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Radistres—New Prestress Method 16

Radial prestressing designed to make possible production of extra-large, thin, strong panels.

Meeting Roundup 20

A condensed report on meetings held recently by ESCSI, CMA, ASTM in Canada, California.

Get Tax Savings 23

Using the speed up depreciation method can save you money when tax time rolls around.

How To Get Safety Materials 25

Nylon Replaces Mortar in Sweden Idea 24

Editorial 15

News 5

Materials and Equipment 28

The Cover:

Pictured is a view of part of NCMA's reception room in their new Washington, D. C., office. The office is highlighted by effective use of screen units, Shadowal, other industry products.

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How to Get Safety Materials

A report on what's available to use, how you can get the material, what organizations can be helpful.

By

Thomas H. Mackin

F. W. Slotter, Inc.
Columbus, Ohio

The materials available for a safety program can, as most of you well know, be of many types. The printed or publication variety is perhaps the most common. These take the form of stickers, reminders, magazines, posters and many others. The oral or visual safety material is quite popular and these include films, slides, group talks and discussions. The question is, where does one get this material?

The various law enforcement agencies such as the State Highway Patrol, your city police and safety department and your county sheriff would be all too happy, I'm sure, to furnish your company with any printed material, talk to your men, or show the various films on safety which they might have.

National Safety Council

The National Safety Council, the granddaddy of them all, has scores of pamphlets, posters, stickers, reminders and other material all available at a very nominal cost. You do not have to be a member of the National Safety Council to buy these publications.

The Fleet Safety Manual of the National Safety Council is arranged and indexed to cover every phase of a safety program. This manual should be required reading for anyone thinking of a safety program.

Some important headings are: Driver Training, Accident Review Committee, Garage and Repair Shop Safety, and there are many others.

The National Safety Council has several 35-mm slide films and 16-mm motion picture films available for rental or purchase if you desire. Rental fees are on a per week basis. These films or slides generally run for fifteen to twenty minutes and cover quite a variety of subjects dealing with safety. They are in black and white as well as color.

Award Jewelry

The National Safety Council has lapel pins and other safety award jewelry available at a modest cost. To cite an example, a personalized no-accident award pin with your company name and the number of accident free years will run less than a dollar a pin.

If your company is a member of the National Ready Mixed Concrete Association you can avail yourself of their publications. An example is their checklist of danger points around your plants such as open ladders, conveyor pits, etc. The association can also furnish you with examples of successful safety programs in other plants around the country as a guide to your own.

Equipment manufacturers, auto and truck manufacturers, oil companies, tire and rubber companies all have several publications and films and even contests.

Trade Publications

The trade publications such as *Concrete*, will from time to time have articles dealing with safety programs in our own industry. If you run across an article in any publication that might be useful in your

safety program, additional copies or reprints are always available for the asking. I have here a reprint of an article that appeared in *Concrete* magazine called "Developing Professional Drivers." A very fine article.

Insurance Agent

Your insurance agent is in a position to offer valuable help in any safety program. Since the cost of a high accident rate or numerous property damage claims is reflected in higher insurance premiums, a letter from your agent, or possibly a talk by him, to a driver or drivers dealing with what an individual's safety record or lack of it costs the company in increased annual premiums can in many cases solve some distressing problems.

Road Checks

Many insurance companies offer road checks on equipment. These checks can be done anonymously and without the driver's knowledge. The checks include date, time, locations as well as truck speed, driver road courtesy and a notation of any traffic violation. They are generally mailed to your company and can be posted on your bulletin board or used by your safety man.

Your company doctor can give valuable assistance in your safety program through annual physical check-ups or through a pre-placement medical examination. The selection and keeping of proper and adequate medical records to coincide with your program is something your company doctor is best qualified to do.

This, by necessity, has been just a brief survey of what materials are available to assist in your safety program. The question is, do they do any good? I'll answer it this way — two months ago we buried one of our drivers. He had worked for our company almost twenty-five years. He wore out nine trucks. He drove over two million miles. He never had an accident.

Presented at the Public Relations & Safety Course for Drivers, sponsored by the Ohio Ready Mixed Concrete Assoc., held in Columbus, Ohio, January 19-21, 1959.

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J18	Lenawee Peerless, Inc.	
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J24	Praschak Machine Company	
J25	Quinn Wire & Iron Works	
J26	Southeastern Pallet Cleaning Service	
J27	Superior Concrete Machinery Company	
J28	Supreme Products Corporation	
J29	Zeidler Concrete Products	

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