

MEET:

**HESS MILLS' HAMMERMILL OPERATOR!
PAUL "SHORTY" ZIMMERMAN!**



Shorty has been with Hess Mills for 28½ years running hammermill. Now, Hess Mills has a newly reconditioned one that's been in operation since mid-February. It's the fourth of its kind, and Shorty says each mill made the work successively lighter and easier.

In being with Hess Mills as long as he's been, Paul has seen the hammermill "come up the years!" Back when he started with the first hammermill, he only serviced 30-40 customers. Now, he serves 80 and has had as many as 94. The old 'mill didn't have an elevator, either. That meant he had to shovel the corn into the milling apparatus. And small feed mixes were a problem too. He used to count shovelfuls of grain to measure them out (about 6 shovels/cwt). The latest model has two features which save him labor and time! First, the vacuum draws the grain into the

'mill virtually eliminating shoveling. Secondly, the new scales weigh accurately to 10-lb. increments, and that makes small mixes as easy as big ones. There's no guessing! No surprises. What you want is what you get. Back then, farmers used to have their grain ground, mixed, and bagged for storage. Today, the blower attachment allows the farmer to directly deposit feed in silos, feed bins, etc. All in all, the 'mill has gotten better and has made Shorty's work 50% faster! This allowed him to double his regular customers over the years.



No banker's hours for Shorty! He works 6 AM - 6 PM, five days straight. Since he schedules his stops, he averages 15-20 stops/day and does 30-35 mixes/day, making regular runs throughout the week. His weekly plan looks something like this:

MONDAY Parts of Chester Co. E. Intercourse to Coatesville	TUESDAY Paradise (Local Area)	WEDNESDAY New Providence Area	THURSDAY Georgetown Nine Points	FRIDAY W. Intercourse Lancaster Strasburg	SATURDAY Finish Any Job; Hammermill Maintenance
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THAT'S FAIRLY AGGRESSIVE COVERAGE FOR ANY SERVICE AREA. WOULD YOU AGREE!?

What does Shorty like most about his job? He says he just likes the job, which mostly involves working with machinery. He's his own boss, and he likes that a lot!! He plans his own time and stops for each day with no

hassles. The main thing he feels good about is his customers. He treats them all the same, big or small, by giving them the same consistent, reliable service. And it seems to work because they call him back every week.


Lastly, though he mixes Purina feeds, he doesn't profess to be an expert on Purina products. He much prefers that the sales representatives handle that. Paul is satisfied to be in good health (he's approaching retirement) and to be doing something he enjoys.

JOB WELL DONE, SHORTY!!!



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HESS MILLS

 **PURINA CHOWS**

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