

# STALEY NEWS

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## What Happens to Us After A German Armistice?

What will happen to Staley's when Germany surrenders? Will the end of the war in Europe cause a material reduction in grind? Will it cause us any extended shut-down? I will attempt an analysis and a prediction, although I am fully aware that predictions made under conditions as uncertain as these may prove to be bad guesses.

In my opinion, an armistice will not cause any unemployment or material reduction in our production.

I will discuss our corn operations first. Our rate of corn grind is determined by the demand for our two principal products, starches and corn syrups.

The principal consumers of starch are industries such as paper and textile mills. Because of a shortage of wood pulp the paper mills are not operating at capacity and are unable to supply the demand. A German armistice would cause a reduction in war orders to the paper mills, but I believe the civilian demand is sufficiently great to keep the paper mills operating at at least their present rate. Hence, there should be no reduction in the demand for starch from that source.

The textile mills are also operating at part capacity, largely because of the labor shortage. The end of the German war will cause cancellations of many war orders that the textile mills now have, but this should be offset by a demand for civilian goods which

would maintain total production at something approaching present levels.

There are many other users of starch, and these would be affected in varying degrees by the armistice. Some will need less starch, while others will continue operating at present levels. I expect the total demand for starch to recede somewhat, but not enough to have a serious effect on our rate of grind for at least a year following the armistice.

The armistice should have no effect on the demand for corn syrups. We should be able to sell all the syrup we can make, and this should continue for a year, anyway, after the armistice. Authorities in the sugar industry believe that there will be a world-wide shortage of sugar until such time as the occupied countries in Europe have an opportunity to harvest their first crop of sugar beets. Until then Europe will call on the West Indies for sugar, which will mean that our country will not be able to have all the sugar it could consume. So long as the shortage of sugar continues, the demand for corn syrup will keep our refinery operating to capacity.

Thus, the demand for corn starch may slacken somewhat, but we can make less starch and more corn syrup and keep our corn grind up to near capacity levels.

A German armistice should not have a pronounced effect on our

soybean operations. Our soybean grind depends on the quantity of beans that we can secure rather than on the demand for soybean meal and oil. Hence, our soybean operations for the next year will depend on the size of the 1944 crop of beans rather than on the time of a German surrender.

In summary, if we can get enough corn and soybeans, our operations will continue at or near capacity for at least a year.

It would be foolhardy to make predictions extending beyond a year from now. A great deal will depend on how soon the war with Japan ends, and after that on what sort of peace we make, on the volume of international trade, on the size of our national income, and on the level of employment in other industries.

To meet the problems that will face us a year or so from now, our company has done a considerable amount of postwar planning. We are working to preserve new markets that were opened to us by the war and we are working to develop new products so that we can maintain our sales, our production, and our employment. How successful we may be in keeping employment at high levels will depend on factors beyond our control, but we believe that on any level of national income our production and our employment will be greater than it would have been at the same level in prewar years.

A. E. Staley, Jr.

## Harvest Time . . . Grain Time . . . Our Prospects on Corn

To you, September may mean hamburger fries and weiner roasts, but to the Company it means a harvest moon and a new corn and soybean crop. We don't want to be Old Mother Hubbard, caught with a bare cupboard, so the Grain Department is busy scouting for corn and soybeans.

We have a rather peculiar situation, due to government regulations and weather conditions. You see, the government said that the wet-milling (that's us) and the few dry-milling industries making government material must have corn. So the government set aside enough corn in 125 counties in the Central states for the two industries.

### Government and Weather

But the amount of corn is prorated to the various plants on their capacity to grind and the supply they have on hand. We had a fair supply in our elevators, so for one month we were kept out of the market on old corn. By the time we were allowed to come back into the market

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## Cold Words To The Wise

By Mrs. A. L. May, R.N.

Those days are here again! When balmy mornings end up in cold, raw nights and breezes blow—and noses run. Now's the time for you to start figuring on missing that first-of-the-season, middle-of-the-season, or end-of-the-season cold (whichever is your specialty) and to do something about it.

### What About Shots?

For instance, if you take to cold shots we're giving 'em in First Aid again. We'll "shoot" you any day in the week (except Sunday) but only at 9 a. m., 10 a. m., and 2:30 p. m. on the dot. Your first series should be four shots four days apart, and after that one a month to keep it active.

As for results—well, we've some "regulars" who've taken them for years and swear by 'em. Others have tried with none too much success. You'll have to test to find what your reaction will be, though there's nothing in the serum which is harmful to anyone. If, however, we know from our examination records of some condition which makes their use doubtful, we'll ask for an OK from the physician who has been treating you.



6. USE YOUR RESPIRATOR ALL OF THE TIME YOU ARE EXPOSED IF YOU ARE ON A JOB WHICH REQUIRES THE USE OF A RESPIRATOR.

—Keep your respirator clean and it will furnish you with clean air to breath.

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For The Employees of

## THE A. E. STALEY MANUFACTURING COMPANY

DECATUR, ILLINOIS

### Anyway, Beware

But whether you take the shots or not, you can certainly try to keep your system in shape to bounce off the "bug". That Common American Cold is a forerunner of acute and serious respiratory illnesses, such as influenza and pneumonia; and it's the cause of more winter absenteeism than anything else, to boot.

So don't overload your digestive system with heavy foods, but hit your quota of fruit and vegetables. And get your sleep—plenty of it. If you're given to chronic colds that just stay with you all season, or follow one another and you like trained fleas, see your doctor. He'll be able to find out just what it is that makes you a "natural" for 'em.

### But If You Do

But if, in spite of all your care, you get a cold check this:

**Rest:** And by that we mean far more than your usual amount. If you've a temperature, rapid pulse and are chilling or perspiring, get to bed.

**Drink Fluids:** In fact, just float yourself. And really wash down the hot drinks.

**No physics, please:** For they only take fluids from the body, leave you weak, and your system not strong enough to overcome germs.

**Don't give it away:** Colds are definitely spread from one person to another. You're dangerous to others when you're catching one, so don't wait till you've spread it around to stay home. Don't breathe, sneeze, or cough in our faces. Sleep alone. Sterilize the dishes and silver you use. Watch your use of phones, and keep your wet handkerchiefs to yourself!

If you'll take to heart all these warnings, and check your condition with First Aid when you feel the first cold twinge, mebbe we can beat that gremlin at Staley's this year.

## FIRE PREVENTION WEEK

OCTOBER 8 TO 14,  
1944

## AGAIN GRAIN

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the corn was all gone. So, we must depend upon the new crop to operate our mill after our present stocks of old corn are exhausted. A couple of thoughts here. We have enough old corn to last us until November 5 and due to government regulations, we are permitted to operate at only 80% of our actual capacity.

Weather, always an unknown factor, has played its part too. This year probably will see the second largest corn crop in the country's history. But here's the joker: in a part of the area in which we ordinarily buy corn, the crop is below normal due to weather conditions. And in this area where there is a less than normal crop we have our greatest competition in buying corn.

### We Must Go Farther For Corn

While we have a minus amount of corn around here, there is a large crop in the southeastern states and the corn area west of the Mississippi river has a very large surplus. Since there is a poor crop around Decatur, that means that we have to go out of our own territory to buy corn. Which means also, that we have higher freight costs.

One thing that may help us a little is the livestock situation. Livestock population is down 13% to 14%. That means that not nearly so much of the grain will be used for feed, and more will be available for the other users of corn.

### Situation No Worse— We Hope

The outlook now is that the new crop will be rolling in soon. The getting of the grain into the elevators will be something of a job as we are short of grain shovellers. The problem is pretty well licked, tho, as a number of our men have volunteered to work extra hours during the rush season when we are filling our elevators.

The soybean crop has been estimated at much below the 1943 yield. But we are not anticipating any great trouble in getting the amount that we will need. Chances are that our cupboards will be pretty well filled at the end of the harvest season. We believe that we are not going to be any worse off than last year, and maybe a bit better.

### TRADING POST—

Honest, it's true that W. M. Royer of Engineering Department would like to swap an electric motor for a ½ or ¾ H.P. gasoline engine or swap a car for a motor scooter.



# Comet Starching Powder . . . Newest Brain Child

By Kathryn Wagenseller

Unlike Topsy, the Staley Company didn't "just grow". Careful planning, grafting of a new line here, trimming of unnecessary growth or expansion in other places, has produced a strong and healthy plant. All of which brings us to the newest strain, *starching powder*, being grafted to our main plant.

It all came about like this. (The story comes from Mr. Apperson, head of the Package Sales). The Sales Department wanted a Powdered Starch. Some of our competitors were making progress with it and we believed that we could produce one better than any on the market.

So the question was taken up with Management. Convinced that such a starch would be worth while, the Sales Department was told to go ahead and see what could be developed. And that was the beginning of a year or more of preparation to develop a new product for the market.

## First Research

The Laboratory was told what sort of a starch was wanted, and research was started. A number of types were developed. Tests were made in the Lab; men were given samples to take home to have their wives try in the home laundry. Some liked one feature of the new product, others didn't like certain factors. Finally the best features were emphasized, the poorest eliminated, and the Lab could tell the Sales Department that they believed they'd developed the best possible product.

## Then Survey

Fine. A new product had been developed. But still—how were housewives over the country going to like this new product? Would they buy it in preference to other brands on the market? What sort of a package should be used? What was to be the name of this new starching powder?

To get the answer to the first two questions the Homemakers Guild of America was employed to conduct a survey. The starching powder was packed in one pound cartons. No identifying information was given to show what company made the product — just Homemakers Guild of America, and directions for use were on the package. These sample test

packages were placed in 2,200 homes in the 48 states.

## And Results

The results of this survey were unusual for a new product. Forty-five percent of the women stated that they liked it as well as any starching method they had ever used; forty-five percent stated that they liked it better than any they had ever used, and ten percent stated they did not like it as well. But—*seventy-six* percent of the women questioned stated that they would buy this new starching powder in preference to other brands.

## Eye Appeal

Hmm, a satisfactory new product. Now, what sort of a package? What part in selling the product would the package play?

For one thing the package must

have "eye appeal". It must be the type that would stand out in startling contrast to the packages used by other brands. It must be one that would be remembered, so if parents sent children to the store for starching powder they could easily spot it.

Commercial artists were given the job of designing the package. A hundred or more types were considered. The final decision was for a light blue package, with a big red comet on the front side, from which the starching powder gets its name. An easy name to remember and a package that will stand out among its shelf neighbors. However, before the name selected and package design used could be definitely approved, a complete check had to be made with the United States' Patent Office to be sure there was no stepping on the toes of other companies. (Continued on page 4)





## COMET POWDER

(Continued from page 3)

### Still More Work

So far—Management had been sold on the idea of developing a starching powder; the Lab had produced what seemed to be an outstanding product; the testing by the Homemakers Guild of America had been successful; a name and type of package had been selected. Still—there is a long way to go.

This month the new product will go on sale in six different parts of the country. Regular monthly checks will be made with the jobbers and retail dealers to see how fast the powder is moving off the shelves. Newspaper and radio advertising will be used in all the areas where the product is being tested in the actual market. Six months or a year from now enough information will be available to determine whether or not to put the starching powder on sale in markets all over the country.

And that isn't the end of the story either. If Management decides to produce the starching powder in great quantities it will mean new equipment, particularly for packaging. One thing that we would like to mention at this point, *the new starching powder will not effect cube or gloss starch production.*

### Product—In Person

And now wouldn't you like to know a little about the product itself?

First place, have you noticed that we have said starching powder—*not* powdered starch? That's important. It's a powdered, thin cooking starch which dissolves instantly, so no cooking or boiling is necessary. Because it is a thin solution with no lumps or scum, it is not necessary to strain the starching liquid. The fact that it is a thin starching liquid makes it penetrate the fabric better.

### Chance Game

In the production, development and marketing of every new product, there's always the possibility that, somewhere along the line, it may not succeed. So far, we've hit the ball in the lab and the test markets. Our real question now comes with its acceptance in the actual market.

And, of course, all these steps in the development of a new product cost. Some element of chance, though, must always be accepted. If marketing fails, it must be written off as a loss; if it succeeds, we've taken another step forward in the growth and development of the company.

## Sorrier Than Safe . . . and We Lost in Wages

It's an awful fact but, from July 1943 to July 1944, Staley employees lost nearly *twenty thousand dollars* in wages because of lost-time accidents. If you're like us that's a cold item that brings you up short, hitting both pocketbook and home. That figure, of course, doesn't allow for payments of compensation which, per man, eased the money loss if not the pain. It totals only the actual amount which would have been earned if those injured had been able to work. And it's a dollars-and-cents showing that scares.

Last month we got to checking into the number of times we'd all report-

## HEY!!

### You Boys and Girls Who've Joined the Fellowship Club in Recent Months . . .

Don't stew,  
Don't fret,  
Smooth those wrinkled brows!

Just because you've no insurance policy in hand isn't reason to get gray hair and a worried expression.

There has been almost a constant stream of you pouring into the Personnel Office lately, asking questions like this: "Look here! I joined the Fellowship Club last April and I have never gotten my insurance policy. How come?"

And invariably our reply runs as follows; When the Fellowship Club constitution and by-laws were amended on March 1, it was necessary to rewrite the master insurance contract and revise the individual certificates to conform with these changes. Thus far, we do not have our new supply of individual policies. But so long as deductions are being made from your check each month, and so long as your little insurance card (which you signed when you joined up) is in the Personnel Department files, there's nothing for you to worry about. You're covered and we can prove it!

As soon as the new policies arrive, they will be issued. Certainly, after this length of time you have every right to be concerned and we don't blame you for inquiring! We'd do the same! We're trying to help matters along by heckling the Equitable Company frequently, so surely they'll rush as much as possible to stop that.

In the meantime, calm your fears, dry your tears, and we'll all pray that it will be SOON!

ed to First Aid for treatment this last year, the types of injuries percentage-wise and all that. You know how reports go. Those figures seemed interesting enough, proving that there were 5,498 calls at First Aid (which seems like a lot but is good in that it shows we're obeying so well Safety Rule No. 2 in reporting) and only 82 of them were lost-time. But we started wondering right there; and thinking you might be interested in the kinds and frequency and costs (to you) we thought we'd throw a few of the figures at you for what they're worth.

### Never Minor

For instance, while 43.3% of all First Aid calls were for treatment of finger injuries, only 12% of 'em were lost-time . . . *but* the loss in wages was \$1445. Which means that we're not doing too badly in rushing for attention right now for our scratches and cuts and manage somewhat to keep our fingers where they should be, out of machinery; but also that when serious accidents to fingers occur they cost us in time and money. Now eye injuries brought 17.1% of the calls, 3.6% of them being lost-time with a \$572 wage-loss.

### But Major

Injuries to the head were just 4.4% of the total reported, but *they* occasioned 13.3% of the lost-time ones at a cost of \$1472 in wages. That is, they don't happen often but when they do they're serious. Again, 6% of all injuries listed happened to legs, but here too they accounted for 14.5% of lost-timers and the wage-cost was (whew!) \$4915!

There was a loss in wages for trunk injuries amounting to \$7717 (that's money!), accounting for 33.7% of the lost time, although for only 4.5% of all injuries reported. Whereas just 3% of all injuries were for feet, they took 12% of the lost time and cost \$2178 in wages. And wage-costs for arm injuries were \$432, representing 6% of all accidents and 4.8% of the lost-timers.

### Wages Lost: \$19,730

We found, too, that 13.5% of all our accidents were to the hands (omitting fingers, of course) but only 1.2% were lost-time, with a cost of just \$38. While just 1% of 'em were to the toes, they took 4.8% of the time lost, and cost around \$961. The grand total then could be counted as \$19,730.00 lost in wages which is a neat and large sum.

It's a telling story.