

PLF'S
EXHIBIT
5/12/54
W.H.

ID
555

May 1, 1937

Mr. J. A. Bata In Zlin

On the eve of the conclusion of the magnificent world-flight of our Chief, Mr. John Bata, we are publishing this statement which he made at the commencement of his tour.

An address delivered to fellow-labourers, by Mr. John Bata, Chief of the world-wide concern which bears his name, during his visit to Batanagar on the 29th. January last



January, 6th. in the morning, Mr. John A. Bata chairman of the Board of Directors of our Company, left with nine companions from his private aerodrome at Zlin Czechoslovakia, in a private airplane on a business flight around the World.

The time scheduled for this tour was about four months. At the farewell party arranged for the managers on the eve of the departure, Mr. Bata made the following statement.

"World trade could not be carried on without worldwide connections and means of transport; this we all must bear in our minds.

It is only the stay at home-people, who talk about over-production. I wonder whether you know the real position as regards our own particular trade? For a world population of 2,000 million people, only 900 million pairs of shoes are produced annually. If all the shoes manufactured were evenly distributed among all people, each person would walk with one shoe only.

There is no overproduction, but shortage, and shortage means an overproduction of quarrels and disputes. Either there will be a loosening of in the international exchange of goods and overproduction of poverty will thereby be stopped, or else, there will be an international exchange of bombs incurring an avalanche of disorder and new poverty.

Everyone who is responsible for ordinary international collaboration, should try to do away with faults and obstacles, at least in his own line of business. This, also, is the purpose of my journey.

I am not going to make a record flight or to run any risks whatsoever. I am going by air because I believe in flying. Real business in the near future will be unthinkable without aviation. I believe that flying will re-establish the authority of the League of Nations, as, with this instrument at their service, even the most powerful nations could not fail to realise that their lives would not be safe anywhere."

While on his world tour, the Chief along with his suite, visited Batanagar on the 29th. January last and spent one extremely busy week, at conferences and consultations, the results of which are already bearing fruit, by way of higher working possibilities of the company, in the arrangements for the bettering of our sales-service and in the amelioration of the social conditions here.

The Chief departed on the 7th. February for Rangoon and thence to the farther East.

According to telegraphic news from Zlin, the Chief is expected to arrive this morning, the 1st. of May, at his private aerodrome in Zlin.

1,50,000 fellow labourers and their friends are at the moment anxiously awaiting the arrival of their esteemed and beloved Chief, who has done a great deal of pioneer work, while on his world-tour.

(Contd. to page 4)

Dear Friends & Fellow-labourers,

I thank you for your fervent welcome. I am really surprised how near it is from Europe to here, to you.

I am highly pleased and am enthusiastic about the great undertaking which you have accomplished here. I would like to thank you for the great and glorious work; work of a similar nature provides a living for over a 1/4 of a million people connected with our concern throughout the world.

You can depend on my promise to provide you with capable and just guidance and ample work. It is up to you to help yourself and others, by your own exertion, thoughts, will & willingness and also by obedience and understanding.

Here, on the bank of the holy river, you have created a town, a town of Labour, a town of service to Mankind. That is the significance of its name 'Batanagar.'

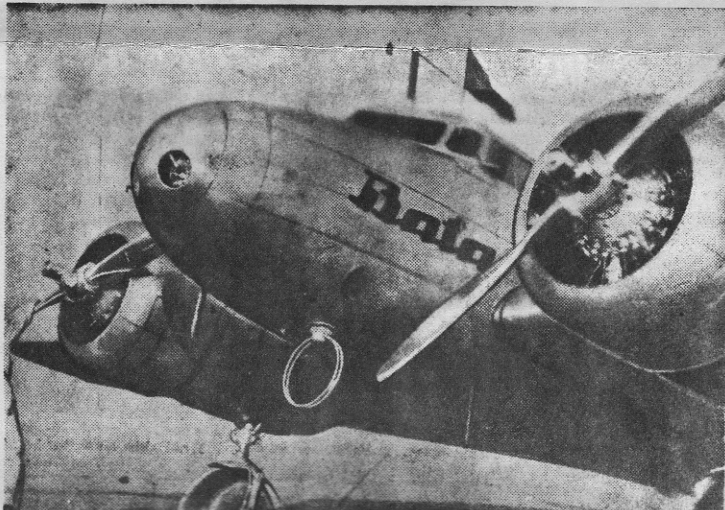
I would like you to cultivate the habit of Discipline and Determination.

I wish you every Success.

EXHIBIT
D 260
DT



Mr. John Bartos, Mr. John A. Bata and an organiser Calcutta Exhibition having an informal chat at the Tennis Courts in Batanagar.



The Chief's Airplane in which he and his companions flew round the World.

And The Firm Carries On

After the death of Thomas Bata, the founder of the world-wide organisation which bears his name, the public were anxious to know just how it would continue. Thomas Bata had already during his lifetime, arranged for this contingency. He had said "I began to solve the problem of my probable successors 36 years ago when I engaged the first helper in my work.

I would never have engaged helpers for my work and so many of them, if I had been organising this firm of mine with the idea of being at the head of it permanently.

Our works have no use for people who consider themselves indispensable or at least wish to be so. Similarly we have no use for those who lack ambition and prefer to be day-labourers all their lives. No concern can hope to prosper until it finds a method for changing day-labourers into Directors. The day we succeeded in solving this problem, the question concerning the future management of the Firm was also automatically settled."

J. A. Bata, the brother and successor of the late Founder is the present chief of the firm, which he has not only managed to keep at the summit but has brought a new degree of prosperity by improving the organisation and enlarging it. This year, the fifth anniversary of the air disaster in which Thomas Bata lost his life, the new Chief undertook a commercial world-flight, an enterprise which surprised the whole world.

He had no apprehensions concerning his own life but embarked on the tour with a view to ensuring the contentment of hundreds of thousands of his fellow workers thruout the world who look upon him as the head of their large working family.

The results of his trip are already apparent even in Batanagar. We have engaged in last 10 weeks for our local factory a further thousand new employees; a thousand who would work with us and be contented.

We all believe and will strive to ever increase their number.

Each of our collaborators who works and in the work feels the fulfilment of his life's endeavours, who thoughtfully and intelligently serves the public generally, has assured work and contentment. Not only his occupation is assured but future advancement the opportunity to become useful in life.