

STALEY NEWS

Vol. 5—Page 1

June 1, 1942

Stand By! We're On The Air!

For the last two months the Package Division has been doing radio advertising on what is, for us, a big scale. The story of our radio campaign, however, goes back a bit further than that.

We Started a Year and a Half Ago

In September of 1940 we purchased the western rights to the day time serial called "Betty and Bob" and started broadcasting 15 minutes a day over WMAQ (Chicago), WTAM (Cleveland) and WPTF (Raleigh, N. C.). The idea was to test radio broadcasting as an advertising medium for our products in the three areas so that we would be able to make an intelligent decision about its effect on our package sales. We continued with the same show on the same stations until March 30, 1942. By that time we were sure that radio advertising was definitely worth its cost to us and we were ready to expand.

And Then We Expanded

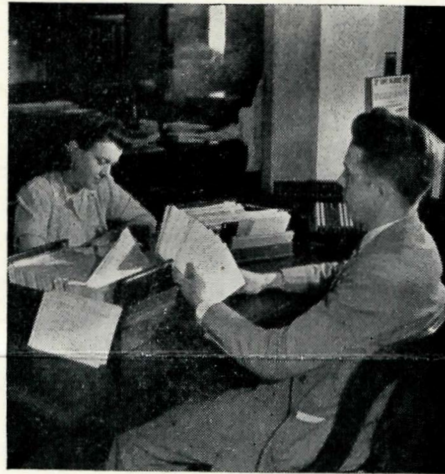
So we did. And with our own show, "Sweet River".

"Sweet River" is the story of Willa McKay, a young school teacher in the typically American town of Sweet River. Other characters in the show are the Rev. Robert Townley, Willa's mother, Clinton Ingersoll, Mr. Lawton and Joe Thompson, the narrator. Joe works at Blodgett's grocery store in Sweet River and besides giving you the inside dope on the story he serves as the local philosopher. You can understand, too, how Joe might sometimes find it necessary to mention Staley's Improved Starch Cubes and those delicious syrups that Staley's know how to make with "SWEETOSE" when Willa or some of the other characters drop in for a box of soap chips or a pound of butter.

Here's the Schedule

Since our new and expanded program (WMAQ 11:00-11:15 a. m., WTAM 9:45-10:00 a. m., WPTF 9:45-10:00 a. m., WREC (Memphis) 11:30-11:45 a. m., WCCO (Minneapolis)

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Is Your Name In This File?

It should be! Your neighbor's is.

Those trays that Lulu Mae Dial and Eugene Rhodes are looking over contain the names of all Staley workers who have pledged a definite portion of their incomes for the regular purchase of WAR BONDS. The trays have been steadily filling up ever since Pearl Harbor and we have only one complaint to make about them. *They are not yet full.*

If they lack your name you can do something about that.

If they contain your name you can help to do something about the fellow mentioned in the sentence above.

What they do contain for sure is the information that the Boiler Room, the Engine Room, Elevator A, the Oil House, the Feed Elevator, No. 16 Building, the Shipping Inspectors, the Electricians, the Boilermakers, the Tanners, the Garage, the Watchmen, the Soy Flour, the Oil Refinery, the Grain Inspectors, the Civil Engineers, the Office Janitors, Elevator C, the Foremen and most of the office departments have subscribed 100% to America's war against the Axis. Every man and woman in those departments has reason to be proud and the proudest day of all will be when everyone's name is in the file.

The Sales Picture

This is the first sales story to appear in the Staley News during 1942. That fact alone is significant. Up to now we have talked only about the need for production and more production because our thinking has been almost solely in that direction.

Our customers and the government have been clamoring for more of everything we know how to manufacture. But in war time conditions change rapidly and abruptly and now we need to cast an eye over the sales situation.

STARCH SALES HAVE slacked off a bit. That does not mean that the slump has attained serious proportions but it does mean that the dry starch end of our plant is not using every last ounce of productive capacity at this time. There are several reasons.

Lack of shipping space has somewhat restricted the demand for starch for Lend-Lease. Food is essential to our allies but *guns* must go first.

A number of merchant vessels loaded to the gunwales with tapioca escaped from Java before that island fell to the Japs and when they arrived on the east coast customers who had contracted for tapioca starch and then lost all hope of getting it and started using corn starch had to take the tapioca they had contracted for and consequently stopped using corn starch until the tapioca was gone.

In the food industry some of our customers who had been packing all of their products in tin were suddenly cut off from all tin supplies and their demand for starch has been reduced or stopped while they were switching to glass or paper or some other type of container. They'll be back.

Although the paper industry is going great guns its demand for starch has slackened a bit. Reason is that the *kind* of paper which is being manufactured does not need so much starch as the coated papers used by the slick magazines and in all kinds of advertising material. Magazines and advertising have been cut down

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We Need Your Help

During the last fiscal year your Fellowship Club spent \$895.42 for relief. This money goes to disabled employees whose sickness benefits have run out, to those waiting for insurance settlements and to those who have had a death in the family and need a little help immediately. \$345.00 of that amount was received by the Club from the Canteen candy machines in the plant and it is estimated that at least three times that much would have been received if some of the machines had not been broken into during the year.

The Club is asking you to watch the machines carefully in the future because it will be harder to repair them with a war on and, war or no war, every cent that is spent on repairs or lost from a broken machine will deprive some Staley employee who needs help from the help the Club is trying to give him. It is a small thing to ask but the results can be large if you'll help. This is really your problem, you know.

Know Your

Staley Safety

C O D E



7. PRACTICAL JOKES AND HORSEPLAY HAVE NO PLACE ON YOUR JOB.

MORE ABOUT RADIO

(Continued from page 1)

olis) 4:00-4:15 p. m., WOW (Omaha) 8:45-9:00 a. m., WHO (Des Moines) 11:30-11:45 a. m., WDAF (Kansas City) 4:30-4:45 p. m. and WLW (Cincinnati) 10:30-10:45 a. m.) has only been on the air two months we are not able to tell you much about the results as yet. There are, however, a few things about it that we do know.

The show is being produced by the same people who have produced "Betty and Bob", "Orphan Annie", "Bachelor's Children", "The Columbia Workshop" and several other successful radio shows.

Every one of the stations we have selected are the leading stations in their areas and their combined coverage enables us to deliver our selling message into *more than ten and one-half million radio homes every week day.*

Our Commercials Are Good

We control our own show and are, therefore, able to develop commercial announcements which are in good taste and which will not be considered obnoxious or irrelevant. (Editor's note: My wife says the commercials are good.)

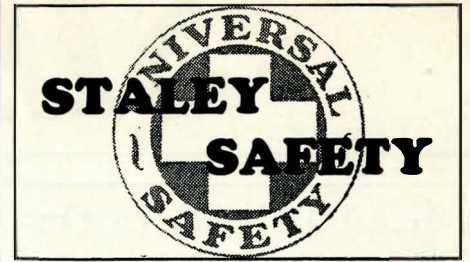
A recent check by C. A. B. (Co-operative Analysis of Broadcasting) gave the show a rating of 2.7 which is considered an excellent rating for so new a show. One of the best and oldest day time serials in the country has a rating of only eight.

\$7,500.00 In Prizes

We are conducting a Jingle Contest and giving away \$7,500.00 in War Bonds to the winners and the response, thus far, is good. The fact that the contest is on, however, is merely a news item to those of us who work for Staley's and our families because the terms of the contest bar us from winning. It might be pointed out, though, that if the contest is a howling success all of us will win too because it will stimulate business.

Try A Helping

So, stand by, we're on the air. Save the dope above on stations and times and check up on our program on your day off. It looks good to us and should sound good to you.



By Mylo Roberts

In the first five months of this year we have had nineteen lost time injuries. Seven of these were due to strains, including three hernia (rupture) cases. In all of last year, we had only eight lost timers due to strains.

Why so many strains? Frankly, I can't give you the complete reason. Three of them happened to Extra Board men. This high proportion indicates that the new men are more liable to strain themselves than are experienced men. However, this certainly isn't the whole answer.

Strains are funny critters. A muscle gets more to do than it can handle, and *bingo*, it hollars. A man might be doing the same job that he has done for weeks and suddenly pull a muscle. Not because he's a weakling. He might be a football player or a wrestler. But, for some reason or other, the particular muscle used on that job couldn't take it that day.

How can we cut down on such injuries?

Well, first, don't try to lift or pull more than you can handle. Get help if you need it.

Second, learn how to lift properly. Use your legs and not your back. Keep that back straight.

Don't try to do something while in an awkward position. If you are new on the job, watch how the other men do it. They have learned from experience the easiest way and, as far as strains are concerned, the easiest way is the safest way.

Ankle sprains and strains due to falling are the easiest to prevent. The simple remedy is—"WATCH YOUR STEP." "DON'T RUN ON STAIRWAYS".

* * *

Lately we have heard that some of our new men are not aware that SAFETY SHOES are available in the plant. If you old timers will tell them where and WHY to get SAFETY SHOES, we'll try to get a sign up so they can find the place.

Published Monthly
By The Personnel Department
For The Employees of

**THE A. E. STALEY
MANUFACTURING COMPANY**
DECATUR, ILLINOIS

W. G. Reynolds, Manager of Personnel
Roy Rollins, Editor

Campaigner Returns to The Wars

Our drive to sell War Bonds has been, as you know, just mooching along the last two months. Counting even the people who said they were buying bonds outside the company, we had a total of 77.5% on March 1st, 84.2% on April 1st and 85% on May 1st. Not so good.

Then Jim Galloway came back from his vacation in April and looked the situation over. It didn't look good to him either because he has always believed that Staley people should subscribe 100% to any good cause and he, like most of us, has never heard of a better cause than War Bonds.

So he went to work. He talked to some people and they talked to some others and the results are that today, on June 1st, 1942, 91.6% of ALL STALEY PEOPLE ARE BUYING WAR BONDS THROUGH THE COMPANY.

We are no longer including in our figures those who are buying outside. Our own figures now look big enough that they don't need to be propped up.

Our country's need for money is increasing every day and we believe that EVERY Staley employec can afford to subscribe AT LEAST ONE DOLLAR A MONTH for the purchase of bonds through the payroll deduction plan. If you'd prefer not to have the deduction made, why not go over to Gene Rhodes' desk and buy at least a portion of your bonds for cash through the company?

What all of us want and what Jim Galloway wants is for the Staley gang to be 100% sold on America's war and war bonds. His efforts, in one month's time, have raised our total subscription from \$10,623.25 a month to \$13,526.25 and you and I owe it to him, to our company, our country and ourselves to see that he doesn't have to stop until we reach 100% subscription and \$37,000.00 a month. KEEP 'EM BUYING.

MORE ABOUT SALES

(Continued from page 1)

and paper is now going into shell cartons and other rough finished types.

SALES OF "SWEETOSE" AND glucose are still demanding every pound we can produce. The only sales job we have to do with these products and with the syrups we make from them is to distribute them as wisely as possible so that they will have the maximum effect in relieving the nation's sugar shortage. To some extent we must operate a priority system of our own for these products.

THE SITUATION IN THE OIL end of thebus iness, as outlined to you last month in Mr. Scheiter's remarks, is still very acute. Price ceilings have been applied and every pound of corn and soybean oil that we can produce is needed. Lend-Lease is taking 40% of the country's lard supply and that is only one of the reasons that the fats and oils situation is critical.

THE FEED MARKET IS heading into the summer lull because pastures are green again. We are not yet warehousing any substantial amount of feed because the animal population, under the urging of the Department of Agriculture, is increasing hut so is our production of feed. There will probably be a pile-up of feed this summer hut it shouldn't be serious.

Bean meal is currently being sold at a small loss because the warehouse problem in the whole country is so acute that it is cheaper to sell meal below cost than to find and pay for storage space.

THE PACKAGE DEPARTMENT is going strong. You already know about the syrup end and it is worth noting that package starches have been moving at a good rate too. The causes are (1) increased consumer demand generally, (2) increased demand from the army to feed our soldiers, (3) the greatly expanded advertising campaign described in another article in this issue.

On the whole, as you can see, sales are excellent. There are some weak spots hut not enough to cause us to slow our production more than a small fraction. We still have plenty of producing to do before this war is won and we will have to do it under increasingly difficult conditions.

Whose War Is This?

Today a nation is well prepared for any emergency *only* when its civilians are undertaking the prescribed training in Civilian Defense in a determined spirit of grim realization that they are in a total war, a war that demands unlimited services from every man, woman and child in order to insure Victory.

The O. C. D. is a definite proof and challenging demonstration to the whole world that we, as a united people of our own free will and volition are enrolling our services behind the lines to preserve our democratic form of government in preference to a dictatorship.

The Civilian Defense Council of Decatur requests the enrolled volunteers and invites all other civilians in Macon County and elsewhere to attend an approved 10 hour General Course, consisting of 5 nights, 2 hours per night, for civilian protection. The course will be held in the auditorium at the High School and begins at 7:00 p. m. on each week day evening except Saturday. It may be completed by attending five consecutive nights (beginning any night) or by attending on the same night of the week each week for five weeks (beginning any night).

Unless you have completed the course or are taking it you should start at once.

To The Sugar-Worried

If you're a little sugar-worried, especially with the canning season coming on, you can stow your troubles now and write to the Editor of the Staley News for the recipes the Laboratory has developed for the use of "SWEETOSE" syrups as a sugar substitute in canning, preserving and jelly making. We'll mail you the recipes and your corner grocer can furnish the syrup. You'll find that you've been missing a bet all along both in taste and economy.



A youth's bed, for sale or will trade for 3/4 or twin size bed. Call 2-8333.

Furnace grates for a 28-inch Ward's Furnace, used only 1 year; also a 75 lb. oak ice box in excellent condition. See John Monaco at 619 S. Maffit.

Mobilization of Materials

When the war came along our export sales, with the exceptions of the amounts sold to Lend-Lease, slowed to the merest of mere trickles and Earl Bailey, Manager of our Export Division, found himself with plenty of troubles but little constructive work to do.

When the war came along our purchases of materials, supplies and equipment became extremely involved due to priorities and the pinch came at a time when the Purchasing Department had all it could do to keep up with changes in the price, character and availability of the many things we must buy to keep our business going.

Man Meets Job

The priorities set-up never did look simple and, as our Defense program broadened and deepened into a War program, the complications multiplied daily. The result of these two conditions, logically enough, was that Earl Bailey became Manager of our Priorities Division and now spends about seven-eighths of his time studying the intricacies of priorities, handling our priority requests and passing on necessary information about new rules and regulations to the people in our organization who will be affected by them. If there are restrictions on motors or wiring the Power Engineer, the Mechanical Superintendent and the Electrician foremen need to know about them. If goggle lenses are going to require a high rating the Safety Director needs to know it. If the paper supply is restricted everyone needs to know it. Earl is willing to swear at this point that handling export sales, even in war time, was simple by comparison.

It is easier to understand the priority set-up if you will think of it in terms of a mobilization of materials in the most effective possible manner for the prosecution of our war. Decisions must be made as to the order of importance of our military and civilian needs and priorities must be set up to enforce those decisions. First things must come first and things which do not have a definite relation to the war effort have no place at all. If you fall into the class of an essential industry but not one directly concerned with the production of war materials (our spot) you will get the materials and equipment necessary to keep your plant operating but you'll have to scratch for them and find them in places where the boys with higher ratings haven't looked first.

A-10 P-100

Because we are in the food industry and classed as essential we have been given an A-10 for materials necessary for repairs and replacements. Therefore it is not necessary for us to apply to Washington for a rating on such items. We merely send our order to whoever we think might be willing or able to fill it and sign a form saying that this is "Material for maintenance, repairs or operating supplies. Rating A-10 under Preference Rating Order P-100 with the terms of which we are familiar". That relieves the supplier of responsibility for violation of priority regulations and puts all the responsibility on us.

M's, L's, E's and S's

The "P" orders are preference orders. They are designed to do the first part of the priorities job; to fill the most important orders first. We are also affected by the "M" (materials) orders which are conservation orders to prevent hoarding, to force the use of substitutes wherever possible and to prevent the use of critical materials in non-essential items. Then too we have the "L" (limitation)

orders which limit the production of everything from safety pins to locomotives. They do not directly limit our production but they do limit the production of some items that we use regularly. There are also "E" (equipment) orders limiting the purchase of machine tools and like equipment but they have little effect on us because our machine tools are used only for plant maintenance. E, L, M and P orders are powerfully enforced by "S" (suspension) orders which simply put offenders out of business.

Save It! America Needs It!

M orders are today restricting the quantity of molasses available for the manufacture of sweet feed, the amount of refiner's syrups we can use in our table syrups and our use of sugar, alcohol and several minor items. They also prescribe methods of conservation and every firm is urged to appoint someone (Andy Neureuther in our case) to watch scrap of all kinds and see to it that it is promptly marketed. It is today unlawful to burn or otherwise destroy any rubber items or to cut or mutilate burlap or cotton bags when opening them.

Sometimes We Get Pushed Around A Bit

Our A-10 is not a guarantee that we will get what we need. A supplier may accept our order in good faith and then, before he can produce the item, receive so many orders with higher ratings that we are pushed clear out of the picture. When that happens he will tell us that no delivery date can be set and suggest that we apply for a higher rating. So we apply to the WPB for a special rating high enough to insure delivery. If the WPB is convinced that our need is great they will grant the higher rating and back we go to Mr. Supplier. Sometimes we find that other folks have had the same idea and we are still at the bottom of the list. So . . . we try again.

Then there is form PD 1-A. It must be used whenever the equipment in question is to be capitalized and when our blanket rating of A-10 is not high enough to obtain delivery of essential repair or operating items. It requires that we give the absolutely complete story of why we need the equipment, why we can't use any substitute and what is the latest possible date that we could accept delivery and still keep our plant running. The WPB checks our story and then decides whether or not we get the equipment.

The WPB Is Doing The Job

And the WPB is getting into shape where it pretty well knows its business. Recently we applied for a rating of A-1-k, which is pretty high, to obtain a piece of equipment which usually is built with a few stainless steel accessories. Our application merely referred to the item and did not give a complete description of materials used in its manufacture because it was not requested. The WPB expert who reviewed the application, however, knew his business well enough to know that stainless steel was used and he specified that bronze or brass should be substituted because, in this particular case, it would not cause a hardship. And he was right.

Sure, we know that there is a great deal of red tape involved in priorities. We know, too, that mistakes have been made. But our overall feeling about the matter is that the boys in Washington are doing a tremendously big and tremendously complicated job and doing it as fast and as well as American business men can. Which is saying a lot.