

A. E. Staley Manufacturing Co., Decatur, Ill.—Return Requested

Staley NEWS

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A. E. Staley Manufacturing Co.

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Company Sales Propelled To New Third Quarter High

In "Fortune" magazine's recently-published annual ranking of the top 500 U. S. companies in order of sales, the Staley Company moved up to 298th from 320th on the list, based on its fiscal 1965 sales. Significant growth through the first nine months of this fiscal year indicates the Company may move up several more places next year.

Company sales, propelled by continued strong demand for our corn, soybean and chemical products in both industrial and consumer lines, reached a record high of \$62,010,000 in the third fiscal quarter ended June 30.

The third quarter sales record tops the previous high of \$61,328,000 just set in the second quarter ended March 31. It marked the eighth consecutive quarter in which sales have exceeded the same quarter of the previous year.

Continued gains in the third quarter brought nine-month sales to a record level of \$182,683,000, up 14 per cent

over the same nine-month period of last year when sales were \$160,422,000.

Third quarter net income of \$2,781,000, or \$1.22 a share, showed a 27 per cent increase over the \$2,195,000 net income, or 96 cents a share, recorded in the same period a year ago on sales of \$53,257,000.

For the first nine months of the fiscal year, the Company's net income is up 31 per cent, standing at \$7,336,000, or \$3.20 a share, compared with \$5,603,000, or \$2.44 a share a year ago.

Chairman A. E. Staley Jr. said the increased sales and profit figures in this fiscal year reflect a marked improvement in soybean milling margins, which have been severely depressed in recent years. Other favorable factors were the continued high level of industrial sales and continuing sales increases in refined oils and specialty products.

Despite higher grain and labor costs, Mr. Staley forecast a continuation of good sales volume for the balance of the year, noting that business levels in the food, paper, textile and other industries served by the Company are holding up well.

"If the fourth quarter follows the normal pattern, we should have an outstanding year," Mr. Staley said.

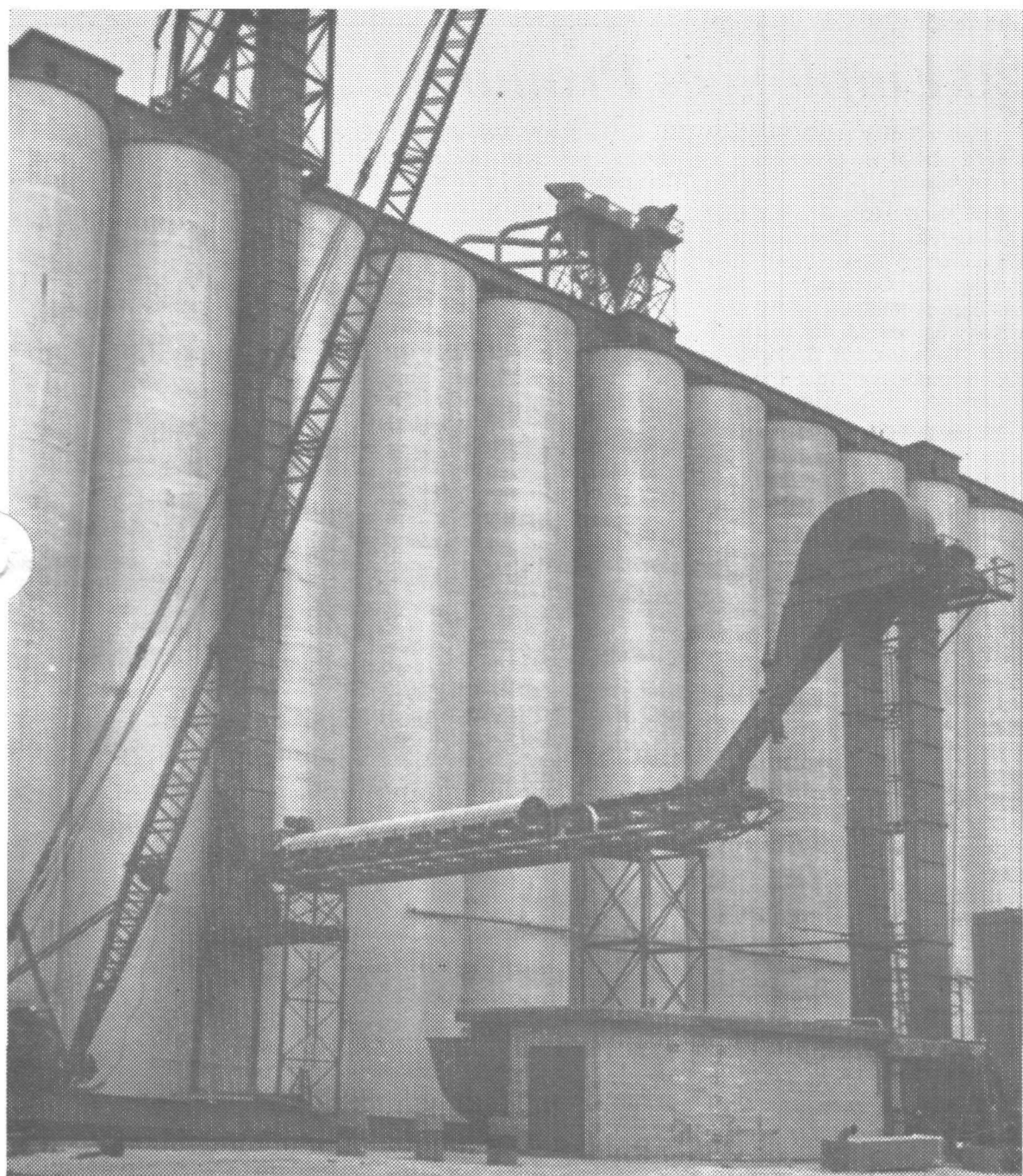
Directors Increase Quarterly Dividend

The Staley Board of Directors increased the quarterly dividend on common stock from 30 cents to 35 cents a share and also declared an extra dividend of 50 cents per share at its regular meeting Aug. 9.

The regular quarterly dividend was last increased 3½ years ago. Both payments will be made Sept. 7 to stockholders of record Aug. 22.

Chairman A. E. Staley Jr. said the continuing improved earnings of the current year justified the increase in the quarterly rate.

The improved earnings reflect the increased corn refining capacity resulting from the large-scale plant expansion completed in 1965, and this year's marked improvement in soybean milling margins which have been severely depressed in recent years.



New truck dump installation is going in just south of Elevator "D."

Grain Unloading Service Speeded

New Truck Dump Nearing Completion

A new 70-foot truck dump and adjacent scalehouse, now under construction, will significantly increase unloading service at the grain elevators and is scheduled for completion in time for the fall grain rush.

Capacity for unloading grain trucks will be doubled by the new installation, which will supplement the existing truck dump located east of Elevator "C."

The new truck dump facilities, being erected just south of Elevator "D," and supporting equipment will enable grain to be unloaded from trucks at the rate of more than 7,500 bushels an hour during peak periods.

In addition to the hydraulically-operated truck dumper, which is mounted on a 60-ton

motor truck scale, equipment in the installation includes a conveying system for transferring grain from the dump pit to transfer belts in Elevator "D." The conveying system consists of two bucket elevators and two belt conveyors.

The 70-foot truck dump platform will be able to accommodate the longest grain truck allowable by law. Equally advantageous is the large dump pit, which will have capacity for the largest loads of grain.

A building will enclose the dump pit and scale head. The scalehouse, just south of the truck dump platform, is of concrete block construction and is nearly completed.

Plant Superintendent Bob

Schwandt said the new installation will provide greater service to truckers, enable grain unloading operations to be faster and more efficient and help alleviate traffic and congestion problems created by grain trucks coming into the plant during peak periods of the grain rush.

Wage Hike, More Fringes Included In New Contract

A substantial wage increase and added employee benefits were included in the new two-year Contract between the Company and Union, ratified July 22 by the membership of Local 837 of the Allied Industrial Workers.

Approval of the Contract by the Union membership came after the Union's Executive Board and Bargaining Committee had unanimously recommended the pact tentatively agreed to following extended negotiations.

Wage increases in the new Contract range from 11 cents an hour on minimum rates up to 24 cents an hour on the top mechanics' rates. In addition to wages, the new Contract contains several changes relating to employee benefits. They include:

1. An additional paid holiday, which will be the day before Christmas. This brought the number of paid holidays to eight.

2. An up to three-day paid funeral leave to an employee

who suffers a death in the immediate family.

3. An increase in the Company's contribution to the dependents' medical insurance plan from \$6.20 per month to \$12 per month.

It is estimated that the non-wage changes amount to approximately five cents an hour.

While there were other changes in the new Contract, these were the major ones. The total wage and fringe benefits package amounts to an average of 25 cents an hour.

The new Contract will run for two years with a wage reopener after the first year.

Bargaining Committees of the Company and Union began meeting May 13 when the Company presented 44 items for consideration and the Union 54 items. Negotiations were concluded July 21 when the two bargaining committees reached tentative agreement on provisions of the new Contract, with the contract signed July 23.

Board Elects Stehr, Tucker

The Staley Board of Directors elected John E. Stehr and R. Gehl Tucker assistant treasurers at the regular quarterly board meeting Aug. 9.

Stehr joined the Company in 1957 after receiving his undergraduate degree from Southeast Missouri State College, Cape Girardeau, Mo., in 1955 and completing a year of advanced study at the University of Edinburgh in Scotland.

He served as a job analyst in the Personnel Division and as a grain buyer and merchandiser in the Grain Division before being named refined oil sales manager in July, 1963. In July, he was promoted to the Financial Division as assistant to the treasurer.

Tucker had been manager of Administrative Services since



Tucker

Stehr

1962. Prior to that, he had been an assistant to the treasurer for eight years and an insurance buyer for the Company for three years.

A native of Effingham, he joined Staley in 1941 after attending Brown's Business College. He left for military service from 1943 to 1945, rejoining the Company in the paymaster's office.



Mrs. Lupton shows some of her many flowers.

Mrs. Lupton, Mrs. Keithley

Two Supervisors Retire



Mrs. Keithley

Mrs. Margaret M. Lupton and Mrs. Bertha R. Keithley retired recently, closing out long careers of more than 40 years each at the Staley Company.

Mrs. Lupton, forelady of starch packing and shipping in 20 Building, retired after more than 47 years with the Company, Mrs. Keithley, forelady of the sewing room, retired after more than 41 years service.

Both women started in the tray room of the Packing House back when starch was put into trays and placed in kilns to dry, Mrs. Lupton beginning in 1919 and Mrs. Keithley starting in 1925.

Mrs. Lupton became a forelady in the Packing House in 1924 and maintained that position, with the exception of a two-year stint as forelady of packaging equipment, until 1948 when she was named forelady of starch packing and shipping.

Mrs. Keithley moved from the tray room to machine helper and machine tender in 1933, became an operator in the sewing

room in 1940, was a syrup shipping inspector and starch line inspector for a year before moving back to the sewing room where she was named forelady in 1944.

Mrs. Lupton, who plans to spend a lot of time with her flowers and working around her house just across Eldorado Street from the Research Center, said she will most miss all the Staley people she has become acquainted with over the years.

"They are a wonderful bunch of people—the salt of the earth as far as I'm concerned," she said. "I liked my job and enjoyed the people I worked with. You can't ask for much more than that."

Mrs. Keithley added, "I've seen the Staley Company grow from a few employees working in a few buildings to a large corporation, but there is still the same spirit of cooperation today as when I started. In my job, I had contact with people all over the plant and cooperation was one thing I always got."

Mrs. Keithley said she has no definite plans for her retirement except "to just enjoy it. I will probably do a lot of reading, I have some flowers to tend and there is plenty of work to do in my church, so I'll keep busy enough."

Ball Retires, Miller Named

Appointment of Reeder C. Miller as manager of rates and research in the Transportation Department, effective Sept. 1, has been announced by Harold L. Ellsworth, transportation department director.

He succeeds Dwight K. Ball, who is retiring Sept. 1 after 30 years service with the Company.

Miller has been a senior rate analyst in the transportation department for the past year. Prior to that, he had been project manager in the transportation department and held various marketing positions in the Soybean Division, since joining Staley in 1954.

A native of Toledo, Ohio, Miller holds a B. S. degree in accounting and a law degree, both from Indiana University.

Ball, a native of Mansfield, Ill., first came to the Staley Company in 1927 following



Ball



Miller

graduation from the University of Illinois. He later worked for the Wabash Railroad in St. Louis.

He returned to Staley on a permanent basis in 1936 as chief rate clerk in the traffic department. He became domestic transportation manager in 1953, assistant traffic manager four years later, traffic manager in December, 1957, and manager of rates and research in February, 1965.

Twenty Staley employees have moved ahead in promotions in recent weeks.

Bob O. Buckles Jr., a design engineer in the Engineering & Maintenance Department since joining the Company in 1964, has been promoted to plant sanitation engineer. A native of Decatur, he holds a B. S. degree in civil engineering from the University of Illinois.

Willie Dale Jr., a 20-year veteran with the Company, has moved up to relief foreman in 35 Building. Since 1960, he has held various positions in the Mill House, including milling and screening operator and shaker and mill maintenance man. He joined the Company in 1946, starting on the Extra Board.

Earl D. Donaldson, engineering draftsman in the Engineering & Maintenance Department since joining the Company in 1963, has been promoted to process service engineer in the Process Service Department. He is a graduate of the Allied Institute of Technology.

Billy Hardy, relief foreman in 35 Building, has moved up to assistant foreman of packing and loading in 20 Building. A 19-year veteran at Staley, he started

ed on the Extra Board and held various positions in the Mill House, 20S Building and 34 Building before he was named relief foreman in 35 Building in 1964.

Clifford E. Kretsinger Jr., senior mechanic in the Electric Shop, has been promoted to assistant foreman, Instrument & Control. He joined the Company in 1946, starting on the Extra Board. After holding positions in the Control Lab and Elevator C, he joined the electricians apprenticeship program in 1956. After completing the program, he held titles of journeyman, junior mechanic and mechanic before moving up to senior mechanic in 1963.

Mary J. Lain, machine operator-A in the Data Processing Department since September, 1965, has moved up to control supervisor in the Corporate Information Systems Division. She joined the Company in 1958 as a keypunch operator in the Machine Accounting Department and became a machine operator in the Data Processing Department in 1964.

Robert R. Orendorff, junior chemist in the Process Engineering & Technical Services Department, has been promoted to order programmer in the Grocery Products Division. He joined the Company in 1963 as a technician in the Chemical Research Department and moved to junior chemist in the Control Lab Section in September, 1965. A native of Bloomington, he holds a B. S. degree in chemistry from the University of Illinois.

Wesley J. Pietsch, shift foreman in 5-10 Building, Syrup Refinery Section, has moved up to systems analyst in the Corporate Information Systems Division. He joined the Company as a relief foreman in the Production Department in 1964 and moved up to shift foreman in August, 1965. A native of Gary, Ind., he holds a B. S. degree in chemistry from DePauw University and a M. B. A. degree in production management from Indiana University.

Richard G. Staley, junior chemical engineer, has been promoted to production manager at the Chicago plant of the Vico-Asmus Department. Prior to being named a junior chemical engineer in the Process Engineering & Technical Services Department earlier this year, he had been an associate development engineer in the Engineering Research Department for one year. He joined the Company in 1962 as a Pilot Plant engineer. A native of Brackenridge, Pa., he holds a degree in chemical engineering from Grove City College.

Robert W. Sucher, chemical engineer in the Process Engineering & Technical Services Department, has moved up to senior research chemist in the Engineering Research Department. Prior to joining the Process Engineering & Technical Services Department in August, 1965, he had been a chemical engineer in the Process & Methods Engineering Department since 1961 and a junior chemical engineer in that department three years prior to that. He started with the Company as a junior chemical engineer in 1958 with time out for military and school leaves. A native of St. Louis Mo., Sucher received a B. S. de-



Buckles

Dale



Donaldson

Hardy



Kretsinger

Lain



Sucher

Pietsch



Staley

Orendorff

gree in chemical engineering and a M. S. degree in milling technology from the Missouri School of Mines. He has also done graduate work at Kansas State University.

Other promotions:

Patricia R. Bozell, from transcript machine operator to senior stenographer, Financial

Carol A. Disbrow, from records clerk, Personnel, to secretary, Industrial Sales

Dickie L. Eckes, from messenger, Office Services, to credit and statement clerk, Financial

Donna M. French, from clerk-typist to department secretary, Systems

Kevin L. Gallagher, from utility lab man, Research Staff & Services, to shipping clerk, Dry Starch Section

Molly I. Leischner, from junior clerk to cashier clerk, Financial

Virginia A. Mitchell, from messenger, Office Services, to filing and statement clerk, Financial

Janice F. Montgomery, from clerk-typist, Salary Administration, to records clerk, Personnel

James K. Stewart, from technician, Applications Research, to junior chemist, Control Lab

Doris E. Trauernicht, from filing and statement clerk to accounts receivable bookkeeper-A, Financial.

Staley Welcomes

Myrna E. Anderson, purchase order typist, Purchasing

James W. Bauman, messenger, Office Services

Betty A. Camden, junior technician, Chemical Research

Jack D. Davis, utility lab man, Research Staff & Services

Merrell E. Davis, management trainee, Personnel

William F. Evans, management trainee, Personnel

Joyce M. Ford, messenger, Office Services

John M. Hay, programmer, Systems

Arnold J. Herzing, trainee, Engineering & Maintenance

Donald E. Kirkland, utility lab man, Research Staff & Services

Kathleen M. Kizak, secretary, Industrial Sales-Cleveland

Thomas E. Luallen, technician, Chemical Research

Kendall K. Mathews, machine operator, Systems

Violet V. McCreery, control clerk, Systems

Larry L. McLaughlin, junior industrial engineer, Industrial Engineering

David V. Munnis, patent attorney, Research Staff & Services

Nicki L. Murray, machine operator, Financial

James C. Myers, trainee, Industrial Sales

Mary E. Nickell, technician, Applications Research

Frank J. Pease, technician, Applications Research

Donna J. Reeves, keypunch-verifier operator, Systems

Ross P. Simms, associate development engineer, Engineering Research

Philip J. Slusser, messenger, Office Services

George F. Smith, coatings engineer, Market Development

James R. Stuntz, technician, Applications Research

Kathy Totoni, stenographer, Refined Oil Sales-Chicago

Tim Thomas, management trainee, Personnel

Diego J. Veitia, management trainee, Personnel

Sondra K. Wirwahn, messenger, Office Services.

Grocery Products Division

Marketing Department Expansion Announced

Growth in present product lines plus new product development has led to an expansion of the marketing department in the Grocery Products Division.

With sales of current grocery products well above last year and with new product development, including test products now in test market areas, in high gear, an expanded department was needed to keep pace with sales operations, **Henry Volle**, Grocery Products Division manager, said.

As a result of the expansion, four employees have been promoted to new positions in the division and a fifth has been added. They are:



Frank W. Julsen, who moves up to Marketing Planning Manager from Advertising and Merchandising Manager

Robert G. Julsen and **Robert D. Corman**, who move up to join **F. Q. (Mike) Dotson** as Senior Product Group Managers.

Nicholas Thanos, who has been named an assistant product manager

Herbert Lund, who comes to the Staley Company as an assistant product manager after being with the Kroger Co. in Peoria for five years.

Julsen, a native of Chicago, joined the Company as Adver-



Pence Corman

tising Manager in Grocery Products in 1958, coming to Staley from MacFarland Aveyard & Co., Chicago, where he was vice president in charge of marketing and research. He has been Staley Advertising and Merchandising Manager since 1963.

Pence joined Staley in 1953 as assistant advertising manager and was named Product Group Manager in 1965. He is a native of St. Louis.

Corman, a native of Indianapolis, started with the Company in 1957 in the Personnel Division, transferring to Grocery Products in 1958. He was named a Product Group Manager in 1965.

Thanos is a graduate of Ball State University, Muncie, Ind., and was with the Aerospace Medical Division at Brooks Air Force Base, Texas, before joining the Staley Company as a management trainee in 1965. He is a native of Mount Clemens, Mich.

Lund is a graduate of the College of Commerce of the University of Illinois and has been an advertising assistant with the Kroger Co.

Smith, Renshaw Move Ahead

Appointment of **Richard G. Smith** as product manager in the Company's Vico-Asmus Department, headquartered in Chicago, has been announced by **L. E. Doxsie**, vice president, Corn Division.

Doxsie announced simultaneously that **H. Wayne Renshaw** succeeds Smith as technical assistant for Corn Division products in the Company's Technical Services Department.

Smith had held the post for the past three years. Prior to that, he had been product sales supervisor of special products in the Corn Division for two years. He joined the Company as a technical sales representative for chemical products in 1959.

A native of Mattoon, he holds a B. S. degree from the University of Illinois, where he majored in chemistry and chemical engineering. He has also done graduate work in marketing at the University of Illinois.

Renshaw had been plant sanitation engineer at Staley for nearly a year. He had previously held chemist positions in the Company's Control Laboratory and the Chemical Research Department. He joined the Company in 1961 as a technician in Chemical Research.

A native of Hammond, Ind., Renshaw received his B. S. degree from Illinois College and has done graduate work at the University of Texas.



Smith Renshaw



STALEY VOLUNTERS—Left to right, **Eric Augustine**, **Cecil Beel**, **Joe Walsh** and **Roth Brewer** pause for our photographer during one of their more pleasant assignments as auxillary policemen. They were on duty for the Wabash Hospital lawn social, but frequently are called on to perform more difficult tasks when on assignment with regular police officers.

Seven Staley Employees Volunteer Time, Effort to Auxillary Police

The next time you attend a high school football or basketball game, or go to a downtown parade, look closely at the men in police uniforms and you may see one of your fellow employees—any one of seven who are auxillary policemen.

And you may see any one of the seven helping direct traffic at the site of a bad automobile accident, or walking a beat in times of emergency.

When you see one of these men and you have the opportunity, stop and say hello, give him a pat on the back, or let him know in some way that you appreciate his efforts.

For they are performing important and necessary functions voluntarily, on their own time, without pay or other benefits, except the satisfaction that comes from helping others. "Many people give of their

time and talents in many ways to the community. Most of the men who are auxillary policemen feel this is one way they can make a contribution to the community," says **Joe Walsh**, senior mechanic in the Electric Shop, who is chief of the Decatur Auxillary Police.

Other Staley employees who put in an average of 24 hours a week of their own time as volunteer policemen are:

Eric Augustine, Instrument and Control

Cecil Beel, 11 Building

Roth Brewer, Plant Cleanup

Martin Jones, Power House

Edward McKey, 101 Building

Edward Redmon, Painting and Roofing.

Most of these men have been members of the Decatur Auxillary Police for more than five years. McKey, Beel and Jones have been on the force for 15

years, Walsh for 12. Augustine, who joined the group six years ago, had been a volunteer Civil Defense worker for 15 years prior to that.

Augustine is assistant chief of the force and Beel and Brewer are captains.

Besides helping to control crowds and traffic at large public gatherings, the auxillary policemen spend approximately half of their time patrolling in cars with regular police officers to augment and back them up in whatever duties they may be called on to perform.

"We're not out with the regular police to do their jobs. They do the driving and when we're sent on an assignment, it's up to them to take the lead in what the situation calls for. We're there to lend them support in whatever way we can," Augustine said.

However, the volunteers are trained in standard first aid—one of the requirements for being an auxillary policeman—and they occasionally find themselves in situations where they are called upon to use it.

"One of our men was credited with saving the life of a person in an automobile accident a few years back. He applied pressure to the severed artery of the victim all the way to the hospital in an ambulance. The doctor who treated this person said he would have died from loss of blood otherwise," Walsh said.

Walsh, who is also a first aid instructor for the Macon County Red Cross, helps with this training.

"You can't be faint-hearted," Augustine says. "Over the years, you get into quite a few rough cases, mostly as the result of automobile accidents. Sometimes you feel pretty helpless, but you do the best you can."

Walsh and Augustine agreed that being volunteer policemen has made them appreciate the trials and tribulations experienced by the regular police officers. "But, it's fascinating work and the times you can be of some help make it all worthwhile," Walsh said.



JULY CLEANUP WINNER—**Adolph Leipski**, assistant foreman in the Pipe Shop, admires plaque presented by Plant Superintendent **Bob Schwandt**, center, for the Pipe Shop's selection as the July cleanup contest winner. **Bill Dodd** accepted free dinner tickets for distribution to department employees. **Leipski** accepted the award on behalf of Foreman **Dwight James**, who was on vacation. (Related cleanup contest photos on page 7.)



ORDERS CHECKED—Lew Rapp goes over customer orders with secretary Ann Fuller while Deloris Curley sends a message to Decatur via the telex wire.

Press Of Competition Makes Selling Rougher

Jim Zinniel, an Industrial Sales representative in the Kansas City District, who brought eight years of selling experience with him when he joined the Company late last year, admits stiff competition forces him to scramble harder to gain a toehold, but he is a salesman by choice.

"Sure, competition makes my job a little rougher, but I think every salesman likes a challenge. All of a sales representative's problems associated with competition make it an exciting job, to say the least. And I wouldn't be a salesman if I didn't think the rewards more than offset the headaches," he says.

Zinniel, a native of Minneapolis, works a territory which includes Minnesota, North Dakota, Montana and the eastern portion of Wisconsin. With the driving involved in calling on some of his customers, his day begins early and ends late.

"When I'm on the road, I often put in a 10 or 12-hour day," but I have no regrets. My wife and I were well aware of the time that would be involved in my job. After all, I'm doing what I like to do and that's more than a lot of people can say," he added.

Zinniel, like other Staley sales representatives, doesn't operate like the salesman of bygone days—the "drummer"—the fellow who drove about the country hawking his wares. Instead, he is a business manager whose job includes coordinating Staley facilities, research and technology with those of his customers and prospective customers.

He has a wide range of products to offer his customers and he must know them and their applications thoroughly. But he doesn't simply sell his products and leave.

He aims to help his customer improve his business by making it more profitable than it was before the salesman came along. With his customers doing a

more profitable business, the salesman can supply them with larger orders that will also make the Staley Company's business more profitable.

When he has a technical problem with a product application, or a prospective customer wants to see how one of our new products works in his operation, Zinniel can turn to Staley Technical Service representatives for assistance.

"And, believe me they do a tremendous job. They're the best in the business and I'm not the only Staley salesman of that opinion. They've been largely responsible for helping me get several new accounts in my brief time with the Company," Zinniel says.

For other problems, like late arrival of a shipment, he can contact Lew Rapp (Kansas City District Office manager-Industrial Sales) "who is always ready to listen. You never get the feeling that Lew has a pat answer ready before you've finished telling him the problem.

"He and our people in Decatur always seem ready to work things out based on the facts, and that's important for a salesman. It helps to know that even though you're hundreds of miles away from Decatur and Kansas City, their support is available when you need it," Zinniel says.

"Yes, I think every Staley salesman must realize he's at the end of a pipe line, that several thousand employees depend on him to sell the products to keep them working. But, being on that end, I can tell them we depend on all the other people in the Company to do their jobs well so we can do a good job ourselves," he added.

"To our customers, our products and our service are the image they have of the Staley Company. If we are to stay ahead in the competitive race, it's a must that we perform the best we know how in satisfying the customer's product and service needs."

Sales Support a Necessity

Competitive Challenges Outlined

Editor's Note—The challenges of today's fiercely-competitive market place are great and so must be our efforts to support our sales force. A visit to the Company's Kansas City District Office, a talk with L. W. Rapp, K-C district manager-Industrial Sales, and a day out in the field in the Minneapolis-St. Paul area with Staley sales representative Jim Zinniel provide insight into the problems and challenges our sales people face on the "firing line." Their ability to sell Staley products requires the teamwork and ingenuity of employees engaged in every facet of the Company's operations. No one realizes it better than they do.

"We are no longer doing business in a seller's market. It's a buyer's market, and with seven or eight competitors to contend with every day, it becomes a tough proposition to maintain the kind of sales volume the Company needs to turn a profit and keep the plant running at a high level."

Lew Rapp, Kansas City District Office manager-Industrial Sales, made this observation while discussing the complexion of today's highly-competitive

market place and what our sales representatives face out in the field.

"Unless we are able to provide our customers with the products they want when they want them and how they want them, we're out of the ballgame. It's that simple," he said.

"When one of our sales representatives calls on a customer, he is likely to find a competitor just leaving or just arriving. Every day, he is confronted with a new problem and a new challenge. It isn't enough anymore for him to be able to rely on the product to sell itself. He's got to go to the customer armed with a new product to show him, or new ideas for applications of our products in the customer's business.

"A quality product is still an essential part of making headway with a customer, but the customer is also looking for convenience and service. If he doesn't get these things from our Company, he's going to turn to one of our competitors who's just waiting for such an opening," Rapp said.

So, how do we beat the competition? "Mainly, by getting that little something extra from our employees all along the line and showing our customers that we care about his business."

This idea of "caring" about customers is one of the most competitive factors in business today. In every market for Staley products, sales are being won or lost on the basis of how clearly we demonstrate that we "care" about each customer and are interested in giving him better service than our competitors, he added.

The Staley Company has years of experience in serving customers through technical assistance, research efforts, sales assistance and a general willingness to help our customers in every way we can.



Rapp said the Company has been characterized by this and used our recently-completed major expansion program as an illustration of the extension of our customer service through replacement, modernization, and increased production capacity.

"The technical services we offer are highly regarded by the industries we serve and our research and product development has provided our customers with what they need to operate their businesses better," he said.

But, no amount of technical service, no amount of research and product development, no amount of money spent for new equipment can take the place of a major service that every customer must receive: the right products, of the right quality, shipped in the right quantity, at the right time, to the right place, and in the right manner, Rapp stressed.

"Occasionally, there are mistakes made which have an adverse effect on the customer, such as late arrival of shipments or the product failing to meet specifications. Some of the problems which are encountered, Company personnel have no way to control.

"Poor rail service, or severe weather can cause problems, but we have enough of those to con-

tend with, to have others added which we can control," he added.

"What I am trying to point out is the cooperation and attention to responsibility which are so necessary to satisfying our customers needs and keeping the Staley Company ahead of its competitors," Rapp said.

"Beyond everything else we may offer the customer, we must prove that we care enough about his business to see he gets quality products and good service on every order he gives us," he said.

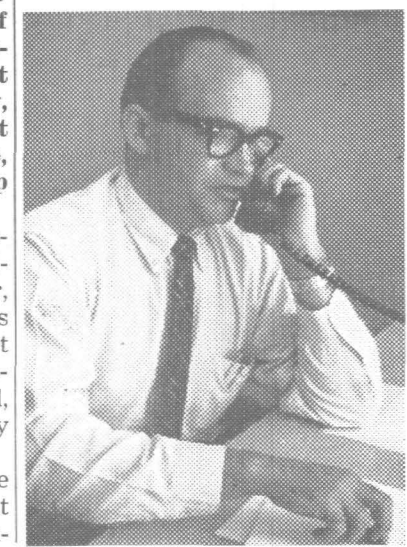
The dictionary defines a customer as someone who regularly, or customarily, has

business dealings with a business establishment. The key word is "regularly."

It is regular customers that enable the Company to operate efficiently and successfully. It is regular customers who create and maintain both jobs and job security for the people of the Staley Company.

Lew Rapp, whose pictures and comments appear on this page, is a 10-year veteran with the Company. In fact, he observed his 10th anniversary in August. He joined the Staley Company as an Industrial Sales trainee, moved up to senior salesman in the St. Louis Industrial Sales office in 1957, transferred to the Chicago Industrial Sales office in 1958, was named assistant manager of the Chicago office in 1961, and was appointed manager of the Kansas City Industrial Sales office in 1963.

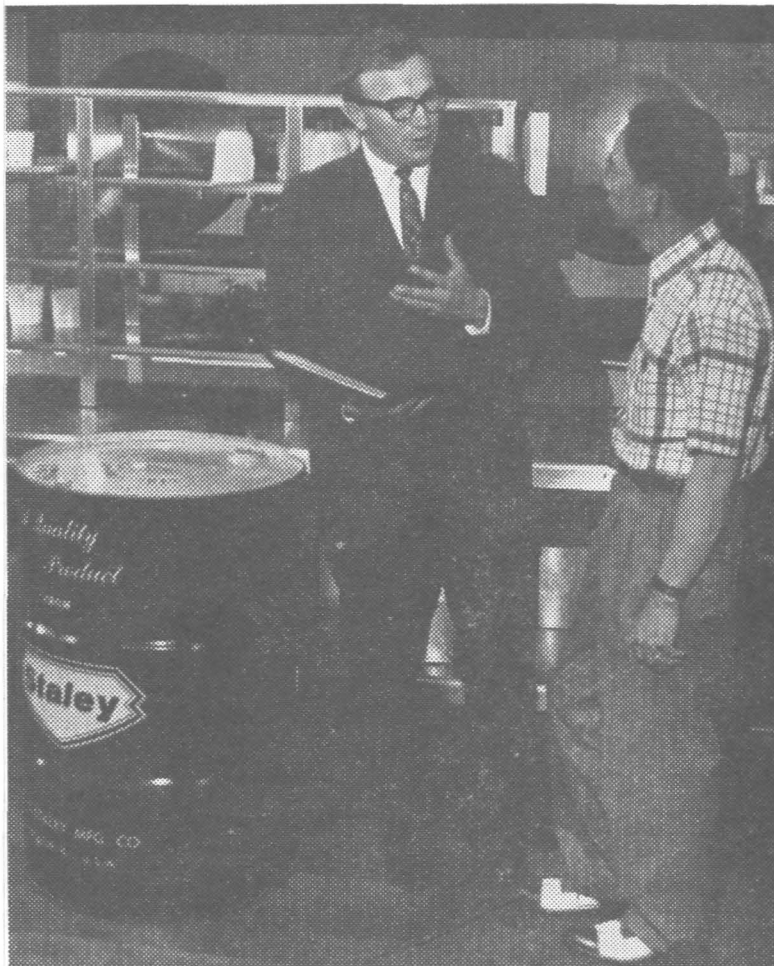
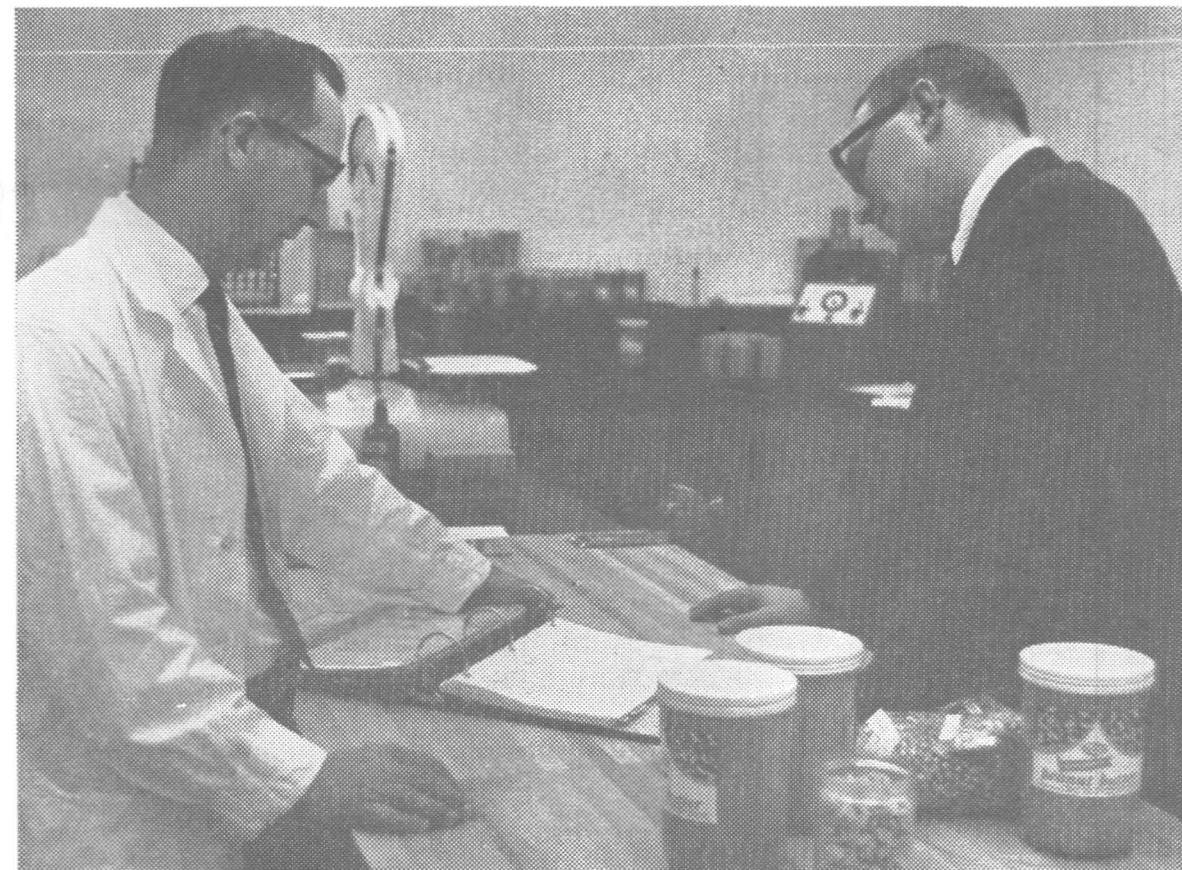
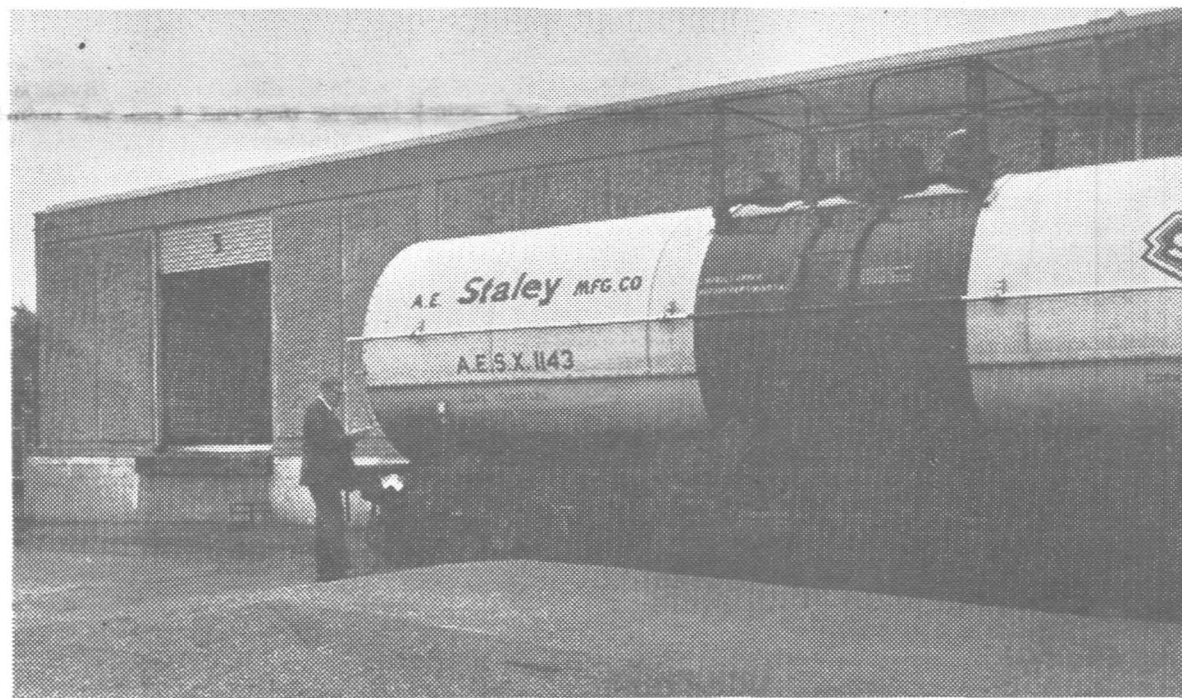
Jim Zinniel, pictured on the opposite page, joined the Company late last year as a sales representative in the northern part of the Kansas City District of Industrial Sales. Prior to joining Staley, he had worked with the Company's Minneapolis broker for two years, and had six years of sales experience before that. He and his family reside in Minneapolis.





He Helps Keep Plant Humming

Staley Sales Representative's Day Filled With Contrasts, Challenges



TOP LEFT—At General Mills, Glenn Westberg, director of purchases, explains the amount of corn syrup solids which go into his company's improved "Betty Crocker" brand cake mixes. Zinniel explored the possibility of General Mills increasing its order for Staley corn syrup solids with Westberg during the call. In addition to corn syrup solids, General Mills uses a wide range of Staley products, including dextrose, corn syrups and lecithins.

TOP RIGHT—During a call on a small, specialized firm, International House, a part of Marvel Foods, Inc., Zinniel explained the advantages of using Vico-Asmus Department's hydrolyzed vegetable proteins to Stanley Chong, owner and operator of International House, which produces and distributes frozen prepared Oriental foods. The firm now purchases soy sauce and starches from the Staley Company.

AT LEFT—Zinniel checks the number on a tank car which he had been tracing for the Pearson Candy Co., because of the possibility of the customer falling below the level of inventory he requires to operate at capacity. The company uses a variety of Staley products and Zinniel keeps close watch on his accounts to assure them of receiving the products on time.

BOTTOM LEFT—During a followup call on a potential customer, Zinniel stops to chat with John Sailor, director of quality control for Super Valu Stores, Inc. The grocery store chain is seriously considering starting its own bakery to supply its stores and is, therefore, considered to represent a strong potential customer for Staley corn syrups, sweeteners and dextrose. Zinniel calls at the firm's Minneapolis offices periodically to keep up with new developments.

BOTTOM RIGHT—At the Northland Ice Cream Co., Zinniel was visiting a customer whose volume of business is increasing significantly. Out in the plant, Wally Williams, Northland plant superintendent, told Zinniel that the hot summer weather was producing unusually good demand for the firm's products. Williams showed Zinniel how Staley corn syrup is used in making popsicles coming off the freezing machine in background. Zinniel is attempting to help Northland solve a syrup storage problem, which they also discussed.



84 Employees Reach Service Milestones

Thirty-two Staley employees observed service anniversaries in July and 52 more anniversaries in August. The 84 veteran employees reached service milestones, ranging from five to 40 years.

They account for 1,605 years service with the Company.

Heading the two monthly lists were six long-time employees who reached the 40-year mark. They include the following:



Grossman

Frank J. Grossman, maintenance supervisor in the Production and Maintenance Department, who completed 40 years with the Company on July 27. He joined the Company in 1926 as a patternmaker in the millwrights group, was named assistant foreman of millwrights in 1946 and became a maintenance supervisor in 1952.



Harlin

Norman P. Harlin, packaging line machineman in 20 Building, who reached the 40-year mark July 24. He has spent his entire career at Staley in the same area of plant operation, starting as a loader in the Packing House. Since then, he has held positions of repairman, floorman and packaging line machineman in 20 Building.



Jones

Melvin S. Jones, rodman-chainman in Civil Engineering, who marked 40 years at Staley July 29. He joined the Company as a laborer in the Feed House, was a shipping inspector on the starch and syrup lines for two years, a car inspector for nearly two years and an inspector in the Feed Division for two years. He joined the Civil Engineering Department in 1951.



Nickel

William H. Nickel, Jr., senior mechanic in the Machine Shop, who completed 40 years with the Company Aug. 5. He started as a brickmason helper and moved to the Machine Shop in 1943. He has been a senior mechanic for the past 20 years.



Oak

William Oak, mercer operator in the Mill House, who reached the 40-year milestone July 30. He joined the Company as a paddler in the old Table House. He moved to the Mill House in 1950 and has worked there the past 16 years.



Younger

Charles E. Younger Jr., assistant foreman in the Tin Shop, who marked 40 years at Staley Aug. 3. His entire career with the Company has been in the Tin Shop, where he started as a helper. He moved to senior mechanic in the tanners group in 1941 and was named an assistant foreman in 1952.

Other employees observing service anniversaries in July and August include:

35 Years

- Cecil F. Beel**, 11 Building, Aug. 18
- Harry Brandenburg**, Roundhouse, Aug. 15
- Ernest J. Eckart**, 101 Building, July 24
- John A. Ewing**, Tin Shop, Aug. 15
- William Grant**, Process Engineering & Technical Services, July 26
- Homer H. Hanson**, Engineering & Maintenance Department, July 24
- Robert Hall**, Garage, July 18
- Charles E. Parrill**, 111 Building, July 13
- Pauline M. Turner**, 17 Building, Aug. 29

25 Years

- Ornan A. Williams**, Engineering & Maintenance Department, July 24
- Maurice H. Brumaster**, Machine Shop-77 Building, July 28
- Ernest D. Cox**, Engineering & Maintenance Department, Aug. 2
- Ralph E. Ellison**, Millwrights 77 Building, Aug. 23
- Carl E. Grant**, Millwrights-77 Building, July 9
- Gilbert H. Kratzner**, Pipe Shop-77 Building, July 24
- Richard W. Lyhne**, Grocery Products-Cleveland, Aug. 10
- Calvin S. Richards**, Control Lab, Aug. 20
- Harry W. Robinson**, Accounting, Aug. 10

20 Years

- Alma E. Cox**, 17 Building, Aug. 17
- Charles Harris Jr.**, Engineering & Maintenance Department, July 1
- Edward C. Neuendorf**, Industrial Sales-Cleveland, Aug. 4
- Maxine L. Pyle**, Sewing Room, Aug. 16
- Robert N. Roderick**, Engineering & Maintenance Department, Aug. 25

15 Years

- Lawrence E. Bean**, Roundhouse, July 10
- Bill D. Buckley**, Yard-77 Building, Aug. 7
- Donald E. Disney**, Machine Shop-77 Building, Aug. 21
- I. Dwight Engle**, Painesville, Aug. 13
- James E. Gentry**, Millwrights-77 Building, July 10
- Edgar S. Ginder**, Millwrights-77 Building, July 24
- L. Karl Gray**, Garage, Aug. 7
- Edgar B. Hale**, Millwrights-77 Building, Aug. 19
- Claire W. Herron**, Millwrights-77 Building, Aug. 19
- John M. Jones**, 20P Building, Aug. 5
- Ernest R. Karcher**, Boiler House, July 17
- Loren A. Krieger**, Garage, July 10
- Ford E. Lewis**, Control Lab, July 10
- Warren Metcalf**, 29 Building, Aug. 21
- Arnold Metzger**, Administrative Services, Aug. 28
- Luther L. Quick**, 17B Building, Aug. 14
- James Jay Spaulding**, Machine Shop-77 Building, July 12
- Charles W. White**, Industrial Sales, Aug. 1
- Howard B. Wood**, 59 Building, Aug. 14

10 Years

- Marjorie J. Blaylock**, Process Engineering & Technical Services, Aug. 24
- James J. Mack**, Grocery Products-New York, Aug. 20
- Robert G. Short**, Chemical Research, July 11
- Ray S. Bass Jr.**, Data Processing Department, July 10
- James A. Bralley**, Vice President, Research and Development, July 16
- John H. Burgess**, Painesville, July 26
- Donald E. Byers**, I & C-77 Building, July 27
- Elvin W. Carter**, Electric Shop-77 Building, July 30
- Kenneth M. Howard**, I & C-77 Building, July 29
- James M. Manuell**, Process Engineering & Technical Services, Aug. 8
- Arnold D. Mitchell**, Brickmasons-77 Building, Aug. 12
- L. W. Rapp**, Industrial Sales-Kansas City, Aug. 27



Beel



Brandenburg



Eckart



Ewing



W. Grant



Hanson



Hall



Parrill



Turner



Williams



Brumaster



E. Cox



Ellison



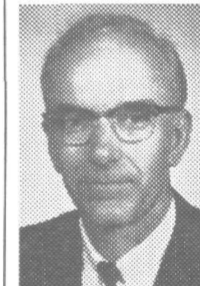
C. Grant



Kratzner



Lyhne



Richards



Robinson



A. Cox



Harris



Neuendorf



Pyle



Roderick

- Raymond R. Reinhold Jr.**, Elevator C, Aug. 7
- Ronald L. Thompson**, Feed House, Aug. 4
- Norville D. Williams**, Transportation Department, July 23
- Gerald F. Bramel**, Applications Research, July 3
- Anna M. Carnock**, Employee Benefits, Aug. 14
- Phillip A. Chapple**, 20 Building, Aug. 24
- Frank W. Conley**, Feed House, Aug. 23
- Jerry E. Dilbeck**, Elevator C, Aug. 24
- James W. Frydenger**, 111 Building, Aug. 8
- Donald R. Fuiten**, 34 Building, Aug. 24
- Samuel E. Gibbons**, Engineering & Maintenance Department, Aug. 7
- Harold S. Harding**, 101 Building, Aug. 8

- John R. High**, Yard-77 Building, Aug. 24
- Allen M. Koleff**, Honduras Aug. 1
- Guy R. Krohn**, 20S Building, Aug. 25
- Richard H. Lange**, 5-10 Buildings, Aug. 28
- Mary M. Merrill**, Inventory Planning & Control, Aug. 7
- Kenneth P. Noreen**, Industrial Sales-Chicago, July 24
- Edward G. Osborn**, 44 Building, Aug. 25
- Bruce C. Rinker**, Process Engineering & Technical Services Department, July 3
- Leroy Rogers Jr.**, Feed House, Aug. 10
- Richard W. Rutherford**, 5-10 Buildings, Aug. 23
- Ferman E. Sharp**, 52 Building, Aug. 10
- William W. Strohl**, Yard-77 Building, Aug. 8.

Boyd, Bridgewater Retire

Two veteran Staley employees retired recently after compiling some 75 years service between them.

Makies Boyd, shaker and mill maintenance man in the Mill House, had nearly reached 44 years service upon his retirement. He began his career at Staley as a paddler in the old Table House in 1922. He spent most of his years with the Company in 13-21 Buildings as a loader and dumper, pump and tub operator, American filter operator and third floor operator before moving to 6 Building in 1963.

Russell L. Bridgewater, senior mechanic in the Pipe Shop, had compiled close to 33 years service with the Company when he retired. His entire career at Staley was spent in the Pipe Shop. He started as a pipe-



Boyd



Bridgewater

fitter's helper, moved up to senior mechanic in 1945 and had held that position for the past 20 years.



Robert G. (Bob) Siweck

Staley Profiles

Siweck Recalls Early Days of His Long Career

"There is plenty of opportunity for advancement in the plant if you really want to get down and work at it."

That's the advice **Robert G. (Bob) Siweck**, supervisor of Stores and Reclamation, who will soon complete his 38th year with the Company, gives to young plant employees.

"I've spent more than two-thirds of my lifetime with the Staley Company and its change and growth during that time has been remarkable. It's going to continue to grow and change too, and as long as you're willing to adapt and do your job the way it's supposed to be done, your efforts won't go unnoticed," he added.

Saying the Company has grown during his years of service is an understatement. Bob, who started as a messenger in Grain Sales in 1928, arrived on the scene just before construction of the Administration Building got under way.

"In fact, not too long after the Office Building was completed, I helped install some of the wiring while I was working as an electrician," Bob said.

"I worked as an electrician in 47, 48 and 49 Buildings when they were being built. I've seen a lot of the buildings around the plant go up.

"When I started here, there was a streetcar line running down 22nd Street right through where the Staley viaduct is now. There were residences located where 77 Building is now, and where the Research Center stands was an open field," Bob said.

Bob, who has had a lifelong interest in athletics, likes to talk about the days when he was playing on some of the better semipro baseball and softball teams in this area.

"I played for various teams, starting as far back as 1929. Some of the fellows that played on those teams are still here with the Company—guys like **Bill Brumaster**, **Irv Smith**, **Bill Artze**, **Jim Cozad**, **Dean Smith**, **Joe Hilberling**, and **Al Smith**. **Bus Coulson** was one of the best softball hitters I've ever seen

and **Sam Williams**, who is now retired, did a lot of pitching for us.

"Norm Lents played on some of those teams, and in later years, **Roy Shay** made some trips with us to places like Kenosha, Wisconsin, and Niles, Michigan, when we were playing in a pretty fair traveling league," he said.

Bob was quite a handball player too, winning the Class B city handball championship in 1936 and then advancing to the Class A division, where he won successive city championships from 1938 through 1941.

His off-the-job interests still swing to sports. He attends as many high school athletic contests he can in Decatur and never fails to see his favorite baseball team, the St. Louis Cardinals, play three or four games every season.

Bob and his wife, Alice, have two sons, Don and Dave. Don, who is an officer for the Illinois State Conservation Department, and his wife have supplied Bob with two grandchildren. Dave is a first lieutenant in the Marine Corps, stationed in Albany, Ga.

"But, don't let anyone get the idea I'm old because I have grandchildren," Bob says. "I'm in a group of fellows around here who like to call ourselves 'young oldtimers'."

Military Leaves . . .

- Gary R. Bennett**, 20 Building
- Ronald Bramel**, 34 Building
- Curtis C. Canfield**, Elevators
- Gary E. Duez**, 101 Building
- Daniel E. Edgcombe**, 101 Building
- Lester W. Elam**, Boiler House
- Richard J. Funk**, Specialty Feeds
- Keith K. Goodman**, Syrup Refinery
- William M. Hanes**, Mill House
- William L. Harminson**, Process Service
- Gary Nave**, Plant Cleanup
- Timothy Sheehan**, Specialty Feeds
- Joe L. Slade Jr.**, Chemical Research
- Michael B. Walsh**, 20 Building
- Michael E. Williams**, Elevators

UBS Announces Addition of 4 New Adhesives

The Company's UBS Chemical Division, with plants in Cambridge and Marlboro, Mass., and Lemont, Ill., has announced the addition of four new One-Way Sole Attaching Cements to its shoe adhesives line.

Release of these new cements to the shoe industry is the result of more than four years of laboratory work and two years of field evaluations with U. S. shoe manufacturers.

Each of the new one-way cements has been tailored to provide maximum adhesion to specific combinations of soling and upper materials. In addition to the normal evaluations conducted with any new product development, UBS has had the cements evaluated by independent laboratory analysis.

The new shoe adhesives, called "Ubabond" No. 1, No. 2, No. 3 and No. 4, have been consistently rated as outstanding with respect to pull strength, fast curing and ease of use in production.

Wheatley Retires From Navy Reserve With 20 Years Service



Wheatley

T. A. Wheatley, Wet Starch Section superintendent and former commanding officer of the Decatur Naval Reserve Surface Division, retired from the Naval Reserve last month after 20 years service.

Lt. Comdr. Wheatley had been associated with the Decatur Naval Reserve Surface Division for the past 10 years, joining the division upon coming to Decatur and the Staley Company in 1956. He served as commanding officer four of those years and had been recruiting officer for the last two years.

He joined the Navy in 1944, following graduation from Clarkson College of Technology in Potsdam, N. Y., where he received a B. S. degree in chemical engineering. He was commissioned an ensign a month later.

Wheatley was separated from the service in 1946, but was recalled during the Korean conflict in 1952. He was again separated from the service in 1953 at which time he became affiliated with the Naval Reserve.

A native of Rochester, N. Y., Wheatley joined the Company as a chemical engineer in the Process Engineering Department, was promoted to senior chemical engineer in 1961 and to Wet Starch Section superintendent in 1963.

Corn Usage Rising

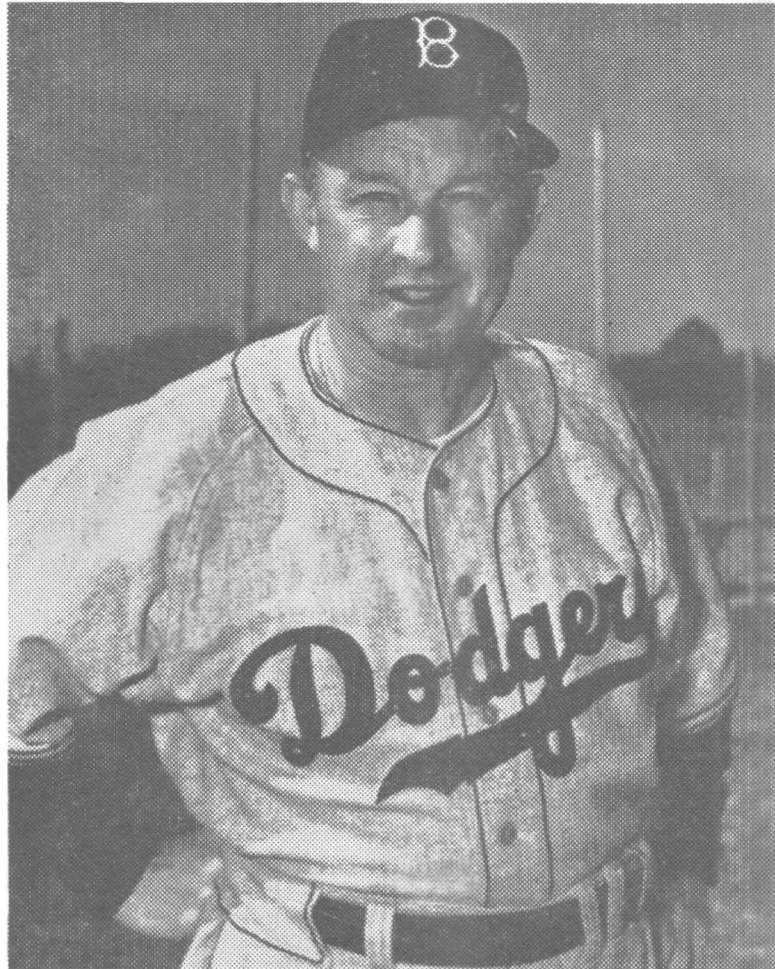
Consumption of all corn products has been increasing at a rapid rate in recent years. In 1965, the 56.4-pound per capita share (grain equivalent) was the highest since 1947. Consumption of corn syrup per person alone accounted for 13.6 pounds of the 1965 total. Per capita consumption of corn sugar reached 4.3 pounds while starch used as food remained fairly constant at 1.8 pounds per person.



IN THE BOARD ROOM—Wives of Pipe Shop employees, who won the July cleanup contest, are shown as they toured the Board of Directors Room on the 8th floor of the Administration Building. Some 35 wives turned out for the tour of the office building and pipe shop.



WAREHOUSE TOUR—**Scott Page**, 20 Bldg. foreman, helped lead the tour through 34 Bldg. Warehouse for wives of department employees who won the June cleanup contest. Here, he explains how pallets are stacked in the warehouse for best use of floor space.



Charlie Dressen as Dodgers manager.

Former Staley Sports Great Dies In Detroit

Charlie Dressen, major league baseball player, coach and manager, whose professional career was started playing for Staley teams years ago, died Aug. 10 in a Detroit hospital.

He had entered the hospital a few days earlier with a kidney infection that followed two heart attacks, one last year and the second this spring.

Considered to be the possessor of one of the keenest tactical minds in baseball, Charles Walter (Chuck) Dressen played a lot of baseball for Staley teams in the period from 1917 to 1920. He was equally adept as the quarterback of some of the Staley football teams of that era, forerunners of today's Chicago Bears.

Quite a few Staley oldtimers either played ball with Dressen, or recall seeing him play for those Staley teams. One of those who was a football teammate of Dressen's here and later with the Racine, Wis., team was Jack Mintun, retired former night plant superintendent.

"Charlie could have made it either as a professional football or baseball player, but because of his relatively small size, he decided he had a better opportunity in baseball," Mintun said.

The last time Dressen visited here was in 1953 when he was the speaker for the Staley Service Awards Program. While posing for pictures on that occasion, he held a Staley baseball uniform up and said, "This is the uniform that gave me my start." He said while playing for the Staley team, one of the top semipro teams in the country at the time, he was given a greater opportunity to attract the attention of major league scouts. And that he did.

A lot of Staley employees followed with personal interest the Decatur native's climb in the baseball world to the manager-ship of five major league teams—the Cincinnati Reds, the Brooklyn Dodgers, Washington Senators, Milwaukee Braves and Detroit Tigers. While managing Brooklyn, his teams won consecutive National League pennants in 1952 and 1953.

In a biographical sketch of Dressen in the 1953 Service Awards program, it states, "No matter where he's traveled since his playing days on the old Staley field, a lot of us will always consider Charlie Dressen a Staley product. And we don't think he'll mind a bit."

Employees' Children Volunteer

Youths Help Conduct Day Camp For Retarded

Ten children of Staley employees were among 45 volunteer counselors who helped conduct a three-week day camp for retarded persons, which concluded recently at Nelson Park.

The camp was jointly sponsored by the Macon County Chapter of the Red Cross and the Macon County Association for Retarded Children, both United Fund organizations which Staley employees help support by their contributions to the United Fund drive each year.

Volunteer counselors ranged from junior high and high school to college students.

"They were a good bunch of workers," Mrs. Orville Salzman, camp manager, said of the volunteer counselors. "Most of these youngsters have developed an interest in the mentally handicapped through their studies and others just wanted something worthwhile to do with their summer."

The volunteers underwent a week of counselor training before the camp opened Aug. 8. The training included talks by staff members of the Adolf Meyer Zone Center in Decatur, movies about the mentally handicapped and practice in the games and crafts taught at the day camp.

"These youngsters devoted about 140 hours of their time apiece to this project and they are certainly to be commended for their efforts. It is most gratifying to find youths of this caliber willing to take time out from their summer vacations to help make the lives

Two photographs by Lee R. Jeske, Company photographer, were selected to hang at the 75th annual Exposition of Professional Photography, sponsored by the Professional Photographers of America, Inc., held in Chicago Aug. 7-12.

One of the photographs, "New Horizons," was selected by the panel of judges to be in the 1966 Professional Photographers of America permanent loan collection, circulated throughout the country. Less than 100 of the more than 4,000 photographs submitted in the annual nationwide competition are picked for the collection.

"New Horizons" is a two-color print employing a tone-line technique and depicts Staley chemical engineer Rod Simms in an industrial setting. The print joins two other Jeske photographs of Staley industrial scenes, chosen for the 1965 permanent loan collection. One of the latter was featured on the cover of the Company's 1965 annual report.

"Moon River," also selected for hanging in this year's exhibit, is a view of Lake Decatur from Sand Creek Bridge. The use of infra-red color film gives the photograph unusual effects.

In addition to his three photographs selected for the permanent loan collections, Jeske has had four other photographs chosen for hanging in annual exhibits in the past three years. Selection of a photograph for the permanent loan collection is the highest recognition a professional photographer can receive for his work.



"New Horizons"

Jeske, who joined the Company in 1963 after some 15 years in commercial photography, has won numerous professional photography awards at the national and state levels. They include the best industrial picture of 1965 selected in international competition, sponsored by the Academy of Science and Art of Pittsburgh, and the Jack Allsup Memorial trophy for

his prize-winning entries in the 1965 annual competition, sponsored by the Associated Professional Photographers of Illinois.

A speaker in the industrial division at the 1965 annual Professional Photographers of America conference in New York, Jeske spoke on "8mm Film Cartridges" at the Chicago conference.



Jeanette Smith, Bill Greanias and Janet Finney admire campers' work.

of those attending the camp more enjoyable and meaningful," Mrs. Salzman said.

Children of Staley employees who worked as volunteer counselors at day camp were:

Janet Finney, daughter of Roy E. Finney, engineer's helper, 59 Building

Sally Frymire, daughter of June Frymire, department secretary, Paper Sales

Bill and Gregory Greanias, sons of Gus G. Greanias, senior industrial engineer

Joy, Gail and Margie Kessler, daughters of General Superintendent Nat Kessler

Elizabeth Moore, daughter of George Moore, manager of Paper Industrial Sales

Jeanette Smith, daughter of Burton E. Smith, assistant credit manager

Georgie Vest, daughter of Marge Vest, secretary to the general superintendent