

STALEY'S PRODUCTS SOLD THROUGHOUT THE WORLD

By E. K. Scheiter

Many of you hear mention of our foreign business only at infrequent intervals, or possibly realize that Staley products are sold in foreign countries only upon seeing a bag of Starch or a barrel of Glucose branded "London", "Hong Kong", "Manila", "Bombay", or some other foreign port, from time to time.

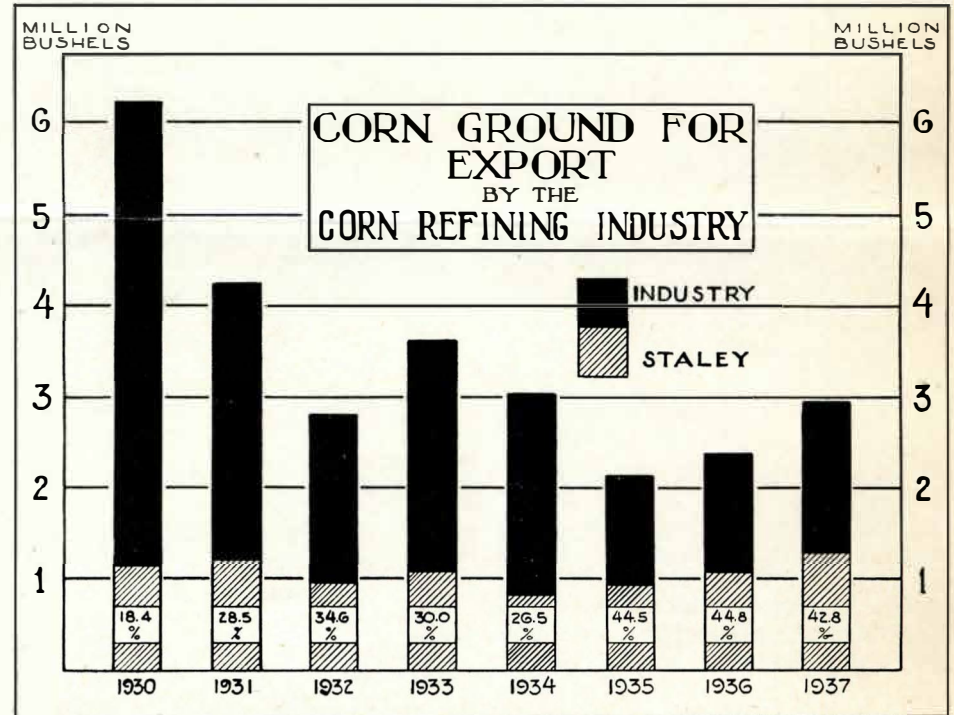
Staley products have been sold abroad for many years. Some years ago Starch and Glucose were shipped in train loads from our plant for export. Corn products are still being exported, although not in the very large volume which was possible several years ago.

Undoubtedly, most of you are familiar with the trend in practically every country of the world towards self-sufficiency. This resulted in the establishment of high tariffs in order to encourage expansion of industries in those countries. As a result, many markets which were formerly good customers for Staley products are closed.

Foreign Competition Severe

In those foreign countries where corn products manufacturing industries were successfully created due to the high rates of duty assessed, it was found that when the production of the plants was expanded to the point where they could produce Starch and Glucose economically, such plants were so large that the home market could not consume all of the production. Those countries were then forced to find foreign markets in which to dispose of their surplus. As a result, the competition for business in foreign countries is much more severe today than ever before. It is this competition, which is actually a dumping of surplus production, that has caused such a drastic decline in the volume of corn ground for export by the Corn Refining Industry.

Of equal importance, as a rea-



son for decline, is our government's plan for controlling crops of grain, including corn, which at times has forced the price of corn to advance to a point where it is out of the question for us to sell in most foreign markets in competition with countries who import their corn from Argentine at prices much below the price created for American corn.

In spite of the above conditions which specifically affect our exports, our products are sold in considerable quantities in a few remaining free markets, namely England, Scotland and Wales, Norway, Sweden, Finland, India and a few others. By "free markets" we do not mean that there is no duty on our products. In these particular territories only a nominal rate of duty applies and so long as we can meet some local competition, as well as competition from manufacturers in Holland and Belgium, we have a chance in sharing in the business.

Staley products are used in foreign countries for practically the same purposes as they are used here at home. In many countries the latest style equipment is employed, but in a few they are working with equipment similar to that discarded in this country by progressive industries years ago.

Brand and Color Important

Brand is a very important consideration in some markets. In fact, even the color of the printing ink used on the package is of primary importance where various colors may possibly offend or even flatter the people of various religious faiths. In all cases the word "Staley's" is prominently displayed along with our brand. It is a definite indication to the trade that it is truly a Staley product, the quality of which they have long since learned is the highest. In many cases, due to the Staley reputation for quality, we are able to obtain a premium in price over

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STALEY ENGINEERS ATTEND LOCAL ENGINEERS' MEETING

Sixteen Staley members of the Central Illinois Chapter of the Illinois Society of Engineers were in attendance at the September 22nd, dinner meeting of their organization at the Orlando Hotel.

Mr. P. B. Harwood of the Cutler Hammer Company gave the principal talk of the evening accompanied by slides illustrating the control of the electric motor.

Sixty-two members were present from this area which includes McLean, Coles, DeWitt, Douglas, Logan, Macon, Moultrie, Piatt and Shelby counties.

Organization of the group took place early in March when local engineers felt the need of an organization to promote the welfare of the community and encourage professional improvement and good fellowship among their own members.

At present, more than one-fourth of the members are Staley employees and two of their number, Mr. E. C. Larson, our Chief Engineer, and H. L. Chastain of the Civil Engineering Department, hold the offices of President and Secretary-Treasurer respectively.



STALEY SAFETY CODE BOOK RECEIVES OUTSTANDING PRAISE

One of the many recent letters congratulating our Safety Director, Roy Rollins, on the *Staley Safety Code* book which was distributed to all employees about the 15th of August, is printed below.

The letter speaks for itself. However, we think it is unusually interesting because it is from the National Safety Council, and because they have given us an inkling of the physical value of these books, aside from their usefulness in accident prevention.

The *News* is anxious to join the host of agencies that have already praised the work of the Safety Committee, the foremen, supervisors, and company executives, who prepared the booklet and we commend it to every employee's most careful consideration and frequent reading.

Mr. Roy L. Rollins,
Director of Safety
A. E. Staley Manufacturing Co.
Decatur Illinois

Dear Mr. Rollins:

I am very grateful to you for the copies of the new safety rule book. I want you to know that it is one of the best company rule books that I have had the pleasure to review, for a long, long time.

The miniature poster pictures certainly show up well, and add a great deal to the attractiveness as well as to the clarity of the rules.

As I looked over these many pictures I couldn't help but think what it would have cost you to create and design the originals. We have a very conservative estimate, but it costs us \$100 a poster for the engineering background, creating and designing each poster. You have about twenty pictures which represent an investment of about \$2,000. You might want to mention that fact should at any time one of your associates questions your membership investment in the National Safety Council.

With best regards, I am

Sincerely yours,

W. H. Cameron
Managing Director, National
Safety Council.

IS

SAFETY YOUR BUSINESS?

Roy Rollins, Director of Safety

TO THE FIVE WHO WILL LOSE
TIME FROM INJURIES
IN OCTOBER:

Although I don't know your names, I want to tell you how sorry I am that you will lose three weeks work because of accidents. Two of you will be in the hospital. The rest will lie around home with plenty of time to read, that is, if your eyes weren't injured. There's a chance they will be, however. Forty percent of our injuries are eye cases.

You won't enjoy yourself while you're off. You'll look at your wife and children and wonder why you were such a fool as to take a chance. You will figure how much pay you are losing, how many bills it would have paid and how many clothes it would have bought for the children now that cold weather is coming. You won't enjoy yourself because every time you think of something you'd like to do it will lead right back to, "If I just hadn't—". You'll wish you had stayed home that day but that won't help. You'll wish you had waited five minutes before you started work—but that won't help.

I know you'll be hurt this month because our records show an average of five men each losing twenty-one days every month and I doubt that you can stop it this month. I know you'll hate it. You know I'll hate it. There's just one gleam of consolation I can offer. You'll learn about Safety. Our records show that few men have two lost time accidents. They learn, the hard way, that it hurts to get hurt — they remember. I'm sorry you weren't listening when we told you how to work Safely. I'm sorry you weren't looking when we handed out The STALEY SAFETY CODE. But you weren't and now it's too late to prevent your accident. Maybe you'll help us convince the rest of the fellows. Maybe together we can show them what you failed to see. That it hurts to get hurt. That Safety is the only way out.

Yours,

Roy

Published Twice Each Month
 By The Personnel Department
 For The Employees Of
**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.

WE QUEER PEOPLE

Human beings are funny animals. The most common things about us are the most amazing when viewed edgewise. Ever look at just a person's eyes when his picture is upside down? Try it and see how mad he looks. Angel to Devil in a turn of the wrist. Ever notice how quickly the most polished gentleman, or gentlewoman, can lose the drawing room manner in a crowd around a bargain counter?

Odd too, how easy it is to see the Jekyll-Hyde in the other fellow without realizing others see double when they see us. How easy we change without expecting it. One day we wish some brave soul would tell the "boss" how much good he could do with a "Fine", or a "That's the stuff" when the words are in order, yet, next the tables may be turned and how few follow the rule. Life is funny that way.

A change that comes over all of us, yet remains the least suspected of all, is our periodic fluctuation between happiness and gloom. There are times when we are happy and nothing seems to affect our cheerful state of mind. Not even a downright brilliant bawling out by the boss. If you watch for them, they are periods of dejection when nothing can arouse a spark of optimism.

Just "Dumps"

People could be a lot happier if they understood these moods. Particularly the "dumps" when, in extreme cases, thoughts of personal failure, loss of job, or even self destruction may flood the mind. These things come and they go. Observers have even noticed a rhythm. Their observations have shown that nothing causes them, or relieves them, except the state of mind of the individual himself. That most often, a person's reflections, and even dreams, center

about personal failure, or loss of a job. Two things which are highly important to an individual.

"T'aint So"

Thank goodness the torment doesn't last long and most people escape the more severe symptoms. Like the common cold, there is no remedy but the symptoms can be relieved. To begin with, one can get out into the open air. It corrects things that walls and closed spaces seem to cause. Then we can (if the answers are right) ask ourselves if we have upset any company rules, if our deeds have been costing the company more than our services are worth, if we are doing our share?

We can say, "Taint so", and it won't be. I will be more co-operative, I will require less supervision, I will find a better way to do the things I have been doing and I will do more. As a final measure, we can be more cheerful in the spots where cheer is the hardest.

There is a satisfaction that glows in doing these things. The glow helps break the "dumps". Symptoms become less severe and our work, which usually is the thing to suffer during the period, will not reach its customary low.

STALEY PRODUCTS, (Cont'd)
 competing articles.

Obviously, in order to share in the foreign business at all we must quote low prices. Prices so low that in some cases they not only do not return any profit to our company, but will not even carry a share of the overhead, such as depreciation on plant buildings and equipment, insurance, etc. However, the management, solely to provide as many hours of work for its employees as possible, has authorized us to continue selling abroad as long as we can obtain business without incurring out-of-pocket loss. In other words, we will take export business so long as we can recover the cost of corn, the cost of the container and the actual direct additional expense, such as labor, coal, etc., incurred in manufacturing the product.

This, of course, means that many times we are apparently doing a large volume of business if a large part of it is for export, we are actually only trading dollars and the only one who benefits from such business is the Staley employee who gets extra hours of employment due to this extra volume. The increased volume would be impos-

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600,000 pounds of bone black a year are used to filter our syrup. Collected from the Argentine, and the U. S. A., bones left behind by thousands of animals are reduced to a char to make better syrup for the people who remain.
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62,000 pounds of borax a month is needed by Staley's to add to starch to manufacture adhesives for gummed labels, envelopes, stamps, etc.
 * * *

Success formula: Stand up to be seen, speak up to be heard, and shut up to be appreciated.
 * * *

50 million bushels of soybeans are expected to be harvested this year, yet the amount is only a little over one-half that industry can use.
 * * *

State and Federal laws have been provided to aid crippled children because out of every 100 needing care, 24 came into the world that way, 11 had accidents, 10 did not get the right kind of food or enough sunlight and 55 were crippled as a result of disease.
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Don't do like the other fellow. Do like you think he should.



By Bill Brumaster

Results of the Staley Hardball team's Chicago game flashed into Decatur Friday, September 16. Staley's 1, Chicago 5. With the return of the boys a few hours later, Staley fans learned how their boys were defeated, but not outclassed by the best that Chicago's 348 leagues could provide.

Only one game had separated them from national ranking and on their return to Decatur they learned that even this need not have been. A letter awaited them, telling them (too late) that in consequence of the Chicago team's failure to play them immediately after the conclusion of their schedule, it was the decision of the National Committee that Chicago had forfeited their standing and Staleys were to appear at Battle Creek.

It was a bitter pill to swallow but the sportsmanship that has characterized Staley teams wherever they have played, and made them respected and admired the country over, was evidenced in the boys' decision not to take advantage of the contents of the letter after having lost in what they considered fair fashion.

* * *

Three weeks now since bowling widows of Staley lovers of Rip Van Winkle's past time have been hearing about team averages, percentages, and the relative merits of side swiping the number nine ball, as against swiping the family dishes on both sides.

Here is evidence. Take Wib Falk. Wib started play two years ago. Right now he has the high average. Then there is Frank Despres. Frank is always glad to see the season come. Not, as he insists, because he is a bowler, but because it means the end of the Hay Fever season. Well, Frank has rolled high game with 201 pins. The pipefitters have rolled high team game with 782 pins and hold the high series with 2,257 pins. Incidentally, they took second place in league play last year.

BUSINESS SWINGING UPWARD

Four months ago, when the skids were still under the recession van, business leaders and economists were scanning the horizon for signs of a break in the stormy weather that threatened our economic bark. The fall improvement that was predicted for business then seems to have arrived. Whether or not the ground that has been gained recently will be held and the long delay in the upswing of the business cycle is at hand is hard to say. These promising notes, however, have been sounded:

Employment, as reported to State Departments of Labor by manufacturing industries, show gains since June, however, the figure is still below the mid-summer mark for 1937. Payrolls, likewise have shown gains but have failed to breast the 1937 mark for the same period.

Steel has benefited by a 21% increase during the same period and *machinery* exports for 1938 have increased more than 1/2 above the first six months of 1937.

Machine Tools for the automotive industry are experiencing the same advance and employment in that industry is greater than is seasonally the rule.

Machinery Exports have gained 16 percent over last year.

Farmers are expected to enjoy better incomes from this year's crops which will be considerably larger than last year. Prices they receive will be lower but incomes should reach the 1936 total with the purchasing power of the dollar greater than it was that year.

Building Trades have been benefited with the best volume in the last seven years.

Department Store sales declines appear not to have reached the bottom but their speed has narrowed. The same is true of car loadings.

Significant in these factors is the point that the increases have been scored during a season when dullness would ordinarily be expected. Credit too, and the flow of money seems to be more free. The U. S. Treasury reports a gain of 8 million dollars in the sale of savings bonds and private corporations have attracted 81 millions of new capital. Finally, a year ago our import balance exceeded our export balance. At this time the condition has been reversed.

STALEY PRODUCTS (Concluded)

sible to obtain if the management insisted upon receiving a price high enough to cover full production costs.

It is naturally our hope that eventually changes will come about which will permit us to export our products at reasonable prices. If we can continue to keep the Staley name alive in various markets this will assure our being able to quickly re-establish ourselves when and if these changes actually come about.

In order to facilitate our sales we have established two foreign companies—one the A. E. Staley Manufacturing Company (London) Limited, which is responsible for the sale of all Staley products in England, Scotland and Wales, and the other, Staley's South Africa (Proprietary) Limited of Cape Town, South Africa, which handles the sale of all Staley products in the Union of South Africa.

You will note by the chart on page 1 that there has been a very substantial decline since 1930 in the total exports of products from corn. Prior to 1930 the exports were even larger, at times running up to 15,000,000 bushels. It will be noted, however, that the Staley company has done a substantially increased percentage of the total available business. Every effort has been made to insure maximum working hours for Staley employees.

CALLING ALL BASKETBALL PLAYERS . . . STALEY TEAM WORKOUTS BEGIN IN ST. JAMES GYM . . . OCTOBER 15. YOUR TALENT IS NEEDED. LECK RUTHRAUFF



FOR SALE:

100 ft. white woven picket fence, 6 foot steel posts, 2 2x4 posts 6 feet long and 2 gates. Cost \$27.00. Will sell for \$12.00. Also 1 garden plow and three attachments, almost new, \$1.50. 1 baby play pen, like new, natural finish, with floor. \$2.00, cost \$5.69. Phone 204.

Four burner Quick Meal Kerosene Range. Reasonable. 1902 N. 31st.