



An Injury Is No Accident

One of the definite mental blocks in the unceasing drive to reduce injuries to our workers is the use of the word accident when we mean injury. Although many of us still talk of industrial accidents or work accidents, what we usually mean is industrial injuries, or—to use a better phrase—work injuries.

Use of the word "accident" is unfortunate. The word has several meanings, but it is usually interpreted as something undesigned, sudden, and unexpected—something fortuitous—something that happens quite by chance. But we know that injuries do not occur by chance. They are caused.

There is another objection to use of the word accident, related to the injury picture.

Federal, State, and private and public organizations keep statistics on injuries—not of accidents. If no injury results from an accident, there is usually no statistical record kept. And if an accident brings injury, say, to a dozen people, statistics record 12 injuries—not 1 accident.

When the average man thinks of accidents, he thinks of something we have no control over; but we can actually control most so-called "accidents"—and this fact is the very basis of injury prevention.

Clear Up Errors In Our Thinking

We know that if we have safe working surroundings, good supervision all along the line, adequate safeguards, and safe work practices, the overwhelming majority of injuries will be eliminated. Important point is first to clear up errors in our thinking. The word "accident" is a stumbling block except when used accurately.

Accidents incline us to think of mere chance. Injury is not only more nearly accurate, but is something more vivid and tangible. It makes us think of a broken leg, a lost eye, an amputated finger; and so it hits home, and makes us realize the precious things we should protect.

An injury is an injury. An accident is an accident.

But an injury is no accident.

Accident or Injury?

Dr. Arthur Secord, director of community service and professor of speech at Brooklyn College, was one of the speakers at the National Safety Congress last year. In one talk he said:

There is a word that I have been working on for over 20 years. A lot of other people have too, because changes are being made. When I was here in 1955, one of these words was on a big slogan at the end of the room. Its absence this time may be accidental—which brings up the word I'm talking about.

The next time you see or hear the word "accident", ask yourself the question "Would that be improved if the word 'accident' were eliminated and in its place was put the word we mean—injury?"

"Let's stop preventing accidents and get to work preventing injuries."

In support of Dr. Secord's idea, The California Safety News recently reprinted some comments from an earlier issue of that publication. The article said:

'Eyewitness' For Top News

"Eyewitness to History," weekly television series sponsored by Firestone, began its current series September 23 on 127 stations of the Columbia Broadcasting system. The program of live coverage, video tapes and films, covers the world's single most significant news story each week.

"Eyewitness", seen locally on WBTV, channel 3, Charlotte, runs for 39 weeks. See local program listings for Friday evenings.

To report the big weekly story, CBS puts in action a globe-circling news staff that includes such commentators as Walter Cronkite, Edward R. Murrow, Eric Sevareid, Larry

LeSueur, Douglas Edwards, Richard C. Hottelet, Dallas Townsend, David Schoenbrun, Alex Kendrick, Daniel Schorr, Lou Cioffi, Winston Burdette and Neil Strawser.

Anchor man for "Eyewitness" is Charles Kuralt, who at age 23 won the Ernie Pyle Memorial Award for "newspaper writing most nearly exemplifying the style and craftsmanship for which Ernie Pyle was known." Kuralt joined CBS in 1957, after two years with the Charlotte News.

The Firestone series, begun in August of 1959, has thus far included 28 programs in choice viewing periods. CBS cameras have reported such events as

Nikita Khrushchev's tour of the United States; President Eisenhower's trips to Europe, Asia and the Far East; and French President Charles de Gaulle's American visit—as well as a review of history-making news event of 1959. Outstanding of recent programs was a report on the Congo crisis and Nikita Khrushchev's appearance at the United Nations assembly in New York in September.

Watch out for temptation. The more you see of it, the better it looks.—Quiller Hand

The best sort of revenge is not to be like him who did the injury to you.—Beam Hauler

Firestone NEWS
OCTOBER, 1960 PAGE 3

Annual United Fund Appeal

—From page 1

Members of the campaign team of workers hope that all who can, will give the "fair-share" way, thus distributing contributions among as many persons as possible.

Generally speaking, a fair share gift for hourly workers is one hour's pay per month for the year. For salaried workers, it is one per cent of income for one year.

Production manager F. B. Galligan is chairman of this year's UF employees drive. As the program got under way here, Mr. Galligan reviewed Firestone's outstanding history of united giving, and expressed faith that employees will "live up to their good record" again this year.

He noted that the united way of giving has gained wider acceptance each year, for it avoids multiple campaigns, competition of causes and duplication of expenses.

"To meet individual and community problems, this year's agencies in the Gastonia United

Fund hold out a hand for your support through the united way of giving," Mr. Galligan said.

Contributions help provide for the needy and the homeless, the blind and the crippled, the poor in health and the poor in spirit. Gifts also provide for such constructive causes as recreation, safety, character-building programs, medical research, solution of personality and family problems, counseling and a multitude of other programs which help people toward a better life—to make the community a better place for all who live here.

Your Gift Helps These—

American Red Cross of Gaston County, Boy Scouts of America — Piedmont Council, Children's Home Society of N. C., Florence Crittenton Home, Gaston Big Brothers, Gaston Life-Saving Crew, Girl Scouts of America—Pioneer Area Council, Junior Optimist Boys Club.

N. C. Mental Health Association, Red Shield Boys Club, Regional Mental Health Center, Salvation Army, United Cerebral Palsy Association, United Medical Research Foundation of N. C., United Service Organizations, Young Men's Christian Association.

National Agencies: American Hearing Society, American Social Hygiene Association, International Social Service, National Probation and Parole Association, National Recreation Association, National Social Welfare Assembly, National Travelers Aid Association.

Share In America: Cast Your Ballot

President Eisenhower said in a recent address—

"Neglect by citizens of civic responsibilities will be a greater danger to a free America than any foreign threat can ever pose. But an enlightened, dedicated people, studiously and energetically performing their political duties, will insure us a future of ever-rising standards of spiritual, cultural, and material strength."

Be informed — Study, listen, learn, in order to understand issues. What do candidates stand for? Find out.

Register — October 29 is deadline date for registering for your vote in the November 8 election.

Cast Your Ballot—Citizens are the real policy-makers in American Democracy. Let your vote count.



CUSTOMERS YOU CAN QUOTE

These Tires Served Well

CUSTOMERS appreciate the good quality and workmanship which they get in Firestone tires. Sometimes the satisfied consumer expresses gratitude to the manufacturer. For example, take the following comments recently received in letters from across the country.

Miss Jennie N. Wren
Croydon, Pa.:

"I own a 1955 Studebaker Commander which was factory-equipped with Firestone tires. On July 16, 1960 I had my first flat tire in nearly five years. Total mileage for the tire was 49,386. For safety, I had the

other remaining tire replaced, which was also an original, and had run 49,405 miles without a flat." (She had replaced two other tires after she had owned the car for three years.) "Keep up your good quality and workmanship!"

Joseph Rodono
Plainview, L. I., N. Y.:

"I am original owner of a 1952 Chevrolet with original Firestone black tires. I haven't had a flat yet—with the mileage going on 68,000 miles. I don't know if this is some kind of record, but nobody seems to believe that this is possible." (Commented a company spokesman: "We don't know if it's a record, either, but we know it's possible, and we're glad Mr. Rodono got such long, trouble-free service from his Firestone tires.")

Mrs. Veda Endsley
Freeport, Texas:

"I have what I think is truly an amazing story of Firestone tubeless tires. My 1955 Chevrolet came equipped with Fire-

stone tubeless tires. On July 29 we returned from a 3,014-mile trip across Texas by way of Del Rio, and up the west coast of Texas to Silver City, N. Mex.; from there across the desert into Arizona where it was 117 degrees hot, on to Phoenix; then on to the Grand Canyon. Then, we headed home by way of the Painted Desert, Petrified Forest, down to Sonora, Texas, and home.

"After crossing quite a strip of road construction outside Flagstaff, the right rear tire began to go soft. We changed it, the first time the jack had ever been used. There are now 64,839 miles on the car and the original tires."

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Consumers' thoughtfulness in expressing their satisfaction with the things we manufacture gives Firestone employees added encouragement to keep on producing and selling quality products.

'It's Part Of An Endless Lesson'

What is your attitude toward safety instruction on the job? The following statement by a Firestone employee at the Hamilton, Ontario, Canada plant was published under the heading "From a Worker" in the Industrial Accident Prevention Association's Newsletter. It is reprinted here, courtesy of the Newsletter and Firestone Canadian, Hamilton.

From time to time in our department I am approached by my supervisor on the subject of safety. This is important to me because safety had a beginning with everyone in infancy. Our parents taught us safety as we grew up; our teachers at school taught it; and often we learned from our own experiences.

Certainly safety will be taught to us as long as there is a hazard, and it is this that my supervisor is looking for. It is up to myself as well as everyone else to help him by cooperating.

If a person can think beyond his own personal safety, he can put safety into the products with which he is connected. No matter how insignificant the product may seem, if it be the smallest screw or the largest tire, if it is made carelessly it is unsafe.

So, if I am corrected for the way I work or the way I dress for the job; if I'm using unsafe equipment or producing an unsafe product, I feel that this is part of an endless lesson in safety.