

# Unit One

## The First Era



Dear Parents, Teachers, and Friends,

We hope you enjoy these educational materials. They are not meant to replace a visit to our museum, but to allow everyone access to some of Decatur's most important stories. Here you'll find Mr. A. E. Staley's personal history; where he was born, how he started his company and came to Decatur, and everything in between. We encourage you to come visit the museum to gain the full scope of Staley history as well, as it is continuously growing and evolving as we research year after year.

These materials will always be free of charge, and we encourage you to tailor them to your own needs. For further research, consider taking a look through our Staley Journal archives on our website. The journals are an excellent resource to taking a look at Staley and Decatur history through the ages. And as always, we are available if you have further questions.

Contact us by telephone at 217-422-1212 or by email at [info@staleymuseum.com](mailto:info@staleymuseum.com)

Thank you for your continued support and patronage,

The Staley Museum



# Chapter 1 - Who Was Mr. Staley?



## Childhood

On February 25, 1867, Augustus Eugene (Gene) Staley was born at the family farm in Julian, North Carolina. His parents, William and Mary Jane Staley, were farmers, their crops ranging from tobacco, corn, and cotton. They had a modest family endeavor where all hands were needed. Childhood was a short lived luxury on a family farm, and Gene was engaged in farm chores from a very early age. He once said that it was lucky to get two months of schooling a year. The rest of the time he spent shucking corn, picking cotton, destroying tobacco worms, and the hundreds of other tasks required on the farm. His mother attempted to further his education at home using the Webster's *Blue Back Speller*—the only textbook Gene would ever use.



Photograph of young Gene Staley & his family.

## Soya Beans

During young Gene's childhood, there were few opportunities to get away from the farm. One of these opportunities came about every August at the big "Camp Meetings" at the Shiloh United Methodist Church. Making the trip every year to the camp meeting was an exciting outing for the whole family, and included taking provisions to last at least a week. This was a chance to worship with neighbors and friends and to exchange news about the world at large. At one of these meetings, Gene met a group of missionaries just returned from Asia. The missionaries gave Gene a handful of beans they called Soya Beans, and they told him how they were a staple in the Asia. Once home, Gene planted the beans in the back of the family garden and watched them grow. The stories the missionaries told him would resurface later when, as an adult, Staley had become more educated and applied the soybean's high nutritional value humans, livestock, and to the very soil itself.





# Gene the Salesman

When A.E. began selling plug tobacco in the rural mountain districts around his home, he often traveled by foot. His customers were mostly small town merchants. After two years, he branched out and began selling for the Southern Manufacturing Company of Richmond, VA, selling teas, coffees, spices, and baking powder in



a much larger territory. He went on to sell for various other businesses, traveling on the Northern Pacific Railway to the territories of Montana, Idaho, and Wyoming. A.E. eventually came to work for the Royal Baking Powder Company. With this company, he traveled the states of Illinois and Wisconsin, and it was during this time that he first became aware of the city of Decatur. Little did he know that Decatur would one day be the home of his family and his own business.



Photograph of young Gene Staley



## **"I'm Goin' to Be a Businessman!"**

William had hopes that Gene would become a minister or at least continue on the family farm. However, Gene had dreams of his own, and at a very early age announced to his parents his intentions to go into business. He began his forays into the world by taking the family truck, loaded with products from their farm, to a nearby town to market. This was a joy to Gene Staley, and it was his introduction to the world of salesmanship. Several other opportunities came his way, including working and being fired from a local hardware store. At the time, the owner told Gene that he would never make a good businessman and should concentrate his energies finding a job that would utilize his brute strength.







## Leaving the Farm

When Gene was 18 years old, his father died. As the eldest son, the burden of the family farm fell to Gene, and he carried out this obligation. However, he eventually convinced his mother that he could do more good for the family by entering the world of sales. His brother, Arthur, would continue to run the farm. First, Gene went on the road selling plug tobacco, and after the first year he took his earnings home to his mother. She couldn't believe that he had come by the money honestly, and she went to Greensboro to speak to Gene's employer who ensured her that Gene earned the money as a salesman. She vowed never to doubt him again. Gene never forgot that moment of doubt from his mother. He understood it came from long years of poverty and a lack of exposure to the world, but it left its mark on the young man. Mr. Staley created a reputation for himself as a man who dealt fairly and honestly with all, and in 1930, when he inaugurated his new office building, he wrote in the dedication that the building stood "as an enduring rebuke to whomever might doubt that fair dealing brings its sure return."



Photograph of Royal Baking Powder, one of the many products that young Gene Staley would have sold during his time as a travelling salesman.



Photograph of Emma Staley, A. E. "Gene" Staley's wife at their Florida Estate.

# Emma Louise Tressler

Emma Louise Tressler was born August 26, 1875 in Bryan, Ohio, the daughter of Andrew and Emeline Richardson Tressler. She attended the Chicago Conservatory of Music and later continued her study of piano at Peabody College in Baltimore.

She met A.E. Staley in 1897, after her Chicago performance, where Emma was the featured pianist. Their courtship began with Mr. Staley showering her with roses after the performance and then continued with little rendezvous here and there around Chicago. Eventually, Emma told Staley that she would soon be returning to her home in Bryan, at which point Staley arranged for his business to take him to that area where he would focus on retail stores there.



## The Proposal

When A.E. proposed, Emma responded that she would happily marry him, but with one condition. She told him, "Settle down in Baltimore and have a home I can share with you." He readily agreed.

Emma was known to be a lovely, if quiet woman. She shunned publicity and found her joy in the simple pleasures of home, family, music, and writing. She referred to her husband as "My Gene" and was most often found listening quietly as he spoke to her of his business and dreams. She then would make gentle yet supportive suggestions that Gene Staley confessed were vital in his decision making process. Gene's agreement with Emma's condition for marriage was the first step in a career change from traveling salesman to self-employed businessman.



## Gene and Emma

In 1898, Gene began packaging his own brand of starch. For the next few years, he put all his effort into beginning that business, fulfilling his promise to Emma. On December of 1898, Gene and Emma were married. They lived in a rented home in Baltimore. While Gene built his business, Emma continued her studies in piano.



Mr. Staley often credited his wife for his business successes. In fact, Emma was instrumental in keeping Gene at the helm of his business when in 1914 the Decatur plant was forced to close for a period while Staley went out and drummed up more investors. At this point he had considered giving up his business and going back to working for someone else. Emma encouraged him to keep up his efforts and to build the company that bore his name.



# Chapter 1 - Quiz and Critical Thinking Questions

## Quiz

1. What was Gene Staley's birthday?
2. Where did Gene Staley meet Emma?
3. Where did young Gene Staley first learn about soybeans?
4. What are some of the products Gene Staley sold as a travelling salesman?
5. What career path did William Staley hope his son would take?

## Critical Thinking Questions

1. How might Gene Staley's lack of formal education challenge his career goals? Similarly, how might it have benefited him?

## Vocabulary and Key Words/Phrases

- Plug Tobacco - a piece of tobacco, cut from a larger cake, meant for chewing
- Missionaries - a person sent on a religious mission, especially one sent to promote Christianity in foreign countries.
- Northern Pacific Railway - a transcontinental railroad that crossed the Northern tier of the Western part of the United States, from Minnesota to Washington.

Answers are provided at the end of each unit.





# Chapter 2 - Creating the Staley Mfg. Co.

## Beginning in Baltimore

Staley decided he no longer wanted to be a simple salesman selling products for other employers in late 1897. Staley wanted to sell starch, and he had three reasons why. It was a fast paced business, it was in demand 12 months a year, and he believed he could “give it wings” and make it even more desirable to the consumers who already used it. Staley rented a loft room in Baltimore, for a mere \$200 a year, to serve as his office and work space for packaging product into one pound containers.



He purchased his trademark, Cream Corn Starch, at the same time. This first product would continue to be sold by Staley until 1981. On March 3, 1898, Staley had his first sale as proprietor of his own company. As his business began gaining ground in these early days, Staley determined he needed more help. He hired Thomas G. “Billy” Pritchard, the first employee, as a young man to help Staley package starch so that the entire business was not on his shoulders.

## Why Baltimore?

Staley decided to begin his business in Baltimore for many reasons. It was located on the east coast in an area that had a high concentration of retailers that Staley knew from the sales circuit. He firmly believed that these businesses would buy from him and sell his product, and there were other businesses to engage with to gain even more sales.



However, chief among these reasons, was love. Staley met his future wife, Emma Tressler, and upon asking her hand in marriage, she accepted with one condition: that he buy a home and stop his “roaming” salesman lifestyle. As Emma was from Ohio, Staley wanted to set up shop near her. There was also a conservatory nearby that would allow Emma to continue her education. Baltimore turned out to be the perfect place to begin his business.

## Becoming a Competitor



By 1905, Staley was becoming a serious competitor in the starch industry. So much so, that starch manufacturers were refusing to sell bulk starch to Staley. Staley knew he had to make a decision in order for his company to survive, and his conclusion was to become a manufacturer.

The A. E. Staley Manufacturing Company of Baltimore, Maryland was incorporated on November 12, 1906. A.E. Staley was the president and Charles Schuster was secretary treasurer. They had two jobs: to sell stock and starch.

Selling stock was a very important step in the growth of the company; it garnered enough money for Staley to purchase a manufacturing site of his own. The first purchasers of Staley stock were his retailers. These being the individuals that sold his products, Staley gave them the first opportunity to invest in his company. Meanwhile, bulk starch was still needed to keep in business. With American manufacturers squeezing Staley out of the market by refusing to sell to him, Staley had to get his product elsewhere. The best place for that turned out to be Glasgow, Scotland. With shipping fees being fairly low, obtaining starch from Scotland was a good, short-term solution until he could find a manufacturing plant of his own.



Photograph of the Great Baltimore Fire.

## A Huge Loss

In 1904, a fire raged through Baltimore. Today, it is known as one of the worst historical disasters in the nation. When it occurred, it burned down huge portions of the city, including major shopping and business districts as well as thousands of homes and other buildings. Also lost in the fire was Staley's entire business. All of his starch, packaging materials, and records were burned. In order to build his business back up, Staley needed help. He found that help and support in his wife and a banker. Both people had faith in him, and knew that if anyone could succeed, it was A.E. Staley. Proving their faith well placed, the company made a profit that year, regardless of the fire, and Staley hired three salesmen.





## W.S. Pritchard



When A.E. Staley, Sr. first began packaging and selling starch on his own, he did so in a small rented loft in Baltimore, Maryland. As business began to expand, A.E. Sr. realized he needed an employee, and his first hire was W.S. Pritchard. Previously employed at Oscar's Grocery Store in Baltimore, Staley took notice of Pritchard's kind and patient demeanor and dedicated work ethic. Together, they struck a deal, and Pritchard came to Staley's loft to package his Cream Corn Starch for \$3.50 a week in 1898. Pritchard stuck it out with Staley, even when business got tough. Facing the Baltimore Fire that wiped out everything Staley had, low funds, and just the general starting out troubles, Pritchard weathered the storm with Staley and stood by him through it all. Although Staley settled in Decatur and had a plant there, the plant in Baltimore stayed open with W.S. Pritchard in charge. Pritchard was a member of the Board of Directors, and eventually became Vice President before his death in 1921. During his career with Staley's, Pritchard saw the company start out in a one room loft and move to two individual plants with about 56 individual buildings.

## Charles J. Schuster



Charles J. Schuster was one of Staley's early employees. Employed in 1903, he had business and financial knowledge that A.E. Staley, Sr. needed early on in the company's beginnings in Baltimore. When the Staley Company was incorporated in 1906, Schuster was made secretary-treasurer, and he would become one of the most appreciated and desired secretary-treasurers that A.E. Sr. could find. With the opening of the Decatur plant, and A.E. Sr.'s relocation to College Hill, Schuster was one of the individuals put in charge at the Baltimore plant. There, his responsibilities included selling stock, packaging and selling starch, keeping corporate financial records, handling payroll, and other day to day activities. In the 1920s, the company was still in its early stages and the Decatur plant in particular was struggling. Often, A.E. Sr. would write to Schuster in Baltimore asking for funds to pay his workers, buy necessities, and pay himself because the Decatur plant simply did not have the money. Though the purpose of the writings back and forth might have been of a work nature, Schuster also served as a shoulder to lean on when times were tough during such a touch and go period. In the end, of course, the company prevailed. In 1928, Schuster was elected to the Board of Directors and served until his retirement. In 1934, he was made a division manager in charge of packaged sales. Schuster remained in charge of the Baltimore plant as long as it was open. A.E. Staley, Sr. was always dedicated to the Baltimore plant; it was evidence of his beginnings in Maryland, and he endeavored to keep the plant running as long as possible. However, the realities of the Great Depression forced A.E.. Sr. to close the doors to his Baltimore plant permanently and incorporate it into the Decatur plant in 1941. Schuster, however, still remained on the roster for the company.



C. J. Schuster, employed by Mr. Staley in 1903.



W. S. Pritchard, Mr. Staley's first employee.



## The Road to Decatur

After selling Baltimore stock shares in 1906, Staley began searching for a plant to manufacture starch. After two years of searching, he learned of the inactive Decatur plant in 1908. Already, the Decatur plant was set to be sold to the Standard Oil Company as abandoned and distressed property. After examining it himself and seeing that it would be a perfect location, valued at a potential \$375,000 when working, Staley puts in his own bid for the property. Aware that a bid lower than the previous offer would result in losing the sale, he offered \$45,000 for the abandoned plant. As luck would have it, his offer was \$2,000 over the Standard Oil Company's.

Staley received the title of ownership for the plant in 1909. Initially, his reception in Decatur was chilly. After many companies had tried and failed to maintain a business in the old plant, citizens were doubtful of success. Rumors and general negativity abounded. In 1910, Staley informed the city that repairs would begin to take place and the plant would officially open in 1912. He also informed the city that 1,000 people would be employed with a weekly payroll of \$25,000. The reception became warmer.

To show the city he meant business, Staley moved his entire family from Baltimore to Decatur early in 1912. On March 12, 1912 at 7 AM, the plant began working.

## Facing Difficulties

When the Decatur manufacturing plant opened, it had its fair share of mechanical issues. As a result, G.E. Chamberlain was hired as general superintendent for running the plant. An engineer with a knack for problem solving, Chamberlain proved irreplaceable during the early years of the plant's running.



The first two years of the Decatur plant's life, 1912-1914, were turbulent and stressful. In debt and suffering from the misbehaving, older equipment, the plant struggled financially to make ends meet. Staley often required help from Charles J. Schuster, running his Baltimore plant. Many letters were sent back and forth between the founder and Schuster; in Schuster, Staley found a trustworthy confidant where he could share his concerns. In return, Schuster offered help and advice. However, funds were simply getting too low, and in 1914 the plant was forced to shut down. Staley was adamant that it would be only for a few months. Determined, Staley took every step available to reopen the plant. In order to do this, Staley had to refinance the plant for \$313,000 and sell \$600,000 in bonds to pay off the large debt he was in and give the company a decent footing to start fresh. While he did not sell all \$600,000 worth, he sold enough. After 15 months idle, the plant reopened in November of 1915.

## Moving Forward

Despite the previously tumultuous years before, the Staley Company was forging ahead. Staley gained international sales when a freighter bound for Britain carried 30 carloads of Staley Starch.

In 1919, plans began for the company to move forward with new products. Corn syrup and several varieties of modified starch were added to the catalogue for sales. To compensate for more corn being ground, a pumping station was also built on the Sangamon River, more than a mile away from the plant, to pump 12 million gallons of water daily to the plant.



By 1920, the initial 6 acres had expanded to 47 acres and the 8 buildings had grown to 41. Sales were increasing steadily along with profits as the company found their footing. A foundation had been firmly set for the success of the company.



# Chapter 2 - Quiz and Critical Thinking Questions

## Quiz

1. What was Mr. Staley's first product?
2. How many employees did Mr. Staley hire when he first started business?
3. What disaster occurred shortly after Mr. Staley started business in Baltimore?
4. Why did Mr. Staley purchase the plant in Decatur, Illinois?
5. What was the biggest difficulty Mr. Staley faced when starting his company in Decatur, IL?

## Critical Thinking Questions

1. Why would Decatur citizens be wary of a new company like Staley's coming to town?
2. What does it say about Mr. Staley's personality, that he was able to overcome so many challenges early on in his business career?

## Vocabulary and Key Words/Phrases

- Starch - a powder or spray used before ironing to stiffen fabric or clothing, also an odorless, tasteless white substance obtained chiefly from cereals and potatoes.
- Incorporated - formed into a legal corporation or company.
- Stock - capital raised by a business from the issue and subscription of shares.
- Payroll - a list of a company's employees and the amount of money they are to be paid.
- Great Depression - a long and severe recession in an economy or market, typically in reference to that of 1929 to 1939.
- Superintendent - a person who manages an organization or activity.
- Manufacturing - the making of items on a large scale using machinery.
- Refinance - to finance something, again, typically with a lower rate of interest.
- Tumultuous - confused, disorderly, uproarious.

Answers are provided at the end of each unit.



# Chapter 3 - Mr. Staley's Prolific Decade

## To Dig a Lake

While A.E. Staley, Sr. was certainly instrumental in the decision to build Lake Decatur, he was by no means the only driving force. The City Council came to the conclusion that a lake must be built for the good of Decatur following a water shortage in the summer of 1919. Staley Mfg. Co. depended on a reliable water source for corn processing, and Decatur needed a reliable water source for its citizens. A permanent dam to create Lake Decatur began construction in July 1920, but something had to be done immediately. Therefore, in the fall of 1919, Staley was given permission to create a temporary dam and build a permanent pumping station.



The pumping station, now known as the Staley Pump House or Staley Club House, was nearly complete by the time the permanent dam was started in July 1920.



Photograph of early construction of the Staley Pump House



Photograph of the finished Staley Pump House



## Pump House as Club House



While the lower level (two stories high) is all business, the upper level, surrounded by a balcony, was being designed for an entirely different purpose...a place of beauty and entertainment for the Staley employees. The Staley Fellowship Club was founded in 1917, and in 1921 they took on the financial task of furnishing their new clubhouse. The clubhouse furniture was designed by Harry Stadler and built by Albert Hoffman (both from the pattern shop). The furniture was made from old oak staves from a distillery in Kentucky, the material was made available after the Volstead Act (aka the National Prohibition Act) was enacted.

The Club House became a central part of holidays, weddings, and many other celebrations for members of the Staley Fellowship Club.



Photograph of the Staley Pump House on Lake Decatur

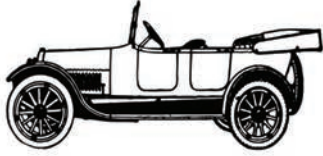
## Mechanics of the Pump House

In 1920, the Staley pumping station was put into operation. The operation of the temporary dam was no easy task. The city needed its regular access to water, so every day the dam had to be opened until enough water was passed onto the city. The pumping station itself had a unique set of complications. The pumping station had to move water over a distance of 7,565 feet, and it had to elevate the water into the plant. The height from the floor of the pumping station to the top of the refinery was 158 feet. The pumping station was originally designed to move 12,000,000 gallons of water every 24 hours. By 1938, the pumping station was upgraded to accommodate 18,000,000 gallons of water. It was necessary for the Staley Co. to constantly innovate the pumping station to keep up with the needs of the company.



## Necessity

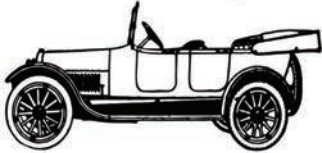
In the early 1920's, the traffic situation on the corner of Seventh Street and Eldorado was intensely flawed. The Wabash railroad line ran along the north side of Eldorado and toward Staley's, crossing and disrupting the heavy north-south traffic along Seventh Street. In addition to the motor traffic, the city streetcar line ended in the



same area—which led to a large number of pedestrians crossing the railroad tracks on foot. This particular set of circumstances resulted in a situation which was highly inconvenient and unsafe. A solution had to be found.

## Staley's Proposal

Initially, two solutions were proposed: a footbridge over the train tracks to make pedestrians safer, and a million-dollar subway to run under the tracks for automobiles. The first solution wouldn't solve the entire problem, and the second was too expensive. A.E. Staley, Sr. proposed the building of the viaduct and began to purchase land along Seventh Street in preparation for the construction before the idea was ever approved. The plans for the building of the viaduct became official in 1925 after a long series of negotiations. Four different parties had to be on board for

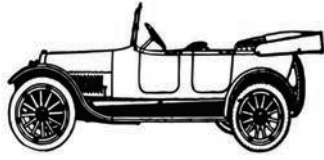


the viaduct to be approved: Staley Company, Wabash Railroad Company, the City of Decatur, and Decatur Township.



Photograph of the Staley Plant before the viaduct was built





## The Staley Viaduct

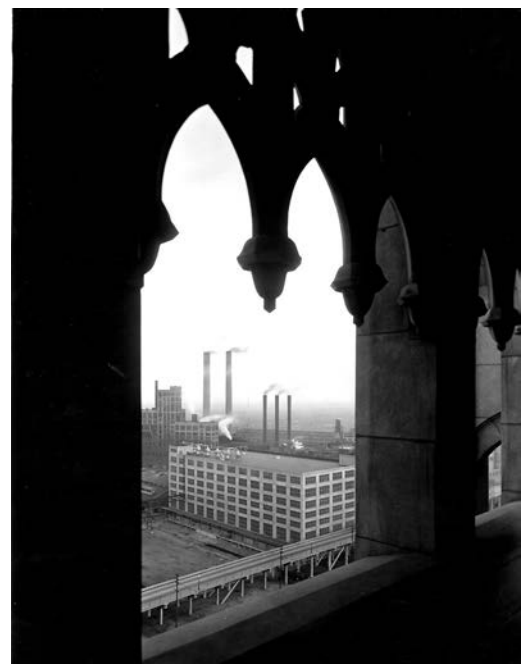
The Viaduct was officially opened on July 3, 1928 with a large ceremony. In preparation for the parade, Twenty-Second Street was closed north of Williams Street during the day, and at 6:30 that evening, the scheduled events began. Formal addresses were given by A.E. Staley, Sr., J.E. Taussig (president of Wabash), and Mayor O.W. Smith. After the speeches, a procession of 10 automobiles carried the impressive men behind the build across the viaduct. Citizens were encouraged to follow behind the group, and thousands of cars were reported to have crossed the viaduct that night.



Aerial photograph of the Staley Viaduct



North-facing photograph of the newly built Staley Viaduct



View of the viaduct from the office building



## The Dream Building

The Staley Administration Building was built a staggering 14-stories (206 feet) high. Initially, it was to have been constructed completely with granite from North Carolina, but the cost would have been astronomical.

After being assured that it would not decrease the integrity of his building, Mr. Staley finally agreed to have the building made out of Indiana limestone, but with the visible part of the foundation made from the desired granite.

Construction began in August 1928, and employees moved into the offices on April 19, 1930. The construction of the Administration Building during the Great Depression illustrates the success and foresight of Mr. Staley and his company. While some criticized the expense of the building, most considered the project a source of pride.

The Staley office building was known to many by different names:

To most it was simply, the Staley Administration Building.

To the men and women that worked at the company, it was known as Building #62.

The newspapermen at the time of its inauguration coined the term: The Castle in the Cornfields.

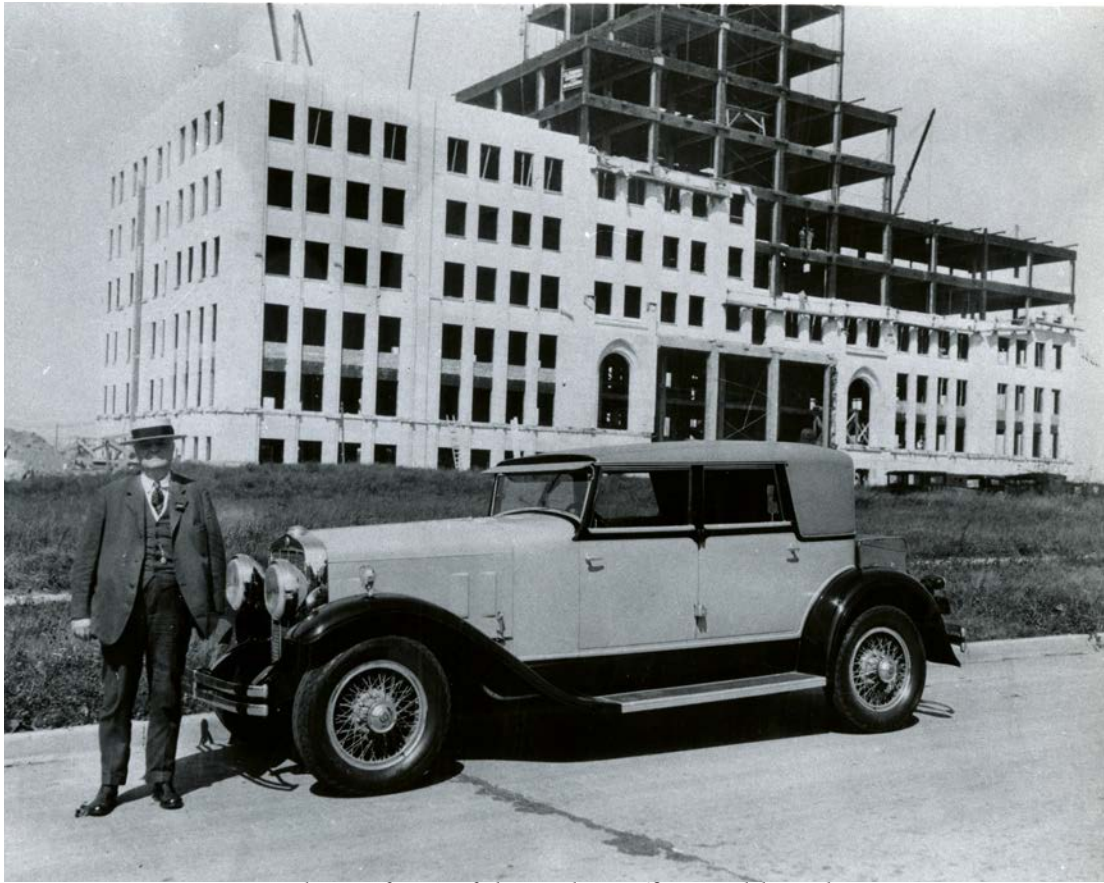
To A.E. Staley himself, it was the Crown Jewel of his Business Empire.

But the most fitting and meaningful tribute of this impressive structure was expressed honestly in the founder's own words in the building's inaugural brochure:

**"He dedicates it first to the loyalty and faithfulness of the workers—the men and women who helped to make it a reality second, to the customers of the Staley Company, now grown to a great army, whose trust and confidence are still the foundation of his business."**

**"Erect for me," he said, "a home for this Company that has beauty and strength and grandeur."**





Mr. Staley in front of the Staley Office Building during construction



Lights on the Staley Office Building

## Staley Lights

By 1930, floodlights were growing in popularity, however, the Administration Building was the first to install a system designed to automatically dim and brighten a series of floodlights in a fluid pattern. This created a lightshow that was unique to the Staley building. Standard lighting systems at the time used motor and gear controls, but the polychromatic floodlighting system designed for Staley used "thyatron" control, a new



type of vacuum tube "which works in the field of light similarly to the radio tube in the field of sound." The new technology allowed the lights to gently fade in and out of different colors—a big change from the rough control of gears.

The system contained eight sections, and each section changed to a different color combination every 15 seconds.

## Staley Lights, Cont.

The lighting system was designed by General Electric Co. engineers G.W. Coleman and C.H. Rex. The very complicated process of installation was undertaken by Staley Chief Electrical Engineer John C. Kuhns. This one-of-a-kind lighting system was debuted on August 21, 1930.



In order to photograph the building's lights, a local photographer, Harry Seitz, used a half-hour exposure on panchromatic film with a special filter in order to capture the shades of red, lavender, and blue. Such an extraordinary sight was meant to attract a crowd, and families would drive for miles to sit and watch the spectacular show.



Model of the Staley Office Building



# Chapter 3 - Quiz and Critical Thinking Questions

## Quiz

1. How tall is the Office Building?
2. What group used the Staley Pump House as their headquarters?
3. How much water could the pump house transport in 24 hours?
4. How many lanes of traffic made up the original Staley Viaduct?
5. What river was used for obtaining water prior to the lake being built?

## Critical Thinking Questions

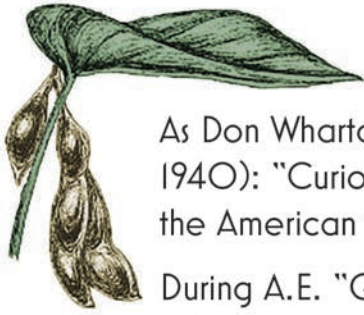
1. Why would Mr. Staley allow the pump house to be utilized as a club house headquarters? What did he stand to gain from this decision?
2. How did the creation of these structures solidify Staley's reputation in Decatur?

## Vocabulary and Key Words/Phrases

- Fellowship - a friendly association with people who share one's interests.
- Dam - a barrier to hold back water and raise its level forming a reservoir for electricity or water supply.
- Refinery - a factory where substances in their natural state, such as oil or sugar, are made pure.
- Innovate - to introduce changes and new ideas.
- Viaduct - a long, high bridge, usually held up by many arches.
- Administration - the arrangements and tasks needed to control the operation of a plan or organization.

Answers are provided at the end of each unit.

# Chapter 4 - Pioneering the Soybean



## Seeing Opportunity in Soybeans

As Don Wharton wrote in an article for *Forbes Magazine* (August 1940): "Curiously, the man who hated farming has done more for the American farmer than almost any other man alive."

During A.E. "Gene" Staley's childhood, a group of missionaries introduced him to the values of the soybean. Years later, World War I brought Staley's mind back to those childhood events. He knew that the wartime demand for corn production was causing soil depletion and remembered how farms in his native North Carolina had recovered soil productivity after the Civil War by crop rotation. The soybean had just the qualities required to replenish the soil. Staley was also aware that the United States had no domestic soybean crop to speak of and no processing for the crop if it had existed. Imports included 41 million pounds of soybean oil in 1911, a figure that would jump to 343 million during the war years.

Armed with this information Staley understood 3 things:

1. The United States needed to produce its own soybean crop.
2. It needed processing plants for the new crop.
3. It needed a market for the resulting products.



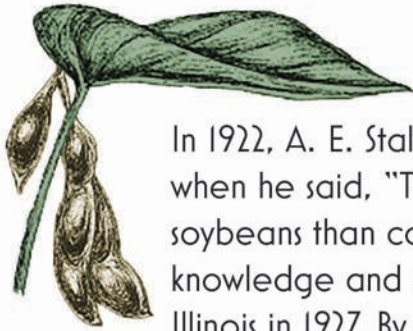
## The Soybean

A legume native to East Asia, the soybean has been grown and used for human consumption for more than 5,000 years. It is a green plant covered in fine brown or grey hairs. The soybean plant can be as short as a half of a foot, or reach heights of six and a half feet. The stems are trifoliolate, meaning they have three to four leaflets per leaf, which drop prior to the maturing of the seed. When the plant flowers, the blooms are inconspicuous and appear either purple, white, or pink.

The fruit of a soybean is grown in hairy pods, each pod usually contains two to four seeds, which are clustered in groups of three to five per plant.

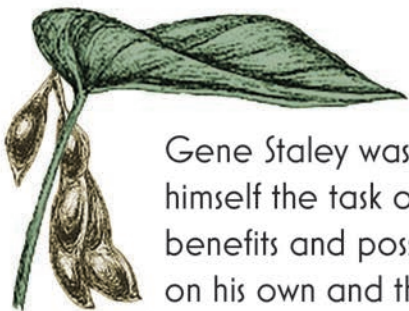






## Pioneering the Soybean

In 1922, A. E. Staley, Sr. became the champion of the soybean when he said, "The day will come when our plant will process more soybeans than corn." Through the Soybean Special, Staley brought knowledge and understanding of the soybean to farmers all across Illinois in 1927. By the 1930s, Illinois produced more than 50% of the nation's soybeans and earned the title of "Soybean Capital of the World." With remarkably high levels of protein, soybeans are an extremely nutritional food source. In the years to follow, the Staley Company continued to strive to create new products and ways of using the soybean for the American people. Staley knew that perseverance and patience would lead to success and profits. The company's determination to use soybeans set the standard for American farming.



## Creating a Soybean Crop

Gene Staley was nothing if not a salesman. From 1916-1922 he set himself the task of educating the farming community about the benefits and possibilities of the soybean. He went out into the field on his own and then sent representatives out to reach a larger territory. Their mission was to extoll the virtues of the soybean, which went something like this:

"The soybean, planted in rotation, improves the yield of other crops in the rotation and improves the tilth of the soil. They help to control weeds and increase the nitrogen content of the soil. They help control the corn borer and other corn pests. They withstand drought better than corn thus making a 'surer' crop and they can be handled with ordinary farm equipment. They also reduce soil loss due to washing away and less water run-off than with corn." (Staley Publication: *The Wonder Bean*)





## Creating a Processing Industry

His campaign for the bean experienced gradual success, and by 1922 enough beans were being harvested for Staley to announce his plans to open the first soybean processing plant in the nation. That plant began processing beans on September 30, 1922. He even went so far as to give farmers contracts guaranteeing to buy all the beans they would grow.

The first Staley Soybean plant used what is known as the expeller process, which uses hydraulic presses or screw presses to process the beans. In 1945, with a new World War in progress, the company created a new \$2,000,000 hexane extraction plant (hexane is used as a solvent) to supplement the expeller plant operations in Decatur and Painesville, Ohio. Capacity of the extraction plant was 40 times the capacity of the expeller plant.



Interior of the Soil & Soybean Special

### Saturday, April 2

All interested farmers should be in town to see the agricultural exhibit train and hear the lectures. This train arrives at Patoka 9:50 and leaves at 12 o'clock noon. Be sure to be here and get your part of this free information.

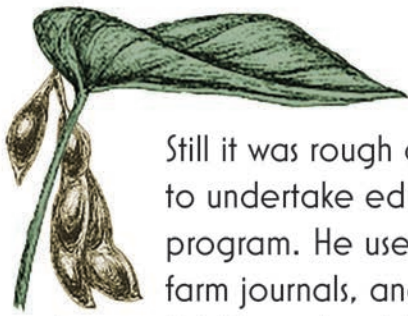
While in town remember we want your eggs and poultry and you will find other things to interest you at our store.

We extend a welcome to the public at all times and solicit your patronage.

## Cain's Store

Advertisement for Soil & Soybean Special's arrival





# Continued Education

Still it was rough going at first. Public unfamiliarity prompted Staley to undertake educational programming as part of the sales program. He used letters, bulletins, pamphlets, newspaper stories, farm journals, and the *Staley Journal* to get the word out about soybeans. But his most ambitious undertaking was a combined effort between Staley Mfg. Co., the University of Illinois' School of Agriculture, and the Illinois Central Railroad—a train called the Soil and Soybean Special.

**COMING**

**Illinois Central Soil and Soy Bean Special**

**March 28th to April 16th, 1927**

The Management of the Illinois Central will operate a Soil and Soy Bean Special Train over this Company's lines in Illinois, stressing soil building, growing of legumes and emphasizing the importance of Soy Beans as a commercial crop and a soil rejuvenator.

"Farming With Safety", will be the slogan of the train.

**LOOK! LOOK! EXCITING CONTEST!**  
Help win one full carload of agricultural limestone for your County.

Terms of contest will be explained at stations where stops are made.

**BE ON HAND TO WIN AND TO LEARN.**

**SCHEDULE**

**MONDAY, MARCH 28th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**TUESDAY, MARCH 29th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**WEDNESDAY, MARCH 30th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**THURSDAY, MARCH 31st**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**FRIDAY, APRIL 1st**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**SATURDAY, APRIL 2nd**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**SUNDAY, APRIL 3rd**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**MONDAY, APRIL 4th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**TUESDAY, APRIL 5th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**WEDNESDAY, APRIL 6th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**THURSDAY, APRIL 7th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**FRIDAY, APRIL 8th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**SATURDAY, APRIL 9th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**SUNDAY, APRIL 10th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**MONDAY, APRIL 11th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**TUESDAY, APRIL 12th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**WEDNESDAY, APRIL 13th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**THURSDAY, APRIL 14th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**FRIDAY, APRIL 15th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**SATURDAY, APRIL 16th**

Springfield 8:00 am to 10:00 am  
New York 10:00 am to 12:00 pm  
St. Louis 12:00 pm to 2:00 pm  
Chicago 2:00 pm to 4:00 pm  
Peoria 4:00 pm to 6:00 pm  
Night Meeting

**FEATURES OF SPECIAL INTEREST ON THIS TRAIN**

1. Soy Bean Exhibits and all its By-Products.
2. Soil Laboratory and Exhibits.
3. Limestone Exhibits.
4. Legume Exhibits—Sweet Clover, Alfalfa, Cow Peas, Etc.
5. Corn Root Exhibits.
6. Moving Picture Car.
7. Lecture Cars.

**THE EXTENSION DEPARTMENT OF THE UNIVERSITY OF ILLINOIS IS CO-OPERATING AND WILL HAVE REPRESENTATIVES ON TRAIN**

Speakers from the Southern Illinois State Normal University and others with state and national reputations as speakers and soy bean growers will be with us. There will be information and free more information. **THIS IS A FARMERS' INSTITUTE ON WHEELS. IF THE FARMER CAN'T GO TO COLLEGE, THIS COLLEGE WILL COME TO HIM.**

**COME ONE, COME ALL; EVERYTHING FREE MEET US AT ONE OF THE STOPS SCHEDULED IN YOUR COUNTY**

**SEE THE EXHIBITS! HEAR THE LECTURES! SEE THE MOVING PICTURES! HELP YOUR COUNTY WIN THAT PRIZE!**

H. J. SCHWIERTZ  
General Development Agent  
ILLINOIS CENTRAL RAILROAD  
Chicago

Red dots indication stops made by the Soil & Soybean Special in Illinois



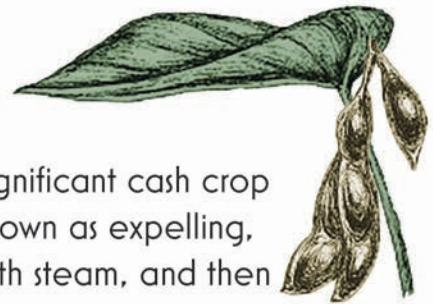
## Creating a Market

As manufacturing began to increase and Staley was joined by other big processors, Staley persuaded the manufacturers to use soybean meal in their mixed feed for livestock. Historically, soybeans in the U.S. prior to this time had been planted only as forage for farm animals. Staley knew this would be a decisive strategy for the creation of a solid market for soy meal.



## Expelling v Extracting

The Staley Mfg. Co. helped make soybeans a significant cash crop by pioneering soybean crushing. This process, known as expelling, crushed the beans into a meal, treated them with steam, and then subjected them to pressure to create a product that would be of high quality for commercial and livestock uses.



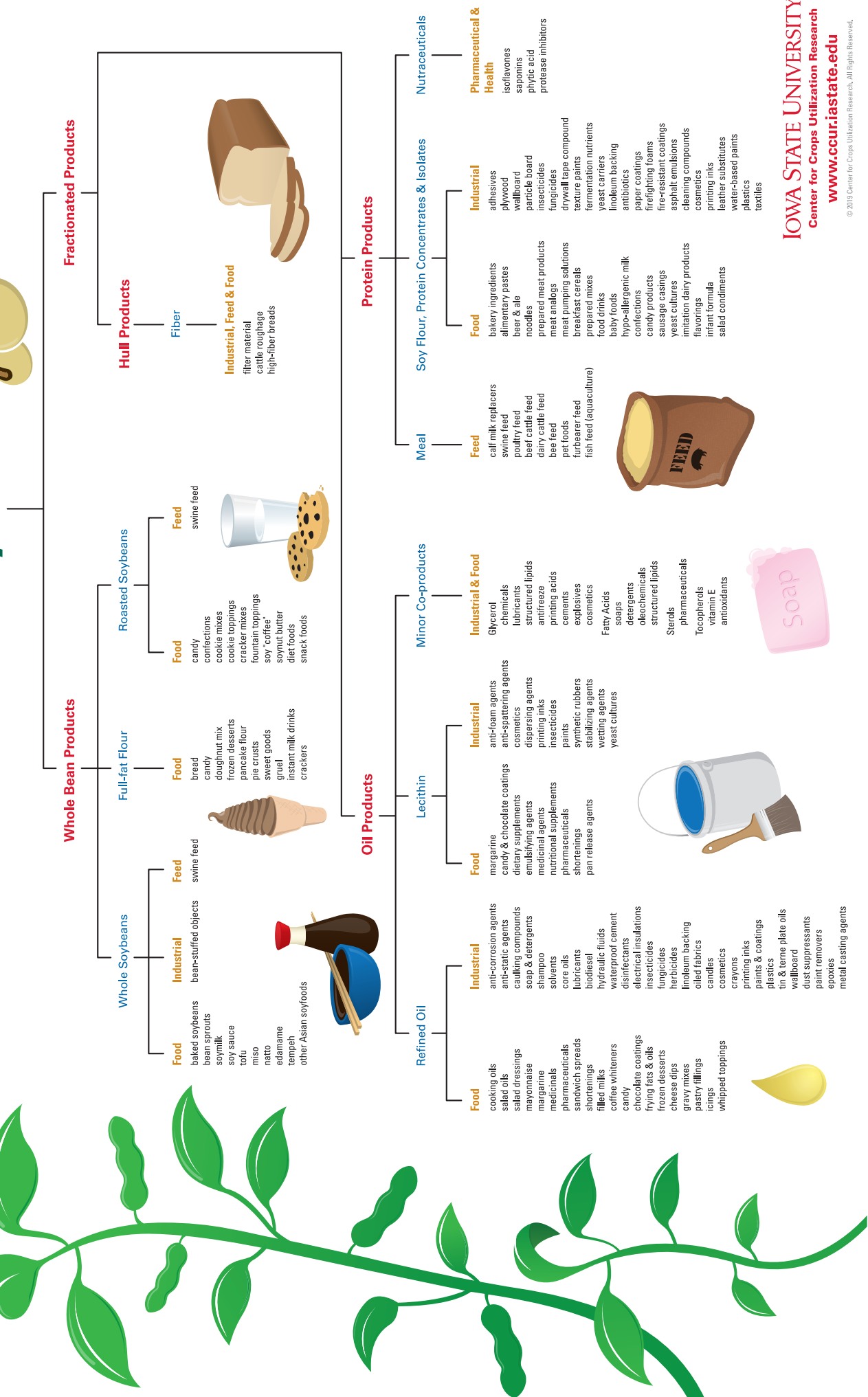
In the 1940s, a process known as extracting would also be used to meet the demands for soybean meal and oil. The extracting process involved grinding the beans and treated with solvent, eventually leaving the soybean oil behind.

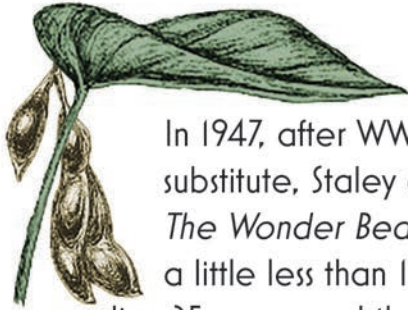


Staley workers filling grain bags with soybean products



# Soybeans

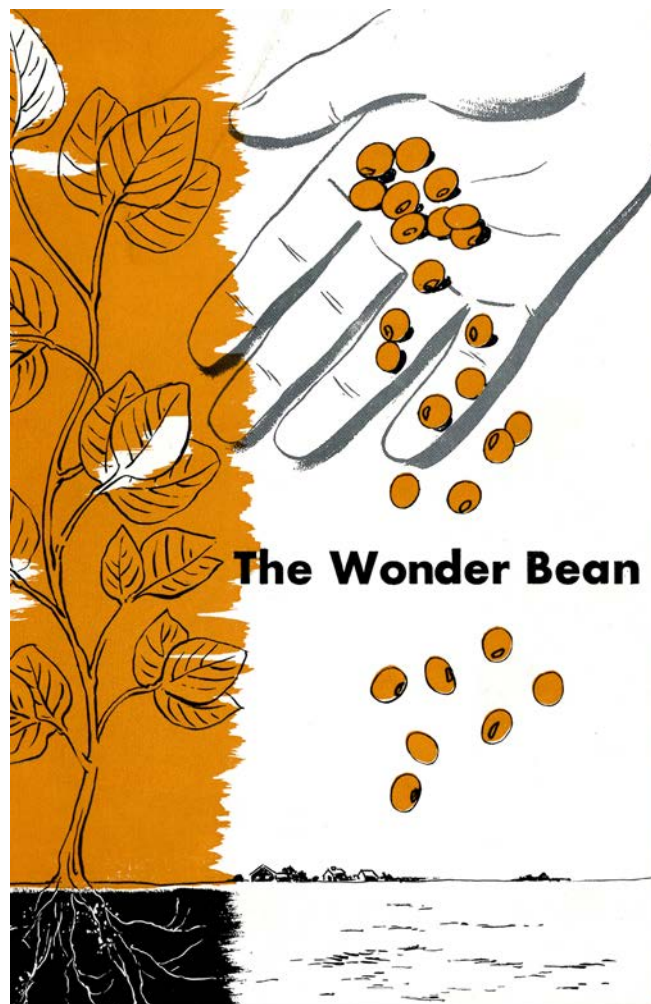
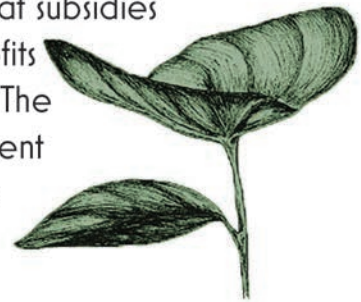




## End of an Era

In 1947, after WWII created the need for soybeans as a protein substitute, Staley came out with an informational pamphlet called, *The Wonder Bean* in which they boasted that they had processed a little less than 150,000,000 bushels of soybeans in the preceding 25 years, and they had produced 1,300,000,000 pounds of soybean oil and 7,000,000,000 pounds of meal and flour. These were promising results for a company that had pioneered the way for a new agricultural industry.

However, by the 1970's the company had lost ground in the soy bean processing field, having given more attention to developing the corn products division which provided a higher profit margin. In the 1980's the analysis proved that the soybean market was too volatile and that subsidies by foreign governments were causing a reduction in profits for U.S. processors and excesses in production capacity. The introduction of High Fructose Corn Syrup and its subsequent support from big industries like PepsiCo and Coca-Cola brought a definitive close to the soybean era at the plant where it all began.



Staley educational publication on soybeans



# Chapter 4 - Quiz and Critical Thinking Questions

## Quiz

1. Before coming to the USA, where were soybeans primarily found?
2. Name 5 uses for soybeans.
3. What was the name of Mr. Staley's train car that educated the public on soybeans?
4. What year did Mr. Staley first start processing soybeans?
5. Before Mr. Staley created the market and began processing, what were soybeans primarily used for in the United States?

## Critical Thinking Questions

1. Why are soybeans a beneficial crop for the Midwest?
2. When and why were soybeans more profitable for the company at various times?

## Vocabulary and Key Words/Phrases

- Trifoliolate - having three leaflets
- Pamphlet - an unbound printed publication with no cover or with a paper cover.
- Profit Margin - the difference between the cost of buying or making something and the price at which it is sold.
- Fructose - a crystalline sugar sweeter and more soluble than glucose.
- High Fructose Corn Syrup - a modified corn syrup that has an increased amount of fructose made from the enzymatic conversion of glucose and that is widely used as a sweetener.
- Solvent - usually a liquid substance capable of dissolving or dispersing one or more other substances.
- Expelling - to force out
- Extracting - to treat with a solvent so as to remove a soluble substance
- Extol - to praise highly
- Tith - cultivated land

Answers are provided at the end of each unit.

# Chapter 5 - Football in Decatur

## Industrial Teams Carry Football Banner

Industrial teams were largely made up of employees in various manufacturing firms and were especially popular in the Midwest. College football had attained great popularity, but there was no step beyond for players, many of whom found themselves working factory jobs. The talent available to industrial teams was sufficient to organize teams of decent quality. Initially these teams were strictly amateur with players drawn from workers hired primarily for the labor they gave to their employers. The desire to build a winning team meant that some companies began to hire workers with an eye to their athletic backgrounds. Some even went to the extreme ploy of paying a college star or two to join the team on a per game basis – a practice that was considered foul play.



## Staley Enters Sports Arena



Though he had never had the opportunity to participate in organized athletics, A.E. (Gene) Staley enjoyed sports as a fan. The prospect of organizing sports teams under the Staley Company banner offered him a chance to have closer involvement with athletics as well as strengthening the ideals of sportsmanship and unity among Staley workers. The company had previously established a Staley Fellowship Club operated by employees to organize and manage recreational and cultural activities. Gene Staley gave the Fellowship Club financial backing to organize football and baseball teams which would compete against other industrial teams in the region.



## The Game NOT Played

Perhaps the most significant game of 1919 was one that never took place. Arcola requested a rematch late in the season, but Staley got wind of a scheme by which the Arcola sponsors had hired Dutch Sternaman, a top player at the University of Illinois, to recruit some players in preparation for the game. A.E. Staley saw this as unfair to his team and refused to play the game. Staley aspired to be the best in everything he did, and he wanted that in his football team. Several of the industrial league team's company sponsors were known to be hiring workers with an eye to their sports talent. Staley would take that concept to the extreme.



Staley Football Team 1919

## Staley's First Season is a Success



The first football team playing under the Staley banner was an industrial team in its purest form – strictly drawn from the existing pool of employees. The team practiced daily at 5:00 pm on Staley Field. About half of the squad had college experience, and many had played on other industrial teams. Players played both offense and defense, and most starters played the entire game unless injured. The highlight of the 1919 season was the decisive defeat of the reigning state champions, Taylorville, on their home field thereby securing the Central Illinois Championship for the Staley team.

## A.E. Staley Steps Up the Game

Although the 1919 season had been a success, Gene Staley was not quite satisfied. The teams were competing in a small league of Central Illinois teams – a big fish in a small pond. Staley was interested in playing on a bigger stage, and he wanted to be the big fish in the big pond. He saw this as an opportunity to spread the company name nationally through the recognition his football team, and of course, his competitive nature always drove him to be the biggest and best. The Arcola incident of 1919, in which that team attempted to use paid “ringers” against his team, may have inspired Staley to go beyond the amateur – he wanted to create a semi-professional team bordering on truly professional.



## George Halas is Hired

George Halas graduated from the University of Illinois in 1917 having made a name for himself in football, baseball, and basketball. His next stop was the Navy where he joined the football squad at Great Lakes Naval Training Base. This team beat Notre Dame, the Naval Academy, and won the 1919 Rose Bowl game. Halas then made a try at baseball with the Yankees but injuries ended his pro ball career. In what could have been the end of his sports career, Halas settled down and took a job in Chicago as a bridge engineer with a railroad.



A.E. Staley sensed that Halas might be the man he was seeking to upgrade his sports program and sent general superintendent George Chamberlain to Chicago in January 1920 to meet with the young man. Chamberlain proposed that Halas come to Decatur to form a top caliber team by recruiting top players from among friends and recent college grads. Halas would coach and play with the team. Not yet willing to fully break with industrial league practices, the players would all be given jobs at Staley Mfg. Co. at the pay rate of \$50 per week (a generous sum in 1920). Halas had one request in response to Chamberlain's offer – would the company be willing to allow two hours of practice time per day while on the time clock. The answer was yes and the deal was made.





Young George Halas

## Recruiting a Team

Halas began working in the starchworks in March of 1920. His full responsibilities included athletic director, baseball player, and football. He immediately joined the 1920 baseball team as a leading player but he knew that Gene Staley's top priority was establishing a nationally prominent football program. With that in mind, Halas and Jake Lanum (a 1919 team member) took a summer recruiting trip which Halas later remembered as perhaps the first real recruiting trip in football history. They spent a week signing up players from around the Midwest. At the end of the trip, the roster included Guy Chamberlin (Nebraska), Jimmy Conzelman (Missouri), Burt Ingwersen (Illinois), Walter "Pard" Pearce (Pennsylvania), Edward "Dutch" Sternaman (Illinois), and George Trafton (Notre Dame). Other local players with college football backgrounds were added to fill out the roster, and Halas had a team of exceptional talent.



## The 1920 Decatur Staleys

Halas had barely put his team together for the start of the season, but the Staley's began strong and grew more polished with each game. Their first game was played October 3rd at home on Staley Field which was constructed as a baseball facility but would accommodate football. A full house crowd of 2,000 fans was treated to a 20 – 0 win over the Moline Tractors. The third game of the year was the biggest test for the Staley team against the Rock Island Independents. A crowd of 5,000 viewed the game which was won by the Staleys 7 – 0. The eleven men who started the game played every minute on both offense and defense – there were no substitutions. A rematch with Rock Island later in the season resulted in a scoreless tie.



### Champions

The tenth game brought another win with the Staleys edging the Chicago Tigers 6 – 0, thereby securing the title of "Western Champions" in the league. That set up a league championship game against Eastern

Division champs, the Akron Indian (formerly Arkron Pros). The game was played in Chicago at Cubs Park (Wrigley Field) which had been rented by Staley for the occasion. A crowd of 11,000 was on hand for the game. The Akron team was undefeated and heavily favored, but the Staleys played them to a scoreless tie. It was generally thought that the Decatur team had outplayed their opponent, but there were no overtimes in 1920 and a tie is a tie. The league voted to award Akron the title of League Champions based on a 8-0-1 record while the Staleys argued that they deserved the title with a 10-1-2 record (their one loss was avenged in a rematch).

There was no Most Valuable Player award in 1920, but if there had been, it certainly would have gone to Dutch Sternaman who scored 98 of the Staley team's total 164 for the season. He tallied 14 touchdowns, 4 field goals, and 2 PATs.



## Uniforms

The 1920 Decatur Staleys wore uniforms with red jerseys and tan pants. Those players who handled the ball had tan stripes on the fronts and sleeves of the jerseys. These stripes were made of a rough, coarse fabric which aided in hanging onto the ball. Numbers were on the back of the jersey. Leather "helmets" were optional, lacked faceguards, and were of little use in preventing head injuries. Pants had padding to protect the hips, thighs, and knees.

The 1921 team played two games in Decatur to start the season – probably in their red jerseys. The team then moved to Chicago which already was home to the Chicago Cardinals who, appropriately, wore red jerseys. To avoid conflict and confusion, Halas refitted his team in blue jerseys with orange stripes – the colors of his alma mater, the University of Illinois.



## A Rough Game

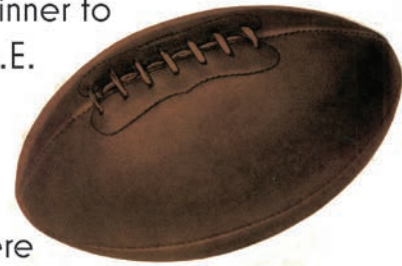
Football in the 1920's was a rugged game. Few passes were attempted as the ball was fatter than the modern version and was difficult to throw. That meant that line play was stressed and more players were involved at the line of scrimmage. One story is repeated often in various players accounts of the 1920 season – the November game at the Rock Island Independents. George Trafton was the center of the Staley line and was instrumental in an earlier victory over the Rock Island team. On the eve of the rematch, a group of gamblers staying in the same hotel as the Staleys was heard boasting that Trafton wouldn't be in the game after the first quarter and that a Rock Island player named Gunderson was the man who would see to removing him. Before the end of the first quarter, there was an encounter between Trafton and Gunderson with sad results – Gunderson was removed from the game on a stretcher with a broken wrist and in need of 13 stitches for a head wound. Gunderson later admitted to the scheme but said that Trafton "beat me to the draw."

After the game, the Staley players fled an angry, rock-throwing crowd. Halas picked up the \$5000 share of gate receipts and gave the money to Trafton for safe keeping. He later explained his rationale in doing this: **"I would be running to keep from getting robbed, Trafton would be running to save his life!"**

## To Sell Tickets

A.E. Staley publicly claimed that the loss was of no concern to him and this may have been true. However, the general economy was not healthy in 1920, and the company was showing poor financial results. There was concern that stockholders might not be as enthusiastic about a game-winning, money losing team as they might have been in better times. Also, there was little prospect of turning the football program to a profit. Staley Field had a capacity of perhaps 2,500, and Staley employees bought their tickets at a cut rate. Home games brought the smallest gate receipts of the season while Chicago games drew crowds between 8,000 and 12,000.

The members of the team hosted a post-season dinner to thank invited company officials for their support. A.E. Staley expressed his pleasure in the performance of the team and indicated a desire to put forth an even better team in 1921. He also hinted that the team might play more games in Chicago where the Cubs had offered an opportunity to use their field.



## Rumblings of Discontent

In addition to the concerns about financing the football team, the mixing of professional athletics and the operation of a factory were causing strains in the workplace. Football and baseball players were being given jobs at high pay rates, being placed in supervisory jobs ahead of more experienced workers, were often absent from work for practices or games, and generally not taking their factory jobs seriously.

Instead of boosting morale, the sports programs was causing dissension and jealousy. A.E. Staley heard these complaints and, as a man who strongly believed in fairness, was concerned about the wisdom of the arrangement with the teams.





## The 1921 Decatur Staleys

The biggest change going into the 1921 season was a decision to rent Cub Field for use by the team. The Chicago Tigers football club had used the field in 1920 but disbanded mid-season. The Staleys had used the field in two of their late season games and had drawn large, profitable crowds. All of the 1921 "home" games would be played in Chicago. Two exhibition games were played on Staley Field including a special game for the State Convention of the American Legion being held in Decatur. The opponent for this game was the arch-rival of the 1920 season – the Rock Island Independents. The Staleys won a 14 - 10 contest in front of 4,000 fans who were also entertained by three bands, including the 110 member University of Illinois band.



## The Beginning of the End for the Staleys

Prior to the season, George Halas and Dutch Sternaman suggested that they share in the ownership of the team - taking part of the responsibility for any profit or loss. An informal agreement was reached whereby Halas, Sternaman, G.E. Chamberlain, and Morgan O'Brien would take over the football team. Chamberlain and O'Brien, in reality, represented the interest of Staley Mfg. Co., and profits or losses would pass through them to the company. Apparently Halas and Sternaman recognized that moving the games to Chicago would yield profits they could share.

The unwritten and informal agreement began to unravel with efforts to recruit the great "Chic" Harley, an Ohio State All-American back, to the team. Harley would play only on condition that his brother be given an interest in the club. Chamberlain and O'Brien, acting on behalf of Gene Staley and the company, agreed to give up their shares so that Halas and Sternaman could conclude their deal with Harley. There is no record of Mr. Staley's thoughts on the events, but the situation was getting complicated and perhaps gave him cause to leave the game to others. He called Halas to his office and signed away the team.





## Staley Exits Professional Sports



In January of 1922, A.E. Staley announced to his employees that the company would discontinue sponsoring professional or semi-professional athletics. He stressed the issue of fairness to his regular, hard-working employees (who felt slighted by jobs and attention given to athletes), and he mentioned the financial burden athletics placed on the company. Staley concluded that it was time to concentrate on the production of starch, glucose, sugar, and syrups.

Staley Mfg. Co., Decatur, Illinois.—17





## Staleys to Bears

Staley's \$5,000 investment in the season was repaid by the positive publicity of the Staley name used by the now famous team. A.E. Staley and George Chamberlain may have intended to continue the payments to the team in exchange for continued use of the Staley name, though the contract with Halas clearly ended any obligation after the 1921 season. Staley contacted the Cubs with the intention of leasing their field for the 1922 season but was informed that Mr. Halas had already signed such a lease. Staley also learned that Halas and Sternaman had repurchased the share of the team that had been granted to the Harley brothers (the reason for the Staley relinquishing total control of the team in the first place). Halas did approach Staley with a proposition to continue using the Staley name, but Mr. Staley felt that there had been some underhanded dealings in gaining control of the club and declined to have any more part of it. Halas renamed the team the Chicago Bears in 1922. He considered naming the team the Chicago Cubs Football Club but settled on Bears as football players were bigger than baseball players. Halas became sole owner of the team in 1930 when Sternaman sold out his interest.



## The Chicago Staleys

The first two games of the 1921 season were played in Chicago under the name "Decatur Staleys," but after the agreement between Staley and Halas, the name changed to "Chicago Staleys" for the remainder of the year. The Staleys team never returned to Decatur. They had a very successful season playing most of their games at Cubs Field in Chicago and winning the American Professional Football Association championship.



# Chapter 5 - Quiz and Critical Thinking Questions

## Quiz

1. What team wanted a rematch with the Staley's despite having already lost?
2. What color uniforms did the football players wear?
3. Why did Staley employees get upset with the football players and Mr. Staley?
4. Where did George Halas go to college?
5. Where was Staley Field located?

## Critical Thinking Questions

1. Why do you think Mr. Staley decided to sell his portion of ownership over the team?
2. How did the team benefit from being in Chicago?

## Vocabulary and Key Words/Phrases

- Industrial - used in or developed for use in industry.
- Proposition - something offered for consideration or acceptance.
- Dissention - disagreement
- Morale - the mental and emotional condition of an individual or group with regard to the function or tasks at hand.

Answers are provided at the end of each unit.

END OF UNIT ONE



# End of Unit Answers

Answers to quiz questions can be found in the chapters above. Where necessary, multiple answers have been provided.

Critical thinking answers have been summarized and are meant to encourage thinking more so than providing the “right” answer. In many cases, multiple answers can be correct or the question can be answered with your own opinion!

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## Chapter 1 Answers

### Quiz

1. February 25, 1867
2. Chicago Il/Piano Recital
3. Christian Missionaries
4. Tea, coffee, spices, plug tobacco, baking powder
5. Minister

### Critical Thinking

1. Because he lacked a formal education, Gene Staley had to rely on his “street smarts” and his people personality to achieve his goals. He had to have the strength of determination to learn on his own, make mistakes, and move forward even still.

## Chapter 2 Answers

### Quiz

1. Starch/Cream Corn Starch
2. 2 Possible Answers: Just himself, or 2 employees shortly after he began
3. The Great Baltimore Fire
4. He needed to mill his own corn, have his own factory.
5. Financial/Money

# End of Unit Answers Continued

## Chapter 2 Continued...

### Critical Thinking

1. Past businesses had come and gone, leaving Decatur residents without work and wary of the long term success of businesses running the plant.
2. He was very determined, constantly involved with his business and learning.

## Chapter 3 Answers

### Quiz

1. 206 feet, 14 stories
2. The Staley Fellowship Club
3. 12,000,000 gallons (at first)
4. 2 Lanes
5. Sangamon River

### Critical Thinking

1. Friendships between employees and gatherings/entertainment approved by and funded by the company made for happy employees. Happy employees who were friends with their coworkers make for good employees who work hard.
2. They showed that Gene Staley cared about Decatur, and that he was here to stay.

## Chapter 4 Answers

### Quiz

1. Asia
2. Any uses from the graph on page 27.
3. Soil and Soybean Special
4. 1922
5. Animal Food

### Critical Thinking

1. They are beneficial to our soil; what corn takes out while growing, soybeans replace, thus keeping our soil fertile.
2. WW1 and WW2 meant that many corn products were sent overseas to the front lines, citizens at home had to make do without or switch to other products, like soy.



# End of Unit Answers Continued

## Chapter 5 Answers

### Quiz

1. Arcola
2. Red & tan, or blue & orange
3. They made more money, and practiced on company time
4. University of Illinois
5. On plant grounds

### Critical Thinking

1. It was outgrowing Staley field, employees were getting upset, and he cared most for his company that he had created from the ground up.
2. The playing field could seat more fans, thus selling more tickets and being more profitable.