. Co., St. Paul Minn.
 Reflective Sign Material and Non-Skid Floor Surfacing.
Motorola, Inc., Chicago, Ill.

National Assoc. of Insecticide and Disinfectant Mfrs., Inc., New York, N. Y.
 Household and Industrial Insecticides, Disinfectants and Allied Products.
National Safety Council, Inc., Chicago Ill.
 Services and Material for Safety Education.
National Society for the Prevention of Blindness, New York, N. Y.
 Conservation and Utilization of Eyesight in Industry.

Occupational Hazards, Inc., Cleveland, Ohio
 Publishers.
Oil-Dri Co. of America, Chicago, Ill.
 Oil and Grease Absorbent.
Onox, Inc., San Francisco, Cal.
 Athlete's Foot Preventive.

G. H. Packwood Mfg. Co., St. Louis, Mo.
 Skin Cleansers, Soap Dispensers, Cleansing Cream.
Patent Scaffolding Co., Chicago, Ill.
 Safety Ladders, Scaffolding and Work Stands.
Peda Spray Co., Inc., New York, N.Y.
 Products for the Prevention of Athlete's Foot.
Phister Mfg. Co., Cincinnati, Ohio.
 Maintained Air Pressure Liquid Fire Extinguishers.
Positive Safety Manufacturing Co., Cleveland, Ohio
 Power Press Guards.
Pressed Steel Car Co., Inc., Chicago, Ill.
Protectoseal Co., Chicago, Ill.
 Safety Devices for Hazardous Liquids.
Pulmosch Safety Equipment Corp., Brooklyn, N.Y.
 Industrial Safety Equipment.
Pyrene Manufacturing Co., Newark, N. J.
 Fire Extinguishers, Compounds, and Systems of Various Types.

Randolph Laboratories, Inc., Chicago, Ill.
 Fire Extinguishers—Carbon Dioxide.
Robbins Co., Attleboro, Mass.
 Safety Emblems and Awards.
Rose Mfg. Co., Denver, Colo.
 Industrial Safety Equipment.

Safety Clothing & Equipment Co., Cleveland, O.
 Industrial Safety Equipment.
Safety Engineering, New York, N. Y.
 Publishers, Safety Engineering Magazine.
Safety First Shoe Co., Holliston, Mass.
 Safety Shoes.
Sager Glove Co., Chicago, Ill.
 Safety Apparel for Industrial Use.
W. H. Salisbury Co., Chicago, Ill.
 Linemen's Rubber Protective Equipment—Rubber Gloves, Aprons, Boots and Clothing.
A. Schrader's Son, Brooklyn, N. Y.
 Pneumatic Press Controls, Valves, Cylinders & Associated Products.

Scott Aviation C
 Safety Equipm
Scully Signal Co.
 Fill Signals an
Sellstrom Mfg. C
 Face and Eye
Southern Aircraf
 School Bus Bo
Spencer Turbine
 Industrial Vac
Standard Safety
 Personal Safet
Steel Scaffolding
 "Trouble Save
Stepan Chemical
 Skin Cleanser.
Stephenson Corp.
 Resuscitation I
Stonehouse Signs
 Accident Previ
Sugar Beets Proi
 Skin Cleanser
Surdy Mfg. Co.,
 Safety Appliar

S. G. Taylor Chal
 Iron and Steel
G. H. Tennant C
 Floor Cleaning
Titan Safety Sh
 "ALIV" Safe
Traffic Control C
Trimont Mfg. Co
 Forged Steel S
Trinal, Incorpor
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United States S
 Complete Line

Walsh Press & I
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Watchemoket O
 Industrial Safe
Waverly Petrole
 Oil Absorption
Weaver Mfg. Co
 Automatic Bra
Welsh Manufact
 Industrial Eye
West Disinfectin
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F. H. Wheeler N
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Wiesman Manuf
 Power Press G
Wilkins Compan
K-LENS-M Pr
Williams Jewelr
 Safety Awards
Willson Products
 Industrial Gog
Wyandotte Chen
 Absorbents.

Scott Aviation Corp., Lancaster, N. Y.
 Safety Equipment and Safety Breathing Equipment. The Scott Air-Pak.
 Scully Signal Co., Cambridge, Mass.
 Fill Signals and Petroleum Safety Equipment.
 Sellstrom Mfg. Co., Chicago, Ill.
 Face and Eye Protective Equipment.
 Southern Aircraft Co., Garland, Tex.
 School Bus Bodies.
 Spencer Turbine Co., Hartford, Conn.
 Industrial Vacuum Cleaners and Dust Collecting Equipment.
 Standard Safety Equipment Co., Chicago, Ill.
 Personal Safety Protective Equipment.
 Steel Scaffolding Co., Inc., Brooklyn, N. Y.
 "Trouble Saver" Steel Scaffolding.
 Stepan Chemical Co., Chicago, Ill.
 Skin Cleanser.
 Stephenson Corp., Red Bank, N. J.
 Resuscitation Equipment.
 Stonehouse Signs, Inc., Denver, Colo.
 Accident Prevention Signs.
 Sugar Beets Products Co., Saginaw, Mich.
 Skin Cleanser and Cleaner.
 Surtz Mfg. Co., Inc., Chicago, Ill.
 Safety Appliances for Machines and Underfoot Hazards.
 S. G. Taylor Chain Co., Hammond, Ind.
 Iron and Steel Welded Chain of all Descriptions.
 G. H. Tennant Co., Minneapolis, Minn.
 Floor Cleaning Machines, Floor Seal and Floor Wax.
 Titan Safety Shoe Co., Boston, Mass.
 "ALIV" Safety Shoes for Distribution Direct to Industry.
 Traffic Control Corp., Chicago, Ill.
 Trimont Mfg. Co., Roxbury (Boston), Mass.
 Forged Steel Safety Tools.
 Trinal, Incorporated, Chicago, Ill.
 Complete Foot Protection.
 United States Safety Service Co., Kansas City, Mo.
 Complete Line of Safety Equipment.
 Walsh Press & Die Co., Chicago, Ill.
 Safety Devices and Punch Presses.
 Watchemoket Optical Co., Inc., Providence, R. I.
 Industrial Safety Goggles.
 Waverly Petroleum Products Co., Philadelphia, Pa.
 Oil Absorption Material.
 Weaver Mfg. Co., Springfield, Ill.
 Automatic Brake Testers "Safety Lanes."
 Welsh Manufacturing Co., Providence, R. I.
 Industrial Eye Protection Products.
 West Disinfecting Co., Long Island City, N. Y.
 Disinfectants, Deodorants—Products for the Promotion of Sanitation.
 F. H. Wheeler Mfg. Co., Chicago, Ill.
 Industrial Clothing made from Asbestos, Duck, Leather, Twills and Wool.
 Wiesman Manufacturing Co., Dayton, Ohio
 Power Press Guards; Guide Pin Cover.
 Wilkins Company, Cortland, N. Y.
 K-LENS-M Products—Dispenser Cabinets, Lens Cleaner and Tissues.
 Williams Jewelry & Mfg. Co., Chicago, Ill.
 Safety Awards, Badges and Trophies.
 Willson Products, Inc., Reading, Pa.
 Industrial Goggles, Gas Masks, Helmets and Respirators, and Allied Safety Devices.
 Wyandotte Chemical Corp., Wyandotte, Mich.
 Absorbents.



Microfilmed
BY
GREAT LAKES MICROFILM COMPANY

CHICAGO, ILLINOIS

National Safety Council

Name of Company

425 No. Michigan Ave.

Street

Chicago, Illinois

City

State

DESCRIPTION of RECORDS

Congress Transac

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Chronological Order

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