

discharge his duties. Where is the difference; where is the line of demarcation? I think one of the greatest difficulties we get into in our discussion is the confusion of the result with the cause of an accident. We talk a great deal about after the man is injured. Frankly, we are not interested. We cannot control the degree of the injury. God alone knows, when a man has an injury, just how badly he is going to be injured, but it causes something we can deal with and that is what we are interested in. My good friend, Vern, says if a man violates a rule and doesn't get injured, he should be discharged, but if another man violates a rule and is injured, we are not to discharge him. I cannot see the consistency there. Just why should the man who is not injured derive the penalty or be shown the partiality? Or why is the man who suffered the injury entitled to any special consideration? Frankly, I do not think that any safety organization can accomplish its purpose without a definite policy. We consider the accident as an operating problem and as such we have to handle the failures that result in accidents exactly the same way.

CHAIRMAN COOPER: You have got to have rules. If you have a man who persistently violates your operating rules, you have got to get rid of him and it is all the more important if the violation involves injury of somebody else.

Gentlemen, we will have the report of the nominating committee. Mr. Vern Sutton, as chairman of the nominating committee, will now make his report.

Report of the Nominating Committee

By VERNE D. SUTTON

Chairman

Your committee appointed to select and present for your approval a list of officers to serve the Food Section during the ensuing year 1931-1932, has selected the following:

General Chairman—W. A. SULLIVAN, Loose-Wiles Biscuit Company, Kansas City, Missouri.

Vice-Chairman—HENRY MINEUR, The Borden Company, New York, New York.

Secretary and Editor of News Letter—M. E. HOUSE, B/G Sandwich Shops, Inc., 174 W. Randolph Street, Chicago, Illinois.

Chairman, Poster and Illustrations Committee—THOMAS STROMBER, Wagner-Taylor Company, Philadelphia, Pa.

Chairman, Program Committee—R. E. PROUTY, Aetna Life Insurance Company, New York, New York.

Chairman, Engineering and Publicity Committee—J. J. LYONS, John F. Jelke Company, 759 S. Washtenaw Avenue, Chicago, Illinois.

Chairman, Statistics Committee—JESSE J. ZIETNER, Continental Baking Co., 285 Madison Avenue, New York, New York.

Executive Committee—ALL OFFICERS AND THE FOLLOWING:

ERNEST D. FOWLER, Americus Hotel, Allentown, Pennsylvania.

ALBERT PELL, Lamont, Corliss and Company, New York, New York.

WILL COOPER, Executive Offices, Stevens Hotel, Chicago, Illinois.

FRANK HASSE, Corn Products Refining Company, Chicago, Illinois.

ALEXANDER DIENST, National Sugar Refining Company, Long Island City, New York.

VERNE D. SUTTON, c/o Postum Company, Inc., Battle Creek, Michigan.

CHAIRMAN COOPER: You have heard the nominations, if there are no changes or additional nominations, it is suggested we proceed to ballot.

Mr. MINEUR: I move the nominations be closed.

(The motion was seconded and carried.)

Mr. DIENST: I move that the secretary cast the unanimous ballot.

(The motion was seconded and carried.)

CHAIRMAN COOPER: Next on the program is the gentleman who is in the publicity safety work, S. M. Lippincott, and he has a very interesting subject to handle in that he is going to talk about home made posters. I guess there is hardly an industry that is a member of the Council that doesn't wish there were more posters that were definitely applicable to them. Mr. Lippincott is going to show us how to get around that by making our own posters.

S. M. LIPPINCOTT, (secretary, Erie Safety Council, Erie, Pa., and safety engineer for the Liberty Mutual Insurance Company, at this point presented an interesting series of home-made safety posters; he stated that the success of many of the safety campaigns conducted by him depended, in his opinion, on home-made devices of various kinds. Mr. Lippincott gave running comments on the posters as he exhibited them.)

CHAIRMAN COOPER: Have you ever run into trouble in the copyright line?

Mr. LIPPINCOTT: No, they haven't checked me up but I do not believe there is any danger because your men are using it in your own industry and I am careful if I send it out to customers, for in that case you are practically selling something. I do not understand the copyright laws, but I believe it would be treated the same as a patent. One can make an article that has been patented, and as long as he does not sell it, he is privileged to use it himself.

ALBERT W. PELL (Lamont, Corliss and Co., New York City): I use a great many bulletins, and these bring up one question that has always been more or less puzzling to me and I would like some opinions on the point. There are three classes of bulletins, the joking, the more or less horrible (illustrating the details of an accident: legs lost, arms lost and fingers lost, with the blood showing and that sort of thing), and the ordinary type which is a warning. I have generally avoided the horrible on the theory that they made the man nervous and he is more apt to meet with an accident after seeing those things than he might have been before. The amusing, I have never been quite able to make up my mind about. Mr. Lippincott has had much success. I have used these to some extent, but I am not sure whether it results in a feeling among the employees that it is not serious and is of no consequence, or whether it really makes an impression. I would like to have some opinions on just what type of poster is considered the best.

Mr. MINEUR: I do not believe the National Safety Council, with all its experience, has as yet reached a decision whether the gruesome picture or more conservative picture which shows abnormal conditions or conditions as they should be, is the better of the two. There is also some question as to whether or not we ought to have some safety in cartoon form. Frankly, I think that you will run great risk when you put out safety messages in cartoon form. There is room for the cartoon in the poster campaign but those cartoons must be very carefully considered before adopted. I think it is wise that the poster and the message should be around the idea of the instructions that are given out by the company. We stick very closely to them.

VERNE D. SUTTON (Postum Company, Inc., Battle Creek, Mich.): Regarding Mr. Pell's question of whether to use the humorous or the gruesome bulletins or posters, I recommend the method which I have found successful in our industry. In our plant when I first started sticking up posters, I got a great many kick-backs from them. I put up humorous posters and found the men were very sensitive. They thought we were ridiculing them. They thought, "Old Safety Sutton up here thinks we look like that."

I took the posters that I proposed to use, a sample of each one of them and fastened them on a card and put it up in the committee room, and I provided the men with ballots, and there were numbers on the ballots corresponding with the proposed posters. During the meeting, about in the middle of it in order to give them a little recess, I had them get up and walk around and examine these posters and mark "yes" or "no" in a space opposite the number. I did not know how anyone

voted but after the meeting I drew up a schedule or a chart indicating how many votes were for and how many against each. If a poster has 20 per cent opposition in votes, I do not use it. I do not take the risk, because if I did, too many would come back and have a bone to pick, particularly with Safety Sutton. I find that when I put up humorous posters, except in very rare cases, most of the humorous posters get a favorable vote of two out of fourteen people and the rest are all against them, so I use very few humorous posters. I think humor has a place in putting across the safety message but be careful not to ridicule the safety idea. It can be used, but not in our plant because so many vote it down.

Gruesome posters have about the same sort of record. Once in a while the gruesome poster, if not too gruesome, gets a favorable vote and is used. So I recommend that practice, that you let your safety committee, if it is composed of people from the plant, not all foremen, but people from the workbench and the machine shop, vote on your posters because they know what the people in the plant are saying and how they feel.

G. L. GORE (chief safety engineer, Bruce Dodson Co., Kansas City, Mo.): I have had a good deal of experience in sending out safety posters to our subscribers. I am not an old timer in this work at all, but when I started sending out those posters I expect I got in more jams than you can shake a stick at. The posters that have been effective are those that are of a serious nature and instructive. I have not had anything but back-lashes from gruesome posters. I used to think that the way to warn against infections was put up a picture that would make men think. I have sent out 2,200 or 2,300 of those and I have heard from our subscribers that they didn't like them. They had visitors come through the plant, and they didn't want the visitors to get the impression that there was any such possibility in their plant of a serious infection, especially in handling the food products.

I am really in favor of instructive posters, but I do not think so strongly of the humorous posters. I think that you have got to watch that very carefully.

CHAIRMAN COOPER: I would like to give you some information that I gathered over at the library of the National Safety Council. They have some posters over there that they have collected from foreign countries. You would be surprised how the nature of those posters seems to line up with the nature of the people. Some parts of Europe, particularly Spain where they enjoy bull fights as a Sunday afternoon pastime, and particularly cock fights, which are a great pastime, seem to run to these gruesome posters. You get up in the Scandinavian countries and the British Isles, and you do not see any of them in that collection at all. I do not want to make any comparison between the merits of those different nationalities, but it is perfectly evident to me that the likes and dislikes of the nature of posters are all in the way you are brought up.

I do not like the gruesome poster, myself. We have one out here in the hall showing the result of some infections. I think that is a particularly bad thing to put up. The National Safety Council did publish one of a man who had his thigh caught in a gear wheel. He had both hands back and the whole attitude and expression on his face showed great pain. I put that poster up as a test and it did not stay up one day. Somebody tore it down. I put another one up and that did not stay very long. It was torn down. I put a third one up and one of our employees came to me and said, "I don't like that Mr. Cooper. I wish you would not put a thing like that up", so I did not put up any more of that kind.

About the humorous ones, I am inclined to think as Mr. Sutton says, that if we took a vote on their value, it would prove that they were of little good. That has been my experience with them, that no attention is paid to them. I never got any comments on humorous posters at all. I have gotten comments back on some of the others.

Mr. SUTTON: On this poster proposition, I keep in pretty close touch with the man who gets out these posters and I want to say that the National Safety Council

wants to learn, and if you want to send in suggestions to them, they will be very glad to get them and very glad to get comments on the posters they do publish. I know, because I write dozens and dozens of letters; and I was talking with one of the young ladies down at the convention registration desk and she said she read a lot of my letters and she assured me very frankly that none of my letters went in the waste paper basket, they all went in the files. Now, if my letters go in the files, yours surely will, so do not hesitate to write Stan Kershaw what you think of the posters. Make suggestions for new posters.

ROBERT E. DAY (Kellogg Company, Battle Creek, Mich.): We prepared a problem one time and it got over in good shape. It gave our message in the way we wanted it. We took an X-ray picture and make a photostat copy, with typewritten copy telling the story, after asking the man's permission to do it. He agreed, so we had a meeting of machine men, put posters up, and it was quite effective. In that way we touched on the gruesome and it was serious and educational. It did not have all the bloody details of the injury as it might have appeared had a photograph of his arm been taken, but it just showed this broken bone and here was photostat copy in blue and white and it made a rather effective picture.

CHAIRMAN COOPER: I think you will get a great deal of benefit out of home-made posters from photographs you can make in your plant. I never thought of using a mimeograph machine and a stencil, the way Mr. Lippincott has, but I can see that it would have almost unlimited possibilities.

Mr. SUTTON: The mimeograph is a fine way of getting out home-made posters and if you have a blue print machine you can use it also for getting out home-made posters.

ADJOURNMENT