

Experienced Employees

Are Big Asset in Any Business

• EXPERIENCED employees who are happy in their jobs can mean the difference between substantial profit and an increasing deficit, according to Phil and F. J. Schmid, owners of the Nickel Plate Mills, Erie, Pa. Both are thoroughly convinced that no feed mill can operate successfully unless its employees take a real interest in their work.

"Much of the credit for the 1,000 per cent increase in our volume of business during the past 26 years must go to our highly trained help," F. J. Schmid declared. "Although management plays an important role in the operation of a profitable feed mill, efficient employees are even more important."

Because the employees make more direct dealings with the customers than do the owners they should be

treated like junior members of the firm, according to Phil Schmid. "We have top-flight employees whose judgment we value and who we can trust," he said. "They know our business as well as we do and they have the full confidence of our customers."

Five members of the Nickel Plate Mills staff have been with the organization for more than 25 years. "We are mighty proud of these employees and we have tried to show our appreciation by upgrading their duties and generally treating them as equal members of our business family," F. J. Schmid explained.

The hundreds of feeders who regularly patronize the Nickel Plate Mills often comment on the congenial attitude of the firm's employees, especially the five veterans of a quarter century of service each. These five are Grace Lawrence, Harry Steadman, Chester Luther, Ernest Luther, and Henry J. Schmid.

Grace Lawrence is the company bookkeeper and is a great favorite with women customers, who often ask her to wait on them. Harry Steadman joined the firm as a general laborer and is now supervisor of all milling operations. Ernest Luther manages the Nickel Plate Mills outlet at Wesleyville and Chester is his assistant. Henry J. Schmid, Philip's son, is mill superintendent.

"It is easy to understand how these employees have become so valuable to us," F. J. Schmid explained. "They know many of our customers as friends and have served them for 25 years in many cases. Because we always have been able to settle wage scales, working conditions, and general problems among ourselves we've always been able to work in close harmony as friends as well as business associates."

SATISFIED employees have played a big part in the success of this firm. Top photo, left to right, shows F. J. and H. J. Schmid, Grace Lawrence, and Phil Schmid. Below are Chester and Ernest Luther, who operate the branch at Wesleyville.



CUSTOMERS like the friendly, interested attitude of the veteran staff at the Nickel Plate Mills, Erie, Pa. Five employees have been with the firm for more than 25 years. A view of the main plant is shown above.

During the past 26 years the Nickel Plate Mills have undergone constant expansion. Today the mills occupy 25,000 square feet of floor space, with the mill outlet at nearby Wesleyville an important addition of recent years. The firm manufactures 50 tons of high quality livestock and poultry feed every day.

Modern mill equipment includes two Sprout-Waldron hammer mills. A limited amount of custom grinding and mixing is done for customers who prefer to use their own grains.

Sidelines have been added to the firm's line of dependable feeds from year to year. "These additions have proven very profitable," Phil Schmid declared. "We now handle full lines of remedies, fertilizers, sugar, flour, and a number of other products."

Remedies have been among the best sellers, Phil Schmid declared. "We handle Dr. Salsbury's, Pratt's, and Dr. Hess products and the results farmers have obtained have been satisfactory throughout." Pillsbury flour and Swift's and Armour's fertilizers are the most popular sellers in these lines.

"Our outside salesman, James Severance, is a very important member of our organization," F. J. Schmid stated. "He is extremely popular with Pennsylvania farmers and is a real good will representative for the Nickel Plate Mills."

Almost all sales made at the Nickel Plate Mills are on a straight cash-and-carry basis. "We have learned that cash selling is the only really efficient and profitable way to do business," F. J. Schmid declared. "Within a year the savings passed on to farmers who

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