



Mrs. A. E. (Emma Louise) Staley, Sr.

## Widow of Company Founder, A. E. Staley, Sr., Dies At 91

Mrs. Emma Louise Staley, widow of our Company founder, A. E. Staley, Sr., passed away early Saturday, Feb. 25, in Miami Beach, Fla., at the age of 91.

In reporting her death, "The Decatur Review" that day recounted significant dates and events of Mrs. Staley's life. A major portion of this account follows:

Mrs. Staley, the former Emma Louise Tressler, was a native of Bryan, Ohio. She attended the Chicago Conservatory of Music and later continued the study of piano at Peabody College, Baltimore, Md.

The special interests of Mrs. Staley were in her home, her family, and her music and writing. Until Mr. Staley's death, she was a constant companion and confidant of her husband, who, during the years of their marriage built one of the nation's largest corn and soybean processing businesses.

Mrs. Staley's favorite hobby was writing poetry. In 1939, members of the family had a book of her poems printed for her close friends. Several of these poems have been published in Miami and other newspapers. One of her poems, entitled "The Mountain", achieved prominence after it was used in a publication at Bryson City, N. C., in the heart of the Smoky Mountains. Continued interest in Mrs. Staley's book of poems required that a second edition be printed.

Mr. Staley often paid tribute to his wife for being instrumental in his success, and he valued her judgment.

In 1914, when Mr. Staley seemed faced with failure and his Decatur plant was closed, he seriously considered giving up his business and working for someone else. Mrs. Staley encouraged him to continue efforts to build the Company which has his name.

Another decision of major importance had been made previously when Miss Tressler told the young baking powder and starch salesman that she would not marry him until he established a home.

In 1909, he learned of the financial difficulties of the Wellington Starch Works in Decatur, and he bought the plant and developed plans for remodeling and expansion.

In 1914, at the outbreak of World War I, the business nearly failed, and the plant was shut down 14 months.

Although the family faced a financial crisis, Mrs. Staley agreed with him that he should keep trying. Refinancing brought the business from near ruin, and the plant was modernized and expanded. It continued to grow into the multi-million dollar business that is known today throughout the world.

His belief in the future of the soybean was backed by Mrs. Staley, and he became known throughout the world as "the father of the soybean industry."

Mrs. Staley was born Aug. 26, 1875 in Bryan, Ohio, the daughter of Andrew J. and Emeline Richardson Tressler.

She was married to A. E. Staley, Sr., on Dec. 14, 1898 in Bryan, Ohio. Mr. Staley died Dec. 26, 1940.

Mrs. Staley is survived by two sons, (Chairman) A. E. Staley, Jr., and A. Rollin Staley (Director and former Vice President in charge of Customer Relations) of Naples, Fla.; three daughters, Ione Staley of New York City and Miami Beach, Fla.; Mary Annan of Delray Beach, Fla.; and Ruth Howell of Palm Beach, Fla.; 11 grandchildren and three great-grandchildren.

Private funeral services for Mrs. Staley were held in Decatur Tuesday, Feb. 28. Interment was in the Fairlawn Mausoleum.

## K. J. Maltas Retires; Cottle, Howard Move Up

Kenneth J. Maltas, Grain Division manager, retired Feb. 28 after more than 35 years service.

James W. Moore, vice president, Commodities, has announced that Gene F. Cottle, assistant Grain Division manager, succeeds Maltas as manager.

In making the announcement, Moore said, "The Staley Company has been fortunate to have a man of Ken Maltas' caliber directing its grain acquisition activities. His contribution in this very vital area has been outstanding. Possibly the ultimate compliment to Ken is that the grain trade in general regards him with the same esteem as we do here at Staley."

"The Company is also fortunate to have Gene Cottle as successor to Ken Maltas. Gene has had many years of experience as assistant manager of the Grain Division and has worked closely with Ken. He is intimately acquainted with all details of our grain buying activities," Moore said.

Maltas has managed the Company's Grain Division activities for the past 14 years. Prior to that, he was assistant manager for eight years. He joined the Company in 1931 as a feed sales and animal nutrition representative.

A native of Iowa, he graduated from Iowa State University with a degree in agriculture before coming to the Staley Company.

Cottle has been assistant Grain Division manager for the past 14 years. Previous to that, he was an assistant grain buyer for five years and senior accountant in the Grain Division for two years. He joined the Company in 1945.



Maltas

Cottle

A graduate of Millikin University, Cottle is a native of the Decatur area.

Moore also announced that Paul E. Howard succeeds Cottle as assistant Grain Division manager.

Howard has been a senior grain buyer for the past 10 years and has been associated with the Company's Grain Division activities for nearly 20 years. He joined Staley in 1942.

A native of Connersville, Ind., he is a graduate of Indiana University.

## Kessler Elected to Staley Board's Executive Committee

Nat Kessler, general superintendent and a member of the Staley Board of Directors, was elected to the Board's Executive Committee at its Feb. 14 meeting.

The Staley Board also elected Gene F. Cottle an assistant secretary, succeeding Kenneth J. Maltas who resigned the office pending his retirement Feb. 28.



Kessler

Kessler, who was elected to the Board of Directors in 1963, has been general superintendent since November, 1962.

Prior to that, he was plant superintendent for one year and chief chemical engineer for four years. From October, 1951 to March, 1953, he was technical supervisor at the Company's soybean plant in Painesville, Ohio. He joined Staley in 1944 as a chemical engineer.

A native of St. Louis, Kessler holds B. S. and M. S. degrees in chemical engineering from Washington University of St. Louis.

John M. Shyer, senior mechanic in the Electric Shop, received a special award for 50 years of service. He is the first employee in Company history to reach the golden anniversary service mark. Perry Conley, shaker and mill maintenance man in the Mill House, was the lone employee to receive a 45-year award this year.

## Circle These Dates For Bloodmobile Visit

Dates for Staley employees to circle on their calendars are April 20 and 21.

That's when the Red Cross Bloodmobile will make its 14th annual visit to the Staley Company to collect blood. Staley employees have given outstanding support to the program in past years through their blood donations.

Last year, employees contributed 538 pints of blood during the two-day Bloodmobile visit, the highest total in the previous eight years.

## Employee Service Spotlights At 20th Annual Awards Dinner

Attending the dinner in addition to the awardees were active and retired employees with 35 or more years service and representatives of various service categories beyond 25 years.

The program, spearheaded by 19-year man Ed Freyfogle as master of ceremonies, featured addresses by President Donald E. Nordlund, marking his own 10th service anniversary, and Ray Eliot, assistant director of athletics at the University of Illinois.

Entertainment was provided by the Modernnairs, Stephen Decatur High School choral group.

Seventy-eight employees received gold watches to commemorate their 25-year anniversaries, while 68 others attending their first Service Awards Dinner were awarded 10-year pins.

Additional awardees received a choice of jewelry to mark advanced service anniversaries.

More than 2,000 men and women, over 60 per cent of all active Staley employees, have been with the Company at least 10 years. (Related stories and photos on pages 3, 4, 5 & 6.)



## Foot Injury Prevented

## Safety Shoes Stand The Test

A recent plant employee accident report reviewed by the Safety Department offers dramatic proof of the importance of safety shoes.

Emil Wombacher, metal scrap salvager in the Reclamation Department, was helping to remove large pieces of scrap cast iron from the bucket of a crane to add to a pile of scrap metal nearby.

During the unloading process, the pile of metal shifted and a large piece of iron tumbled down, striking his foot solidly. Emil's first impulse was to wrench his foot out from under the heavy weight pinning it to the ground.

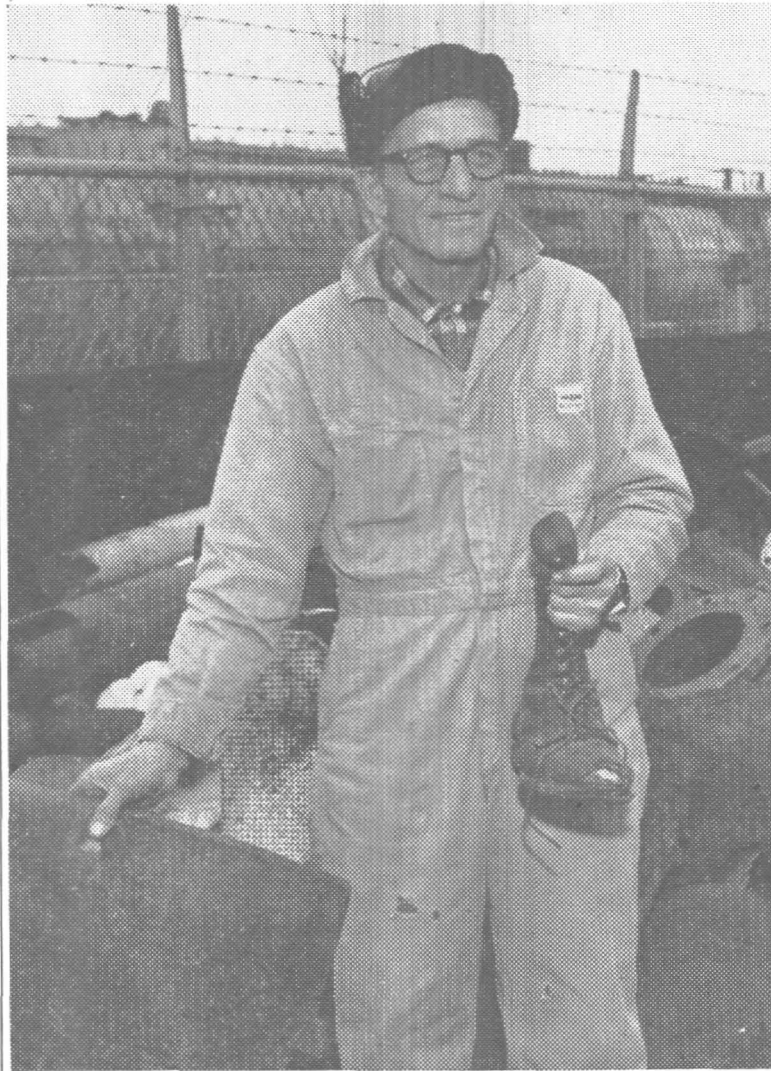
As he did, the top part of the toe of his shoe was torn completely off.

Fortunately, Emil was wearing safety shoes and the extent of his injury was a bruised foot. "Bruises heal, but I really believe if I hadn't been wearing safety shoes I wouldn't have a toe left on that foot," he said.

A 23-year man with the Company, Emil said he has worn safety shoes since starting at Staley, but had never come that close to having a serious foot injury before.

"I've always felt wearing safety shoes in the plant was a good idea, but you have a tendency to think that accidents only happen to others," he said.

Talking about the accident later, Emil said he was glad he had the foresight to make wearing safety shoes a personal must. "I wear safety glasses too. It's just not worth passing up the advantages of wearing safety equipment that might



**SAFETY SHOE DOES THE JOB**—Emil Wombacher holds a chunk of scrap iron about the same size that fell on his foot and the safety shoe which prevented a serious injury to his foot.

prevent an injury."

Safety Director Bob Garretson reminds employees that safety shoes will be ordered if safety shoes are available from the employee's size is not in the Safety Office in most sizes stock.

and all plant employees are urged to wear them. He said

## Four Forty-Year Veterans Head February Anniversaries Lineup

Four 40-year veterans head a list of 21 Staley employees marking service anniversaries in February. The February celebrants account for 465 years service to the Company.

The 40-year veterans in the spotlight for the month and their service dates are:

**Willie L. Barnes**, 111 Building, Feb. 23

**Arthur F. Heideman**, Electric Shop, Feb. 25

**W. Stanley Martin**, 17 Building, Feb. 19

**Thomas E. Moran**, Terminal Elevators, Feb. 18.

Rounding out the list with service anniversaries ranging from five to 35 years are:

### 35 Years

**Robert E. Koshinski**, Tin Shop, Feb. 5

**Charles Welch, Sr.**, 4-6 Buildings, Feb. 28

### 30 Years

**Maurice E. Eagan**, Painesville, Feb. 18

### 25 Years

**Otto J. Kreuzberg**, Grocery Products-Cleveland, Feb. 23

### 20 Years

**Clyde A. Aydt**, Tin Shop, Feb. 25

**Jesse D. Baker, Jr.**, Elevator A, Feb. 27

**John Fields**, Stores & Reclamation, Feb. 25

**Carl W. Henson**, 20S Building, Feb. 25

**Guy W. Rigsby**, Corn Oil House, Feb. 26

**Ralph T. Sherden**, Chemical Engineering, Feb. 3



Barnes

Heideman

Martin

Moran



Koshinski

Welch

Eagan

### 15 Years

**Joseph V. Burgess**, Grocery Products-Kansas City, Feb. 13

**N. Richard Lockmiller**, Special Products Manager, Feb. 16

### 10 Years

**Henry M. Walton**, Chemical Research, Feb. 20

### 5 Years

**Clarence E. Lott, Jr.**, Chemical Research, Feb. 6

**Jon H. Pasley**, Grocery Products-Chicago, Feb. 12

**Marjorie L. Schroeder**, Labor Relations, Feb. 26

**Lyle A. Woods**, Engineering & Maintenance, Feb. 1

## Wendell Ray Speaks to State Bankers Association

Wendell Ray, eastern regional manager, Industrial Sales, was one of the featured speakers at the 15th annual public relations and business development conference of the Illinois Bankers Association held in Decatur recently.

He spoke on "A Banker's Marketing Profile" during one session of the two-day conference.



Bean

Borden

Hawthorne

Karcher



McCutchen

Pritts

Randolph

Young

## 26 Employees Promoted To Plant, Office Posts

Twenty-six employees have moved ahead in promotions in recent weeks.

**James G. Bean** has moved up from hourly to assistant foreman in the Machine Shop. A senior mechanic in the Machine Shop since 1963, he is a 20-year veteran with the Company. He started on the Extra Board.

**Dennis Borden**, associate research technician in the Engineering Research Department since joining the Company in 1965, has been promoted to associate research chemist, Chemical Research. A native of Chicago, he attended Knox College and the University of Illinois.

**Howard M. Hawthorne** has moved up from hourly to assistant foreman, Instrument & Control. A 21-year veteran at Staley, he had been a senior mechanic in the Instrument & Control Shop since 1957. He started on the Extra Board.

**William P. Jones** has been promoted to Philadelphia territory manager, Grocery Products. A native of Roanoke County, Va., he has been a salesman for Grocery Products since coming to Staley in 1956.

**Edward L. Karcher**, utility man in 44 Building for the past two years, has been promoted to a shift foreman in the Dextrose Plant. Before moving to 44 Building, he was a development engineer's helper for eight years. He joined the Company in 1954.

**John E. McCutchen** has moved up to night building superintendent-Office Building. He had been in the Office Janitors group since 1964. After starting on the Extra Board, he held posts in 20 Building, 16 Building, 19 Building and 101 Building before joining the Office Janitors group.

**Tommy L. Pritts**, time study man in Industrial Engineering since joining Staley in 1965, has been promoted to junior industrial engineer. A native of Decatur, he holds a B.S. degree from Millikin University.

**Walter H. Randolph**, Grocery Products territory manager-Philadelphia for the past seven years, has moved up to Grocery Products supervisor in the Kansas City Office. He joined the Company in 1954 as a salesman in the Minneapolis area.

**Geraldine F. Young**, programmer in the Corporate Information Systems Division since joining the Company in early 1966, has been promoted to a senior programmer in the division. She holds a B. S. degree from Quincy College.

### Other promotions:

**Sheila D. Blankenship**, from library clerical assistant to library secretary, Research Library

**Sonya K. Busher**, from utility clerk to clerk-stenographer, Tax

**Thomas L. Cooley**, from maintenance scheduler, Maintenance, to engineering draftsman, Engineering & Maintenance

**Rosemary J. Curtis**, from division secretary, Feed Marketing, to secretary to Vice President, Commodities

**R. Jack Fisher**, from aviation scheduling coordinator to freight claims clerk, Distribution

**Kathy A. Greene**, from billing clerk to aviation and billing clerk, Distribution

**Judith K. Hawkins**, from clerk-stenographer to senior research stenographer, Research Staff & Services

**Craig A. Henry**, from technician, Applications Research, to time study man, Manufacturing

**Shannon M. Kirk**, from senior research stenographer to Patent Department secretary, Research Staff & Services

**Larry P. McNamara**, from assistant director, Safety, to Motor Services specialist, Distribution

**Helen M. McRoberts**, from clerk-typist to senior comptometer operator, Manufacturing

**Rachel J. Morgan**, from inventory clerk to audit and reconciliation clerk, Distribution

**John H. Scherer**, from hourly to assistant analytical chemist, Chemical Research

**William J. Schneider, Jr.**, from record coordinator, Distribution, to assistant director, Safety

**Barbara L. Schwartz**, from work order completion clerk to shop relief clerk, Maintenance

**Melba J. Stockdale**, from shop relief clerk to maintenance scheduler, Maintenance

**Linda S. Weakley**, from senior comptometer operator, Manufacturing, to secretary to Chief Industrial Engineer.

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# Challenge of Change Viewed by Pres. Nordlund

Future changes for the Staley Company, demanded by a rapidly-changing world, were viewed by **President Donald E. Nordlund** in a talk before some 400 long-time Staley employees at the 20th annual Service Awards Dinner.

"We are living in an era of rapid change and the pace of change is quickening. Faced with this rapidly - changing world, our Company will have to change with it—perhaps even more quickly and dramatically than in the past," President Nordlund said.

In mentioning some of the more important future changes which are inevitable for us at the Staley Company, he noted that, for one, our products will be different.

"The demands of the market place will call for more complex products—tailored to narrower and narrower specifications. This will be even more demanding of us as individuals and of our plant as the birthplace of these products," Mr. Nordlund said.

He added that computers will assume a greater role in our operations and "become a part of our everyday routine instead of the novelty our present computer installation represents. These mechanical monsters are frightening in their intelligence, but we all must learn to live with and use them."

Touching on their potential use, President Nordlund said, "We'll have computers talking to each other on a regular basis from various plant and warehouse locations. Soon, orders from our customers will be called directly into the computer."

"Add to computers many other electronic devices and the picture of today's Staley Company changes considerably."

Remarking on the statement that the advent of the jet aircraft has caused the greatest change in industry since the invention of the steam locomotive, he said, "As a regular jet commuter, I think there is a measure of truth in that statement."

"Certainly, rapid transportation has affected all of our lives whether or not we travel. With the even faster supersonics being engineered, the world will shrink to a still smaller size."

"We'll have to view that 'shrunk' world and some pretty remote places as more than ever our competitive arena. The result inevitably will be further expansion of our interests abroad as we can no more remain purely a domestic Company than the United States can return to a policy of isolation," Mr. Nordlund said.

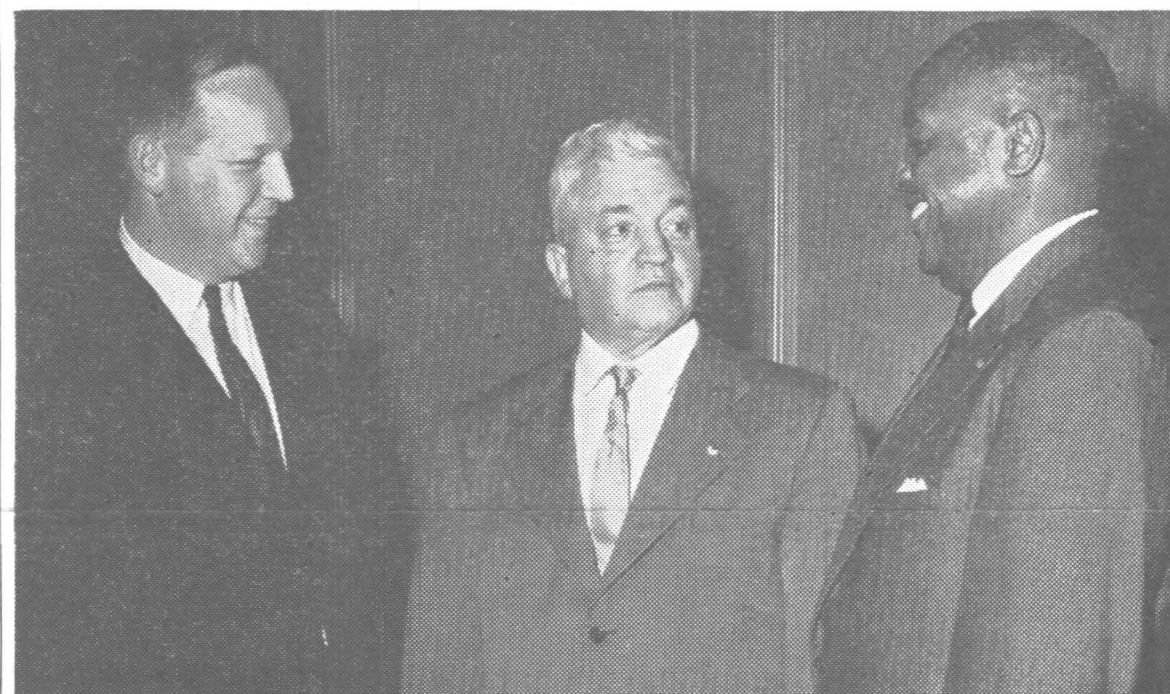
He then told the gathering, "To do all this and to cope with the demands of change, we need the continued dedication of loyal employees working together as a unit for progress."

"I have been using 'we' in speaking of the Staley Company," he said, "because that's what this Company is: real, living people. Surely, the buildings, the machinery, the cold cash are needed, but it's the people who occupy those buildings, operate that machinery, and wisely use the money who give the vitality to our business."

"It's all of you, including those of you who have retired because you are the ones who built the foundation on which the Staley Company will not rest, but which we will use as the launching pad for further growth and leadership. With your continued help, we will grow and prosper," President Nordlund said.



**AWARDS DINNER SCENE**—President Nordlund addresses crowd of some 400 long-time employees who braved one of the worst icestorms in Decatur in recent years to attend the annual Service Awards Dinner. Some 250 employees received awards during the evening.



**IN THE LIMELIGHT**—In the limelight this year were John M. Shyer, center, 50-year awardee, talking with President Nordlund prior to start of the program. Conley, Mill House employee, and Perry Conley, right, 45-year awardee, here retired Feb. 28.

## John Shyer Presented Special 50-Year Award

A highlight of the 20th annual Service Awards Dinner was the presentation by **President Donald E. Nordlund** of a special award to **John M. Shyer** in recognition of his unprecedented 50 years service at Staley.

"John is the only employee in our history to receive a 50-year award," Mr. Nordlund noted, "and this distinction is one which is unlikely that any other employee will ever share."

In making the presentation, President Nordlund briefly described what the Company was like a half century ago when John began his Staley career.

"It was a vastly different Company in 1916," he said. "Annual sales were then \$4,629,864. Profits were \$307,753. Employees numbered approximately 300. All the processes were contained in a dozen buildings. Only 35 Building can share John's honor of being here in 1916."

He also cited a letter to stockholders issued in February, 1917, in which founder A. E. Staley, Sr. wrote: "During the past year, this Company succeeded in building up a strong, capable and efficient organization which has industriously and harmoniously worked for the success of the Company."

Mr. Nordlund saluted John as a member of that 'strong, capable and efficient organization' which built a strong foundation on which the Company has subsequently expanded.



**50-YEAR AWARD**—President Nordlund presents John Shyer, senior mechanic in the Electric Shop, with a special award in recognition of his half century of service at Staley.

## Enthusiastic Crowd Applauds Eliot Talk

The dynamic speaking ability of Ray Eliot, assistant director of athletics at the University of Illinois, never fails to draw an enthusiastic response from an audience. His talk at the Service Awards Dinner was no exception.

Former head football coach at the U of I for 23 years, Eliot held the crowd's attention throughout his 40-minute talk on the value of collegiate athletics.

Punctuating his rapid-fire speech with colorful examples from his coaching experience, he told how the dedication, self-discipline and loyalty required in athletics has built young men into good citizens and community leaders.

"Athletics has and will continue to mold in our youth the kind of character which has made our nation great," Eliot said.

"Don't sell the youngsters of today short. They are not all beatniks, or marchers in demonstrations—not by a long shot, they aren't. Give them half a chance, and they will amaze you with their eagerness to work at something truly worthwhile," he added.

Eliot commended the gath-

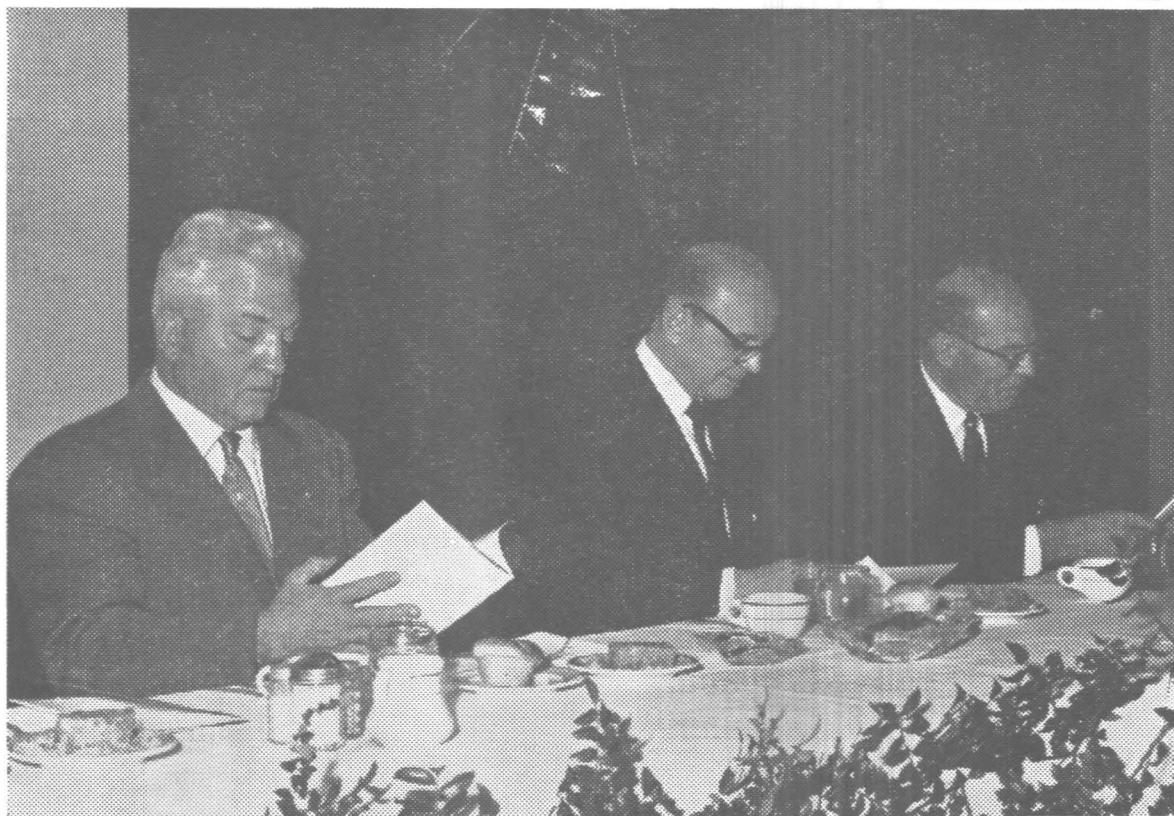


**Ray Eliot**

ered employees on their record of service. He said just as the dedication and loyalty of athletes produce great teams, it is the dedication and loyalty of employees that produce great industrial companies.

At the conclusion of his speech, he was given a standing ovation by the entire audience.





Perusing Service Awards booklets prior to start of the program were John Shyer, Vice Chairman E. K. Scheiter and guest speaker Ray Eliot, assistant director of athletics at the University of Illinois.

## Scenes From Twentieth Annual Service Awards Dinner



Mr. Nordlund pins an orchid on retired 41-year employee Bertha Keithley before Parade of Service.



Oldtimers who gathered for a chat before dinner included this group. From left are Ira Cox, Dwight James, Russell Trowbridge, Walter Grant, Jr., Irv Cox and Paul Simroth.



Father-son Staley employee combination Charles Schmitt, Jr. left, and Charles Schmitt, Sr., held their own reunion in the Masonic Temple lobby.

## Employees Undaunted By Bad Weather



President Donald E. Nordlund congratulates Merle Blair and presents him with a gold watch commemorating his 25th anniversary with the Company. In background is Bea Renshaw, who helped at the 25-year awards table.





Some of the active and retired employees sitting at the head table, identifiable from right, were Claude Cox, John Durchholz, Doris Murphy, John McDonald, Dwight James, Irvin Cox, Ira Cox, Boyd Cornthwaite and Joseph A. McGlade, Sr.



Talking over their experiences in former years at Staley were, left to right, George Truebe, Frank Penney and Harry Casley.



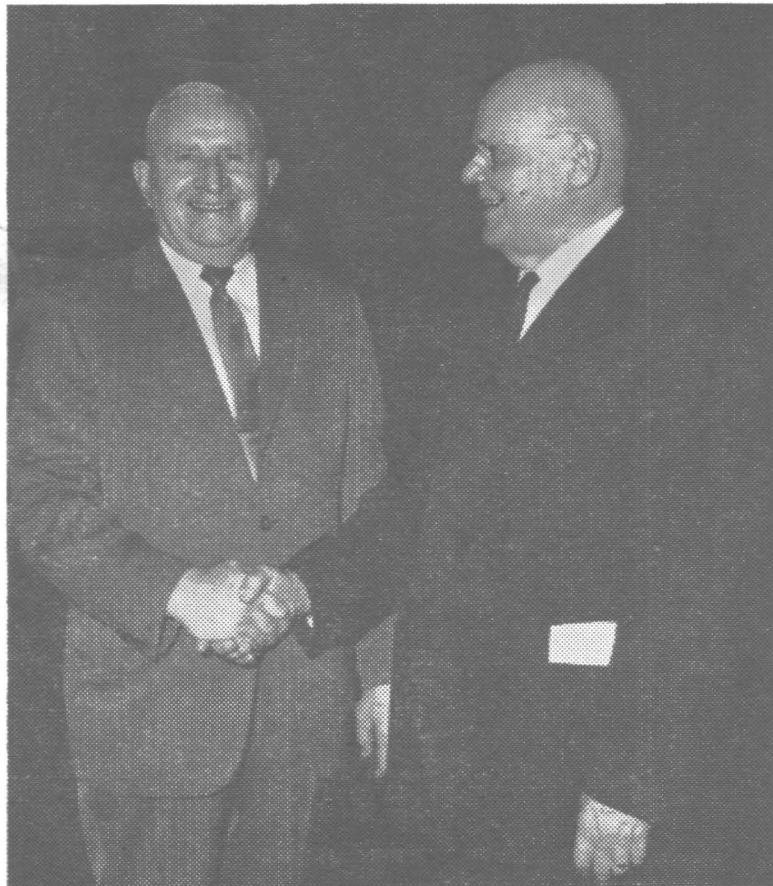
Admiring their 25-year watches were silver anniversary awardees Gladys Mier, left, and Maxine Pyle.



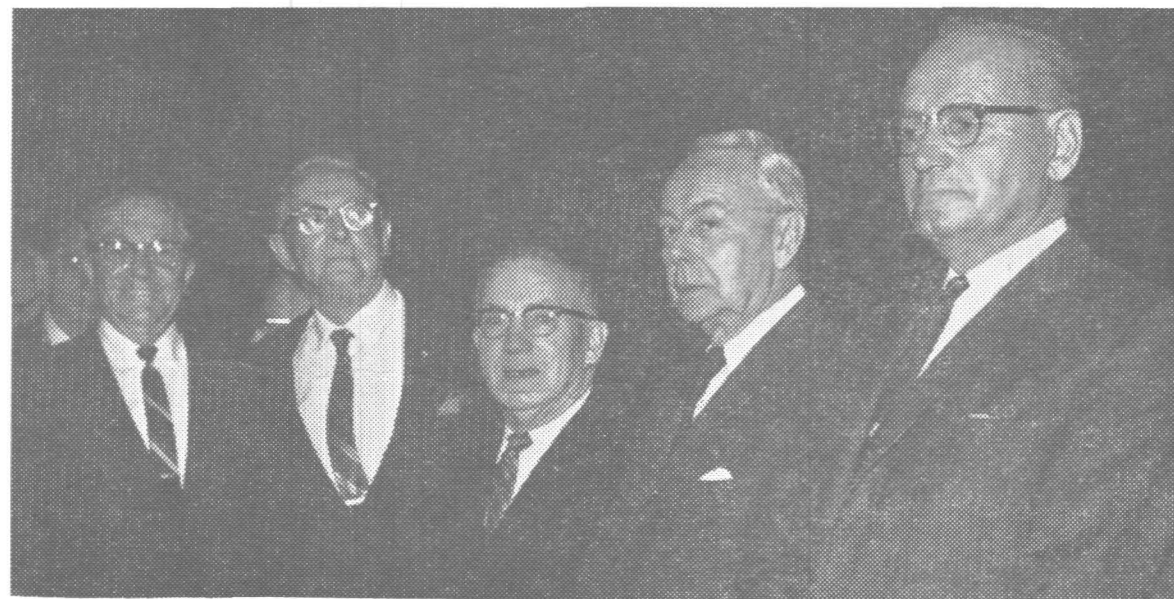
Swapping stories before dinner were, from left, Leo Riedlinger, Makies Boyd and Walter Grant, Jr. In back are Perry Conley, left, and Thomas Barbee.



Staley gals who helped make the Awards Dinner go smoothly were, from left, Jane Ernst, Margie Vest, Marjorie Schroeder, Norma Guysinger, Janice Petzel, Velva Morrison, Bea Renshaw, Jane Stickel, Helen Rigsby, Bonnie Jess, Barbara Sheay, Kathleen Poe, and LaRue Drischel.

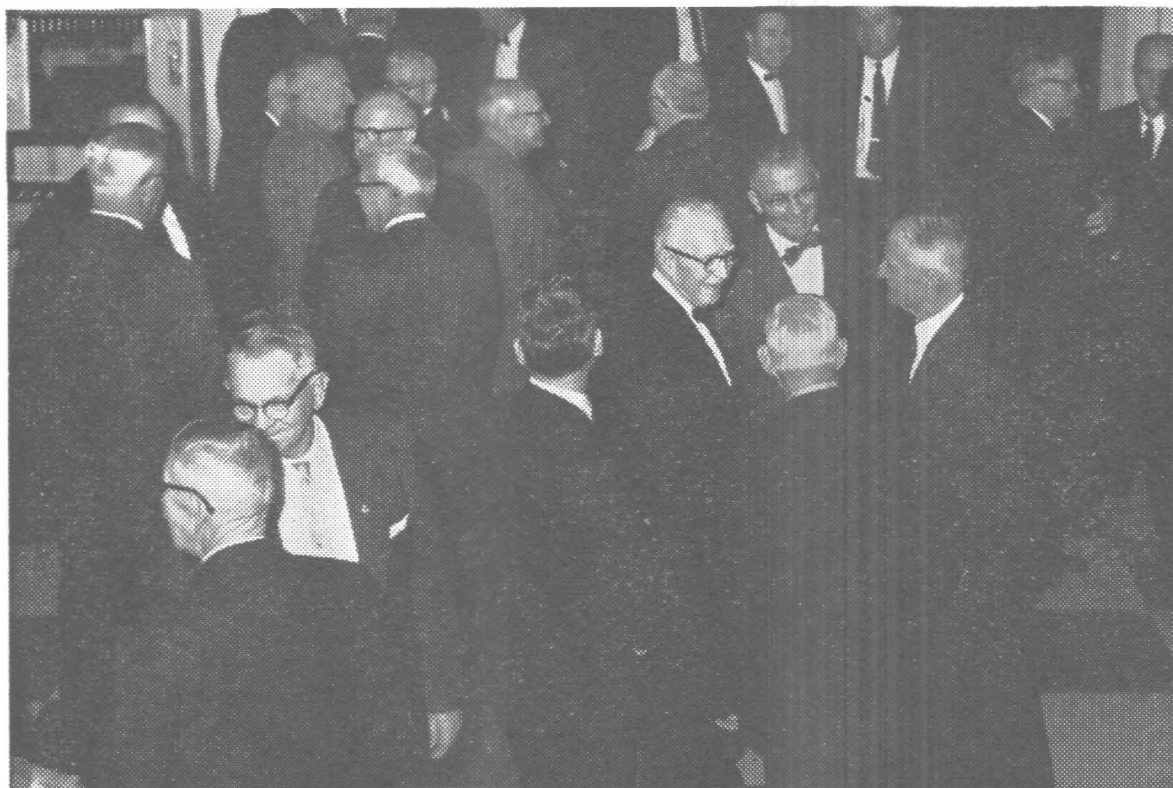


Jack Mintun, retired former night plant superintendent, left, greets Chester May, retired Machine Shop employee.



Lining up for the Parade of Service were these five active and retired veterans. From left, they are Murray Hiltabrand, Earl Wheeler, Russell Trowbridge, Norval Smith and Charles Schmitt, Sr.





Many bushels of corn were probably ground and reground in this reunion of Staley old-timers in the Masonic Temple lobby. The veteran employees seemed to enjoy this part of the evening almost as much as the program.



Vice Chairman E. K. Scheiter poses with his secretary Doris Murphy prior to the lining up of long-time employees for the Parade of Service.

## Service Awards Dinner Scenes



In addition to handing out awards, President Nordlund also received one. Here, Barbara Sheay hands Mr. Nordlund his 10-year pin.



Enjoying before-dinner talk were these awardees at the 25-year table. At left are Charles Harris, Jr., Merle Blair and Lou Murphy. Identifiable at right, looking down the table, are Bill Moorehead, Bill Winter, Joseph McGlade, Jr., and W. F. Allen. A banner group of 78 employees received gold watches for 25 years service.



Russell Bergschneider removes his overshoe to give to the girl in the coat room. This was a familiar scene as employees came in from the icestorm in progress outside.



Entertainment was provided by The Modernnairs, Stephen Decatur High School choral group. Their musical efforts were well-received by employees and were rewarded with resounding applause after each selection.



## January Contest

## Small Machine Shop Cleanup Winner

Small Machine Shop-17 Building captured the monthly Cleanup Contest award for January by scoring the largest percentage of improvement over the previous month's results.

Instrument & Control Shop, a previous monthly winner, nearly became the first department to win two awards while finishing a close second.

A total of 27 departments matched or broke par in keeping their CLOD counts at a low level in the January contest marked by spirited competition.

Foreman **Elvin Bahlow** was presented a plaque by General Superintendent **Nat Kessler** for display in the Small Machine Shop in recognition of its victory. The Small Machine Shop is responsible for maintaining the packaging lines in 17 Building and 20 Building.

Departments which matched or broke par in January included:

17 Building-Small Machine Shop  
77 Building-Instrument & Control  
77 Building-Tin Shop  
77 Building-Paint, Roof, Cleanup & Brickmasons  
111 Building-Inositol  
77 Building-Millwrights  
75 Building-Feed Packing  
32, 33, 17 & 20 Buildings-Packaging & Warehouse  
5-10 Buildings-Syrup Refinery  
3, 4 & 6 Buildings-Mill, Steep & Elevator A  
31 Building-Yard Department  
20S Building-Starch Shipping & Packing  
17 Building-Bulk Syrup  
1 Building-Boiler Room  
59 Building-Pilot Plant  
34 Building-Warehouse  
2 & 54 Buildings-Engine Room & Water Treatment  
101-102 & 107-108 Buildings-Soybean Preparation & Extraction

31 Building-Pipe Shop  
12 & 26 Buildings-Starch Drying & Grinding  
22, 47, 48 & 49 Buildings-Soy Flour  
118 Building-Starch Plant  
16, 116 & 16A Buildings-Modified Starches  
20P & 16E Buildings-Starch Processing  
29 Building-Oil Refinery  
77 & 39 Buildings-Storeroom & Reclamation  
41-42 Buildings-Oil Storage  
The Small Machine Shop's victory followed a tie for second in the December contest.

Dr. C. E. Ireland  
Conference Speaker

Dr. C. E. Ireland, physicist-statistician, Chemical Research, was one of the speakers at the 8th annual All-Illinois Quality Control Conference Jan. 28 at the University of Illinois.



Paul K. Simroth

## Staley Profiles

Paul Simroth Retires  
After 49 Years Service

Keeping our plant's machinery and equipment running at full tilt as much of the time as possible is a necessity.

When breakdowns occur, employees who often get the call to provide aid in restoring operations are those in the Machine Shop.

Supervising the activities of our "troubleshooting" machinists for the past dozen years has been Machine Shop Foreman **Paul K. Simroth**, who retired Feb. 28 just two days after his 49th service anniversary.

One of the longest-active employees in Company history, Paul started his Staley career in the Mill House, but went to the Machine Shop shortly afterwards and has been there almost ever since.

What has been the biggest change in the Machine Shop during his long career there?

"I would say the change from the old belt-driven machinery to more refined power equipment. It has enabled machine work to be performed in one-third the time we used to do it with the old belt-type machinery," Paul said.

"Redesigning pieces of machinery and improvising the production lines to get maximum efficiency has been one of the big jobs of the Machine Shop. That's one of the main reasons I've enjoyed being a part of the Machine Shop crew all these years. You don't often run into the same problem twice; it's always a challenge," he added.

One of Paul's favorite subjects is to talk about the association of three generations of the Simroth family with the Company.

"My father, **Karl Simroth**, was head Office Building gardener for some 15 years after the building first went up. He retired after 33 years with the Company. My son, **Carl** (a shift foreman in the Soybean Extraction Plant) has been here for 19 years now. I think if you'll throw in my 49 years and add them all up, it comes out to be

more than 100 years at Staley in one family," he said.

His plans for retirement—to keep active in scouting and indulge in his favorite hobby, camping.

Paul, who has been associated with the Boy Scout program in the Decatur area for the past quarter century as a leader and trainer, has won numerous scout leadership honors and is currently a member of the Lincoln Trails Council Executive Board.

"Serving on the same board are **Lou Doxsie** (Vice President, Corn Division), **Dave Mitchell** (Oil Refinery Section Superintendent), and **Dr. R. E. Greenfield** (former Company Vice President who retired in 1959)," Paul noted.

"As for camping, my wife and I have a couple of trips in mind for the summer. We plan to make a trip to the Montreal World Exposition, and will probably make a trip to visit our son, Don, and his family in West Virginia," he said.

Summing up his 49 years at Staley, Paul said, "I've always been treated well by the Company and I couldn't have asked to work with any finer people. I've had many, many experiences here that I can look back on with satisfaction the rest of my life."

Washington Professor  
Technical Society  
Meeting Speaker

Dr. James N. Holsen, professor of chemical engineering at Washington University of St. Louis, will be the guest speaker at the March 9 meeting of the Staley Technical Society at the Decatur Club.

Professor Holsen will speak on his experiences as a professor of engineering at Kabul University in Kabul, Afghanistan in 1964 when he was sent to that country under the sponsorship of the U. S. Agency for International Development.



**AWARD PRESENTATION**—General Superintendent **Nat Kessler** presents January Cleanup Contest award to **Elvin Bahlow**, center, foreman of the Small Machine Shop-17 Building. Department employee **William White**, left, received free dinner tickets for distribution to department employees. The Small Machine Shop had finished second in the previous month's contest.



**SHOP DEMONSTRATION**—**Bob Richards**, senior mechanic in the Small Machine Shop, demonstrates operation of one of the machines in the shop for, left to right, Mrs. Margaret Foley, his

wife **Rosemary**, and Mrs. **Paul Simroth** during a tour by wives of department employees through 17 Building. The wives also toured the Administration Building.



# New Product Development Key To Progress



**PLAN CHECKED**—George Nichols, left, and W. F. Allen, Market Development Division manager, examine a critical path activities plan which diagrams the various activities necessary to carrying a new product like "Sta-Rx" 1500 through to successful commercialization.

## Credit Union Reports Banner Year For 1966

Increased membership, more savings, larger amount of loans, move to a new home and an open house honoring A. J. (Andy) Percival were the 1966 highlights for the Staley Employees Credit Union.

The Credit Union moved into its new building Jan. 27, 1966. This was followed by the open house Feb. 20 honoring Percival, first Personnel Director of the Company and founder of the Staley Employees Credit Union. An estimated 750 people attended the open house.

Election of officers and directors was the primary item of business conducted at the organization's annual meeting in January. C. Dean DeVore was elected to the new position of assistant treasurer while Other Summerlott was the only new director to be elected.

Officers and directors re-elected were:

Claude V. Cox, president  
R. Gehl Tucker, vice president  
C. W. Taylor, treasurer  
Paul L. Breyfogle, secretary  
Harry Atkins  
Koran Capshaw  
Ralph Clifton  
Joseph M. Hilberling  
Noble C. Owens  
Henry A. Scherer  
T. A. Wheatley

The Credit Union gained 109 members during the year, bringing total membership to 4,243. They held total shares of \$5,658,800, an increase of \$135,891 over the previous year.

A total of 4,579 loans were issued to 2,727 members, who borrowed a record \$5.9 million. Dividends paid to shareholders amounted to \$213,526.

Total Credit Union assets reached a record high of more than \$6.5 million.

## Fred Johnson Appointed Assistant Legal Counsel

Appointment of Fred L. Johnson as assistant legal counsel in the Law Division has been announced by Thomas V. Fischer, legal counsel for the Company.



Johnson

ton, Ill., for two years.

In his new position, Johnson will assist in handling legal affairs for all Staley operations in the United States and overseas.

A native of Wheaton, Ill., Johnson holds a master of law degree from John Marshall Law School, Chicago, and a law de-

gree from Loyola University Law School. He received his undergraduate degree from Carleton College, Northfield, Minn.

### Grossman on Panel

Joseph N. Grossman, buyer in the Purchasing Department, spoke on "Vendor Performance Relating to Price Changes" as part of a panel discussion at the Feb. 21 meeting of the Central Illinois Chapter of the National Association of Purchasing Agents held in Lincoln, Ill.

### Foremen's Club

#### Hears Football Star

Irv Goode, offensive lineman for the St. Louis Cardinals Professional Football team and a member of the Eastern Division team in the 1965 Pro Bowl game, was the speaker at the February meeting of the Staley Foremen's Club.

Development of new products has taken on increasing importance at Staley in recent years.

One promising new product, "Sta-Rx" 1500 starch, offers an example of this activity and the complexity of new product development.

"Sta-Rx" 1500 starch has unique properties and is produced by an exclusive Staley process developed by Staley Research. It solves a major problem in the pharmaceutical industry.

Functional in pharmaceutical tableting processes, it is a free-flowing, compressible dry tablet binder and disintegration agent. Its peculiar property of being compressible in a manner unlike any other starch makes it attractive to the trade.

Direct compression of tablets using "Sta-Rx" 1500 starch is a one-step procedure as opposed to the longer, more costly wet granulation process now widely used by the pharmaceutical industry.

Interest in an inexpensive binder for use in direct compression techniques was heightened at Staley when George Nichols, biochemicals section head in the Market Development Division, noted an experimental starch fraction had this characteristic.

This interest led the Research Division to establish a project to develop a new, more easily formulatable starch displaying a similar property.

Rolland Short in Frank Verbanac's Carbohydrate Research Group went to work on the idea and after extensive testing and retesting, found the right combination for making the new starch product.

This accomplished, the product was sent to the Pilot Plant and Bill Hagenbach's Engineering Research team to be produced under simulated plant conditions. In this phase, Bill Huebner and Bill Shelton in Roger Leiser's Process Development Group took the research process and scaled it up for efficient production in larger quantities.

In the meantime, the Market Development Division, under W. F. Allen, conducted a survey to



**PRODUCT EXAMINED**—Left to right, Roger Leiser, Bill Hagenbach and Bill Shelton examine the free-flowing characteristic of "Sta-Rx" 1500 starch. Taking up where Research left off, the Pilot Plant worked up the process for making the product efficiently. The product is currently being packed in 100-pound and 220-pound drums.

determine the size of the market, the need for such a product and what the competition had to offer in the same line.

By July, 1966, the product development phase was complete and initial samples were sent out to 80 cooperating pharmaceutical companies for evaluation and testing. Response has been favorable and field testing has been expanded.

Any of these steps can spell an end to the product's progress toward commercialization. Few new product ideas get this far. Even if a new product works, the demand for its use has to exist or it's just another good idea which failed to find a market.

In this case, everything appears to be in balance. Reorders from pharmaceutical firms which have tried the product indicate it fills a need and works into their tableting processes. Some of the customer reaction has reportedly been downright enthusiastic.

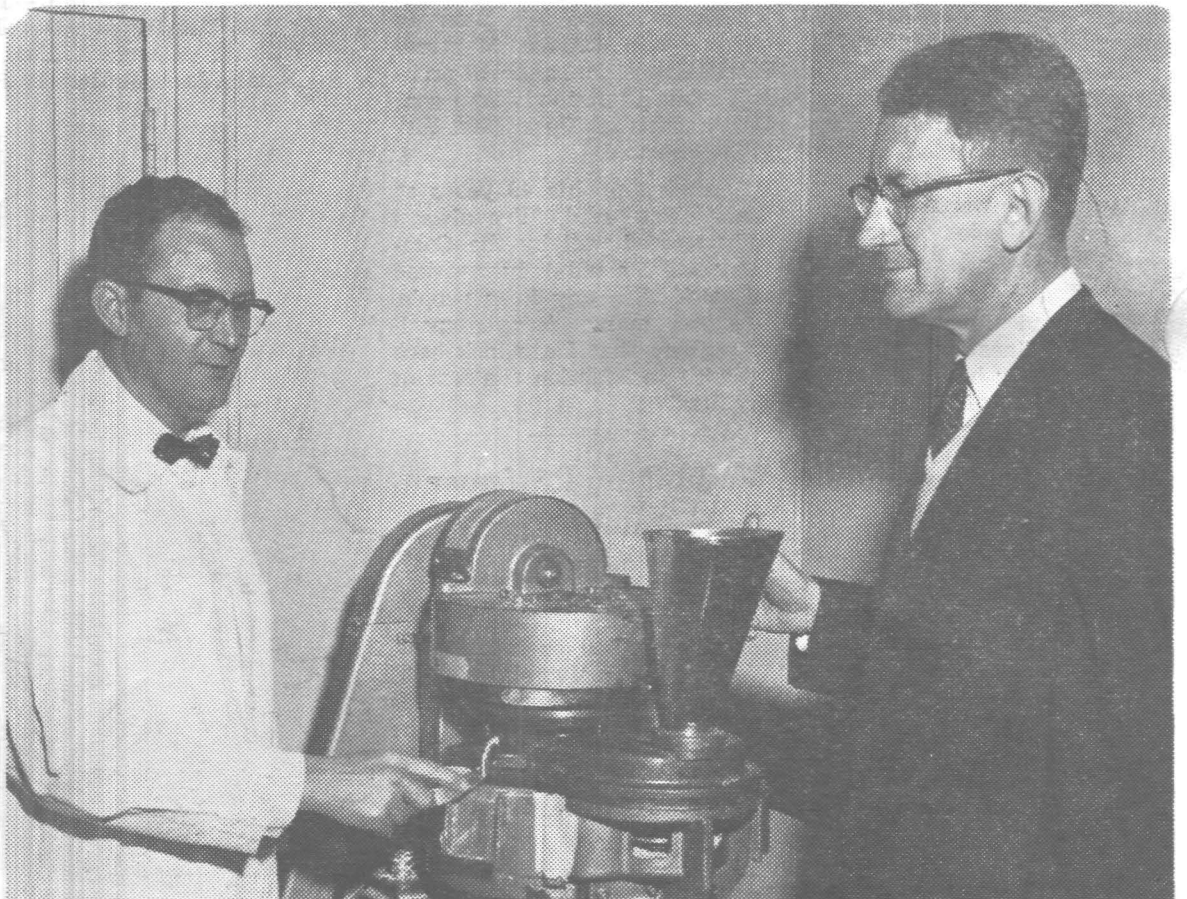
Market Development, which

has been responsible for the field trials and market survey, predicts "Sta-Rx" 1500 will be successful because it offers advantages that no other starch on the market possesses.

More work lies ahead before the product is turned over to our Marketing people. Once that has been accomplished, the new product team starts the process all over again and begins working on another new project.

Product development today involves many steps and utilizes a variety of specialists with inter-dependent functions. But, as new products are developed and begin to roll off the Manufacturing lines bearing the familiar Staley shield of quality and dependability, they increase the Company's competitive position and give a boost to sales.

This, in turn, helps keep the plant running at full capacity and provides job security. Recognizing a need and filling it is a simple formula for business success, but as can be seen, is often difficult to accomplish.



**TABLETING PROCESS**—Rolland Short, left, demonstrates the unique compressibility of "Sta-Rx" 1500 in making tablets on a high-speed rotary tablet press as Frank Verbanac waits to

check the quality of the tablets. The press is a small model of actual pharmaceutical equipment which is capable of turning out thousands of tablets a minute.