



A Salute to All Staley Secretaries

Helping bring attention to national Secretaries Week April 18-24, several of the Decatur secretaries got together to smile for the Staley News. The purpose of the annual Secretaries Week, originated by the National Secretaries Association in cooperation with the U.S. Department of Commerce, is to bring recognition to secretaries for the vital role they play in business, industry, education, government, and the professions. This year's theme is "Better secretaries mean better business."

Most Significant Achievement in 1970? Quiz Entrants Say Sales, Earnings

Record sales, increased earnings, expansion, reorganization, environmental control, and new products were cited most often as the Company's most important achievement by the 130 employees who entered the annual report quiz.

The most often mentioned achievements were record sales and increased earnings in a generally weak economy. Employees recognized this as tremendous testimony to the strength of the Company.

Everett Austin, spouter in 28 bldg. at Decatur, said economic growth was the Company's most important accomplishment in 1970. "Without this no company can survive in today's market," he wrote.

Cathy Grimshaw, secretary at Morrisville, and Vernon McLaughlin, potato buyer at Houlton, Maine, said the increased sales were significant in face of the adversity the Company faced throughout the year.

James Stewart, technical service supervisor at Vico, Chicago, said the 1970 sales effort established the Company's image "as a superior and reliable source of supply for current and potential customers."

Environmental control and new products were the two next most often mentioned achievements. Those who said environmental control was most important stated they were proud of the Company's efforts in attempting to produce cleaner air and water.

"The \$7 million invested in such a worthwhile project shows the public that we are not only interested in quality products but are concerned with the well-being of the general public," wrote Gary Suydam, assistant lab technician at Gunther Products in Galesburg, Ill.

"This effort makes Staley a world leader in environmental control"

In a similar vein, Kenneth Jadron, production foreman, Lemont, Ill., said the public is

Turn to Page 2

Eleven Employees Win Stock In 1970 Annual Report Quiz

Eleven employees whose entries were selected as best from their location have each won one share of Staley common stock in the 1970 annual report quiz.

Those who successfully answered the 19 factual questions and submitted the best reply to the write-in question—What was the Company's most important achievement during fiscal 1970 and why?—are:

Kenneth Jadron, production foreman, Lemont, Ill.
 Everett Austin, spouter in the 28 bldg. at Decatur.
 Wilhelm Menke, reactor operator, Marlboro, Mass.
 Cathy Grimshaw, secretary, Morrisville.
 John Bell, European area sales manager, Amsterdam.
 Marilyn Gulley, secretary, Staley/Graphics.
 James Stewart, technical services supervisor, Vico-Chicago.
 Vernon McLaughlin, potato buyer, Houlton, Maine.
 Gary Suydam, assistant lab technician, Gunther Products, Galesburg, Ill.
 Judy Monaco, secretary, Consumer Products, Cicero, Ill.
 Dennis Murphy, polymer packer, Staley Chemical, Kearny, N.J.

Over 130 employees from 11 locations entered the contest.

Another Employee Wins In 'Idea Sweepstakes'

Another employee has taken the first \$100 step in "Idea Sweepstakes" and thus joins nine others announced last month in quest of the \$2,350 jackpot.

An idea submitted by Bob Ellison, salary administration supervisor at Decatur, was selected from those reviewed by the judges. His suggestion will now be passed on to the next plateau—consumer concept research—for further evaluation. Should it pass this plateau, he will win an additional \$250.

Last month's nine winner's suggestions are now in various stages of consumer concept research. Some are being reviewed with groups of potential customers by a qualified interviewer while others are being evaluated by research and development. In some cases, both evaluations are underway.

Idea Sweepstakes is open to all Staley employees and their dependents. The idea sphere includes any product that you think can be sold in a supermarket.

By successfully negotiating the four plateaus, an idea can win \$1,850. An additional \$500 bonus will be awarded to any originator who successfully names his product.

There's no limit on the number of ideas that can win the \$2,350 jackpot; and there's no limit on the number of ideas an employee or dependent can enter. The more ideas you submit, the better chance you have of winning.

Idea Sweepstakes is sponsored by the Consumer Products group in hopes of finding new products. Entry blanks and contest rules are available at your location, or you can obtain them by contacting public relations, Decatur.

The July 1 deadline is drawing nearer. If you think you have a good idea, fill out an entry blank and send it in.

Remember, you and the Company benefit from a successful idea.



Bob Ellison
Idea Sweepstakes Winner

Art of Gentle Persuasion

Bob Ellison's Idea Sweepstakes winning entry might never have been if his wife, Judy, hadn't applied some gentle persuasion.

Seems that she originally conceived the idea one night in a dream. When she explained it to Bob the next morning, he frankly didn't think it was worthwhile. That's where the persuasion came in.

As in most cases, the husband ended the conversation by giving in and saying, "If it'll make you happy, I'll submit your idea and sign my name to it. But I don't think it'll win anything."

Now Bob's wrestling with his conscience on how to divide the \$100. We've got a feeling that some more gentle persuasion might be in order.

Stockholders Meet May 10

The annual stockholders meeting will be held Monday, May 10, 2 p.m. CDT at the Research Center, Decatur.

All stockholders are invited to attend.

Soft Plus: Fabric Softener and Much More

It's Aimed at The Concentrates

CICERO, Ill.—Taking aim at the lucrative concentrated fabric softener market, our Consumer Products group is test marketing a new laundry product that they say "does everything the best softener does and more."

Called Soft Plus, it reduces static electricity, whitens and brightens, helps fabrics maintain absorbency, helps fabrics last longer, and reduces wrinkles in addition to softening.

According to product manager Bill Schermerhorn, Soft Plus was preferred 3 to 1 over the current popular brand concentrated fabric softener in consumer tests conducted by an independent research firm.

"We've positioned Soft Plus against other concentrated fabric softeners," Schermerhorn said, "with the expectation of gaining a share of that market



New Soft Plus and the Chemists Who Developed It
Drew Bitler (L) and Al Urfer Test Its Softness

while maintaining our position in the regular-strength softener market with Sta-Puf."

Sold in 17, 33, and 64-ounce sizes, Soft Plus features a soft-plastic, green container with measuring cap and an attractive

multi-colored label. Instructions call for the housewife to add one to two capsful during the rinse cycle.

"We think Soft Plus is Staley's answer to the concentrated fabric softeners," Schermerhorn said.

Here's the Story On Development

The housewife is very discerning, Staley applications chemist Drew Bitler says, "and it won't take her long to determine whether a new product will perform any better than existing ones."

With this thought in mind, Bitler, along with chemists Al Urfer and Hunter Kickle, set about to develop a new fabric conditioner—one that would do more than a fabric softener. The result of their effort is Staley's new Soft Plus that reached test market last month.

"Our marketing staff in Cicero found through research that the housewife wanted more than a fabric softener, so at their request we began to investigate what else we could make a product do," Bitler commented.

One thing the group dis-

Turn to Back Page

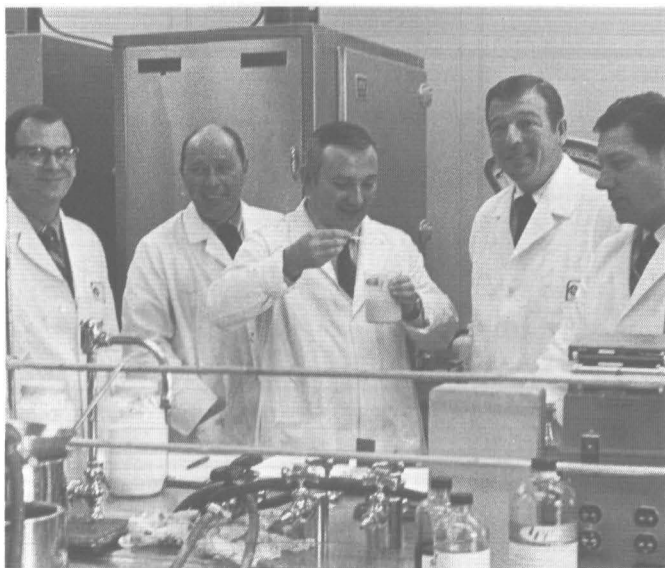
Modified Food Starch Short Course Set for 40 Industrial Salesmen

The Company's modified food starches and their applications are the focal point of a series of five-day, modified food starch short courses at Decatur for 40 Industrial Products salesmen.

According to marketing manager Herb Roszell the purpose of the course is to "prepare the salesmen for the difficult job of selling new starches and to re-sharpen their skills for selling the existing products."

"For a salesman to be successful in marketing these sophisticated products," Roszell said, "he must have a complete understanding of the products and their potential uses. We hope to develop such an understanding through this short course."

In preparing the program, Roszell, food starch product manager Jack McGowan, and food lab head Bill Robinson have included such starch applications as canned foods, puddings, frozen foods, baked



During Lab Session Salesmen Taste a Pudding Sample
Bruce Kelly, Al Woodington, George Gallagher, Jack Roland, Chuck Geissen

goods, instant and snack foods, salad dressings, and candies.

Protzman Manager of Staley/Graphics

COLUMBUS, Ohio—Dr. Thomas Protzman has been appointed general manager of Staley/Graphics, replacing William Lamparter who has joined Miehle-Goss-Dexter, Chicago.



Tom Protzman

In announcing the appointment, Nat Kessler, group vice president-technical, said Protzman will have complete responsibility for directing introductory sales activity for the "Colest" 520 pre-press proofing system, and also evaluating further applications of colography, the Company's unique dry powder image reproduction technology.

Protzman joined Staley/

Graphics as vice president, research and manufacturing, when it was formed in July, 1969. Prior to that he had been director of applications research at Decatur for six years and section manager of physical sciences for three years.

Protzman joined the Company in 1957 after having been with Rohm and Haas, Philadelphia, for 12 years.

He received his A.B. degree in physics from Oberlin College, Oberlin, Ohio, in 1941. He received his M.S. (1942) and Ph.D. (1949) degrees from Ohio State University.

In a related move at Staley/Graphics, the sales and service function under John Mahnen was broadened to include all aspects of marketing, market research, and product planning.

The products under discussion are the modified corn, tapioca, and potato starches used in food applications. In addition to the existing products, the salesmen are being introduced to the modified food starches that will be manufactured at the Company's new corn refining plant at Morrisville, Pa.

The five-day, 28-hour lab and lecture course includes groups of six salesmen per session. The first session started March 29, and the last is scheduled to start June 13.

Robinson and McGowan conduct the lectures while the labs are conducted by Robinson and his staff.

In addition, the salesmen receive a half-day orientation on Mira-Tex, the Company's textured soy protein used as a meat replacement-extender in a variety of applications.

SERVICE ANNIVERSARIES

35 Years

DONALD TUETH, chemical engineering, helper, 60 bldg., February 6

25 Years

EMERY BLAYLOCK, pipe fitter, February 6

PAUL BORK, painters and roofers, February 25

JOSEPH BROWN, syrup refinery, February 25

JESSE CUMMINGS, control lab, February 1

HOMER GARDNER, extraction plant, February 1

ALVIE PAINE, yard department, February 6

JOSEPH PETTUS, bulk syrup, February 25

ROBERT SCHUERMAN, V-P, International, February 1

20 Years

ORVILLE BELL, steep house, February 7

SOLOMON BRIGGS, elevator C, February 7

RAYMOND BUNDY, control lab, February 21

KENNETH CRUM, starch shipping and packaging, February 8

GEORGE DONELAN, Industrial Products district manager, Boston, February 19

ROBERT EATON, boilermakers, February 13

ROBERT HATCH, boiler house, February 13

HAROLD JOHNSON, thin boiling starch, February 13

ROBERT JONES, corporate engineering, February 2

GLENN MC MAHAN, control lab, February 7

PAUL SMITH, instrument and control, February 27

CURTIS THOMAS, KEEVER, February 13

HARRY WHITE, garage-mechanics, February 13

15 Years

HUNTER KICKLE, food technologist, research and development, February 16

DONALD NORDLUND, President, February 27

10 Years

ROLAND BEST, sr. applications chemist, research and development, February 27

WALTER HONCHARIK, Industrial Products sales, New York, February 20



Paul Bork



Joseph Brown



Jesse Cummings



Homer Gardner



Alvie Paine



Robert Schuerman

NEIL MC DONALD, corporate engineering, February 27

CARL MOORE, food technologist, research and development, February 2

5 Years

JOHN CORDTS, accounting supervisor, International, February 14

KENNETH EATON, inositol plant, February 11

RICHARD GALGANO, business systems manager, Consumer Products, Cicero, February 14

CYNTHIA GRIGSBY, technician, research and development, February 9

MONTE HENSON, elevator C, February 11

ANTHONY JACOB, corporate engineering, February 1

LESLIE KUEHL, boiler house, February 23

DAVID LOWE, yards, grounds and track, February 11

SAMUEL MC KEE, applications chemist, research and development, February 14

CHARLENE MEYERS, asst. analytical chemist, research and development, February 28

JAMES VEECH, sample carrier, control lab, February 16

Reorganization Cited

Continued from Page 1
concerned about the quality of life and that "Staley has done a great deal in improving its products along these lines."

Reorganization was also mentioned often. Perhaps Marilyn Gulley, legal secretary Staley/Graphics, summed up this effort best. "Proper organization in any group leads to better overall operations," she said. "We can best accomplish our goals by recognizing our basic objectives in the four separate profit centers."

Expansion was another often-cited achievement. Wilhelm Menke, reactor operator at Marlboro, Mass., said the completion of the new increased polymer production facilities at Staley Chemical in Kearny, N. J. was a major achievement. Many others pointed out that the new corn refining plant under construction at Morrisville, Pa. would significantly improve the

Company's position in the industry.

New products for industrial applications as well as the consumer were also mentioned repeatedly. Dennis Murphy, polymer packer at Kearny, said the new industrial and food products are "an indication of aggressive development."

Likewise, Judy Monaco, secretary, Cicero, thought the development of the Company's textured soy protein, Mira-Tex, was an important achievement.

"We are reaching a point where eventually we will use up our food supply by over population," she said. "The development of textured vegetable protein foods will help alleviate this problem."

In total, the employees who entered exhibited a firm grasp of the achievements the Company made during 1970. It's important to remember, however, that these achievements were made possible through dedicated efforts by the employees themselves.



Manager Earl Snearley (Rear, Hand on Sweetone) and Sales Manager Sam Shanklin (Front) Conducted the Tour

Specialty Feed Distributors Tour the Decatur Facilities

Seventeen top distributors from seven different states recently took a close up look at the Company's specialty feeds operations, and from comments received thus far they liked what they saw.

Specialty feeds sales manager Sam Shanklin said the visitors were most impressed with Staley's production and warehousing facilities. "Most of them left with the impression that our Company has the facilities and staff to serve them better than they had previously realized," Shanklin said.

The distributors were flown in during February and March on the Company airplanes for a half-day program. After

lunch in the administration building, they were taken on a tour of the office building. Here they were introduced to the specialty feeds staff—including sales, credit, order processing, accounting, and transportation functions.

After the building tour, they heard a presentation by specialty feeds manager Earl Snearley whose subject was "What makes a good salesman."

Shanklin recapped the past ten years' history of specialty feeds as well as future sales promotion plans. Dr. Dana Wolff, feed nutritionist, told the group about products under development.

A brief driving tour of the plant with a stop at specialty

feeds' new warehouse (32 bldg.) climaxed the program.

"We showed them that we can load seven cars and four trucks out of this warehouse at the same time," Snearley said. "Most of them agreed that this new facility would certainly allow us to fill their orders with a minimum of delay."

Distributors from Iowa, Nebraska, Colorado, Texas, Indiana, Kentucky, and Illinois attended. The Company's specialty feeds sales representative who calls on each group also attended.

"We think we established a very good rapport with each distributor," Snearley said, "and we're sure it will pay off in better sales in the future."

Retirements

WALTER ARNOLD, fireman, February 28

GLENN CLARK, plant protection shift foreman, February 28

WAYNE GLOSSER, stores clerk, 77 bldg., March 1

NELSON HAMMER, senior analyst, 60 bldg., February 28

OBIE HARLOW, assistant fireman, February 28

PAUL SHILDNECK, senior scientist, R & D, February 26

VERN SMITH, assistant extra board foreman, January 31



VOLUME XIII
NO. 3 DECATUR, ILLINOIS MARCH 1971

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

Project and Construction Sect. Features Flexibility

WANTED: Experienced maintenance supervisors. Applicants must have proven supervisory experience. Will supervise mechanics in a variety of maintenance and construction projects. Must ensure that work progresses according to schedule and within quality standards. Above all else, the applicants must be flexible and willing to learn new techniques and processes.

Experienced maintenance supervisors like those called for in this advertisement are hard to find. But 12 of them have been pulled together from various areas throughout the plant to form the new project and construction section in Industrial maintenance.

According to manager Bill Rennert, the new section will provide Industrial maintenance with the "flexibility and multiple talents needed to meet current and future demands.

"Flexibility is one of this section's key assets," Rennert explains. "When several projects are scheduled for one area, such as during shutdown, we can assign as many supervisors as needed. We won't have to limit what can be accomplished because of lack of supervision.

"Also by pooling our supervisors, those experienced in one area or type of project can share techniques and ideas with those lesser experienced. For example, project supervisors will from time to time work on an assignment with a construction supervisor.

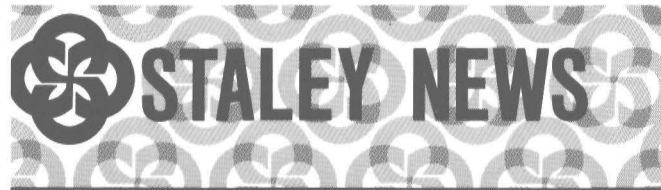
"We hope the end result of this experience sharing will be a group of multi-experienced supervisors, each capable of overseeing any maintenance project we assign them in any area of the plant."

Four of the 12 supervisors join the section with experience in construction—such as larger modifications, renovations, and AFE work. These four are Frank Grossman, Ed Schwalbe, Paul Strong, and Joe Anderson.

Seven of the other eight, Lloyd Blankenship, Bill Dodd, Roger Hite, Bill Brumaster, Don Carroll, Otis Chenoweth, and Bill Paslay were formerly foremen in the satellite shops, specializing in maintenance in



Construction Supervisor Frank Grossman Checks Progress on Cooling Tower Large Structures Such as This are Typical of Construction Work



DECATUR NEWS FOR DECATUR EMPLOYEES



Project Supervisor Ed Schwalbe (L) Checks out a Job Mechanic Kenneth Schrishuhn Applies Finishing Touches

their area. The other project supervisor, Jack Wilcox, was previously an electrician in the electric shop.

The four construction supervisors will continue to handle most of the AFE projects. As time passes, the project supervisors will work with them, gaining the experience they need to accept "multiple" responsibility.

The eight project supervisors will oversee the scheduled shutdown maintenance in addition to those larger day-to-day jobs that can be planned.

The satellite shops will continue to perform their own day-to-day emergency maintenance. They'll receive support from the supervisors and mechanics from Central Shops when specialized tools or talents are needed.

Regardless where the supervisors are assigned, they have essentially the same responsibility—ensure that the work is done by crews from the various shops within the outlined time schedule and within the quality of workmanship standards.

"The complexity of the assignment and the location they devote most of their time to are the big differences now," Rennert points out, "but as time passes these differences will diminish. In the future, we'll have supervisors that can handle any assignment in any area."

Staley Gardens Plots Available

Employees who want to use a plot in Staley Gardens this year should contact Chuck Lavery in the millwright shop (ext. 8226).

Located at the corner of Eldorado, East Williams, and 26 streets, Staley Gardens is available annually for employees who want to garden.

Those who had a plot last year get the first choice on the same plot. Remaining land will be distributed as requests come in.

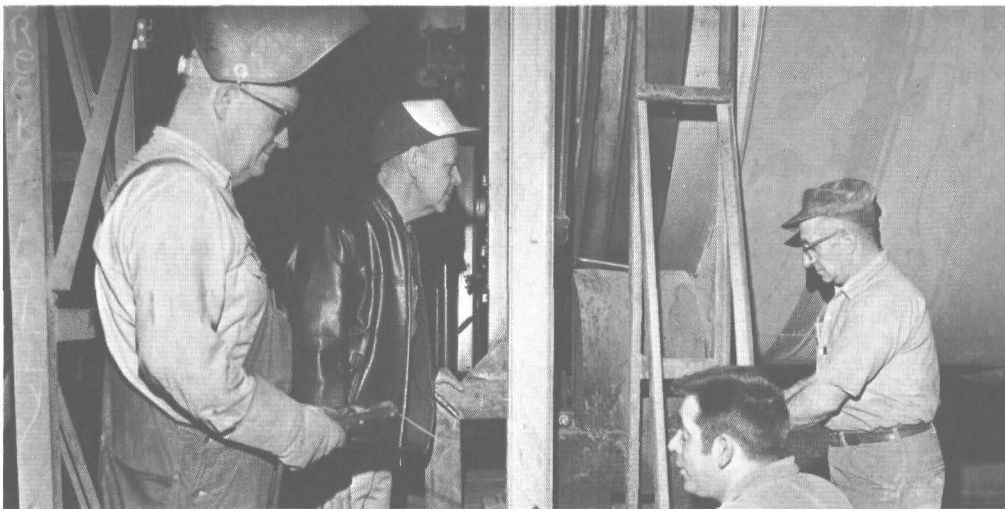
Each plot is 25 x 75 feet.

225 Enjoy Disney Show

It was hard to tell who enjoyed Disney on Parade more—Staley parents or their children.

Regardless, some 225 thoroughly enjoyed themselves at the recent live performances at the Assembly Hall in Champaign.

Arranged by public relations, 100 seats were reserved for three performances. The Saturday matinee's 100 seats were all purchased while over half of the seats set aside for Thursday and Sunday were used.

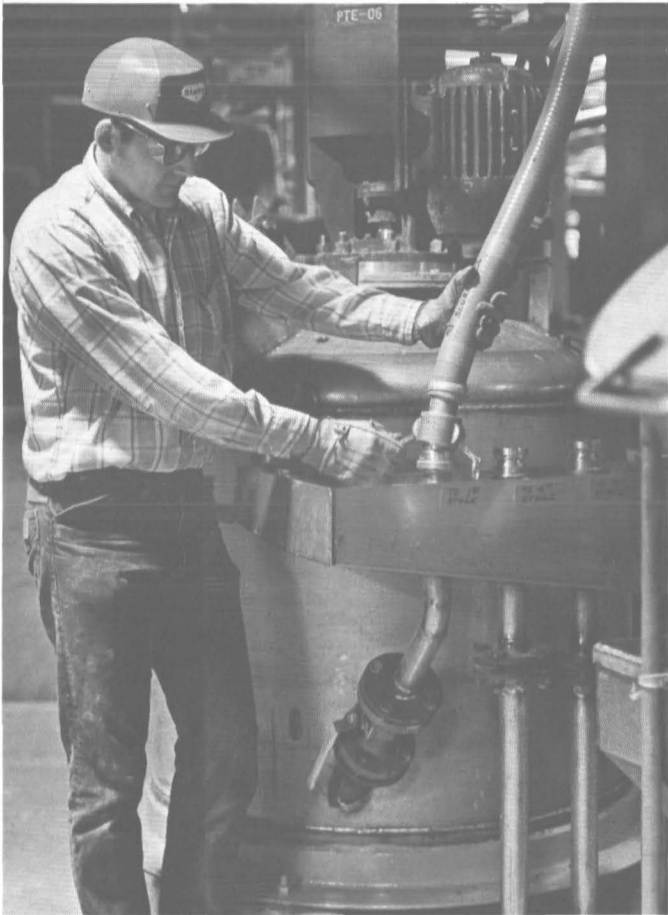


Supervisor Paul Strong (White Hat) Oversees Work on Installation of New Heil Dryer Working on the Installation Are Mechanics (L-R) Clifford Wilson, Duane Benedict, and Bernie Incarnato



All Eyes Are on Disney Characters as Rob Winter and Father Don Enjoy Show

Sophisticated Starch Process Nearing Completion in 16 Bldg.



Norman Mathias Makes Hook-up to Continuous Converter
Quick Connect Hose Brings Chemical In

A \$1.8 million modernization program in 16 building is approaching conclusion, and when it's finished, Staley will have one of the most modern starch processes in the industry.

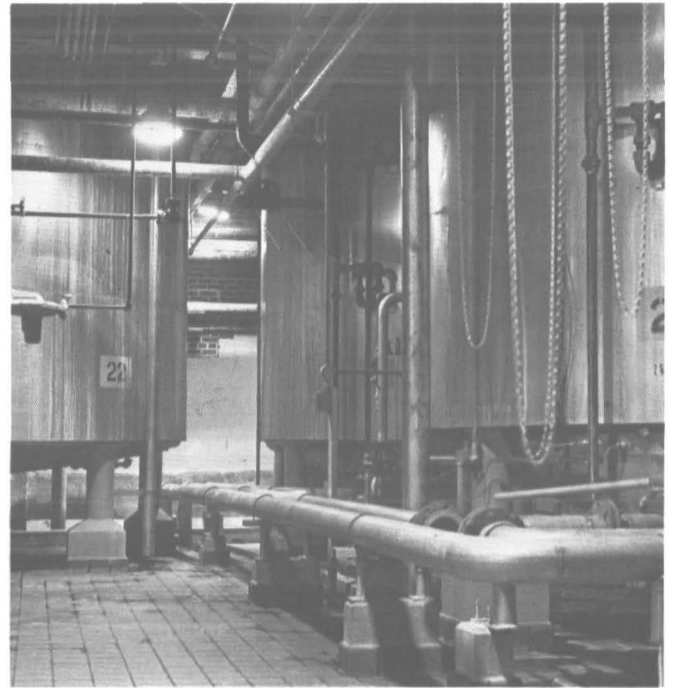
According to section head Paul Breyfogle, the new facilities will produce higher quality starches more efficiently.

Impetus behind the modernization program is the Company's increasing stake in the modified starch marketplace. As Breyfogle says, "It takes a sophisticated, modern process to turn out sophisticated starches."

Products for the food, textile, and paper industries will be converted in the new surroundings. The products range from the ultra-sophisticated Mira-Clear food starch through the thin boiling products used in paper and textile applications to the native-type starches used by the corrugating industry.

One real time-saving piece of equipment in the process is a continuous converter. Used exclusively for the production of Stazyme-type starches for the paper industry, this converter combines chemicals and raw starch on an uninterrupted, continuous basis. The delicate control of quantities of chemicals and raw starch entering the converter is handled by automatic meters in a nearby control station. This converter is believed to be the first in the industry.

The process also includes



Ground-Level View of Stainless Steel Reactors
The New Process Has Eight of these Food Starch Tanks

11 new 25,000-gallon reactors. Eight are stainless steel and are used primarily for food starches. The other three are ceramic and are used for industrial starches.

Chemicals for the conversion in the 11 reactors are pumped in from an overhead station where the operator selects the chemicals, determines their quantity, and then hooks up the quick-connect hoses leading to the proper reactor. An automatic metering device assures that no more and no less than the desired amount of chemical is used.

"The chemical metering station eliminates guesswork," says Art Peterson, building foreman. "By controlling the quantity accurately we can produce consistent batches of the product using the precise amount of the costly chemicals."

Quality and cost control are made possible by the special design of the reactors themselves.

"Staley engineers designed the tanks so that they produce the proper amount of intense agitation," Peterson said. "As a result, we have better control over our process as well as better use of the chemicals."

Peterson points out that the 11-tank system provides sufficient capacity for tanks to be grouped for the production of particular products. The advantages of such an arrangement are freedom from contamination and better scheduling, resulting in less delay at the dryers.

After the starch remains in the reactors for the proper length of time, it is pumped to the 20, 12, 26 and 21 buildings for drying. The sophisticated, modified starches such as Stay-Size or Mira-Clear are first sent through a Merco centrifuge or one of two Oliver filters where the chemicals are rapidly separated from the starch.

"Efficiency, simplicity, and safety are the key words in describing the new process," Breyfogle said.

"We've introduced simplicity through such features as cam-lock couplings which have eliminated over 200 valves that would have required maintenance.

"Through installation of modern equipment like the continuous converter and the automatic chemical addition station, we will produce quality products much more efficiently.

"And the entire construction is explosion proof so that we can safely handle the flammable chemicals and gasses.

"Another thing we're very proud of is the reduction of soluble waste starch, resulting in reduced sewer losses."



Charles Conway Takes Sample
From a Ceramic Reactor



Charles Phegley Monitors the Flow at Control Panel
Incoming Starch and Chemicals are Metered Automatically

Barringer Named Houlton Manager

HOULTON, Maine—Donald Barringer has been named plant manager here, succeeding William Miller who has resigned to enter the manufacturing consulting business.

In making the announcement, area manager James Dustin said Barringer assumes overall manufacturing responsibility for the Houlton facility, which produces modified potato and tapioca starches for the food and paper industries.

Previously Barringer was a process engineer on the Industrial manufacturing staff with responsibility for coordinating special projects at the Monte Vista, Houlton, and Keever plants.

He joined the Company in May, 1967 as a junior chemical engineer assigned to dry starch process engineering at Decatur.

An August 1966 graduate of West Virginia University, Barringer received a B.S. degree in chemical engineering.



Jim Rethinger Selects the Chemical for a Reactor
The Quantity of Chemical Is Controlled Automatically

Next Month
Staley News
Visits Morrisville

Have You Looked At Filing Space?

Have you taken a look lately at the amount of space you devote to filing inactive material?

Bob Guyn, manager of the records center, hopes you have. He's the one behind Operation Round File, the space-saving effort now underway in the administration building.

Guyn asks each employee to purge his files and find any inactive material. Should you have any questions on disposition of inactive material, contact him.

In addition, Guyn is currently setting up a new records retention system that will minimize the amount of material that should be filed and will help speed up retrieval.

You'll read more on this retention system in future editions of the Staley News.

Work in Admin. Bldg. Nearing Completion

The renovation and air conditioning of floors 1-5 in the administration building is almost complete, and ironically the projected occupation date is almost the same as the original occupation date forty one years ago.

Project engineer Bob West says the final wing 1-W will be ready for occupation on May 1. The building was occupied for the first time on April 18, 1930.

Those who remember how floors 1-5 looked in 1930 would hardly recognize them today. The high ceilings have been lowered to more modern heights, new fluorescent lighting has been installed that more than doubles the former foot candles, and carpeting has been installed.

But the most welcomed change is the installation of a year-round climate control system. This new system will maintain the inside air temperature at a constant 75 degrees summer and winter. And it will condition the air for the proper moisture.

West compared the operation of the year-round climate control system to a mixing faucet on a sink. "When you want a certain water temperature, you have to mix hot with cold," he said. "Essentially, that's how our system works. In the winter we'll mix outside air with warmed air to achieve the desired temperature. In the summer, we'll mix artificially cooled air from our refrigeration system with outside air."

Although the refrigeration system is not in use, it has been tested and given the thumbs up.

"Employees in the new wings may be experiencing some discomfort now because the refrigeration system is not being used," West said. "Presently we're using outside air. But by the end of April we expect to have the refrigeration and humidity control systems in operation."

Projected completion date for the entire project including work on floors 6 and 7 and air conditioning of the main lobby—is June 1.

So, occupants can rest assured that in a few weeks all the system will be up and operating.

Bloodmobile Coming

The Red Cross bloodmobile will pay its annual visit to Staley April 15-16.

Employees who want to donate blood may make arrangements by filling out a pledge card which will be distributed by area captains.

Nine \$10 gift certificates redeemable at a local department store and six sets of four St. Louis Cardinal baseball tickets will be given away as prizes.



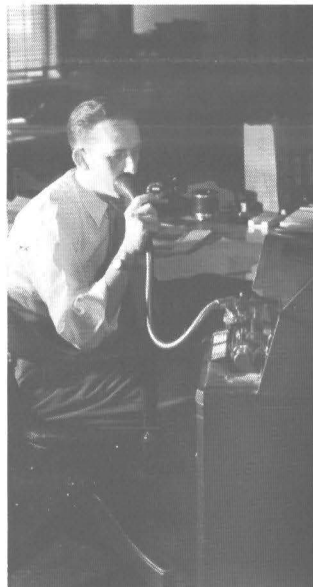
*This Is How a Wing Looked in New Admin Building in 1930
In Those Days It Was One of the Most Modern in Decatur*



*Here's How the Modern New Wings Look in Admin Building
Complete with Carpeting, New Lighting, and Air Conditioning*



*Modern Dictation
By Robert Smith*



*Taking Breath of Oxygen?
No, He's Transcribing Message*



*Here's How It's Used
Bob Clark (L), Dick Yocum*

Safety Dept. Issues New Breaker Tags

"It's too big to put in my pocket."

"It gets dirty and wrinkled."

"I can't read the name on it."

All valid reasons for not carrying and using the former "Do Not Start This Machine" safety tags. But now the tag has been redesigned and it fits easily into a pocket, won't get wrinkled, can be washed when it gets dirty, and is personalized with the mechanic's or operator's name.

According to safety director Don Brown, the new tags are being issued to all mechanics and operators so that they can be used in compliance with safety code 41. This code states that these warning tags must be placed on circuit breakers of all machinery and hazardous equipment when the equipment is being worked on.

Brown said that an additional supply will be available in each building foreman's office.

Lewis Smith Says Tell Folks "Thanks"

"Tell all the folks at Staley 'thank you' for everything they did in making my retirement a memorable event," Lewis Smith requested.

He retired on March 15 after 39 years with the Company.

Women's Club Officers



The new officers of the Staley Women's Club are (seated L-R) Margie Oldham, president; Barbara Haenny, vice-president; (standing L-R) Janet Cushing, corresponding secretary; Doris Murphy, secretary; and Mary Merill, treasurer.

Inspectors Looking for Clods In Annual Clean-Up Contest

Annually the month of April is set aside for plant-wide clean-up. This year the inspectors will be trying to find out where the clods and anti-clods work.

A clod is anyone who doesn't keep his work area clean. Conversely, an anti-clod is someone who takes pride in his work area, paying attention to Clutter, Leaks, Overflow, and Dirt.

During the month of April the inspectors will make three surprise inspections of all plant departments and yard areas in AgriProducts, Industrial Manufacturing, and Manufacturing Services. They'll average the results of all three inspections and select the top three departments in each group.

The members of the first place department in each group will receive four jumbo snack-pack chicken dinners. Second place winners will receive three

jumbo snack-pack dinners, and third place winners will receive two dinners. In addition, employees in those departments equaling or exceeding their assigned par will receive two snack-pack dinners.

Those who redeem their snack-pack dinner tickets also stand to win a bonus bucket of fried chicken if their ticket stub is drawn by the Kentucky Fried Chicken folks. All tickets that are redeemed will be placed in a hat, and one winner will be selected. So remember to print your name, department, and clock number on each ticket before redeeming it.

In order to introduce more competition in the contest, the Industrial Manufacturing and AgriProducts groups will be compared. The group showing the greatest improvement during April will receive a trophy.

Get ready! The clod inspector is coming.

Corporate Planning Division Formed

The organization of a new corporate planning division was announced recently by Gil Bieger, vice president and controller. At the same time Bieger announced the appointment of Lee Miller as director.

The new division combines the former facilities planning function, directed by Miller, and the operations planning function under Art Blake, who is assistant director in the new organization.

Miller had been director of facilities planning since 1969, and prior to that served three years as assistant director. He joined Staley in 1959 as a chemical engineer and was named superintendent of the syrup refinery in 1963.

A native of Bloomington, Illinois, Miller received his B.S. and M.S. degrees in chemical engineering from the University of Illinois and did additional graduate work at Purdue University.

Blake had been manager of operations planning since 1968. He joined Staley in 1966 as a budget director. A native of Saint John, N.B., Canada, he received his B.E. degree in chemical engineering from Yale University and has done additional study at Yale and the University of Alabama.



Lee Miller, New Director of Corporate Planning

Miller: "Planning Is A Complete Approach"

Planning is a broad and often confusing function. Even the experts disagree on just what should be included and what approach should be taken.

In an effort to provide employees with a better understanding of this function, the Staley News visited with the recently-appointed director of corporate planning Lee Miller.

He provided the following answers.

Q. Basically, what is corporate planning?

A. It is a complete approach to running a business. One of the best ways I can describe it is to draw an analogy between business planning and planning for a trip. Although the two are vastly different in scope, the processes are similar.

First, you decide where you want to go and when you want to get there. Then you determine how you intend to get there, namely, what kind of vehicle you are going to use. Next you decide who'll do the driving. And finally, you have to determine if you can afford to take the trip.

I'd like to emphasize that planning is not the same as predicting the future. Rather, planning involves determining where you are today and then developing a program for where you want to be in the future.

Without a well thought out set of plans, a complex business organization such as Staley would be too susceptible to the shocks brought on by the uncertainty of the future.

Q. What will be the function of your division in the corporate planning role?

A. First, let me say that although the division is new, planning is not a new function for the Staley Company. As a Company, we've been planning for a good number of years.

The function of our division is to serve as coordinators and catalysts of company-wide planning to ensure that each operating division is considering all of the key elements necessary

to their plans. We'll assist—and I emphasize assist—each operating division in developing their plans.

In addition, we'll serve as an information disseminating group, distributing data—economical, technological, social, and political—that the divisions need to know about our changing business environment. We'll also continue to perform the functions of facilities planning, economic evaluation, and capital expenditure planning.

Q. For what time period will the corporation plan?

A. The farther you reach into the future, the more inaccurate you're apt to become. This limits how far out we want to do formal planning. We'll continue to develop plans for a five year period as we have been doing. We may determine a different time span is necessary after we gain a little more experience.

Let me add that a "plan" is not a static event. Planning is a continuous process. As soon as one cycle ends, the next planning cycle starts. We definitely expect to see the Staley business planning activity go through an evolutionary process.

Q. When will your division begin to function?

A. Immediately. We'll start work with each operating division and group very shortly in assisting them in developing their fiscal 1972 plans. By the same token, we'll be working at the corporate level to develop the overall framework of objectives within which the operating division plans will fit. We must all understand, however, that business planning doesn't arrive on the scene full-grown. It's a maturing process. It takes time for a company to develop the expertise and attitudes in this basic business activity. As I see it, one of our prime objectives is to provide the necessary nutrients to ensure that the process does mature.

Staley Subsidiary in West Germany Forms Partnership with Resin Producer

TONISVORST, West Germany—In an effort to achieve better market penetration in the surface coating and paint industries in Europe, the Company's wholly owned subsidiary here has formed a partnership with a prominent West German manufacturer of resins.

The name of the new company is Hendricks & Sommer Kunstarze KG, taking its name for Kunstarze GmbH, the Staley subsidiary, and Hendricks & Sommer Fabrik Chem. Produkte, the resin manufacturer.

Headquarters for the new company will be at the Hendricks & Sommer plant in Tonisvorst, West Germany, 22 miles from Dusseldorf. The Kunstarze laboratory and manufacturing facility are located on the same site.

Linc Redshaw, manager of the Staley International chemical operations, and Hansjurg Huldi, chemical products manager in Europe, will represent the Kustharze interests in the partnership.

Kunstarze markets polymer emulsions, sold under the Ubatol label, for use in floor polishes, latex paints, wood sealers, and paper converting.



Heribert Sommer (L), Hansjurg Huldi Check Paint Sample Manufacturing Facility, Lab Are Located in Tonisvorst, W. Germany

Previously Hendricks & Sommer had served as the toll manufacturer and sales agents of the Ubatol products for European markets.

Heinz Hendricks and Heribert Sommer have more than 20 years experience in the resin industry. Before forming their present company in 1953, they were associated with a leading German resin manufacturer.

Their products, sold under the HESO trademark, are used in such applications as solvent-thinable trade sales paints, furniture finishes, parquet flooring, road marking paints, and machinery finishes.



Heinz Hendricks One of the Partners

On The Move

AGRI PRODUCTS

WILLIAM EVANS from management trainee to soy feeds merchandiser.



William Evans Robert Barnett

CONSUMER PRODUCTS

ROBERT BARNETT from food service distribution coordinator to marketing service supervisor.

CORPORATE

ELLEN DUGGAN from bookkeeper to senior clerk employees benefit association.

LEONARD REARDON from department manager to supervisor-corporate accounting.

NOBEL TARTER from estimator to properties accountant.



Leonard Reardon Calvin Gillespey

CORPORATE INFO. SYSTEMS

SHARON EMERY from messenger to telephone operator.

CALVIN GILLESPEY from programmer to systems analyst.

JERRY LOGUE from data processing trainee to computer console operator.

CARL NEATHERLY from computer console operator to lead computer console operator.



Harry Lough Bob Sullenberger

INDUSTRIAL PRODUCTS

REBECCA BAILEY from messenger to billing clerk.

THOMAS ELLISON from research technician to assistant extra board foreman.

KATHRYN HENDRICKSON from junior accounts payable clerk to shop clerk.

PATRICIA HETTINGER from sales service clerk to clerk-steno.

MARLENE HICKS from utility clerk to senior clerk.

HARRY LOUGH from Industrial sales representative to senior Industrial sales representative, Kansas City.

ROBERT SULLENBERGER from technical paper representative to senior technical salesman-paper, Wexford, Pa.

THERON TINKER from senior maintenance engineer to plant engineer, Morrisville.

LAWRENCE VOYLES from production department relief foreman to shift foreman, wet processing.

GLENDIA WAITE from freight billing clerk to maintenance planning clerk.



Theron Tinker Lawrence Voyles



Martin Seidman Gerald Roth

RESEARCH

MARTIN SEIDMAN from research associate to senior scientist. ANNETTE SMULIK from shop clerk to engineering research steno.

INTERNATIONAL

GERALD ROTH from management trainee to sales coordinator.

The Development of Soft Plus

Continued from Front Page covered is that some fabric softeners tend to make fabrics water proof, and thus reduce their absorbing ability when washed time after time. Housewives found that towels and diapers—both of which must be absorbent—are most susceptible to this water proofing effect.

So the three chemists set about to make Soft Plus produce good absorbing characteristics. By specially formulating the product's base, they accomplished what they were after, and Bitler says Soft Plus improves absorption.

Soft Plus also reduces the tendency for fibers in fabrics to wear out. This is especially true of the cotton that is part of all permanent-pressed materials. After repeatedly washing clothing—some with Soft Plus and some without—the three found that those washed in Soft Plus were 30% stronger.

Another area of concern was the compatibility of Soft Plus with detergent. Some fabric softeners react with the detergent to form curds. By custom-designing the product's base, the chemists developed a curd-free formula.

Their efforts were not complete yet. They wanted to

check the product's performance on a variety of different-colored fabrics; they wanted to see what effect it had on static electricity; and they wanted to see if it would reduce wrinkles.

In using Soft Plus with a variety of colored and white fabrics, they found it performed well on the colored fabrics while actually brightening the whites. And they discovered that it did indeed reduce static electricity and wrinkles. The wrinkle "education" ability is particularly effective in permanent-pressed fabrics because it reduces the need for "touch up" ironing.

"By formulating the product so that it would produce all these benefits while still softening, we developed a fabric conditioner that does more than soften," Bitler says.

Thus the origin of the "Plus" in Soft Plus.

From the environmental standpoint, Soft Plus meets today's demands. It contains no phosphates, and it's biodegradable.

But, as Bitler says, the housewife is the ultimate judge. And she's doing just that in the test market areas today.

Confidentially, Bitler predicts, she'll like Soft Plus.

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

Bulk Rate
U. S. Postage
PAID
Permit No. 49
Decatur, Ill.