SAFETY.....

--Is Another Important MORRELL Product!

Ottumwa Plant of John Morrell & Co. Has Outstanding Safety Program and Record . . . Lost Time On-the-Job Accidents Cut OVER 50% in the Past Three Years!

Progress can be measured in many ways, and an addition to the progress we at Morrell have made in our famous meat products is the establishment of a fine safety record that means a great deal to us, to our employes, and to the community.

Indicative of the exceptional results is this graphic story

Lost Time Accidents Per Million Man Hours of Exposure—

	19[illegible]	1960	1961	196[illegible]
NATIONWIDE INDUSTRY AVERAGE	24.92	24.86	24.80	?
MORRELL AVERAGE	22.31	13.47	10.26	? (Better 10% or better)

These results just didn't happen . . . someone and something made them happen. The someone was in reality many hundreds of people. Morrell plant and office personnel who co-operated so completely . . . and the something was a double barreled campaign against on the job injuries that was and is based on Prevention and Protection.

We at Morrell have a planned and determined educational accident prevention campaign through bulletins, safety rules, posters and contests to help keep accidents from happening. Under Prevention we strongly urge employes to wear hard helmets, steel toed safety shoes, safety glasses and metal mesh aprons and hand and arm guards to prevent accidents.

Statistics show that 88% of all accidents are caused by human failure, 11% by physical hazards, 1% by acts of God. The Morrell safety program was planned with these facts in mind, placing emphasis in proportion to causes.

There are ten safety rules that have helped materially in achieving the record shown above!

. . . Growing with Ottumwa Since 1877

John Morrell & Co.
Ottumwa, Iowa

MORRELL