



## Liquid Adjuncts Used by Brewers

A continually growing, but changing market for Staley liquid adjuncts to the brewing industry is forecast over the next five years.

Otto Lucht, manager, fermentation, industrial sales, notes that liquid adjuncts—corn syrup, dextrose 130 and Staleydex 95—are widely used by as many as eight separate breweries in preparation of beer and malt liquor. However, small regional breweries are being displaced by national brands, altering the potential market.

The liquid adjuncts enable the breweries to increase their production without a corresponding increase in the size of their facilities.

This is possible because by using the already processed liquid adjunct, the breweries are able to eliminate several steps that would be necessary if they were using dry corn.

In the traditional method of brewing, dry corn is steeped and cooked to derive the necessary ingredients for fermentation. With liquid adjuncts, those ingredients are already prepared and go directly into a brew kettle.

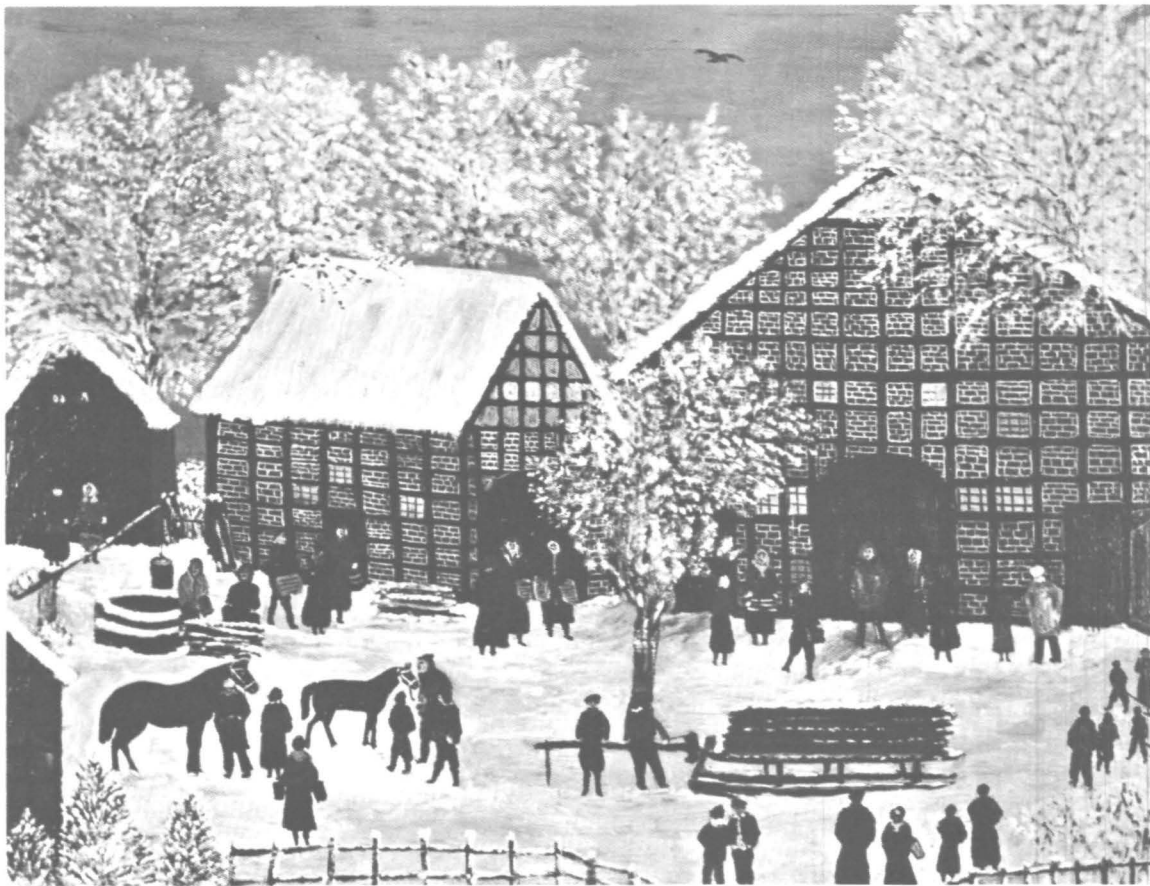
The fermentation factor in beer creates an alcohol content of approximately 3.7 percent. The dextrose used in malt liquors creates an alcohol content of 5 percent.

The enormity of the brewing market is evident in a quick examination of figures, Otto notes.

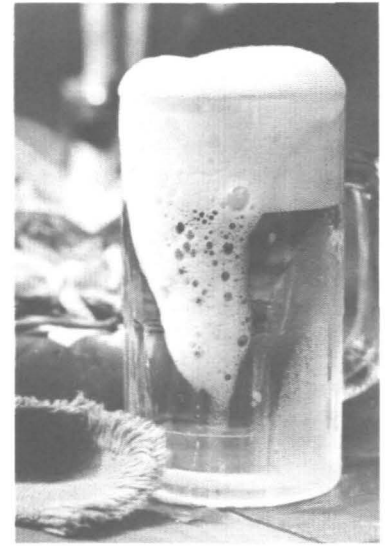
Currently, the industry uses more than 4 billion pounds of grain a year, including 1 billion pounds of corn. Of this figure, liquid adjuncts derived from corn constitute nearly 400 million pounds.

"We supply smaller regional breweries and several larger, nationally known names," he continues. "We are primarily interested in securing as customers those breweries that are going to be in business for some time."

The significance of those (Continued on P. 3)



The universal appeal of a holiday memory is captured in our Christmas card greeting to Staley employees everywhere. Aply, although it might be a rural area in any part of the United States, our scene is actually from Austria and is a UNICEF greeting card—proving once again, the universal appeal of the upcoming holiday season for all people.



A cold, frosted glass of beer... it's one of America's favorite drinks. Staley liquid adjuncts are used by several of the nation's leading breweries.

*Our best wishes for  
Happy Holidays*

Once again, we have entered the holiday season.

Perhaps no other period during the year is so joyous. At Thanksgiving, we pause in gratitude for our blessings. In December, we observe Christmas or Hanukkah with their meaning and traditions. Finally, we conclude with the observance of another year's passing and the start of a new year. It is a time for both contemplation and celebration.

We at Staley have enjoyed a successful year. It was possible because of the combined efforts of all Staley people—their interest in the company and their pride in doing a job well.

We want to take this opportunity to send holiday greetings to you and your loved ones, and to thank you for your continuing efforts as a Staley employee. May the coming year bring you health and happiness.

*At Staley*

W. E. Hardlund



## Staley Exhibit at Protein Conference

The significance of supplying the worldwide demand for protein was demonstrated in November at the first World Protein Conference in Munich, Germany.

Staley international personnel represented the company at a

display booth featuring our textured vegetable protein.

On the first morning of the conference, Staley hosted a press breakfast featuring traditional German breakfast foods prepared with our textured protein.

The purpose of the breakfast was to introduce the European press to the many uses of textured protein, to generate publicity for Staley and to encourage new business.

Later during the week, such prominent personalities as Earl Butz, secretary of agriculture, and Sen. Hubert Humphrey visited the Staley display.

Significantly, although only 500 persons were expected to attend the protein conference, more than 1,000 people were in attendance.

### Press Conferences Introduce Burger Bonus

While the Staley textured protein story was being told in Munich in November, it was also being presented to the press in Salt Lake City, Peoria, and Oklahoma City.

Press conferences to introduce Burger Bonus, our new high protein ground beef extender sold directly to consumers, were held in each of these cities.

Each conference featured a buffet luncheon of two hamburger patties—one made with Burger Bonus included and the other with ordinary ground beef.

The presentation also included viewing of television commercials and print advertisements which will support the new product, and a slide presentation telling of Staley's role in the development, manufacture and marketing of textured protein.



The Staley booth at the World Protein Conference and the WPC gained the attention of many prominent personalities. Above, Senator Hubert Humphrey signs the guest book as Dr. Chris Blau, Staley distributor in Hamburg, looks on. Other visitors included Secretary of Agriculture Earl Butz, his wife and many top figures in the American Soybean Association.

## In the News...



Cluck, Cluck, Cluck!  
What Chicken Hatched This?.. p.2



Move Over Clark Kent!  
Supercomputer is Here... p.3



A Time Machine on  
Wheels...the Antique Auto... p.4

# Fine-Feathered Birds of Perdue Housewives' Choice

## Staley Meal Helps Feed Royalty of Chickendom

"The company is strengthening its position as a versatile source of protein (as meal and feed for cattle and poultry)... Staley President Donald E. Nordlund.

"When is a chicken not a football? When it's one of mine." Frank Perdue, the tough man who grows tender chickens which are the best sellers on the East Coast.

\*\*\*\*

Statements from two presidents of companies separated by 1,000 miles, and at first glance seemingly unrelated comments. That is, unless you understand Frank Perdue's chicken revolution and Staley's role in it.

For the uninitiated -- or those not fortunate enough to live where his tasty chicken is sold -- Frank Perdue heads up Perdue Farms Incorporated, home based in Salisbury, Maryland. Perdue grows and processes more than 60 million chickens a year through its hatcheries and growers on the Delmarva Peninsula in the Mid-Atlantic States.

Staley is playing an important role in the Perdue story as a major supplier of corn gluten meal from our plants in Decatur and Morrisville.

Frank Perdue is a celebrity, thanks not only to his chickens, but to a series of whimsical television commercials in which he acts as the spokesman for his own product.

That's not unusual, you think? But take a look at the picture accompanying this article. That is Frank Perdue. Newsweek magazine described Frank Perdue's face as a "sad Punchinello face, overwhelmed by a large beaked nose." Such descriptions do not bother Mr. Perdue. As he explains, "You forget Ronald Reagan easier than Charles DeGaulle."

What association does Staley have with this sad-faced man who in his own TV commercials can say to housewives, "If your husband is a leg or breast man, ask for my chicken parts." The answer is that underneath the Madison Avenue image -- which admittedly has been an important ingredient in Perdue's success -- Perdue is in the serious business of producing a food product that is second to none.

The traditional disdain shown in the remark, "That's chicken feed," is missing at Perdue when people talk about what their chickens eat.

Perdue himself has noted in another of his TV commercials, "A chicken is what it eats." Diet is important when you are determined to grow the tastiest chicken in the world.

### Demand 'Golden' Chickens

And there can be no doubt that Perdue chickens are probably the best fed in the world. What's more, if they were human, they would be comparable looking to the sun tanned beauties we all see in those quick tanning lotion commercials each summer on television.

That's right. Frank Perdue's chickens not only fry up to a golden brown -- they sport a healthy, golden color even before cooking.

That's because in the East, consumers prefer a golden chicken. Perdue claims that a yellow chicken is a healthy chicken.

What gives all those birds that healthy glow is a substance called xanthophyll, which is concentrated in high protein corn gluten meal, which does have a high nutrient value. So despite those who might doubt Frank

Perdue's claims that yellow is indicative of a healthy chicken, there can be no doubting that the golden color comes from a high protein source. All of which could be said to prove Perdue's original contention that his chickens are fed only the best.

The facts are clear. Consumers prefer a Perdue chicken. So much so, that in many cases they are willing to pay more for one than a competitive brand.

Again, this is not the result simply of advertising. No company employing more than 2,000 people and with more than \$80 million in sales stays successful if it doesn't have a good product -- regardless of its advertising.

Perdue personnel can point to firm statistics which prove their contentions. Grade A Perdue chickens have more meat, bigger breasts, and even his plant grade chickens must meet more stringent requirements than the Grade A brand of competitors.

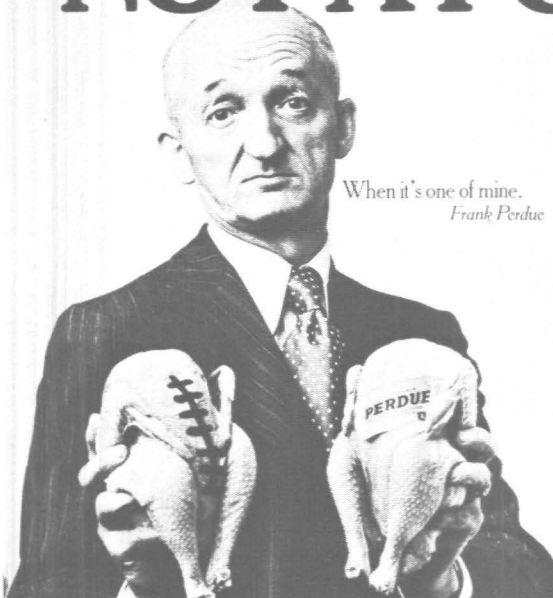
Perdue made a major innovation in chicken breeding several years ago. Whereas breeders had once been content merely to control the eating habits of baby chicks until they were ready to market, Perdue has set out to develop its own strain of chickens and develop a superior breed. The attempt is proving successful and last year 30% of the chickens processed by Perdue were its own breed. The percentage is expected to increase rapidly in the future.

### Quality Demanded

What does all this mean to Staley. Bob Emmons, manager of corn feeds, agriproducts, notes that it places a demand for quality products upon us. Perdue simply will not accept anything else.

Perdue uses a 60% protein gluten meal. Staley guarantees the

## WHEN IS A CHICKEN NOT A FOOTBALL?



When it's one of mine.  
Frank Perdue

When you sell my chickens, you don't have to kick them around.

Perdue chickens are so good people expect to pay more for them. And, in a smart retailer's store, they do.

Example: a small chain increased their sale price on chicken by offering Perdue chickens at 39¢ a pound and ended up selling just as many as ever.

A medium-sized chain took on Perdue chickens exclusively. They used to have sales on chicken at 29¢ a pound. They now sell Perdue chickens at a regular price of 39¢ per pound and have very few sales. Yet their volume on chickens is up 25%.

A large chain that had

been selling chicken at 29¢ for ten consecutive months took on Perdue at 35¢. Then they raised the price to 39¢. Their earnings are up dramatically compared to previous football chicken prices.

If you'd like to talk about taking on Perdue chickens, call me at 301-742-7161 and we'll set up an appointment.

And if I can't convince you that you'll make more money on my chickens than on those you're selling now, do what I'd do.

Kick me out.



It takes a tough man to sell a tender chicken.

Quality plus smart merchandising--that's the key to the success of Perdue chickens. This ad shows the effective technique used by Perdue--that's Frank Perdue holding the two birds--in becoming the top seller on the East Coast.

protein of a meal it produces and stands back of that guarantee, and Sewell Spedden, vice president of Perdue's Feed and Grain Division, observes wryly, "You can bet a supplier knows we mean business about quality -- or he might wake up one morning to find that car of meal back in his yard -- unused and unpaid for."

Dr. Willie Payne, vice president for research and nutrition, continues,

"Our emphasis on quality begins with the first man who unloads it. He checks it out for cleanliness and color, then gets a batch for testing for protein content and the amount of xanthophyll."

Dr. Payne notes that the raising of chicken is an extremely efficient form of protein produc-

tion. Whereas the raising of vegetable protein remains the most efficient use of land and productive capabilities with commercial fish farming next, chicken growing is not far behind.

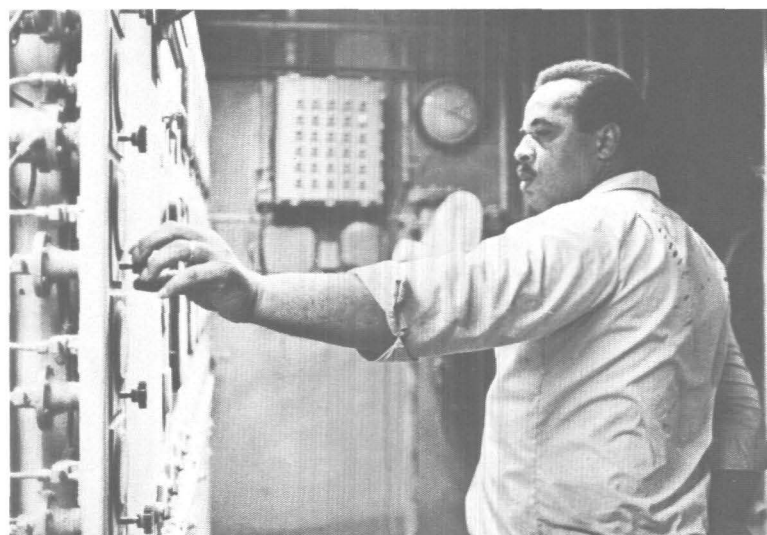
### High In Protein Quality

Chicken is 23 percent protein compared to beef which is only 17-21 percent protein. Also chicken is comparatively low in cholesterol, and it takes only 2 pounds of feed to convert into one pound of meat. A similar ratio for beef is 4 pounds feed to produce one pound of meat. Under controlled conditions, Perdue can grow 4 1/2 flocks a year in the same facilities.

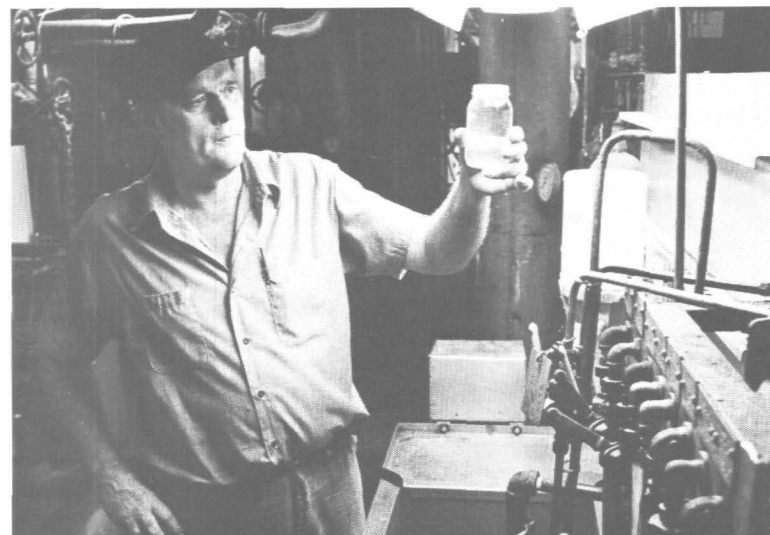
Perdue realizes that its approach toward an improved chicken carries implications far beyond its current marketing

capabilities. As Dr. Payne notes, the world demand for protein consumption is increasing. He believes that the inefficiencies of red meat production will cause people to look more and more toward such things as vegetable protein -- and yes, chicken growing. He notes the latter will be especially important in heavily populated countries where space is at a premium and the land does not fit into the production of vegetable protein. Production and consumption of protein is promising to become one of the most important problems of our time. And whether it's supplying texturized protein for use as a meat extender or supplying the raw material for animals to convert into protein, Staley is playing a vital part in this worldwide story.

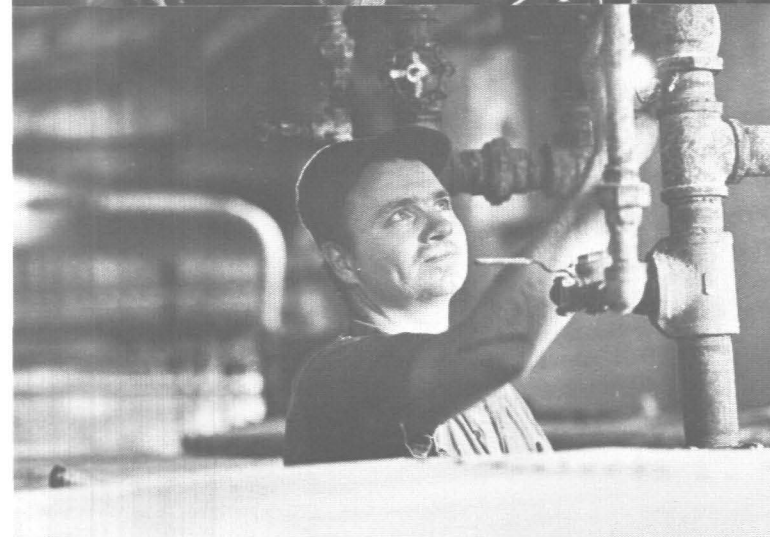
## People Make A Company Feedhouse Employees Perform Vital Function for Corn Grinding



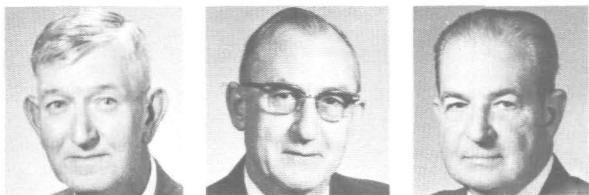
Otis Livingston, above, roof equipment operator, controls fiber squeezers, mercones and gluten drum filters.



Roy Riggs, upper right, pan operator, checks the condensate. Clarity indicates proper functioning of equipment.



W. H. Bourne, Jr., lower right, is a pump operator. He is responsible for opening and closing presses.



Clarence Durbin Louis Heisler Don Rogers



Paul Stroyeck Delbert Owen Conard Hiser H. Haemisegger

## Anniversaries

### 40 years

**SAM CHAPPEL**, leadman-weigher, 3 bldg.  
**ARVLE COLTER**, senior mechanic, round house.  
**CLARENCE DURBIN**, senior mechanic, tin shop.  
**LOUIS HEISLER**, storekeeper, research and development.  
**DON ROGERS**, administrative building superintendent, corporate engineering.  
**GEORGE STERN**, office janitor, 62 bldg.  
**PAUL STROYECK**, assistant extraction and process foreman, agriproducts.

### 35 years

**ROBERT HEDDEN**, rigger leadman, 31 bldg.  
**DELBERT OWEN**, senior mechanic, millwright shop.

### 30 years

**CONARD HISER**, utility lubricator, 42 bldg.  
**RALPH REHFELT**, expeller and flaking mill operator, 11 bldg.

### 25 years

**HANS HAEMISEGGER**, assistant general manager, leather, Staley Chemical.  
**FRANCIS HASKELL**, technical foreman--Monte Vista, industrial products.  
**DON SULLIVAN**, manager, financial analysis, consumer products.

### 20 years

**ROBERT CAMAC**, development engineer helper, 59 bldg.  
**DONALD WILLIAMSON**, shift foreman, process, industrial products.

### 15 years

**JOHN ROLAND, JR.**, industrial food product manager -- New York, industrial products.

### 10 years

**DAVID CONLEY**, utility laborer, 31 bldg.  
**DORIS ANN FLOYD**, cost and budget analyst, consumer products.  
**STEPHEN HYNDS**, shift foreman, wet processing, industrial products.  
**ALVIN TAYLOR**, senior mechanic, I&C shop.  
**RICHARD WEBB**, cost and material supervisor, industrial products.

### 5 years

**PAUL BRITTON**, drum dryer operator, Houlton.  
**JANET CUSHING**, data card control clerk, industrial products.  
**HORACE MARSHALL**, dextrin operator, Houlton.  
**JAMES QUINN**, tractor and trailer driver, Chattanooga.  
**GEORGE STUBBLEFIELD**, carbon operator, 5&10 bldg.  
**HARLAN WILSON**, computer console operator, corporate information systems.

## Brewing Industry

(cont. from P. 1)

comments is best explained by figures which show that while the beer industry as a whole grew 3.5 percent last year (based on barrels sold), many nationally known brands grew at rates of 10-15 percent. This indicates a slower growth for smaller regional brands--and in some cases a decline in production.

"Many of the regional breweries are placed in uncompetitive situations because they are using outmoded equipment," Otto explains. "On the other hand, the larger breweries are able to use new techniques that keep costs low and allow them to increase their production and market their beer more effectively."

Otto continues that Staley is currently a leading supplier of liquid adjuncts to the beer industry. Because of growing demand, Staley production of its corn syrup is allotted on a percentage basis with a certain amount going to the brewing industry.

What about the future? Demand is expected to increase. Ten years ago, the per capita beer consumption was about 15 gallons annually. Today, the figure has increased to 19 gallons of beer consumed for every individual in the country.

More than 131 million barrels of beer were sold in 1972. Ten years ago, production was 97 million barrels. By 1975, beer consumption is expected to reach the 150 million barrel mark.

"That means that our ability to sell our adjuncts will be based primarily upon our capacity," Otto

notes. "There is a trend of increased beer drinking and a larger population. Our biggest advantage over the dry corn traditionally used is our uniformity of quality--dry corn often has varying results during preparation."

"It all adds up to a big market and one in which we will continue to play a major role."

### Private Industry Role In Supplying Protein Cited

The private food industry has been cited as the primary potential source for developing low-cost high-protein foods for worldwide consumption.

This observation was made in a recent article in Food Technology magazine by Samuel M. Weisberg, executive director of the League for International Food Education.

Weisberg noted that private food processors can provide a continuity of supply of good foods at reasonable cost and make economic and cultural contributions to underdeveloped countries.

Many of the conclusions reached by Weisberg deal with the role of textured protein--a field in which Staley is an acknowledged leader.

He notes, for example, that textured protein foods are emerging in the United States as usable foods or food components, and that the production and marketing of such food products to developing countries offers opportunity to the food industry.

## Mini-Computer Does Super Job

The ability to communicate stored information to 16 simultaneous users in 400 nanoseconds (a nanosecond is a millionth of a second).

Able to meet the computing needs of business or education, it can even be programmed for instructional purposes.

What is it? It's Staley's own fantastic time sharing on-line computer which, disguised as a smallish, rather meek-looking pair of metal boxes, sits in the company's corporate systems center in Decatur, awaiting the call to action.

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With all due apologies to the introduction to the old "Superman" series, after seeing the new Honeywell 1646 time sharing computer now in operation at the Decatur computer center, one can almost understand how it would feel to see a mild-manner Clark Kent spring into action from a telephone booth in front of your eyes.

The computer, located in the basement of 62 building in Decatur, is actually encased in two containers--each smaller than a telephone booth.

However, size is deceptive. The speed of the time sharing unit, plus its ease of operation, has allowed the company to set up on-line terminals in various Decatur plant locations such as the quality control lab, research, engineering research, industrial engineering and 5&10 building, as well as at Oak Brook, Lemont and Kearny.

Each of these facilities may use the computer at any time simply by dialing a special number on the telephone, identifying itself through a special code number and then using it for a wide range of services.

This on-line feature differs from a "batch" computer where program cards must actually be taken to the computer site. With an on-line system, the program may actually be altered as the



Carl Frederick, shift leader, performs maintenance on the time sharing computer.

computer and the user conduct a dialogue with one another. (The user transmits his messages on a teletype machine.)

The system has not only met certain computer needs of the company, but has allowed Staley to go into the "time-sharing" business.

Time-sharing is the term used to describe the renting out of computer time by one company to other companies or locations.

The purpose in acquiring the new computer was not to allow Staley to enter a new business, but a reflection of the increased computer needs of Staley. Before purchasing its own computer, the company shared time with other companies through a Honeywell system located in Minneapolis. As the use--and cost--of the system increased, it became more practical for the company to purchase

its own system.

Since the computer meets all our on-line needs, and still has unused capacity, it was decided to seek an even greater return on the investment by renting that unused capacity to other businesses around Decatur.

Millikin University of Decatur is the first customer to use the service. It has a terminal located at the school, identical to those used at company locations.

The system is now used by consumer products in sales planning; by Staley Chemical for raw material control and product formulation, and by other locations for such uses as engineering projections, and predicting the results of new formulations of products.

That's a variety of users for the deceptively small system--but what else would you expect from Supercomputer?

## New Scheduling System Developed

Staley's corporate information systems division has developed a method of scheduling computer time which not only increases the efficiency of computer use at Staley but may hold potential for users of compatible computers across the nation.

At Staley, scheduling on the company's Honeywell computer was formerly done manually--a time-consuming process. Today this function is automated. The

Staley-developed system allows the computer to use its capability to process more than one job at a time.

Jim Simmering, manager of standards & program maintenance, points out that the system has attracted interest from other users of Honeywell computers. Hence the decision to offer the system as a part of the "software" of the computer industry (software is the term given to technological

knowledge of computers as compared to "hardware"--the computer itself and accessory machinery for its operation).

Simmering explains the interest in the system by other companies--who had first heard of it at industry meetings and later through an article in a computer-oriented publication--is the natural outgrowth of the increased use of computers in information processing. As this use has increased, problems arose in properly scheduling for maximum efficiency.

Joe Harley and Robert Lents, both project leaders, program maintenance, worked on the refinement of the system to meet company needs. Bud Colter, manager, corporate computer center, and employees in the corporate computer center then implemented their recommendations. The results are impressive. The computer use in the past four years has doubled without a corresponding increase in expenditures.

Simmering concludes that the main function of the system is to facilitate company objectives, but that any interest expressed by another company or institution in purchasing the "software" of computer technology will not be overlooked.

Several years ago, Joe Harley, project leader, program maintenance, suggested to Lee Crouse, director corporate information systems division, that the company might be interested in a computer scheduling process used by the data processing group at Scott Air Force Base, East St. Louis, Ill. Joe had become familiar with the system during his employment by Honeywell, Inc.



Joe Harley, Bud Colter, Bob Lents, left to right, discuss the new scheduling system developed by Staley.



## THE GOLDEN YEARS

**Jack Swarouth**, who retired this past May, sends his regards to all his Staley friends. Jack, who lives near Nelson Park in Decatur, says he has been seeing several other Staley retirees on the park's golf course. He says he has played games with **Carl Congoski**, **Walt Grant**, and **Norm Lents**, as well as **Frank Yonikus**, **Roy Heffington** and **John Hanson**. . . he invites anyone else interested in playing a round with them to drop by or give him a call.

A "bus driver's holiday" might describe **Don Schneider's** retirement. . . after retiring in 1967 with 31 years of service for consumer products, Don is now keeping busy by working part time for a grocery broker in Des Moines. . . but he reports that it doesn't keep him from enjoying golf in the summer and some Minnesota fishing.

**George Treube** called the *News* office seeking an extra copy of our venerable predecessor, *The Staley Journal*. George, who retired in 1960 as foreman in special products after 38 years of service, is interested in the August 1958 edition. Anyone who might have a copy they have saved over the years is asked to contact George at 1085 E. Clay, Decatur.

Don't forget that the retirees meet twice a month at Swartz Restaurant. The second Wednesday is a noon luncheon for retirees only, and on the last Friday of each month a 6:00 p.m. dinner is held for retirees and families.

We were recently provided a valuable insight into Staley history when some mementos of **Herschell Morris** crossed our desk. Herschell, who retired in June 1952 after nearly 30 year's service—including heading up the feed division—saved many publications from the early days of the company.

**Pauline Turner** has mailed a letter expressing her appreciation to her fellow employees for the kindness and gifts she received during retirement celebrations in October. Pauline notes that it was with great regret that she left the company after 42 years because "father time" caught up with her.

And speaking of those October retirees...well, we've said it many times before in the *News*—people really do make a company. The combined experience of those people retiring in October came to 637 years from 17 employees. That's an average of nearly 38 years per employee. We have to believe that those six centuries have meant a lot to Staley success over the years, and we salute all our retirees, past and those to come in the future.

(Incidentally, those people ending their service in October and their years were: **Lou Doxsie**, executive vice president, 40; **Martha A. Huffman**, secretary, director of transportation, 47; **Paul Mayberry**, cleaner, plant cleanup, 21; **Herman Crawley**, lead operator 111 building, 44; **Jack Franklin**, senior mechanic, milwright shop, 46; **Carl Young**, senior mechanic, I&C, 40; **Joseph Hilberling**, mechanic, electric shop, 37; **Gordon Jackson**, leadman, office janitors, 40; **Maurice Smith**, senior mechanic, tin shop, 39; **Paul Atchason**, senior mechanic, tin shop, 37; **Lawrence Miller**, utility laborer, 9 building, 28; **Howard Hollingsworth**, trucker-dumper, 20 building, 23; **Ken Heffington**, senior mechanic, pipe shop, 37; **Homer Hanson**, assistant foreman, 42; **Harold Lents**, manager, crude oil department, 47; **Pauline Turner**, refinery clerk, 42 and **Frank Shaw**, civil engineer, 27.



Lynn Grider



Robert Schnell



Ron Wells

## On The Move

### AGRIPRODUCTS

**SHIRLEY FISCHER** from typist and file clerk to flexowriter operator.

**CLIFFORD KRETSINGER, JR.** from assistant foreman, electrical to maintenance supervisor.

**MARY ANN MONTGOMERY** from senior clerk, oil refinery to chief clerk, oil refinery.

### CONSUMER PRODUCTS

**GARY AMUNDSEN** from finished goods inventory control clerk to finished goods inventory control supervisor.

**MARK LEONI** from finished goods inventory control supervisor to production control specialist.

### CORPORATE

**SHIRLEY CHERVINKO** from keyed data equipment operator to lead keyed data equipment operator.

**LYNN GRIDER** from management trainee to buyer, equipment and maintenance.

### INDUSTRIAL PRODUCTS

**LORRAINE BACCADUTRE** from invoice clerk to invoice control clerk.

**JOHN KUIZINAS** from hourly roll to assistant foreman, electrical.

**SONNIE MADDING** from shop relief clerk to schedule and maintenance clerk.

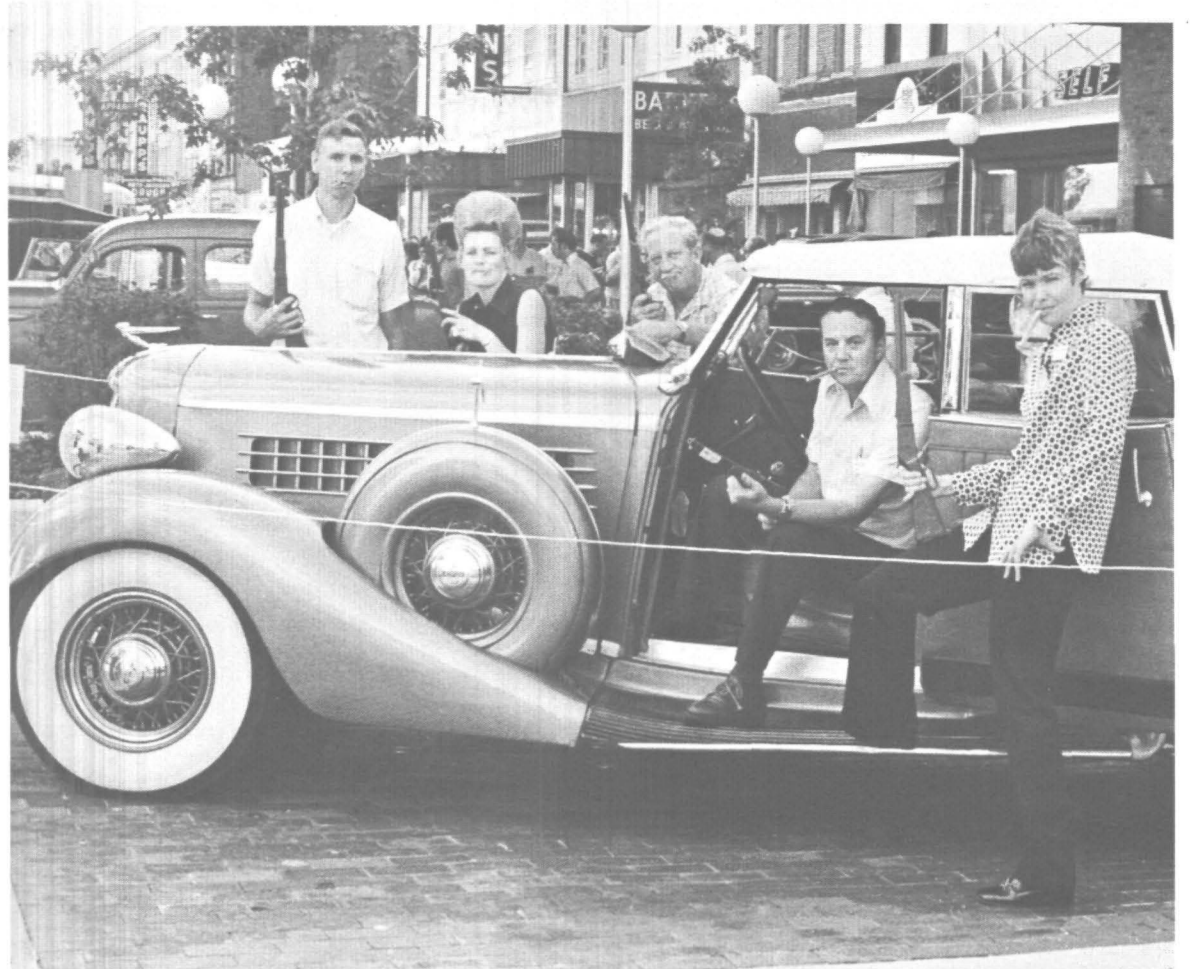
**MARILYNN MYERS** from messenger to junior clerk typist.

**EDWARD O'BRIEN** from hourly roll to maintenance foreman, Morrisville.

**CHUCK PHEGLEY** from methods analyst to staff management accountant.

**ROBERT SCHNELL** from plant engineer, Houlton to plant manager, Houlton.

**RON WELLS** from chemical engineer to senior chemical engineer.



**Shades of Bonnie and Clyde**—but it's really not the infamous Barrow gang. It's a group of Staley employees and their wives clowning it up during a recent antique auto show in Decatur. The car is Roger Read's 1935 Auburn. Other members of the gang are, left to right, William "Shoot 'em Up" Traughber, his wife, Carolyn, Alan "The Contract Man" Eaton, Read, and his wife Alethea. It wouldn't be hard to imagine the stir this group would create if they rolled up to a small town bank, however, in Roger's classic auto, toy guns at the ready.

## Autos Recapture Bygone Era

The automobile of yesterday. . . now there was a car.

There can be no denying that even today in this era of sleek fastback designs and options which give our cars a life of their own, a spark of romance is still ignited by the appearance of a restored auto that reminds us of how it used to be.

Perhaps it's because we recall the first time we sat behind the wheel and a parent said "You're the driver." Or maybe it's a first date that comes into mind. Or it might simply be that the cars offered either solid dependable transportation, or an elegance that cannot be recreated by plastic and cosmetic flashiness.

Several Staley employees are part of helping keep alive the memory of that time. They were in evidence at a recent antique auto show held in downtown Decatur's Landmark Mall.

Roger Read, merco operator in 6 building at Decatur, was there with his 1935 Auburn. Alan Eaton, senior mechanic, machine shop, proudly displayed his 1929 Model A, and William Traughber, assistant fireman, 1 building, was there with his Hupmobile. Eldon Allison, senior analyst, 60 building, showed a 1937 Plymouth, and Richard Spain, senior mechanic, pipe shop, exhibited several of his prize-winning Model A Fords.

The mystique of restoring antique autos is special. It becomes apparent in the conversations of the auto buffs.

"The first time I saw that big hunk of iron, I just knew we had to have it." That's Mrs. Traughber describing her reactions the first

time she saw their Hupmobile, which was not in such good shape before restoration.

"I wouldn't take a million dollars for it today. I love it."

Roger can point to the elegance of his Auburn. "There's a lot of work in restoring one of these cars. I've been faithful to the original, including the leather finish and the plush carpeting."

"It just gets in your blood." That's Mrs. Read speaking.

Many casual observers express interest in antique cars because of the tremendous value placed upon them—when restored, that is.

Such classics as Roger's Auburn (see accompanying picture) would be worth more than \$10,000 today. But just to show people that it isn't all easy money, the show at which Roger was both exhibitor and chairman featured an unrestored auto. It was a mess and had defied the attempts of four previous owners who were looking for parts to begin their

restoration.

Suddenly you realize why there is such a value placed upon a completely restored automobile.

Traughber is today looking for a 1950 Ford to refinish to mint condition. The others are all continuing their efforts to either improve the autos they have or are also looking for new additions.

Their enthusiasm is catching. And after *Staley News* finished its interview and strolled past the many cars being exhibited, one caught our eye...Allison's 1937 Plymouth just like we used to drive when....

### Sweeteners in Frozen Desserts

More than 350 million pounds of corn sweeteners are used each year in frozen desserts. Staley is a leading supplier of syrup to the industry. The figures were compiled by the Pennsylvania State University department of food science.

Staley Mfg. Co.  
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STALEY NEWS

The *Staley News* is published monthly for Staley employees by Corporate Public Relations, Decatur.

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Manager, Visual Communications. . . . Lee Jeske  
Assist. Photographer. . Roy Enloe

November 1973