

STALEY NEWS

Sales Declines Normal Say Sales Heads

The best part about the declines which our sales are encountering is the confidence that is being expressed by sales heads that they are to be expected this time of the year and are no more serious than usual.

IN INDUSTRIAL SALES our orders are quite fair considering the summer season. The war, of course, is still a major influence in the buying characteristics of customers who are reluctant to buy for inventory, or carry inventories under the present unsettled conditions at home and abroad.

NEW ORDERS for products are holding up encouragingly revealing an attitude and spirit in industry which is good despite the question marks about the future and the number of factors which might very well affect business adversely.

DETERMINED EFFORTS are being made to secure new business from customers not regularly on our books. These efforts are directed largely at tapioca users and possible Sweetose customers. Success is meeting efforts on both fronts. Tapioca users are switching because tapioca is now selling higher than domestic starch due to ocean rates, insurance and other charges which must be paid on shipments. Sweetose users are constantly increasing because the product possesses merit and economy and increasing numbers are finding it out.

THE OILS DIVISION, the only real bright spot in our summer sales, is still in the middle of its busy season. The busy season alone does not account for all our oil sales. New customers are being added to our fold so that each month this year has been bigger than the preceding one and in each a new record in sales and shipments has been made.

NO ORDERS are currently being accepted for immediate delivery because every pound of oil we can process is sold up a week ahead of production. Due to this, and also to the fact that oil customers have a limited storage capacity the Refinery will not be shut-down during the week of June 30th, when the rest of the plant goes down.

THE STALEY TANK FARM is having two more tanks added so that we will be in a better position to meet peak seasons and take care of the expansion which present sales have experienced, in crude soybean oil and Edsoy, particularly Edsoy, for which a number of new customers are constantly being found.

EXPORT SALES still occupy the interest spotlight although our volume is negligible. One by one, Norway, Sweden, Finland, Holland, Belgium and now France have been subtracted from the market as invasions took place. Now Switzerland is lost because there are no freight passages into that country. So also is Egypt because of the closing of the Mediterranean. England, of course, is still a customer on a quota basis but sales to the Isles have followed this formula during recent weeks: Make a sale, arrange boat space, get the buyers' money, ship the starch to the boat, the boat sails, is out several days, something new develops abroad, the ship turns around and comes back and Staleys have to try to sell the goods in a market here, for the buyer.

THE EXPORT FUTURE, as it now stands for the long pull, appears definitely to be going by the board. About the only territory which remains is in South Africa, South America and the Far East. In South Africa, local competition takes most of such business as there is, South America is a question mark but the Far East has possibilities. At present all the pressure that can be put on sales there is being spent in order to maintain our normal volume from that source.

FEED SALES have dried up. Current sales and shipments have hit the bottom with no immediate change in prospect. SO—emphasis on the future is being made and future prospects are better than last year at this time.

PACKAGE SALES are in much the same state of depression. No orders are being booked for inventory and only such orders are being received as customers need for day to day sales. Day to day sales, of course, are low during this period of the year and we are feeling the brunt of the inactivity.

THE OVER ALL PICTURE is best expressed by our shutdown. Orders are seasonably off but not smaller than usual for this time of the year.

THE FUTURE is uncertain due to the many factors which enter the picture for our customers and ourselves, which can have an ill effect upon business. But—our sales heads prefer to remain optimistic rather than to dwell upon the what would happen IF's. By and large, if things don't turn bad, business generally, and hours of production required to meet sales will show larger totals than last year.

FELLOWSHIP CLUB NOTESBy DAN DAYTON, *Secretary*

The Board of Governors of the Staley Fellowship Club held its regular monthly meeting on June 20, 1940. At that time illness Certificates were presented to the Governors for action by two club members. After a preliminary discussion which developed the details of both cases it was;

Resolved: That the claims be allowed.

The names of eight (8) applicants for membership in the club were presented by the Secretary. These were accepted and placed on file by the Governors.

The monthly Financial Statement was distributed, discussed and approved.

Mr. Reynolds announced that the report of the Equitable Life Assurance Society on their actuarial study of the financial activities of the club had been received, and he read a summary and opinion of Mr. Staley, Jr., of this report. It was,

Resolved: That the report be accepted and referred to the Insurance Company for further investigation.

Mr. Moran reported that several members of the Club have inquired about the installation of a boat dock on Lake Decatur by the Club. After discussing the matter

it was,

Resolved: That the Board of Governors advise the members who desire such a dock to get in touch with a member of the Park Board.

Inquiry into the possibility of purchasing a site of ground in Wisconsin by the Club which was introduced in the March meeting of the Governors was brought up for discussion and it was,

Resolved: That the proposition be rejected.

The discussion was held upon the distribution of day and night shift workers upon teams in the Staley Soft Ball League and it was,

Resolved: That the matter be referred back to the Athletic Committee so that they can give this problem the necessary consideration.

Meeting adjourned.

**INDUSTRIAL SALES DIVISION
ADDS DAIRY DEPARTMENT**

A recent change in the Industrial Sales Division which will be of interest to all Staley employees because of its importance to the increased sale of Sweetose and the extra hours of work that will be provided is the creation of the Dairy department.

Since Sweetose was first perfected in our laboratory, it was known that this fine product offered special advantages to manufacturers in the milk products field that no other sweetening agent could give. This brought about the appointment of Wayne Miller as Technical Field representative in this area to introduce Sweetose to the Dairy products trade. The trade acceptance of Sweetose and Wayne's ability to demonstrate its advantages made necessary the formation of the new department in the Industrial sales division.

Wayne Miller was promoted to the new managership on May 1, and since that time two dairy experts, Richard Heyl and George Edman, have been added to his staff to act as technical field representatives to work with manufacturers of ices, ice cream, sherbets, condensed milk and chocolate milk in offering them our Sweetose and the technical advice they might require to make the most of its advantages.



This is not a plug for your tire salesman but the Division of Highways of the State of Illinois reports that, "tires are subjected to harder usage in summer than during any other season of the year. Due to hot days and cooler nights, variation of 60° in temperature have been recorded in the surface of the pavement. This alone, not taking into consideration the increased heat caused by the friction between the tire and the pavement, will cause great variations in air pressure in the tires and may cause a blow-out if they are weak. Last year about half of the automobile accidents caused by defective tires occurred in the four months from June through September."



Here is another note from their bulletin that is also worth your reading. "Car owners often buy new tires by pairs and are faced with the problem of whether to place them on the front or rear wheels. The earlier idea was to place them in front until tire manufacturers conducted experiments which proved that new tires should be placed on the rear wheels for the following reason: By steering right or left a driver can control the vehicle if a front tire blows out but it is difficult to regain control of the vehicle if a rear tire fails and the rear of the car starts swerving. Smooth worn tires are not safe on the back wheels."



Those who have tried the new combination salt tablets which we installed this year have been well pleased with them and report that they do not cause nausea as the old pure salt tablets did. If you haven't tried them yet do so the next time the sun beats down. Salt beats the heat but—if you don't use it—the heat will beat you.



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**THE A. E. STALEY
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**WE MUST PRODUCE WHAT
THE CUSTOMER WANTS**

Experience offers no better time than a slack season to demonstrate that our real boss is the customer. That it is he who tells us when we may work, how long we may work and what he thinks of the products we are making.

It is during the dull season that we get a vivid picture of what the real boss, our customer, thinks of us. Over in the Laboratory, where outgoing products are checked, and incoming reports on customer acceptance of those products wind up, one of the boys recently pointed out: "When the rush is on, we get a few letters or complaints. When the rush is off, and the customer has a chance to sit back and look over the product he buys, and the price he is paying, we hear a great deal more from him."

In the letters which reach us from our customers, there is much to be learned about the absolute necessity of maintaining quality if we are to satisfy our real boss. There is much, too, to be learned from these letters about the effect of price on customer acceptance in our industry which is one of the most competitive in America.

Where money, materials, men, yes, and methods are available to all companies on much the same basis, business is obtained by the companies that are using each in the most effective manner. The importance of this is driven home by a recent statement by one of our sales force when he said, "Service, quality, personality, etc., are matters of hard bargaining when business is good and prices of competitors about the same, but when the price difference appears, a salesman's personality, service and some of the other factors that usually

enter into a sale, go out the window." Which is to say price and quality are our big problems, if we are to get and keep customers.

Quality may be set by management, price may be set by management at times, but in the final analysis, the question of whether that quality and the price can be maintained depends upon the man at the wheel. It is the man on the job who stands at the firing line where real price and quality competition begins. It is there that real team play for winning the battle of customers starts. Oh yes, there are flush periods when even the most poorly established businesses can succeed for a time. But, if we look at our own viewpoint as customers, we know how we feel about a company that turns out an inferior article or asks prices that are not reasonable. We know how quickly we "fire" the outfit we are doing business with if its price or quality is not right. But do we remember that the same attitude is taken towards us by our customers? If we do, what are we do-

ing about it? If we don't, —then we had better look about for leaks before we ship so much dead cargo we can't make progress against the stream. The time for doing this is right now during the breathing spell provided by a dull season.

The best place to stop up these leaks is at the point they occur, at the job. The man on the job knows more about the little leaks that occur around him than anyone else. What he does with waste, miscellaneous parts, housekeeping, and the thousand and one other things that he knows about really decides the price and the quality we are in a position to offer. Competition begins at the firing line. So also do steady income, steady work and job security which only our real boss, the customer, can provide.



FOR SALE:

Close to Staleys—6 room modern. 3 large bedrooms and bath upstairs, living room 13x26, garage. Call 2-4123.



The fifth best Safety Record in the plant went by the way when a lost time accident occurred in the Reclamation Department May 6th. The boys down there really know the value of safe practices and had not had a lost time accident for an unbroken period of 6 years, 114 days.

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The Print Shop continues to maintain its perfect no lost time accident record which holds first place due to their unbroken record which has extended since January 2, 1918, when the department was first opened.

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Experience is what you have left when everything else is gone.

* * *

The second best Safety record is in possession of the Cafeterias. No lost time accidents have occurred there since July 15, 1921, when the Plant cafeteria was opened.

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The Engine Room has not had a lost time accident since October 26, 1931, which gives them the third best record. Soy-flour is in the money with fourth place. No lost time accident has occurred in that department since it started up January 2, 1933.

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Some make safety a habit, and forget about it. Others promise to make Safety a habit, and forget about it.



By Tony Romano

The Staley Hardball Team scored a brace of victories while the Softball team yielded to losses to opponents during the last fortnight of play.

The Hardball team met the Normal Hawks in a double header that provided easy going and a 9 to 0 victory in the first game and a 2 to 1 conquest in the nightcap. Hilberling pitched the first game cutting the Hawks down with 3 hits while Doolin pitched in the second game, allowing only 4 hits. Don (Hit 'em in the woods) Hall butchered the Normal pitcher's record in the first game while Artze, who moved over to first base in the second game collected 2 safeties in 3 trips to the plate.

★ ★ ★

The third try for one of the rich stakes at the Midwest Tourney in Terre Haute brought the Staley Hardball team a 14 to 9 victory over the Sullivan Merchants of Sullivan, Indiana. Hilberling was the winning pitcher with 9 strikeouts to his credit. Two previous tries in the Terre Haute Tourney resulted in losses for the Staley boys but this victory keeps their hat in the ring for a shot at the championship. Credit for the victory over Sullivan sings a praise of Withrow who played first base in the game, made 3 unassisted put-outs and one assist in a double play to shut off the Sullivan rally efforts. At bat, Joe Hilberling slammed out a double scoring 3 runs. Dick Hopkins hit 3 for 4.

★ ★ ★

The Staley Softball team moved into Peru June 15 to play the Westlocks outfit. Siweek, Hall and Smith collected 8 hits between them. Hertsey connected with a 3 bagger, incidentally, he doesn't hit often but when he does they stay hit. Oh yes, the boys lost 11 to 7 but—a good time was had by all at a banquet that night.

Staley Annual Report Selected As One Of Nation's Best

STALEY SOFTBALL LEAGUE BEGINS PLAY

Eighty-seven softball players lined up for the Staley Fellowship Club league play which began last Monday under drawings and rules set up by the Athletic committee of the Club. The plans for this year's play were arrived at after a number of sessions which concluded in the naming of six teams of fourteen players each. The ample provision of player power this year is expected to overcome many of the handicaps that the summer vacation schedule creates.

The season this year will follow the same general pattern set up in the softball league last year. Two rounds of play of five weeks each will be provided to name the teams to enter a play-off for the championship at the end of the regular scheduled season.

Three Nights Weekly

During the past few weeks, the Staley diamond has been polished into shape so that the best sand lot in town will be ready for the enthusiastic players who have been eagerly awaiting the opening night.

Three nights of softball will draw every team into place twice each week providing good healthful exercise for the players and spirited entertainment for the fans. Excepting for the week of July 4, play will be held on Monday, Tuesday and Thursday nights. There will be no July 4th game, in order to permit players to escape holiday demands. That week, the Thursday night games will be held on Friday.

The ball games are beginning promptly at 7:30 each evening when the first two of four teams take the field. The nightcap follows immediately after the first game, or at the elapse of one and one-half hours of play.

The fans who went to the Staley lot for last week's play saw their favorites under the following familiar names of company products, Grits, Oils, Syrups, Sweetose, Cubes and Feeds.

The Annual report that the Staley company mailed to all of its stockholders and employees at the close of 1939, created considerable comment at the time among financial circles. Now, several months after it first reached the mails comes the word that the Staley Annual Report has been judged one of the ten best annual reports for 1939.

News of the selection was announced under date of June 10th, but an earlier letter to Mr. A. E. Staley, Jr., said, "May we commend you and your company for the distinction of the annual report which you issued for 1939. We consider it one of the ten best annual reports for the year."

In the general announcement which came later, further information pointed out that two hundred annual reports for 1939 had been examined and that this recognition for exceptional accomplishment was based upon understandability, reader interest, headline ideas, company progress, business trends and appearance.

In addition to the Staley company, the following were cited in the group: Caterpillar Tractor, Dayton Rubber, Eastman Kodak, Budd Manufacturing, Berkshire Fine Spinning, General Foods, Johns-Manville, United States Steel, and Wisconsin Public Service.

Credit for the splendid treatment of the Staley report material goes to R. F. Holloway, our Advertising Manager, who organized the facts and figures in a delightful manner that made them tell a story about the Staley company that could not easily be laid aside until the last page had been read.

Back at the Staley field June 19, the Staley Softball team met the strong Nash Nine of the Industrial League in a slow moving 5 to 2 loss to the Nash boys. The battery for the Staley team consisted of Schultz at pitch and Artze at catch.