

Current Topics in

INDUSTRIAL SAFETY

PLAINTIFF'S
EXHIBIT

G-455

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such repetition makes for emphasis.

We have two mascots for our suggestion system—"Reddy Doe" and "Brite I. Dear." As mouthpieces of the division they can convey messages which we could not—at least not in such a breezy manner.

The posting date is dovetailed into the safety engineer's schedule at a time when unusual care should be exercised, especially out of doors. In this series of posters we promote safety along with other types of suggestions. Many other companies follow a similar procedure.

On payroll inserts and in letters mailed to the homes of employees, we outline types of suggestions wanted and safety is always included.

A suggestion system administrator should work very closely with the safety engineer. We route safety suggestions to him for first consideration, just as we route advertising suggestions to the advertising department and production suggestions to the production department. In a recent analysis of awards for a six-month period we noted that 19 per cent were based on safety. A recent report from the Illinois Central Railroad showed 39 per cent of the awards were for safety suggestions.

The promotion of safety depends upon its listing along with time-saving and materials-saving suggestions. Effective publicity is essential and proper consideration on the part of suggestion administrators and committees. These features can be accomplished through the use of an evaluation chart assembled by a group of administrators to be used in determining awards for approved safety suggestions. Application of this chart promotes uniformity in consideration and in awards.

In reality, awards are based on a point system and the points have value in the award range. For instance, the following scale was approved:

25-30 points	Minimum award
40-50 points	\$10
55-65 points	\$15
(Graduated upward in similar proportion)	

The chart includes five considerations in rating suggestions by points:

1. *Likelihood of accident:*

Some	5-10
Appreciable	15-25
Considerable	30-50
	(plus)
2. *Exposure Frequency:*

Little	5-10
Appreciable	15-25
Considerable	30-50
	(plus)
3. *Possible Extent of Loss Due to Accident, Personal Injury and/or Property:*

Slight	5
Moderate	10-15
Appreciable	20-30
Considerable	35-50
	(plus)
4. *Extent of Application:*

Local (one or two places)	5-10
Several locations	15-25
General application—many locations throughout plant or company	30-50
	(plus)
5. *Effectiveness of Suggestion:*

Minimizes hazard	5-10
Limits hazard	15-25
Eliminates hazard	30-50
	(plus)

Picture Your Problems

(An Illustrated Talk)

By MYRON L. MILLER

Safety Supervisor, Westinghouse Electric Corp., Pittsburgh, Pa.

How many words does it take to describe a baby's smile? Do you know of a better or quicker way than to show his picture? Look at this baby's picture. I challenge you to put in words what you see; in sec-

onds, however, his picture tells more than you can describe with a thousand words.

But you ask me, "Just why, Mr. Miller, should I be interested in listening to you talk about a baby's picture?" The reason

supply this, every man or woman in the shop has many occasions to describe a situation. Often times you want to put ideas over quickly and effectively. Many of us are supervisors; a part of your work consists of instructing and telling people how to do things.

A quick, easy, and accurate way to put your ideas across is to use a picture, or a series of pictures.

Pictures of real situations, taken in your shop, of your own people have proven quick and effective means to describe a situation, to sell an idea, to promote a drive, to present proof, or to explain a safe work operation.

Suppose you wanted to instruct a workman how to remove a machined part from a boring mill table. You could show him a picture pointing out how to position the crane, how to spread the chains, how to signal to the crane operator, and how to hook-up the part. Pictures have proven excellent tools for an instructor. They convey ideas quickly and accurately. As safety engineers you are interested in safe work practices. Pictures provide a means of giving clear and accurate descriptions.

Or suppose you were trying to convince a supervisor he should put on a safety shoe campaign. You could show how one shop superintendent gained the good will and put across a drive 100 per cent in his department. Here is an actual photograph of a superintendent in our transportation and generator division comparing his safety shoes with one of his workmen, while other workmen hold up the 100 per cent banner. This is a proud group, and the superintendent is a real guy. Do you think he is having trouble getting his men to wear safety shoes?

Here is a picture showing how "Jimmy" looks in safety shoes, while his admiring dad and grandpap look on. Jimmy's father is a toolmaker in our company. Jimmy's mother formerly worked for us in our accounting department. Both of Jimmy's grandfathers and several of his uncles and aunts work in our offices and shops. Jimmy's picture on a poster did much to attract attention and sell our people on safety shoes.

Realizing the power of pictures to convey ideas and to motivate action, we at Westinghouse, East Pittsburgh Works, asked

ourselves this question: Why not resolve our lost time injury experience into pictures? We made several studies, but finally settled on a simple classification of accidents by parts of the body injured.

We found that foot injuries lead the list, leg injuries were second, hands third, and injuries to the eyes fourth. In spite of the fact we had experienced a steady reduction in these types of injuries over the past five years, these four body types, feet, legs, hands, eyes, accounted for two-thirds—68 per cent—of our lost time cases for the year. There were several ways of using pictures to present this problem; however, we decided to ask our people to help us "picture our problem" and help us find the solution.

We offered money prizes for the best pictures telling the story of broken feet, injured legs, mangled hands, and lost eyes—cash awards to our employees and members of their families for telling each other, by means of pictures, how to keep from getting hurt—how to protect feet and legs, how to preserve precious hands and how to keep on enjoying God's greatest gift—eyesight.

Our people responded. Picture posters came in from literally everywhere. Sons and daughters of employes sent in pictures. Engineers gave attention to our problem and sent in their answers. Artists offered their solutions. Office men and women made posters. Workmen from all parts of the shop brought in their answers in picture form.

There were all kinds of posters ranging from the ridiculous to the sublime—posters appealing to all types of people and every conceivable mood—pictures suited to various temperaments, likes and dislikes. But all picture posters aimed at one central thought—how to reduce human waste—how to prevent feet, leg, hand, and eye injuries.

We called in outside judges—men who were not connected in any way with our company. A safety consultant from the Western Pennsylvania Safety Council, a safety engineer from Carnegie-Illinois Steel Corporation, and an instructor of art from our local high school. They deliberated for hours and finally made their selections.

We congratulated the winners and made the cash awards. We sent each entrant a letter enclosing a photostatic copy of the



judges' decisions before any public announcement was made. We thanked each and every person sending in a poster for his sincere interest in helping to solve a common problem and asked his continued interest and support of our accident prevention program.

Then we displayed the posters in various ways—for our shop people—for our office people—and for the family members. At one location in the shop we had two walls covered with posters, four posters high and extending 100 feet.

We decided to go a step further in the matter of awards. We had a "popularity vote." Each employee had an opportunity to vote for the picture poster of his choice. Both shop or office people were encouraged to cast votes for the posters they thought to be most effective. Our people entered into the spirit of the contest and spent their lunch periods looking over these posters objectively, and making their selections.

After the votes were counted, we had a completely new set of winners, so we made more cash awards. By this token we made more people happy. We satisfied a feeling on the part of every contestant that his work had been judged by two independent groups, by one group outside our plant, and by one group made up of his friends and neighbors.

After the contest we asked our printing department to duplicate the posters for use on our bulletin boards. We now have an

excellent selection of picture posters, tailored to fit our particular problem, made by our people, personalized as messages of one employee to another.

In the spirit of good will toward men, these messages come from the hearts and minds of our workmen. They seem to say, "Take care of yourself buddy and look out for the other fellow."

It is our feeling at Westinghouse that our employees through their efforts to help us "picture our problem" deserve a share of the credit for our 1948 reduction in both accident frequency and severity. Working together as employees, supervisors, medical, and safety personnel, we were able to improve both in severity and frequency, to the extent that the National Safety Council honored us with the "Distinguished Service to Safety Award" for 1948. We were grateful for this honor.

You may not be interested in conducting a picture poster contest, but remember, whether your problem is one of selling, teaching, supervising, controlling quality, instructing men how to work, or preventing accidents—actual photographs or home made pictures to supplement your commercial posters are very helpful in quickly, easily, and effectively getting your points across.

Whatever your problems may be, pictures are very helpful tools. Words cannot effectively describe life situations. Pictures make them live. You can do well to "picture your problems."

Cartoons Maintain Interest and Pay Dividends

By JAMES D. BARSTOW

Cartoonist, General Electric Co., Schenectady, N. Y.

The most comprehensive and far-reaching safety campaign will fall far short of the desired result unless interest is constantly maintained. Frequent "Shots-in-the-Arm" are needed. Human nature, being what it is, John Q. Public requires a constant beating of the drum to hold his attention on any one subject very long. There is so much competition. Something new and more interesting is continually popping up. Like a man walking down the midway at a county fair, he is drawn here and there by

competing attractions. Safety facts and figures are apt to be pretty cold. Graphs and charts are convincing material, if you can get your audience to pause and reflect. Photographs and human interest stories, unless they are "chiller-dillers," are scanned over in competition with other similar material—routine stuff. Slogans are here today, and gone tomorrow, and soon forgotten.

There are exceptions to all this, of course: The National Safety Council slogan "Be