



BREVARD PLANT



# FOTOFAX



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E. I. Du Pont De Nemours & Company, Inc., Brevard, N. C.

January—February, 1972

## **SAFETY is our thing!**

**Safety IS our thing!**

**Safety is OUR thing!**

**Safety is our THING!**

No matter how you say it or where you put the emphasis, the new Plant Safety Program theme is an attention getter.

This catchy theme was developed by our Plant Program Committee to provide an approach to safety with the accent on youth. It seemed appropriate for our youthful plant where employees average just 28 years of age.

The work force at Brevard is characterized by a "Can Do! - Will Do!" attitude. This is a basic personality trait of youth and Brevard employees are no exception. The newly adopted theme is intended to stimulate a direct connection between this attitude and safety.

The talents and imagination of Walt Rogers were aroused to develop the dogwood symbol to accompany the theme. According to Walt's way of thinking, it represents the mountain area in which we all take great pride.

Everyone on committees associated with development of the 1972 Safety Program has been enthusiastic. This enthusiasm has carried over into January Area Safety Meetings where the program has been introduced to all employees.

After careful study, monthly safety meeting topics were chosen this year to get at the heart of hazards causing repeat injuries. On the job in 1971, we experienced one major injury and off the job, nine lost time injuries, including two fatalities. All were associated in some way with driving hazards. In January, 1972, we had another off the job traffic fatality. With this in mind, Safe Driving was appropriately chosen as our February, 1972, topic-of-the-month.

Our 1972 Plant Safety Program is in full swing. This year's theme, "Safety Is Our Thing", is unique but "right on" since we can readily identify with this "mod" approach to safety.

## **JACK ENDORSES SAFETY APPROACH**

January 1, 1972

Fellow employees,

"Safety Is Our Thing"—in today's language this is what our company has been saying for years. Starting in the powder mills on the Brandywine, our company has become a recognized leader in the area of industrial safety. It is great to know we are working for a firm that values the safety of its employees; but how are we doing at Brevard?

A year ago we acknowledged our safety performance was unsatisfactory. We have gone back to basics—and improved. One person was seriously hurt on the job this year—five were in 1970. Employees do suffer painful injuries on and off the job. Investigations and inspections point out far too many safety oversights. The effort, attitude, and commitment we gave to safety in 1971 must continue.

"Safety Is Our Thing" is a bright and catchy theme. It must also be our way, in our work and off-plant activities.

J. C. Dense  
Plant Manager



## **Lightning Didn't Strike Twice Because . . .**

On December 7th, 1971, Brevard commuters to Du Pont could have witnessed another off-the-job traffic tragedy at the same spot where two fellow employees were killed and five were injured the morning of October 21st. Conditions were the same . . . early morning darkness, foggy, pouring rain . . . but someone stepped in to stop a second mishap.

Henry Adams left his home on 100 Rice Street in Brevard at 6:15 A.M. He believes in getting to work early.

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Henry Adams

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