

## 'Sweepstakes' Pays \$900 to Six Employees, Three Dependents

### Here's What The 9 Winners Have to Say

Here's the initial reaction of the nine employees and dependents whose ideas passed initial screening.

**Mrs. Steven Tyler:** "I am as excited as I can be. My husband and I thought it was a pretty good idea, but we were still surprised. We plan to put the money in savings... but if we win any more, we plan to buy new carpet."

**Bonnie Jess:** "It's the first time I've ever won anything. My husband didn't believe me when I told him I'd won the money. Right now I'm thinking about submitting some more ideas."

**Darlene Forsythe:** "Was I excited? Are you kidding? I owed two friends some money, so I used the check to pay them. I've submitted about five ideas. They just come to me in a flash."

**Mrs. Len Walter:** "I'm thrilled pink. My husband and I are adopting a baby girl and the prize money will help us buy clothes. I think it's a marvelous idea to ask the employees and their dependents for their suggestions."

**Horace Hanselman:** "I was tickled to death. I sent two more ideas in this morning. The money? It's going into savings."

**Walter Honcharik:** "I thought the letter was routine correspondence from the Company. Was I surprised when I opened it! I certainly hope the idea passes the other plateaus because it could be mutually beneficial for the Company and myself."

**Jim Matthews:** "I'm happy to get a chance to suggest something because it shows the Company is interested in what I think. Several of my suggestions were rejected, but that's not all bad because now I know that the Consumer Products group is looking at a lot of product possibilities."

**Ford Ray Lewis:** "We've got a six-month old baby and we're remodeling our house, so we can use the money. I hope all the ideas turn out to be successes because it will make the Company more successful... after all that's what we're in business for."

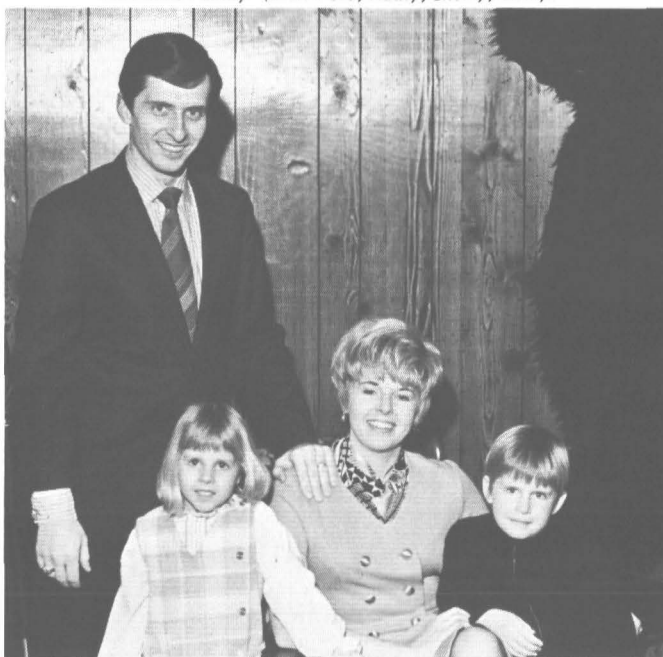
**Mrs. Jack Magmer:** "I am very surprised and happy. I've sent in many suggestions so far and intend to send in more."



The Walter Family Can Put the Money to Good Use  
Father and Mother, Len and Janet, with Little Scott



"Forget About the Money, Mom, and Feed Me"  
The Lewis Family—(L-R) Ford, Kathy, Sherry, Cheryl



The Magmer Family Was One of the Non-Decatur Winners  
(L-R) Jack, Carol Ann, Carol, and Mary Ann

Six employees and three dependents have submitted new consumer products ideas that have won them \$100 each and put them one step closer to the \$2,350 "Idea Sweepstakes" jackpot.

In announcing the Sweepstakes' first cash awards, the judges said the large number of initial winners reflects the "overwhelming quality and quantity of ideas submitted thus far."

The nine ideas will now be passed on to the next plateau—and even more critical investigation—consumer concept research. Here the ideas will be exposed to groups of potential customers by a qualified research interviewer. They will also be massaged by the Consumer Products research and development staff which will be looking at the technical and manufacturing feasibility.

Should any idea pass this critical plateau, the originator will win an additional \$250.

"At the second plateau and the two subsequent plateaus, the chances of acceptance become less and less," a spokesman for the New Products Committee said.

"This is why we encourage employees and dependents to make as many good suggestions as possible," he said. "Each good suggestion increases the entrant's odds for success and increases our chances of finding a truly successful new consumer product. After all, we're looking for winners."

Reflecting the increasing difficulty of achievement, plateaus three and four offer even higher cash awards. By successfully negotiating plateau three—product development and final consumer testing—an idea wins an additional \$500.

Should an idea pass the fourth plateau and reach test marketing, the originator will receive the largest cash award, an additional \$1,000.

A bonus award of \$500 will also be given to an entrant who successfully names his product.

Sponsored by the Consumer Products group, Idea Sweepstakes is open to Staley employees and their dependents. Now's the time for you to enter and shoot for that \$2,350 jackpot.

Entry blanks and contest rules are available at your location.

### Here's a Listing of the Winners

Here is a list of the first winners in "Idea Sweepstakes." Your name could be added to the list next month. So put on your thinking cap, sharpen your pencil, and suggest those truly innovative new consumer product ideas.

**Linda Tyler**, wife of **Steven Tyler**, chemical engineer, Decatur.

**Ford Ray Lewis**, an apprentice in his fourth year of training, Decatur.

**Bonnie Jess**, office services assistant, Decatur.

**Darlene Forsythe**, utility clerk, Consumer Products, Cicero, Ill.

**Edith Janet Walter**, wife of sales order services manager **Len Walter**, Decatur.

**Jim Matthews**, engineering design draftsman, Decatur.

**Walter Honcharik**, Industrial Products salesman, New York office.

**Carol Magmer**, wife of purchasing manager **Jack Magmer**, Consumer Products, Cicero.

**Horace Hanselman**, utility driver, Decatur.

### No Reply Yet? Don't Dismay

In case you have not received a reply to your Idea Sweepstakes entry, don't dismay.

The New Products Committee reviewed only those that passed pre-screening by Feb. 12. There were some entries after that date that will be reviewed at the next committee meeting later this month.

### Dividend Declared

The Staley board of directors declared the regular quarterly dividend of 35 cents a share, payable March 5 to stockholders of record February 22 at the board's meeting February 9.

In addition, the usual dividend of 94 cents a share was voted on the Company's \$3.75 preference stock, payable March 20 to stockholders of record March 5.

### Bieger Elected Director

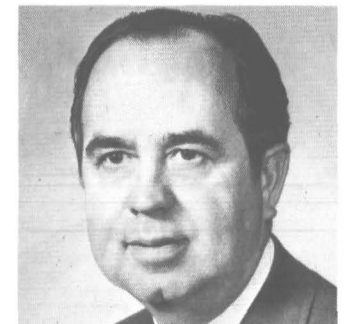
Gilbert L. Bieger, vice president and controller, was elected to the board of directors at the board meeting on Feb. 9.

Bieger joined the Company in April, 1970 as a vice president and head of the control function—including facilities planning, accounting, operations planning, and the tax department.

Previously he was a vice president and chief financial officer for Simplex Wire and Cable Company, Cambridge, Mass. Before joining Simplex in 1966, Bieger had been with the Carrier Corporation, Syracuse, N. Y., for 12 years, holding various senior financial positions.

Upon graduating from New York University in 1948, he joined Arthur Andersen & Co., certified public accountants, New York City.

He served six years in the



U.S. Army finance corps during World War II and the Korean conflict, reaching the rank of Captain.

Bieger is a member of the American Institute of Certified Public Accountants, New York Society of Certified Public Accountants, the Financial Executive Institute, and the National Association of Accountants.

## Friendships Renewed at Banquet



The 24th annual Service Awards Banquet was the time to renew old friendships. Almost 600 active and retired employees gathered at the Masonic Temple on Jan. 28 for the annual event. Here the old "boiler house gang" renews acquaintances. (L-R) Red Taylor, Ezra Carter, Jim Cozad, and Jimmy Franklin.



The New Look for Staley Table Syrup  
It Has New Label, Container, and Flavor

## Staley Syrup Has New Formula, Package

CICERO, Ill.—Consumers in the Midwest, Southeast, and Middle-Atlantic states will soon see an all new Staley table syrup—featuring a new flavor and container—on their supermarket shelves.

The syrup has been reformulated to include a more pronounced maple flavor that product manager Herb Lund says "is more consistent with today's preferences."

"Over the years, the customer's preference in table syrup flavor has changed," Lund said. "Today he buys a syrup with a pronounced maple taste, so we reformulated our product to meet his changing preferences." The new container includes several new features that should be popular with consumers. Besides the functional new design of the container itself, a new, easier-to-open twist off cap has been added. The product is also vacuum packed to keep freshness in. And the cap is date stamped so that the consumer can determine when the product was bottled.

Lund said that a combination of the design of the container and the syrup's new base

allows for better pouring.

In test marketing, consumers preferred the new flavor over the old and compared it favorably with competitive products.

The introduction of the new product will be supported by newspaper and television advertising, and point of purchase promotional material in the target areas.

## Retirements

ALBERT AUTON, line machine man, 20 bldg., January 1  
VELMA BARNETT, janitor, 60 bldg., January 31  
GEORGE EVANS, shift foreman, Painesville, December 31  
HAROLD HISER, manager special projects, Philadelphia, December 31  
GUSTAVE GROTJAN, shift foreman, bulk products, 17 bldg., December 31  
RAYMOND HUNK, tower operator, extraction plant, December 31  
HENRY SKANE, grocery products territory manager, New York-New England, December 31  
OTTO SUTTER, district manager, New York, industrial products, December 31  
LEVY TAYLOR, repairman, boiler house, January 31

## Breakfast of Champions? Wheaties, Wagner Drinks

For years the "breakfast of champions" was a bowl of Wheaties covered with milk. Now, thanks to a promotional tie-in between General Mills and our Consumer Products group, Wagner fruit-flavored drinks have been added to the suggested menu.

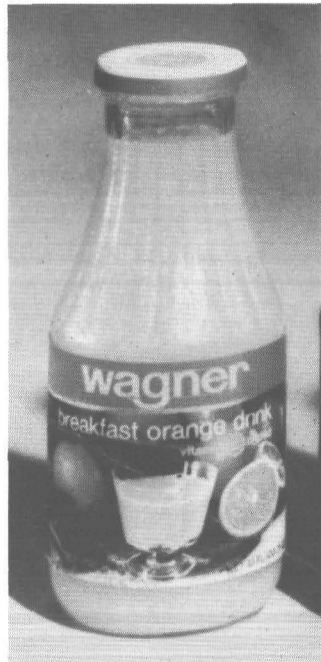
Beginning March 1, ten million boxes of Wheaties in supermarkets throughout the United States will contain a coupon worth seven cents toward the purchase of any of the Wagner drinks. It's the first national consumer campaign for the Wagner line.

The promotional campaign, arranged by marketing director Marv Eubanks, is designed to attract new customers to the Wagner line.

Although the backside of the Wheaties box pictures the breakfast orange drink, the coupon is redeemable toward any of the seven Wagner drinks—grape, grapefruit, cherry, pineapple-grapefruit, tropical punch, apple, in addition to orange.

"We're excited about the national exposure this promotion will give the Wagner drinks," Eubanks said. "We be-

lieve that once a value-minded shopper tries our products, she'll become a regular Wagner customer."



Wagner Orange Drink

## SERVICE ANNIVERSARIES

### 40 Years

Cletis Quillen, boiler house, January 24

### 35 Years

Ted Appenzeller, 48 Bldg. warehouse, January 16  
Albert Artze, pipe fitter, January 18  
Paul Atchason, sheet metal shop, January 25  
Michael Duggan, small machine shop, January 18  
Kenneth Heffington, pipe fitters, January 18  
Joseph Hilberling, electrician, January 9  
Adrian Morris, control lab, January 19  
Scott Page, production control supervisor, 20 Bldg., January 18  
Hallie Poe, millwright, January 24  
Charles Roberts, sheet metal shop, January 16  
Leo Schimanski, electrician, January 14  
Joseph Slaw, corn oil and germ dryer, January 18

### 30 Years

James Hurley, product manager—dextrose, industrial products, January 1  
Virgil Reed, millwright, January 1  
Paul Troxell, chemical engineering helper, 60 Bldg., January 1  
Maurice Workman, elevator C, January 1

### 25 Years

Boyd Allen, shift foreman, 6 Bldg., January 30  
James Allen, steep house, January 4  
Ralph Bates, power house, January 15  
Vernelle Brooks, steep house, January 16  
John Brown, stock sample clerk, control lab, January 21  
William Bruns, chemist, research and development, January 16  
Roy Bradshaw, sheet metal shop, January 3  
James Cannaday, Keever, January 3  
Oscar Dinger, thin boiling starch, January 22  
Donald Donovan, yards, grounds and track, January 15  
Howard Duncan, feed house, January 22  
John Easterly, paper salesman, Wisconsin, January 23  
William Fryman, foreman, I & C, January 11  
Murrel Hall, feed house, January 18  
Horace Hanselman, garage-service drivers, January 15  
Harland Harroun, consumer products sales, St. Louis, January 21  
Robert Hawthorne, painters and roofers, January 17  
Samuel Jones, storeroom, January 22  
Edward Michener, boiler house, January 14  
Russell Myers, sheet metal shop, January 3  
Bernard Quigley, gardener, January 3  
William Richards, superintendent, oil refinery, January 16  
Betty Roderick, secretary, industrial products, January 9  
John Rutherford, shift foreman, elevator, January 15  
Marion Savage, yard department, January 7  
Harold Smith, shipping inspectors, January 14  
Jordan Smith, foreman, riggers, January 22  
Elmer Tomlinson, civil engineer supervisor, Morrisville, January 1  
Richard Tong, oil refinery, January 21  
Henry Volle, Jr., consumer products sales, San Francisco, January 1  
David White, pipe fitters, January 3  
Gerald White, truck driver, January 29

### 20 Years

Leslie Anderson, syrup refinery, January 24  
Irwin Blickenstaff, pilot plant, January 9  
Richard Buckley, reclamation, January 15  
Leslie Carr, industrial engineer, January 31  
Luther Childress, elevator A, January 11  
Charles Conaway, boiler house, January 18  
Russell Cook, yards, grounds and track, January 16  
Ernest Creek, general utility, January 24



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



Ralph Bates Vernelle Brooks



John Brown William Bruns



Roy Bradshaw James Cannaday



Oscar Dinger Howard Duncan



William Fryman Horace Hanselman



Samuel Jones Edward Michener



Harland Harroun Robert Hawthorne



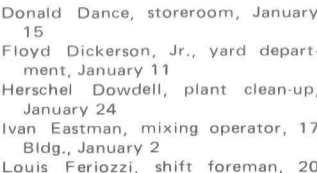
Russell Myers Bernard Quigley



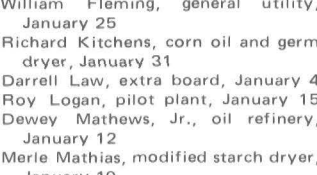
William Richards Betty Roderick



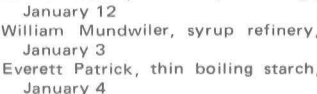
John Rutherford Marion Savage



Donald Dance Floyd Dickerson, Jr.



Herschel Dowdell Ivan Eastman



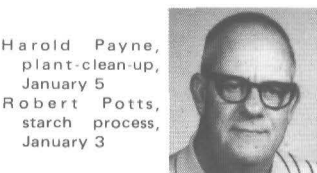
Louis Feriozzi William Fleming



Harold Smith Jordan Smith



Elmer Tomlinson Henry Volle, Jr.



David White

George Rubenacker, boiler house, January 25  
Virgil Rutherford, syrup refinery, January 4  
James Ryan, extraction plant, January 19  
Wendell Smart, modified starch dryer, January 15  
Delbert Staggs, extraction plant, January 11  
Fred Tapscott, Jr., pipe fitters, January 23  
Melvin Vowell, yard department, January 23  
Paul Weikle, general utility, January 3  
Wayne Williams, inositol plant, January 25  
Robert Woodcock, area foreman, 20 Bldg., January 4  
Wilbur Workman, feed house, January 10

### 15 Years

Ruth Ann Schultz, order processing clerk, international division, January 10  
Marnabelle Caldwell, keyed data equip. operator, corporate information systems, January 3  
Wayne Renshaw, technical editor, industrial products, January 30  
William Taylor, systems analyst, corporate information systems, January 16  
Ward Woodard, payables accountant, industrial products, January 23

### 10 Years

William Albrecht, technician, research and development, January 3  
Ralph Bales, inbound supply inspector, 60 Bldg., January 17  
Gary Bennett, starch shipping and packaging, January 10  
Ronald Bramel, black warehouse, January 17  
Robert Garretson, industrial products, sales, Indianapolis, January 31  
Rodger Gergeni, Houlton, January 25  
David Golante, Staley Chemical, January 1  
Everett Hite, pipe fitters, January 17  
Mary Knopinski, Staley Chemical, January 4  
Albert Moreland, feed packaging, January 7  
Donald Neideffer, Jr., systems multi-lith operator, print shop, January 17  
Barbara Pangle, secretary, industrial products, sales office, Chicago, January 3  
Robert Peterson, accounting manager, consumer products, Cicero, January 3  
Frank Russell, Jr., oil refinery, January 7  
Russell Sager, purchasing, January 3  
William Schneider, Jr., night bldg supt., 60 Bldg., January 7  
David Zimmerman analytical chemist, research and development, January 3  
James Zinniel, industrial products, sales, Minneapolis, January 1

### 5 Years

William Albrecht, technician, research and development, January 3  
Ralph Bales, inbound supply inspector, 60 Bldg., January 17  
Gary Bennett, starch shipping and packaging, January 10  
Ronald Bramel, black warehouse, January 17  
Robert Garretson, industrial products, sales, Indianapolis, January 31  
Rodger Gergeni, Houlton, January 25  
David Golante, Staley Chemical, January 1  
Everett Hite, pipe fitters, January 17  
Mary Knopinski, Staley Chemical, January 4  
Albert Moreland, feed packaging, January 7  
Donald Neideffer, Jr., systems multi-lith operator, print shop, January 17  
Barbara Pangle, secretary, industrial products, sales office, Chicago, January 3  
Robert Peterson, accounting manager, consumer products, Cicero, January 3  
Frank Russell, Jr., oil refinery, January 7  
Russell Sager, purchasing, January 3  
William Schneider, Jr., night bldg supt., 60 Bldg., January 7  
David Zimmerman analytical chemist, research and development, January 3  
James Zinniel, industrial products, sales, Minneapolis, January 1

## Staley Logo Goes to Harvard

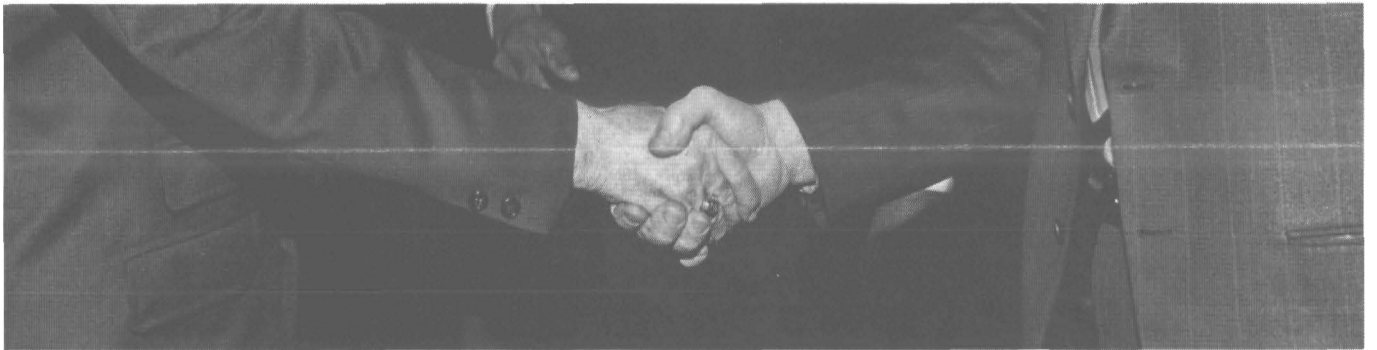
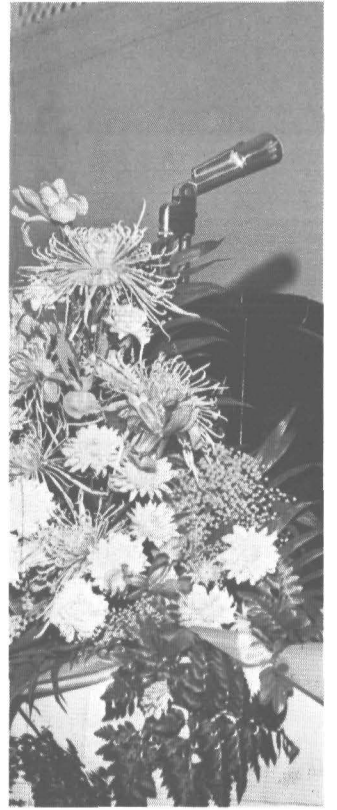
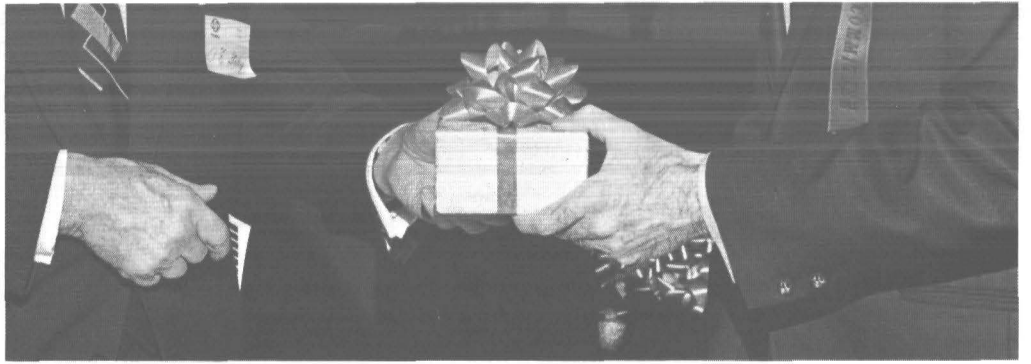
The Company's new logo is going to Harvard.

The Staley double-S will be shown along with other trademarks at an exhibit in the University's Baker Library in April and May.

The Staley portion of the exhibit will include a 20 x 24" poster-sized, color reproduction of the logo plus various applications on letterheads, news releases, and other published material.

In requesting samples for the exhibition, the library called the Staley logo "interesting and unique."





## Friendship Abounds at Service Awards Banquet

It was cold outside. But you could feel the warmth of friendship inside. Hands sought out hands they hadn't grasped for a while. Eyes twinkled like they hadn't twinkled for a while. And yarns were swapped that hadn't been swapped for a while.

It all had to do with the 24th annual gathering for the Staley Service Award banquet at the Masonic Temple in Decatur, Jan. 28.

Chairman A. E. Staley, Jr. set the tone for the evening when he told the 600 attendees, "One of the greatest satisfactions in my life has been working together with you in a common cause."

"People are our greatest asset," the Chairman continued. "People have caused the Company to grow because the people made the decisions, and the people installed and maintained the equipment."

"This dinner recognizes those who play an important part in our history."

Toastmaster Otto McKee, himself celebrating his 37th year with the Company, then began introducing the awardees.

Chairman A. E. Staley, Jr., Gertrude Hebert, Harold Kibler and Glenn Trent were recognized for their 45 years of service.

Twelve employees were celebrating their 40th anniversary. They are: Laurence Alverson, Phillip Bateman, Ned Bowers, Everett Conder, Carl Grunert, Emery Grunert, Henry Hack, Sr., Delmar Hazenfield,



*Approximately 600 Persons Filled the Masonic Temple for the 24th Annual Service Awards Banquet.*

Julius Heisler, Kenneth Higdon, Harold Hoyt, and Meredith Luster.

Those celebrating their 35th, 30th, 25th, and 10th anniversary were also recognized by year group. The 25-year group included 154 employees, a record number.

Afterwards, the 25-year awardees received gold watches

presented by the Chairman and President Donald E. Nordlund. The ten-year awardees received a gold Staley emblem to be worn as a tie tack or pin.

In addition to being recognized, the attendees were also entertained by guest speaker Edward McFaul. He kept the audience in laughter by inter-

weaving jokes, tales, and antics into his more serious talk entitled "How Confused Can You Get?"

Perhaps toastmaster McKee, an electrician in the motor storage room, summed up the evening best when he said, "You could feel the warmth of the audience all the way to the speaker's rostrum."

## Consumer Group Test Markets SSR

CICERO, Ill.—Consumer Products is test marketing a new product that is designed to help the housewife with one of her most troublesome laundry problems—soil and stain removal.

Called Sta-Flo SSR (soil/stain remover), the product is being test marketed in three areas.

According to product manager Jim Titus, SSR allows the housewife to remove stubborn stains without long pre-soaking, harsh bleaches, and without heavy phosphates and irritating enzymes. It is specifically formulated to remove oil based stains from permanent-pressed fabrics.

SSR has been called by the independent U.S. Testing Laboratories "as good as or better than any comparable product for soil stain removal."

Previously, the new product, developed at Decatur by the Consumer Products research group, was test marketed in upper state New York and Illinois. It received very favorable consumer acceptance at both locations.

Instructions on the squeeze-and-squirt container call for the user to:

"Just squeeze Sta-Flo SSR on the heavily soiled or stained area until saturated. Then launder as usual with your favorite soap or detergent.

+Requires no waiting, no soaking, and no rubbing or scrubbing.

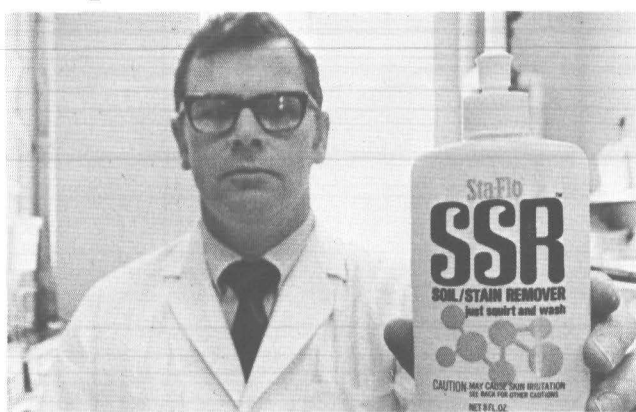
+No need to treat an entire garment to eliminate the stain in one area.

+Can be used with bleach or other laundry aides, as you desire.

+Safe for all washables... whites and color-fast fabrics."

In outlining the advertising-promotion campaign aimed at the three test market areas, Titus said housewives will be exposed to SSR through television advertising, direct mail pieces, and through cents off coupons in newspapers.

Titus said the product has been packaged in a bright yellow container to enable consumers to spot it quickly and easily among other laundry products clamoring for attention.



Hunter Kickle and New Stain Remover, SSR

## Hunter Puts the Stains In

No housewife in her right mind would intentionally pour a mixture of dirty crankcase oil and vegetable oil on her clothes, but Staley applications chemist Hunter Kickle did... and he removed the stain with Staley's new soil and stain remover, SSR.

"We figured that if SSR could remove a stain like that, it would certainly be acceptable to housewives," Kickle said.

After Kickle poured the mixture on his test sample, he allowed the stain to set overnight. Next morning he applied SSR, threw the sample into a washing machine with a popular detergent, and washed it under normal conditions. He allowed the sample to dry and then ironed it.

"That's when we really subjected it to rigid inspection," he said. Comparing the test sample against predetermined stain removal standards, he found that SSR registered a plus 4, or near the top, on a 1 to 5 scale.

But the test was not complete. He gave the sample to Staley home economists Sharlotta Childress and Marietta Frels for their opinion. After all, the experienced eye of a woman would be the ultimate test.

"Performs as good or better than any other product," Sharlotta and Marietta agreed.

"Then we knew we had a good product," Kickle said.

In a continuing testing program, Kickle subjected SSR to 59 different stains on several different fabrics and got favor-

able results. Permanent-pressed fabrics received special attention because of their increasing popularity.

"We found that SSR did a particularly good job of removing oily stains such as neck stains on shirt collars, lipsticks, and cooking grease," he said.

The SSR development was not always blessed with such success, however. There were discouraging moments during Kickle's early formulation attempts. The product's primary criteria—remove stains without requiring rubbing or scrubbing—was a challenge within itself. Also, a new anti-pollution and product safety awareness was spreading throughout the country, requiring Kickle to formulate with a low phosphate content and no flammable solvents.

The container itself presented a problem since the application instructions call for the housewife to squirt the stain remover onto the stain without getting any on her hands. A pop-up spout solved the problem, but another one cropped up.

Some of the stain remover got on the outside of the container, removing the lettering. A special ink was found that solved this difficulty.

But all in all Kickle, Drew Bitler, the applications chemist who is now in charge of the project, and Consumer Products research head Gene Kessinger are very pleased with the results.

## Engineers on the Go at Morrisville Plant

MORRISVILLE, Pa.—"Have slide rule, will travel" could well be the motto for six Staley civil engineers on temporary assignment at the Company's new corn refining plant under construction here.

Normally home-based in Decatur, the six engineers are coordinating the work of all contractors, ensuring that they follow the agreed upon installation and construction plans.

Elmer Tomlinson, a 25-year Staley employee, is the on-site supervisor of the contingent that includes Frank Shaw, Arnold Herzing, Tom Grimshaw, Terry Shaw, and Ron Zauner.

Tomlinson says the contingent is the "largest force of engineers assigned to a non-Decatur project in the history of the Company.

"Our corn refining plants in Honduras and Argentina required quite a bit of on-site work by Staley engineers," he said, "but the Morrisville plant is by far the largest undertaking.

"The hustle and bustle involving the construction work not only requires six full-time engineers, but from time to time several engineers from the staff in Decatur come out to help. Myung Kim, for example spends most of his time here. He's making a personal sacrifice commuting between here and Decatur—and we're thankful he does."

Each of the resident engineers is assigned specific areas of responsibility. Grimshaw's responsibility includes the waste treatment plant, the cooling towers, the sewer lines, the fire mains, and the installation of the gas-fired boilers.

Herzing, with the assistance of Terry Shaw, is responsible for all construction going on in the mill house, feed house, and steep house.

Frank Shaw and Zauner are responsible for construction taking place in the starch and syrup areas, the laboratory, the shops, and the warehouse lighting and sprinkler system.

Frank Shaw is taking on this temporary assignment after having just returned from 1½ years in Argentina as a field engineer.

All six, along with their families, will remain in Morrisville until the construction is completed, scheduled for the end of this year.

Rodger Snelson is the project manager at Morrisville, recently replacing Charles Harris, who is recuperating from an injury.

Dick Fisher, home-based in Decatur, is here most of the time also, coordinating and expediting purchasing.

## Stanhope Elected Co. Secretary

E. Raymond Stanhope was elected secretary of the Company at the board of director's meeting, Feb. 9,



Ray Stanhope

succeeding Thomas V. Fischer, vice president, law and administration, who was named to the board in November, 1970.

Stanhope joined the Company in August, 1970, as legal counsel. Prior to that he was with the Upjohn Co., Kalamazoo, Mich., where he was responsible for all domestic and international legal affairs for the Agricultural division. In addition to his legal responsibilities, he had been on the board of directors of Asgrow Seed Co., an Upjohn subsidiary.

Before joining Upjohn in 1959, Stanhope had been associated with the Chicago law firm of McDermott, Will & Emory, and had engaged in private law practice in Grand Rapids, Mich.

He received his B.S. and L.L.B. degrees from the University of Michigan.

### Change of Address?

To be sure that your copy of the Staley News is mailed to the proper address, you must keep the Company informed of address changes.

Hourly employees at Decatur should notify the extra board of changes. Salaried at Decatur should notify their division secretary.

## Mayor Dedicates Boiler



Decatur Mayor James Rupp (L) was on hand Feb. 24 to help dedicate the new \$1.5 million gas-fired boiler at the Decatur plant. Industrial manufacturing manager Bob Schwandt (C) and vice president-technical Nat Kessler are shown here explaining the workings of the boiler to the mayor. Part of the Company's clean air program, the new boiler provides the Decatur operations with sufficient steam-producing capacity so that two coal-fired boilers can be replaced by mid-summer. The net results of the conversion will be to reduce the particulate emissions by 50 per cent.

## Sta-Puf in TV Campaign

CICERO, Ill.—Sta-Puf fabric softener is in the midst of one of the longest continuous network television advertising promotions in the Company's history.

Appearing 65 times on 18 different programs, Sta-Puf commercials are being seen throughout the country on such popular programs as the CBS Thursday night movie, Hogan's Heroes, Mannix, NBC evening news, the Monday night NBC movie, and the Saturday night NBC movie.

Product manager Dan Schultz says the Sta-Puf message will reach 90% of the U.S. households an average of eight times. In one spot alone, an estimated 60,000,000 persons saw the Sta-Puf commercial during the Ben Hur movie, Feb. 14.

Schultz says "more product exposure" is the aim of the intensive campaign. "It's part of our continuing program to keep the Sta-Puf name before the public."

Here's a sample of the schedule:

NBC  
Concentration, weeks of March 14, 21; Hollywood Squares, weeks of March 14, 21, 28; Who, What, Where, week of March 14; Days of Our Lives, weeks of March 14, 28; Bright Promise, week of March 21; Evening News, weeks of March 14, 28.

CBS  
Thursday night movie, March 11; Merv Griffin, weeks of March 14, 21; Hogan's Heroes, March 21; Mannix, March 20.

## Complete Systems Course



Three employees recently completed a correspondence course in systemation conducted by Systemation, Inc. of Colorado Springs, Colo. Robert Nixon (L) and Ron Champion (C), both in the Corporate Information System division, completed a 50-week program. Wendell Wimmer (2nd from right), Industrial Products administration, completed a 25-week program. Here the three explain what the program covered to Lee Crouse (2nd from left), Corporate Information Systems manager, and Kent Mittelberg (R), director of Industrial administration.





Harry Casley (L), 93-Years-Young, Chats with the Chairman

## Kathy Does All

As in many cases, someone behind the scenes often deserves most of the credit. For the Service Awards Banquet that someone is Kathy Poe, secretary to the manager of Industrial Relations.

She's the one who pays the painstaking attention to all the details—compiling the lists of award winners, working with the awardees in making an award selection, sending invitations to over 600 persons, keeping track of who's attending and who's not, and the setting up of the banquet hall.

In fact, there's hardly any detail that Kathy's not involved in.

Just for the record, Kathy, our hat's off to you.



Kathy Poe



Ed Scheiter with Ladies Neta Kilburn (L), Doris Murphy



Gene Cottle Receives His 25-Year Watch from President Donald E. Nordlund



Chairman A.E. Staley, Jr. Presents Watch to Frankie Wood



Barbara Sheay Pins Name Tag on P.K. Simroth  
Delmar Hazenfield Sees that It's Done Properly



Toastmaster Otto McKee



(L-R) Lyle Bauman, Lewis Smith, Frank Lewis Discuss the "Good Old Days"



(L-R) George Jones, Perry Conley, Doc Hiltabrand



Ed Scheiter Chats with Deacon Cole (R)

# Lew Smith's Friends Say Goodbye

To: Lewis Smith  
Manager, AgriProducts Production

From: All your friends at Staley

Subject: Your retirement March 15

Lew, as you shake the soy flakes from your cuffs for the last time as a Staley employee on March 15, we would like to leave you with the following thoughts.

You have been an inspiration to all of us who have worked with you. Through sweat of the brow and dedication you have worked your way from a laborer on the extra board to become one of the most highly esteemed production experts in the soybean industry today. Those with much more formal education have learned to listen when Lewis Smith has something to say about the soybean.

You are leaving behind a wealth of knowledge that you have passed on to your co-workers. Since becoming foreman in 1935, you have helped design, build or oversee all of Staley's soybean plants in the U.S. and abroad. There is practically no soybean product made by the Company today that you have not been closely associated with.

In your 39 years you have nurtured a legion of fuzzy-faced foremen into a well-tuned team. Perhaps they'll miss your friendly advice and guiding hand more than anyone else.

Each of us who has worked with you and for you will always remember your smiling face and kind words . . . neither of which diminished as you climbed the ladder of success.

We tried to think of a closing that was befitting of the occasion. The most appropriate thing we could think of was, "Through having known and worked with you we are all richer men."

Your friends at Staley

PS—Bon Voyage and God's speed as you embark on your world-wide venture as a "soybean consultant."



(L-R) V-P Jim Moore, Red Kerven, Lewis



Lewis at U of I Seminar in 1949

## On The Move

### AGRIPRODUCTS

JOHN NEUBER from industrial engineering technologist, to staff industrial engineer.

### CORPORATE

MARY DALLAGE from secretary to treasurer to secretary group vice president-law/administration.

WILMA CLONEY from secretary to group vice president to aviation/auto fleet coordinator.

### CORPORATE INFO. SYSTEMS

PATRICIA BALLARD from department secretary, employment compensation, to division secretary.

SHARON BUTLER from junior clerk cashier to telephone operator.

MARILYN COOLEY from division secretary to junior programmer.

### INDUSTRIAL PRODUCTS

CHERYL DERREBERRY from steno-typist/receptionist to secretary.

LEON FORNWALT from shift foreman packaging to production department relief foreman.

RUTH HISE from senior utility clerk to chief price clerk.

BRUCE KELLY from assistant district manager to district manager—foods, Atlanta.

JAMES F. KELLY from assistant district manager, Chicago, to district manager, New York.

WILLIAM LYON from senior industrial sales representative to major accounts manager, Chicago.

PATRICIA RENFRO from file clerk to flexowriter operator.

CURTIS SMITH from staff industrial engineer to planner.

BARBARA TAYLOR from chief price clerk to order entry assistant.

ROSE VISSERING from flexowriter operator to data card control clerk.

WARREN WOLLRAB from chemical engineer to senior chemical engineer.

### INDUSTRIAL RELATIONS

SUE FONNER from sales service clerk to clerk steno, salary administration.



John Neuber

Leon Fornwalt



Bruce Kelly

James F. Kelly



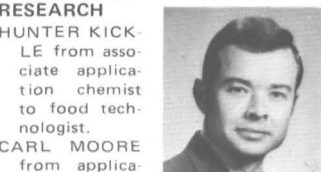
William Lyon

Warren Wollrab



Hunter Kickle

Carl Moore



Thomas Swift

THOMAS SWIFT from senior application chemist to manager, commercial development.

## Annual Report Quiz Deadline Extended

Since last month's Staley News arrived in the homes of some employees after Feb. 12, the entry deadline for the Annual Report Quiz has been extended to March 24.

To refresh your memory, the Annual Report Quiz is open to Staley employees at all locations. The 20-question quiz appeared in last month's Staley News on the back page.

Up to 18 shares of Staley common stock will be awarded to winners. For an employee to win, he must answer more ques-

tions correctly than any other entry from his location. In case of ties, answers to a write-in question will be evaluated by the judges, and a winner from the location will be determined.

Any employee who has already entered may not reenter. All those who haven't participated may submit an entry that bears a U.S. mail postmark no later than March 24.

The contest questions may be reproduced locally in case your copy of the Staley News is not available.

## International Exhibit in Argentina



Staley Argentina recently took part in the first annual Chacabuco (Argentina) Corn Festival. The festival was sponsored by the city of Chacabuco, the site of the Company's new corn refining plant, to promote that South American area as the "corn capital of Argentina." Local industries set up booths like this one as part of the promotion.

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## TEAM (Cost Savings) Program Completes a Banner Year

Almost any way you look at it, the TEAM (cost savings) program at Decatur was a success during 1970.

+A record \$3,971,465 of cost savings was realized through installation of 318 ideas.

+22 of the 33 TEAM's accomplished their assigned dollar goal with eight TEAM's beating their goals by an aggregate 200%.

+And syrup/dextrose set records in most dollars saved (\$1,611,000) and most ideas installed (98) by a section.

So there's little wonder why the annual TEAM Awards Banquet at the Decatur Club Feb. 3 was an evening of merriment. Some 200-plus TEAM members, all making their goals, and invited guests attended.

Lou Dossie, vice president, Industrial Products group, applauded the TEAM program.

He said there are three basic ways Staley can be more competitive and improve the profit picture—increased sales volume, increased prices, and reduced costs. Of these, he said, the first two are not always under our control and cannot always be depended on for higher profits.

"The most effective and dependable way is the reduction of costs because they are controlled by Staley and its employees," he stated.

Dave Hopkins, director of AgriProducts marketing, complimented the TEAM's for their significant contribution to his division's improved profit results. He said that the cost savings efforts "challenge those in marketing and sales to match this performance through improvements related to their assignments."

Nat Kessler, group vice president-technical, noted that the overall TEAM results were excellent, considering the interruptions and major organizational changes occurring last year.



TEAM 34 Received Thinker trophies: (L-R) Hayes, Michels, section head Luby, Tinker, Karcher, Presenting award Wheatley, Simms, Force, Lockhart.

Kessler challenged the TEAM's to do even better in 1971, pointing out that many ideas were generated by salaried employees not on TEAM's.

Although President Donald E. Nordlund was away on business, he expressed his compliments through a letter.

"This remarkable (cost savings) achievement symbolizes what can be accomplished through collective intellect and unified purpose," he wrote.

Each member of a TEAM making its goal was awarded a share of Staley common stock. In addition, trophies were presented to TEAM's and section heads for implementing ideas in four new special categories as well as two standing categories.

Those receiving trophies were:

Plant Utilities, Maintenance, and Protection (P.U.M.P.) TEAM 27 (Ken Higdon, capt.; Tom Pritts, advisor) was awarded the Sanitation Award for suggesting that teflon covers be used on the pulleys in 47 bldg., thus preventing a molasses mixture from sticking on the pulleys. The Section Trophy was presented to Tom Wheatley.

AgriProducts TEAM 14 (Bill Richards, capt.; John Neuber, advisor) received the Anti-Pollution Award for developing a method to dispose of the

spent bleaching clay used in the oil refinery. The Section Trophy was presented to Lewis Smith.

Dry Starch TEAM 15 (Al Summers, capt.; Doug Meyers, advisor) won the Safety Award for eliminating a troublesome part of a 118 bldg. process machine which had been subject to frequent breakage and ejection. The Section Trophy was presented to Paul Breyfogle.

The Quality Award was shared by syrup/dextrose TEAM's 33 (Randy Whicker, capt.; Steve Lockhart, advisor) and 34 (Ed Karcher, capt.; Fred Clark, advisor) for their suggestion of installing special bearings in a conveyor at the 44 bldg. eliminating lubrication material from getting into the finished product. The Section Trophy was presented to Bill Luby.

The Thinker Award, presented to the TEAM with the most ideas installed per member, went to syrup-dextrose TEAM 34. Bill Luby received the Section Trophy. Team 34 not only had the most ideas installed per member, but also showed the greatest total savings for any TEAM.

The Comeback Award, given to the section that made the greatest improvement in TEAM results, went to AgriProducts. Lewis Smith received the Section Trophy.