

# Staley Introduces Tomorrow's Food Ingredients Today!

## They're Aimed at Cost/Nutrition Squeeze

Food ingredients of tomorrow become realities today with the Company's announcement of a series of new products in the textured vegetable protein line.

Higher in protein and priced at a fraction of the expensive ingredients they simulate, the specialty items are: red and green bell pepper bits, black mushroom bits, a new, improved bacon bit, and seven distinctly-flavored nut/fruit products for a variety of applications.

Introduction of the nutritional and economical products comes at an opportune time, according to specialty products manager N.R. Lockmiller.

"Food processors are searching for new ways to hold the line against rising ingredient costs," he said, "while at the same time coming under increasing pressure to improve nutritional value. These new products enable the processor to achieve both without sacrifice in quality."

### Significant Cost Savings

Typical of the cost savings, Lockmiller said, are: simulated black mushroom bits at 57¢/lb. vs. \$8/lb. for the natural product; simulated red and green bell pepper bits at 73-80¢/lb. vs. \$2.15-\$2.50/lb.

The nut/fruit flavored products, called "Bakery Crunch", also produce significant cost savings, Lockmiller said, over real nuts and fruits and introduce a significant increase in protein value over present flavored sugar-flour crunches.

### Variety of Applications

Applications for the simulated mushroom bits include pizza and pasta dishes, snacks—



Mushroom and bell pepper bits (in bowls)  
They're simulations of natural products

especially heat and serve types, garnishes for salads, dry soups, cream sauces and gravies, and a variety of ethnic foods.

Primary applications for the bell pepper bits include meat and vegetable dishes such as casseroles, meat loaf, fiesta corn, as well as rice and noodle dishes, sauces, and gravies.

Bakery crunch—available in pecan, walnut, almond, coconut, butter-cinnamon, blueberry, and peppermint flavors—has application in most any food in which a sweet crunchy functionality is desired. Specific uses include toppings for coffee rolls, ingredients in cake mixes and cookies, and as nut simulators in ice cream.

Manufactured at Decatur, the new items will be marketed by Industrial Products specialty salesmen.

## Protein Development Team Puts It All Together

Flavor, color, texture, functionality. Staley's protein development team has put them together like nobody else before in creating nutritious new food ingredients.

As a result, group leader Les Hayes said, the ingredients look like, taste like and function like the products they simulate.

"They're the outgrowth of an extensive one-year development program" he said, "in which we utilized our considerable expertise in flavoring and coloring as well as the basic texturing experience derived from the development of Mira-Tex."

Working under Hayes' direction, the development team consists of food technologists Dr. Sharon Machlik and Robert Kraudel as well as research chemist Paul Seaberg.

Dr. Machlik formulated the colors and flavors; Kraudel established the specifications and testing procedures for quality control; and Seaberg provided the engineering input necessary to transfer production from the lab into actual plant operations.

### Processors Are Impressed

Perhaps the most accommodating evaluation of their efforts comes from the food processors who are using the simulated ingredients.

"They're favorably impressed," reports commercial development manager Wayne Pruiett. "Not only with appearance and economy, but functionality as well."

As an example of the versatility in functionality, Pruiett cited the following two successful applications. In blueberry



Meet the protein products development team  
(L-R) Paul Seaberg, Sharon Machlik, Bob Kraudel

muffin mixes, simulated blueberries absorb moisture during baking and take on the mouthfeel of the natural berry while retaining form and flavor. In ice creams, the nut-flavored bakery crunch items remain stable and develop a very desirable texture and flavor.

### Just Right for School Lunch Program

Processors who supply dishes and products in the school lunch program are also favorably impressed with the products.

"For these processors," Pruiett said, "nutrition and economy are big factors, both of which are advantages of our products."

In looking ahead to future developments, Pruiett and Hayes see expanding opportunities.

"With our expertise, commitment and growing reputation in proteins, there's no end

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## Courts Uphold Staley Patent On Blocks

The U.S. Supreme Court has denied a petition for a hearing on an earlier court decision upholding Staley's patent on molasses-salt feeding blocks.

The Supreme Court's denial leaves in effect the order of a lower court enjoining Harvest Industries, defendant in the patent suit, from producing an infringing line of molasses-salt blocks.

Staley pioneered in these blocks with the development of the "Sweetlix" brand, which today includes seven products for controlled intake cattle feeding.

Commenting on the court's denial, Specialty Feeds general manager Earl Snearley said the decision would considerably enhance the position of distributors of "Sweetlix" products.

### Staley, Nihon Similar

Although an ocean apart, Staley and Nihon share similarities.

Both were founded before the turn of the century, Nihon in 1867 and Staley in 1898; both chief executives succeeded their fathers; and Staley and Nihon are the second largest corn processor in their respective countries.

## Growth Opportunity in Japan's Modified Starches Keynotes Staley, Nihon Licensing Agreement

Staley and Japan's second largest corn processor have taken a significant step toward capitalizing on growth in that country's modified starches through a jointly-announced licensing agreement.

Under the agreement, Staley will design a new modified starch plant for Nihon Corn Starch Co. Ltd., provide operational training, as well as marketing and technical support. Primary markets for the modified starches are Japan's food, paper and textile industries.

Nihon will construct the new modified starch plant in the developing port city of Kinuura, near Nagoya, which is approximately 170 miles southwest of Tokyo. Subsequently, a new raw starch plant, syrup refinery, dextrose plant and other facilities will be added at Kinuura. Nihon's present facilities are in Ishiki-Cho, also near Nagoya.

The Kinuura district has been designated as the Kinuura food processing complex by the Japanese Government and is now being developed under its guidance. Directing the project is the Kinuura Food Processing Conference, whose chairman is Hideo Kurachi, Nihon's president. He is also head of the Kinuura Utility Company, which has just been formed to supply power, steam, water and waste treatment for companies in the



Design of a new modified starch plant for Nihon is part of licensing agreement  
The design team (L-R): Milo Roberts, Al Koeff, George Wack, and Chris Greanias

food processing complex.

Nihon presently manufactures and markets basic, unmodified starches, syrup, oil, dextrose and feed ingredients at Ishiki-

Cho. Corn is imported primarily from the United States.

Commenting on the Company's first major step in the Far East, R. L. Schuerman, vice

president, International, said, "This agreement initiates what we hope will be a long and mutually beneficial association with our Japanese affiliates."

## Protein Development

Continued from Front Page

to the products we can effectively simulate and market," they agreed.

Evidence of this is already emerging, Pruiett said, with processors coming to Staley for development of specialized ingredients for their particular applications. Thus, opportunity knocks at Staley's door, thanks to our protein development team.



Martin Smith  
Example of his art in background

## Paper Salesman Martin Smith: A Man of Many Different Hats

"People," Staley paper salesman Martin Smith says, "are the most interesting creatures on earth." Right he is, and we might add they're the Company's most important asset. With this in mind, the Staley News is launching a continuing series on Staley employees with interesting backgrounds—in civic affairs, hobbies, or any other area that makes for good reading. But we need your help: if you know of such a person, jot down the name and a brief description of what makes the employee interesting and send it to Public Relations, Decatur. We'll handle it from there. In the meantime, meet Martin Smith in the story below.

To call Staley paper salesman Martin Smith a man of many hats is drastically understating his case.

To wit: he fought with the Dutch underground during World War II; he's an accomplished artist, with dozens of his works hanging in homes and industry; he's the dedicated father of nine children; he's a self-appointed good will ambassador for the U.S.; and he's a conversationalist of the first order.

In addition to all this (perhaps, "because of" is more accurate), he's one of the Company's more successful paper representatives, selling starches to paper manufacturers in Michigan, northern Illinois, northern Ohio, and northern Indiana.

It was a strange turn of events that brought Martin Smith and his family to the United States in the 1950's. Kindled by the glowing stories of the U.S. he heard from American troops while serving in the Dutch underground, his dream of capitalizing on the opportunities came true when a Methodist minister from Bethany, Illinois and the First United Methodist Church of Decatur sponsored him into the country.

Upon arriving in Decatur, Smith found that friends had misinterpreted his avocation in art, or as he described himself, "a painter", and he found himself painting buildings for Christy-Folz Construction.

"I didn't have the heart to

tell those nice folks I was really a graduate chemist who liked to paint pictures," he recalled. "But after lifting an 11-inch, paint-filled brush for three hours, I wondered if I'd made the right decision."

Eventually, Smith made known his plight and landed a job at Caterpillar's Decatur plant in the metallurgical lab. After a year and a half there, he learned there was an opening at Staley. "I didn't know a soul here," Smith reflected, "but Bob Schuerman, who was then manager of paper industry sales, gave me five minutes to convince him that he should hire me."

Trouble is, nobody can limit a conversation to five minutes with Smith, not even an experienced interviewer. After talking for over an hour, Schuerman told Smith he would be considered for a paper sales opening in a month. Within a short period, Smith received job offers from two other firms, and he told Schuerman it was "now or never."

So, Smith became a Staley paper salesman despite, as he puts it, "I knew very little about the business."

In looking back on his experiences in this country, Smith says it has enabled him to fulfill almost every opportunity he'd dreamed of, especially in the education of his children. His oldest son is a nuclear physicist with the U.S. Army; his oldest daughter is a physical education teacher; another son is a practicing accountant with a masters degree in accounting; and another daughter has a degree in music and was selected as the talent contest winner in the 1965 Miss America pageant.

In art, Smith has put his talent to good use as a door opener for his sales efforts. By his own count, dozens of his paintings hang in paper mills and offices throughout his territory.

Selling Staley starches, painting, raising a family—they all revolve around what Smith likes most—people.

"They're the most interesting creatures on earth," he said. "That's why I enjoy life."

## SERVICE ANNIVERSARIES

### MAY

#### 30 Years

HARRY ATKINS, general foreman—dry starch, Industrial Products.  
ROBERT BOHN, electrician.  
HAROLD DEJANES, gateman, plant security.  
RALPH DOMBROSKI, manager industrial food sales—central region, Industrial Products.  
HUSTON DORSEY, drier operator, 20 bldg.  
MELVIN GROLLA, machinist.  
ARLIE HINES, lead tank car inspector, 60 bldg.  
ROY HORNBACK, JR., assistant foreman Y-P-B-C, Industrial Products.  
WILLIAM PETERSON, pipefitter.  
ELMER RANDALL, machinist.  
FRED RIDLEN, utility labor leadman, 20 bldg.  
GEORGE ROBERTS, cashier, corporate.  
KENNETH SCHUMAN, process service engineer, Industrial Products.

#### 25 Years

JOE ANDERSON, construction supervisor, Industrial Products.  
WILLIAM CROSS, steam drier operator, 9 bldg.  
LEO FREY, filter operator, 2 bldg.  
THOMAS HALL, boilermaker.  
JACK KUNZEMAN, heavy equipment operator, 77 bldg.  
WILLIAM LINDSTEN, shift foreman-inositol, Industrial Products.  
CLIFFORD MARTIN, JR., I&C mechanic.  
WALTER SMITH, garage mechanic.  
LAWRENCE TROLIA, package line operator, 20 bldg.  
HELEN WANGROW, order entry assistant, Industrial Products.

#### 20 Years

WILLIAM BAKER, washing department operator, Kever.  
DONALD BARNES, textile tech-

nologist, Charlab.  
MARY BLACET, production coordinator statistical records, Industrial Products.  
FANNIE LIEBERMAN, office manager, Vico.  
CARL SPROUL, technician process development, Marlboro, Staley Chemical.  
WILLIAM WOODARD, washing department operator, Kever.

#### 15 Years

RICHARD FIALA, superintendent technical service, AgriProducts.  
MARGE MILLER, administration secretary, International.  
PAUL NEUMANN, plant manager, Monte Vista, Industrial Products.

#### 10 Years

HAROLD DIXON, maintenance foreman, Industrial Products.

#### 5 Years

DONALD BARRINGER, plant manager, Houlton, Maine.  
STEVEN BENNETT, project leader—systems, corporate information systems.  
GARY CAMAC, mixer operator, 20 bldg.  
LEROY DAVIS, sample carrier, 60 bldg.  
WILLIAM JOHNSON, credit manager, AgriProducts.  
BRUCE KAYLOR, sample carrier, 60 bldg.  
HENRIETTA KECK, senior payables clerk, Industrial Products.  
PATTY LOVEKAMP, telephone operator, corporate information systems.  
JAMES NELSON, operator, Gunther.  
ALBERT PRICE, drier operator, 118 bldg.  
JANET SLAVIERO, engineering secretary, corporate engineering.  
FRED ZEIMET, cleaner, elevator A.

### JUNE

#### 35 Years

WILLIAM DAMERY, metalsmith.  
WILLARD DUNCAN, turbine operator, 2 bldg.  
ALBERT KOPETZ, electrician.  
AMMON ROBINSON, operator, 44 bldg.  
FRANK WALLER, switchboard operator, 2 bldg.

#### 30 Years

JESSE ANGEL, 50 oil operator, 20 bldg.  
LESTER CHANEY, cleaner, 77 bldg.  
PAUL HOWARD, assistant grain division manager, AgriProducts.  
HERMAN MILLER, conversion operator, 5&10 bldgs.  
FRANK RUSSELL, rigger leadman, 31 bldg.  
JOHN SPRINGER, JR., eastern sales manager, military/Food Services, Consumer Products.

#### 25 Years

WALTER BLEDSAW, pump operator, 4 bldg.  
LLOYD BOWREY, bag marking operator, 20 bldg.  
DEAN BURDICK, superintendent maintenance, AgriProducts.  
DONALD EMERT, pipefitter.  
DAVID FREEMAN, upper steep tender, 4 bldg.  
DONALD HARVEY, SR., 4th floor tower operator, 101 bldg.  
JAMES HOLMAN, trucker, 20 bldg.  
ROBERT MC NULTY, assistant foreman, instrument and control shop, Industrial Products.  
PAUL REINHOLD, rigger leadman, 31 bldg.  
JAMES ROBERTSON, stores project clerk, 77 bldg.  
DANIEL ROBINSON, rigger leadman, 31 bldg.  
GERALD SIMS, roller mill operator, 101 bldg.  
ROBERT SPELBRING, I&C mechanic.  
THOMAS STONE, coal dock car dumper, 1 bldg.

#### 20 Years

LOWELL MILES, plant and distribution center manager, Sno-Bol, Consumer Products.  
JACK SCOTT, shipping and invoicing clerk, Industrial Products.

#### 15 Years

KENNETH DAMP, senior technical sales-paper, Mobile, Ala., Industrial Products.  
WILLIAM HALL, senior technical salesman-paper, Decatur, Industrial Products.  
FRANCIS MC CARTHY, group leader floor polish application, Staley Chemical.  
KATHLEEN REEDY, order entry assistant, Industrial Products.  
DAVID SMITH, senior research chemist, research and development.  
DONALD WINTER, manager commercial development, research and development.  
ALBERT WOODINGTON, JR., senior specialty sales representative,



Harry Atkins



Robert Bohn



Harold DeJanes



Ralph Dombroski



Melvin Grolla



Arlie Hines



Roy Hornback, Jr.



William Peterson



Elmer Randall



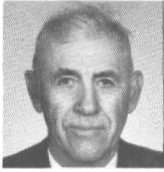
Fred Ridlen



George Roberts



Kenneth Schuman



Joe Anderson



William Cross



Leo Frey



William Lindsten



Walter Smith



Lawrence Trolia



Helen Wangrow



William Damery



Willard Duncan



Albert Kopetz



Frank Waller



Jesse Angel



Lester Chaney



Paul Howard



Herman Miller



Frank Russell



John Springer, Jr.



Lloyd Bowrey



Dean Burdick



Donald Emert



James Holman



Robert McNulty



Gerald Sims



Robert Spelbring

New York, Industrial Products.

#### 10 Years

ALICE BROOKS, personnel records clerk, industrial relations.  
ELLIS HISSONG, analytical chemist, research and development.  
ROBERT SHANNON, senior industrial sales representative, Milwaukee, Industrial Products.  
RICHARD STALEY, production manager—Vico.

#### 5 Years

JOHN ALEXANDER, labor, 17 bldg.  
DAVID ANDERSON, sales representative, Decatur, Specialty Feeds.  
WALTER BELCHER, process research technician, research and development.  
MARY BUIS, administration systems department secretary, corporate information systems.  
JANET DOSS, secretary clerk, corporate engineering.  
THOMAS ELLISON, assistant extra board foreman, Industrial Products.  
FRANCIS FINN, quality control chemist, Industrial Products.  
ARTHUR FOOTE, III, district manager, Staley Chemical.  
JERRY FOUTS, loader, 34 bldg.  
PAUL GIBSON, production control supervisor, Gunther.  
DAVID GRANT, floor gang, 20 bldg.  
GARY HANSON, labor, 17 bldg.



Thomas Stone

JOSEPH HARLEY, programming/systems coordinator, corporate information systems.

LARRY LUKA, mixer operator, 20 bldg.

LINDA LYONS, senior utility clerk, Industrial Products.

BETTY MANN, keyed data equipment operator, corporate information systems.

RICHARD MC COY, office janitor, 62 bldg.

WILHELM MENKE, production foreman—Lemont, Staley Chemical.

CARL NEATHERY, shift supervisor, corporate information systems.

MICHAEL ODENEAL, carbon operator, 5&10 bldgs.

RICHARD PINNELL, utility leadman, 44 bldg.

GARY PRINCE, senior chemical engineer, Consumer Products.

JOHN WEST, development engineer helper, 59 bldg.

STEPHEN ZIMMERMAN, systems research engineer, corporate information systems.



# Frank Grossman and Company: They Grew Up Together

Frank Grossman and A. E. Staley Mfg. Co. grew up and matured together.

Before his retirement last month, he had served for 46 years, dating back to 1926 when the Company had been located in Decatur only 17 years and had been processing corn only 14 years.

As a result, he helped the Decatur facility grow from a few buildings located west of the viaduct to 137 buildings spread over a 400-acre complex. And he saw the Company grow from a small starch processor known primarily for "Cream" corn starch into one of the world's foremost processors of grain and chemicals with over 700 products.

During this period, Grossman was vitally involved in the growth, first as a patternmaker, then as a millwright, and later as a construction supervisor.

Looking back, Grossman said, "There's very few buildings or processes in Decatur that I wasn't involved in changing or modifying."

"Many was the time," he recalled his early patternmaker days, "when someone walked into the shop and put an armload of broken parts on the table and said, 'Make me a pattern for this. The machinery's broken down and we need it right away.'"

About the time he was



Contemporaries: Frank Grossman and this Staley pattern  
It's for a casting used in the wooden steep tank bottoms

learning the value of Gillette blades, he was also hand-tooling patterns from wood and metal. At one time, Grossman recalled, Staley had approximately 5,000 such patterns which were cast in foundries into machinery and parts that kept the plant running around the clock. Even today, some of these original patterns are in use.

One incident he recalls fondly occurred when he was a

millwright.

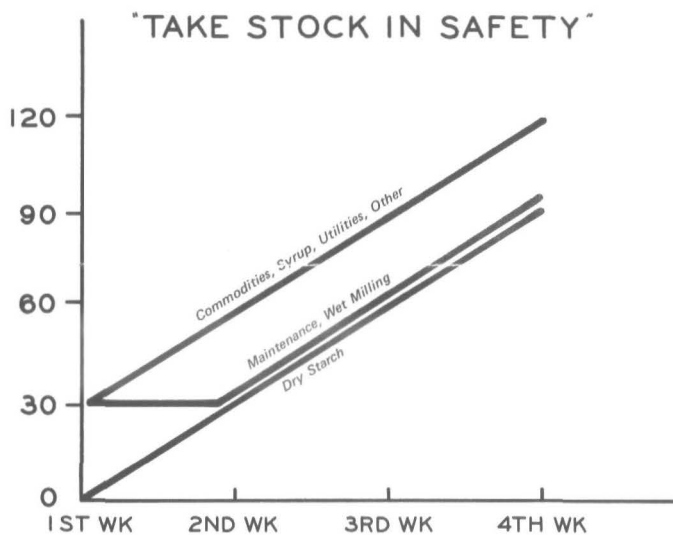
"The shop foreman came in one morning with an urgent request," Grossman reflected. "Seems someone had put a bad crease in the large wooden table that the board of directors use to this day. The table which had to be hauled by block and tackle to the eighth floor of the administration building—was priceless...and worth even more today. I used every skill I

possessed as a millwright to restore that table, and when I got through you could hardly notice the damaged area. But I said to myself, 'Surely, my foreman will still think he can see the spot,' so I turned the table end for end. And sure enough, the foreman looked at where he thought the damage had been and said, 'Pretty good job, Frank, but I can still see a faint trace.'"

As a construction supervisor for the past 20 years, Grossman was involved in almost every major plant modification, including major changes in the soybean plant, mill and feed houses, original construction of the dextrose and feed packing plants as well as elevators C&D. His largest undertaking was the 1954 conversion in the syrup refinery to the carbon filtration process, which took six months, 65,000 manhours and \$.5 million.

In addition to his involvement at Staley, Grossman has been active in outside activities, having formed the former Staley Dramatics Club and either acting in or directing several dramatic presentations in Decatur. He's also serving the final year of his second four-year term as a City Councilman for Decatur.

In retirement, Grossman says he'll miss most "the daily contact with those employees who contributed so much to my pleasure and satisfaction."



## Want a Night on the Town? Try This Interesting Approach

A night out on the town—at Company expense—awaits process/maintenance/service employees participating in two contests this summer. Here's how.

In the "Take Stock in Safety" contest, "shares" of stock of participating employees increase 30 points each week the division has no lost-time injuries and fewer reportable injuries than an assigned goal. At the end of the 13-week contest, shares at maximum value can be cashed in for a \$4 meal ticket at Swartz Restaurant. That would get the employee and his spouse dinner and part one in the night out.

In the simultaneous "Clean-Up" contest, employees in the top departments in the three competing divisions win four tickets redeemable anytime before December 31 at the Lincoln Theater, and all members of departments topping an assigned goal by 25 per cent get two tickets. Thus, you could take in a movie after dinner.

It's an attractive possibility for the two programs designed to emphasize on-going efforts at Staley/Decatur—safety and sanitation. For after all, the two go together hand-in-hand: A cleaner plant is a safer plant.

At the end of the first four weeks in "Take Stock in Safety", four sections—commodities, syrup, utilities, and control lab-pilot plant—extra board—had pushed their shares up to the maximum 120 points

(\$1.20/employee). Dry starch, wet milling, and maintenance weren't far behind at 90 points (90¢/employee).

More significantly, reported safety director Don Brown, there were no lost-time injuries to date during the critical summer period and reportable injuries had not increased.

After the second of four inspections in the "Clean-Up" contest, 12-26 bldgs. led in the Industrial division; 32-48-49 bldgs. were tops in the Agri-Products division; and 77 transfer and 41-42 oil storage shared the lead in General Services, reported sanitation engineer Dan Taylor.

In addition, 26 of 44 departments had exceeded their assigned goal by more than 25 per cent.

As Brown and Taylor put it, "Looks like a lot of folks want that night out on the town."

## Retirements

LAWRENCE DIAL, mill operator, May 31.

MARIAN MAURER, office manager—New York, May 31.

LAWRENCE SPOONER, maintenance lead, Houlton, June 1.

FRANK GROSSMAN, construction supervisor, June 30.

JOHN KING, schedule clerk, 20 bldg., June 30.



## Riggers Get New Crane



Foreman Jordan Smith (L) and riggers Dale Himes and Ted Grabowski (in cab) inspect the Company's new mobile Karry Krane, which recently went into service. The new unit features a 14-20-foot telescoping, hydraulically-operated boom and can lift twice the load of the machine it replaces. Those difficult rigging jobs—such as lifting and transporting 10,000-lb. motors—will now be easier, safer, and more efficient thanks to the addition of this \$25,000 unit.

# Revolutionary Changes Ahead for Supermarket, Jewel Says

MELROSE PARK, Ill.—Jewel Food Stores, nation's sixth largest food chain and one of the industry's leading innovators, is involved in several new concepts that will have wide-range affect on the consumer and on grocery manufacturers/marketers such as Staley.

Two of the most significant new concepts are automated checkout and shop-from-your-home convenience. Thus far, Jewel has installed prototype checkout systems at 12 supermarkets and plans to have 40 installed by year end. Meanwhile, the Melrose Park innovator is researching a video concept that will bring the supermarket into the housewife's home within the next seven to ten years.

Impetus behind the changes, Jewel says, is the consumer's changing social values.

"The housewife doesn't look upon grocery shopping as enthusiastically as she does other types of shopping...clothes or furniture, for example," said John Weatherman, whose corporate data processing group is vitally concerned.

Thus Jewel, in the short term, is striving to make grocery shopping faster, more convenient and more pleasant while in the longer term plans to eliminate routine trips for staple items through video shopping.

## Jewel Has Prototype System

Although checkout will not be truly automated until grocery manufacturers adopt the machine-readable universal product code (scheduled to be initiated in 1973), Jewel has already installed the forerunner to such a system. The prototype system, which includes electronic checkstand terminals linked to a backroom mini computer, keeps track of cash flow, facilitates check cashing and coupon handling, improves checkout accuracy and tracks the movement of selected items. Thus, the system provides for faster checkout, more accurate cash control and keeps store management better informed.

According to Weatherman the Jewel data collection system encompasses about 80% of the advantages of the industry's proposed automated checkout. Primary additional advantages derived from automated checkout will be economic and automatic inventory control and even faster checkout.

## Shop from Your Home

Far more revolutionary than automated checkout is Jewel's concept of at-home shopping. With the aid of picture-phone or other video systems, Jewel says the housewife will order staple items by telephone, and they will be delivered to her home. Certain items, such as meats, vegetables and fresh produce, are touch-and-feel products and will continue to be purchased in neighborhood specialty stores, Weatherman said.

"This concept will virtually eliminate in-store shopping for staple items," he added. "And our research studies indicate this is what the housewife wants."

In addition, Jewel is experimenting with credit purchasing. Much like a charge account at a department store, this concept is being tested in Mexico.

"Actually, most supermarkets are already selling groceries on credit," Weatherman said, "since most transactions are by check. And what more is a check than credit?"

## No Need for Cash

In the longer term, Weatherman sees the cashless society and at-home shopping converging.

"It's realistic to imagine a housewife in the future ordering groceries by picture phone and having the sum automatically deducted from her checking account in the same transaction—all from the convenience of her home."



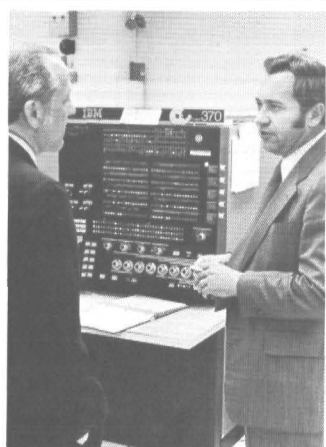
Within the next 7-10 years the housewife will shop for staple items through a video system such as this, Jewel Food Stores says

## Facts at a Glance Jewel Companies Inc.

Number of stores: 569 under the Jewel, Eisner, Star Markets, Buttrey and White Hen Pantry names.

Annual food sales: \$1.3 billion  
Corporate hdq.: Chicago, Ill.

Parent company: Jewel Companies Inc., includes Jewel Food Stores, Osco Drug, Turn Style discount stores, Brigham's ice cream shoppes, Home Shopping Service, and other food-related operations.



Jewel's John Weatherman (R) With Staley's Ken Schroeder

That's the supermarket of the future as Jewel sees it. If these changes come about, they're destined to drastically alter the housewife's food shopping habits as well as present new marketing and distribution challenges for Staley and other food manufacturers/marketers.

## Automated Checkout, Other Advanced Systems Already in Use at This Jewel Supermarket

NORRIDGE, Ill. Some of the advanced data processing that Jewel Food Stores envisions as improving customer service and supermarket operations is already in use at the Jewel Family Center here.

With the aid of a backroom computer and other data communications equipment the center is realizing better cash control, faster and more accurate checkout and coupon handling as well as partially-automated inventory control.

In place of traditional mechanical cash registers, the Family Center uses electronic terminals which are linked to the mini computer. Simply by pressing a key on a terminal, store management gets a running total of sales, eliminating the time-consuming task of day-end closing. With the center grossing over \$20,000 daily, this in itself is a significant time-saver.

At the checkstand, accuracy and speed is improved considerably, Jewel says, by the electronic terminals, which are easier to operate than the traditional mechanical cash register. Also, Jewel has found the terminal helps reduce checkout errors in the customer's favor.

## Improves Coupon Handling

The checkstand terminal also improves handling of the hundreds of coupons, Jewel says. This advantage is becoming increasingly more important with food manufacturers/marketers—including Staley—relying heavily on this promotional technique.

In addition, the system facilitates handling of the cen-



Checkout terminal speeds customer service At a Jewel store in the Chicago area

ter's considerable check cashing service, which amounts to 125% of the transactions (including payment for groceries as well as personal check cashing).

According to Jewel's manager of corporate data processing John Weatherman, this system is a forerunner to more sophisticated data communications.

## Computers Talk to Computers

"In the future," Weatherman said, "supermarket computers will communicate directly with computers at grocery manufacturers and marketers (such as Staley). We'll order products through data transmission

while at the same time handling most of the paperwork, virtually eliminating paperflow between us.

"We've already initiated this concept with some of the nation's larger food companies. It's only a matter of time and coordination before the concept is extended."

Thus, for our Consumer Products Group, the supermarket of the future—as viewed by Jewel Food Stores—is likely to change methods of operation in marketing, distribution and administration.

## ***Gotta Question for Management? Try "SAY IT"***

Gotta question? General comment or observation you'd like Management to be aware of?

Well, say it! Beginning July 13, a new communications vehicle called "SAY IT" will become the latest addition in our continuing pursuit of an outstanding employee information system at Staley.

SAY IT forms will be printed two or three times per week on the reverse side of Staley NOW. Simply jot down

your question and/or observations and forward the form to Public Relations. We'll take it from there.

There are virtually no restrictions as to types of questions and suggestions, although if it is a departmental topic, you'd be better served to take it up with your supervisor directly—or if it is in the area of safety or process improvement, Don Brown or your TEAM leader should be the primary recipient.

Aside from that, whatever's on your mind is appropriate; if it is confidential, we'll have to tell you that (and why). In any event, the best answer we can come up with is guaranteed.

SAY IT, like Staley NOW, Morrisville Morsels, our Consumer Division's news weekly, and lively bulletin boards, represents the desire to keep you well informed and in turn to gain the benefit of your insight, which can be instrumental in the success of our Company.

# Say It!

A program designed for you  
to ask questions and make comments  
concerning your Company.

Please use separate sheet for each subject.

**SAY IT!** must be signed and must deal with non-confidential Company business.

Date \_\_\_\_\_

(Please type or print)

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Your name and signature \_\_\_\_\_

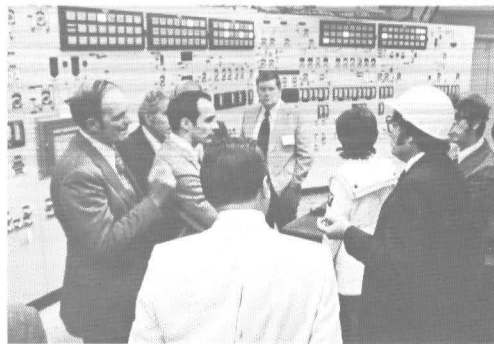
Your dept. or bldg. no. \_\_\_\_\_

In the interest of more widespread distribution on noteworthy questions/comments and their replies, selected SAY IT!'s will be reprinted in the Staley News or Staley NOW. In this event, your name will not be used.

SEND THROUGH COMPANY MAIL TO: PUBLIC RELATIONS, DECATUR, 62 BLDG., 1-W.



# Morrisville Hosts Customers



MORRISVILLE, Pa.—They came. They saw. They were impressed.

"They" are the approximately 60 customers and potential customers who braved torrential rains to attend the June 22 open house here.

Representing leading food and beverage processors from Georgia to New England, the visitors toured the Company's modern, new corn refining facility which is introducing on-the-spot customer deliveries of specialty sweeteners and starches to the East Coast.

Attention was focused on the syrup refinery and starch processes where "IsoSweet" and a new line of specialty starches are produced by highly-automated systems.

In the picture sequence above, the visitors (top left) get a briefing from plant manager John Homan (in hat) on the ion exchange filtration system in the syrup refinery while (top right)



production superintendent Jim Wideman (in hat) explains the instrumentation in the syrup refinery control room.

Afterwards, Industrial Products hosted the visitors at a buffet dinner at which President Donald E. Nordlund (2nd from

right) is shown with three of the guests: (L-R) Morris Blodgett, director, quality control, Acme Markets, Philadelphia; Jack Levin, general manager, Boulevard Beverage Co., Philadelphia; and Walter Lehrer, director, quality control, Food Fair, Philadelphia.

## W. German Chemical Partner Launches Product/Market Development Effort

The Company's chemical partner in West Germany is launching a new product/market development program after successfully building sales to an all-time high as a result of an intensive five-year effort.

In Decatur recently to present the plan as well as discuss other items of mutual interest with International, the Hendricks & Sommer chemical products company with the former Staley affiliate, Kunsthazze.

In describing the expansion program, Heinz Hendricks said more effort would be directed to developing new additives with emphasis on expanding markets.

Another important area, he said, is the growing market for textile carpeting in Europe.

Kunsthazze UBATOL polymer emulsions for floor polishes, latex paints, and paper converting.

These product lines were merged in 1971 upon the formation of the present partnership which was a combination of the Hendricks & Sommer chemical products company with the former Staley affiliate, Kunsthazze.

In describing the expansion program, Heinz Hendricks said more effort would be directed to developing new additives with emphasis on expanding markets.

Another important area, he said, is the growing market for textile carpeting in Europe.

"The carpeting boom that hit the United States is now underway in Europe," he said, "and we intend to participate in it with a line of carpet cleaners for industrial and household use."

Assisting in the expansion program, Hendricks and Heribert Sommer said, will be a considerable carryover of technology and manufacturing equipment as well as customer relationships in the paint industry.

Hosts for the visitors' four-day stay were International's Linc Redshaw, manager of chemical operations, and Hansjurg Huldi, chemical products manager, Europe, both of whom represent the Kunsthazze interest in the partnership.



West German partners get a briefing on what's new in the laboratory at Decatur  
Richard Smith (in apron) fills in (L-R) Hansjurg Huldi, Heribert Sommer, Heinz Hendricks

## On The Move

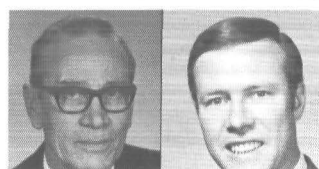
### AGRIPRODUCTS

MILLIE ALLEMANG from accounts payable clerk to terminal elevator clerk.

LEO EDWARDS from shift foreman-elevator to relief foreman—Agri-Products.

NORMA REATHERFORD from utility clerk to senior transportation clerk.

RAYMOND VAN SCYOC from relief shift foreman—soybean to superintendent, soybean extraction plant.



Ray Van Scyoc

Wilbur Brown

### CONSUMER PRODUCTS

WILBUR BROWN from manager grocery products—Atlanta to eastern regional sales manager.

RICHARD FIEWEGER from division sales manager West Coast to western regional sales manager.

JEROME GRONIGER from national sales supervisor to product manager, Food Services.



Richard Fieweger

### INDUSTRIAL PRODUCTS

DOLORES DILLMAN from clerk typist to general office clerk, Staley Chemical.

ROBERT MC COURT from production department relief foreman to shift foreman-engine room.

## Roll 'Em at Staley/Morrisville



MORRISVILLE, Pa.—Ray Benjamin, lead operator wet milling, and his wife Wilma were two of approximately 175 employees and spouses who attended the premiere of "Staley/Morrisville", the eight-and-one-half minute color movie which depicts this latest addition in the Company's corn refining network. The movie's available for employee use in the Company or the community. Contact Public Relations, Decatur, or, Morrisville employees, drop by Personnel.

## OUR EMPLOYMENT POLICY...

At Staley our basic employment policy is to provide equal opportunity to all qualified candidates. We do not consider race, color, creed, sex, age, or national origin as qualifying or disqualifying factors in selection or promotion of employees; nor do these factors affect an individual's compensation or conditions of employment. Job placements are made without regard to age or physical defect unless an individual's ability to perform the job under consideration would be adversely affected.

Employment policies are useless unless employees throughout the Company understand what they are and put them into practice. For this reason, Corporate Personnel has prepared this concise statement, which will soon appear in all Staley locations.

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

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