

SAFETY FIRST

THE slogan "Safety First" was the result of a desire in the industrial world to reduce the great number of preventable accidents which are largely due to *carelessness*, and wonders have been accomplished in the great safety movement. It does not conflict in any way with the slogan, *America First*, which is held aloft in the striking cartoon reproduced on this page. America should be first in our hearts always, and Safety First is next, because Safety First means being careful, and being careful means that you are considerate of your employer's welfare as well as your own; that you are careful of his time and his goods as well as your own. It means that you are careful of your health, careful of your eyes, arms and legs; it means you are *thinking* instead of *dreaming*, and you are thus avoiding accidents that will put you out of commission and bring sorrow and discomfort to your wife and children, and thus you



are a better American. A good American obeys Safety First rules in the shop and factory. Safety First rules are right and just; they are made for the workingman's interest and welfare of those depending upon him, and the careful, good American, man or woman, obey them, not only in the shop and factory, but on the street and in the home. Men, be careful.

This Is What Safety Work— "Being Careful"—Means

And the end is that the workman shall live to enjoy the fruits of his labor; that his mother shall have the comfort of his arm in her age; that his wife shall not be untimely a widow; that his children shall have a father and that cripples and helpless wrecks who were once strong men shall not longer be a by-product of industry.

Think, Talk, Teach, Act Safety First

This Campaign is Supported in the Interest of the Public by the Following Manufacturing Companies, Firms and Public Service Corporations

American Smelting and Refining Co.
Alfalfa Butter Co.
Associated Manufacturing Co.
Bee Publishing Co.
Beebe & Runyan Furniture Co.
Brown Truck Co.
Bruce Drug Co.
Carpenter Paper Co.
Carson and Banks.
Chicago Lumber Co.
Cavers Elevator Co.
Consolidated Lumber and Coal Co.
Cooke Co., J. P., The
Central Coal and Coke Co.
Capitol Garage, The
Drake-Williams & Mount Co.
Day Rubber Co., John

Douglas Motors Corporation.
Diabrow, M. A. & Co.
Eggers-O'Flynn Co.
Ferry Screen Co.
Fairbanks-Morse Co.
Gate City Hat Co.
Grain Dealers' Nat'l. Mutual Fire Ins. Co.
Guarantee Fund Life Association.
Gordon Van Co.
Home Casualty Co.
Howard-Store Works.
H. J. Hughes Co.
Hanighen Co.
Iten Biscuit Co.
Imperial Sash and Door Co.
Independent Lumber Co.
Kirschbraun & Sons, Inc.

Kimball Laundry.
Lion Bonding Co.
Loose-Wiles Biscuit Co.
Lininger Implement Co.
Murphy, Andrew & Son.
Missouri Valley Oil Co.
Midland Glass & Paint Co.
McKeen Motor Car Co.
Monarch Mfg. Co.
Marsh & Marsh.
McCord-Brady Grocery Co.
Nash Sales Co.
National Fur and Tanning Co.
Nebraska Manufacturers' Casualty Ass'n.
Nebraska Telephone Co.
National Refining Co.
Nebraska Moline Plow Co.

Nebraska & Iowa Steel Tank Co.
Omaha & Council Bluffs St. Ry. Co.
Otis Elevator Co.
Omaha Electric Light and Power Co.
Omaha Folding Machine Co.
Omaha Warehouse Co.
Omaha Fixture and Supply Co.
Omaha Hide and Fur Co.
Omaha Cold Storage Co.
Omaha Crockery Co.
Omaha Printing Co.
Omaha Cut Glass Co.
Omaha Taxicab Co.
Omaha Transfer Co.
Omaha Health and Accident Ass'n.
Oliver Chilled Plow Works.
Pioneer Glass & Paint Co.

Peters Mill Co., M. C.
Parlin & Orendorff Plow Co.
Paxton & Gallagher Co.
Paxton & Vierling Iron Works.
Paxton-Mitchell Co., The.
Ralston Bank.
Sample-Hart Motor Co.
Standard Oil Co. of Nebraska.
Sunderland Machinery and Supply Co.
Sunderland Bros. Co.
Smith & Co., M. E.
Standard Chemical Co.
Standard Furnace and Supply Co.
Sweet-Land Candy Factory.
U. S. Supply Co.
Wolff Manufacturing Co., L.