

meetings only every other month instead of weekly. The meetings were held in the morning when most drivers' loads were out of their bins. We felt that consideration of the risk of stolen packages when loads were left unprotected would take the driver's attention and therefore destroy the main purpose of these meetings. Part of the purpose was to *interest* the driver in safe driving. If he were made to listen when he felt strongly the possibilities of his financial loss it was felt that the meetings would prove a deterrent rather than an incentive to safe driving. In New York City, and particularly in a delivery the size of ours, we cannot be unmindful of the factor of honesty.

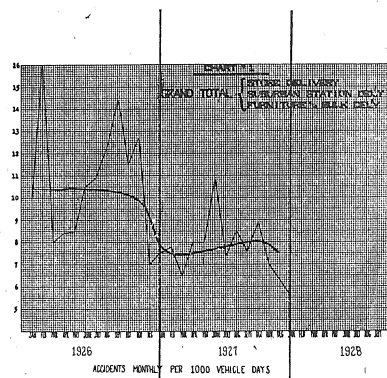


Figure 1

The campaign that I have described was carried on faithfully from November 10, 1926 to October 1, 1927—a period of over ten months, and long enough to measure its efficacy, in part at least. Now let us see what was accomplished toward the reduction of vehicular accidents during this period.

Figure 1 plots the curve of the total number of accidents per one thousand vehicle days by months from January, 1926 to January, 1928. This chart represents the use of an average of two hundred and twenty vehicles per day under all the conditions faced in New York. Roughly forty-five per cent of these vehicles were one, and one and one-quarter ton gas and electric vehicles, carrying combination loads in city territory. Thirty-five per

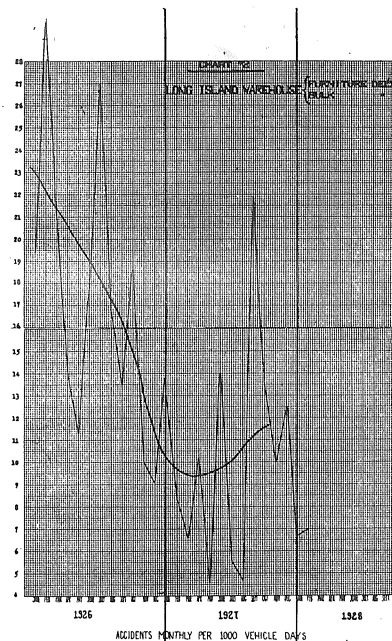


Figure 2

cent were one and one-quarter ton gas vehicles carrying combination loads in suburban territory, and twenty per cent were two, and two and one-half ton gas vehicles carrying furniture and bulk merchandise throughout both city and suburban territory. The chart shows that the result of the campaign which began in November, 1926, was to reduce the number of accidents per one thousand vehicle days from the high average of 11.5 to seven. In all fairness it should be pointed out that during the year following the introduction of the campaign the chart shows that accidents were reduced from 11.5 for one thousand vehicle days to eight. The curve shows a slight rise during the last months of the campaign and then at its close, near October 1, 1927, the curve falls away to new and unprecedented low figures. It should be borne in mind

that these are the months of peak business in a department store.

I have said that the campaign closed; I should have said that it took on a new form. The campaign technique described above was for the most part dropped and our present accident prevention program was evolved from it. Before proceeding with a description of this technique, however, let us turn for a moment to a consideration of the other charts which show subdivisions of the total experience pictured in Figure 1.

Figure 3 (store delivery experience) is especially interesting. Through the facts brought out in this

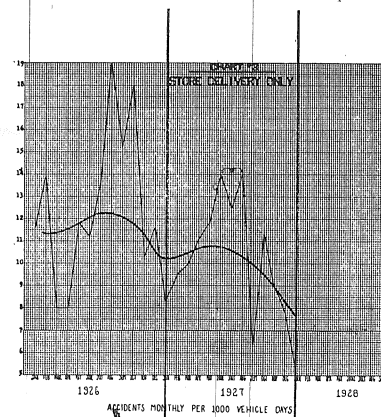


Figure 3

*Helpers driving; June vacations and increase.

chart alone we learned one entirely new approach to accident prevention work. You will note the effect of the opening of the accident prevention campaign in November, 1926. Results were immediate and continued for several months. An average line drawn through the original curve is significant in that it brings out the fact that the two high levels in the two years correspond roughly as to period. This is at the time when *helpers* are driving, replacing the older and more experienced drivers during the spring increase in business and during the summer vacations. This was the reason for our establishing our motor school, more properly called the driving school. It was started

in January of this year to *teach safe driving* to new drivers, helpers promoted temporarily or permanently to positions as drivers and drivers who have had accident records. Further reference will be made to the school at another place in the paper. Referring again to this chart and following the average line through the course of the two years plotted, we can hardly claim that the campaign placed us in an enviable position, at least in this one subdivision of delivery. It should be said in this connection that it was here that we did our hardest work. May I call your attention before you leave this chart to the curve as it is

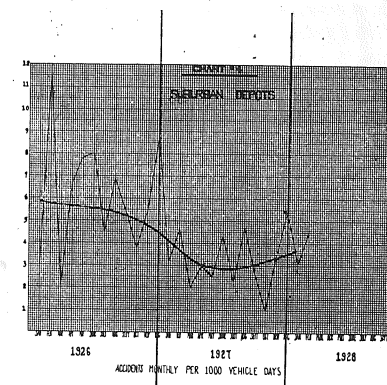


Figure 4

plotted from the close of the campaign to February, 1928. November, 1927 marks the beginning of a downward curve to an unprecedented low level in February.

The furniture delivery experience (Figure 2) shows the campaign producing a steady downward curve which, however, started to rise again in September, 1927 during the peak period of the August furniture sale. Here again we see the effects of using inexperienced helper drivers.

The suburban experience is easily followed by consulting the average curve in Figure 4. Here the sharp rise in the accident ratio following the opening of the campaign is not particularly significant because of the fact that a smaller number of reported accidents necessarily results in more marked changes in ratio. This rise is undoubtedly a "flash