

## A. R. STALEY TELLS ABOUT SPECIAL PRODUCTS SALES

### Staley's New Cereal Flour Being Introduced To Trade

(Editor's Note: With the introduction of Staley's New Cereal Flour, a product recently developed for the meat packing industry, A. R. Staley was asked to tell something about it and the work of his department in the sale of other Special Products. "Ro!" came through with this article which explains the work of his department, the products and the methods being used to sell them).

The activity of our Special Products Division is one which the name implies; namely, *Specialized Selling*.

The sales staff is made up of fourteen representatives who are contacting three major industries—the

baking industry, the meat packing industry and the laundry industry.

Soy Flour, manufactured in two types, is being sold to two of these industries. The baking industry consumes a product known as Staley's Soy Flour No. 1 which contains all the inherent and component parts of the whole bean with the exception of the hull. It has a pleasant, nut-like flavor, and the advantages of its use by the baker are numerous.

In the baking industry it is used chiefly in sweet goods to increase the yield, improve the flavor and lengthen the period the goods stay fresh. Its use is growing daily in the baking industry and the time is not far distant when Soy Flour will be a standard ingredient for all bakers.

In the meat packing industry, our Soy Flour for Meat Packers is consumed. This product is high in protein but most of the oil content has been removed so that only 7% of the flour is oil. It is used in meat loaves, bologna, frankfurters and other ground and spiced meats because it holds the moisture absorbed in processing so that the finished product remains firm, fresh and appetizing at the same time increasing the food value over that which would be obtained through the use of normal binders such as potato flour, powdered milk, etc.

These products are sold throughout the United States, mainly through jobbers. The big job of our sales representatives is to open new accounts and introduce the product by demonstration and in rare cases to straighten out complaints.

#### "Specialized Selling"

The work of Special Products is *Specialized Selling* because our representatives sell not one but three industries and must be prepared to roll up their sleeves and work in laundries, washrooms, sausage kitchens and bakeries and through their intimate knowledge of the various operations, train the customer in better methods, or show him how and where to avoid mistakes being made by his employees.

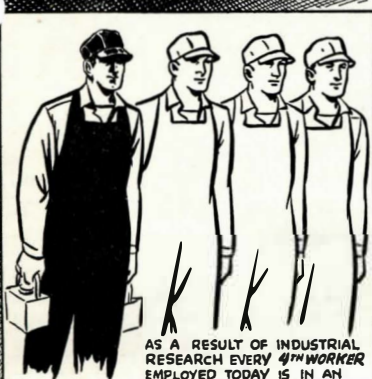
Laundry Starches, for example, sold to the laundry industry are highly refined and produced for this purpose. They must give body to the cloth, they must leave it flexible and they must not cause it to stick to the presses. A failure at any of these points results in costly re-washing and ironing.

#### "Trouble Shooting" All In The Day's Work

Many times, in the laundry, some difficulty is experienced and the starch is blamed. Usually the trouble lies in some operation rather than in the starch. It may be that too much moisture has been extracted. It may be that not enough has been taken out. If too

(Continued on back page)

## THE POCKETBOOK of KNOWLEDGE BY TOPPS



AS A RESULT OF INDUSTRIAL RESEARCH EVERY 4<sup>TH</sup> WORKER EMPLOYED TODAY IS IN AN INDUSTRY NON-EXISTENT OR JUST STARTING 40 YEARS AGO.



COINS WITH A LEG TO STAND ON... THIS CURIOUS COIN WHICH HAD A LEG ATTACHED TO IT WAS USED BY THE ROMANS IN THE LAST CENTURY, B.C.



BESIDES THE COW, 7 ANIMALS GIVE MILK FOR HUMAN CONSUMPTION... (CAMEL, MARE, SHEEP, ZEBU, GOAT, BUFFALO, AND REINDEER.)



IN A RECENT SURVEY OF INVESTORS 83% SAID THEY WERE NOT INVESTING FUNDS IN JOB-PROVIDING ENTERPRISES BECAUSE TAX BURDENS ON COMPANIES WERE TOO HIGH.

ROME WASN'T BUILT IN A DAY... BUT OKLAHOMA CITY WAS! ...OPENED FOR SETTLEMENT BY THE GOVERNMENT ON THE 22<sup>ND</sup> OF APRIL 1890, THE TOWN MUSHROOMED INTO A CITY OF 10,000 PEOPLE BY NIGHTFALL...



**FELLOWSHIP CLUB EXPENDITURES REPORTED AT ANNUAL FINANCE MEETING**

The report of John Anderson, Manager of the Staley Fellowship Club, disclosed that expenses for the Club amounted to \$46,851.91 during the past fiscal year. Bills, created by the numerous activities of the Club, averaged \$3,904.29 per month. Based upon the per member cost, the benefits amounted to a slight fraction over \$2.60 per month.

Funds which provided the income to meet all of the activities undertaken during the year came from three sources. Initiation and Membership dues brought \$22,422.65 into the treasury. Donations made by the Staley company amounting to \$1.00 for each dollar of dues received contributed \$22,398.55 of the Club's funds.

Dividends returned to the Club by the insurance company and interest on securities held by the Club combined to add \$9,551.79. The total income for the group was \$54,372.99. All expenses incurred during the year amounted to \$7,710.99 less than the total income and the difference was added to the Fellowship Club Treasury reserves.

The expenditures of the Club by totals and per member were as follows:

Item	Amt. Spent	Ave. Cost per member per month
Sick Benefits	\$14,937.28	\$.8287
Hospital Benefits	2,129.00	.1181
Relief Benefits	685.32	.0380
Visiting Nurse	942.83	.0523
First Aid	410.08	.0227
Flower and Funeral Expense	256.38	.0142
Handicraft Club	549.22	.0304
Clubhouse	892.27	.0495
Stationery and Printing	146.99	.0081
Miscellaneous Expense	81.17	.0045

Boy Scouts	244.89	.0135
Basketball	306.53	.0170
Hardball	164.74	.0091
Softball	1,875.20	.1040
Volleyball	14.50	.0008
Tennis	35.31	.0019
Golf	66.14	.0036
Horseshoe	112.52	.0062
Bowling	522.55	.0289
Dances	977.84	.0540
Entertainment	1,246.61	.0688
Soccer	7.82	.0004
Table Tennis	7.63	.0004
Donations	140.00	.0077
Election Expense	38.04	.0021
Administrative Expense	2,100.00	.1212
Insurance	17,875.97	1.00

Totals .....\$46,851.91 \$2.6061

**TRY THIS ON YOUR ICE CREAM —IT MAKES IT BETTER**

The tip of the month comes from the Package Sales Division. It consists of a splendid use of our Waffle Syrup in a syrup parfait, just the thing for a refreshing "pick me up" in the summer months just ahead.

The recipe suggests that alternate layers of dessert-spoons of vanilla ice cream and teaspoons of Staley's Waffle Syrup be placed in a glass until glass is full. The parfait is then topped with chopped nuts.

It is delicious as members of the Package Division can testify. They tried it out at the fountain recently and a number of regular customers had a pre-view and pronounced it tops. And best of all, it is much more inexpensive than ordinary toppings.

The Syrup Parfait is only one of a dozen suggestions for the use of Waffle Syrup that Staley's new recipe folder is bringing to the trade. Preliminary copies went to all salesmen the first of June and, in the future, copies will be sent to all who write for information on the use of Waffle Syrup.



Because of constant improvement in manufacturing methods the complaints against Safety Shoes have finally narrowed to just one type. That one, and it was valid, was that the lining inside the toe box sometimes rotted and allowed the back edge of the steel box to come through and wear out socks. The folks who make these shoes were just as aware as you were that this condition should be corrected and the following letter recently received from them indicates that they have arrived at an answer.

Gentlemen:

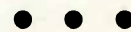
In keeping with our policy of improving our shoes wherever possible, one recent change is explained here.

The steel toe box is now Parkerized and waxed. Thorough tests, run to check the value of this rust-proofing, proved that complaints caused by corrosion or rust, especially at the back edge of the steel box, should be entirely eliminated. Previously dampness in the shoe sometimes caused the back edge of the box to develop a sharp saw-tooth rusted edge.

A tough new fabric impregnated with a chemical impervious to oil is now fastened to the vamp lining so that it fits into the shoe directly beneath the steel box and the back edge of this material extends sufficiently beyond the back edge of the box to prevent its cutting through the lining.

All future shipments will be of shoes containing the new type of reinforcement and the Parkerized and waxed toe box.

Thus we feel that the final cause for complaints due to the toe box cutting through the vamp lining has definitely been removed from our line.



So there you are. If you have had trouble with the lining inside the toes of your Safety Shoes the cause of it is gone now. P. S. We are still selling them.

**OUR OFFICIAL BOX SCORE FOR SAFETY**

	Apr. 1939	May 1939	May 1938	This year to June 1	Last year to June 1	Percent of Change
Total Injuries	296	357	262	1460	1216	+20%
Eye Injuries	57	76	51	277	246	+13%
No Goggles	2	2	4	13	49	-73%
Reportables	6	6	9	41	58	-29%
Lost Time	1	2	2	17	19	-10%
Days Lost	3	4	22	160	203	-21%
*Wages Lost	\$16.80	\$22.40	\$123.20	\$896.00	\$1136.80	-21%
Late Reports	6	15	15	36	63	-42%

\*Figured at 70c per hour. Staley average rate for 1938.

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For The Employees Of  
**THE A. E. STALEY**  
**MANUFACTURING COMPANY**  
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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.

### GOOD TIMES AND BAD TIMES

When the majority of the 130 million Americans go on a spending spree, we have a boom. A depression is the "morning after" which follows a spree.

When business conditions are reasonably good or a continued period of time, people get debts paid off, and become optimistic, and begin to buy new things. This increase in buying makes business better, creates more jobs, makes more people optimistic, and causes them to spend more money, which makes business *still* better, creates *still more* jobs, and causes people to spend *still more money*, until, finally, business is booming.

Employees, employers, doctors, politicians, wives, and children—all become optimistic when times are good, all spend with greater enthusiasm, and all help make a boom in business. If it is wrong to create a business boom, then everybody is guilty of wrong, because everybody helps to make booms.

#### Everybody Profits from Booms

In boom times, factories operate at capacity, stores do a rushing business, and there are more jobs than there are people qualified to fill the jobs. Consequently, business is forced to bid high for workers, and wage scales go up.

In boom times, both employees and businesses make more money than they make in normal times, and nobody complains. But after the boom is over, there are some who complain that business men "profiteered" during the boom.

But—when conditions produce extra profits for American business, they also produce proportionately extra profits or wages for American employees. This is quite proper. It is also quite natural, because business booms can occur only when the majority of 130 million Americans spend an abnormal

amount of money. The workers of America can spend an abnormal amount of money only when they receive abnormal wages. So "profiteering" is possible only when everybody shares in it.

When a business boom continues for a time, people get used to it, and assume that it will continue indefinitely. Many persons spend all they can earn, and in addition buy things on the installment plan—to be paid out of future earnings. Many business men contract ahead for materials, and for new buildings and machinery—to be paid out of future earnings. Finally, the 130 million people of America discover that they have contracted for more things than they can use, or for more things than they can pay for.

#### Everybody Suffers from Depressions

All of the people don't make this discovery at once. They become aware of it little by little, as a boy becomes aware that he has eaten too much pie. First, the boy realizes that he can't eat any more, so he stops eating; then he begins to feel a little queer, so he leaves the table; and finally he gets so sick that he has to get rid of the pie, and skip some meals, and take some medicine he doesn't like.

As the American people begin to realize that they have bought more than they can handle or pay for, many of them stop buying; then they begin to feel queer about their debts; and then they have to give up the things they can't pay for. Mortgages on homes and on factories are foreclosed, companies

fail, business gets very bad, jobs get scarce, and a depression results. Everybody takes some of the medicine, and nobody likes it.

Everybody shares in the troubles that are caused by depressions. Employees work short time, get wage cuts, or lose jobs. Managers get pay cuts, or lose jobs when their businesses fail or are reorganized. Investors lose their dividends, and part or all of their money if the business in which they have invested fails or is reorganized.

A depression is the payment for a wild time—the "morning after" the spree. As long as there are booms, there will be depressions. The length and severity of a depression is proportionate to the length and intensity of the spree or boom that preceded it.

#### Who Can Stop 130 Million People?

The only way to prevent depressions is to prevent booms—but that's difficult to do. Business men can't stop the rest of 130 million Americans from getting too optimistic. The government can't stop 130 million Americans from getting too enthusiastic. Anyway, business men and politicians are merely people, and they get just as optimistic as anyone else.

If all the people in America were perfect people, with perfect judgment, they would be able to control their enthusiasm and money, in normal times, to prevent the development of booms, and to thus prevent the development of depressions. But there are no perfect people.



Of the five corn products plants reporting their accident figures to the National Safety Council, Staley's were fourth from the top in accident frequency but our severity rate was the least "severe" of all.

\* \* \*  
*All some people have on their minds is what they have on their backs.*

\* \* \*  
An old Staley Time Book shows a lot of change in work procedure. One individual is shown to have reported for work twice daily for 31 days and received 1 day's work. Today, the average Extra Board man gets about 5 days a week, and not less than 4.

\* \* \*  
America with 6% of the world's population carries on 50% of its business activity.



The Staley Hardball team won its first start against Monticello on May 30th. The pitching of Max Craig completely dominated the opposing batters to yield three scratch hits in the first inning and completely blank them during the remaining frames.

★ ★ ★

The team exhibited unusual strength for the first game both defensively and offensively. Martini pulled down two nice long ones that were headed into left field to turn in a performance that establishes him in the tough spot. Only one error was committed by the Staley boys in the nine inning fracas.

★ ★ ★

The Staley batters had a great day at bat connecting with a total of 19 hits. A. Smith got three hits in as many trips to the plate. Craig cracked out three safeties in four trips to the plate and Long smashed out four hits. The remainder of the hitting was well distributed among the rest of the team.

★ ★ ★

*The Box Score*

	R	H	E
Staley's .....	17	19	1
Monticello .....	1	3	5

★ ★ ★

On June 22nd, the hardball team heads for Peoria to meet the Caterpillar Tractors. On the 25th they play Altamont at Altamont. On July 4th, they pull the iron man stuff by playing Taylorville there and then jumping up to Mt. Pulaski for another game before the shades of dusk set in.

★ ★ ★

The Staley softball team is having a little more difficulty getting under way. Their first game stacked them up against one of the best outfits in Central Illinois, the Caterpillar Tractors. The Caterpillar's captured in easy fashion but they had their anxious moments in the last inning when Martini and A. Smith connected with homers. The game ended 11-7.

SPECIAL PRODUCTS—(Continued)

much moisture has been taken out, the starched articles will stick to the presses or have shiny spots. The salesman must be equipped to determine the trouble and remedy it. He must also help the laundryman in other phases of laundry operations not directly connected with starch.

The same applies when the salesman sells Flour to meat packers. There are many things which will cause some difficulty in the preparation of the sausage. Often times it is the flour or the binder that gets the blame unless the salesman is prepared to demonstrate that the trouble is in some phase of the process rather than in the binder.

Now Introducing New Product For Meat Packer

The use of soy products in Federal inspected plants has been somewhat restricted because of certain Federal rules governing the amount of a binder that can be used in a sausage. Because Soy Flour contains no starch, it does not react to the usual iodine test employed to determine the quantity of cereal present in the sausage. The protein of Soy Flour is exactly the same as meat protein and while our government has stated that Soy Flour is more nutritious and a better binder than those now used in Federal inspected plants, they will not permit its use because they cannot determine how much Soy Flour is present. Their regulations will not permit more than 3% and being unable to determine the amount, they cannot regulate its use. Therefore they prohibit its use except in certain special items such as meat loaves, chili con carne, etc.

Staley's Cereal Flour is a product which has recently been developed by our Laboratories and is now being offered for sale in the meat packing industries where the Soy Flour cannot be used.

It is an all corn product and contains a large amount of starch. Therefore, it reacts to the iodine test and the amount used can be controlled. This permits its use in plants having Federal inspection.

From all indications, Cereal Flour has a bright future because when it is used the resulting mixture of flour, meat, spice, etc., is more fluid; therefore the casings

stuff easier and less breakage is obtained. Casings are an expensive item to the sausage manufacturer and if he can eliminate costly breakage he is interested in using a product that makes this possible.

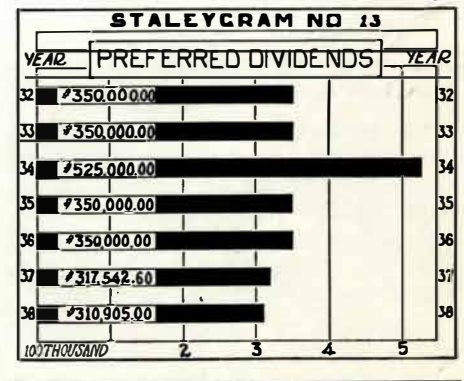
Sales of Other Special Products

Recent research has developed a number of uses for special Soy Flours now being made here. The principal one is the use of Soy Flour in the manufacture of washable wallpaper. It has been found that a better wallpaper can be produced at a lower cost by using a special type of Soy Flour than could be obtained by the old method.

Soy Sauce is another product merchandised by the Special Products Division. It is the only high quality Soy Sauce that is being manufactured in the United States. Formerly, all of the Soy Sauce was imported from the Orient. This created a number of problems for domestic users because of fluctuating values of American and Oriental money, leaky containers, and the uncertainty of the supply, plus the lack of uniformity of the product.

In the Orient the Sauce is manufactured under none too sanitary conditions and is collected from various points so that the purchaser in the United States never knew, from one shipment to the next, what quality would be received.

Through modern chemistry methods which have been developed here at Staley's the manufacture of Soy Sauce in a matter of hours and the Sauce rivals the finest imported from the Orient which requires six years to make.



*The Trading Post*

FOR SALE: Carburetor for 2 cyl. Super Elto outboard motor. Also Six penny peanut and candy vending machines. Will accept reasonable offers. See Earnest Robb, Electrical Department or at 2457 East Garfield.