

A MESSAGE FROM THE MANAGEMENT

A BAKELITE INVENTORY

At the turn of each year a company, as you know, takes inventory of its goods and chattels, reviews the past year's operations and lays its plans for the future.

Likewise, many individuals take inventory of their preceding accomplishments and failures and resolve to overcome the latter.

Since this is a New Year's message, why not apply that same reasoning and performance to ourselves with relation to our activity in the company in that "big family" spirit which has been so ably emphasized by our associates in preceding messages?

Someone has stated that a company is made up of Men, Money and Management. Personally, I would place money last, for given men and competent management, you can usually obtain money to start and make it when you get under way.

Well, what is Management? In the broad sense, nothing more or less than the ability to direct and control thinking and action, whether it be our own or that of others; therefore, I like to consider that each and every one of us to some degree is a manager whose ability to manage his particular job has a direct bearing upon the welfare of every other individual in the organization.

Now let us take an inventory down through the years of Bakelite's existence:

1909—One man already renowned for his scientific accomplishments, with a new vision before him—Dr. Baekeland.

1911—A start in a small plant with 20 men on the payroll, making an average of 22 cents an hour, producing 8 products for sale.

1924—A consolidated Corporation with 500 people on the payroll, paying an average wage rate of 46 cents an hour with group insurance added, producing 250 products for sale.

1929—A Corporation outgrowing its manufacturing plants with 750 people on the payroll, paying an average wage rate of 49 cents an hour with group insurance, producing 340 products for sale.

1937—A Corporation with a fine new plant and 1115 people on its payroll, paying an average wage rate of 54 cents an hour with insurance, vacations with pay and profit-sharing added, producing 610 products for sale.

1961—An enterprise consisting of ? plants employing ? people, paying a wage rate of ? cents an hour with ??? added, making ??? products for sale.

They say the first one hundred years are the hardest; so, if we were able to achieve the constantly improving results shown in twenty-five years, beginning with one individual, what 1115 individuals can accomplish with a background of twenty-five years' experience, equipped with a magnificent plant and adequate reserves, is entirely dependent upon our cooperative effort in the interest of the Corporation. Therefore, let's resolve to do our utmost to replace those question marks at the fifty year point with some large figures.

Happy New Year!

SANDFORD BROWN