

LOCAL CHAPTER NATIONAL ASSN. COST ACCOUNTANTS ELECTS OFFICERS

Ackerman, First President
Ryan, Director

Local Chapter No. 54 of the National Association of Cost Accountants met in and around the Staley Club House, August 11th, to select regular officers for their organization during the next year. A group of tentative officers had previously been provided for organization purposes. Of the temporary officers, all but two were returned to office by the delegates from Springfield, Bloomington and other central Illinois cities from which is drawn the membership of the local organization.

A full afternoon and evening of entertainment were provided by local members in which golf and sport movies were followed by a buffet luncheon and smoker in the evening. During the morning a special visit was paid the Staley company by members of the Anheuser-Busch Corp., of St. Louis to inspect our office and plant. A larger group of visitors made the same visit and trip during the afternoon.

Officers selected for the September 1, 1938 to August 31, 1939 period are as follows:

Mark Ackerman, Jr., Pres., A. E. Staley Mfg. Co.

G. W. Wood, Vice-Pres., Williams Oil O Matic, Bloomington.

R. Singleton, Treas., Home Mfg. Co., Decatur.

Ida W. Zoch, Secy., Decatur Herald and Review.

Directors:

R. P. Ryan, A. E. Staley Mfg. Co.

C. I. Hagberg, C. and I. M. R.R., Springfield.

W. H. Owens, Peoples Savings and Loan, Decatur.

R. E. Andes, Meadows Corp., Bloomington.

J. R. Holmes, Hayes Freight, Mattoon.

W. J. Pratt, Springfield Boiler, Springfield.

C. I. Schlatter, University of Illinois, Urbana.

Waffle Syrup Added To Staley Syrup Line

STALEY RESEARCH AGAIN STEPS AHEAD
SALESMEN CAPTURING NEW ORDERS

Samples of Staley's new maple flavored *Waffle Syrup* and sales literature have been mailed to salesmen during the past few days. The development of our new syrup has been so quiet that only a few have known that we now have a syrup sweeter and thinner than any other corn syrup on the market. With this new *Waffle Syrup*, backed by the same high standard of quality that marks other Staley products, our salesmen have the means of tapping a new sales field.

Our new *Waffle Syrup* is the fifth syrup in the Staley line. Our four old stand-bys covered the usual corn syrup range. Our new syrup steps out of that range into a new field with a product which is competitive to more expensive maple and cane sugar syrups.

Not Just Another Syrup

"It is not just another syrup", the Sales Department said, when they handed the "News" a sample. "Take it, taste it, then tell our people what you think of it."

Well—we haven't had waffles yet, but we had ice cream and syrup. Waffle syrup. It clicked. Like the usual person who lives in a city and may not care for a heavy syrup, or one that is watery thin, or not sweet enough and may be hard to convince that his taste can be satisfied, we were just a bit critical. BUT—the enthusiasm of Scheiter, Ives, Kekeisen, Holloway and the rest of the boys in the Sales Department hasn't entirely run away with them. The *Waffle Syrup* justifies every bit of it. You have to taste it to know that you can't spread it on too thick. It is different and Bill Heer, our Master Blender, obtained just the right flavor and taste.

Added Volume Expected

In every respect, our new *Waffle*

Syrup matches the higher priced cane and maple syrups. This will mean added volume because it gives us a product for the customer who has had to pay a higher price to get the more expensive syrups. It will also give us a product for customers who could not afford these expensive syrups but liked them. It gives us a syrup to sell in territories which never before considered corn syrups, preferring their native maple or sugar. It will give us added volume because it will not replace our present corn syrup sales. Those who love the flavor of corn syrup, those who have it on the table every day, use it on their bread, on potatoes or pie, still will be able to get the Staley syrup they want. But the city family that likes and wants a thinner, sweeter syrup will be our new customer. Their tastes have been painstakingly analyzed in producing this new syrup. Now we have a fancy table syrup for them at the price of corn syrup.

New Label Too

The new label, which was designed for the can by America's foremost designer of labels, is as up to date as to-morrow's newspaper. In its modern six color label with black background, our *Waffle Syrup* is the first and only food product in America to use black as the distinguishing color. The label, itself, carries taste appeal with a picture of a hot, rich brown waffle melting a generous slice of butter with a pitcher of syrup just ready to smother it.

Reflects Growth

The presentation of this new syrup reflects the prestige of our company because the syrup is the finest we know how to make and because it indicates that in presenting this new product we are alert to public taste. It means that Staley's is growing.

FALL LAWN CARE

By Karl F. G. Simroth, Gardener

Ed. Note: Few know that our Gardener Karl Simroth, plies a trade which he learned as an unpaid but hard worked apprentice in the old country. Actually, he is one of the few Americans who can speak with authority on the care of lawns as a tradesman whose knowledge has professional status. The miracles that he has obtained, almost over night, testify to his skill by their repetition and permanence. Karl, who loves lawns, has consented to help others to a Staley Lawn of their own with the following suggestions:

THE BEST RESULTS OF LAWN CARE ARE OBTAINED BY FALL ATTENTION

ALL OLD LAWNS:

Should be treated, between September 1-15, with 4 pounds of fertilizer to the 100 square feet. Three pounds of Staley Soybean Oil Meal to one of bone meal is the best and most economical mix. Soak the lawn well after distributing. Three or four days later, rake and spread 5 pounds of grass seed to the 1,000 square feet. Rake it in and roll lightly.

ON NEW LAWNS:

Apply fertilizer in the same proportion and quantity as for old lawns. Preferably, not later than September 15. Soak the lawn with water. Rake it three or four days later and apply 10 pounds of seed per 1,000 square feet. Finish with another raking and light rolling.

ON ACID SOIL:

Where the lawn is known to be acid, it needs slacked lime. Often moss is present to indicate this condition. Spread the lime after fertilizing using a bag for each 100-1,000 square feet of area.

WATER GRASS:

Which spoils so many lawns can be curbed by cutting the grass often enough that it does not seed.

Full textured lawns will be assured if you sow seed every fall. The grass will develop a deep root that will survive summer heat and it will help choke out the weeds if you help nature by cutting the lawn often enough to prevent reseeding.

17 DRIFT IN

Last month 17 more Staley people signed up for the Decatur Hospital Service. The previous month 10 received membership. At present 247 Staley members are

under the provisions of this service and the doors are still open at the Credit Union Desk.

At the close of July, hospital bills totaling \$1,281.59 had been met for Staley members. This total means that Staley members of the Hospital Corporation have received, in benefits, 84½% of the total dues they have paid in since February 15, 1938.



FOR SALE:

Electric home humidifier, \$15.00 installed. 2325 East Eldorado.

FOR RENT:

Furnished apartment, bedroom, living room, kitchenette and dinette. Large closet and pantry. Newly decorated. Hot water and heat furnished. Air conditioning and A-1 heating plant now being installed. Call 2-7725 or apply Apt. 4, 2325 East Eldorado after 4 p. m.

FOR SALE OR TRADE,

For Beagle. Four year old registered female Springer Spaniel. Hunted two seasons. Mark Ackerman, Jr., 259.

IS

SAFETY

YOUR BUSINESS?

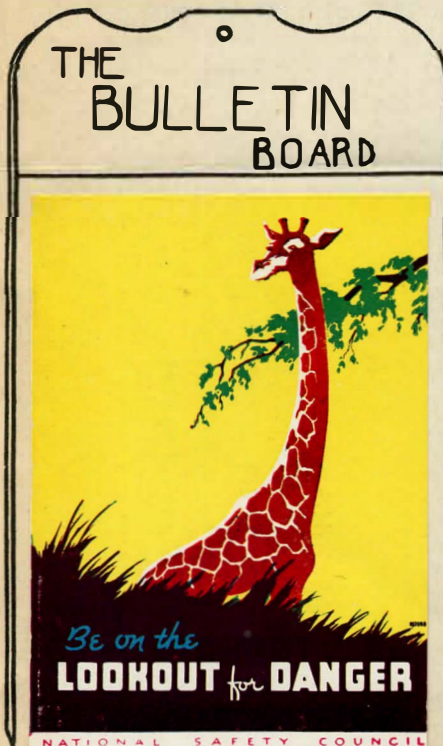
Roy Rollins, Director of Safety

The biggest Safety news this month is The STALEY SAFETY Code which has just been issued to all employees. This booklet, our first complete set of Safety rules, is the end result of a great deal of hard work and you will probably be interested in knowing how it was put together.

At a meeting of the old Health and Safety Committee last January, the matter of Safety rules was discussed and a sub-committee, composed of Edgar Ecklund, Lisle Brown and Roy Rollins was appointed to start the job. They wrote the National Safety Council for copies of all the rule books on file there and, after studying them, prepared a first draft of suggested rules which was presented to the whole committee at the March meeting.

Revisions were made by the committee and the rules were then sent to every executive, foreman, assistant foreman and representative in the plant together with a letter asking for their ideas on the subject. This group submitted seventeen worth while ideas and they were incorporated into the rules. The booklet was then revised for the last time and printed. The illustrations are miniatures of National Safety Council posters which have been displayed in the plant.

Our Safety rules are not random ideas about what our rules should be. They represent hard work and careful thought on the part of everyone who helped prepare them. In the words of the Code itself, "We do not expect to cover every possible situation which may arise in our plant. We hope that these rules will be a guide to you and a measuring stick by which you may judge how SAFE a worker you and your fellow workers are." We don't have any idea that The STALEY SAFETY Code will work miracles or stop all accidents but we do believe that if it is faithfully observed we can prevent a great many accidents we are now having.



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.

THE SAGA OF JOHNNY BERNAL

Johnny Bernal is not a viking. Yet he has a saga such as a viking might envy. Vikings, by repute, were big men physically. Johnny is a big man too, although he stands about four feet six.

Until last week, I had not seen Johnny for 25 years. The last time I saw him then he was standing on a soap box so that he could be tall enough to reach a polishing wheel at which he worked for the Buffalo Forge Co.

Johnny was then 60 years old, or young, which ever way you want to put it. Quite a way beyond the 40 year "dead line" that some people like to talk about. And he had been working for the same company for 31 years.

That was 25 years ago, when I left the superintendency of that company to enter the field of journalism.

A lot of water has gone under the bridge and over the dam in the meantime. We've had a World War, and three depressions during that quarter century. And people's ideas have changed during that time too. Effort isn't so fashionable as it was once, and people have come to believe that the world owes them a living.

Last week, at an annual picnic of Buffalo Forge and associated companies, the first one I have been able to attend for a quarter century, I met Johnny again. Eighty-four years old now and still working for the same company. But in the inspection department.

Fifty-six years with one company. That's what you might say was a pretty "steady" job.

During his 56 years of effort, Johnny has helped to make lots of things for many thousands of people to use, to profit by and to

enjoy. People all over the world owe something to Johnny. What a grand thing it would be if we had some sort of television so that Johnny could see and know the useful results of 56 years of honest and capable effort!

I'll say that Johnny has a saga. No viking ever did so much good for as many people.

And what about the social usefulness of a company that has been able to provide Johnny and others with steady jobs for more than half a century? That is something of a saga too!

J. H. VanDeventer.
 In Iron Age.

TO ALL STALEY GARDENERS

The hot weather following heavy rainfall has caused an excessive growth of weeds. Do not allow these to seed and cause trouble next year. Use scythes or other implements to cut them back so the lots will not be seeded with weeds.

Cut and shock all corn fodder not given away for feed. Do not try to burn.

Have all produce removed by October 10, ready for plowing.

C. W. Thornborough,
 J. E. Underwood.

ONE YEAR OLD TO-DAY

The *Staley News* is one year old to-day and is celebrating its first birthday. The past year has been a most pleasant one. Chiefly because of the cheerful help everyone has given the *News*. No one has been too busy to help when their help was needed. Without their co-operation the *News* could not have been a paper *by Staley people*, or even a paper at all.

The editor wishes to express his gratitude to every contributor for their help and to each Staley employee for the manner in which the *News* has been received and for the encouraging criticisms and comments that have been expressed.

On this day we want to re-emphasize that the *News* is your paper. We want to make it all you want it to be. It can be no better than your suggestions and criticisms make it so we urge you to do your part.

Again we say, *What do you want to know and what do you like?* Just as sincerely, we ask, *What don't you like?*



On January 1, 1938, the national debt amounted to \$1,180 per family.

* * *

Strange Fact No. 4. A pint of water evaporated and expanded into a vacuum such as is attained in the Oil Refinery Deodorizer would fill a room 10 feet high and 20 feet square and be at a temperature of 32 degrees, the freezing point.

(J. Kuhns).

* * *

(A person is no safer than his most careless act).

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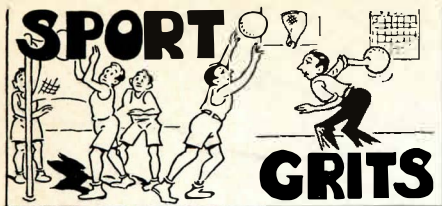
Each thread of cornsilk is attached to a kernel. (*Tipsword, Grain Inspection*).

* * *

Exports by the Corn Refining Industry decreased 47% between 1930-1937 while *Staley* exports increased 12%. (See why in future issue of *News*).

* * *

(The world owes us a living but we have to be our own collectors).



By Bill Brumaster

Paul Shildneck was recently made one of the moguls of Central Illinois Tennis at a meeting of the fans and sponsors in this region.

* * *

At the same time, Paul was sweeping his way through to the finals of the City Tourney which he won in straight sets. The long veteran of a longer string of championships and worth his weight in trophies marched off with 15 straight games to administer a 6-0, 6-0, 6-3 drubbing to the runner-up.

* * *

Forty-five minutes later he teamed up with Jimmy Dunning to capture the doubles crown 6-3, 6-0, 6-4.

* * *

At the present time, it is understood, that there will not be a Staley Soccer team this fall. Lack of interest sufficient to place a strong team of all Staley people on the field has been assigned as the reason.

* * *

The Staley Softball league, which moved to a quick close with only eight teams entered in the second half series, had more fans per hundred square foot of rooting area than any similar section in the city.

* * *

As this issue goes to press, all games in the second series have been completed but one between the Crystal Whites and the Gluten Feeds. The outcome of this game may have an important bearing on the season championship as either of the two teams can jump into first place for the second half and the playoff by winning their contests.

The second half standings, to date,

Team	Mgr.	Won	Lost	Pct.
Grits	Long	5	2	714
Crystal White	C. Smith	4	2	666
Gluten Feed	J. Ellis	4	2	666
Cubes	Rhodes	4	3	571
Golden Table	E. Smith	4	3	571
Salad Oil	H. Brix	3	4	428
Sausage Flour	W. Tilinski	2	5	285
Bean Meal	N. Crane	1	6	142

COST OF LIVING

Eighteenth Century Budgets

The cost of living is a subject of interest to us all. The economist tries to figure the value of his dollar, the housewife how much food it will purchase, the husband how much will be left over after the bills come in and the unemployed how to meet it.

Taking a detached view of the subject we can get a good picture of the kind of life in by-gone days, by looking at the household budget.

Back in the eighteenth century, living costs had just taken quite a boost, labor and tradesmen were receiving wage increases and the cost of some articles had doubled and even trebled. Yet to our modern eyes they seem terribly low.

Here are some of the prices paid towards the close of the century: Salmon, 2-8c per pound; pigs, \$1.00; geese, 50c; turkeys, 63c; ducks, 22-25c; hens, 25c; chickens, 7c; rabbits, 25c a pair; meat, 6-11c per pound; and butter, 19c.

These were the ruling prices when the wage of labor was 25c a day, carpenters' and masons' 37c and the tailor 25c. The Parish minister was passing rich with an annual salary of \$500 including house and money. The school master miserably poor on \$50.00 a year.

From Perthshire parish, Scotland, comes one of the few complete budgets of that day which best illustrates the simplicity of their lives as well as their ability to manage on their slight incomes.

INCOME

To father at 25c a day for wages for 8 months and 20.8c a day the remaining 4 months. Deducting 43 days for Sundays, holidays, and bad weather.....	\$ 69.25
To mother, with assistance of eldest girl by spinning.....	19.50
To eldest boy for tending cattle.....	4.50
The acre of land produced last year:	
6 firlots of oats	5.07
4 bolls of barley	14.00
6 bolls and 2 firlots potatoes	8.25
Total Income.....	\$120.57

EXPENSES

Rent of house and land, \$15.00; feed and management, \$6.25.....	\$ 21.25
Fuel, \$6.25; oatmeal, \$30.82.....	37.07
Barley meal	9.34
To father's wear of clothes, 2 shirts, \$1.75; 2 pair shoes, \$2.50; 2 pair stockings, \$1.13; wear of bonnet and handkerchief, 25c annually	5.63
To mother's wear of clothes, \$1.00; one shift, 63c; 2 aprons, 57c; wear of shoes and stockings, \$1.00; handkerchiefs, caps, etc., 75c	3.95
1 pair of shoes to each of 7 children, \$3.57; clothes to the three youngest, \$2.25	5.82
Clothes to the next two in age, \$2.00; ditto to the two eldest, \$2.50	4.50
1 shirt to each of three youngest, 50c; 1 ditto to the two next in age, 63c	1.13
1 ditto to 2 eldest, 84c; 8 lbs. soap, \$1.16; butcher meat, \$4.50.....	6.50
4 pecks salt, 84c; 3 Scots pints lamp oil, 87c; candle, 54c.....	2.25
Besides milk, cheese and butter cow yielded, to purchase of two stone cheese	2.00
Molasses for making ale, \$1.13; groats and barley, \$1.75.....	2.88
Expenses at in-lying, sickness, etc., \$3.75; needles, pins and thread, 22c	3.97
Whiskey, small beer and wheat bread at the New Year.....	.84
The family consumes potatoes that land produces.....	6.50
Grass to the cow in summer, \$2.50; straw to ditto in winter, \$1.50..	4.00
Total expense.....	\$117.63
Net income or savings*	\$ 2.94

* Original figures were given in English units of Pounds, shillings, etc., but for clearer comparison to American money and prices they have been converted into our own money units.