

IT'S
YOUR LIFE
O
YOU KEEP IT
SAFE

R E S P O N S I B I L I T Y

YOU can't shift Responsibility without paying a fat price. When you shift the responsibility for your safety on to some one else's shoulders, you may pay with your life.

A T T E N T I O N F O R E M E N - - S E L L S A F E T Y

The main purpose in preventing accidents is to keep the human body whole, well and physically fit. The real motivating force in our Safety Program today is the company's desire to send every man working in and about our mines home at the end of his shift in the same physical condition as he was when he came to work.

Although this may sound simple, it is not easily accomplished. In the first place, it is necessary to have the full cooperation of every man in and about the mine. In order to have this needed cooperation SAFETY must be sold to EVERY employee. This takes a better sales promotion campaign than just selling merchandise because, in selling safety, something that you cannot see, at the moment, is being sold.

Safety is a definite part of production because it deals solely with the most important cog in the industrial wheel - - the man. Since the company has to place the responsibility for Safety in competent hands, it is logical that the foreman, the man who comes in close contact

with the men and knows them better than anyone else, must SELL SAFETY to them.

Since the foreman is selling the Safety Idea, something he can't just reach out and touch, he has to make the employee want safety for logical reasons. Each man is interested in his and his family's welfare more than anything else. Right here is the best point of attack in the selling campaign of the foreman.

First, the foreman should have the man's respect and confidence. He should appeal to the employee's intelligence and ability to see how prevention of injuries automatically prevents: (1) physical and mental suffering on his part; (2) loss of earnings and protects future earnings, a careless worker is no longer wanted at any work; (3) promotes better working conditions; (4) lengthens active time; and (5) assures family welfare. When the man sees Safety as beneficial to himself and his family, he will be ready to buy it by paying daily installments of intelligent precautions. He will be constantly exercising diligence and care by using safe work methods.

When the foreman SELLS SAFETY to his men, they will work more safely and fewer accidents will occur.

S P R A I N S O R S T R A I N S

You may suffer at times with a pain in your back that you can mistake for a sprain or strain, especially if such a pain strikes you while doing some work. Such a pain is often caused by infected teeth, infected tonsils, low blood pressure, gonorrhea, syphilis or an infected prostate. See your doctor and have the causes corrected so you will not have such pains.

P R O T E C T Y O U R D I N N E R P A I L

On entering your working place, do you find a safe spot for your dinner pail and then go to the face and work under bad top?

S O U N D Y O U R T O P