

Repr. Comm. Meets For February

Matters of Importance Are Discussed

A joint meeting of employees and company's representatives was held on Monday, February 5th at 3 P. M. with a full attendance with the exception of one representative who was unable to attend.

Chairman Frank MacDonald presided. Mr. J. H. McElhinney, general superintendent, was called upon by the chairman for remarks. Matters in general were discussed after which members of the various committees went into separate session.

Athletics and recreation, economy and waste, and ways and means of preventing accidents, were under discussion at these meetings.

Management Representative Irwin announced to the representatives that bids were being received from individuals for hauling coke to Lukens employees.

Since the meeting Louis Avieola, Newlinville, has been awarded the contract and the company announces the following price list for hauls per 2,000 pounds: Coatesville, 70c; South Coatesville, 75c; Rock Run, Westwood, Ercildoun, Modena, Hayti and Caln, 90c; Sadsburyville, Pomeroy and Thorndale, \$1.00; Parkesburg and Downingtown; \$1.25; Atglen \$1.30. These prices mean another real substantial saving to all coke users.

Lukens Splits Two

Minus the service of several of their best players, Lukens started the second half in the Community Basketball League by losing to the New Idea Laundry in another close game. They came back a week later against the Y. M. C. A., however, and scored a victory which put them in the .500 column.

Mrs. Eshleman Is Winner of Prize

One of the four women to submit names during the contest, Mrs. Kathryn Eshleman, 271 East Chestnut Street, was awarded the \$5 cash prize for the best name of several hundred turned in for the Lukens paper.

After considerable discussion by the three judges, J. H. McElhinney, George Irwin, and Edward Lake, the title "Lukens Plate" was chosen. Hundreds of names, revealing real thought, were sent in and it was a difficult task to select one outstanding title.

Mrs. Eshleman is a clerk in the Bedaux system office over the company store.

Suggestions Are Vital To Plant

\$1791 Has Been Paid Out In Eight Years

Henry Ford says only 5% of the people think.

The problem confronting industry then is to find out who constitutes this group. One of the best ways in use today is to recompense people for their thoughts. The Lukens Steel Company have been doing this very thing for eight years. During this time 661 thoughts have been expressed and turned in as suggestions and of this number 188 have been accepted.

For these suggestions the Lukens Steel Company has paid out \$1,791.00. Of the suggestions received nearly one-third were accepted and the average award was \$9.52.

The complete record of suggestions is as follows:

	Rec'd.	Accepted	\$ Paid
1926	61	12	150.00
1927	75	23	225.00
1928	78	15	115.00
1929	59	12	135.00
1930	206	58	572.00

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Sales Changed By NRA Code

Quality Vital Now Says F. H. Gordon

"It gives me great pleasure to say something as regards selling under the Code as compared with selling before the Code was in existence.

The Code has definitely changed our selling methods. Prior to the Code, price was the determining factor in securing business, but since the Code, on account of all prices being equal, it is secondary, i. e., it is stabilized. What your Sales Department is now doing is selling our Operating Department product. This really means that the better the service in every way, viz: as regards quality, shearing, gauge, surface, shipments, billing, etc., then the easier becomes our task of securing orders. Particularly is this true in accuracy of Flanging Department work. On the other hand, every criticism from a customer sets up a sales resistance. The amount of sales resistance is dependent entirely upon whether a competitor can do better than we can. Under the Code our customers are more critical than they were prior to the Code. Formerly they could dicker with your Sales Department as regards price, but under the Code, they cannot do this, and therefore they expect our material to meet all of their demands. The standard of today is not literally the best we can produce, but is determined by the best that any steel mill can produce. Now the question arises as to what is commercial material or how does a customer determine the standard of a product. It simply means that the best product any steel mill can produce sets the standard for all other steel mills. If for example any steel mill can roll plates flatter, or shear them more accurately than other mills, then what they can do becomes the

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Lukens Plate

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Every Fourth Week

Editor, Edward Lake

Brooks Heads Relief Assn.

Earl Brooks, an employee at the time office, is the new president of the Coatesville Firemen's Relief Association for 1934. Earl, who at 21 is the youngest president in the history of the group, belongs to the West End Company. He succeeds George Miller, pipe shop employee, who was president during 1933 and who was in charge of the annual banquet held at the West End Fire Company on January 30th. Scores of Lukens men are included among the several hundred members of the Relief Association which, incidentally, is just about the most prosperous fraternity in the city with plenty to show on the right hand side of the ledger.

Long Auto Haul Made

One of the longest auto hauls in the history of the company was made during the last week of January when a rush order for Lukens equipment at Turner's Falls, Mass., was filled. Carlton Large and John Brauer were the truck drivers who made the 647 miles round trip in 38 hours. The delivery was made via the company's new Mack truck. The longest auto haul on record here is one to Fitzburg, Mass., a round trip of 758 miles, made several years ago in the "Miss Lukens."

Twentieth Wedding Anniversary

Mr. and Mrs. Harry Smale, Westwood, were agreeably surprised recently upon the occasion of their twentieth wedding anniversary when thirty friends and relatives tendered them a surprise party. The couple received many fine gifts. Harry is an assistant superintendent in the service department of the plant and received many congratulations from his fellow workers.

The bad feeling between the horse and auto continues. A race track bookie killed a taxi driver in Pittsburgh.

Division No. 3 Tops Safety

Had Percentage of 94.6
For Period

Cigars were passed around to safety patrolmen in Division No. 3 for maintaining the best safety record from December 17th, 1933, to January 13, 1934.

This division, headed by Charles Richards, chairman, came through the above period with only 7 minor accidents and 28 days lost due to an accident in the second period, giving them a percentage of 94.6.

Second best record for the third period was the Mechanical Shop, Division No. 4, James Murray chairman, with an average of 88%. Third place went to Division No. 1, Open Hearth, with Walter Carson chairman. They had an average of 82.9%. Division, No. 2, the plate mills, headed by Louis Bunting, was fourth with 70.2% and Division No. 5, Paul Lake chairman, (miscellaneous departments), finished last for the period with only 64.3%.

With the exception of Division No. 3, whose average of 94.6% included 7 minor accidents and 28 days lost for the period, the record of the plant as a whole is not complimentary.

Safety meetings of the five divisions are being held regularly and are well attended but despite all of this accidents seem to continue to happen.

It is with the purpose of aiming toward a perfect accident prevention record, therefore, that the management makes a direct plea for safety to each and every employee in a pledge taken from a well-known safety magazine, as follows:

"I hereby solemnly resolve to be sensible in my consideration of safety, listen to its teachings patiently, intelligently, not out of prejudice or irritation.

I resolve to think hard about safety and accident prevention methods, in an honest endeavor to separate and discard its generalities, its glamor and its artificial expression, and, with an equally honest effort, to study and absorb into my daily habits the sensible application of its teaching to my daily work.

I resolve to be mindful of my responsibility to myself, to my

employer, to my family, to my fellow men and especially if in a supervisory position to the men working under my supervision.

Above all, I solemnly resolve to so conduct my life that no unnecessary suffering, or hardship, or unhappiness, or despair may be rightly said to have been caused by my failure to measure up to the requirements of my job."

Let's all pull together in the future for a better safety record!

Sales Changed By NRA Code

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standard. The other mills have to bring their product up to that standard. If our material makes them extra expense as regards handling in any way, as compared with a competitor's material, then it is just that much sales resistance for us to overcome.

As I have said many times, this Department is no stronger than our Operating Department makes it. We are doing everything in our power to secure our share of the business, and we take this opportunity of thanking everyone for the part he is playing in aiding us to get orders. Orders are really the answer to all questions. May we continue to hold our place in the steel industry."

F. H. GORDON

Never Late—39 Years

The old saying "better late than never" doesn't mean a thing to Harry Goodwin, age 72, an employee at the chemical laboratory department. The reason—simple enough—Harry hasn't been late once during more than 37 years that he has been on the payroll of the company. Weather conditions and many other obstacles have arisen during this time to endanger Harry's perfect record but always he has been to his job on time despite every handicap. It is believed that this is one of the most remarkable records of any of the company's employees and Mr. Goodwin is certainly to be congratulated for his fine achievement.