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INDUSTRY PRESSES HEALTH CAMPAIGN

Heiser Made Research Head
of Move to Extend Work of
Big Plants to Small Ones

AID FOR 80,000 FACTORIES

Educational Drive to Reduce
Employee Illness Sponsored
by Manufacturers' Group

Dr. Victor G. Heiser, former rector of Health of the Philippine Islands and author of "An American Doctor's Odyssey," has been appointed research director of the National Association of Manufacturers committee on healthful working conditions.

The appointment, announced yesterday by C. M. Chester, chairman of the association's executive committee and chairman of the board of General Foods Corporation, is in line with the association's move to extend health benefits developed in large manufacturing establishments to smaller plants which have no medical service.

Dr. Heiser, who recently completed a three-months' European tour, studying industrial health conditions and methods, said yesterday that "despite the widespread action to reduce employee injury and illness, preliminary studies show that the smaller American industrial units have fallen behind in giving such care."

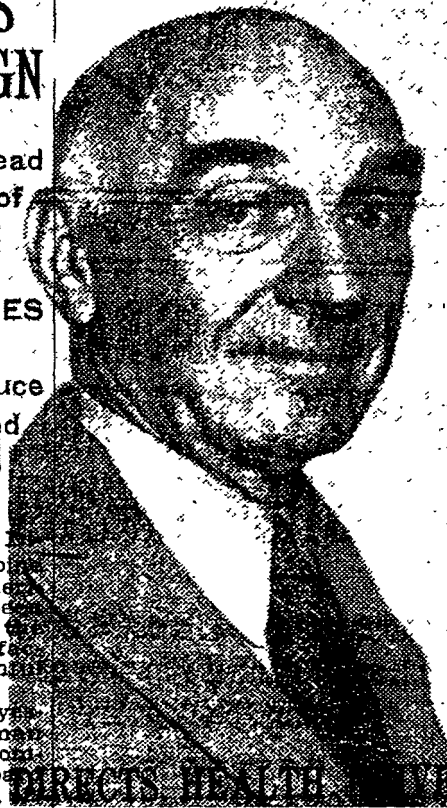
"Authoritative surveys show that approximately 80 to 90 per cent of the large industries give excellent medical care and health supervision to their men but the smaller units with 300 employees or less have not felt able to give such care, although they account for one-quarter of the industrial population in the United States."

The association's committee on healthful working conditions will be permanent. It expects to assist 80,000 smaller plants.

"I believe we can cut occupational diseases, illnesses and disabilities by one-half in two or three years," Dr. Heiser said.

The committee, headed by Frank Purnell, president of the Youngstown Sheet and Tube Company, will first set up a health demonstration unit in a plant in or near New York City, Dr. Heiser revealed. The campaign, which will be primarily educational, will be extended throughout the country.

Dr. Heiser will be assisted by Dr. Donald M. Shafer, formerly associated with the medical department of the Standard Oil Company of New Jersey. An advisory committee will be headed by Dr. W. Irving Clark of the Norton Company, Worcester, Mass.



Dr. Victor G. Heiser