

Sales Drive Starts Today

Campaign Is On
In Earnest

Lukens Plate

Welcome
Lukenites!

VOL. 1

Coatesville, Pa., April 20, 1934

SALES EXTRA

Big Jump In Dollar Sales Sought During Next Periods

Lukens Representatives Here From All Sections of U. S. A.

Beginning today the entire organization of 2,200 employees of Lukens Steel Company has an opportunity of participating in what is believed to be the most unusual sales campaign ever conducted in the steel industry in America. Sales campaigns or concentrated efforts to obtain a specified increase in sales within a limited time have long been conducted in other fields of industry with marked success. However, merchandising authorities have often caustically commented on the failure of the steel industry to utilize this proved spur to sales.

Now Lukens smashes the precedent and beginning today institutes an organized sales campaign in which every one from our President down to the employee in the most humble capacity can participate.

Trains from the North, East, South and West will bring into Coatesville today every salesman from all of the Lukens branch offices scattered throughout the country, as well as representatives of all the Lukens' selling agencies. A total of 25 men is expected, not counting the many individuals engaged in selling and working out of Coatesville.

From such 3000 mile away points as Seattle, San Francisco and Los Angeles will come representatives of A. M. Castle & Co., Lukens' selling agencies on the Pacific Coast.

L. J. Quetsch, sales manager, and A. C. Cox, treasurer of A. M. Castle & Co., of Chicago, are expected to make the 900 mile journey by airplane to Camden arriving here at the airport at 9:30 this morning.

C. T. Hansen, Lukens representative in the automotive cen-

OPTIMISTIC



R. W. Wolcott, Lukens President, says, "I know this sales campaign is going over the top because nobody can lick the 2,200 of us if we work together."

ter of the country will come from Detroit.

C. E. Naylor will make the long jump from Houston, Texas.

From New England will come Harry Porch and Bert Austin famed Bostonian representatives.

From the metropolis of the country will come Alex Cameron in charge of the New York office along with his able cohorts Harry Loeb, Jack Reynolds and Bill Edgerley.

Stanley Adams of Dravo-Doyle Co., Pittsburgh representative will ride the over night sleeper to Coatesville.

Warren Crampton and his assistant, Rider Brandau will run up from Baltimore.

Breo La Pierre, Lukens live wire in Syracuse will be here, of course.

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Departmental Heads Assure Cooperation

Entire Mill Is Back of Project

That Lukens Steel Company's sales campaign will present a united front which has never before been equalled is the one and only conclusion which can be drawn from the whole-hearted endorsement of the plant officials as voiced in their expressions of approval.

From President R. W. Wolcott, right down the whole frontier of superintendents and workmen, the spirit of optimism is prevailing and indicates that the campaign can be nothing other than an unqualified success. The Lukens situation seems much the same as that expressed by a famous football coach who remarked "a team that won't be licked, can't be licked."

Opinions of the various departmental heads, giving every angle of the company's work, are as follows:

R. W. Wolcott, president: "Following a meeting of the Board of Directors of the Lukens Steel Company, held Wednesday, April 11th, I conferred with F. H. Gordon, Vice President in Charge of Sales.

Our conversation regarding the discussion at the Board meeting resulted in the following conclusions:

1. That the Lukens Steel Company, with its present volume of Dollar-sales, could not absorb a 10% increase in wage rates without imposing a great hardship on the finance of the company.

2. That the only possible way the wage increase could be absorbed and at the same time avert the financial hardship would be: (a) Lower operating costs through increased efficiency in our plant.

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"Over The Top" Is The Motto

LUKENS PLATE, FRIDAY, APRIL 20, 1934

Lukens Plate

SPECIAL SALES EDITION

Editor, Edward Lake

Departmental Heads Assure Cooperation

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(b) By an increased volume in Dollar-sales.

Mr. Gordon hit upon the idea of having a sales campaign over the next three months, the like of which has never been put on by any steel company. We then decided to side-track Mr. George Gillen of the G. M. Basford Company, who handles our advertising, in order that he could counsel with us and advise us in connection with our proposed sales campaign. The result was that Mr. Gordon and Mr. Gillen met with me at my home that evening, at which time detailed plans for the sales campaign were worked out.

It is proposed to have a sales meeting here in Coatesville today, to which all of our salesmen will be invited. These men will be given the task of materially increasing their average for the next three months. I think you will agree this is quite an undertaking.

We have always felt rather proud of the performance of our Sales Department in getting at least their share of the going business.

Other details have been arranged which call for the co-operation of every officer and employee of the Lukens Steel Company. The extent to which they are to be called upon to help in this drive has been definitely determined. Every officer and member of the Sales Department, as well as certain men of the Operating Department, are going out as emissaries to facilitate the salesmen in their effort to reach the goal. Every other employee of the Lukens Steel Company who, by nature of his or her work is to be left here in Coatesville to take care of the office work and the production is going to be asked to do their part through more efficient work. Each and every one of us has a direct interest in the result of this sales drive and un-

less each and every one of us co-operate to the fullest extent the drive will not be a success.

Lukens has always been known as doing an unusual job and I feel perfectly confident that in spite of the magnitude of this particular task that it can be done with the concentration of every one's effort on its success.

I think each employee owes it to our Salesmen, who have been doing a marvelous job under most trying times, to assure them when they come to Coatesville today we will do our part."

Sales Department Asks Cooperation

Says F. H. Gordon, vice president in charge of sales:

"We are all well aware that the two main factors, as covered in the Code of Fair Competition of the Steel Industry, have to do with labor and prices. While the Code makes no mention of it, there has developed, as result of the operation of the Code, the fact that our customers, or customers of any other mill, will not take anything but the best of service from every angle. This not only means service so far as handling of orders and all office details are concerned, but also making shipments on time and furnishing the best of quality. This includes not only the metal but all that has to do with it, for example, flatness, shearing, loading, etc. In a few words, our customers expect from us a service and product in every respect which is up to or better than the best that any of our competitors can give. Indirectly, you will appreciate it is vital that every man in the plant and office, and every official, sees to it that nothing is left undone which will aid in producing material which the buyer demands.

If anyone in our organization fails to do his part in accomplishing the above, it eventually reflects in higher costs to our customer, and which in turn means that that customer will, in the future, give his orders to the steel company which is able to give him the desired service, quality, etc.

Our Company has a reputation second to none and each one of us must see to it that our product continues to maintain this reputation. Not only do I believe that each one of us should do this but I also believe that if any employee can do any-

thing, or suggest anything to improve our product or service in any respect, that he should bring it to the attention of the proper official. Such cooperation as this is what keeps our Company in the forefront."

J. H. McElhinney, general superintendent, approved the campaign in the following manner: "The campaign which the Sales Department is starting is so unusual for the steel business that its very daring stirs the imagination and admiration of the type of men who work in a steel mill. It is a fortunate fact that it will provide more nearly full time for operating employees, so it will pay every worker to put in extra thought and care to match the extra effort the Sales Department will make. We realize this is a challenge to our collective ability as selling is only half done until the customer has his material in his shop. I am sure every man in the Operating Department, whether a direct or indirect worker, will rally behind our Sales Department and do his very best to fill every order exactly as specified."

W. H. Burr, Maintenance Department head, proved himself a 100% booster when he stated:

"Success in any organization depends not on individual effort but on teamwork of the organization as a unit. In no industry is it possible to carry this to a higher degree of perfection than the steel industry.

For many years the shops in Lukens Steel Co. have all been considered as a non-producing units of the Maintenance Dept. During the 6th Period this year the volume of sales work handled by the Machine Shop exceeded the maintenance work.

From the time the raw material enters the stock yards until the finished product is in the cars, the Maintenance Departments must co-operate with every department in the works, if we are to do our part in this organization.

The experience gained during the third quarter of the year 1933 should certainly enable this department to handle the work even more efficiently during the second quarter of 1934.

And this to the Sales Department: the more orders we have the better we can serve."

Raymond Dennis, superintendent of the flanging department, declares: "Our entire de-

Cooperation Is The Keynote

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partment will be in back of this campaign 100%. We assure the Sales Department that all of the flanging work will go out in the best shape possible and feel sure that this will bring satisfied customers. Also our aim is to get this work finished on time so that we can make prompt deliveries."

Lester Curtis, plate mill superintendent, states: "During this drive it will be the endeavor of every workman in our mills to deliver our plates with the quickest possible dispatch and at the same time to give clean surface and with a flatness that is second to none. We have started an intensive campaign among our men so that they may have the customer's viewpoint."

Jefferson Walters, Open Hearth superintendent, speaks thusly: "The men in O. H. Department will take the utmost care in making this steel to fill the orders. This pertains to keeping the furnaces in first class condition and putting their best efforts forward to make every move in the right way. It will also be our responsibility to keep a number of furnaces in such shape that we may be able to fulfill any size order which may be sent to us."

Percy Copeland, head of the Mill Service Department, joined the endorsements with: "After we receive the orders from the Sales Department our department will see that they are promptly scheduled in all the departments of the mills and that the customers are kept advised as to the progress of their order. I am sure that with the cooperation of all the department heads we will be able to ship materials to customers so that they will be satisfied as to deliveries. Our department keeps the customers advised as to the progress of their orders and also the date which they may expect delivery. We still go farther after shipment is made to see that our Traffic Department gets the railroads to give them good service and good delivery."

Miss Estella Barnes, in charge of clerical work in the Sales Department, states: "We have interviewed all of the girls in the Sales Department, both stenographers and clerks, and to a person they are only too glad to do anything possible to put over this campaign. Pricing and

billing are two important functions which are of paramount interest to the customer and we will endeavor to maintain an unblemished accuracy record along these lines."

C. R. Gray, manager of the Order Department, agreed in this manner: "The Main Office Order Department is ready and eager to do their part in connection with the Sales Program about to be put on by endeavoring to ascertain from our customers and the District Offices their various desires as to requirements, service, purpose, etc.

This Department, in turn, will endeavor to place all information on our mill sheets in the most concise manner so that the various mill departments will have a complete picture of the order insofar as it can be obtained, thus enabling them to do their part in the effort to furnish material that will be above criticism and complaint."

Percy Oldham, better known as "Oldie" in New York and Pittsburgh, wants to go West to look for orders, but F. H. G. says "No, sir, it is my turn."

Harry Loeb and Jack Reynolds of the New York office will make the dust fly for the next 3 months.

D. E. McElroy spent last week traveling New York state with Breo. Well, we won't ask him to talk just now.

Stan Adams comes from smokey Pittsburgh. We hope he doesn't ask so many questions that the meeting will carry over the week end.

Geo. Cardwell, the Ascoloy man, has his golf clubs all shined up ready for the boiler makers convention. Charlie Brown will be with him to help bring back the trophy.

Bill Harris from Cincinnati wants Sterling Wright at the Sales meeting.

Walter Burr is currently busy figuring power requirements to get out the additional tonnage.

Leonard Quetsch of Chicago, decided to come by train, taking no chances of getting in another auto accident.

F. H. Gordon, talking to Salesmen, "You just got to get more orders." Bang! "We just got to get more orders." Bang! Bang! Salesmen "Here is an order." F. H. G. "Attaboy! Attaboy! Fine, I knew you could do it."

J. H. McElhinney is all set to play golf with F. H. G. Well, we would like to know the score.

Bill Humpton talked nothing but golf before going South and since his return it is all fish stories.

D. S. Wolcott moved out of town to get a non-resident membership at the Coatesville Country Club.

Geo. Thomas III says more orders, more money and no credit worries.

Breo LaPierre recently received word from Hotel Astor in New York City that they now have coat hangers for their out of town guests.

Every time Harry Porch comes to Coatesville he brings a large order with him to save the postage.

Lester Curtiss says "watch my dust" every time he plays Bridge. We hope he makes a lot of dust during the campaign.

L. P. McAllister still insists that plates can be sheared plus or minus nothing. This should be a big help to our customers.

Frank Shants with Ben Clime and Harry Meyers have a fine chance to go over the top during this campaign.

Alex Cameron says he is glad he doesn't have to make calls in Buffalo with Breo.

Geo. Gordon sleeps, eats and works N. R. A. Code.

Walter Barnes, Art O'Leary and Herb Ottey expect to work over time taking care of the grand rush of orders.

Warren Crampton from Baltimore and "Race Track" fame will give us a few hours at the Sales meeting.

Adolph Rider from Atlanta will have a few stories about the South and tell us we don't know how to drink Coca-Cola.

Ed Naylor is still thinking hard about the Stock Market.

Success Must Be The Climax

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Big Jump In Dollar Sales Sought During Next Periods

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Adolph Rider the Lukens veteran who handles our interests in Atlanta will undoubtedly fly to Coatesville.

Bill Harris of J. F. Corlett office in Cincinnati and J. F. Curn and E. R. Riggs of the Corlett office in Cleveland, the Ohio representatives in those towns will be present.

Last, but by no means least, Frank Shants with his capable helpers Harry Meyer and Ben Clime of the office in Philadelphia, will be here.

At the sales meeting, starting today, Robert W. Wolcott, president and F. H. Gordon, vice president in charge of Sales, will explain to the entire sales organization the vital necessity of effecting a definite and worthwhile increase in dollar volume, in order to permit the Company to continue operating without loss, despite the recent ten per cent increase in wages. Although industrial activity is generally gaining as is the volume in steel orders, no simple problem is involved in effecting the desired increase in dollar volume. However, the efficiency of Lukens sales organization is well known and recognized wherever steel plates and flanging work are sold and it is quite confidently expected that the sales organization will be able to produce the necessary increase provided adequate cooperation is given by each one of the 2,200 employees here in Coatesville.

Supporting the selling efforts of the district salesmen and representatives will be the combined efforts of each individual in the Sales Department at Coatesville as well as those comprising the executive and administrative forces here.

Each one beginning with our President, Robert W. Wolcott will devote as much time as he possibly can each week to visiting our customers and prospects and cooperating with the district offices and representatives in their personal selling work to give them the benefit of specialized knowledge and experience possessed by the various individuals here at Coatesville.

In addition the entire operat-

NOTICE

Lukens salesmen, here for the special meeting, are requested to turn in their old insurance policies and secure new ones. The new policies became effective March 22nd, 1933. Other Company employees, especially those at the Main Office, are also requested to comply with this procedure. All communications should be addressed to the Employment Office (attention salesmen) while those who can do so should apply in person.

ing department has offered its enthusiastic cooperation in the attainment of the sales objective.

At a meeting in the office of J. H. McElhinney, General Superintendent, all Department heads offered their help not only in the smooth and expeditious handling of orders, but also stated they would take special precaution to safe guard quality and comply with delivery requirements so that service to the customer will be at maximum efficiency thus minimizing complaints and lost time of the Sales Department in handling them. From this stand point alone considerable benefit will naturally accrue and productive selling time of the sales organization will be increased. Still many of the men in the Operating Department because of their wide acquaintance throughout industry can with their influence assist the Sales Department in obtaining orders from many companies, some of which may not be on the books.

When interviewed yesterday, J. H. McElhinney, General Superintendent, urged that everyone whatever his capacity in the organization do his very best at his job, particularly during the period of this concentrated sales campaign which extends to the end of June. "Such cooperation," said McElhinney, "is vitally essential if our Sales Department is to build up our desired increase in dollar volume to the end that we may keep our people at work, provide more employment if possible and improve the prosperity of our Company, upon which in turn is dependent the prosperity and welfare of our community."

Supporting the efforts put forth here and throughout the country by the entire Lukens organization will be an extensive

campaign of advertising and publicity.

The accomplishments of Lukens Steel Company and its divisions will be most adequately presented in the leading magazines covering the steel using industries.

As Robert W. Wolcott stated yesterday morning, "We have been licking depressions here in Coatesville for well over one hundred years. We have licked the last one. We are now on the way to the building up of better conditions and general prosperity here in Coatesville than we have ever before experienced. I know this sales campaign is going over the top because nobody can lick the 2,200 of us if we work together."

George L. Gordon Telegraphs Support

George L. Gordon, general manager of sales, who has been traveling over the country recently in connection with developments on the NRA code for the Steel Industry, has telegraphed his whole-hearted support from Pittsburgh. Said George in his message: "THANKS LETTER STOP SALES CAMPAIGN WONDERFUL STOP AM SURE OUR BUNCH CAN PUT IT OVER STOP YOU KNOW I WILL PUT FORTH MY BEST EFFORTS AS WILL ALL OUR MEN." Gordon is expected to return to Coatesville this morning for the sales convention.

Fred Wiese, our left-handed Hagen, is figuring on breaking par for the Sales campaign course.

A. C. Cox, of Chicago, is looking for better prices for A. M. Castle & Co.

Rider Brandau of Baltimore, will drive to Coatesville with Warren Crampton.

We wonder? Does R. W. Wolcott keep count of the times he falls off his horse.

Raymond Gray wants everyone to know that he can still talk over the telephone and take orders better than ever.

Percy Copeland insists on reading the Saturday Evening Post every Tuesday evening. We hope he keeps posted on good ideas for prompt shipment on all the orders sent in to the mill.