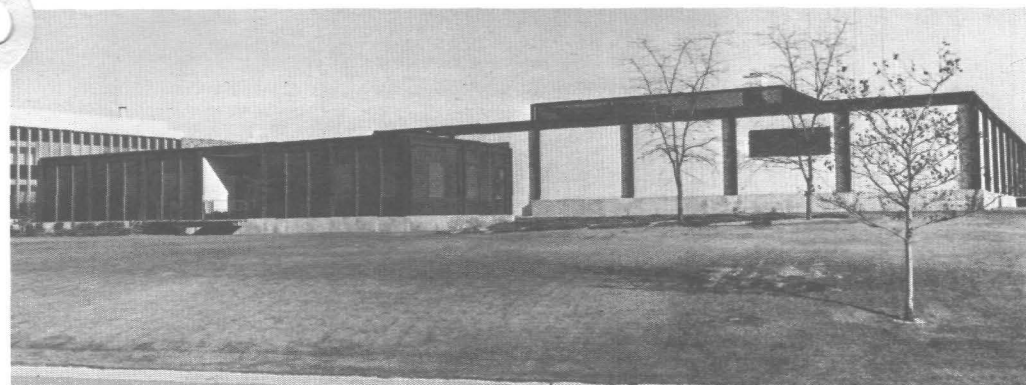


## Merry Christmas

The Staley News wishes you and your family a happy holiday season and a prosperous new year. This photograph of the Staley Administration Building at Decatur was taken by Chief Photographer Lee Jeske.



Consumer Product's New Building In Oakbrook, Ill.

## Consumer Group Gets New Bldg. In Oakbrook

CICERO, Ill.—The Company has purchased a Chicago-area building that will become the headquarters for the Consumer Products group marketing-manufacturing-administrative-research staffs.

Located in Oakbrook, southwest of Chicago, the property was formerly owned by the John Co. of Kalamazoo, Mich. Included in the purchase are 3.7 acres of land and a 34,000-square foot, one-story building.

According to Ken Schroeder, administrative head of the Consumer Products group, the interior of the building will be renovated before group moves in. Target date for occupation is late summer 1971.

Approximately 110 employees will eventually occupy the air-conditioned building.

It is located on Swift Drive adjacent to Interstate 294 (Tri-State tollway). Ample parking space is available on the property.

## Take A Look Around! \$2,350 Awaits You at the End of Idea Sweepstakes Rainbow

Next time you go to the supermarket, take a look at the vast array of products on the shelves. Take a good look and remember them because five years from now over half of them won't be there. They'll be replaced by "new" products.

Obviously, new product development is the lifeblood of any consumer business. This is the reason the Company's Consumer Products group has initiated "Idea Sweepstakes." They're looking for new product ideas. When they say "new products," they mean products that are not presently on the market.

No person or group of persons has a corner on new ideas. You're a consumer, and consumers determine which products live or die.

So get out your pencil, official Sweepstakes entry form (enclosed in this newspaper), and start thinking. You could win up to \$2,350 for a successful idea.

You may ask what types of products you can suggest. There really isn't any hard-and-fast rule. It could be any products that you think would sell in a supermarket.

Express your own desires. Maybe you've said before, "If they'd only make a..." The "Idea Sweepstakes" is the way you can express your ideas to

"them." When you write down your idea, be specific. And put only one idea on an entry form. Give the evaluation committee all the information they need to fully understand your suggestion. Make sketches if you think it would help.

Submit as many ideas as you want. What the Committee is looking for is those ideas that will catapult Staley into a new market and put \$2,350 in your pocket. The professional product managers say that, on the average, of every 100 ideas that pass initial screening, one becomes a successful new product. So what you and the Committee are looking for is that \$2,350 jackpot winner.

You'll be informed quickly where your idea stands. If it passes Plateau One—initial screening—you'll be told so immediately by registered mail. But after then you can expect less immediate communications because it takes time to turn ideas into realities. For example, according to the average development rate of new ideas, it takes 18-24 months for a successful product to reach test marketing after it passes concept testing.

Remember, use the special sweepstakes entry form and U. S. mail. The postmark on your entry will be used to determine which idea is evaluated in cases where the same two ideas are submitted.

For additional information, read the contest rules and award plateaus on the entry form.

Should you need additional entry blanks, contact Public Relations, Decatur. Dispensers will soon be placed in major locations.



Tom Fischer

## Fischer Named New Director

Tom Fischer, group vice president law and administration, was elected the 11th member of the board of directors during the director's meeting November 10.

At 41 Fischer is the second youngest member of the board.

He joined the Company in 1965 as secretary and legal counsel. In 1969 he was promoted to the position he now holds.

Fischer succeeds R.L. Rollins, who retired October 31 after 37 years with the Company. Rollins had been a Staley director since 1954.

A native of Glencoe, Ill., Fischer was graduated from DePauw University (Greencastle, Indiana) in 1951 with an A.B. degree. He received his LL.B. degree from the University of Michigan Law School in 1956.

He is a member of the Decatur Bar Association, Chicago Bar Association, the American Bar Association, and the American Society of Corporate Secretaries.

## Women's Lib: Ernie's "Cool Iron" Is Here

### Sets Sta-Flo Apart from Rest of Field

CICERO, Ill.—The hot job of ironing has been cooled off... thanks to the announcement of a new formula—called "Cool Iron"—for Staley Sta-Flo spray starch and fabric finish products.

The new Cool Iron formula allows housewives to use either of the two Sta-Flo products and iron at a broader range of temperatures than she can with any other similar product.

"The new formula sets Sta-Flo apart from the rest of the entries in the field," product manager Rod Tinkler said. "In today's household laundry starch market, your product must clearly establish a distinct identity if you want to maintain a profitable volume. We think we've established this identity with the Cool Iron formula."

The two Sta-Flo products that use the formula have been given the Good Housekeeping seal of



Product Manager Rod Tinkler Introduces "Cool Iron"

approval. Tinkler said that the seal means that this third party has tested the product and found that it performs as advertised.

Advertising plans for the new Cool Iron products include network and spot television commercials in prime time and daylight hours. In addition, a magazine and newspaper campaign

has been developed for nationwide audiences.

In summing up the new announcement, Tinkler said the two Sta-Flo Cool Iron products are, from a marketing standpoint, the most significant change in the household laundry starch history since the introduction of the aerosol containers in the late 1950's.

### Here's How Ernie Started the Movement

DECATUR—Lest it go by unnoticed, let it be known that Staley's Ernie Meador has made a vital contribution to the women's liberation movement. He has freed the housewife from one of her most dreaded drudgeries—slaving over a hot iron.

It is Ernie's new Sta Flo formulation—called "Cool Iron"—that allows the housewife to iron everything from linens to cottons to nylons with her iron set on a much lower setting (usually "cool/synthetic").

While Ernie was conducting the basic research for the Cool Iron formula, another Staley applications chemist, Frank Stevens, was working closely with him in applying the new formula to Sta Flo fabric finish.

As a result of the efforts of these two chemists, the housewife today can use Sta Flo spray starch or Sta

Continued on Back Page

# Industrial Products Makes Several Personnel Moves

Organizational changes that will allow the Company to strengthen its penetration of the major paper, textile, and other nonfood markets have been announced by L. E. Dossie, vice president, Industrial Products group.

In the new organization, George A. T. Moore has been promoted to manager of the newly established Paper-Textile organization. He was formerly manager, Paper Industry Sales.

Reporting to Moore under the new structure are the newly established Textile division, the Paper Industry Sales operation, and the newly organized Special Industry Sales.

William F. Allen, formerly general manager, Charlotte Chemical Laboratories, is now general manager of the new Textile division. This division includes the manufacture and sales of Charlab textile auxiliary chemicals as well as sales of starch-based textile sizing and finishing products from Decatur and other company manufacturing locations.

W. N. Dulaney, Atlanta based, is the new division's manager of Sizing and Finishing Sales.

Thomas S. Richbourg, Charlab based, is promoted to the position of assistant manager of Sizing and Finishing Sales.

J. L. Gogek, formerly Director, Industrial Sales Development, has been named Manager, Special Industry Sales. Gogek's staff includes G. F. Smith, R. R. Reschetz, and K. L. Varley.

Bill White, formerly assistant manager, was promoted to Paper Industry Sales Manager, succeeding Moore.

In other Industrial Products group changes, H. L. Roszell, formerly Southern Regional Manager, has been named to the new position of Marketing Manager-Foods. He will direct marketing planning



George Moore Bill Allen



Bill White Herb Roszell



Jack Gogek

and promotional activities for the food industry.

R. R. Dombroski, Central Regional Manager, will take on responsibilities for the St. Louis and Kansas City districts as well as the Chicago and Cleveland districts. He has established his regional headquarters in Decatur.

W. D. Ray, Eastern Regional Manager, will take on the added responsibility of the Atlanta office for food industry sales. He will establish regional headquarters in Philadelphia.

J. Bruce Kelly, who was assistant manager of the Atlanta office, has been named to the new position of Manager-Food Sales, Atlanta.



Pres. Don Nordlund (L) Chats with Salesman Dave Anderson

## Specialty Feeds Has A Banner Year

A record year in tons of products sold.

A record year in profits.

Sixty per cent of the territories exceeding goals.

It all adds up to the best year the Company's specialty feeds department has ever had. And that's just the way President Don Nordlund saw it as he addressed the group at the recent sales meeting in Decatur.

"I want to congratulate you on your truly remarkable sales record," the President said. "You've made specialty feeds one of the exciting growth areas at Staley."

Leading the outstanding sales record was Wayne Crow, who covers Nebraska and Iowa. A Staley salesman only two years, Crow moved more tons of the Company's specialty feeds products than any other salesman. He was tonnage leader in three products: Sweetlix Bloat Guard blocks, Day-One baby pig supplement, and Sweetlix Fly and Worm control blocks.

Dave Anderson, Don Ritchie, and Dave Kyle them-



Wayne Crow

selves had outstanding records in moving Fly and Worm control blocks. And Kyle was the tonnage leader in 3-in-1 mineral blocks.

In addition to learning they had set records in sales, the 15 specialty feeds salesmen also heard addresses from the following: Manager of specialty feeds Earl Snearely who reviewed past progress and new goals; sales manager Sam Shanklin who reviewed various ways sales could be increased; technical director Ken Wright who dis-

### 40 Years

MEREDITH LUSTER, industrial manufacturing, November 4

### 35 Years

SEARCY GARRISON, steep house, November 3

SYLVESTER NUGENT, elevator C, November 6

### 30 Years

EDWARD GROLLA, elevator C, November 27

JOHN STOUTENBOROUGH, consumer products (staley marketing) November 9

LEO KELLY, corporate engineering, November 28

### 25 Years

CHARLES ADAMS, elevator C, November 6

WILLIAM BALL, Jr., research and development, November 29

RICHARD BARFIELD, industrial manufacturing, November 27

CLYDE BECK, pipe fitters, November 29

HARRY BECKER, oil refinery, November 23

LLOYD BECKMEIER, oil refinery, November 8

WALLACE BINKLEY, garage-mechanics, November 7

ARTHUR BRAMHALL, Jr., boiler house, November 27

HARRY CHAMBER, satellite shop-east end, November 5

VERN COFFMAN, feed packing, November 14

ANTHAS COPASS, starch shipping and packaging, November 20

ELWOOD CRUTCHER, pipe fitters, November 13

ROBERT ETHRIDGE, instrument and control, November 2

GERALD GERSMEHL, control laboratory, November 5

VERN GILES, power house, November 14

LESTER HAYES, research and development, November 27

HAROLD HENSON, oil refinery, November 27

JOHN HIRSCH, syrup refinery, November 26

CLYDE HOBBS, machine shop, November 16

HAROLD HUTSON, extraction plant, November 12

BERNARD INCARNATO, millwrights, November 5

ROBERT KAMPF, painters and roofers, November 30

PAUL KINNEY, feed packing, November 26

STEPHEN LANGSFELD, reclamation, November 27

GLENN NILES, industrial manufacturing, November 13

VERN OOTON, starch shipping and packaging, November 6

CHARLES PAINE, machine shop, November 14

CLARENCE PARKS, painters and roofers, November 27

PLEASANT ROSS, syrup refinery, November 5

RICHARD ROZANSKI, transportation, November 20

GEORGE SCHAREIN, pipe fitters, November 30

ROBERT SCHWANDT, industrial manufacturing, November 1

MARION SOMMER, oil refinery, November 14

MARVIN SORREL, instrument and control, November 5

## SERVICE ANNIVERSARIES



Meredith Luster Syl Nugent



Stoutenborough Charles Adams



Bill Ball, Jr. Richard Barfield



Harry Becker Lloyd Beckmeier



Harry Chamber Vern Coffman



Anthas Copass Vern Giles



Lester Hayes John Hirsch



Clyde Hobbs Harold Hutson



Paul Kinney Steve Langsfeld



Glenn Niles Charles Paine



Clarence Parks Pleasant Ross



Richard Rozanski Bob Schwandt



Marion Sommer Samuel Stout



Roscoe Streight Frank Thompson



Vernice Voyles William Wilson

SAMUEL STOUT, painters and roofers, November 27

ROSCOE STREIGHT, machine shop, November 16

BILL SUMPTER, warehouse, November 20

FRANKLIN THOMPSON, syrup refinery, November 28

JOHN TIPSWORD, pipe fitters, November 28

VERNICE VOYLES, electricians, November 12

WILLIAM WILSON, dextrose hydrate, November 27

### 20 Years

CHARLES AUSTIN, power house, November 8

ROBERT BILYEAU, industrial manufacturing, November 27

ROBERT BRINKLEY, thin boiling starch, November 13

JOHN CARTER, thin boiling starch, November 30

RICHARD CLOW, boiler makers, November 15

JESS COHEA, garage-service drivers, November 13

WALTER FUNK, grocery products, November 8

HERSHEL GAWTHORP, bulk syrup, November 13

EUGENE LAW, modified starch dryer, November 15

WILBUR MAUS, modified starch dryer, November 20

NYLE PUCKETT, feed house, November 13

TROY WILLIAMS, Jr., extraction plant, November 27

### 15 Years

SAM CUTRARA, Jr., Chicago warehouse, November 18

MARY KELLER, industrial products, vico asmus, November 7

JULIA MASSE, industrial products, November 18

LONNIE McCULLAR, Jr., consumer products (food service division), November 1

KENNETH VARLEY, industrial products, November 28

ROBERT WEST, corporate engineering, November 28

### 5 Years

LONNIE AYERS, dextrose hydrate, November 12

ARTHUR BRADSHAW, modified starch dryer, November 19

THOMAS BUNDY, sheet metal shop, November 12

HULBERT CARLYLE, warehouse, November 19

DOUGLAS DAILY, yards, grounds and track, November 5

EDWIN FOUTS, warehouse, November 19

DENNIS HALE, research and development, November 1

LARRY HILL, yards ground and track, November 12

CHARLES LEMKER, corporate information systems, November 16

JOHN MAGMER, Jr., consumer products, November 15

WILSON McDONALD, yards, grounds and track, November 26

ROBERT McKINNEY, sheet metal shop, November 19

MILLARD MERRIT, Houlton, November 29

ROGER MERRIT, Houlton, November 29

ANN PIMENTAL, Staley chemical, November 10

FRED POWERS, Houlton, November 7

WILLIAM RUCKER, Jr., inositol plant, November 19

VERN RUTHERFORD, garage-service drivers, November 5

JOSEPH WASILEWSKI, corporate engineering, November 8

CHARLES WILCOX, dextrose hydrate, November 26



The Staley News is published monthly for Staley employees by Corporate Public Relations, Decatur.

Manager, Employee Communications . . . . .Gerry Chatham  
Chief Photographer . . . . .Lee Jeske  
Assistant Photographer . . . . .Roy Enloe

# New Opportunities Available In Maintenance

The task is clear for all employees involved in Decatur's Industrial manufacturing: sustained output records to meet the marketing opportunities established by the Company's sales and research teams.

With this task in mind, the Industrial manufacturing maintenance organization was recently realigned. The new organization brings together engineers, construction and project supervisors, and planners so that their professional talents can be shared by the entire Industrial manufacturing complex.

Al Foley, the head of the new maintenance organization, says that although actual assignments will be made according to previous experience, the entire maintenance group will be able to consult on specific, difficult problems as well as have the flexibility to handle scheduled shutdowns.

Foley pointed out that a new emphasis has been placed on planning, with primary goals being the reduction of frequency of breakdowns and timely repairs and replacements. The new organization, he added, should also make more effective use of shutdown time by assuring that delivery of materials and the assignment of manpower are properly coordinated.

Foley compared the new operation's function to that of a pit stop in an automobile race.

"Any delay in getting the car back on the track can mean the difference in winning and losing. Whenever we encounter a breakdown or a scheduled shutdown, we want to get back into operation as quickly as possible.

"Our mechanics should look forward to greater satisfaction, too, because equipment and men will be available when they start a task. And the mechanics can look forward to less frequent interruptions in order to handle "breakdown jobs."

In the new organization, Foley reports to Industrial manufacturing manager Bob Schwandt. Previously maintenance was a staff function, reporting to Engineering.

Five departments make up the new organization. They are:

**Planning and Control** under superintendent Ben Cochran. This department's function is to improve the availability of materials and stores. And it will formally plan maintenance on larger repair jobs such as shutdown work, improvement jobs, most safety and sanitation jobs, some project jobs, and most other work not requiring immediate attention.

**Central Shops** under section head Jim Galloway. This department includes the instrument and control shop, the millwright shop, the machine shop, the electric shop, the pipe shop, the sheetmetal and boilermaker shop, and the riggers. Central Shops will repair heavier equipment and perform difficult repairs in which specialized talent and tools are necessary, such as services for utilities and electrical operations.

**Project and Construction** under superintendent Bill Rennert. This department will emphasize flexibility so that it can handle large jobs such as AFE projects and scheduled maintenance during shutdowns. Men from the Central Shops will be assigned to project foremen so that this department can accomplish its projects.

**Maintenance Services** under superintendent Coy Allen. This department includes yards, grounds, tracks, painters—roofers, brickmasons, and plant clean-up, as well as transfer, lubrication, and garage. Improvement of tracks and garage services are examples of the goals of this department.

**Maintenance Engineering** under senior maintenance engineer

Theron Tinker. This department is the professional engineering arm of the new organization. It will work with the Satellite foremen and the Planning section in improving maintenance methods and applying new materials and approaches to eliminating chronic maintenance problems, thereby improving plant availability.

Foley stated that the four Satellite shops will continue to be key elements in the organization. These shops will generate orders and determine whether work can be planned or is of an immediate trouble-shooting nature. The mechanics and supervisors assigned to these shops will be selected on their analytical or trouble-shooting skills.



Coy Allen Theron Tinker Bill Rennert Ben Cochran



## Planned Maintenance? Here's How It Works



Planning Superintendent Ben Cochran (2nd from L) Makes a Point (L-R) Planners Bob Sanders, Wayne Grotjan, Ralph McLaughlin, Otto Kurek (seated), IE Steve Watson

**EDITOR'S NOTE:** This is the first in a series of articles on the five departments that make up the new Industrial Manufacturing maintenance organization. This month the Planning Department is featured. In succeeding Staley News, the other four departments will be featured.

To understand the reasons behind the new maintenance organization, you must understand the "planned approach" to maintenance. And probably nobody at Decatur is more knowledgeable on this subject than Ben Cochran, the new Superintendent of Planning.

The Staley News conducted a question and answer session with Cochran, and here are results:

Q. What is the "planned approach" to maintenance?

A. It is the allocation of man power, tools, and other resources so that our industrial manufacturing objectives can be met more efficiently.

Q. Can you really plan repair work on equipment?

A. In most cases, yes. But in some cases, like breakdowns, repairs are required on an irregular basis and cannot be planned. For this reason we will maintain a troubleshooting crew in each of the Satellite Shops in the four major production areas. These Satellite Shops will be manned so they can quickly handle emergency jobs and routine service work. This type of maintenance accounts for about 20% of our workload. Fifty-five per cent can and will be planned and scheduled. The remainder of our workload is large engineering projects. Although this, too, is "planned" my section does not do the planning.

Q. So that means that your section will "plan" about 55% of the maintenance workload. What types of maintenance does this include?

A. It includes the larger repair jobs, work accomplished during scheduled

shutdowns, improvement or updating of equipment, most safety and sanitation jobs, and most repair work that does not require immediate attention.

Q. How do you determine which job should be done first?

A. We establish a priority system. In developing priorities, the Planning Section will consult the production managers, our staff engineers, our foremen, and the manager of Industrial Manufacturing. And we must constantly keep in mind our overall industrial production objectives.

Q. What do you hope to accomplish with "planned maintenance"?

A. We expect to make our maintenance operation more efficient, to increase our mechanics' feeling of accomplishment, and to get the job done at a lower cost.

Q. Specifically, what does it mean for the mechanics?

A. It means the pulling of men off one job to go to another will be drastically reduced. It should also prevent false starts where material is not available or inadequate information is given to complete the work.

Q. What will be the typical flow of information in the case of an unscheduled interruption?

A. The operator and his foreman will determine if they have a mechanical problem. The production foreman will fill out a work request. The Satellite Shop will determine whether the problem is within their capability. If it is an emergency and the Satellite Shop can repair it, it will be repaired by the Satellite Shop.

Q. What happens when the request reaches the Planning Section?

A. We'll estimate the job, assemble the tools and materials needed, schedule the job according to a priority, and then assign it to a project foreman who will supervise the actual performance of the work.

# IDEA SWEEPSTAKES

Official Entry Blank  
Sponsored by the Staley Consumer Products Group

Contest Rules	Do not Write in This Space								
<p><b>Eligibility:</b> Staley employees and their husbands or wives except Consumer Products group marketing personnel, Consumer Products group research personnel, and Corporate Public Relations personnel.</p> <p><b>Idea Evaluation:</b> All entries will be evaluated by the New Products Committee composed of Consumer Products group marketing and research personnel as well as representatives from the advertising field. The Committee's decision on ideas and awards is final. All winners will be notified by registered mail.</p> <p><b>Entries:</b> Enter as often as you choose. Put only one idea on an entry blank. All entries must be submitted on an official entry blank and bear a U.S. mail postmark. Entries must be signed by originator(s). In case of duplicate entries, the earlier post-dated one will be evaluated.</p> <p><b>Taxes:</b> All cash awards are subject to normal withholding requirements. Cash award amounts stated are pre-tax figures.</p> <p><b>Awards:</b></p> <table><tbody><tr><td>First Plateau (passes initial New Products Committee screening) .....</td><td>\$100</td></tr><tr><td>Second Plateau (confirmed in consumer concept research) .....</td><td>\$250</td></tr><tr><td>Third Plateau (passes product development and final consumer testing) .....</td><td>\$500</td></tr><tr><td>Fourth Plateau (reaches test marketing) .....</td><td>\$1,000</td></tr></tbody></table> <p>Bonus Award—An additional \$500 for successfully naming your product</p> <p><b>Contest Ends:</b> No entries will be accepted after July 1, 1971.</p>	First Plateau (passes initial New Products Committee screening) .....	\$100	Second Plateau (confirmed in consumer concept research) .....	\$250	Third Plateau (passes product development and final consumer testing) .....	\$500	Fourth Plateau (reaches test marketing) .....	\$1,000	<p>_____ Idea No.</p> <p><input type="checkbox"/> Rejected</p> <p><input type="checkbox"/> Passed initial screening</p> <p><input type="checkbox"/> Confirmed in concept research</p> <p><input type="checkbox"/> Passed product development and final consumer testing</p> <p><input type="checkbox"/> Reaches test marketing</p>
First Plateau (passes initial New Products Committee screening) .....	\$100								
Second Plateau (confirmed in consumer concept research) .....	\$250								
Third Plateau (passes product development and final consumer testing) .....	\$500								
Fourth Plateau (reaches test marketing) .....	\$1,000								

Brief summary of your idea (please print or type) \_\_\_\_\_

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Details of your idea (please print or type)

If more space is needed, attach a separate sheet.

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Suggested names (if any)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

_____	_____
Your name (print or type)	Company address (if employee)
_____	_____
Mailing address (street, city, state, zip code)	If you are a dependent, give name of husband or wife who works for the Company and his or her Company address.

<p>In consideration of the evaluation of my idea by Staley I agree:</p> <p>1. I am bound by all contest rules.</p> <p>2. I am not entitled to any additional compensation for the idea beyond that outlined in the rules and recognize that the contest is intended to be an extraordinary incentive beyond any obligations I may already have to Staley.</p> <p>3. I assign all rights in the idea, including patent rights, to Staley and will do all things reasonably necessary to perfect Staley's rights. Also, I certify that I am the sole owner of the idea, or if there are joint owners they have also signed the agreement.</p>
---

_____	_____	_____
List joint owner(s), if any.	Signature(s)	Date

MAIL IDEAS TO: Idea Sweepstakes, A.E. Staley Mfg. Co., P.O. Box 1706, Decatur, Illinois 62525



Linden Shepard Del Rentschler

# Rentschler, Shepard, Two More Promoted

Linden Shepard has been named manager of the Company's refined oil sales succeeding Delmar Rentschler who was recently named manager of the Chicago commodity clearing operations.

Rentschler had been manager of refined oil sales since 1957, and prior to that held a number of managerial and technical positions in the Company's AgriProducts Group.

He joined Staley in 1946 after receiving his B. A. degree in chemistry from the University of Illinois.

In his new position Rentschler will direct the Staley Company's multi-million-dollar commodity transactions at the Chicago Board of Trade and the Chicago Mercantile Exchange.

Shepard was manager of employment and compensation since 1968. Previously he was supervisor of salary administration for three years.

A graduate of Ohio University, Shepard joined Staley in 1963 as a buyer in Purchasing.

William Schoettle was promoted to employment manager and Robert Ellison was promoted to salary administrator, taking over Shepard's former duties.

Schoettle, employment supervisor since 1969, will now be responsible for all aspects of professional recruitment, hourly hiring, and internal employment counseling.

Ellison, who had been compensation supervisor since 1969, will now have responsibility for directing the Company's salary administration program.

Schoettle and Ellison are both graduates of Millikin University in Decatur.

# Employees Pledge Record Amount To United Fund

Staley employees at Decatur pledged a record amount to the just-completed Decatur-Macon County United Fund campaign.

According to Jim Stocker, Company chairman, over \$63,500 was pledged, thus topping the previous highest total in 1968.

"Our employees did a tremendous job in responding to the community's needs," Stocker said, "especially our salaried employees."

Stocker reported that

# Safety-First Aid to Begin Conducting Hearing Evaluation for Employees

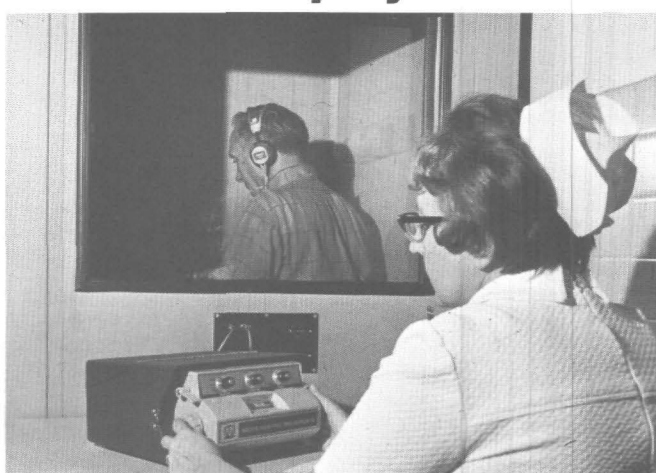
How good is your hearing? How do you know?

Now, as part of the Company's medical program, you will find out.

Beginning the first of 1971, each employee at Decatur will receive a hearing evaluation when he takes his next physical. The evaluation will be conducted by the safety-first aid department. A professional testing booth and equipment have already been installed in the first aid building. And first-aid personnel have undergone specialized hearing evaluation training.

Don Brown, director of safety, says the hearing evaluation takes only ten to fifteen minutes. At the conclusion, the specially trained Staley employee who conducts this service will be able to determine how well you hear.

In addition to this hearing evaluation, environmental control engineer Bob Nisbet has



RN Verna Ziegler Conducts a Hearing Evaluation

been measuring noise levels throughout the plant so that protective measures can be taken where and when they are needed.

Brown said the hearing

evaluation and noise-level testing are part of the Company's continuing effort to ensure that the employee's safety, health, and working environment are properly safeguarded.

# Community Responsibility Emphasized by Union Group

A new program has been started by Local 837 of the Allied Industrial Workers that will emphasize the employee's responsibility to the community and the community services available to the employees.

Crane operator Ernie Karcher is the chairman of the new committee that includes eight other Local 837 employees who have received special training for this purpose.

Karcher explains the mission of the Community Services Committee this way. "We all must recognize that we have a duty and obligation to the community in which we live, and for this reason we must actively support worthwhile community services. Then when the time comes for us to use these services, they will be available."

Karcher and his co-committee members have been taking this message to Union

members during meetings, explaining the various legal, health, and welfare services that are available in the community.

"We believe that when our members understand more about the vital services these groups perform, they will better recognize their responsibility in supporting them," Karcher said.

Another of the Committee's functions is to find those who need these services and explain how they can go about getting them.

"It's amazing how many people either don't know what is available or won't swallow their pride a little bit and ask for help," Karcher said.

"We often find out about employees who need help through their friends," he continued, "but through this education program we hope to make sure that each employee knows that when he or his family is in trouble, he should contact his shop steward. The committee is on call at any time."

Another function of the Committee is to conduct charitable campaigns within the Union.

Besides Karcher, those on the Committee are Phil Finck, Don Redman, Bob Hull, Bob Boyd, Jess Grunder, Roger Reed, Ed Creager, and Al Born.



Ely Balgley

# Balgley Named Corp. Director of Marketing

In a move designed to emphasize the importance of the marketing and commercial aspects of the Company's research effort, Ely Balgley has been named director of corporate marketing research.

In his new post, Balgley will report Dr. R.M. Powers, director of corporate research and development.

Balgley had been director of market research in Industrial Products. He joined Staley in that capacity in 1961.

In announcing the appointment, Powers said Balgley will participate in planning and budgeting research, and acquisition analysis related to the Company's expanding interests.

A native of New York City, he received his B.S. degree from Brooklyn College and his M.S. degree from New York University.

# New Grain Board Installed



Gene Cottle and Judy Widick check out the new, automated grain board that was recently installed in the AgriProducts group's new office spaces on 4-E. The board automatically records information on prices of corn and soybeans as well as some New York Stock Exchange figures. The information appears on the board only seconds after the prices are known on the floors at the Chicago Board of Trade and the NYSE.

# Retirements

- Sylvester Bowman, senior product inspector, September 30
- Luke Lowe, grocery products territory manager, Philadelphia, October 2
- Robert Hall, assistant foreman yard, painter, brickmason and clean-up, October 31
- Delmar Hazenfield, foreman oil refinery, October 31
- Gertrude Hebert, senior invoicing clerk, October 31
- Roy Rollins, group vice president, October 31

# Second Round Flu Shots Scheduled

The second round on inoculations in the Company-sponsored flu prevention program will be administered from December 14 through 18.

Consult the schedule to be posted on bulletin boards for times and places.



# "Can Do" Attitude Helps Sno-Bol Solve Its Problem

PONTIAC, Mich.—Lowell Miles grew up working for Sno-Bol, so it was an affront to his "can do" attitude when higher-ups suggested that outsiders be brought in to install a complete, new line to handle the packaging of the product in its new, modern container.

"Let me and my employees install the new line," he said. The higher-ups listened and gave him the go ahead.

So new machinery and conveyors were purchased and shipped into Sno-Bol's plant here on the outskirts of Detroit. Sure it meant long hours for Miles, his foreman Herb Norman, Staley packaging engineer Doug Meyers and other employees. And it caused some headaches, too. After all, you don't receive six different machines from six different manufacturers, connect them with conveyors, and make them all function properly without making some alterations here and there.

The necessary modifications were made, and by mid July the new Sno-Bol was rolling off the line at the rate of over 110 bottles per minute.

So Miles and his people stood back and congratulated themselves on making this major change while the first 84,000 cases rolled down the glistening conveyor.

Then it happened. Miles received a telephone call, and the voice on the other end proclaimed, "The labels are falling off. Every one of them. Just curling up and falling off."

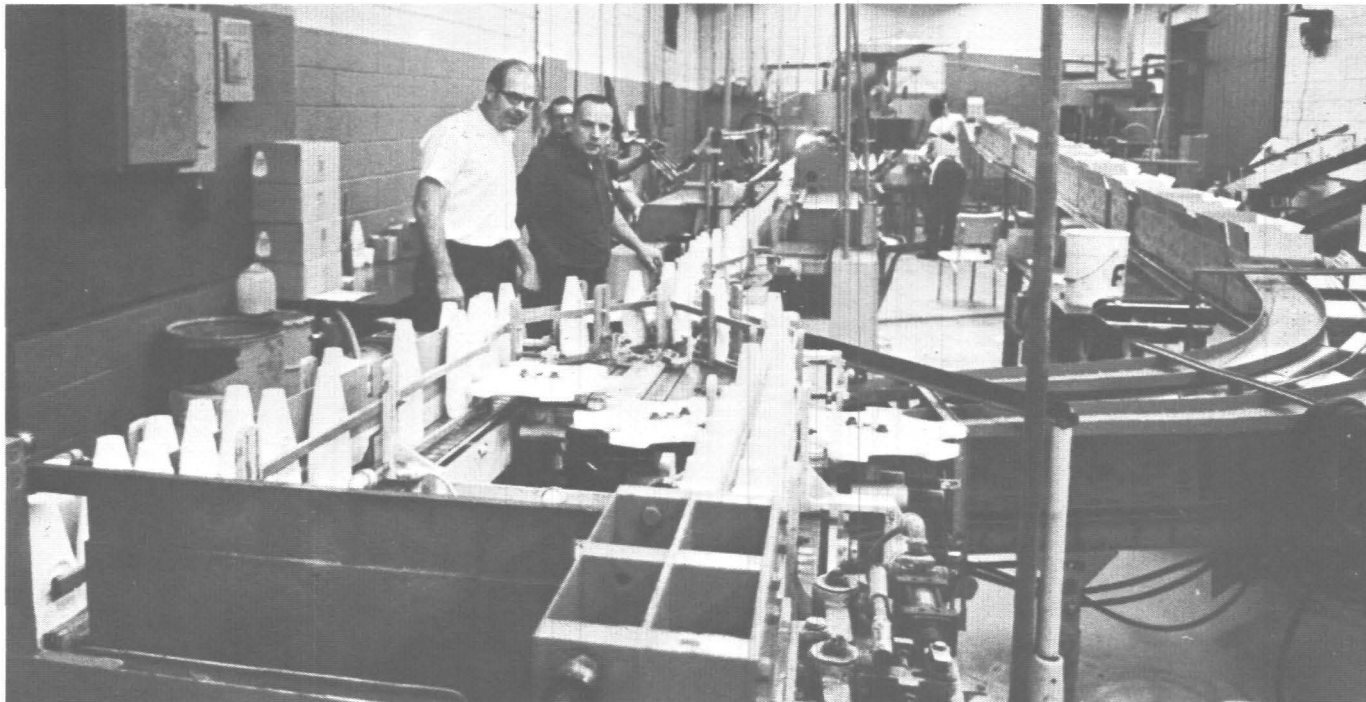
"It's times like this that make you happy to be a part of a company like Staley," Miles said. "Because the help is available for solving these problems."

Tom Myers, who's in charge of Consumer Products manufacturing and distribution, dispatched an urgent "help" call to Gene Kessinger and his Consumer Products research group at Decatur.

"Send somebody up to Pontiac," Myers requested. "We've got labeling problems."

Kessinger gave applications chemist Ernie Meador the assignment. Ernie arrived on the scene and immediately placed some likely prospects under surveillance—the labeler, the glue, the environment, and even the new container itself.

In less than a month, Ernie had tracked down the culprit—the container. He ran tests on the plastic containers to see if they had been properly "flame treated." Most of them hadn't, and as a result a waxy substance was working out of the plastic and actually pushing the label off as the product sat in storage.



Sno-Bol Comes Rolling off the Line at the Product's Plant in Pontiac, Michigan

Fortunately, only a few cases of the new product had reached the marketplace. These were quickly recalled.

In the meantime, Norman installed a natural gas-compressed air flame jet on the new line to insure that all subsequent containers were flame treated. And Meador set up a sampling process whereby containers are tested with a special dye that visually tells the tester whether the container is properly flame treated or not.

By the end of August the labeling problem had been solved, and the new product was being sent to locations throughout the country.

"It was just in time, too," Miles said, "because we were running out of product on the grocery market shelves."

The solving of the labeling problem is just one of several success stories at Sno-Bol. Miles himself is perhaps one of the most interesting.

As a 15-year-old he started delivering handbills to homes in the Pontiac area for Sno-Bol. At that time the company was owned and managed by Thomas Render. In 1962, Sno-Bol was acquired by Staley, and Miles, then a truck driver, was named manager of the operation.

Since the acquisition, Sno-Bol's annual output has doubled. And Miles foresees even better sales in the future.

Formula changes, new containers, a national advertising campaign, and the aggressive way Consumer Products group in Cicero markets Sno-Bol are all

## Sno Bol Facts at a Glance

Location: Pontiac, Mich.

Function: Package, warehouse, and distribute Sno-Bol Toilet Bowl Cleaner. In addition, the Pontiac plant also serves as a warehouse and distribution facility for other Staley consumer products.

Number of employees: 13

reasons Miles looks to the future with optimism.

In his eight-year tenure as manager, Miles has steadily built an esprit-de-corps that is enviable. And he has been very successful in finding the right employee for the right job. He found foreman Herb Norman working in a service station and offered him a job. Today Miles says he wouldn't swap him for anybody. Recently he added a mechanic, Howard Laughlin, who took a pay cut to get away from a nearby automobile assembly plant. And he hired a secretary, Sharon Bauman, who he calls "the prettiest girl I know except my wife."

So it's little wonder that Miles and his employees at Sno-Bol look optimistically to the future. After all, it's what you expect from people with a "let me do it" attitude.



Connie Becker Makes a Flame Treatment Test



Herb Teelander Checks the Labeling Machine



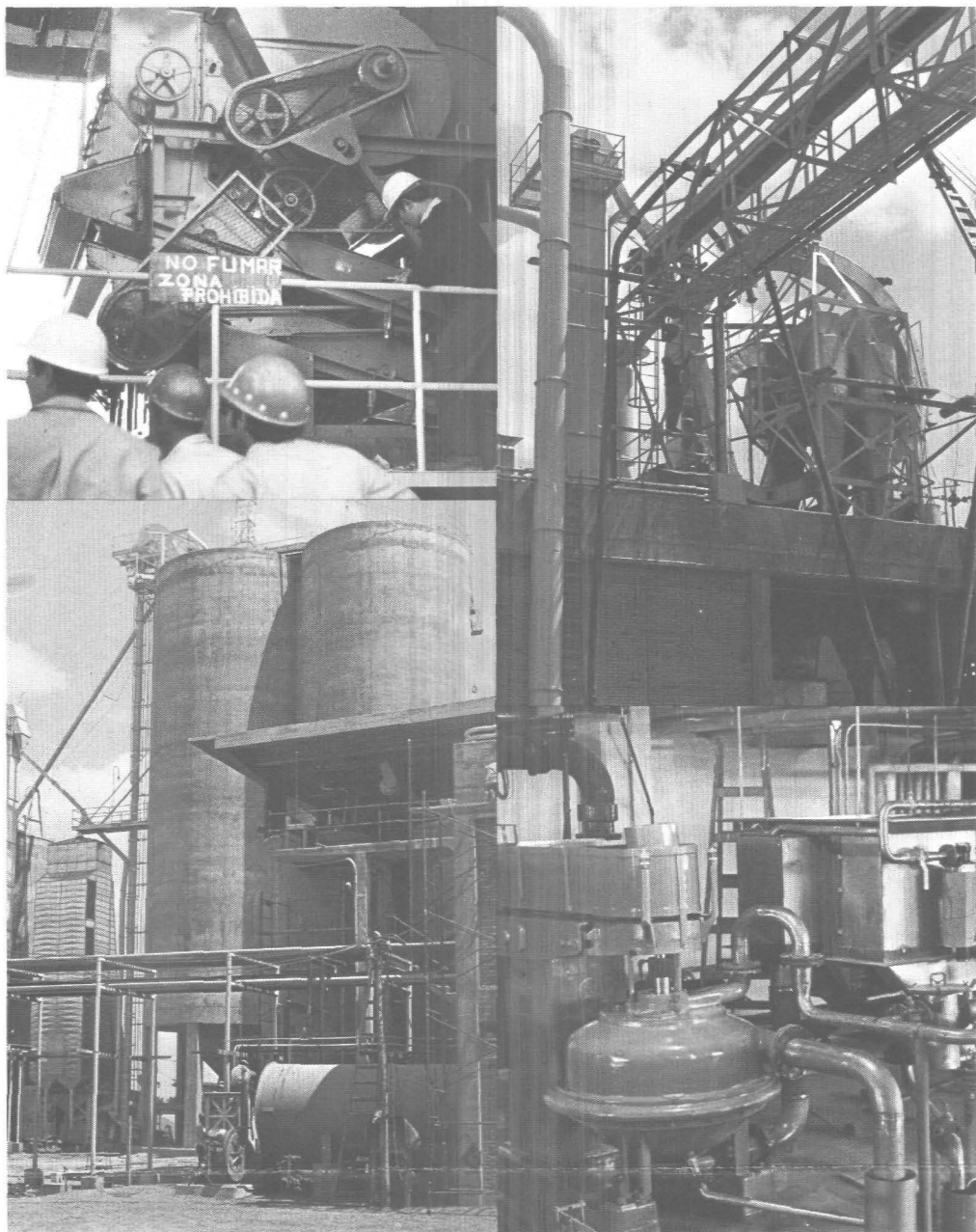
## ...And Now The Label Stays Firmly Attached

Lowell Miles (L) and Foreman Herbert Norman Check a Label on Sno-Bol's New Line



Sharon Bauman

# Argentina Start-Up Is A.O.K.



CHACABUCO, Argentina—Start-up of the International division's new corn refining plant here went smoothly in November. Top Left—The corn cleaner begins to operate for the first time. Top Right—The starch dryer, sitting atop the building, awaits its first batch of starch. Bottom Left—The corn dryer, silos, steep tanks, and the feed dryer receive their first test under actual conditions. Bottom Right—The Merco centrifuge system, used to make the first separation of starch and protein, stands spotless and ready.

## Hartman Hired As Director, Foodservice

CICERO, Ill.—Bruce Hartman has joined the Company as director of marketing for the foodservice division. He succeeds Walter Schultz, who has accepted a position as director for Precision Foods Corp., a subsidiary of Hartman Delmark Corp., Minneapolis, Minn.

In his new position he will report to Frank Wagner, group vice president, Consumer Products.

Hartman had been director of marketing for Booth Fisheries, a division of Consolidated Foods, since 1967. Prior to that he was associated with Batten, Barton, Durstein & Osborn advertising and Edward Weiss advertising in account management positions.

In his new position Hartman will have complete responsibility for marketing the Staley line of starches, table syrups, flavored toppings, fruit drink concentrates, puddings, spices seasonings, other condiments, and other food products to institutional markets.

He will be located at the Consumer Products group headquarters in Cicero, Ill.

Hartman is a native of Chicago and received his B.S. degree in marketing from the University of Tulsa (Oklahoma).

## STALEY BRIEFS



John Stoutenborough (L) Receives Sales Excellence Award  
Sales Manager John Blazin Makes the Presentation

John Stoutenborough, a 30-year Staley employee, has been named district manager of the year at the Consumer Product sales meeting. John Blazin, national sales manager, presented the sales excellence award to him.

First Lt. Stephan Murray, the son of Mr. and Mrs. Robert Murray (he's district sales manager-Dallas, Consumer Products) has received the Distinguished Flying Cross for heroism in aerial combat in Viet Nam. Lt. Murray won the nation's highest aerial combat decoration while piloting his Marine helicopter in rescuing a heavily engaged Army unit. . . Ken Wright, technical director, AgriProducts, addressed the Texas Nutrition Conference in College Station, Texas recently. His topic: Methods used in evaluating protein quality in high protein feeds. . . Staley president Don Nordlund has been named leadership gifts chairman for his alma mater, Midland Lutheran College, Fremont, Neb. . . K.N. Probst and Han Tai, two chemists in Research and Development at Decatur, recently published an article in the Journal of the Association of Official Analytical Chemists.

## On The Move

### DECATUR

#### AgriProducts

CHARLES CROWELL from assistant foreman AgriProducts maintenance to area maintenance engineer  
KAY JONES from clerk-stenographer to senior transit and billing clerk

#### Corporate

RAY BASS, Jr. from chief auditor to director internal auditing, auditing  
EVELYN KELLER from junior communications operator to communications operator, corporate information systems  
JAMES KEYES from assistant plant bacteriologist to plant bacteriologists, corporate engineering  
CATHY RONEY from filing and statement clerk to personnel records clerk, industrial relations  
VICKIE WEST from utility clerk to junior communications operator, corporate information system

#### Industrial Products

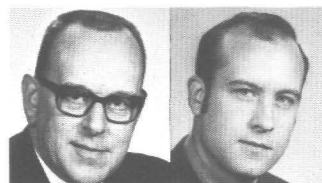
ERNEST BUSH from production department relief foreman to shift foreman dextrose  
NORMA HARMEIER from coupon clerk to tracing and expediting clerk  
ED KARCHER from shift foreman dextrose to shift foreman 5 and 10 Buildings  
MARJORIE OLDHAM from receptionist to clerk-typist

#### International

DAVID GULLETTE from manager of administration to director European operations

#### Research and Development

WAYNE MUSSULMAN from electron microscopist to lab head microbiological and physical testing  
CLAYTON SNYDER from associate applications chemist to applications chemist



Ray Bass James Keyes



Lamarr Davis David Gullette

### CONSUMER PRODUCTS

JOYCE CONTORNO from accounts payable clerk to general accounting clerk, Cicero  
R. LAMARR DAVIS from grocery products supervisor, St. Louis, to manager-grocery products, Louisville  
JANET NELSON from messenger office to inventory clerk, Decatur

### CHARLOTTE LAB

TERIE CHRISTMAS from receptionist to steno-typist

### STALEY CHEMICAL

FRANCIS PERSON, Jr. from manager marketing development to assistant general manager, polymer

### VICO-CHICAGO

RICHARD G. SMITH from product manager to technical sales manager, Vico-Asmus

## Cool Iron

Continued from Page 1

Flo spray fabric finish and iron at 275 degrees instead of the hotter 575 degree range.

Here's how Ernie started the "Cool Iron" movement.

"New technology and improvement of certain competitive products called to our attention that Sta Flo improvements were possible," the senior applications chemist said, "and improving the ironing ease was high on our list of priorities."

"Four years ago I started reformulating the product. I eliminated some ingredients that weren't significantly helping, and I began to experiment with a silicon additive to make the iron glide easier over the fabric."

As Ernie began to test his new formulation, he found that the iron did glide over fabrics easier and at a much lower temperature. Not one to jump to a conclusion, he purchased 15 irons and started evaluating them on different materials and ironing conditions. The result was the same—better ironing at lower temperatures.

But Ernie is no expert with the iron, so he called in Staley home economist Sharlotta Childress to conduct user tests. Sharlotta, the expert, found the same thing—Ernie's new formula per-



Ernie Meador

formed better than the former product and better than anything else on the market.

Consumer testing produced some surprises for Ernie and Cool Iron. The new product performed the job at the lower iron settings as well as higher settings. And it also stood up well to the "misused" iron test in which misused and worn irons were used successfully with the product.

"We found that Cool Iron is extremely difficult to misuse," Ernie said. "Even a non-ironer like myself finds it easy to use."

Like many researchers whose name is seldom identified with the product, Ernie will probably never be mentioned in the women's liberation hall of fame. But he has still made an important contribution: scorching or melting a fabric is eliminated, sorting or dampening is a thing of the past, and waiting for an overheated iron to cool down or a cold iron to heat up is not necessary. Not to mention a cooling off period for harassed housewives.

Staley Mfg. Co.  
P. O. Box 151  
Decatur, Ill. 62525

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