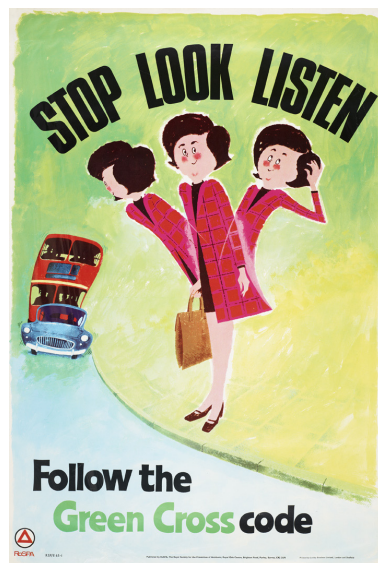
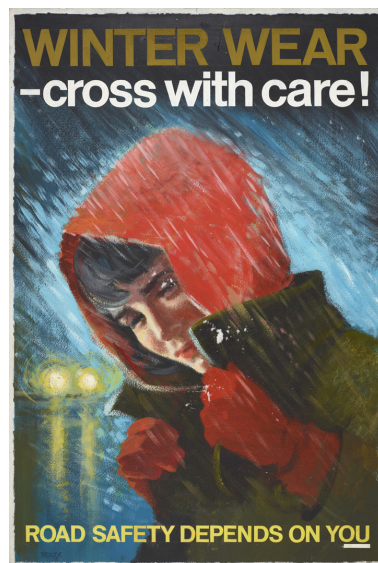


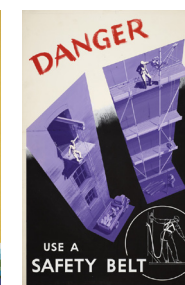
1. Let's Have a Safety Record to Crow About
2. Safety First – Catalogue of Posters Published by NSFA
3. Accidents Don't Just Happen – they are CAUSED
4. Accidents Keep You Out of Things
5. Go Safe, Stop Accidents
6. Don't Let an Accident Rob You of Your Holiday
7. Learn to Swim
8. Warm the Child, But Guard the Fire
9. A Happy Christmas, A Safe New Year
10. Courtesy is Infectious
11. Manners Maketh Man
12. Keep Gates Shut!
13. Kerb Drill
14. Why do we Look that Way First Mummy?
15. March Across When the Road is Clear
16. Guard and Train the Children
17. Play in a Play Street Away from Traffic
18. Watch the Back Wheel
19. Wait Until the Bus Stops
20. Make Sure They're Safe
21. I've Just Passed My Cycling Test
22. Play in the Garden or Park
23. Good Maintenance and Sound Brakes Matter
24. Look Before Opening
25. Stop Look Listen
26. Winter Wear – Cross With Care
27. Journey's End
28. You're Not Paid to Take Risks
29. Danger
30. Falls are Not Funny
31. Don't Fall for This
32. There's a Safe Place for Everything
33. Beware the Swarf
34. Scrap
35. Passengers Forbidden
36. Mr Featherwate says
37. Jenny says
38. Sensible Shoes Protect Your Feet
39. Don't Lose Sight of Them
40. Halt at the Works Gate



The RoSPA Collection Exhibition

May 15 -17 2012

Hilton Birmingham Metropole – Warwick Suite



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RoSPA
The Royal Society for the
Prevention of Accidents

Exhibition Notes

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General Introduction

This is the first exhibition drawn from the recently re-discovered RoSPA archive of posters and artwork. We are working to organise the archive and hope to share more of it with you. In the mean time, we hope you enjoy this selection.

Safety and Modern Society

The idea of safety is at the heart of human life. In modern society the risks are rarely from external forces; they have tended to come from the increasingly integrated machine ensemble that drives the tempo of modern society. This machine tempo is most usually felt in the factory, workplace and on the road. Even at home the potential dangers of modern life need to be highlighted.

RoSPA

The origins of the Society go back almost 100 years to WW1. The war accelerated the shift to mechanised road transport and the consequent increase in related accidents required action. Throughout the 1920s and 1930s the Society addressed itself primarily to issues of road safety, driver education and pedestrian awareness.

The advent of WW2 made industrial safety a matter of national survival. The Society's activities were given a boost by the endorsement, for the duration, of the Ministry of Labour. Thereafter, industrial safety became one of the Society's major objectives. Poster propaganda has been at the forefront of RoSPA's efforts in promoting safety at work and on the road.

RoSPA has always favoured a "light-touch" approach to safety education, judging that too much emphasis on the gruesome consequences of actions might prove counterproductive. A lightly humorous tone has always been part of the campaign – to help the medicine go down!



The Archive

The efforts of the Society have always been directed at the entirely practical promotion of safety awareness. The display of posters has always been more important than their classification and archiving. Indeed, until last year no historical visual record of poster publication existed within RoSPA.

In these circumstances it was very exciting to rediscover a lost archive of posters and artwork within one of the Society's outbuildings. The timing of this discovery could not have been better. Interest in the history and development of graphic communication is growing and the forthcoming centenary of the Society will provide a focus for the presentation of this material.



Printing and Publication

RoSPA posters were designed and produced with economy in mind. Loxley Brothers of Sheffield seem to have printed and distributed RoSPA's posters from the start. Loxleys used two-colour litho presses and split-duct printing to achieve the best results within RoSPA's demanding constraints of economy and urgency.

From the 1940s onwards, Loxleys were at the forefront of developments on mechanical and offset printing. This required photo-mechanical colour separations and the use of half-tone screens for the printing of photographic elements in the design. Accordingly, the artwork displayed here is "camera ready".

In general, RoSPA's posters were printed in double royal format. This was a standard paper size of 20 x 30 inches. This size was both economical and ideally suited to varied display environments; whether indoors or out.

The photo-mechanical production of optical colour separations combined with light-sensitive metal plates to provide for an almost entirely mechanical form of reproduction. Loxleys and RoSPA were at the forefront of these developments in Britain.

Posters are available to purchase from
www.rosaprints.com

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