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A. E. Staley Manufacturing Co.

Decatur, Ill.

Staley NEWS

Vol. X, No. 10

Decatur, Illinois

Dec., 1968



SANTA ARRIVED EARLY—Santa arrived early for youngsters from Cantrell Hall (Boys Opportunity Home) and Webster Hall (Girls Welfare Home) when the Staley Women's Club hosted a Christmas party for them. Here, Santa presents gift to delighted youngster as club member Mary Denzler, Transportation, looks on.

Pilot Plant, Women's Club

Employees Demonstrate Christmas Spirit

For the second straight year, Pilot plant employees have decided to forego sending Christmas cards to one another and do something for others instead.

As a result, youngsters in the crippled children's class at William Harris School and at Progress School for the mentally retarded will benefit from the decision.

Early in December, Ray Herron, materials coordinator in the Pilot Plant, and steward Jim English presented checks of more than \$120 each to the principals of the two schools for equipment or materials from which all the youngsters could benefit.

"A few of the fellows decided last year that the money spent on Christmas cards to wish each other season's greetings could be put to better use," Herron explained.

"They felt it wasn't necessary to send cards when we see each other nearly every day anyway. The idea caught on and was so successful last year that the fellows wanted to do the same thing this Christmas," he said.

Last year, Pilot Plant employee representatives presented checks of more than \$100 each to Cantrell Hall (Boys Opportunity Home) and Webster Hall (Girls Welfare Home).

In another display of Christmas spirit, the Staley Women's Club, with financial assistance from members of the Staley Foremen's Club, made the season brighter for some 50 youngsters from Cantrell and Webster halls by hosting a Christmas party for them.

Members of the Women's Club purchased and wrapped individual gifts for the youngsters, which were distributed by a lively Santa Claus in the person of Norville Williams, Transportation, during the evening's festivities at the Elks Club Dec. 11.

Another highlight of the evening, delighting the youngsters, was a visit by "Frosty the Snowman." Connie Roemelin, Purchasing, realistically played the part with the aid of an elaborate snowman costume.

Despite the turmoil and the troubles of the world, the miracle of Christmas brings us eternal hope and promise of peace and goodwill among all nations and all people.

The ushering out of the old year and bringing in of the new offers a time to pause briefly from our tasks, to enjoy family gatherings, to assess our goals and make resolutions for the future, to reflect on the true meanings of life.

The year just ending has been a very eventful one, one to which we as a Company can point with pride in many respects, despite any problems encountered along the way.

I welcome this opportunity to wish you and your families a joyous Christmas and a New Year filled with the promise of this holiday season.

A. E. Staley, Jr.



ANNUAL REPORTS PREPARED FOR MAILING—Clockwise from top right, Terri Meador, Sandy Patrick, Brenda Taylor, Mary McNamara, Kathy Peterson and Jeannie O'Brien, members of the Messenger Group, stuff 1968 Staley Annual Reports for mailing.

Outlook for Continued Growth Keynotes 1968 Staley Annual Report

Viewing the Company as fundamentally stronger and more diversified than ever before, Chairman A. E. Staley, Jr. and President D. E. Nordlund forecast continued growth in the year ahead in their annual report to stockholders and employees.

The Staley executives pointed to consumer products, industrial starches and sweeteners and chemical specialties as primary sources of expected growth in the current fiscal year.

In a Holiday message to shareholders, Mr. Staley noted that a continuation of strong volume in the first two months of fiscal 1969 confirmed "to this point" management's optimism on prospects for improved performance this year.

Interpreting events of fiscal 1968, Mr. Staley and Mr. Nordlund viewed the merger of Wagner Industries into the Company as the most notable event of our most active year in the field of acquisitions.

"This important producer of fruit drinks and other grocery products has had a remarkably successful history and promises an equally bright future," they said, "it adds a considerable measure of strength to our Grocery Products Division."

Other significant landmarks of the year were the acquisitions of

Newark Leather Finish Co. and The Keever Company of Columbus, Ohio. Newark Leather Finish Co. was combined with the Company's UBS Chemical Division to form the Staley Chemical Division, headquartered in Kearny, N. J.

For the year ended Sept. 30, 1968, the Company recorded earnings of \$6,571,000 or \$2.50 a share, compared with \$6,804,000 or \$2.52 a share for the previous year.

Sales reached a record \$280,370,000 for fiscal 1968, compared to \$274,254,000 in fiscal 1967. Prior year figures were restated to reflect poolings of interest with Wagner Industries and Newark Leather Finish Co., and also the consolidation of certain international subsidiaries.

Utilizing a new narrative format to explain more fully the Company's scope and diversity, the Company's 1968 Annual Report presents the year's operations in detail. In addition to those contained in the chairman and president's letter, some of the year's highlights are:

New Highs

*Volume reached new highs in Industrial Sales through the Corn Division, on the crest of expanded facilities for specialty starches and dextrose combined with strong demand among major markets for our industrial products. Steady sales gains were registered by the Vico-Asmus Department, which produces a broad line of spices and food flavor enhancers. Production also increased at the Company's potato starch plants in Washburn and Houlton, Maine, and Monte Vista, Colo.

*The Staley consumer products organization, paced by outstanding acceptance of two new laundry aids, enjoyed another growth year. New "Lightning White" non-bleach laundry whitener and new "Sta-Flo" fabric finish had a significant impact in the supermarket, and found wide acceptance among housewives in meeting their needs for laundry aids geared to today's modern fabrics.

*In the Feed Marketing Division, Staley corn feeds continued to find good acceptance in export markets and the forecast for volume shipments to Western Europe for the current fiscal year is most promising. Sales of specialty feed products maintained an upward trend and the outlook for continued growth remains excellent. Of significant importance was the addition of Staley "Day One," a new self-feeding product for baby pigs.

(Continued on Page 2.)

39 Veteran Employees Celebrate November Service Anniversaries

The Staley News salutes the 39 employees marking service anniversaries in November, ranging from five to 40 years. They account for 860 years service at Staley.

Heading the group with 40 years service is **Levy D. Taylor**, repairman in the Boiler House, who joined the Company Nov. 10, 1928. For most of his years at Staley, he served as a fireman in the Boiler House, moving to repairman in 1955.

Other employees reaching service marks in November include:

- 35 Years**
Sam B. Chappel, Elevator A, Nov. 6
Arvle D. Colter, Boilermakers, Nov. 8
Walter Cooper, Yard Department, Nov. 23
H. James Cozad, Utilities & Specialty Feeds Section, Nov. 14
Kenneth H. Cozad, 20 Building, Nov. 14
Clarence W. Durbin, Sheet Metal Shop, Nov. 3
Louis T. Heisler, Research Staff & Services, Nov. 4
John R. King, Dry Starch Section, Nov. 9
Sylvester T. Peters, Control Lab, Nov. 23
Donald E. Rogers, Administration Building superintendent, Nov. 11
Glenn A. Scott, Yard Department, Nov. 22
Maurice A. Smith, Yard Department, Nov. 17
George E. Stern, Office Janitors, Nov. 23
Paul G. Stroyeck, Soybean Processing and Extraction, Nov. 23
- 30 Years**
Robert M. Hedden, Yard Department, Nov. 28
Delbert J. Owen, Millwrights, Nov. 28
Edwin E. Robazek, Millwrights, Nov. 24
- 25 Years**
Conrad J. Hiser, Storeroom, Nov. 26
Ralph Rehfelt, Corn Oil House, Nov. 2
- 20 Years**
Hans W. Haemisegger, Staley Chemical, Nov. 1
Francis W. Haskell, Washburn Plant, Nov. 2
Donald A. Sullivan, Accounting, Nov. 10
- 15 Years**
Robert L. Camac, Pilot Plant, Nov. 9
Wallace E. Ryan, Feed Marketing, Nov. 2

 Taylor	 Chappel	 Cooper	 H. J. Cozad
 K. H. Cozad	 Heisler	 Peters	 Rogers
 Scott	 Smith	 Stern	 Stroyeck
 Hedden	 Owen	 Robazek	 Hiser
 Stanley Tolin , Vico-Asmus, Nov. 17	 Donald D. Williamson , 16 Building, Nov. 9	 Mervil L. Evans , Control Lab, Nov. 27	 Daniel E. Fisher , Control Lab, Nov. 25
 John H. Roland, Jr. , Industrial Sales, Nov. 1	 Donald E. Eichinger , Applications Research, Nov. 3	 Thomas M. Fisher , Refined Oil Sales, Nov. 29	 Larry T. Gregg , Millwrights, Nov. 25
 Charles J. Camp , Grocery Products, Nov. 15	 David E. Conley , Yard Department, Nov. 27	 Stephen D. Hynds , Pilot Plant, Nov. 25	 Alvin E. Taylor , Instrument & Control Shop, Nov. 27
 Michael M. Edie , Control Lab, Nov. 25		 Richard L. Webb , Maintenance, Section, Nov. 20.	

20 Employees Promoted

Twenty employees have received promotions in recent weeks.

Clarence E. Lott, Jr., has been promoted to research chemist in the Chemical Research Department. He had been a research associate-analytical chemist for the past few years, after joining the Company as an analytical chemist in 1962. He is a graduate of Kansas State College at Fort Hays, Kans.

Marvin W. Porter, nutrition research biologist in Chemical Research for the past six years, has moved up to research chemist in the department. A 16-year Staley employee, he held posts in the Process Engineering Department and Control Lab before moving to the Chemical Research Department in 1957. He is a graduate of Millikin University.

Randall J. Whicker has been promoted to assistant Labor Relations supervisor. He had been a shift foreman in the Wet Starch Section for more than three years and a Production Department relief foreman for two years before that. An 18-year Staley man, he joined Staley in 1950, starting on the Extra Board.

Other promotions:

Walter M. Belcher, from associate process research technician to process research technician, Engineering Research

Linda K. Boehm, from flexo operator to utility clerk, Sales Order Service

Donna C. Cain, from messenger, Office Services, to junior clerk, Financial

Randall J. Cook, from junior technician to research technician, Chemical Research

Patricia J. Davies, from junior grain clerk, Grain Division, to research stenographer, Engineering Research

Joan K. Gosnell, from work order computation clerk, Engineering and Maintenance, to inventory clerk, Production

Stephen M. Grimm, from terminal elevators clerk, Elevators, to relief coordinator, Transportation

Dorothy M. Helmick, from allowance clerk, Financial, to stenographer, Office Services

Ruth E. Hise, from utility clerk to senior utility clerk, Sales Order Service



Lott **Porter**



Whicker

Nancy L. Madsen, from junior clerk to stenographer, Office Services

Joseph A. McGlade, Jr., from process research technician, Engineering Research, to technologist, Industrial Engineering

William I. Oldweiler, from relief coordinator to motor coordinator, Transportation

William P. Ryan, from messenger to paper cutter-705 machine operator, Office Services

Chester Sharp, from utility technician, Research Staff & Services, to technician, Applications Research

Kathy D. Stubblefield, from messenger, Office Services, to utility clerk, Financial

Roberta L. Vest, from messenger, Office Services, to work order clerk, Engineering and Maintenance

Patricia A. Wampler, from work order clerk to work order computation clerk, Engineering and Maintenance.

Annual Report

(Continued from Page 1.)

*The International Division expanded further in fiscal 1968 with the addition of a joint venture in Mexico, Almidones Mexicanos, S.A., and increased sales and profitability among worldwide subsidiaries and affiliates. Gains were posted by the Company's corn processing plant in Honduras and the joint-venture soybean processing facility in Spain. The Company's joint-venture soybean plant in Portugal moved toward completion.

*The Staley chemical specialties position was enhanced during the year with the acquisition of Newark Leather Finish Co., combining it with the UBS Chemical Division and expanding the facilities at the NLF plant site to accommodate additional laboratory, administrative and polymer and adhesive production area. Adhesives and leather finish sales reached record levels in fiscal 1968.

In all, the Annual Report projected the tempo of Staley today, a Company on the move—demonstrating its growth in this country and abroad and projecting an optimistic outlook for the future.

Staley NEWS

Vol. X, No. 10 Dec., 1968

Editor, Rex Spires

Photographer, Lee Jeske

Photography Asst., Roy Enloe

Millwright Shop Awarded Cleanup Trophy

The Millwright Shop has been declared the recipient of the cleanup traveling trophy for display in the shop during December, after posting the top results in the November cleanup tabulations.

Foreman **Charles Schmitt's** millwrights crew recorded a 60 percent average improvement over par during November to claim the trophy.

Making its most determined bid for the trophy was the Dextrose Plant, which finished second in the monthly results, less than five percentage points behind the Millwright Shop.

The Pipe Shop, which claimed the trophy in September, finished third this time while three other departments were deadlocked for fourth place. Tying for fourth in the standings were the Paint, Roof, Cleanup and Brickmasons Department, the Instrument and Control Shop and the Small Machine Shop in 17 Building, all recording a 50 percent average improvement over par.

In all, 22 departments matched or surpassed their pars in November.



CONGRATULATIONS ALL AROUND—Manufacturing Vice President Nat Kessler presents cleanup trophy to Millwright Shop Foreman Charles Schmitt, Jr., as Maintenance Superintendent Al Foley congratulates shop employee Bob Clark.



JA STOCK PURCHASE—President Donald E. Nordlund purchases a share of Staley Junior Achievement stock from JA firm's officers, Ron Meadows, left, and Vaughn Whiteman, demonstrating further Company support of program for Decatur youths.

Staley Family, Company, Employees Honored

Hospital Addition Named 'Staley Pavilion'

THE STALEY PAVILION
In Grateful Recognition
Of The Support Of This Hospital
Through The Years By
A. E. and EMMA L. STALEY, SR.
A. E. and EVA C. STALEY, JR.
A. R. and NETTIE LOU STALEY
and the
A. E. Staley Manufacturing Co.
Its Executives and Personnel

The above is the inscription on a plaque which will hang in a new, five-story addition nearing completion at Decatur Memorial Hospital.

The announcement that the new addition has been named The Staley Pavilion was made Dec. 6 at a dinner attended by the hospital's board of directors, graduate directors council, the Staley family and guests.

A resolution adopted by the hospital's board and read by T. W. Samuels, Sr., acknowledged the "extraordinary contributions both in service and financial support" the Company and the Staley family have given to the hospital.

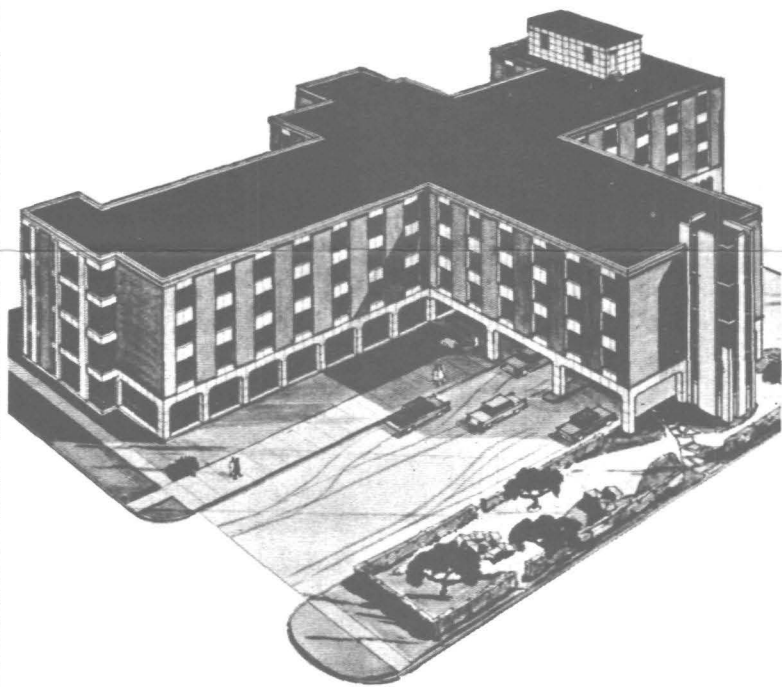
Samuels, who is chairman of the graduate directors council, noted that "the largest aggregate contribution to date" which the hospital has received has come from the Company and the Staley family.

"In every campaign, the Staley company has set the pace and furnished the example," he added.

Chairman, A. E. Staley, Jr., a member of the hospital board of directors from 1932 to 1952, said he was "deeply touched" and felt it was most appropriate that the recognition extended beyond the family and the Company to its executives, directors and employees.

Mr. Staley said support of the hospital is more than philanthropy. "To me, it is an investment in one's own welfare."

Company Vice Chairman E. K. Scheiter, a past member of the hospital board of directors, speaking at the dinner, said, "Not only did A. E. Staley, Sr., and A. E. Staley, Jr., imbue men with the indomitable spirit of accomplishment in the work of industry and commerce, but they set an example of helping worthwhile causes by their personal generosity and leadership in corporate giving."



New hospital addition will bear the name, "The Staley Pavilion."

Strong, Winkleblack Appointed To Division Controller Positions

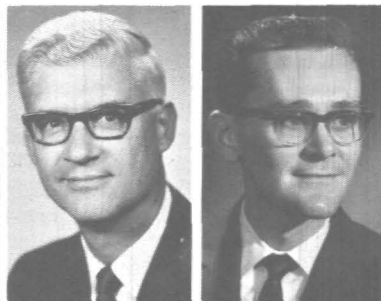
Judson E. Strong and Richard L. Winkleblack have been named to controller posts for the commodities group and Staley Chemical Division, respectively, according to Charles S. Locke, Company controller.

Strong's appointment is part of the continuing plans for reorganizing the Company's soybean and commodities functions into an integrated profit center operation.

He had been supervisor of corporate accounting in the Control Division for the past year and a half, and was assistant budget director before that. He joined Staley in 1951 as a senior accounts payable clerk.

In his new position, Strong will have responsibilities for all accounting functions within the commodities group, which directs the Company's soybean processing operations and oils and feeds marketing activities.

A native of Mt. Vernon, Ill., he is a graduate of Millikin University, where he received a B. S. degree in accounting and finance.



Strong

Winkleblack

In his new post, Winkleblack will be responsible for all accounting functions of the Staley Chemical Division operations. He will relocate at Staley Chemical headquarters in Kearny, N. J.

Winkleblack had been plant accountant in the Control Division for the past year. Prior to that, he held various posts in the division, including supervisor of corporate accounting and supervisor of statements. He joined the Company in 1961 as an accountant.

A native of Litchfield, Ill., he is a graduate of Millikin University, with a B. S. degree in business administration.

Staley Chemical Sales Meeting Keyed Around Opportunities Ahead

The emphasis was on new opportunities, and the tone was clearly optimistic as polymer, leather finishes and adhesives sales forces joined together for the first annual Staley Chemical Division sales meeting in Atlantic City recently.

President Donald E. Nordlund, in his meeting kickoff address, noted that the formation of the Staley Chemical Division through consolidation of the former USB Chemical organization and Newark Leather Finish Co. provided the basis for a new dimension in Staley diversification.

Notwithstanding the difficulties of relocating the UBS facility at Cambridge, Mass., to the NLF plant site at Kearny, N. J., Mr. Nordlund said the new Staley chemical organization registered encouraging gains in the fiscal year just past.

With the quickening tempo of product diversification within the division, he added that the future appears bright for accelerated progress in this area of Company activity.

Based on plans for continued progress, Staley Chemical should become an increasingly important contributor to the Company's overall profit performance in the years ahead, President Nordlund said.

General Manager Robert J. Polacek, in his "state of the division" talk, outlined plans for broadening the polymer, adhesives and leather finish product lines, and penetrating new markets with both the new products under development and existing products offering further potential.

He said the goals in the polymer business are to re-establish our position as a leader in the floor polish market, and seek new opportunities in the paint, paper, textile, adhesive, floor resin and leather finish markets.

Polacek noted that the recent licensing agreement between Staley and an English manufacturer, enabling Staley Chemical to produce "Polidene" polyvinylidene chloride polymer emulsions, enhances the division's marketing position with paper, packaging material and textile manufacturers.

The agreement established Staley Chemical as the only U. S. producer of "Polidene" products, which are already finding acceptance in the flexible packaging fields.

In adhesives, Polacek said emphasis will be on a hard-hitting selling job associated with new product development, and opening up virtually untapped markets in Canada.

For the leather finish part of the business, he said the thrust is again on diversification and penetration of new markets. This will be coupled with expanded efforts to build upon the booming prosperity in the leather industry, which he largely attributed to the sudden increase in fashion popularity of leather garments.

By utilizing new technology, expanded research efforts and the opportunities afforded by new products, these objectives will be accomplished, Polacek concluded.

In other meeting activities, "Salesman of the Year" awards were presented by Vice President Roy L. Rollins to John Cole, for his performance in leather sales; to Ralph Atchue, adhesives sales; and to Eric Rearden, leather finish sales.

Sales contest winners were also recognized. They included Harry Novak, polymers, West Coast territory; Giles E. Tillison, adhesives, Southern territory; and Clarence Lake and Paul Seifert, both in leather finish sales, Upstate New York and New England territories, respectively.

Free Railroad Ties Available

While they last, used railroad ties are available to employees in unlimited quantities, free of charge.

Ties may be picked up daily (except Sunday) between 8 a. m. and 3 p. m. Contact the East Gate attendant (24th Street entrance) for directions.

Haulers are responsible for loading the ties, and must carry liability insurance.

Products Reassigned In Consumer Division

Reassignment of consumer product brands to product managers to provide more comprehensive marketing coverage has been announced by F. Q. (Mike) Dotson, marketing planning manager, Grocery Products Division.

The product managers and products assigned to their marketing direction include:

Bob Pence—"Sta-Flo" spray starch, "Sta-Flo" fabric finish, "Sta-Flo" liquid starch, "Cameo," "Quick Elastic," "Silken Look" fabric finish.

Bob Corman (assisted by **Tom Fox**)—New Products, "Rain Drops" water softener.

Dick Purcell—"Sta-Puf" fabric softener, "Cream" corn starch, "Staley" corn oil.

Herb Lund—"Lightning White" non-bleach laundry whitener, "Staley" table syrups.

Nick Thanos—"Sno-Bol" bowl cleaner, "Diaper Sweet" diaper deodorizer, "Hip-O-Lite" marshmallow creme, "Staley" popcorn oil and baby powder.

In making the announcement, Dotson said that the product reas-

signments enable the more experienced product managers to focus more attention on the established product leaders and devote greater efforts to new product development.

At the same time, the added experience of the younger product managers qualifies them to take on more product marketing responsibilities, resulting in a more even spread of the work load among the product managers group, Dotson said.

Other Factors

Other factors included the successful emergence of "Lightning White" and "Sta-Flo" fabric finish as full-fledged members of the Staley consumer products line upon their expansion to national distribution from the new product introduction stage.

The realignment of these two products will have the effect of freeing the product manager in charge of new products for marketing work with other products being developed by research, Dotson said.



NEW APPROACH—As part of the new approach to highlight safety on the job, Norma Guysinger, Training, helped pass out special safety literature to Machine Shop employees Jim Lester, left, and Wilbur Johnson, on her right. Norma was escorted around the shop by Foreman Ed Ecklund.

Safety Report Shows Reduced Days Lost, Decreased Severity

A substantial reduction in accident-caused days lost and a sharp decrease in the severity rate of accidents highlighted the Safety Department's fiscal 1968 annual report.

From Oct. 1, 1967, to Sept. 30, 1968, days lost totaled 1,604, a dramatic reduction of more than 4,400 from the previous year.

Accounting for the lower figure was a significantly-reduced severity rate, which decreased from 1,029 per million man hours worked in fiscal 1967 to a vastly-improved 269 in the fiscal year just ended.

In both instances, the reduced figures were the best recorded at Staley in the past six years.

Safety Director Bob Garretson attributed the marked improvement in the severity rate to increased employee use of personal protective safety equipment and greater employee awareness of correct safety procedures.

It was also the first full year for use of the new "bump caps" introduced last year on a trial basis. The new safety headgear was known to have prevented at least two potential head injuries by protecting employees from falling-object accidents.

Other employee protective equipment, such as safety glasses and safety shoes, were known to have prevented or reduced the severity of injuries in a number of instances.

The "bump caps" now being worn by a growing number of employees are lightweight protective headgear for use by employees in non-construction areas, or on jobs where the heavier and sturdier safety helmets would not normally be worn.

While first aid and reportable accident cases were up slightly over the previous year, Garretson said this may have been due to increased emphasis on having all injuries, no matter how minor, treated by First Aid to prevent infection, or complications that can arise from such injuries as a small cut or scratch.

Garretson said another important factor in the reduction of days lost and severity rate was the continuation of the Manufacturing Divi-

sion's plant cleanup campaign. "A cleaner, more orderly plant results in fewer hazards to employee safety."

He added that efforts by the Union Health and Safety Committee to promote safety, coverage of safety programs by the Staley News and special safety meetings held by plant departments were other contributing factors.

"Generally, more employees seem to be aware of good safety practices and procedures. This has probably been due to the factors mentioned, plus such assistance to safety education as our training programs, which include on-the-job safety.

"Plans are to introduce some new, special safety education projects in the current year to assist in achieving this continuing objective of making all employees aware of the safest ways to perform their jobs," Garretson said.

Pocket References Now Available

Up-to-date pocket references about the Staley Company and our diverse operations have been completed and are now available upon request from the Public Relations Division.

For example, did you know that the average daily requirements of the Decatur plant include 6.5 million gallons of water used, equal to the usage of a community of 35,000; another 7 million gallons of water circulated and returned to Lake Decatur; 812,000 kilowatt hours of electricity capable of supplying a city of 55,000; daily coal and gas consumed that would heat more than 100 homes a year.

This is just part of the information found in the new pocket folders, which are intended for distribution to employees as a ready reference, and for use in acquainting others with the Company. Employees may order their copies through their foreman or supervisor.



SAFETY IS THE SUBJECT—Wearing bright vests and hats to call attention to safety, Foreman Ed Ecklund, left, and assistant foremen, Jim Bean, center, and Harry Augustine, right, were accompanied by Maintenance Section Superintendent Al Foley, second from right, as they toured the shop to talk safety with employees. Here, they chat with Wayne Roberts, second from left, and Lynn Quick.

'Target Safety' Program Spotlights On-The-Job Safety in Unusual Way

A unique approach to spotlighting employee safety at Staley was launched recently with a two-week "Target Safety" program in the Machine Shop.

The program of varied safety activities was initiated Dec. 2 with brief talks by Machine Shop Foreman Ed Ecklund and Safety Director Bob Garretson in which they explained the purpose and goal of the program to shop employees.

Ecklund and Garretson reviewed the shop's past accident record, pointed out areas for improvement, and discussed the employee's individual role in safety and the stake he has in it.

Purpose of the program is to heighten employee awareness of the safest ways to perform their jobs.

The goal is to produce a zero lost-time accident record in the Machine Shop for at least a six-month period, with the long-term objective of achieving a substantial reduction in accidents not only in this pilot program but throughout the plant.

Bringing the safety message to the forefront during the two-week emphasis were a safety film geared to maintenance employees working with machinery, letters to the home explaining the program to employees' families, a changing display of safety posters and distribution of special safety literature.

To spur employees to reach the six-month goal, incentives are a part of the program. If the goal of a significant reduction in accidents is accomplished after six months, each Machine Shop employee will be awarded a \$10 gift certificate, good toward the purchase of a new pair of safety shoes, or prescription safety glasses, from the Safety Office.

Commenting on the program, Garretson said, "Safe work practices tend to be taken for granted by many employees in the day-to-day routine of their jobs. Unless someone has actually been injured in an accident, it's human nature to carry the false impression that it could never happen to you.

"By re-enforcing the basic principles of safe work practices, it is hoped employees will become more conscious of the importance of safety to themselves and, beyond that, to their families. The program is aimed at doing this in an unusual and interesting way," he said.

If "Target Safety" proves to have merit, plans are to conduct similar programs in other plant areas.



'WE HOPE YOU'LL READ THIS'—That was the message Carol Disbrow, Industrial Sales, gave to Dale Fleischauer and other Machine Shop employees as she helped distribute safety pamphlets. She was accompanied by Assistant Foreman Jim Bean.



CHANGING DISPLAY—Darrel Miller and Bill Schneider of the Safety Office put up a new poster in the shop as part of the changing display of safety messages posted during the two-week program.