

# STALEY NEWS

## OUR DUMB CUSTOMERS

By K. J. MALTAS,  
Western Director of Feed Nutrition

If you were to come to work some morning and see 40 cars of corn and soybean feed products lined up in a special train, you would get a pretty fair idea of the day's work cut out for the Feed Sales Department in selling these more than 1½ million pounds of products at the best possible prices.

Where is this feed going? Well, it's going into every state in the Union, into Canada and abroad. The feed that you help make to-day will, in the next week or so, be consumed by a fine Holstein dairy cow in New England, a lop-eared mule in a Georgia cotton patch, a streamlined hog in the feed yards of Iowa, a Longhorn steer on the plains of Texas, a baby lamb on the slopes of the Rockies or a Leghorn hen in the great Petaluma Valley of California.

There will be many sales transactions in the meantime but livestock and poultry are the ultimate consumers of our feed products. These dumb animals are in reality our customers—and they are very exacting customers too.

They know nothing about policies, brands, guarantees, discounts, service or other similar sales appeals. They judge on merit alone. They pass on every pound, in every bag, in every car of each day's production of our feed products.

### FEED A MAJOR COST ITEM

Livestock and poultry are in reality manufacturing plants. Feed is the raw material which goes into these plants and from which milk, eggs, meat, wool, etc., are produced.

About two-thirds of the cost of producing every pound of raw milk, eggs, meat, etc., has to be charged directly to feed. Thus, feed is the major cost item in livestock production and one which is constantly and carefully watched.

An animal can't get any more food value out of a feed than there is in it at the start. Therefore, if a farmer or rancher makes a mistake and buys poor feed, his livestock and poultry immediately dock his profit which, after all, is his wage. He doesn't like that and he isn't likely to make that mistake again. The manufacturer of that brand loses business and his plant operations are cut.

### OUR FEEDS HUB IN FEED PRODUCTS WHEEL

Staley's make protein feeds. They are not fed "straight" to livestock but are blended either in feed mills or on the farm. They are mixed with other feed ingredients to produce balanced rations or diets.

Staley's feeds are so rich in protein that only from 200 to 400 pounds, on the average, are used in a ton of mixed feed. The efficiency of the entire ton of balanced ration depends greatly on the 200 to 400 pounds of Staley's protein feeds in the mixture. Our products, so to speak, are the hub in the wheel. That is the reason why it is so important that every bag of Staley's feed products be the very best that we know how to

produce. If it isn't, our dumb animal customers will very definitely curtail our plant operations.

### RELATION OF QUALITY TO PRICE

Both *price* and *quality* are important factors in feed sales but *quality* is the more important of the two. This is because many of the factors which establish the cost of feed to the consumer are fixed and the same, or approximately so, for good or poor feeds. For example, the following costs must be added to the basic cost of producing the feed in bulk form at our plant:

Bag or packaging cost	- - - -	\$.....
Loading cost	- - - -	.....
Freight	- - - -	.....
Unloading cost	- - - -	.....
Wholesale selling cost	- - - -	.....
Warehousing cost	- - - -	.....
Wholesale delivery cost	- - - -	.....
Retail selling cost	- - - -	.....
Retail delivery cost	- - - -	.....

Total fixed charges in addition

to cost of manufacturing - - \$.....

A total of the fixed charges shown in the above list makes up from 35% to 60% of the retail cost of feed. Since these costs are the same whether the feed is of good or poor quality, any reduction in price must be taken entirely from the quality of the feed, or out of manufacturing profit, as the following example shows:

	Good Feed	Poor Feed
Fixed Charges	- - - - \$15.00	\$15.00
Cost of ingredients	- - - 15.00	12.50
Total price of feed	- - - \$30.00	\$27.50

Difference in price - - 8½% of total cost

Difference in quality - 16⅔% of total cost

Loss to purchaser due to reduction

in quality - - - - - 8½% or \$2.50

This is another reason why it is so important to make Staley's feed products the finest in quality on the market. Only through that method can we hope to give our customers the most for their money.

Staley's have the reputation of securing top prices for their feed products. The Feed Department believe this is a "healthy" sign, but, in every instance, it must be backed with the goods.

### QUALITY AT EVERY POINT

The Staley Company has about 1,000 primary feed dealers in the U. S., Canada and abroad. There are perhaps 2,000 or 3,000 secondary dealers who buy our products from primary dealers. All are a surprisingly well informed and progressive group of merchants.

(Continued on Page 3)

## REGULATIONS GOVERNING FUTURE ACCEPTANCE OF MEMBERS ANNOUNCED BY DECATUR HOSPITAL SERVICE CORPORATION.

At the last meeting of the Board of Directors of the Decatur Hospital Service Corporation, the following rules were adopted:

1. Additional subscribers may be enrolled from a previously accepted group only when ten or more additional members apply for membership simultaneously.

2. The certificates issued to such additional subscribers shall not be effective until the day of the next month corresponding to the date of the original certificates issued to the group.

The Staley group was accepted into membership on the 15th of February and under the interpretation of the second provision, memberships may be applied for at any time but enrollment will not take place until a group of at least 10 has been secured. In case fewer than 10 are in waiting on the 15th, it will be necessary to mark time until the full quota of ten has been reached, and enrollment will be made on the 15th of the first month subsequent to the full quota requirements.

The Decatur Hospital Service Corporation announces that these rules are effective immediately and have been made to insure the actuarial soundness of their plan.



## LET'S SUPPOSE

That *you* are a Safe worker. Let's imagine that *you* never need to be reminded to wear Safe clothing, to keep machine guards in place, to take proper care of tools and yourself or to make a prompt report of every scratch to First Aid. Let's suppose that *you* are constantly alert to every hazard of your job and that *you* remember to point out unsafe conditions to your foreman and that *you* measure up to the final test of a Safe worker by watching out for the Safety of the men working with *you*.

### IS THAT ENOUGH?

Do all of these things mean that *you* won't be injured, that *your* Safety is guaranteed?

### THEY DO NOT

One other thing must be watched. That is the men with whom you work. The time may come when all of your efforts towards Safety will be in vain if, *he* doesn't believe in Safety, too. His mistakes can cause you to be injured just as surely as your own. At least 50% of all accidents are due to unsafe habits of the other fellow.

In order to help you, as well as the other fellow and in order to point out the value of *his* believing in Safety the more prominently, the Health and Safety Committee is holding a Safety Contest. All of *your* care and precautions can't win it unless every man in your gang helps you. Remember, it is not only a matter of how Safe a worker *you* are, but how Safe a worker the fellow working with you is as well. If *you* can get *him* to pull with you, the prize is going to be yours.

The Committee won't say what the prizes are but they do say that they will compare very favorably with the pencils given in 1936 and the billfolds given in 1937.

### THE FIRST ANNUAL STALEY SAFETY DERBY

as announced by the official handicappers and field judges;

1. All departments excepting the office and the Extra Board will be entered. There will be a heat for the Process department, another for the Service departments and a third for the Mechanical departments.

2. The tracks will each be divided into twelve parts with each part equalling eight Safe Working Days.

3. A Safe Working Day shall be a day on which there are no late reports to First Aid, no reportable accidents and no lost-time accidents. Each department completing eight consecutive Safe Working Days shall advance to the next marker.

4. A late report to First Aid shall be any accident (especially the one that "didn't amount to much") which is not reported to First Aid on the day that it occurs. A reportable accident shall be any accident which, in the opinion of our Medical Director, is serious enough to be reported to the Illinois Industrial Commission (for example, any eye injury referred to an eye specialist). A lost-time accident shall be any accident serious enough to keep the injured man from reporting to work on his regular job the next day.

5. At the fourth marker (August 2nd) the accident frequency rate will be figured for all contestants who have completed that distance with thirty-two Safe Working Days to their credit and the contestant with the lowest frequency rate shall be in the lead at the beginning of the back stretch. The same thing will be done at the eighth marker (September 3rd) and again at the finish. This will eliminate the possibility of ties.

6. The accident frequency rate shall be the ratio of the total number of accidents reported to First Aid to the number of man-hours worked by the departments. For instance, if both departments A and B had reported a total of 10 accidents in a month's time but department B had worked just twice as many man-hours as A it would be evident that B had the lowest frequency rate because the ratio of accidents reported to the number of man-hours worked would be just half that of department A.

7. Penalties will be assessed according to the following table:

	Depts. with less than 20 empl.	Depts. with 20-40 empl.	Depts. with over 40 empl.
Late Report to F. A.	Loss of 3 S. W. Days	Loss of 2 S. W. Days	Loss of 1 S. W. Day
Reportable Accident.	Loss of 3 S. W. Days	Loss of 2 S. W. Days	Loss of 1 S. W. Day
Lost-time Accident.	Loss of 6 S. W. Days	Loss of 4 S. W. Days	Loss of 2 S. W. Days

8. To be eligible for a prize an employee must have had a regular clock number in the prize winning department for at least seventy-five of the ninety-six days that the Derby will run.

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**THE A. E. STALEY  
 MANUFACTURING COMPANY**  
 DECATUR, ILLINOIS  
 W. G. Reynolds, Manager of Personnel  
 J. M. Richey, Editor

All news and suggestions should be given the editor by the 10th and 25th of each month.

**ARE YOU A CAPITALIST?**

No. Pull up a chair. Sit down, think. Are you? No. Try again, shut your eyes. You're not sure. Well—most Americans are. Let's see if the shoe is big enough to fit you.

**Try This Test**

If you are obliged to answer YES to any one of these questions, —YOU are a Capitalist.

Do you own *stock* in any *company*? Do you have any *savings* in a *Credit Union*? Do you have any *money* in the *bank*? Do you own any *insurance*, any *property*, *real* or *personal*. Have you any *bonds*, *private* or *public*? Do you belong to a *building* and *loan association*?

How's about it? Did you escape? If you did you are as rare as a Dodo bird.

It has been estimated that there are something like 11 million owners of corporation stock in America, 8 million bondholders, 44 million with savings accounts, 10 million building and loan shareholders and 121 million separate life insurance policies in effect.

Each group depends on an army of investors to loan them funds to continue their operations. Each group is expected to return those funds with something extra to that army. Their interests become much the same.

*Are you a capitalist?* If you aren't, then what effects the interests of the millions listed above, may not affect you. You haven't a shirt to your back, nor a penny in your pocket. You owe no man, no man owes you. You are strange indeed. Page Ripley.

Ninety-eight "Lost Persons" have forgotten to mail Personnel slips to Luella Christman.

**STALEY CREDIT UNION  
 RESUMES FINANCING OF  
 MAJOR PURCHASES**

First Half Operations  
 Close June 30

By L. Hiser, Treas.

During the first half of 1938, which comes to a close June 30, membership in our Credit Union has been maintained at 1,619. While thirty-nine short of the 1937 year end total, our membership has shown satisfying continuance.

\*

At the present time, approximately \$219,000 is outstanding in loans to members. This compares with \$235,000 at the end of 1937.

During the last eight months, officers of the Credit Union found it necessary to discontinue loans for the purchase of automobiles and property in favor of numerous demands for family emergencies and provident purposes. The decrease in the number of requests of this type during the spring has made it possible to resume automobile and property loans.

\*

In an early issue of the "News" a summary of our operations for the first half of the year will be published. This summary will show our income during this period, the types of loans made and the total amounts loaned for various purposes.

(Continued from Page 1)

Most of them handle our feeds because they believe we offer as much or more value in our products for the money as anyone else. That's why we can sell 40 cars a day. The minute they *don't* think so, we will lose them and less work will be required to supply the demand.

It is only fair to state, there are several thousand feed dealers who are not handling our products. They offer a vast potential sales field.

How many we can eventually sell will depend on our ability to offer them, the farmer and the ultimate customer, his livestock, the most for the least. To prove it through livestock is the route we must take.

We must remember a man may buy something to eat because he likes it but,—he never feeds his livestock that way. He feeds his livestock something which must be palatable or they won't eat it,—in addition it must produce results which can be, and are, carefully checked.

Our dumb animal customers will determine whether we manufacture and sell at a profit, 20, 40, or 100 cars of feed products a day. There is only one permanent way to sell them—give them at least as much value for the money as anyone else and preferably more. The only sure way of doing this is through constantly improved *quality at fair prices*.



A person is twice as liable to die of accident as old age.  
 \* \* \*

Strange Fact No. 1: There is a pipe in the Oil Refinery through which steam passes, yet—frost forms on the outside of it. (John Kuhns).  
 \* \* \*

If you think you are right, get busy and prove it.  
 \* \* \*

At 7 a. m. on June 20th, 3 departments completed one year without a lost time accident, late report of accident or failure to report an accident. Congratulations and Happy Birthday, 16 Building, Engine Room and the Cafeteria.  
 \* \* \*

One man out of every seven is accidentally injured each year.  
 \* \* \*

When the other fellow tells you what he thinks, it is spite, when you tell him, you are being frank.



By Bill Brumaster

The Staley hardball team launched their 1938 edition at Edgemont Park in East St. Louis, June 17, and returned with reports of a big time and a small score. Dan Hall brought the stands to their feet by blasting out a home run on the first pitched ball of the evening. Two days later they crossed bats with the Peru Indies for their second loss—'nuff said, the boys are handicapped with a small squad this year and several of their members are not able to give their regular attention to the club.

\* \* \*

The Staley Fellowship Softball schedule swung into action June 13th, before one of the best crowds to attend a Staley athletic contest in recent years. A total of 48 runs were scored in the two games with the maiden start under the lights resulting in a 16-4 rout of the Bean Meal gang under the power of the Crystal White bats. Gerry Horton connected with four hits in as many trips to bat to lead his team in hitting, then balanced his performance with a quartet of errors in the field. Handicapped without the proverbial basket, Gerry is going to have to learn to stand knock-kneed or get a skirt.

Leading candidate for transfer to the Brooklyn Dodgers is a certain young fellow on "Norv" Crane's Bean Mealers. Safe at first, he stole second with the bases loaded. The play resulted in one out and one run scored. Now that certain young fellow isn't right sure if he pulled a McGraw or a Nick Altrock.

\* \* \*

In the evening's finale, the Cubes out slugged the Gluten Feed by a 17-11 margin. Behind until the sixth frame, 1-10, Bob Siweck took over the pitching duties to heave the Cubes into the lead and victory. That, softball fans, is why the building of a softball park by the Fellowship Club has proven one of the most popular acts of the "Club" during the year. Taking the first evening as an example, fans report they have seen poorer and better ball, but none that offered better entertainment.

\* \* \*

Adequate and picturesque expressions from the fans, who incidentally are finding it difficult to get standing room, indicate that the fellows are going to have to be one of two things, either plenty swell ball players or plenty good sports.

\* \* \*

Team	Won	Lost	Percent
Salad Oil	3	0	1.000
Sausage Flour	3	0	1.000
Crystal White	2	1	.666
Cubes	2	1	.666
Stayco	2	1	.666
Edsoy Oil	2	2	.500
Gluten Feed	1	2	.333
Grits	1	2	.333
Golden Table	0	3	.000
Bean Meal	0	4	.000

DERBY DOPE SHEET

PROCESS:

- No. 16 Building—Looks like a sure thing, won last year's contest and hasn't shown a loss of form during the year.
- Elevator A—Don't pass up this one. A winner last year. Five years without a lost-time accident.
- Loading Gang and Shipping Inspection—Has shown good form in early season workouts.
- Feed Elevator—Long shot, could come through.

SERVICE:

- Engine Room—Should win by three lengths on strength of last year's showing.
- Cafeteria's—Has remarkable stamina for a filly. A winner last year. Still going strong with a perfect record.
- M. and L.—Don't overlook this one. Slick chance for a win or a place.

MECHANICAL:

- Pipefitters—Best horse in the race. Last year's winner.
- Yard—Outside chance.
- Tin Shop—100-1 shot. May be ready.
- Machine Shop—Small chance. May finish as high as sixth.

FOREMEN FORM SOCIAL CLUB

Claude Thornborough,  
First President

At a meeting of Staley Foremen held in the Plant Cafeteria, June 15, officers were elected and committees appointed to complete plans for a social organization for Staley foremen. Plans for the formation of such a club had been under discussion for several weeks and the action taken by the foremen on the fifteenth when they elected officers definitely established a means for their members to come together on a social basis.

The following officers were elected during a brief business meeting:

Claude Thornborough, President.

Lisle Brown, Vice President.

Harry Casley, Treasurer.

Gerry Horton, Secretary.

Upon the election of President Thornborough, who has been with our company since 1919, and a foreman for the last fifteen years, committees were named to draw up the rules and by-laws, eligibility of members, organization purposes and entertainment arrangements.

The Foremen's Social Club expects to hold meetings as often as necessary until complete plans have been made for their permanent organization, membership and purpose. After that time it is expected that monthly meetings will be held. Entertainment and business discussions covering a wide range of interests is planned by the group so that it will be possible for members to come together on a social basis during moments of relaxation.



FOR SALE:

A pair of Safety Toe Oxfords, size 7D. Worn one day by an Irishman who misjudged the size of his feet. You can almost steal them. See Roy Rollins.

1 pedigreed Female screw-tail Boston Bull. Proven Matron, pedigree papers with sale. Cheap. May be seen at 2500 E. Geddes.

Five burner Florence Oil stove, \$12.50. Kitchen cabinet, \$10.00. Also porcelain top kitchen table and piano worth the money. Ed. Artze, Yard, or R. R. No. 5.