

STALEY NEWS

VOL. 1—No. 20

BY AND FOR STALEY PEOPLE

June 15, 1938

MERCHANDISING PACKAGE GOODS

By E. K. Scheiter

Each day we ship several carloads of Staley's Table Syrups and Staley's Package Starches. Do you realize the sales effort required to move each carload of Package Starch? A carload contains 1600 cases or 38,400 packages of starch.

This carload represents a sale to a wholesale grocer or jobber. With it goes our promise to help him sell and distribute it to retail grocers. Since the average grocer buys one or two cases at a time, we must make 800 more sales before this carload of starch reaches grocery stores.

After the starch reaches grocery stores it is purchased by housewives, usually one package at a time, which means that 38,000 more sales have to be made before that car of starch has reached the kitchens of homes all over the country.

Every time you see a car of package goods leave the plant, as many as 39,000 individual sales must be made before we get another order.

DISTRIBUTION IS EXPENSIVE

It is often said that the high cost of distribution is one of the failings of our economic system. Here is the way costs pile up on grocery items:

Cost of production	- - - - -	_____
Plus A reasonable profit for the manufacturer	- - - - -
Plus Cost of the manufacturer's sales organization	- - - - -
Plus Freight from manufacturer to wholesale grocer	- - - - -
Plus A reasonable profit for the wholesale grocer	- - - - -
Plus The wholesaler's cost of doing business, including his sales force	- - - - -
Plus Cost of transportation from wholesale grocer to the retailer	- - - - -
Plus A reasonable profit for the retailer	- - - - -
Plus The retailer's cost of doing business	- - - - -
TOTAL PRICE the customer pays	- - - - -

EACH PRODUCT AN INDIVIDUAL PROBLEM

The following facts will give you an idea of the magnitude of the job our Package Sales Department has in merchandising Staley's grocery-store products.

- There are twenty-nine and one quarter million families in the United States according to the 1930 census.
- These families purchase their foodstuffs from 48,225 chain stores and 306,746 independent stores.
- In 1936, chain stores had a sales volume of almost 2½ billion dollars, 38.82 percent of the total sales. Independents with almost 3.9 billions worth of sales obtained 61.18 percent of the total.

- Different sales methods are needed to sell the jobber, the independent grocer, the chain stores, cooperative organizations and others who handle our products.
- Family tastes, foods and household habits differ greatly in the various sections of the United States. Practically no corn table syrup is eaten in the far south, these people eat native grown cane syrup. They were raised on it, they like it and it is impossible to sell them corn syrups.
- In Vermont and other New England territories pure maple syrup is the only syrup that can be sold. In other sections, sorghum syrup is the popular syrup.
- In the mid-west, corn syrup is by far the favorite syrup and neither cane, sorghum or maple syrup is used to any great extent.
- Foods, tastes and household habits differ among various nationalities.
- People of Scandinavian, German and Dutch extraction are large corn syrup users. Italians and people of southern European extraction use very little corn starch.
- Individual use of laundry starch is much lower in the large cities where apartment dwellers do not do their own laundry but use commercial laundry service.
- The greatest private use of laundry starch is in the south where there are few steam laundries and every moderately situated family employs a wash woman to do their laundry.

It is the job of the Sales Department to know where each of these and many other conditions prevail. If our sales organization is going to fight for business, it must know where the best chances for success lie and we have from one to ten competitors trying to get every order that we land.

AND—MRS. CUSTOMER

The ultimate customer for Staley's package goods is the housewife. She, on the average, is a good judge of values because of her opportunity to test and compare one product with another. We cannot talk to her directly. Fundamentally, our Sales Department's job is to place Staley's Syrups and Staley's Package Starches in all the channels of grocery distribution and try to reach her through advertising and display appeal so that actual sales and use of our products result.

You can understand what a lot of sales work is necessary to produce one day's grind or to secure an extra day's grind when you know that one day's grind represents about 1,500,000 pounds of starch and Syrup. Put up in 1 pound packages, it means 1 million 500 thousand single sales.

STALEY PEOPLE FORM LOCAL CHAPTER OF COST ACCOUNTANTS

Decatur Third Smallest City
With Chapter

Ackerman First President

Efforts of Cost Accountants in Central Illinois under the leadership of Mark Ackerman have been successful in obtaining a local chapter for Decatur. Previously the nearest chapter had been located in St. Louis, where only cost accountants of the deeper water could find the means or devote the time to make the trip.

The designation of Decatur as a center for the territory within the Champaign, Bloomington, Springfield, Mattoon radius came upon the petition of 40 individuals who had been "sold" memberships as a result of energetic campaigning on the part of Mark who made each of the above named towns one evening to secure the required quota.

Sixteen members of this new organization were found here in Decatur with no less than six from Staley's where the largest representation in the city is found. The honor of becoming the organization's first president was accorded Mark Ackerman and Dick Ryan has been named to the Board of Directors.

While organization activities will be chiefly devoted to advance

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THE RECORD

	APR.	MAY	TOTAL THIS YEAR
TOTAL INJURIES	262	262	1216
EYE INJURIES	40	51	246
NO GOGGLES	1	4	49
REPORTABLES	11	9	58
LOST TIME	8	2	19
DAYS LOST	**112	**21	225
*WAGES LOST**	609.28	**114.24	**1348.00
LATE REPORTS	14	15	63

*FIGURED AT 68c PER HOUR. (STALEY AVERAGE RATE FOR 1937.)

**ESTIMATED BECAUSE TWO OF THE INJURED MEN HAVE NOT YET RETURNED TO WORK.

NO UNEMPLOYMENT COMPENSATION UNTIL AFTER JULY 1, 1939

Since the passing of the Illinois Unemployment Compensation Insurance Act on June 30, 1937, considerable interest has been aroused in the terms of the act, who will benefit and when payments will be available. The following information has been given out by the Illinois Chamber of Commerce and should clear up a number of common questions.

Q. What is meant by unemployment insurance?

A. Cash benefits paid to persons who are unemployed after July 1, 1939 and qualify under the terms of this law.

Q. How can one qualify?

A. (1) The individual must have accumulated two weeks of unemployment after July 1, 1939.

(2) He must register for work and report regularly to the State Employment Office.

(3) He must be able to work and available for work.

(4) He must have filed a claim for such payments in the prescribed manner.

(5) He must have earned wages within the first three of the last 4 calendar quarters. Earned wages during that time must be not less than 16 times the weekly benefit amount.

(6) The individual must not fail (without good cause).

a). To apply for available suitable work when so directed.

b). To accept suitable work.

c). To return to his customary self employment when directed.

Q. How much are these cash benefits?

A. Benefits paid during total unemployment will be 50% of the full time weekly wages but not more than \$15.00 a week, and not less than \$5.00 or three-quarters of the full time weekly wage, whichever is the lesser.

Q. How long must a person have been unemployed before the benefits begin?

A. There will be a waiting period of three weeks.

Q. How long will the benefits continue?

A. They will continue until the individual has received a maximum of 16 weekly benefits.

IS

SAFETY YOUR BUSINESS?

Roy Rollins, Director of Safety

Have you ever wondered how heroes get that way? Have you ever wondered why, "while spectators stood helplessly by, little Johnny Green tore off his heavy clothing and plunged into the swirling waters to rescue the drowning girl?" Why was everyone else helpless and why was Johnny able to act swiftly and surely in an emergency?

Well, it wasn't just chance. Johnny had taken a course in Red Cross life saving and he knew what to do and how to do it. He was cool in a pinch because he had rehearsed his part a number of times and he had thought about it a great many more times. Training and discipline produce heroes. They are people who have anticipated the emergencies they are liable to meet and provided against them. They are prepared. Are you?

Would you know what switch to throw if someone in your building got tangled with a live wire? Would you know where to find a stretcher if one were needed suddenly? Are you equipped to be a hero or will you be one of the spectators who stand helplessly by?

* * *

A big league catcher would look pretty foolish without his mask, chest protector and shin guards. In fact he would look just about as foolish as a man breaking up concrete without goggles and Safety Shoes.

* * *

With vacations in full swing we have men working on jobs with which they are not familiar. That throws an extra Safety burden onto foremen and "old heads" in every department. They have to show the new man how to do the job, what its hazards are and how to deal with them. They have to be patient teachers in order to get rid of that "lost" feeling that all of us have when we start on a new job. They are remembering that last summer our accidents increased from this very cause.

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 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.

**INDUSTRIAL MEDICINE
 LOOKS AT INDUSTRY**

The Nineteenth Annual Meeting of the Central States Society of Industrial Medicine and Surgery at Springfield, Illinois, May 17, 1938, revolved around the theme that the health problems of the community were the important health problems of industry.

Dr. Fitzpatrick of our own staff was in attendance and reports some interesting discussions on the relationship of industry to employees health problems. Of particular interest was the report of James A. Britton, M. D., who has been making a considerable study of tuberculosis in industry. In part, this is what he found and reported to the organization;

- * The available records indicate that, at the beginning of the 20th century the number of persons per thousand in industry with tuberculosis was approximately the same as among persons in the communities where these industries were located.
- * At present, the death rate in many of our large industrial groups is one-fourth that of the community rate.
- * For every known death from pulmonary tuberculosis, there are from five to seven active cases.
- * The reduction in the tuberculosis rate has been more rapid in the states where industrial centers are located.
- * The important factor in the development of tuberculosis is the economic status of the individual and his family.
- * In answer to recent charges that dust hazards were responsible for considerable tubercu-

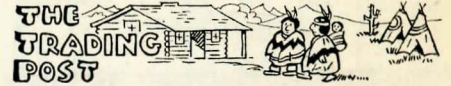
losis, he said, "A survey of a large group of factory employees was recently made in Chicago. A large percentage of the persons examined were or had been employed in the so-called dusty trades. Counting everything that could possibly be interpreted as some evidence of lung change due to dust exposure, the total number found in any degree was less than 2%.

- * There are few jobs that are directly responsible for tuberculosis. It is not the job itself but the way that it is done that is important.

Looking over the methods of making physical examination and the practices followed in making these both before and after employees came on the job, Dr. Britton had the following to say;

- * "It is my personal opinion that where physical examinations are required as an entrance upon work, these examinations should be given before hiring.
- * "All employees should have a physical examination no less often than once in three years. Those who manage and direct

others should be examined at least once a year. All employees subjected to a known occupational hazard should be examined more often than once a year."



FOR SALE:
 100-lb. cork insulated, top icer, oak, Alaska ice box. \$5.00. 2051 E. North.

FOR SALE:
 Hot water heating plant. A-1 shape. Used only one year. See Syl Ivens.

(Continued from Page 2)

study of industrial accounting problems too new to be found in any text, the work of the organization will be of interest to others. It is planned to hold an open meeting during the winter for foremen and supervisors in this vicinity to give them a chance to become familiar with the book work connected with their jobs.



More raw water is required in the Syrup Refinery and the Feed House than at any other points in our process, 124 million and 58 million gallons being required by them respectively each month. (Mark Ackerman).

* * * *

Steam temperatures required in the Oil Refinery are so great that it is necessary to use electrically operated steam compressors to boost incoming steam from 382 degrees upward before using it. (J. Kuhns).

* * * *

Initiative gets there first, does it, and looks for more.

* * * *

75 to 90 percent of exterior wall surface on Plant buildings are of glass. "We planned it that way" for light and SAFETY.

* * * *

Figured on our annual basis of 254 operating days, our grind and employment have been exactly normal for the first third of 1938.

* * * *

An effort a day keeps failure away.



By Bill Brumaster

Twenty-one starters in the Staley Fellowship Club's Men's Singles Tennis Tourney and six of them still survive in the "A" division. The cream of the crop at the moment is Shildneck and Mitchel, both with two victories at their belt. Other survivors with one win to their credit are Bishop, Deetz, Gill and Goodwin.

* * *

In the "A" division of the Ladies' event Long and VanDeventer, Brinkoetter and Minick have survived to the semi-finals with two wins each.

* * *

King Weather delayed the opening of the Fellowship Club Softball league until June 13, when the teams swung into play on a four nights a week schedule. Two games a night have been planned by the committee and Monday, Tuesday, Wednesday and Thursday nights are "THE" nights.

* * *

The season will be split into halves with each team playing every other team during each half. First and second half champs will be determined and a 3-game play-off for the season championship will be held at the close of the season.

* * *

A total of ten teams have been listed for participation and a "Free Agents" list composed in order to provide substitutes for regular players when it is not possible for them to be present on regularly scheduled nights. "Free Agents" will have an opportunity to play in rotation.

* * *

Art Long has announced the following games for the Staley Hard Ball team: June 17, Edgemont A. C., East St. Louis; June 19, Peru Indies at Peru, Illinois; June 26, double header with Pekin Athletics, at Pekin, Ill.; July 4, Farmer's City at Farmer City. The game there will be the touch-off to their all-day Independence Day celebration and will be played in the morning.

STOREROOM GETS GROWING PAINS

One-third more room is being added to our Plant Storeroom under the experienced eye of Robert Patton, who is rearranging the shelves and installing the new bins as rapidly as they come in. The addition of more space is the first that Bob recalls in the 22 years that he has been with the company. "While the company grew", Bob recently said, "we shrunk to make room for expansion in other departments. Now we are trying to catch up."

With the added equipment and space, he plans to carry out a more efficient method of handling supplies. Each foreman will now be able to determine, for himself, what supplies are on hand for his department. They will be in one group. That has not always been possible in the past. Limited quarters often required idle space to be used even though the materials stored there might be separated from the rest of the supplies of a particular department.

Bob Proud of Quality

There is something about storekeepers that makes them different from ordinary people. It is a consuming desire for orderliness and accuracy, it is a sincere and deep seated passion to have things safe and handy. In planning for the future of his department, Bob has all of these things in mind plus one more that he says he gained since he came to work here. It is a pride in the quality of the things that he keeps on hand. Bob says, "We keep only the best of everything. Our company never questions the price of the things the foremen order. He is expected to know his requirements and we fill them for him just as he wants them. In a way, this places him on the spot to get out good work but—he never has to complain about having to get by with poor equipment."

Some Things Old Enough To Vote

The importance of a well stocked storeroom is borne out by the age of some of the things that have been carefully kept for the last 22 years. Several fuse racks, for example, came on the job about the same time Bob arrived 22 years ago. Recently it was thought that they might be retired to the junk heap but a check-up revealed that

they were still being used in No. 10 building and can no longer be purchased anywhere. Someday they will be needed and can be slipped into place without a pause, preventing a possible disruption in the flow of materials.

Items such as these add up to a lot of money. They take a lot of space but they reflect the ability to maintain production. The storeroom, in a sense, is our breadbasket. Take it away for a little while and we might not suffer, longer, well—

As proud as Bob is of the quality of the things he has on hand, he says that there are a good many things we don't stock and don't aim to because we can make them better right here in our own shops.

VACATION TIPS

Vacation time is here again and many are planning to enjoy it. These tips published by the National Safety Council should be helpful in preventing illness or accident which might bring tragedy.

1. Drink only water that has been certified by health authorities.
2. Be particularly careful of the storing and conditioning of your food. Inspect it closely.
3. When acquiring a sun tan, do it gradually and save yourself a lot of suffering. Beware of intense rays of the sun when bathing, boating and swimming. Reflected rays burn too quickly.
4. Always protect your head with a hat when in the hot sun.
5. If you happen to be troubled with high blood pressure, avoid excessive heat.
6. If you have suffered previously from sun or heat stroke, be especially careful not to remain in the sun long at a time.
7. Know your swimming limitations and do not exceed them. Be sure to stay out of the water until at least two hours after a meal.
8. Relax a few minutes each day. Right after meals is a good time.
9. Get sufficient sleep—at least eight hours.
10. Do not start a trip without acquiring a practical knowledge of first aid. Take a first aid kit with you and treat all injuries promptly, no matter how slight they may be.