

# VICTORY KEY IN HEALTH

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NUTRITION WILL DETERMINE WAR PRODUCTION, DR. HEISER SAYS.

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Success on Assembly Line as Important as Winning on Battle Fields, Manufacturer's Consultant Asserts.

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Fuel up for the job, Dr. Victor Heiser urges the 30 to 40 million actual and potential industrial workers of the next year.

For nutrition is the greatest single factor in the all-important health program in plants where this war will be waged in equal measure with battles on the field, the consultant on healthful working conditions for the National Association of Manufacturers insisted today.

## THIS WAR DIFFERENT.

"Wars of the past have been won largely on the battle fields," Dr. Heiser pointed out, "but this conflict will depend as much on the industrial workers as the soldiers."

The assembly line must hold up, he asserted, thus the enormous job of keeping the workers healthy.

With the army and navy having "first pick," and industry getting what's left, the resultant handicap indicates the medical war contribution will be more than that of either army or navy, he said.

Then add the further problem that the average age in the armed forces is less than 26 years old and the average age in industry is 45 years old.

And that the percentage of women industrial workers is rising rapidly, with their average of sick leave twelve days a year compared to the men's ten days.

## TO SOLVE PROBLEM.

But such statistics fail to curb the slow and easy grin of Dr. Heiser, who just points out the tough points as a matter of stating a problem he is confident can be figured out.

"American industry always makes a success of what it undertakes, and this will be another triumph," he declared. "Look at the safety campaign. Since 1929 the industrial accident rate has declined steadily, while the motor car injuries and fatalities and those in other walks of life have increased."