

vention in your community particularly, a good active program will be self-supporting. So, consequently, I cannot agree with some people who have talked about industry's stake in the community as being, as one council manager said, Vitamin C—CASH. It isn't. It is leadership and it is active leadership. It isn't serving on a Board of Directors or being an officer. I think that industry should urge their men to participate in community affairs. I think if there is a chance for any representative to serve on a traffic committee in a community they should be given every opportunity to do it. If they can serve on the school board in any capacity let them do it. Urge them to do it. Somebody will say that costs money, they take the time away from the plant. That is true but as the individual in leadership finds, most of those things happen when they aren't on the job anyway. They can participate without too much loss of time. If we'll do that I don't think we will have to subscribe to the cash basis that everyone seems to think industry must provide for the safety movement. Sure, they have to help but I would like to re-emphasize that it is leadership, active participation in all of the various programs in the community that is the major part for the contribution of a better community.

If you will pardon a personal reference again, we just finished at a county fair what I think is

one of the nicest exhibits we ever had. It is called Safety Town. We had streets marked off in a segregated area where we had police women. In the City of Pittsburgh, we have found police women serving as school guards at school crossings are doing 99-44, 100% better job than the average police officer who is called away for other duties. The children like them. They look pretty snappy in their uniforms. Somebody must be picking them for their looks. But these women came out and directed traffic for these children. We gave them automobiles to create the traffic, and demonstrated what they should do at crossings.

Now, how did we put that exhibit on? It cost somewhere in the neighborhood of \$3,000 for a five-day period. My council isn't any different from any other safety council. We didn't have \$3,000, but we had industry willing to continue to provide the leadership. We had a program that was acceptable and everybody knew what it was. The American Cable and Wire, the Pittsburgh Plate Glass Company, paint, The County of Allegheny paved the place, the Fitch Conservatory the floral decorations, Gulf Oil, the gasoline stations, Pittsburgh Sun-Telegraph bought the automobiles. I went out and worked with the police women, the nicest part of it. It was in dollars and cents around \$3,000. We did an actual prevention job in those five days.