

# StaleyNews

Volume XVIII/No. 5

Decatur, Illinois/May, 1976

## Sta-Lok, Interbond to be produced at Columbus

In a move to help meet demand for Staley modified industrial starches, a new product mix for manufacture at the Columbus plant has been announced.

The plant, which was purchased by Staley from the Keever Co. in 1968, will now process Sta-Lok and Interbond.

Several considerations prompted the change, according to Bill Luby, manager, starch engineer & production, industrial. One was the increasing demand for Staley modified starches. The beginning of the new processes at Columbus will expand total Sta-Lok and Interbond capacity.

Also, the plant is the only source in this country of starches used to produce carbonless duplicating paper. Staley developed the process for making Keestar starches nearly four years ago, and the products have been highly successful. However, the old method did not fully utilize all the basic starch during the modification into Keestar, so a new method was devised

which utilizes the base starch totally.

The new Keestar starches were successfully field tested and the new method of manufacture has been adopted. There are three types of Keestar starches.

The plant has been making Interbond starches for nearly a year on a limited basis. The basic pearl starch is shipped from Decatur for chemical modification. Production of Interbond will now be stepped up.

A more recent addition to the plant's operation has been the processing of starches from recovered and dried starch slurry received from potato processors. Sta-Lok is also produced at Monte Vista, and Houlton.

New chemical reactor tanks and other equipment needed for the changeover in production starts arriving at the plant in June and installation will proceed throughout the summer. Much of the existing plant equipment will be modified.



Chris Wells, benefits clerk, finds the new 15 + 1 concentrated fruit drink from Wagner to be a tasty summertime refreshment. The drink is now being rolled out into the rest of the nation following a successful test marketing.

### Staley gains in two categories in Fortune ratings

Staley advanced in two categories in the latest rankings of the nation's top companies by Fortune magazine.

The company was listed as the 254th largest corporation, based on sales in fiscal 1975. The previous year, the company was listed as the 287th largest corporation.

The company ranked 17th in the nation on total returns to investors. Staley ranked 471st in the country based on average employment for the past year.

The Fortune survey is considered the leading indicator of the top companies in this country.

### Registration for debentures filed

Staley filed a registration statement covering \$65 million in new 25-year sinking fund debentures with the Securities and Exchange Commission.

The public offering is expected to be made in early June through underwriters led by Dillon, Read & Co. Inc. The proceeds will be used to repay interim debt incurred in financing the acquisition of certain soybean processing facilities from Swift & Co.

### Food ingredients on display at IFT

Staley features its sweeteners, starches and proteins at the Institute of Food Technologists 1976 Annual Meeting and Food Expo, June 6-9, in Anaheim, Calif.

Sweeteners will include IsoSweet 100 high fructose corn syrup, Staleydex dextrose and Staley corn syrups. Samples of pecan-orange snack cake, made with high fructose corn syrup, along with "Wagner" fruit drink, sweetened with a combination of high fructose corn syrup and 64 D.E. corn syrup will be given to IFT visitors.

A range of modified food starches will be featured including a new encapsulating starch for flavor oils. The low viscosity starch forms stable emulsions. Pourable salad dressings, made with Nu-Col 326 corn starch instead of a gum, will be available for testing at the booth as well as in a take-home sample.

Protein products exhibited will include soy flour and grits, textured soy flour and soy protein concentrate, whipping proteins and hydrolyzed vegetable proteins. Snack Stix, a snack sausage product, and luncheon links, a frankfurter-type product, both made with Procon soy protein concentrate, will also be offered.

### Company's policy on equal opportunity

For those employees who are not familiar with the company's policy on equal opportunity, the following statement, as espoused by Chairman Donald E. Nordlund, is reprinted:

"At Staley our policy is to provide equal opportunity to all people. We do not consider race, color, religion, sex, age or national origin as qualifying or disqualifying factors in the selection, development, and promotion of employees; nor do these factors affect an individual's compensation or conditions of employment.

"Job placements are made without regard to handicap unless an individual's ability to perform the job under consideration would be adversely affected."

## Wagner 15+1 rolls out to new markets

Wagner's new 15 + 1 concentrated fruit drinks rolled into 26 new regional markets in May following tests in nine initial markets in which sales were seven times higher than anticipated.

The drink concentrate, which comes in orange, lemon, grape and fruit punch flavors, is formulated so that one quart when mixed with water becomes four gallons. The product development was done by Frank Wagner, vice president, consumer products development, and Walt Yackel, senior food technician.

The 15 + 1 concentrate is designed for institutional use, which Dick Purcell, product manager, food services, describes as any feeding situations outside the consumer's home. Primary users will be colleges, hospitals and restaurants.

The final rollout into the rest of the nation will take place in August.

First shipments of the new concentrated drink were on June 1. The response in the 26 roll-out areas is meeting that of the nine test markets, says Dick.

"This is a unique product because of its close resemblance to natural fruit drinks," Dick continues. "However, 15 + 1 has superior taste characteristics to natural fruit drinks."

Dick points out that this means that the users of 15 + 1 receive a natural fruit flavor from a synthetic drink—the result being a total product that has consistently high quality with an economical cost.

The drinks are bottled in glass jars which, Dick explains, help retain their natural flavor. Competitor's products are packaged in plastic containers and lack the fresh fruit flavor of 15 + 1.

Dick continues, "15 + 1 has created the most excitement of any new food service product in years. We are confident that the thorough test marketing and the enthusiastic

### 'Clip and Save' coupons on P.5

There's a special bonus in this month's Staley News. On page 5 is a sheet of clip and save coupons for quality Staley consumer products that will save you 60 cents.

These coupons are redeemable immediately at grocery stores in your area which feature the company's consumer product line. So, get out your scissors, and take advantage of this opportunity to save on quality products.

marketing support will contribute to its success as it is rolled into the rest of the nation."

### Sno-Bol commercials go national in June

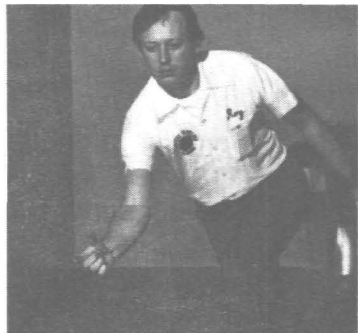
Sno-Bol starts its first ever national television commercials in June, a part of the expensive marketing support behind the national roll out of the liquid bowl cleaner.

The commercials will appear on network television and will be backed by advertisements appearing in such leading magazines as McCall's and Better Homes and Gardens.

The commercials, which feature a dramatic cleaning comparison between Super Strength Sno-Bol and the other leading cleaners, will continue into September. The magazine ads will feature a coupon good for 10 cents off the retail price of Sno-Bol

Acceptance of Sno-Bol in broker meetings was among the most enthusiastic ever accorded a Staley consumer product, a reflection of Sno-Bol's position as the top selling bowl cleaner in those areas where it is already available.

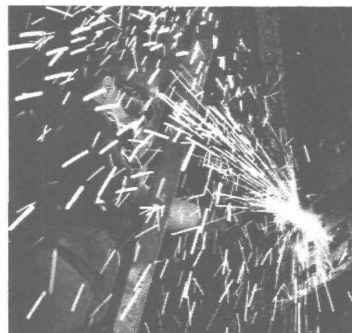
## In the News...



Strikes P/4



Steel P/3



Safety P/6



## Staley service, quality keys to long-time textile relationship

Much of the world today has a "throw away" existence. Ranging from clothes to bottles and cans to homes and even families permanence is a rarity.

That's why the continuing relationship between Staley and Clinton Mills, a leading textile manufacturer located in the rolling red clay foothills of northwestern South Carolina, seems quaintly unique—and should be a source of deep satisfaction to Staley employees.

Since 1935, as far as can be ascertained, Staley has been the sole starch supplier to the South Carolina company. In that time, advances in textile and starch technology have occurred, but the one thing that has not changed has been Staley's role with Clinton.

"When this all began 41 years ago, we were using a basic thin boiling corn starch to coat our textile ends prior to weaving," points out A. C. Young, director, technical services. "Since that time, we've gone through thin boiling starches, heavier boiling starches and finally into modified starches, but Staley has always been right on top of each new phase."

### Starch important

The importance of a quality starch to protect the warp yarn becomes readily apparent during the weaving of cloth. To get an accurate picture, the traditional concept of a loom, being operated leisurely, must be discarded. This is a high speed operation, incorporating all the benefits claimed for the mass production system, since as many as 1,200 looms operate in a single area.

It begins with the delivery of cotton to Clinton. The cotton is spun into yarns which will be fed through the loom, which is approximately five feet wide, as the lengthwise part of the cloth.

However, the cotton yarns are soft and cannot withstand the abrasion resulting from the loom sending filling yarn in a crosswise pattern via a wooden shuttle, which is approximately 14 inches in length and torpedo-shaped, and makes the threading journey 183 times a minute, faster than the eye can follow.

In fact, the untreated cotton thread is so soft, it will bend at the touch. But after slashing with a hot size of Anchor LR starch from Staley, it acquires protection to withstand the abrasive loom and shuttle actions.

The starch thereby becomes an essential factor in the weaving process for Clinton, meaning that a major burden of

## Rabon introduction most successful in nearly decade

Staley specialty feeds is enjoying its most successful new product introduction in nearly a decade as sales of Sweetlix Rabon block continue to mount.

In only one month since the product was announced, Rabon block sales have surpassed 4,500 tons. It's the best product introduction for the division since Sweetlix Bloat Guard blocks were introduced in 1967.

Rabon blocks provide fly control for dairy cattle through a feeding system. The cow's waste contains the chemical which kills the larva of flies. Previously such control had been possible only by spraying or dusting which required that the dairyman herd his cattle together for treatment.

There's another bright side to the picture. Since the Rabon block contains the same feeding ingredients as the highly popular Sweetlix 3-in-1 block with the added chemical Rabon, prospects are that dairy raisers will continue to use 3-in-1 after the fly breeding season is over.

Extensive promotion of the Rabon block included trade publication advertising, distribution of advertising flyers and a premium offer which offered a mesh ball cap in the bright Rabon purple and white, and bearing the Rabon trademark to each customer who ordered a ton. The offer was for the first 1,500 tons sold.

quality control is placed directly upon Staley.

Moisture content is especially important, since starch with too much moisture will lack the basic dry ingredients to impart desired abrasion resistance. Likewise viscosity is carefully measured.

It is a tribute to Staley that no one at Clinton can recall rejecting a shipment of starch because of quality problems.

Another aspect of Staley's role at Clinton quickly becomes evident in conversation.

### Good service

We have storage for about 460,000 pounds of starch," says Bill Stanton, purchasing agent. "At the rate we use the starch, regular on-time shipments from Decatur are especially important. A late shipment could cause our inventory to become dangerously low and perhaps even cause production problems.

"We estimate that, on the average, a rail shipment of starch from Staley will take eight days. Most of the time, that has been on target, although once some cars were sidelined in transit and we were afraid we'd be caught short-handed.

"I notified Donald McKinney, Staley salesman for our account, and he took immediate action, making arrangements to have some starch delivered by truck."

Don's move was successful in keeping Clinton supplied with the necessary starch until the rail shipment could arrive. It's such effort which helps explain why Clinton looks to Staley for starch.

Another is the traditional industry leadership by Staley research. Clinton was one of the first companies to install the Staley-developed jet cooking system, and it continues in operation today nearly 12 years later. The jet system reduced starch cooking time from as much as 30 minutes to a nearly instant process.

The decision to use Staley starch is not based solely upon cost, points out Bill Stanton.

### Competition stiff

"Starch has a commodity status for the textile industry," he explains. "Five other starch companies call on us and their products are competitive cost-wise with those of Staley. And, if we presented them with our requirements, I have no doubt that they could duplicate the starch properties we seek.

"Why stay exclusively with Staley, then? The textile industry is reluctant to change merely for the sake of change. Staley has provided with the service we seek and the technology required for changing conditions. Quality has been consistently good."

But, he adds a word of caution against smugness or complacency. "Clinton is a manufacturer of quality products. We don't do things in a slipshod fashion and can't understand why others might. If quality and service were to become a problem, we'd seek out another supplier. We didn't get to where we are by making inferior products, and we expect our suppliers to adhere to our quality standards."

The Clinton history is proof of Bill's observations.

### Rich history

The Clinton Mills emphasis upon quality is evident throughout its operations. The company, formed in 1896 by M. S. Bailey, has seven diversified manufacturing operations, making a wide range of woven, double knit and elastic fabrics as well as quality carpet yarns. Four of the plants are located in Clinton.

On the 80th anniversary of the company's founding, current president Robert M. Vance stated that the theme at Clinton is "superior quality from fiber to fabric."

The Bailey family and Clinton Mills have had an impact on their home community, also. The local college bears several buildings with the Bailey family name.



Some of the more than 1,200 looms in one giant room working almost non-stop at Clinton Mill's plant in Clinton, S. C. The repeated action of the shuttle against the thread is made possible by the strength imparted the material by Staley starch.

## UP\$ example of innovative consumer marketing technique

Innovative marketing techniques are essential to remaining competitive in the battle for consumer dollars. That's why Staley consumer products is watching with interest a test program for refunds to customers incorporating computer technology.

Called UP\$, it's based on the electronic scanning device for the Universal Product Code (UPC), the system is to be tested in a nine-county area in southern California. Staley is one of the companies participating in the initial phase of the program.

UP\$ was devised in the aftermath of the push by major grocery store chains to force manufacturers to incorporate Universal Product Code computer symbols on their labels. The codes, a series of vertical bars, are scanned by a store's computer and a cash register readout of product and current price is automatically provided.

Consumer resistance to the code has slowed its adoption, however, and today only 56 stores across the nation are using the computerized price checking method. But, since most food manufacturers had already developed product codes and incorporated them on packages, the originators of UP\$ extended the concept to add their own code and offer computerized couponing to food manufacturers. The idea, which had its origins in the push for adoption of the Universal Product Code, thus is not limited to only those stores which use UPC.

### System explained

Here's the way the UP\$ works:

A million dollar advertising push in

## Staley purchases bulk syrup station in Indianapolis

Staley has purchased a bulk syrup station in Indianapolis, Ind., for corn sweetener-sucrose blending and melting of sugar. The facility was formerly owned by the South Coast Sugar Corporation, Houma, La.

The company said the facility will permit it to better serve the food and beverage industry in Indiana and Illinois with corn sweetener-sugar blends.

the test market area will introduce the program, and consumers will be urged to buy the products with the identifying label called UP\$ dollars.

For example, the UP\$ label on the large size of Sta-Puf pink identifies for the purchaser that they will be eligible for a discount by purchasing the product.

On the back of the label, beside the Universal Product Code is another series of vertical marks which act as a code used by the UP\$ office in figuring refunds to consumers.

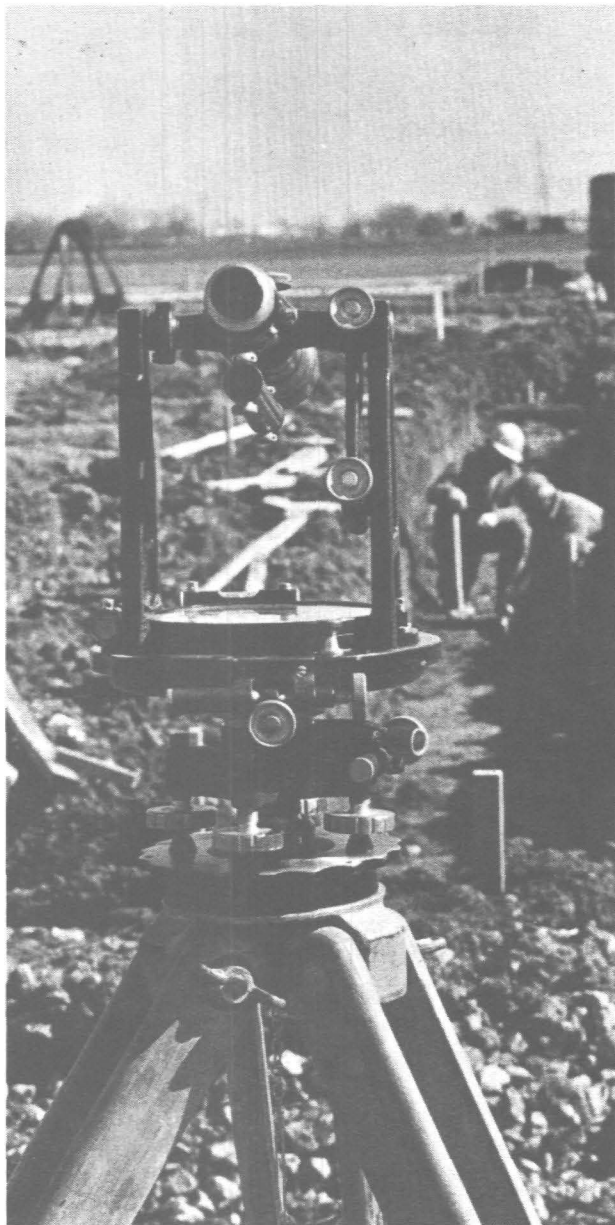
The purchaser is given a packet in which to place coupons from various products, and when \$5 or more in coupons has been accumulated, the consumer may mail them to UP\$ offices in Dallas. There, a computer programmed in the same manner as the store computers used in scanning the code for price and product identification is used to scan both the Universal Product Code and the UP\$ code. Immediately, a computer printout is provided by the electronic scanning which identifies the product and the amount of refund offered. The old method of manually handling coupons is eliminated, and the handling requirement on the part of the grocer is eliminated. The purchaser accumulates the cash value coupons and deals directly with UP\$, which then charges Staley consumer products for the service and the money reimbursed to purchasers.

What are the advantages to Staley?

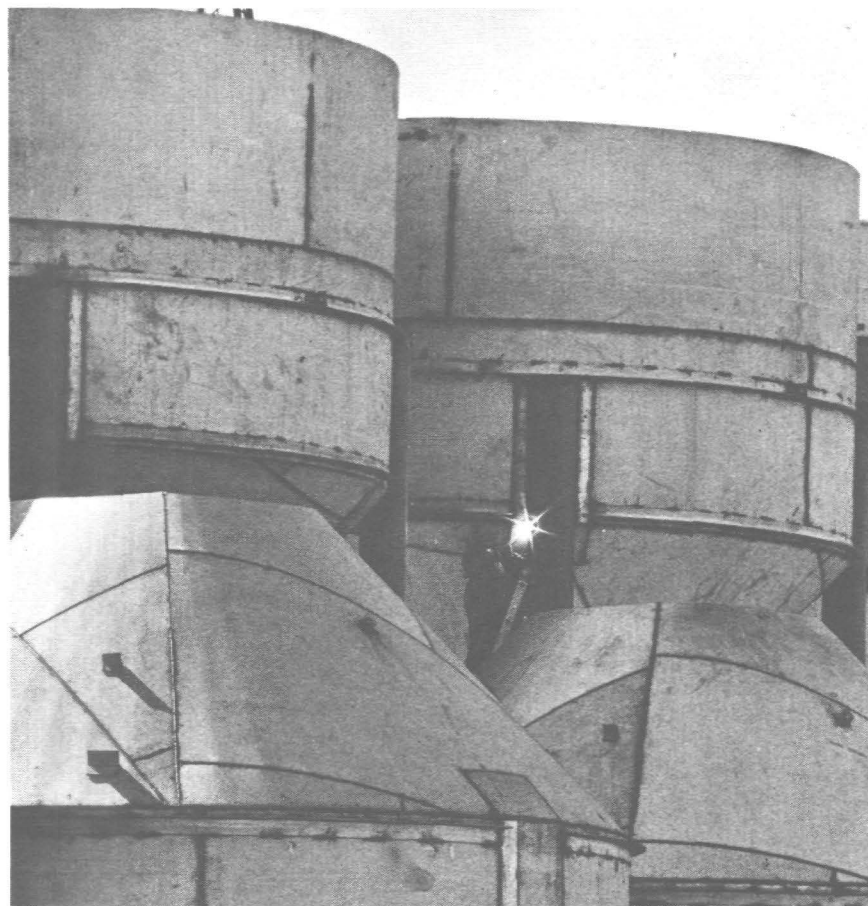
One is that contracts for the service are exclusive by product types. No other fabric softener manufacturer can sign up for UP\$. The premise is that the person making purchases at a grocery store will be attracted to those products which feature the UP\$ coupons as a method of accumulating a cash rebate value more quickly. The extensive advertising program on behalf of UP\$ will point out the savings the system makes possible for consumers, a plus for Staley consumer products which already is highly competitive from a price-value standpoint.

Another feature is that the coupons are redeemable as quickly as ordinary coupons, but the possibility for misredemption is eliminated. And, the time-consuming requirement of manual handling is eliminated by use of the computer's electronic scanning.





The transit is a basic tool used by surveyors to plot and lay out construction projects.



Surrounded by a portion of the steeps awaiting erection, a welder puts the finishing touches on a job.

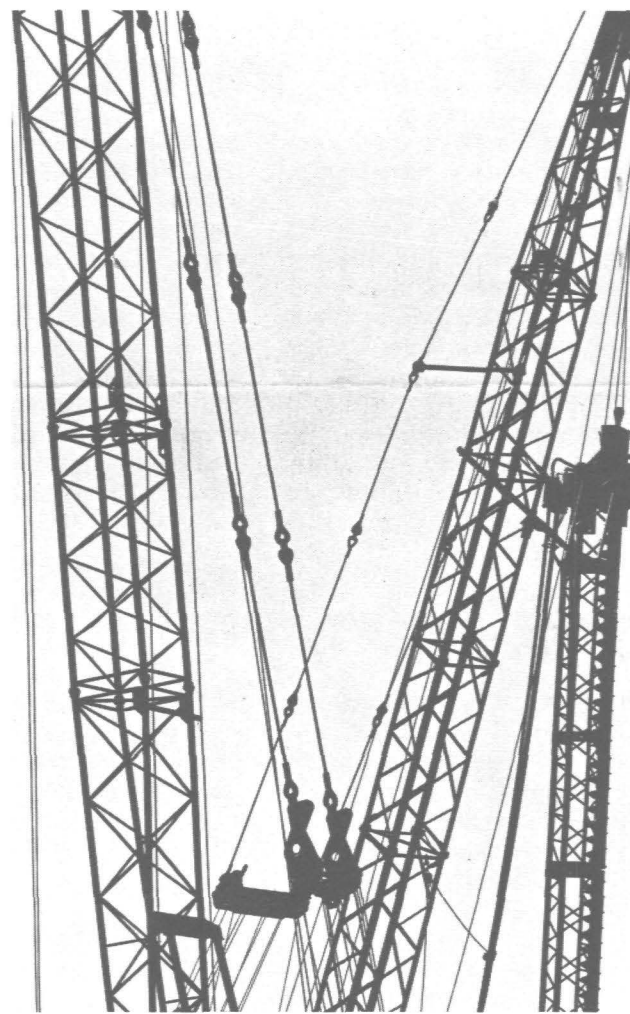
## Pieces fit together, Lafayette emerges

The activity is constant. Earthmoving machinery prepares the land for yet another part of the structure of the emerging Lafayette plant. Construction workers in hard hats strain, cuss and work, never doubting their ability to successfully complete the task given them—build an \$85 million corn refining plant from scratch by moving hundreds of thousands of cubic yards of rich Indiana soil, pouring hundreds of cubic yards of concrete and erecting steel at the pace of 200 tons a day.

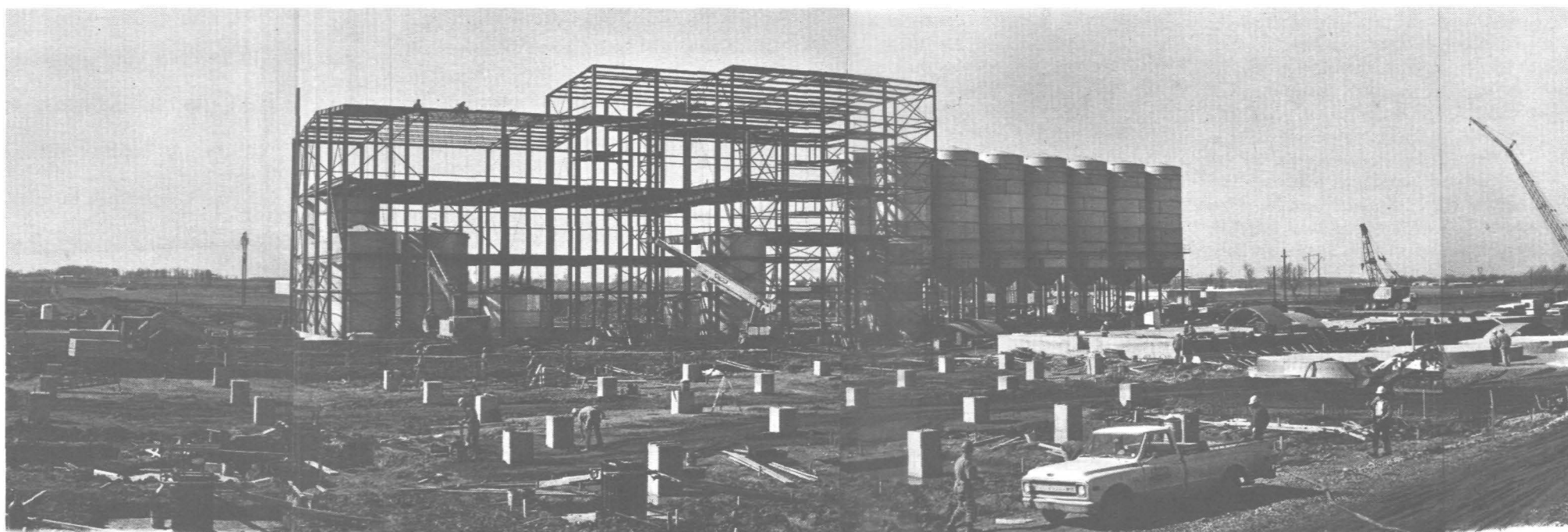
There's an artistry about the work. Steel grids form new shapes on the flat countryside. Steeps arise, roads are built and slowly at first and then faster the skeleton outline of Staley's most ambitious capital expenditure in history takes shape.

Teamwork is essential. While on the site field engineers check each detail, staffing of the new facility steps up—although the employees are still based in Decatur, awaiting the moment in 1977 when they will move into their new plant and assume responsibility for its operation. The most sophisticated of computer systems to assist plant processes will be installed following a move from Decatur. And marketing representatives make sure customers are kept informed of the impact the new corn sweetener plant will have on Staley and the sweetener industry.

Here, then, is your look at the emerging part of Staley which will cast its shadow into the future.



The giant cranes reaching for the sky form an artistic, almost lacy addition to the Indiana horizon. Below, as the pieces fit together, the outlines of the plant emerge. This shot, taken by Rod Simms, manager, syrup facilities engineer, depicts progress near the end of April.







Lee Jeske, left, visual communications manager, accepts the Jack Allsup award as the top commercial photographer in Illinois from Mrs. Jack Allsup, center, and Ralph Haury, President of the Associated Professional Photographers of Illinois.

## Public relations garners photo, writing awards

Lee Jeske and Dan Hines of the public relations department recently were multiple winners in professional competitions.

Jeske, manager, visual communications, received an award for the top commercial photograph from the Professional Photographers Association of Illinois for his color picture of new Super Strength Sno-Bol liquid. He also was awarded the Jack Allsup traveling trophy for overall excellence in commercial photography. The award is named after the late Jack Allsup, a former Staley photographer, and was presented by Mrs. Jack Allsup who works in

the Staley public relations department. Jeske also received top awards for a photograph of breads made with soy products and a transparency of a table setting of spaghetti made with textured protein.

Hines received the Gold Quill Award of Excellence from the International Association of Business Communicators as Staley News was recognized as the top industrial newspaper entered in this year's competition from around the country and Canada. A new college recruiting book, "Why, What, Where," received a Gold Quill Award of Merit.

## Bowling agony and ecstasy for Rosland

At first glance, Roy Rosland looks about like any other 33-year-old man with thinning hair. But then you notice the thumb on the right hand.

The thumb. It's not like those of most people, small, relatively unnoticed. Instead, it's huge, with a knuckle protruding almost grotesquely to a size twice as large as that on the left hand.

And therein lies the story of Roy Rosland, one time bowling huster, professional bowler and now one of the top amateur bowlers in Chicago and the midwest.

Roy is currently buyer, material and contracting services, consumer products. It's a position he says he enjoys much more than the hectic pace of professional bowling. And like many people who have attained a level of competence that few enjoy, he discusses his long bowling career in much the same fashion of one who has obtained a bad habit that he really enjoys. He'd like to kick it, but not just now, thank you.

Roy started bowling as a teenager and was a natural with 200 coming easily. After high school, he won money at local alleys by playing people who thought they were good enough to beat a skinny kid, only to find out differently. It was a lesson which could cost as much as \$50.

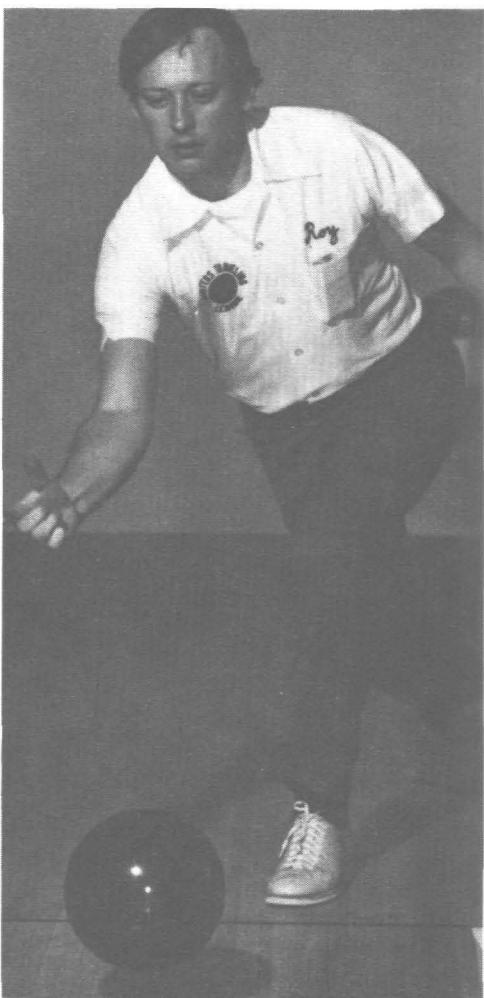
Then in 1962, Roy hit the road on the Professional Bowlers Tour. The \$12,000 to \$14,000 he earned was scarcely enough to meet expenses, however, and after enlisting in the army reserves, he found his opportunities for the extensive travel required on the PBS tour were curtailed.

This didn't stop him from bowling, though, and he carried an average of well over 200 for several years.

He attained regional notoriety first in

1961 when he had rolled a 2111 nine-game series in the Illinois State Tourney and won the state title. The record still stands. He returned to the amateur ranks with a smash in 1972 when he repeated as state champ and city of Chicago champ.

His casual approach to the game



### 35 Years

DAVID HITE, assistant foreman, Satellite II, syrup refinery and dextrose  
SHELLEY HEILAND, foreman, pipefitters, industrial  
KENNETH KENNEDY, senior analyst, quality assurance  
JOSEPH CREAMER, senior mechanic, pipe  
ROBERT ROGERS, repairman, 1 building  
JOHN ANDERSON, senior mechanic, pipe  
KENNETH EVANS, senior mechanic, pipe  
WATSON HILL, JR., leadman & weigher, 6 building  
ROBERT HACKERT, cleaner, 11 building  
ROSCOE COOK, senior mechanic, electric

### 30 Years

DEAN COX, maintenance equipment specialist, industrial  
EDWARD BOYLE, supervisor, plant traffic, agriproducts administration  
NOWARD MALONE, belach/oil recovery operator, 29 building  
HAROLD NICHOLS, utility man, 40 building  
LEWIS BROWN, senior mechanic, pipe  
CARROLL LOURASH, extraction operator, 101 building  
JESSE GRUNDEN, senior mechanic, pipe  
ALLEN EATON, senior mechanic, machine  
HARIEY FREEMAN, helper, pipe  
DEWEY FRENCH, JR., lead packer, 29 building  
FLOYD MCELROY, senior mechanic, pipe  
JOSEPH RIGBY, maintenance man A, Columbus plant  
HARLEY CHITTICK, plant superintendent, Staley Des Moines

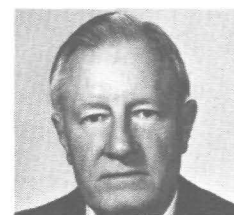
### 25 Years

ED SCHWALBE, supervisor, maintenance, Satellite V, industrial

### 20 Years

WILLIAM LITZ, shift foreman, wet process, industrial  
TED BANNING, production planners-sweeteners, industrial  
DALE HARPER, engineering draftsman, corporate engineering

## Anniversaries



K. Kennedy



W. Hill



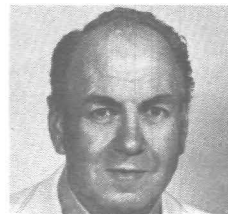
R. Cook



D. Cox



E. Boyle



H. Nichols



D. French



E. Schwalbe

JOHN BIRD, cooler operator, 17 building  
JAMES STINSON, assistant cooler operator, 17 building  
GEORGE FORT, utility man, 40 building  
HAROLD GILMAN, dryer operator, 9 building  
LEE VEST, rigger leadman, riggers  
EDWARD HELM, rigger leadman, riggers  
GEORGE VIRDEN, clockman, 40 building  
DARRELL GOFF, track leadman, 50 building  
DONALD CRAWLEY, senior mechanic, machine  
KENNETH GLOSSER, senior analyst, 60 building  
LEON SMITH, deodorizer operator, 29 building  
LARRY THOMAS, painter-roofer, 1st

### 15 Years

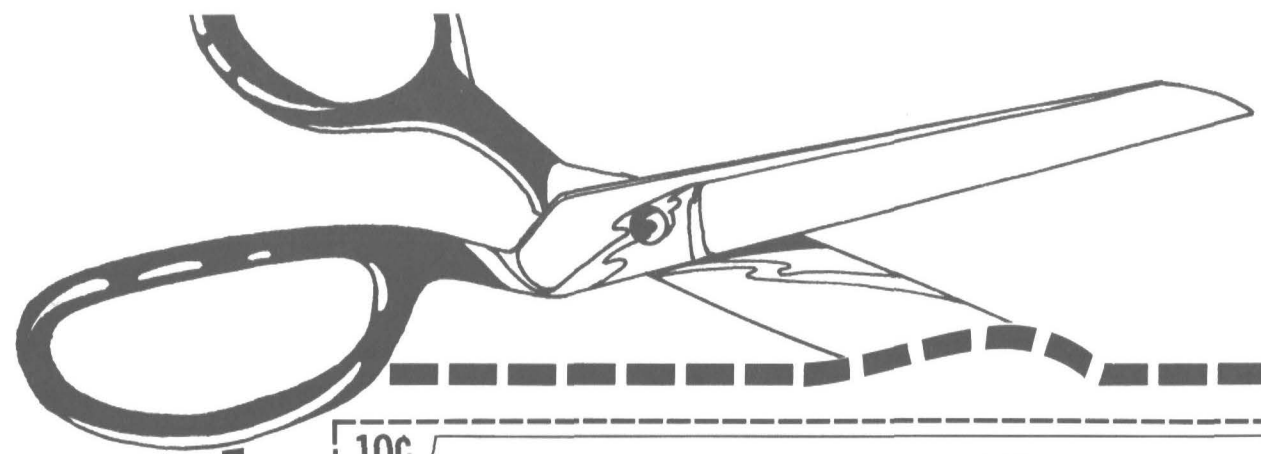
TOM SWIFT, marketing manager, industrial  
BRUCE DWIGGINS, senior process engineer, corporate engineering  
RICHARD TAYLOR, coordinator, Satellite IV, industrial

### 10 Years

EDWARD STEELE, lab head, instrumental analyst, research & development  
JERRY COON, sales coordinator, specialty feeds, agriproducts  
GARRY SAATHOFF, preparation area foreman, Morrisville  
JAMES BALENGER, area manager, specialty feeds, agriproducts  
RICHARD NANCE, territory manager, specialties, industrial products  
JAMES WILSON, scheduling supervisor, dry starch  
DONALD MILLER, 2nd year apprentice, round house  
KENNETH LOFLAND, utility leadman, 44 building  
EDWARD DERLER, assistant cooler operator, 17 building  
STEWART CONKLIN, warehouse foreman, Sno-Bol  
A. VALDEZ, filler operator, Columbus plant

### 5 Years

JOE EMPEN, group leader, paper & paper conversion lab, research  
ALBERT HOFFMAN, shift foreman, Lemont  
HELEN DILLS, technician, research & development  
PAUL HUDEC, quality assurance technician, consumer products  
ARNOLD BIEN, gateman, 40 building  
MICHAEL BLACKWELL, operator B, Lemont



# Clip & Save 60¢ on these great Staley brands.

10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢  
on Staley®  
Syrup**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge for each of these coupons. Or mail direct to A.E. Staley Mfg. Co. Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request, and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

98298

10¢

10¢

10¢

10¢

STORE COUPON

**Save  
on  
Sno Bol®  
Liquid**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge for each of these coupons. Or mail direct to A.E. Staley Mfg. Co. Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request, and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

97294

10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢  
on Sta-Puf® Concentrate**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge for each of these coupons. Or mail direct to A.E. Staley Mfg. Co. Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request, and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

97510

10¢

10¢

10¢

10¢

STORE COUPON

**Save  
10¢  
on Sno Bol®  
Automatic**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge for each of these coupons. Or mail direct to A.E. Staley Mfg. Co. Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request, and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

97817

10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢  
on  
wagner®  
fruit drink**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge for each of these coupons. Or mail direct to A.E. Staley Mfg. Co. Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request, and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

99587

10¢

10¢

10¢

10¢

STORE COUPON

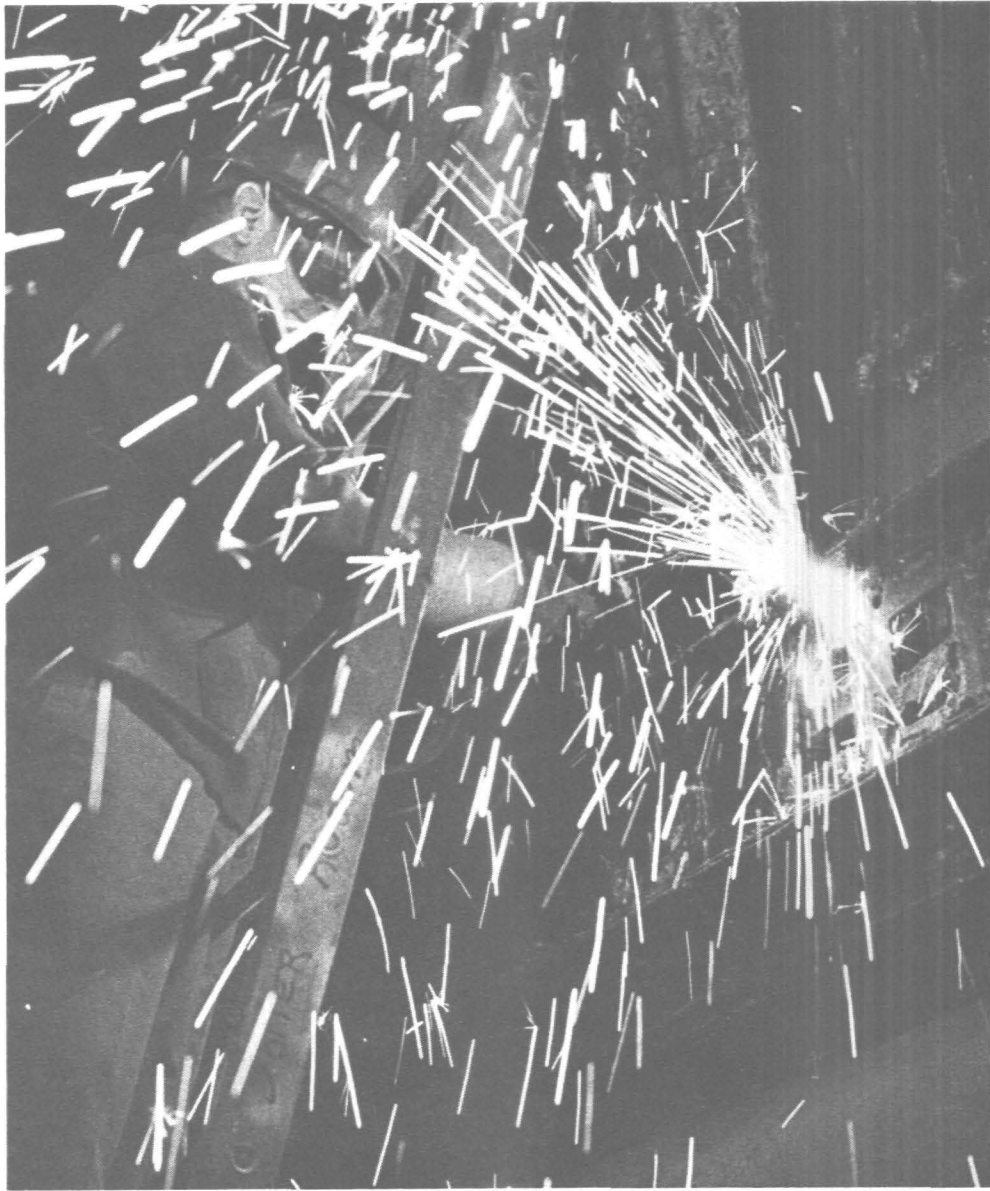
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A combination of activities is taking place in 1 building as a crew headed by field engineer Doug Lee tears down oil boilers and does demolition work throughout six stories. Here Clyde Aydt uses a cutting torch. Notice his protective gear, part of an effort which has allowed the employees to compile a perfect safety record on the project.



K. LaPierre R. Wells W. Wollrab H. Baker T. Swift



E. Woodby L. McNamara K. Robinson L. Shepard



K. Mittelberg J. Hicks J. Wideman R. Francesconi J. Kay

## On the move

### INDUSTRIAL

KEITH LAPIERRE from territory manager specialist to territory manager, specialist, industrial sales

RON WELLS from process engineer supervisor to syrup superintendent, Lafayette WARREN WOLLRAB from chemical engineer to process engineering supervisor, syrup refinery & dextrose

HARVEY BAKER from assistant foreman, Satellite V to night maintenance supervisor ANN NEAL from messenger to records posting clerk, maintenance

CONNIE PLUMMER from junior clerk typist to stock control clerk

TOM SWIFT from marketing director to marketing manager, starches, industrial sales EUGENE WOODBY from senior chemist, quality assurance, to plant manager, Houlton

### AGRIPRODUCTS

NORMA MILLER from secretary, soybean milling to soy feeds scheduling coordinator JOHN BARKER from plant superintendent, Lockport, to plant manager, Lockport

PHILIP JORDAN from storeroom assistant to utility clerk, agriproduction

ED WOOTERS from methods analyst to shift foreman, protein, agriproduction

LARRY MCNAMARA from eastern district manager to manager, refined oil

KEN ROBINSON from manager, crude oil, to margin manager, agriproducts marketing LIN SHEPARD from manager, soybean milling to director soy operations, marketing KENT MITTELBERG from director marketing, refined oil & specialty feeds to director, protein & specialty feeds

### CORPORATE

ALICE VALENTINE from quality control technician to assistant bacteriologist, quality assurance

SHERRIE OTTA from purchase order typist to purchasing clerk, purchasing

JOHN HICKS from quality assurance chemist to senior chemist, quality assurance

DAN SELOCK from assistant bacteriologist to quality assurance chemist, quality assurance

JIM WIDEMAN from process engineer supervisor manager to international engineer international

CONSUMER MARK LEONI from production control specialist to buyer, manufacturing, Oak Brook

ROBERT FRANCESCONI from manager, sales administration to district manager, Kansas City

JOE KAY from district manager, Atlanta, to eastern regional manager, consumer products sales

THOMAS WOLFE from district manager, Kansas City to western regional manager

# Maintenance beats odds, safety works

To some, the elements might all point to a certain accident. Old boilers being torn down...sometimes dusty conditions as the soot from the coal-fired furnaces drifts...employees on ladders, scaffolding and generally weaving throughout the web of six stories of one building's structure.

But by observing safe working habits, stressing communications and attention to detail, a group of maintenance employees involved in the removal of old furnaces from the boiler house at Decatur have compiled nearly 10,000 man hours worked without a lost time injury, and only a few first aid cases.

How was it done?

Field engineer Doug Lee explains: "Each day, all of us on the job meet to discuss assignments for the shift. We talk about what has to be done and try to point out any hazards that might exist. If it's something that can be corrected, we'll do it. If the situation is going to require extra care from the employees in the area, we point that out, too.

"Employees are urged to wear safety gear such as goggles, masks, hardhats and shoes. Thankfully, they realize the value of such items and cooperate."

Doesn't the morning meeting take valuable time that might be used for the task at hand?

"Sure, some might claim we're wasting time," Doug retorts. "But in the long run, we keep things going, because an employee who's injured can't do the job. And we're concerned about sending an employee home to his family in the same way he comes to us each day...injury-free. Safety doesn't cost time or money--it saves them."

Safety Director Tom Ellison concurs, pointing out that the more than a dozen employees involved in the demolition of the boilers have worked under hazardous circumstances.

"We know that 90 percent of the injuries that happen are caused by employee errors," he explains. "That's under normal working conditions. Throw in the factor of demolition work and some hazardous situations, and one can see why it's important that employees buck that trend to contribute to injury. These guys have done so, and it's a credit to all of them, and proof that there's no truth to the cliché that 'it's the law of averages for accidents to happen'."

## Best safety record within reach

Decatur plant is within reach of its best safety record in five years.

The best record was attained in 1973 when the plant recorded a frequency rate of 2.2 lost time injuries per million man hours worked and a severity rate of 63 per million man hours worked. Frequency refers to the number of lost time injuries per million hours and severity refers to the number of days per million man hours.

For the first six months of this year, the plant recorded a frequency rate of 3 and a severity rate of only 59. Comparable industry statistics show a frequency rate of 11.1 and a severity rate of 804.

Only five of the accidents that have occurred so far this year are traceable to un-

safe design or construction or defective equipment. A staggering 100 or more can be traced to employee negligence, unsafe acts or failure to wear protective equipment recommended for a job.

Unsafe handling of materials, for example, has caused 16 injuries, and 27 days lost. Lifting, pulling or pushing unsafely have caused 15 injuries, misjudging safe clearances another 10 injuries. Housekeeping comes into play with objects left in aisles contributing to eight injuries and 99 lost work days.

The Decatur plant and Staley generally have always exceeded industry averages, notes Tom Ellison, safety director.

"The point is that employees must not find comfort in exceeding industry averages," Tom continues. "Instead, they should be looking for ways to perform with no injury."

"The record of the first six months shows that had it not been for employee contributions, our safety record would have been astoundingly good. That's why we urge the wearing of protective gear wherever necessary, good housekeeping and two-way communications. If there's a safety problem, our office stands ready to work it out and eliminate it. But we need the help of all the employees."



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