

PLAINTIFF'S EXHIBIT

MET-481

Pub 4605

11/3/60

ANNUAL REPORT

JB

INDUSTRIAL HEALTH SECTION

1947

V. Literature - Preparation and Distribution

1. The distribution of literature by channels is of some special interest and is indicated in the table below.

	<u>1933</u>	<u>1947</u>
Field Force	70.1%	37%
Group Policyholders	8.4%	36.3%
Community Groups	9.2%	8.9%
Schools	.6%	10.4%
Health Departments	8.6%	4.5%
Others	3.1%	2.9%

The chief contrast here is to be found in the Field Force and Group channels of distribution. The extensive growth of Group certificate holders and the corresponding increase in literature by this channel have absorbed a parallel decrease in the use of literature by the Field Force for Industrial policyholders and others.

2. The unit cost showed a marked increase in 1947, this being \$.013 for that year, as compared with \$.0079 in 1946.
3. For Field staff distribution some improvement was possible in 1947, more paper being available. Certain titles out of stock for a considerable time were replenished, to the great satisfaction of the Field, including FIRST AID, the COOK BOOK, and INFORMATION FOR EXPECTANT MOTHERS. Two new consolidations were also enthusiastically received and extensively used, namely, COMMON CHILDHOOD DISEASES, and YOUR CHILD (combining "Your Baby" and "Out of Babyhood into Childhood").

The Field response to these publications has indicated that more than 90% of the Districts requested a total of 333,000 of COMMON CHILDHOOD DISEASES. 96% of the Districts ordered a total of 869,000 of YOUR CHILD.

4. The 1948 Calendar for Company Health Services seems to have been an acceptable innovation on the part of the Field staff. It also illustrates, incidentally, the close interplay between the several branches of the Company having to do with health education, namely, the radio program, the advertising activities, and the Policyholders Service Bureau, and the Health and Welfare Division.
5. In a newly initiated Home Office educational program, with the cooperation of the Personnel and Medical Divisions and the Policyholders Service Bureau, limited amounts of our health educational materials were used in an organized way for the information of Home Office employees. This involved making literature available at certain points in the Home Office, posters for bulletin boards, articles for the HOME OFFICE, and window displays in the Arcade. The effort seems to have been well received.

6. A partial list of new publications and complete revisions in 1947 is as follows:

Health Services Calendar
Six Health Bulletins for Teachers
Heart Disease at All Ages
Information for Expectant Mothers
Metropolitan Services in Industrial Health and Safety
Protection of Workers Against Chromium
Respiratory Diseases
The School Administrator, Physician, and Nurse in the
School Health Program
Tuberculosis
Your Child
Common Childhood Diseases
Cook Book
First Aid
Good Teeth
Family Food Supply
What Do You Know About Colds?
Prevention of Oil Pimples
Typhoid Fever (a new dodger)
Catalog of Exhibits on Health and Safety
Catalog of Films on Health and Safety

Special four-page Group leaflets on:

Aches and Pains
Blood Pressure
Health Pays
How's Your Health?
Play it Safe

7. For probable publication in 1948, some work was also done on new and revised manuscripts including: Child Health and Safety - for use in the future health educational campaign of 1948, Hygiene for Working Women, silicosis.

Some experimental work was also done on possible subjects in connection with advertising projects, including: nephritis, allergies, and the prostate.

VI. Exhibits

1. The total number of exhibits was 720, a considerable decrease under 1946, owing to the lack of new window display material.

2. Professional exhibits characterized the Company's health educational work in this field in 1947, there being a total of 627 such exhibits at professional meetings, as compared with 328 in 1946.

The chief subjects of such exhibits were:

Heart disease	Rheumatic fever
Cancer	Public health nursing
Nutrition	Tuberculosis
School health	Industrial safety
Home safety hazards	Maternity and natality
Longevity of physicians	Diabetes

Professional schools were outstanding in the use of our scientific exhibit materials for educational purposes, including schools of medicine and schools of nursing. Medical schools using these data in the regular curriculum included: Harvard, Tulane, Minnesota, Dartmouth, Washington University, Tufts, New York University, Michigan, Yale, and Cornell.

Outstanding international and national meetings where our exhibits were displayed included:

International Council of Nurses
International Congress of Pediatrics
American Public Health Association
American Medical Association
National Safety Congress
American Education Association
American Home Economics Association
American Association for Health, Physical Education, and Recreation
American Education Fellowship
National Association of Colored Graduate Nurses
American Red Cross
Home Office Managers' Convention

* * * * *

VII. Films

1. For twenty-five years the Company has been in the ^{health} film business. During that time we have produced 9 pictures, most of which have had a very wide showing. Total attendance to January 1st for each picture is indicated below:

ONCE UPON A TIME (street safety)	53,706,582
A NEW DAY (pneumonia)	19,024,275
PROOF OF THE PUDDING (nutrition)	17,007,857
MAN AGAINST MICROBE	15,187,453
THE CONQUEST OF DIPHTHERIA (and New Ways for Old)	14,361,124
WORKING FOR DEAR LIFE (periodic health examinations)	12,389,561
ONE SCAR OR MANY (smallpox)	4,228,553
TOO MANY POUNDS	3,787,739
BE YOUR AGE (heart disease)	1,892,735
Otherwise unclassified attendance	84,428
Total	141,670,107

2. In 1947 total attendance was 4,474,552, a 93% increase over 1946, as mentioned earlier. This year was the best on record since 1942, when PROOF OF THE PUDDING was released. BE YOUR AGE got off to a good start with attendance approximating 2,000,000. ONCE UPON A TIME, a 13-year old picture, experienced a revival in popularity, the total reported attendance for this film now approaching 54,000,000.
3. Television used three of our films over four networks during 1947, and we have twelve requests from other stations awaiting action. A highly satisfactory arrangement was worked out with the State Department in Washington for distributing our film strips in foreign countries and for handling ^{the} requests ^{received} for films and film strips from Europe and elsewhere.

VIII. Campaigns and Cooperation with Field Staff

1. There were nearly 400 local and state health and safety campaigns in which the Company or its Field representatives participated in 1947 - a decrease under the previous year, as the major bulk of the local efforts in the extensive heart disease program took place the latter part of 1946.
2. The heart disease campaign in 1947 involved a great deal of assistance on the part of Field men. They distributed 1,500,000 pamphlets to lay readers, and 25,000 professional packets to physicians. They helped secure news releases in 93 newspapers and arranged for the delivery of numerous speeches and radio broadcasts. They are also assisting in the launching of the heart disease film.

3. Cancer was another major interest in 1947. In April our Field men distributed 500,000 copies of a special American Cancer Society bulletin with the Company's imprint. Approximately 700 Districts cooperated in this effort. Our Field men also distributed 35,000 copies of CANCER FACTS (our American Medical Association exhibit reprint) to physicians.
4. Venereal disease was another major interest. 225 Managers and their men participated in the use of 90,000 pamphlets, in cooperation with physicians, clergymen, teachers, and community leaders. The Field also arranged for 850 speeches, using our speech outline.
5. Other special campaign efforts included work at the time of the smallpox outbreak in the East, the diphtheria program in New York State, a whooping cough educational campaign in cooperation with the New Jersey State Health Department, a measles concentration in New York in July, and routine participation in educational efforts in cooperation with the U. S. Public Health Service, and state and local health agencies, regarding such conditions as:

Rabies	Diphtheria
Tuberculosis	Rheumatic fever
Malaria	Colds
Infantile paralysis	General immunization

* * * * *

IX. Schools

1. The School Health Bureau, with the advice of its Advisory Educational Group, continued to maintain its high standard of activity and relationship in its professional field. It was responsible for the use of nearly 3,000,000 Company publications, largely for curriculum purposes in schools and colleges. While we have no films specifically designed for schools, it is significant that out of a total of 31,600 film showings in 1947, approximately 20,000 were in public schools and other educational institutions. Our sound film strips, largely used in schools, reached an audience of 304,000, as compared with 247,000 last year.
2. The publications most extensively used and most enthusiastically received by various educational agencies include:

The School Administrator, Physician, and Nurse in The
School Health Program
What Teachers See
The Health Bulletins for Teachers
The seven Health Heroes
Pounds and Inches
How Old Are You?

3. Cooperative relationships with professional organizations continued with such agencies as:

National Conference for Cooperation in Health Education
American Medical Association
U. S. Office of Education
American Association for Health, Physical Education, and Recreation
National Tuberculosis Association
National Education Association
National Student Health Association
U. S. Public Health Service
National Federation of School Athletic Associations
American Association of Teachers Colleges
American Public Health Association
Federal State Department
National Association for Nursery Education
National Council of Chief State School Officers

* * * * *

X. Industrial Hygiene

1. ^{increase in} ~~considerable~~ activity in this field was possible during the year, owing to the return of staff from the Armed Forces, and an addition to the engineering personnel. Increased opportunities were also afforded by the growth of the Group Division and by new problems incidental to atomic energy and related developments.

2. 76 plant surveys were made - a 77% increase over 1946. These plants involved certificate holders running into hundreds of thousands. Important industries surveyed include:

Armstrong Cork Company
Brown Company
General Electric Company
Johns Manville Company
Republic Steel Corporation
Raybestos Manhattan, Inc.
Etc.

3. Laboratory analyses totaled 4,373, an increase of 83%. These included silica and asbestos determinations, and studies regarding zinc, lead, manganese, mercury, chromium, nitric and other acids, benzol and other sulphates, etc.
4. The office handled 1,125 special industrial health inquiries from insured groups - an increase of 67%. At the same time regular Home Office inspections were made for the Secretary and the Medical Director of the Commissary Division, as regards refrigeration, vermin control, and cleanliness generally.

XI. Safety

1. The Safety Bureau has continued its usual program, in cooperation with many agencies, including:

National Safety Council
National Committee on Fire Safety
Federal Housing Authority
International Association of Chiefs of Police
Numerous state, city, and county highway and safety departments
Chambers of commerce
Local safety councils
Etc.

The Bureau has an extensive record of active cooperation on the part of Managers, Assistant Managers, and Agents in our safety educational work, utilizing pamphlets, exhibits, Welfare and Policyholder Service Bureau posters, the ONCE UPON A TIME film, and other materials.

2. The safety fields in which the Company has been active are as follows:

Home	Pre-school child
Traffic	Community and public
School	Industrial

Special accident surveys were made on a number of Group insured plants including:

Ciba Pharmaceutical Products, Inc., Summit, N.J.	(Drug Products)
Clark Crane Vault Co., Columbus, O.	(Sheet Metal Products)
Cromwell-Collier Publishing Co., Springfield, Ohio	(Printing and Publishing)
Lima Locomotive Works, Lima, O.	(Steam and Electric Locomotive Mfr.)
Gro-Cord Rubber Co., Lima, O.	(Rubber Products Mfr.)
Teleregister Corp., East Orange, N.J.	(Office Machine Mfr.)
Goodbody and Co., New York, N.Y.	(Stock Brokerage Firm)
Atlas Steels, Ltd., Welland, Canada	(Steel Mill - Steel Products)

3. The Safety Bureau staff have been active in studies of Home Office building hazards and have worked with the Police Department in improving pedestrian protection measures in nearby streets. The Bureau has also continued its safe driving program with Metropolitan nurses, having arranged for 41 driving examinations of new nurses operating cars during the year.

XII. Home Economics

1. Nutrition institutes were continued by the Home Economics Bureau for our staff nurses and the nurses of cooperating agencies during the year. 7 institutes were held, with 89 nurses in training, and open to 33 visitors from state and local health departments. These institutes took place in Georgia, Pennsylvania, Illinois, Ohio, and Tennessee. During the last 15 years this nutrition program has provided 118 institutes for nearly 1,500 Metropolitan nurses in 51 cities in the United States and Canada - a service which bears fruit as the nurses run into nutritional problems in homes and families where they are giving care.
2. The Home Economics Bureau has had a number of cooperative state-wide health educational programs on nutrition and home economics problems in 16 different states, concerned with such interests as:

Nutrition instruction for public school teachers
Nutrition information for health officers and public health nurses
Nutrition workshops for school lunch directors
Nutrition advice for parents regarding children's diseases
A Salvation Army homemaking program
A nutrition program for parent-teacher associations
Nutrition workshops for home demonstration agents

* * * * *

XIII. Accounting Service

1. The activities of the Health and Welfare Accounting Bureau have included all work in the Division with reference to budgets, expense reports and analyses, pay rolls and records, tax reports, and similar procedures.
2. Nursing procedures call for most of the time of the staff of this Bureau. It arranged for the purchase of 201 new cars for nurses, and at the close of the year gave accounting supervision to a fleet of approximately 350 cars, fleet discounts from General Motors amounting to over \$13,000. Questions of automobile insurance, leases for nursing offices (90 in number), desk space for other nurses in District Offices (77 in number), nursing bag equipment, and office supplies, nursing uniforms, concern this Bureau, together with the analysis of about 500 annual cost statements from nursing associations yearly. Owing to the increase in nursing service to monthly Industrial policyholders, the Bureau worked out a new premium income formula as a basis for calculating the relation of nursing personnel to policies in force.

XIV. Office Management and Personnel

1. As to activities, this Bureau has charge of all Home Office Health and Welfare pay rolls as regards personnel relationships, including promotions, leaves, etc. During 1947 it processed 37 new inductions, and 28 resignations. It is also responsible for the details of job evaluation for the Special Salary Committee and the Personnel Division. The Bureau has worked with the Standardization Bureau in the revision of nursing and other forms. The central filing and mail services were supervised, 10 suggestions concerning the Health and Welfare Division were processed, and the Reception Room supervised, where 2,815 visitors were taken care of.
2. The Bureau has compiled the following data indicating the number and percentages of changes in the staff for the Home Office and Head Offices, central and field, in 1947 as compared with 1946.

<u>Office Staffs</u>	<u>1946</u>	<u>1947</u>	<u>% Change</u>
Nursing Bureaus	614	61	-90
Welfare Bureaus (Including Officers)	978	96	-90
Library and Archives	17	21	+24
Total	175 3/4	178	+1

<u>Field Staffs</u>			
U.S. and Canadian Field Nurses	458	397	-13
U.S. and Canadian Field Clerks	15	115	+750
Total	473	412	-13

Total - Health & Welfare Division Employees	648 3/4	590	-9
---	---------	-----	----

<u>Approved Vacancies</u>			
Home Office Clerical Staff	10	11	+10
Field Nursing Staff - Home Office	12	26	+117
Field Nursing Staff - Pacific Coast H.O.	2	5	+150
Field Nursing Staff - Canadian H.O.	0	0	0
Total	24	42	+75%
Grand Total	672 3/4	632	-6

IV. Pacific Coast and Canada

1. The Pacific Coast
In general, the distribution of literature on the Pacific Coast followed a pattern similar to the Home Office. It is reported that requests from individuals increased 79%, presumably reflecting the spot radio broadcasts. On the Coast as in the Home Office Insured Groups now constitute a channel for distribution that equals or exceeds the Field staff.

Health conditions were unusually good on the Coast during the year, no death claims being paid for either typhoid fever or measles. 203 cases of Q fever developed in and around Los Angeles - a new virus disease with respiratory symptoms previously associated with cattle handling. The last few weeks of the year were marked by an outbreak of mild Type A influenza in Los Angeles and other parts of California.

Several new affiliations in nursing were under consideration, it being expected that a ^{final} complete transfer of our Los Angeles service to the Visiting Nurse Association will be completed by July 1, 1948. 5 low income nursing services were terminated during the year.

Dr. Lanza's presence on the Coast during part of the year greatly stimulated interest and activity in the industrial health field. Mr. North's continuation as President of the San Francisco Chapter of the National Safety Council has constituted a most valued contribution to safety in the whole area. Dr. Shepard continued on the Executive Committee of the National Tuberculosis Association, as Chairman of the Committee on Professional Education of the American Public Health Association, as President of the San Francisco Social Hygiene Association, and in other offices.

2. Canada

Literature volume decreased in Canada owing to marked paper shortages. Over 50% of the supply was consequently provided for the Field staff.

Dr. Burnette was instrumental in having organized in Canada a Canadian Heart Association and a Canadian Rheumatic Disease Association, along lines similar to comparable developments in the United States. He worked closely with the Canadian Life Officers Association, towards whose Public Health budget the Company contributed \$6,235. Grants for public health activity, for research and for scholarships by the Canadian Life Officers Association totaled \$56,500.

On the nursing side, the addition of Miss Girard to succeed the late Miss Ahern greatly strengthened the nursing personnel. 4 high cost, low income centers were closed during the year, and 1 other remains inactive. The addition of Dr. Benson to the Head Office staff, as an assistant to Dr. Troup and to Dr. Burnette, constitutes a substantial advance.

XVI. Research and Demonstration

1. The \$100,000 contribution to the Life Insurance Medical Research Fund constitutes, of course, the Company's principal research investment. In addition, we have mentioned the contribution of \$6,235 to the Public Health Committee of the Canadian Life Officers Association.

The Company continued its \$7,500 appropriation to the New York State tuberculosis control program. It continued to keep in close touch with the study of nursing costs being carried out by the National Organization for Public Health Nursing with grants from this Company and from other agencies. Through the School Health Bureau, close contact was maintained with the studies of absenteeism from illness among school children, undertaken by educational and health authorities in Canada and in California. The Industrial Hygiene Bureau continued its cooperation with the Medical Division in the study in the New Building concerned with the use of triethylene glycol as a means of air sterilization for the control of respiratory diseases. It also undertook a study of experimental fluorescent lighting in Unit 1 for the Company's Lighting Committee. The Safety Bureau and the Nursing Bureau outlined plans for a 1948 study of home accidents as observed by our nurses in their home contacts, bringing up to date similar studies conducted during 1940 and 1941.

2. The Company continued certain contributions to national agencies, part of which goes for research, including:

American Public Health Association
American Cancer Society
American Social Hygiene Association
American Heart Association

For the first time in a number of years a contribution was made, partly for research, to the New York Academy of Medicine.

* * * * *

XVII. Archives and Library (Home Office)

1. During the year the Library had turned over to it the library of the Field Training Division. It also arranged for new equipment providing the microfilm edition of the New York Times, to replace the rag paper edition for which space is no longer available.

In the field of public health, reference and research questions totaled 2,158, as compared with 1,931 last year. Insurance questions, totaling 720, came to the Library from 27 Divisions and Sections of the Company, and from 40 libraries, insurance companies, and other types of outside business concerns.

The number of books circulated by the Loan Desk totaled 63,025, as compared with 61,959 last year. The total number of books, reports, and pamphlets in the Library at the end of the year was 109,552.

2. Archives

The attendance at the Archives for the year was 7,475, which was ^{just} under the 1946 total of 7,475. However, attendance could not be taken during the month of January because of painting and repairs. The Archives featured a display on current disasters following the Texas City tragedy. The exhibit material in the Archives is increasingly used by the Personnel Division and the Field Management Division, in their procedures for the introduction of new or prospective staff members.

* * * * *

XVIII. Major Staff Changes

Dr. Lanza spent several months early in the year at the Pacific Coast Head Office relieving Dr. Shepard, who was on loan half time from the Company to the National Tuberculosis Association.

Miss Williamson, the Head of the School Health Bureau, retired, being succeeded by Miss Craig, who has not yet been able to find an assistant to fill her former position.

Miss Hannah retired from the Field Service Bureau. Dr. Allen, a temporary appointee, left to take further public health training at Harvard. Dr. Wheatley has been directing the Bureau while we are searching for a permanent replacement for Miss Hannah.

Miss Bradley retired from the Library, being succeeded by Miss Bonnell, the Assistant Librarian.

In view of Miss Hallock's anticipated retirement from the Editorial Bureau, a director-in-training, Mrs. Dorothy Whyte, began service on December 15th.

Dr. McConnell was able to locate an applicant for the previously approved position of industrial health physician, but this individual will not join the staff until early in 1948.

Some attention was given to a general assistant that might be added to Mr. Cole's staff, but nothing will be budgeted for such a person until 1949 or later.

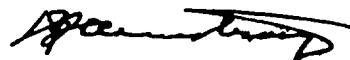
Under the reference to Canada, we commented upon the value of the addition to the staff there of Dr. Benson, assistant to Dr. Troup and Dr. Burnette, and of Miss Girard, nursing successor to the late Miss Ahern.

Approval was given to the loan of half of Dr. Lanza's time (and salary) to the developing industrial hygiene program of New York University Medical School, during 1948.

XIX. 1948

1. On the side of education and health campaigns, we expect during 1948 to concentrate upon child health, with particular reference to accident prevention. A pamphlet is in preparation for this purpose. The radio and advertising programs will have it in mind. The Company has the assured cooperation of the National Safety Council, the American Academy of Pediatrics, the U. S. Children's Bureau, and other agencies.
2. No new motion pictures are contemplated during the year, but a thorough-going promotion, with both theater and educational agencies, will be followed through concerning the heart disease film. Two new film strips may be proposed later for use by the School Health Bureau, one having to do with growth and development in color, and another to be concerned with the hygiene and sanitation of the school environment, as recommended by the Advisory Educational Group.
3. On the nursing side, the economies to be effected by the closing of high cost services will be pursued, and less costly affiliations substituted for salaried staff, where feasible. We will continue to cooperate with the national nursing organizations in developing community visiting nurse facilities in those centers where they are needed and lacking. As a result of the downward trend in the birth rate to be anticipated, we should experience a considerable decline in nursing volume and costs, barring extraordinary epidemic situations.

Respectfully submitted,



D. B. Armstrong, M. D.
Second Vice-President,
Health and Welfare