



TOTAL SYSTEMS TEAM—Here is the group that conducted the comprehensive Total Systems Study that formed the basis for the Total Information System now underway. They are: standing, back; from left: Dick Fiala, John Schmid, Paul Breyfogle, Marion Foley, Bob Corman and Bob Schuerman. Standing, front, from

left: Tom Garren, Bob Boyer, Jim Galloway, Gehl Tucker. Around table, from left: Wendell Ray, Jim See, Dick McBride, Jim Moore, Oliver Etheridge, C. V. Glynn, George Prust, Ray Bass, Lee Crouse. Other team members not pictured are Al Foley, Ken Schroeder, Dick Schuman, Don Sullivan and Bob Tassinari.

Tuschhoff Second, Fields Third . . .

Moorehead Wins Suggestion Contest

Bill Moorehead, Plant Protection, is the first place winner in the Staley News' "Suggestion Sweepstakes" employee-idea contest.

He wins a share of Staley Common Stock for two ideas for helping the Company.

Second place and a \$25 U. S. Savings Bond goes to John Tuschhoff, Research, and third prize of \$10 cash belongs to John Fields, Storeroom.

Moorehead's prize-winning combination was a suggestion on safety precautions for railroads on Staley property, and one con-

cerned with faster truck loading for better customer relations.

Tuschhoff's idea concerned the increasing emphasis on product profitability along with volume in Industrial Sales.

Fields' suggestion was intended to help reduce the number of parts on hand and to get people to use more care in what gets back on the shelf at the Storeroom.

All winners' suggestions hit upon valid problem areas around here, and all are the subject of study or action in the departments concerned.

Moorehead's suggestion on railroad safety came a short time before preparation of a new railroad safety code, which was distributed to employees with their August 13 pay checks.

His other one on faster customer truck loading was recognized as a problem involving both Distribution and Manufacturing. Much of it centers on the need for some trucks to visit a number of buildings to pick up

products. This ties up loading docks, forcing waits for other customer trucks. One step toward easing the situation is careful scheduling of pickups at times when mixed loads are not on tap.

Tuschhoff's suggestion ties in with Industrial Sales efforts of the past year to place more emphasis on sales of high-profit items while at the same time recognizing that high volume is necessary for maximum plant efficiency. Better financial reporting now makes it possible to determine which products or product blends are more profitable. Representatives are then directed to prime users of these products.

Fields' size-up of the parts situation coincides with a continuing program to reduce the number of parts on hand and to make sure all parts stocked are usable. Maintenance personnel indicated that this is an area where all employees can help.

Fellowship Split Being Worked Out

Methods for dividing the Fellowship Club assets and the mechanics of splitting the Club between bargaining unit and all other employees are now being worked out.

Staley representatives last week discussed the division of assets with the Internal Revenue Service in Washington, D. C.

Details of the IRS decision are expected to be finalized and announced within the next two weeks.

The Club is being split and assets divided in accordance with an agreement reached during this year's Contract negotiations.

Insurance for hourly employees will now be administered by the Company, with benefits negotiated in collective bargaining with Union representatives.

All miscellaneous activities, including scouting and handicraft, are being discontinued under the new arrangement.

Further details on the split will be announced in the next Staley News.



Contest winners Bill Moorehead, John Tuschhoff and John Fields.

Edward Lee Goad
15 S. Country Club Road
Decatur, Illinois

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Staley NEWS

Vol. 6, No. 11

Decatur, Illinois

August, 1964

New All-Company Total Information System in Works

The typical junior college for 4,500 students requires 142 classrooms, but the one soon to be built in St. Louis will do the same job with 80.

The savings to taxpayers will be \$3 million, and all the credit goes to a wise old computer.

In less than 30 minutes, the computer produced a schedule that would keep the classrooms in use 80 percent of the time, compared with a 30 to 50 percent average for most colleges.

Results like this are heard more frequently all the time, as more and more businesses apply the latest computer techniques. They are essential tools in today's world of dynamic competition.

At the Staley Company too, the capabilities of recent computer developments are being put on stream, with perhaps the most advanced of all undertakings: the Total Information System, or "TIS" for short.

What this means, briefly, is a computerized information center designed primarily to shorten the interval between receipt of an order and delivery of a product.

Accomplishing this goal takes in virtually every area of our Company. It will take four years and an estimated 100 man-years of effort. It will change the job duties of a great many employees. It will change the way the Staley Company does business.

Activity on the total systems changeover was started recently with the selection of necessary computer equipment and preliminary work on staffing and training of additional systems designers and programmers.

The far-reaching project had been authorized on the basis of findings of a Total Systems Study conducted over the past six months by a team of 22 Staley employees working with Lee Crouse, Manager of Corporate Information Systems.

They studied the Company by its natural information flow, then figured out a system to provide the right information to the right people in the fastest and most economical way. This, in a nutshell, is what TIS is all about.

Here are some examples of what the Staley employees found in their study and what TIS will deal with:

. . . an employee's name and address registered in up to 10 locations, records maintained independently, none complete.

. . . tedious ledger-type records kept in a great many departments, duplicating information kept elsewhere, and containing some data of importance that never reached people who needed it.

. . . important Company information often "retires" when employees who kept it in their heads retire.

(Continued on page 3)

Extensive Study By Employees Backs TIS Move

Thousands of man-hours by a number of Staley employees went into the Total Systems Study that provided the framework for the Total Information System (TIS) program now underway.

Here is a breakdown of the project areas and many of the people involved:

Sales Order Processing: Tom Garren, Wendell Ray

Sales Support: Bob Corman
Materials Planning & Control: Ken Schroeder

Production: Paul Breyfogle
Process Documentation: Marion Foley

Personnel: George Prust, Gehl Tucker

Purchasing & Wire Communications: Dick McBride

Engineering & Maintenance: Al Foley, Ed Breyfogle, Jim Galloway

Research & Development: Dick Schuman

Finance: Don Sullivan, Bob Tassinari, Bob Boyer

Commodity Management: Jim Moore

Clerical Work Analysis: John Schmid

Process Controls: Dick Fiala
Management Controls: Lee Crouse

Other Staley employees figuring prominently in various phases of the study included C. V. Glynn, Ray Bass, Oliver Etheridge and Jim See.

Painesville Folks OK New Contract

Painesville employees ratified a new two-year Contract in voting August 5.

The new pact provides for an immediate 4 cents-an-hour wage hike, and included a one-year wage reopener.

Contract deadline at Painesville had been extended to August 1 this year. Some 50 bargaining unit employees were involved.

Seventy-Five Celebrate Anniversaries New Responsibilities For 16 Staley Folks

Seventy-five Staley folks mark more than 1,000 years of combined service in August anniversaries.

Leading the list are 40-year men **Claude Cox**, Credit; **Murray Hiltabrand**, Yards, **Ollis Owens**, 75 Bldg., and **Norval Smith**, Traffic.

Others with August service anniversaries are:

35 Years
Herman **Crawley**, 111 Bldg., Aug. 11
Donald **Hall**, Millwrights, Aug. 22

30 Years
Merwyn Armentrout, Civil Engr., Aug. 23
James Coffey, Control Lab, Aug. 5

Carl Dongowski, Engine Room, Aug. 9
Clyde Greenwood, Garage, Aug. 26

Raymond Kilty, Ind. Sales—Boston, Aug. 8
Clarence Koshinski, Millwrights, Aug. 11
Clarence Moutray, Production Cont., Aug. 10

25 Years
Glenn Bowman, Proc. & Methods Engr., Aug. 30
Dale Deibert, Yards, Aug. 12
Fred Martina, Tin Shop, Aug. 15
John McCollum, Yards, Aug. 11

20 Years
John Byers, 12/26 Bldgs., Aug. 15
James Cox, 29 Bldg., Aug. 15
Charles Phegley, 16/116 Bldg., Aug. 16

15 Years
Joseph Adams, Painters & Roofers, Aug. 31
Richard Blaylock, Pipe Shop, Aug. 4
Eugene Boyer, 29 Bldg., Aug. 8
John Boyer, 20S Bldg., Aug. 18
Marcus Clark, Painters & Roofers, Aug. 9
Robert Cowgill, Jr., Production, Aug. 31
Cecil Davis, Small Machine Shop, Aug. 1
Fountain Dixon, Painters & Roofers, Aug. 30

10 Years
Robert Metzger, 17 Bldg., Aug. 1
Phillip Padgett, 59 Bldg., Aug. 16
Robert Poe, 20P/118 Bldg., Aug. 30
Leo Pressley, 12/26 Bldg., Aug. 3
Robert Quick, Machine Shop, Aug. 3
Norman Rodgers, Feed House, Aug. 9
Ronald Saunders, Specialty Feeds, Aug. 8
James W. Scribner, 29 Bldg., Aug. 3
Paul Short, Painters & Roofers, Aug. 22
William Sloan, Painters & Roofers, Aug. 22
Marion Smith, Feed House, Aug. 31
Bill Speagle, Mill House, Aug. 2

Three Move Up In Consumer Products Packaging Group

Three have been promoted in a management reorganization in consumer products packaging.

Bruce Dwiggin has been advanced to the new position of technical supervisor of packaging. **Harry Atkins** has been promoted to the new position of foreman of consumer products packaging and loading, and **Otto Kurek** has been named to replace Atkins as foreman of 20 Bldg. packaging.

Dwiggin, who had been 17 Bldg. foreman, will now give technical supervision to packaging operations at the 15 Staley distribution centers and manufacturing plants across the country as well as Decatur packaging activities.

A Michigan State University graduate, Dwiggin joined the Company in 1961 as a chemical engineer and had been 17 Bldg. foreman since 1963.

Atkins will now be in charge of all grocery products pack-



Owens



Cox



Hiltabrand



Smith



Crawley



Hall



Armentrout



Dongowski



Greenwood



Kilty



Koshinski



Moutray



Bowman

Wayne Houser, Garage, Aug. 5
John Kruse, Painters & Roofers, Aug. 5

Raymond Ledbetter, 17 Bldg., Aug. 30

Robert Metzger, 17 Bldg., Aug. 1

Phillip Padgett, 59 Bldg., Aug. 16

Robert Poe, 20P/118 Bldg., Aug. 30

Leo Pressley, 12/26 Bldg., Aug. 3

Robert Quick, Machine Shop, Aug. 3

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William Sloan, Painters & Roofers, Aug. 22

Marion Smith, Feed House, Aug. 31

Bill Speagle, Mill House, Aug. 2



Deibert



McCollum

Bobby Walker, 59 Bldg., Aug. 4

Jack Erickson, Ind. Sales—St. Louis, Aug. 16

Beryl Kayser, Tax Dept., Aug. 30

John Tuschhoff, Appl. Rsch., Aug. 1

Merton Weber, Groc. Prod.—St. Louis, Aug. 1

5 Years
Richard Adcock, Groc. Prod.—Chgo., Aug. 24

Louis Bauswell, 20S Bldg. 1, Aug. 11

Duane Benedict, Yards, Aug. 11

Roy Book, 17 Bldg., Aug. 11

Jess Bradford, 20P/118 Bldg., Aug. 10

Gerald Cochran, 5/10 Bldg., Aug. 17

Pete Dalmares, Engr. & Maint., Aug. 19

Melba Hall, Machine Accounting, Aug. 6

Richard Kemp, 17 Bldg., Aug. 19

Ronald Kitchens, 17 Bldg., Aug. 13

Edward Lacy, 5/10 Bldg., Aug. 7

Charles Marlatt, 17 Bldg., Aug. 13

James Marsh, 17 Bldg., Aug. 11

Norman Mathias, 17 Bldg., Aug. 10

Robert Mendenhall, 17 Bldg., Aug. 14

Gerold Merriman, 5/10 Bldg., Aug. 17

Charles Moran, Groc. Prod.—Kansas City, Aug. 1

Alyce Radford, Ind. Sales—Atlanta, Aug. 1

Larry Sheay, 20S Bldg., Aug. 11

Robert Shirley, 17 Bldg., Aug. 12

Mervil Stephens, Feed House, Aug. 11

James Trichel, 12/26 Bldg., Aug. 14

Wilber Ware, Groc. Prod.—Chgo., Aug. 8

Michael Watson, Yards, Aug. 10

Chester Wesolek, Aviation, Aug. 2

Anthony Yonker, 17 Bldg.

Sixteen Staley plant and office employees were advanced in this month's promotions listings.

Chuck Brauer has been promoted from sales trainee to sales supervisor in Chemical Sales. A Millikin graduate, he joined the Company in 1958 as a Grocery Products salesman, went through the management training program a year later, and has been a sales trainee in Chemicals since 1962.

Tom Fisher has been advanced from junior compensation analyst in Salary Administration to assistant to the export sales manager in Overseas. He joined the Company in 1963 following graduation from Carthage (Ill.) College.

Roy Larson has been promoted from process research chemist in Engineering Research to research chemist in Chemical Research. A University of Illinois chemistry graduate, he has been a chemist in Staley Research since 1937.

Ken Moser has stepped up from research chemist to senior research chemist in Chemical Research. He joined Staley Research in 1958. He earned his BS degrees from Tusculum College, Greenville, Tenn., and his PhD from Duke University.

Jerry O'Riley has been advanced from relief night superintendent and night maintenance supervisor to night superintendent. A 28-year man here, he started on the Extra Board, worked for a time in the Packing House, advanced to the Machine Shop in 1945, where he was made assistant foreman in 1955, and in 1957 was named shift foreman in Maintenance. He had been relief night superintendent since 1962.

Named to replace O'Riley as relief night superintendent was **Art Peterson**, who for the past two years had been 16-116 Bldg. shift foreman. He started on the Extra Board in 1941, then worked his way up in the Control Lab, as a technical assistant in Starch Processing, and in 1956 was named shift foreman.

Other promotions:

Bob Raskin, from senior grain clerk, Grain, to office manager, Overseas.



Fisher



Brauer



Larson



Moser



Peterson



O'Riley

Powell Clary, from tax assistant, Financial, to senior grain clerk, Grain.

Jane Ernst, from secretary to the director, Process & Methods Engineering, to secretary to the plant superintendent, Production.

Dwayne Guffey, from messenger, Office Services, to shop clerk, Engineering & Maintenance.

James Horn, from shop clerk, Engineering & Maintenance, to tax assistant, Financial.

Roman Jackson, from retail salesman, Grocery Products—St. Louis, to trainee, Industrial Sales—Kansas City.

Jean Jones, from senior bookkeeper to chief bookkeeper, Credit.

Nancy Richardson, from accounts receivable bookkeeper to senior bookkeeper, Credit.

Janet Spann, from messenger, Office Services, to tub file clerk, Data Processing.

Ward Woodard, from inspection and relief clerk to less-than-carload coordinator, Process & Methods Engineering.

Five Staley Veterans Retire



Borchert

Five Staley veterans retired in July after compiling nearly 200 years of service to the Company between them.

Senior member of the group is **Louis Borchert**, who retired as a lead operator in 111 Bldg. after more than 40 years service. He started in Reclamation, then spent some 20 years in various jobs at the Syrup House before moving to 111 Bldg. in 1949.

Also retiring as a lead operator in 111 Bldg. was **Vernon Spaulding**, who ended a 39-year career with the Company. After starting in the Kiln House, he worked most of his years in the Feed Packing House.

Phillip Spent retired as a converter operator in Modified Starch, where he worked nearly



Spent

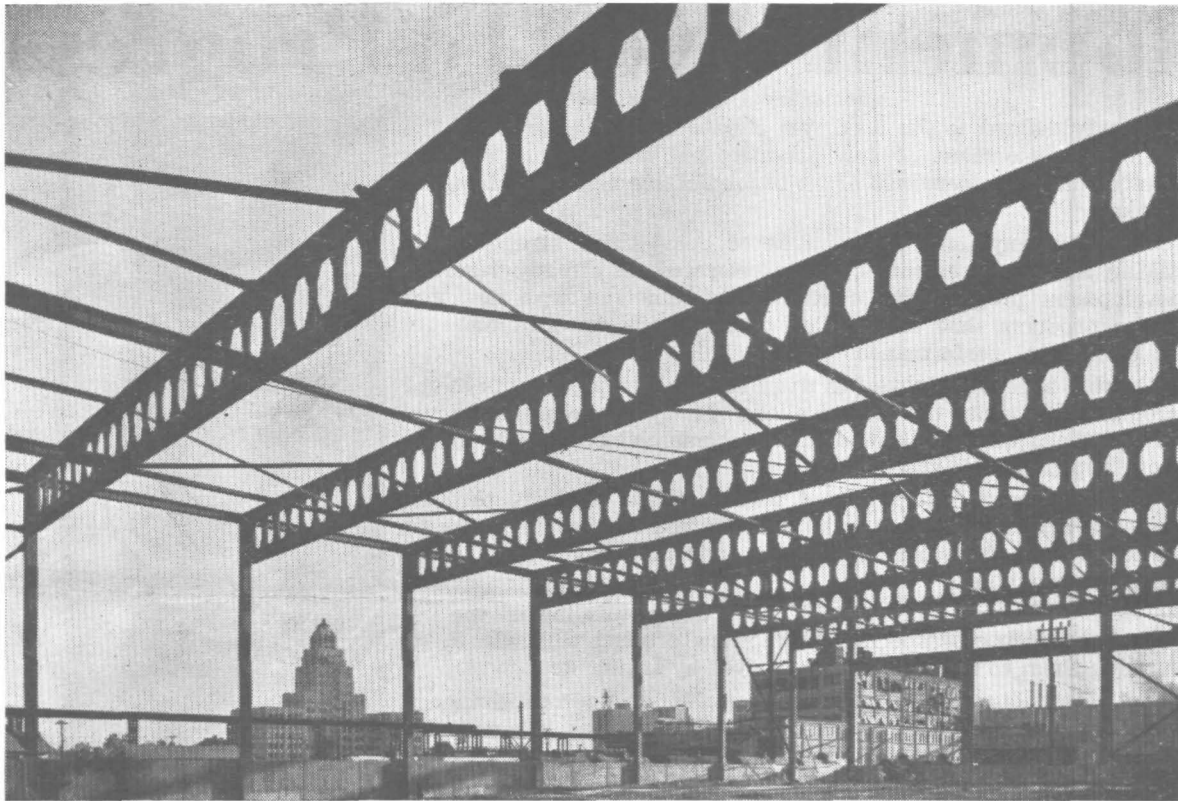


Vincent

all of his 37 years with the Company. He started in 1926 at the Elevator, and began working in the starch area the following year.

John Vincent retired as a cleaner in the "Sweetone" plant after 19 years service. He started on the Extra Board, and worked most of his years in the feed products area.

Chester Phenix retired voluntarily early as chief bookkeeper in Credit after nearly 19 years service. He served for a time as assistant paymaster, and had worked his entire career with the Company in Finance.



DEXTROSE DESIGN—Completion of structural steelwork on warehouse section of the Company's new Dextrose Bldg. highlights expansion activity this month. Visible in the background is the Staley Administration Bldg., where the revo-

lutionary dextrose process was born in Staley Research. The process, already in use under license and in Staley overseas operations, is expected to account for bulk of world's dextrose in the near future.

New Total Information System Underway

(Continued from page 1)
... orders for products actually in warehouse stock at a distribution center senselessly waiting for production runs here.

The team's recommendation to deal with these and other problems was a "central information bank", where by computer all information is entered, stored and disseminated with split-second accuracy to those who need it.

The idea behind the study was that in today's dynamic business world, fast and accurate information is vital.

Behind the primary goal of hastening order-to-delivery time, the new approach will help in such things as reducing inventory, costly rush orders and duplication of effort, while improving customer service and purchasing through better information.

The system will end needless duplication of record keeping, while at the same time making it possible to schedule production for the best use of machinery and manpower. Centralizing of all personnel records will be another big improvement.

The overall result of all these steps is to provide simple-but-frequent reports on what is actually going on in the Company, rather than the long schedules, forecasts and estimates, which

make management difficult. Some call it "instant cost accounting".

Reports on such things as sales orders, production and inventory will be handed to management within hours after being recorded.

Principal tool of the new information system will be a System/360 Model 30 computer, one of a new series brought out this spring by International Business Machines.

The new computer will be installed in our Data Processing Center in December, 1965. Our 1401 computer is being modified for the more advanced systems work to come between now and that time.

Although the computer is an integral part of the program, people are the really vital element in TIS.

"Sure its fun to make jokes about computers running everything, but computers are absolutely helpless without people to tell them what to do", Crouse reflects. "It's really the other way around. Computers are but a tool".

"The potential value of a total information system is unlimited", he says, "but getting the good out of it depends entirely on the energy, enthusiasm and initiative of employees all along the line".

"We have that talent here

at the Staley Company", he says, "in people who can be trained for systems work, and hundreds of others who will remain on the jobs they now work, but whose jobs will become increasingly important when they are no longer bogged down in paperwork and inadequate information".

TIS is scheduled to be in full operation by 1968.

When staffing and training has been completed, some preliminary coding will take place, followed by actual work in installing the 19 "sub-systems" representing all our activities by information-flow lines.

The program will open new careers for a number of Staley folks, and it will involve important changes in many other jobs. Almost every office and many plant job will play a direct part in making the new system work for us.

Complete details will be presented as developments of TIS take shape in the months to come.

Syrup, 'Sta-Flo' Brighten 9-Month Financial Tally

Increases in corn sweeteners and foreign operations and the continued rise of "Sta-Flo" spray starch were highlights in an otherwise not-too-rosy nine-month financial report.

Still plagued by the soybean decline and price competition in some other high-volume areas, Company sales and income remained behind year-ago levels going into the last quarter of the fiscal year ending Sept. 30.

Income for the third quarter was \$650,000 on sales of \$42.3 million, compared with \$1.2 million on \$46 million sales for the same three months last year.

For the first nine months, income was \$2.6 million on sales of \$129 million, down from \$3.9 million and \$136 million for the same time a year ago.

Significant advances in some lines of both consumer and industrial products here and abroad helped balance somewhat the competitive difficulties in other areas.

Although volume was up on most products, increasingly intense price competition in basic starches and syrups and consumer goods kept income down.

In overall sales, volume once again turned upward to narrow the nine-months decline to 5.6 percent.

Highlights of the nine-months report:

Industrial Sales—third quarter starch, syrup strong, higher cost, low prices curb income.

Grocery Products—sales up slightly on year to date, "Sta-Flo" spray records sharp sales gain.

Chemical Sales—income up for quarter, but still trails year-ago.

Feed Marketing—Soybean market factors hurt business.

U B S Division—maintaining last year's sales levels, even though substantial volume now reported through Staley (Canada) Limited; income up.

Foreign Operations—more gains in both volume and profits over last year.

Grind—corn grind figures high, soybean grind hits five-year low.

Enter Now!

'News' Sponsors Bowling Contest

The Staley news will sponsor a contest that will pay top Company bowlers their entry fees in the nation's largest and richest industrial tournament.

Staley bowlers entered in the News contest who have the 15 highest averages on January 31, 1965 will have their entry fees paid for them to the National Men's Team Industrial Tournament in Dayton, Ohio next spring.

The contest begins with the opening of regular league bowling seasons in September. Entries must be in by September 30.

To enter the contest, simply fill out the entry blank printed in the lower right hand corner of this page and mail it to the Staley News, 62 Bldg.

The Dayton spectacular features top prize money of \$15,000 and some 500 cash awards in all. About 5,000 teams competed for the pot-of-gold last year, including more than 40 Staley bowlers.

Additional information on the bowling competition may be obtained by contacting the Staley News, Russ Dash, Distribution, or Walt Koshinski, Millwright Shop.

Staley Welcomes . . .

- Arthur Bushue, Manufacturing Supplies
- Robert Coon, Office Services
- W. Frank Cummins, Grocery Products—St. Louis
- Peter Zung-Jih Han, Applications Research
- Gary Haynes, Shipping Insp.
- James House, Chemical Research
- James Stocker, Personnel—Employment
- Roy Stout, Ind. Sales, Decatur
- David Stuckey, Int. Auditing

Entry Form TOURNEY/TICKET CONTEST

Entry fees for the prize-rich National Men's Team Industrial Tournament in Dayton, Ohio will be awarded to the top 15 Staley Bowlers entered.

- To be eligible—just fill out this form and mail to the Staley News

Competition will be based on league averages between September and January 31, 1965

- Entries must be received before September 30, 1964

Fill out this form promptly—it could be your ticket to a share of \$15,000 top prize money, or one of some 500 other cash awards.

YOUR NAME: _____

YOUR LEAGUE(S): (name, place, time) _____

LEAGUE SECRETARY'S NAME: _____

MAIL COMPLETED FORM TO THE STALEY NEWS,
1-W 62 Bldg.



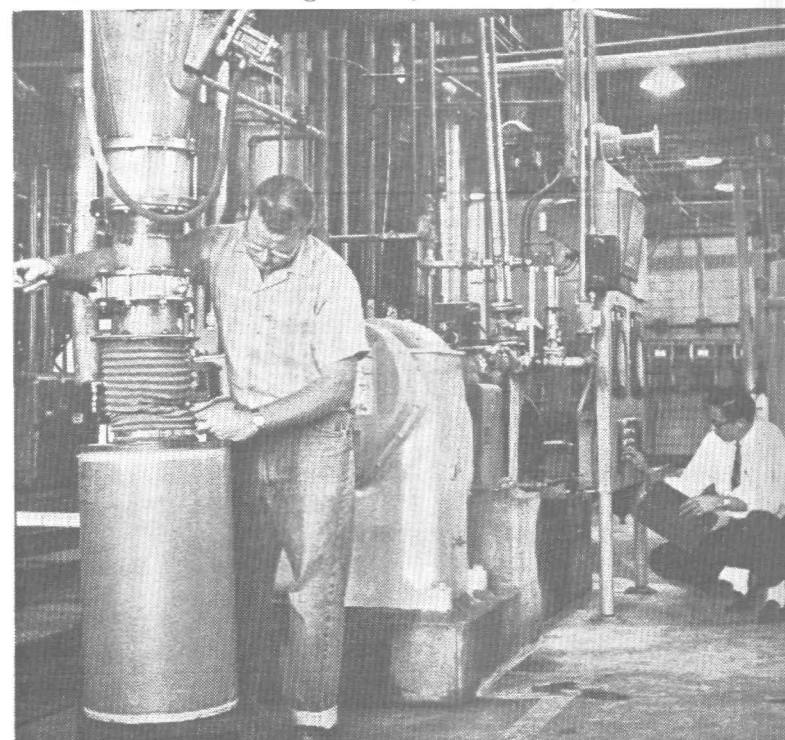
HEART'S DESIRE—Staley gals busy themselves mailing literature on Grocery Products' \$100,000 "Your Heart's Desire" Sweepstakes now going on nationally. They are, from left: Judy Creek, Linda Hart, Marilyn Kaltenbach and Janet

Spann. Two hundred-seventy lucky housewives will win Norge refrigerators or air conditioners for submitting their names with a "Sta-Flo" or "Sta-Puf" label. Contest ends Sept. 1. Winners to be announced by Sept. 30.

New Product Developments: Key To Progress



STALEY OFFERS MORE—That new "Sta-Sol" Plus UF-4 lecithin concentrate contains 8 per cent more active ingredients is demonstrated by Janice Petzel, Industrial Relations. This photo accompanied a news release telling industry of the Staley advance.



HVP ON THE WAY—Technician Jack Wilcox unfastens drum of new spray-dried Hydrolyzed Vegetable Protein at the Pilot Plant. In background, senior development engineer Bill Shelton observes control panel for spray drier.

Members Voting Now . . .

New Home for Credit Union?

The Staley Credit Union may be getting a new home—and a new name too.

Members are now voting by mail on a Credit Union board of directors' proposal to build or buy quarters separate from the plant. Addition of the word employees to make the organization's name "Staley Employees' Credit Union" will be proposed at the group's annual membership meeting next January, according to a letter mailed to all members Aug. 14 from President Claude Cox.

Cox said in the letter that "officers and directors believe, and the Company agrees, that the time has come for the Credit Union to have its own home".

The Credit Union head saluted the Company for being a "gracious host" over the organization's 34 years.

"It could not have started nor lived through its early years without staff, supplies, housing, legal advice and other help from the Company", Cox said.

"As it has grown it has paid more and more of its own way", he said, "and in later years has been dependent on the Company only for office space, heat, light and power".

Proposed by the Credit Union leadership is construction of a single story masonry building on a site to be selected.

No reduction in dividends is anticipated, the letter said.

If the membership turns down the proposal to buy or build, separate quarters would be obtained on a rental or lease basis, it said.

The Staley Credit Union was organized in 1930 with assets of \$248,000. It has since grown to nearly \$6 million in assets.

Clearly defined is the need, yet elusive and treacherous is the path to development of new products and adaption of existing ones to meet the demands of an unpredictable and ever-changing market.

Our Company, engaged in a fierce competitive struggle now taking its toll on earnings, has accelerated an already vigorous development program in an attempt to come out with new and better products that competition doesn't have or can't measure up to in total performance.

On this page we're covering three early accomplishments of the program. These are the first of a large group of new products and advanced adaptations to be readied for commercial availability. Many more approach this stage.

The accelerated effort behind getting these products through research and development, pilot testing and market development work involved thousands upon thousands of hours from a great many people here.

Yet the big test still lies ahead. To Sales, this means the big job of convincing prospects that the new product will help them, enticing them to find out for themselves by trying it.

To Manufacturing, initial sales success brings the challenge of turning out perfect-to-specifications products at efficient production levels and costs. That first customer trial can develop a steady market for us, keep competition out, and contribute handsomely toward keeping our production wheels in high gear, generating the profit necessary to pioneer other advancements and keep abreast of the times.

Better Lecithins to Help Foods

Two new fluid lecithins, one offering up to eight percent more emulsifying power and the other featuring lower viscosity for handling and storing ease were introduced this month by Chemical sales.

Soybean-derived "Sta-Sol" Plus UF-4 and UF-3 Lecithin Concentrates improve on former products as emulsifying agents and for water-to-oil bonding in a wide variety of food and general industrial applications.

Major applications are in margarine and chocolate coatings for baking and candy. Others include shortening, ice cream,

paint, cosmetics, drugs and textiles.

In margarine, for example, addition of lecithin to the formula helps in spreading ease, and reduces the "splatter" from cooking.

Plus UF-4 contains 66 to 68 percent active ingredients, compared with 60 to 63 percent in former fluid lecithins. This allows users to obtain identical results on reduced product portions, or to improve emulsifying action with no increase in lecithin ratio.

The other new fluid lecithin, UF-3, is only about half as thick but equally effective as products previously available. It speeds handling in bulk or drum pumping and eliminates the need for high temperature storage, often making any heating unnecessary.

Produced by a new Staley process, both new fluid lecithins are 50 percent lower in moisture and of significantly higher purity than previously available products.

New Technical Data Sheets outlining the products are now being distributed to potential customers by the Industrial Sales team.

Flavors Enhanced More than Before By Staley Product

A new-process flavor enhancer featuring higher flavor solids in a wide variety of food applications and specially designed polyethylene packaging is one of the latest in a group of new Staley chemical products being introduced.

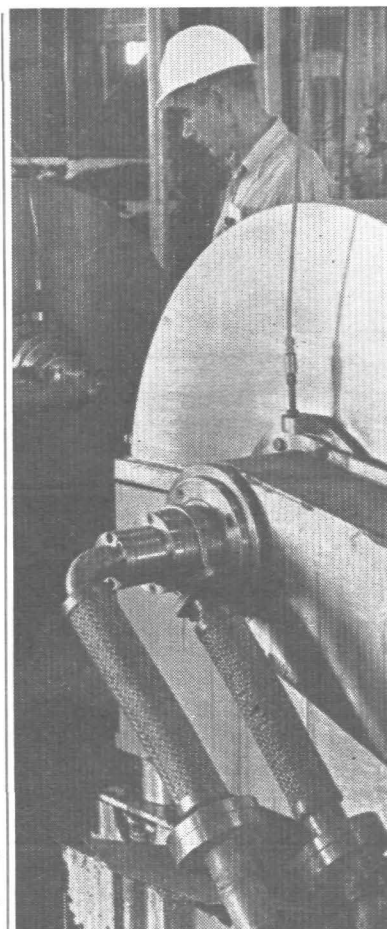
New hydrolyzed Vegetable Protein, formulated and spray dried to powder form by a new Staley process, has demonstrated increased effectiveness in bringing out natural flavors in meats, fowl, fruits and vegetables.

Developed for use in fresh, concentrated, canned and frozen foods, it has proven particularly desirable in soups, gravies and sauces, including oriental dishes.

Hydrolyzed Vegetable Protein comes in a polyethylene lined Kraft bag designed to seal airtight even after the package has been opened. This eliminates any trace of moisture pick-up and assures total product purity.

Staley also produces a hydrolyzed vegetable protein in liquid form for use in food processing.

A local firm now using new Hydrolyzed Vegetable Protein is Heinkel's Packing. They are trying the new product out in their all-meat wieners.



BETTER LECITHIN—Foreman Bill Richards checks out machinery used in processing lecithin on the 4th floor of the Oil Refinery.

U B S Idea Keeps Shine On Floors

From U B S, to the floor polish industry, to thousands of commercial and industrial users, comes a revolutionary new polymer emulsion that keeps the shine on floors even after extensive detergent washings.

New "Ubatol" DRP-62, introduced last month after an unprecedented testing program showed "superb performance", is heralded as the first truly detergent resistant polymer.

Tests showed that polishes with DRP-62 retained their shine longer under routine cleaning than any other polish currently on the market.

This means polishes offering significant savings in time and energy for businesses and dollars-and-cents savings on top of that for industrial maintenance organizations, while all take advantage of brighter, cleaner looking floors.

What U B S officials called the most thorough and extensive series of laboratory tests ever conducted in this field of polymer application showed polishes with DRP-62 outlasting all other polish systems.

The new breakthrough allows floor polish manufacturers to prepare either buffable or non-buffable polishes which stand up to routine maintenance and can be removed with selective alkaline removers rather than acid strippers.

In its promotional literature, U B S shows color photos of floor surfaces bearing conventional waxes next to discernibly more-shiny surfaces polished with products containing DRP-62.

Ubatol DRP-62 is currently available in commercial quantities, for commercial applications, but will later be developed for household use.



WINNING BEAUTY—Diane Conway, daughter of Boston Warehouse foreman Art Conway, was selected to reign as Miss Melrose (Mass.) and carried the community's banner in "Miss Massachusetts" competition.