

Sugg. Bring Cash To Eleven Men

Awards, including Bonuses, Total \$116.50

A total of \$116.50 went back into the pockets of employees as the result of a recent meeting of the suggestion committee, headed by Lester M. Curtiss, when cash awards totaling this amount were paid out for accepted suggestions and for bonuses on accepted suggestions.

Eleven employees shared the cash awards as a result of their alertness in aiding to bring about improved conditions for the workmen throughout the plant and at the same time improve the usefulness of the present equipment.

As chairman of the suggestion committee, Lester Curtis expressed his approval of the July list and ranked it with the best yet turned in. According to the chairman, interest in suggestions is steadily increasing and is being reflected both in the number of suggestions submitted and in the high quality of the same.

David Elmer of the Universal Mill with a total of \$36, including an optional award of \$20 as soon as the device suggested is installed and working satisfactorily, headed the list of money winners for July. He had three accepted suggestions.

Clyde R. Sheaffer also had three accepted for total awards of \$12.50 while Paul March had two accepted for \$12.50. George Myers was awarded \$5.50 for two suggestions. Others included Joe Hopson, \$5; James Taylor, \$3; John Berkey, \$5; M. L. Davis, \$2.50; Harold Long, \$3.

Bonuses, based on 20% of the total value of any five accepted suggestions submitted by an individual, went to the following: Clyde Sheaffer, \$5; Joe Hopson, \$7; Paul March, \$7; Tom Morgan, \$5; and D. J. Donato, \$7.50.

Division No. 3 Ahead In Safety First

Miscellaneous Shops, Division No. 3, headed by Harlan Ludwig, chairman, walked off with safety honors for the period with a commendable mark of 98.1%. Second was Mechanical Department with 88.8%; third the Plate Mills with 74.3%; fourth the Open Hearth with 72% and fifth the Miscellaneous Departments with 66.9%.

Three More Men On Pension List

McCord, Jones, Thompson Placed On Honor Roll

The names of three more old and respected employees of Lukens Steel Company were added to the honor roll on the 2nd of July at which time pensions were granted them by company officials.

Those so honored included James E. Thompson, colored, of 822 Merchant St., Jerry McCord, 128 N. Fifth Avenue; and Preston B. Jones, of 617 East Lincoln Highway.

Thompson's service record dates back 44 years to 1890 when he was first connected with Lukens as a cutter in the 112" mill. He was later transferred to the same work at the 140" mill where he remained until this year. Incidentally, Thompson at 70 years, is the only living colored employee now on the pension list.

McCord, who is 65 years old, has been in the service of this company for more than 25 years, coming here in 1908 as a helper in the paint and tin department. He later transferred to the electrical department and ran crane until June 2, 1933, when he was taken sick and forced to leave work.

As superintendent of the 140" mill loading bank for many years, Preston B. Jones, was one

(Continued on page two)

Code Is Worthy, Says Wolcott

Better Conditions Seen
By Company Head

"The first half of the year 1934 has been fairly satisfactory from an operating viewpoint. Under the Code of the Iron and Steel Institute, a small profit has been made and we have been able to spread employment to a very satisfactory extent. Naturally, operating under a Code which has not had the value of a very long experience behind it has brought out quite a few points which, in time, should be rectified for satisfactory operation under this Code.

As an instance of the above, it has been most unsatisfactory to have more business offered us in one month than we could produce; to have operating costs exceed what they should, due to the necessity of having to ignore certain economic factors in production, in order to fulfill promises by a set date. On the other hand, to have the following period where business is so scarce and the tonnage so low such as exists at the present time, there is a grave possibility of losing all the profits which were made in the preceding period.

Conditions, in general, throughout the country have shown a decided improvement under the establishment of the Codes of Fair Competition for the various industries and it is only natural that certain injustices would creep in, which time alone will rectify.

It is generally the belief that conditions in the Fall will show an improvement unless some factor such as the European situation completely upsets the present trend of general business.

It is my belief that it is necessary for the Government to embark on a definite program to reassure business that attacks on it by irresponsible elements will not be tolerated. I be-

(Continued on page three)

Lukens Plate

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Editor, Edward Lake

Business Man's Philosophy

Before advertising can function profitably, the product advertised must be right; that is, it must be a first-class article, of sound value, certain to give satisfaction to the customer.

This is a primer statement, yet it is often disregarded, with the result that millions of dollars are thrown away on useless advertising.

Book publishers understand this principle, notwithstanding they are not large advertisers. Their custom is to advertise only those books which show good sales before any advertising is put back of them. They advertise only successes, having discovered that a moderately popular book can be turned into a very popular book by extra selling effort, while a failure without advertising cannot be made popular with advertising even though a fortune is spent on it.

The object of this comment is to re-inforce the idea that advertising is not a device for exploiting the public. A section of the public is undoubtedly stupid and gullible, but people for the most part are thrifty and sensible. They do not believe everything that is told them. No matter how good the advertising is, if it directs them to an inferior product, only a few will buy even once and none will buy a second time. On the other hand, if the product advertised is of outstanding merit, the advertising may easily increase the sales ten times over what they would be without it.

By William Feather

NAMES OMITTED

Omitted from the list of 30-40 year employees in the July issue of the Plate were the names of Frank Gordon, 38 years, and Lewis Jervis, 30 years and James Bickel, 34 years. Any further omissions will be promptly rectified if reported and found to be correct.

Here And There

J. H. McElhinney, Gen. Supt., has returned after a week's vacation, part of which was spent at Virginia Beach.

Helen Doan has been transferred from Lukenweld Office to Advertising Department.

Ruth Rose has accepted position in Lukenweld Office.

Joseph Pashesnik, of Cost Department, is back in the harness after a week's vacation. How's Bermuda, Joe?

Harry (Mose to his friends) Saylor, who is absent on sick leave, is getting along fine, and expects to return to his desk about September 1st. Good work, Mose.

Mrs. Elva Reese Magill, of Claim Department, has returned after a honeymoon at Wildwood.

Fred M. Manson, Traffic Manager, covers many miles these days on extended business trips. Step on it, Fred.

Paul Watson, Sales Department, won the radio at the Legion Fair the other night. Good work, Paul.

Lukens have purchased a check-signing machine to save Jimmy and Yank. Maybe the boys can improve their golf game now.

Lloyd McAllister, Ass't. Metallurgical Engineer, spent a couple of days in Ohio on business trip recently.

Twenty-five visitors were shown around the plant on Thursday, July 19th, and were later entertained at Coatesville Country Club.

Julius Becker, the President's secretary, has returned after an enjoyable trip to the sunny South. Give us the secret, Julius.

Louis Bunting spent part of his vacation bowling at Rehoboth, Del.

George K. Irwin vacationed at Ocean City.

Max Steinwachs, shipping department, spent a fine vacation at Red Point, Md.

A. J. Kirk, works accountant, enjoyed a vacation during which he pursued his favorite hobby of fishing.

J. Warren Herman, assistant treasurer, vacationed for a week recently and spent much of the time at the golf links.

Florence Skiles, of the treasury department, has returned from a fine two weeks vacation.

Horace Boyer, attendant at the Main Office, will leave tomorrow for a trip to Chicago and the Century of Progress exhibition.

Three More Men On Pension List

(Continued from page one)

of the best known employees of the company. Jones came with Lukens in 1900 and was later made foreman of the loading bank, which position he held until August 3rd, 1933, when failing health brought about his retirement.

At the present time, "Pres," as he is known to his many Lukens friends, is quite ill. Everyone joins in wishing him a speedy recovery.

The hearty congratulations of both officials and employees of this company are extended to the three pensioned men for their valuable services rendered and their unswerving loyalty to Lukens throughout the years.

An interesting check-up made recently on pensions at Lukens since August, 1919, revealed that 82 pensions had been granted since that time and that the following 29 pensioners are still living: John Poultney, Harry E. Osborne, Frank S. Paxson, W. Embree Barnes, Jesse M. Barnes, Albert R. Brown, Andrew Anderson, Arment McCarragher, Harry J. Bokes, William H. Martin, John H. Andrews, Edward E. Bentley, J. Frank Campbell, Wesley White, William Barber, Cyrus M. Rissell, Morton T. Chandler, Isaac Thompson, William P. Kenworthy, Frank B. Rubincam, William C. Dunlap, Walter Gatchel, Charles Burgein, J. Rodney Martin, Edward D. Gilbert, Frank Sharp, James E. Thompson, Jerry McCord and Preston Jones.

Baseball Team Tops League

Repr. Nine Shows Return To Form

Staging a real comeback, with a capital C, the employees representative baseball team of Lukens Steel Company is now perching atop the second half standings of the Coatesville Community League with a mark of two victories and one defeat.

The second half Lukens team, with consecutive victories from the Ramblers and Hephzibah under their belt, is far removed from the shoddy aggregation which represented the company in the first half. A number of Parkesburg stars, including "Dee" Mowery, "Pete" McCarthy and "Pip" Rinier, have been added to the roster along with "Perk" Richards and "Don" Entrekin, local stars, to give Lukens as fast a nine as any in the circuit.

Stellar relief pitching by "Pete" McCarthy and "Dee" Mowery has featured the last two Lukens victories scored over the Ramblers (9-4) and Hephzibah (8-2). So tight was the Lukens twirling in the latter contest that the churchmen garnered only 2 hits and scored their two runs on six consecutive walks.

The Ukrainians scored a 2-1 victory over Lukens in the first game of the second half in a well-played contest. Weak hitting cost Lukens this game as they did not have their best lineup on the field.

With Richards, Entrekin, Rinier and Reynolds in the infield; Connor or Smith catching; Schultz, Pryor and Foulk in the outfield; and Mowery and McCarthy in the box, Lukens has what appears to be the best team in the league at this time. They must win the second half to have a shot at the flag. The winner of this half will enter the play-off against Caln, first half champs.

Coach Reynolds and Manager Dripps have the utmost confidence in their team and believe they will win the second half.

Although the crowds for the Lukens games are much better than the first half, the rooting for the plant team does not seem to be up to par. With a little

more help the nine would no doubt go places and do things and it is only fair that the boys are given the best moral support possible. Lets back them up!

Matmen Perform At Central Park

Headed by the huskies from the Lukens chipping department, an all-star wrestling show was presented to more than 1000 spectators at Central Park last week and scored a distinct hit. The wrestling was arranged by Paul Lake, in cooperation with Chester Ash, and was of the professional type, catch-as-catch-can, which proved vastly more interesting than the dull intercollegiate style.

Among the Lukens wrestlers who performed on the bill were Wesley Frolick, "Dick" Wells, Alexander Ignatz, Charles Wischuck, Clyde McGinnis, Paul Lake, "Buck" Esworthy, and George Frantz. Frolick wrestled two matches, winning from Ignatz by a fall and drawing with Wells; McGinnis and Lake went to a draw; Esworthy lost to "Nick" Wischuck; "Charley" Wischuck won from Theodosius by a fall and George Frantz was held to a draw by his opponent.

Plenty of Lukens men were among the crowd watching the matches and the contestants got both the boquets and the Bronx cheer when they came out to work, stiff and sore, the next day.

Famous Hedge Is Now Among The Missing

The beautiful hedge which bordered the Main Office building on South First avenue and which took years of patient work and nursing to cultivate to its full charm, has succumbed to the rigors of the past winter.

Like the majority of the hedge in this district, this shrubbery was badly damaged by the intense cold weather and did not respond to treatment this spring. It was clipped to within a few inches of the ground last week in an attempt to save the roots.

Much time will be required, however, before the hedge will again attain the beauty which it boasted during the past years.

Code Is Worthy Says Wolcott

(Continued from page one)

lieve that such a program would have a tremendous influence with the manufacturers and employers of labor and cause them to relax their present conservative attitude towards appropriations for additions and improvements to plants and equipment and for the development of new products.

Sound business men believe that the Government cannot spend its way out of the Depression and business must take hold and go ahead. However, business will not take hold or go ahead until confidence is completely restored. Profits must be made in order to pay taxes and pay-rolls. Only out of earnings can the present enormous debt of the country be liquidated. Such uncertain factors as sound currency, balancing the national budget and the influence of radicals on legislation must be settled before confidence will be restored."

By ROBERT W. WOLCOTT,
Pres. Lukens Steel Co.

CWA Project Is Success

The CWA projects of widening the Brandywine from Coatesville to Modena has resulted favorably for Lukens Steel Company and other industries on the creek according to the final survey. Several bridges at this plant, sore spots in high water, have been thoroughly cleaned out to make for a huge improvement. The Brandywine has also been widened considerably near the Lincoln Highway bridge and will consequently handle a larger flow of water during a storm with less trouble.

Special Fund Being Used

The special \$1,000 fund voted recently by the Board of Directors at the Lukens Company Store, to be applied to needy employees, has been depleted to the extent of approximately \$300, it was revealed at a recent meeting. This money is applied as seen fit by George Irwin, employment head, who is in direct contact with the families.

Support Your Employees
Representative Committee

CHATTERBOX

Although the refrain is several years out of date, Carl Newswanger, mill office, is still of the firm belief that the best song now existing is titled "I Found A \$1,000,000 Baby in the 5-10 Store." *** Ben Morrell wants to go four rounds, more or less, with the individual who drew the pictures of umbrellas at the flangers *** Harry Gillespie at the store room was highly pleased recently when a group of Coatesville boys made monkeys out of the Parkesburg police force *** Harry says they're only toy cops *** Ralph Marsh, bull pen, honestly believes that those waterfront restaurants in New York City present some of the most interesting and also toughest characters in the world *** A match we would like to see the Madison Square Garden clinch *** Huey Long vs the Miscellaneous Mechanical Repair Shop on any subject at all *** Church, the Brooklyn intellectual, regards Alfred Mowday as a punk amateur jokesman *** "no stuff on the ball at all" says Church *** while we're in the mood we officially go on record as selecting the Detroit Tigers and the New York Giants as the contestants in this fall's world series *** Seen even on the hottest day *** Bob Watterson calmly smoking his faithful pipe *** the Lukens golfers that were left in the wash of the annual invitation tournament was a revelation to behold *** Bachman, Bloom, Herman, Gordon, et al, fell like chaff on their home course *** Harvey Poor says now and then he puts a little oil on that snowshovel resting in the cellar because winter isn't far away *** Ann Roseboro at the first aid was her own first patient recently following a severe case of "roadsterburn" a new kind of affliction known only to New Jersey *** Well-earned vacations will soon freshen up life for Grace and Betty, the two nurses who do yoeman service daily at the first aid *** Bill Maxwell at the store gets a big kick out of hitting the jackpot, a task at which he is an acknowledged expert *** Billy Warren, former Lukens official, sends regards to his friends from Steubenville via Tom Morgan *** everything is O. K. says Billy *** Norm

Smith, Lukens diamond luminary, would bet his last nickel that Lewis can throw Londos every night in the week *** ask him about it *** since he acquired the nifty new machine, Roland Edgar has petitioned the court to change his first name to "Rolling" *** Hennie Young is claiming the roller skating championship of the rigging department *** there may be a special match between Young and Farmer, with Jack Butler timekeeper, to decide the matter *** Martin Conway has a new one in his list of don't *** don't set in an automobile parked anywhere in York *** social and personal note in the paper when Wybert Seachrist and his wife left on vacation *** "Mrs. Wybert Seachrist left Coatesville yesterday" etc *** They are going to make Charles Cummings the poet laureate at the 84-inch mill and give George Myers the same post in the Open Hearth as a result of their Plate contributions *** Lynch and Rineer, the Parkesburg twins, have buried the hatchet following the recent stormy sessions of the Parkesburg Athletic Club *** Jack Kriker, according to loco shop gossip, is allowed to have a bag of peanuts per day *** and we thought Jack was the head of that family *** Cavalcade vs Equipoise would be the race of the century says Paul March *** Paul says the derby winner would be there at the finish *** the month's prize fish story, and a true one at that, goes to "Yank" Carson *** "Yank" went fishing in the afternoon and returned home at 11 o'clock that night with two Plymouth Rocks, and everything was on the level *** Frank Wolfe believes that Pomeroy is still the best real estate in the county *** and that movie stars make too much money for their own good *** Watkins and Warner, Lukeneers, were in back of the easy money stand during the Legion's recent fair *** those winners they guaranteed us didn't pan out though *** Norwood Rogers' auto is a different model now *** how come Norwood ***

The "horsemen" went crabbing the other week-end, but forgot to purchase the crabs after promising ten families a good supply *** 'tis rumored one West End wife had the hot water ready too *** and they do say that Jack Callahan is still looking for "very close" veins

at the Examining Room—how about it Jack? And Charlie Lyons has broken away from the "underworld," and is now a "second-story" man *** and the chap who asked "can I go swimming in the Soaking Pits" *** strange but true—Percy Copeland and Willard Baker are still on speaking terms with the Sales Department after a very hectic quarter-end—you sure paced that last quarter boys *** 'tis rumored that Warren Garrett is thinking seriously these days—how about it Warren? *** and the Billing Department has added twins to their family—meet Misses Peace and Reece boys *** and is Bill Riddle going to take advice on how to keep from getting sunburned—I ask you ***

IN MEMORIAM

LEONARD COOPER

Leonard J. Cooper, age 73, an employee of Lukens Steel Company for 45 years, died recently following an illness of long duration. Death followed complications. Cooper, who held various jobs at Lukens from 1882 to 1927, is survived by a widow and three sons. He was a faithful member of the Olivet M. E. church here and was also active in the Knights of Malta Lodge.

J. C. LACHMAN

Friends in this city of J. C. Lachman, 66, a resident of Glen Moore, were shocked to hear of his tragic end on July 23 when he took his own life with a bullet at Earlville, Pa. Lachman was employed at the Main Office as a clerk from 1911 to 1925 and had a host of friends in Coatesville. His act was attributed to continued ill health.

HARRY TOWNSLEY

After an illness of four years, Harry Townsley, 339 South First avenue, passed away on July 1st. He made many friends during his many years with Lukens.

BYERLY—FULLER

The infant daughter of Mr. and Mrs. Clyde Byerly, Route 3, died at the Coatesville hospital five hours after birth. Mr. and Mrs. William Fuller, Harmony street, also lost a child through death. The fathers are both Lukens employees.