

The new enzyme tank at Morrisville extends above the old roof of the plant. This construction scene typifies expansion steps underway to meet increased demand for sweeteners which contributed to increased sales and earnings for the company. Work on housing the tanks and other elements of the Morrisville expansion will be completed in December increasing capacity 50 percent.

Sales, profit show increase

Staley reports net earnings of \$15 million, or \$5.69 a share on sales of \$621.3 million for the year ended September 30.

This compares with net earnings of \$7.8 million or \$2.96 a share on sales of \$461.4 million for the prior year.

Chairman A. E. Staley, Jr., and President Donald E. Nordlund said the gains were primarily the result of strong domestic and worldwide demand, particularly for corn sweeteners. They indicated that the company's high fructose syrup, a product of new technology, was a significant factor in the year's results.

The Staley executives said results were generally satisfactory in the company's soybean processing business, although year-to-year volumes were down slightly owing to downtime involved in starting up a new extraction plant at Decatur. They said the company continued to make good progress in the field of food proteins.

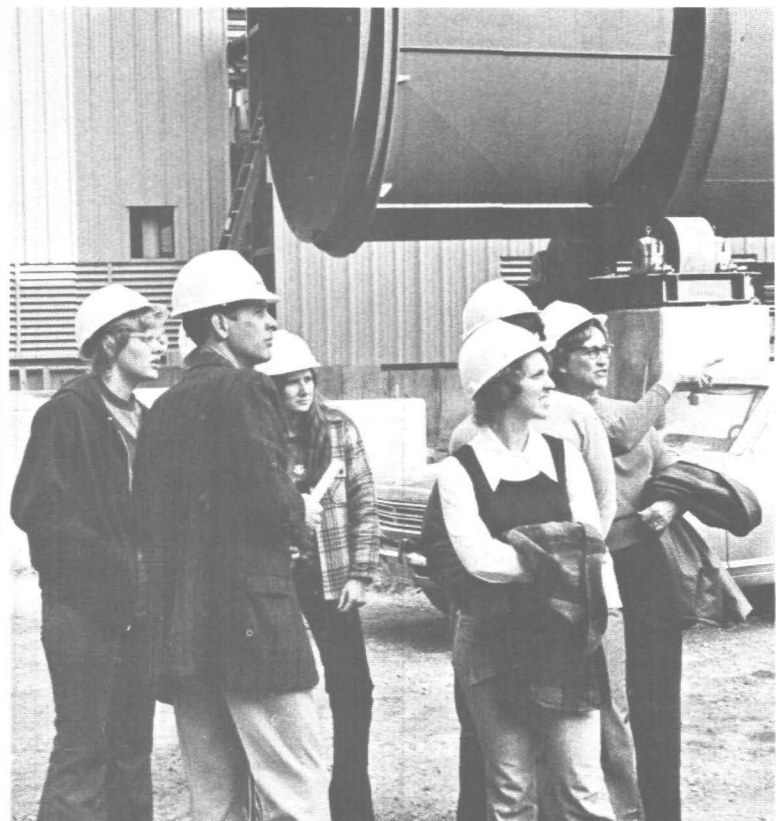
Looking ahead, they project-

ed further growth in fiscal 1975 in high fructose syrup as well as other corn sweeteners.

In an effort to keep abreast of demand, a 50 percent expansion of

high fructose syrup capacity will be completed this fall at Morrisville, and a 15 percent overall capacity expansion will be completed at Decatur later in the year.

	1974	1973
For the twelve months ended Sept. 30		
Sales	\$621,386,000	\$461,412,000
Net Earnings	\$15,048,000	\$7,896,000
Earnings per Common Share	\$5.69	\$2.96
For the three months ended Sept. 30		
Sales	\$186,468,000	\$134,883,000
Net Earnings	\$7,147,000	\$2,667,000
Earnings per Common Share	\$2.71	\$1.00



It was Ladies' Day as the gals in corporate purchasing examined construction sites at Decatur to acquaint themselves with jobs they work with. Left to right, Cathy Meadows, Brenda Keepes, Shirley Crane, and Arlene Ritter. Gene Hyland, buyer, led the tour.

STALEY NEWS

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New computer increases capabilities

The latest advances in computer technology are incorporated in a new Honeywell 6025 computer which has been installed in the corporate computer center at Decatur.

The old system is being phased out as the new computer is put into operation.

Lee Crouse, director, corporate information systems, describes the new computer as a multi-dimensional system which can do a wide variety of data processing jobs, including providing service to users via remote terminal devices.

Several terminal devices are now used by the company for computer time sharing applications. Other terminal devices are being evaluated by the company's systems staff. These include devices that have the ability to display information on television-type terminals which have typewriter keyboards and enable the operator to communicate directly with the computer.

As a result, information is displayed on the "tube" rather than printed on paper. One of the terminal devices being evaluated is portable and is about the size of a typewriter. It can "talk" to the 6025 via telephone lines from any location in the country.

Data bases

"We hope to establish data bases which will provide information about many jobs," says Lee. "Examples of files which will be compiled include customer information, sales records and histories of transactions."

"We believe the new system will allow us to speed up our emerging role as processors of information. Whereas, in the past, computer needs had been directed to facts and figures, the informational needs of the future will be directed towards long-range planning."

"The computer can assist by interacting—that is, communicating directly with a user. It can simulate models, foretelling what would happen if the variables in a given situation were to change."

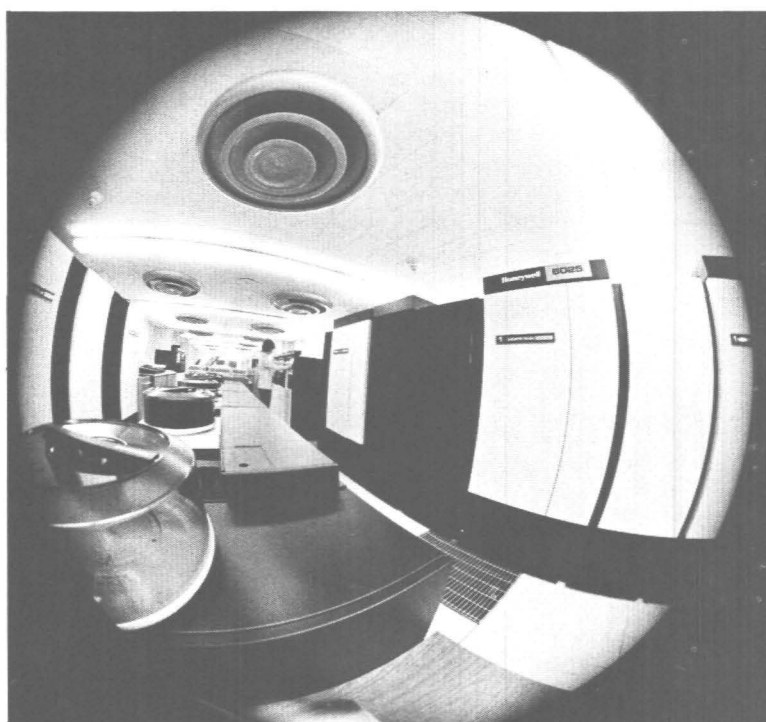
Lee points out that the data

base systems will permit overall improved customer service, and work is now underway on the first data base application with this objective.

Titled "the customer service data base project," the work will tie together existing computer systems for the processing of sales orders, inventories, invoices, customer credit, accounts receivable and the development and analysis of marketing information.

While such activities are presently computerized, the former computers were specialized in

(Continued on page 4)



The new Honeywell 6025 at the Decatur computer center greatly expands the potential of Staley computer operations by incorporating the latest advances in computer technology.

Specialty feeds boosts Sweetlix

Staley specialty feeds is reminding 70,000 beef producers of ways Sweetlix blocks can be used for more efficient utilization of roughage in direct-mail letters.

Earl Snearley, manager, specialty feeds, explains that most beef producers are now caught in a price squeeze that has made feedlot feeding of corn to animals impractical.

"A calf that sold for \$300 a year ago is selling for only \$100 today," explains Earl. "That means the cattle producer has three choices—all of which we point out in our letter."

"First, they may sell now at a tremendous loss," he continues. "Or, second, they may keep the cattle for an extra five months, use only roughage for feeding and sell a 'poor performer' at a discounted price."

"The third alternative makes the most sense. Keep the cattle for four to five months, feed them roughage and supplement their diet with Sweetlix 3-in-1 blocks and H.E.P. blocks. The heavier weight—approximately 140 lbs. per head—and top price will bring in nearly \$90 a head more, easily

offsetting the cost of \$18-20 a head for feeding with Sweetlix blocks."

Favorable factors

Earl points to several factors he believes will affect the beef market favorably. These include (1) consumption of beef remains steady (2) production in feedlots is down although overall supplies are high and competitive meat supplies such as pork and poultry are also down (3) slaughter of light-weight cattle yielding less pounds of meat, together with a reduction of other meat supplies, will result in less total meat than last year by December or January thereby forcing prices up.

"We believe good cattlemen will take advantage of this situation by feeding their cows on roughage supplemented with good mineral and energy to produce a good calf," Earl notes.

"That means Staley Sweetlix blocks represent a real value for the cattlemen," he concludes. "The 3-in-1 block offers energy and a good calcium to phosphorous ratio. The H.E.P. block offers the high energy protein necessary for a good calf crop."

In the News...



District manager fills many roles...P. 2



IsoSweet does it again...P. 3



A face for mother to love...P. 4



Doris Basler



Dale Carter



Virgil Will



Robert Nelson

On The Move

INDUSTRIAL

TIMOTHY SHAW from hourly roll to shift foreman, Morrisville

WILLIAM HALL from assistant regional manager to central regional manager, paper & textiles

DAWN MOWEN from messenger, 63 building, to shop clerk, manufacturing

MARLIN COONEY from hourly roll to shift foreman, Morrisville

STANLEY GWOZDZIEWICZ from hourly roll to instrumental technician, Morrisville

JOHN KOUHARENKO from hourly roll to shift foreman, Morrisville

CAROL LEE LINSON from hourly roll to instrumental technician, Morrisville

WILLIAM MCGINTY, JR., from hourly roll to shift foreman, Morrisville

LEROY REALE from hourly roll to shift foreman, Morrisville

KATHERINE BROWN from junior document distribution clerk, corporate information systems to file and code clerk, industrial administration

CORPORATE
DORIS BASLER from purchasing and buying assistant to assistant buyer, purchasing

DALE CARTER from office manager, purchasing, to buyer, construction and equipment, purchasing

CATHY MEADOWS from clerk stenographer, purchasing, to purchasing clerk, purchasing

JOHN SIMMONS from environmental technician, environmental sciences, to shift foreman, quality assurance

VIRGIL WILL from project engineer to senior project engineer, corporate engineering

JOHN BURCHARD from hourly to environmental technician, environmental sciences, engineering

JULIE KITCHEN from messenger to purchasing clerk, purchasing

PEGGY MILLAGE from keyed equipment operator trainee to keyed data equipment operator, corporate information systems

JODI MILLER from messenger to junior document distribution clerk, corporate information systems

HUNTER KICKLE from food technologist to senior food technologist, research & development

CONSUMER PRODUCTS

DELORES MICHAELS from order service clerk, distribution, to utility profile clerk, Oak Brook

ROBERT NELSON from associate food technologist to associate project leader, Oak Brook

AGRIPRODUCTS

MAURICE BELCHER from process research technician, research & development, to assistant quality control chemist



STALEY NEWS

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Manager, Employee Communications. . . . Dan Hines

Manager, Visual Communications. . . . Lee Jeske

Assist. Photographer. . Roy Enloe

Honeywell "Software"

Staley computer system marketed worldwide

A Staley developed system for scheduling computer time is now being marketed worldwide by Honeywell, a leading computer manufacturer.

The system was developed for use on Honeywell's 200/2000 multiprogrammed computer. The scheduling of computer time has been a recurring problem for computer users and elaborate manually prepared programs were required to guarantee maximum computer use. As the use of the computer in processing information increased, it became evident an improved method was needed.

The Staley system allows the greatest efficiency in computer scheduling since the computer in effect "schedules itself." That is, it manages job schedules, routine preparation and clean-up work.

Joe Harley and Robert Lents,

both project leaders, program maintenance, worked on the refinement of the system to meet company needs, and Bud Colter, manager, corporate computer center, and employees in the center implemented the recommendations.

Lee Crouse, director, corporate systems, points out that the technique of the scheduling system has been attempted by other computer users and manufacturers but had not been perfected until the introduction of the Staley system.

Staley will receive a royalty for each system sold. Honeywell is marketing the package as a part of its "software". Software is the term given to operating systems of the computer as distinguished from the "hardware" which is the computer itself.

Creative role by district manager builds opportunities for consumer

A district manager for Staley consumer products is two people.

He is what the front line soldier is to battle, and the success of Staley consumer products depends heavily on him.

But he is also the creator . . . the manager who looks for opportunities, corrects weaknesses, and shapes change, rather than allowing it to shape him.

His ability to reconcile these dual roles will determine how successful he is. Joe Kay, district manager for Staley's Atlanta district has set a pace that enabled him to be district manager of the year last year and is making him a top candidate for similar honors this year.

To travel with Joe as he does his job in the Atlanta area—served by one of the eight food brokerage firms under his direction—reveals opportunities for Staley consumer products as well as competitive challenges. Joe's role is not unique, but rather, is shared by the other 10 Staley district managers.

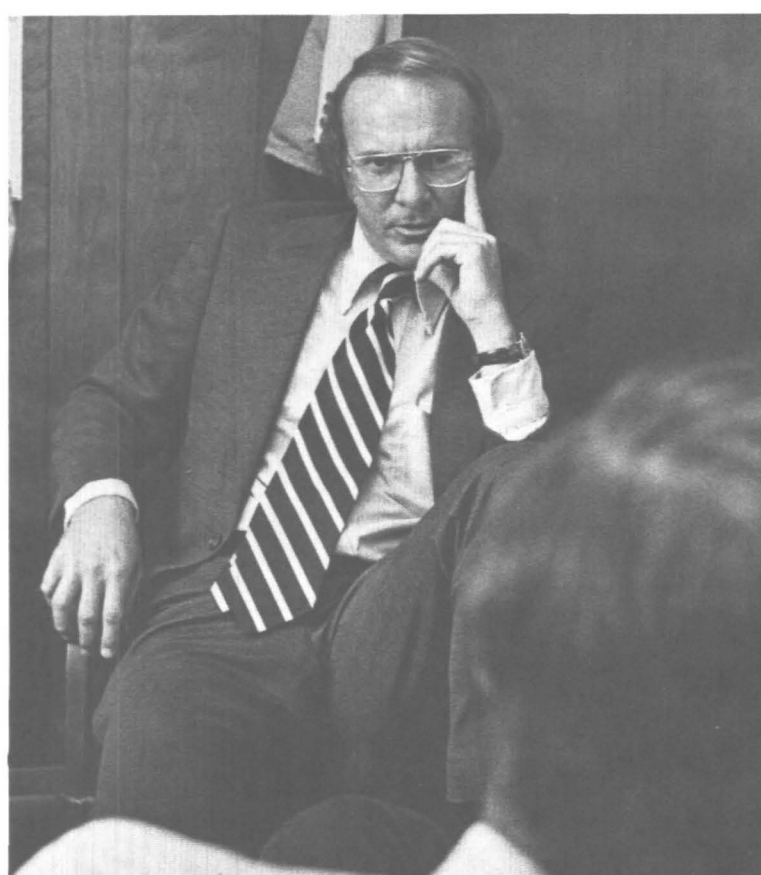
While Joe's daily routine will vary, his general work plan in any market includes: (1) auditing Staley's position at the retail shelf in a broad selection of outlets who represent the dominating control of the consumer's food dollar in the market, (2) overall contact at the headquarter offices of the market's key customers to discuss problems, opportunities, and future strategies, and, (3) a market review and periodic sales meeting with the broker's staff and total sales organization.

Each market visit generally covers three days and allows Joe to develop a detailed, up-to-date evaluation of Staley's current progress. This type of indepth review also gives him the base for future objectives, formulating strategy and providing broker training.

Joe is a seven-year army veteran who rose to captain, and exhibits the organization one might expect from a person with his military background.

But this is combined with a creative approach towards sales management, obtained from his extensive managerial experience with a leading paper company.

In only three years, Joe has had some landmark achievements. Foremost among these has been the revitalization of Sta-Puf. Sales of Sta-Puf pink had skidded into last place in the Atlanta area when



Joe Kay listens intently during a conversation with a broker. Joe relies greatly on direct communications.

Joe arrived on the scene. Now, thanks to the combination of creative promotions, competitive pricing, imaginative and aggressive selling and familiar Sta-Puf quality, the brand has risen to be the second best selling in the area, headed only by Proctor & Gamble's Downy.

"I believe the history of Sta-Puf pink in Atlanta is an example of how we can turn a problem into an opportunity," Joe explains. "That's the challenge of sales management, and there is no better place to exercise it than right here in the field."

In addition to the average three-days "field time" that Joe spends throughout his district each week, he allows himself 2 days in his Atlanta office for planning analysis, and communication with sales and marketing staffs at consumer products group's Oak Brook office.

Since broker relations are a key to his success, Joe relies heavily upon both face-to-face and written communication to keep them informed of national and local activities and to remind them of how they are progressing toward their quarterly sales results.

In order to broaden this communication channel, Joe introduced an innovative broker news-

letter which gives up-to-date sales performance statistics, case histories of successful sales efforts, promotion and pricing information, and valuable sales tips. This news letter's success has prompted its adoption throughout the sales organization in fiscal 1974.

While working in a store, Joe evaluates the shelf space, position, and distribution of Staley products, as well as current prices, competitive activity, presence of ads or displays, and carefully notes the opportunities that exist for the local broker to improve our position at the retail shelf.

Joe spends a portion of his time alone and then meets with the retail sales supervisor to audit still more stores and provide on-the-spot training and evaluation of the retail position of Staley brands in the market.

Joe summarizes his attitude towards Staley and his management role this way: "You can sense the excitement of working for Staley consumer products. We have a good line which can offer a real value to the American consumer. It's our job to look for the creative avenues of management which will allow us to capitalize on those opportunities."

Staley offers quality paper starches

The most complete line of paper starches in the industry plus Staley quality is cited by C. W. "Bill" White as the key to continued high demand for Staley starches by the paper industry—the largest single starch consuming industry in the world.

Bill's comments came at a recent sales meeting of the industrial products group during which he discussed the role of Staley starches in the paper industry.

"The paper industry in this country includes about 720 paper and paperboard mills which in 1973 produced 61.8 million tons of product," Bill explains.

"Based on a U.S. population of 211 million, paper and board consumption was 639.2 pounds for every man, woman and child. That figure has grown steadily for a

number of years. But paper production has not kept pace with demand, hence the well publicized shortage of certain grades of paper. Low profitability by paper manufacturers and high capital expansion costs, coupled with costly environmental demands, placed a severe strain on the industry."

Bill notes that the shortage of paper is expected to continue in the near future despite some evidence of industry expansion.

The U.S. paper industry uses 2.6 billion pounds of corn starch to produce its 62 million tons of products. The average use is about 100 pounds per ton of paper, discounting papers which do not require starch such as newsprint and tissue.

"Our complete line of Staley starches includes products for the

wet end process, size presses, calendars and coatings."

Bill explains that wet end starches reduce stream pollution by retaining fibre and other ingredients in the basic furnish, converting them to paper rather than white water effluent.

Size presses are used for surface sizing, adding both body and smoothness to the paper. The products available are numerous. Size press starch accounts for 120 days per year of dry starch plant operation in Decatur.

Calendar starches produce a super smooth paper finish. Coating starches include the Staycos and ethylated product and other specialties.

Paper sales at Staley are divided along functional lines—paper manufacturing, paper coat-

ing and specialty adhesives application.

Bill says Staley influence is most pronounced in the commodity type or size press starches. He notes that as a result of current expansion at Decatur, by July 1975, an additional 135 million pounds of pearl (basic) starch will be available annually, more than making up for earlier shifts in production to provide additional sweetener volume.

Bill says future emphasis will be on specialty products such as cationics, bag adhesives, coating and waxy-maize categories.

And, he concludes, the Staley reputation for quality, coupled with aggressive marketing and high quality starches that meet customer's needs will keep Staley a major supplier to the paper industry.



Credit Union royalty . . . that's Kathy Miller of the Staley Employees Credit Union who was named Mrs. Credit Union for the 34-member Ralph G. Long credit union chapter in central Illinois

IsoSweet delivers soft drink quality, savings to N.Y. bottler

By enabling Kirsch Beverages to reduce its sweetener costs, Staley IsoSweet is playing an important role in the goal of the New York City regional bottler to triple its sales by 1982.

Kirsch is a well-known and respected name in New York, continuing a tradition of quality and market leadership dating to its founding in 1904 by Hyman Kirsch. Today the 98-year old Mr. Kirsch acts as chairman of the board, emeritus.

Morris Kirsch is chairman of the board and together with the elder Kirsch provides a link with the company's history for the current management team of Lee Kirsch, president; Richard Shurack, vice president, and David Kirsch, executive vice president. Kirsch also bottles Beverages by Hammer, another popular New York brand which it purchased recently, and sugar-free No-Cal soft drinks which are sold nationwide.

The firm uses IsoSweet in varying amounts, depending upon the flavor of the drink, in both its Kirsch and Hammer lines, to a maximum of 50 percent.

Kirsch bottles a complete line of beverages, including lemon lime, cola and fruit-flavored drinks.

Ralph Blumenthal, vice president, technical services, was instrumental in the decision to use IsoSweet.

He explains that Kirsch had first tested IsoSweet in a limited capacity nearly two years before incorporating it into production in February of this year.

"At that time, the IsoSweet altered the flavor of the drinks," he recalls. "Some reformulation would be required, and that, coupled with the fact we were in our old Brooklyn plant, made the handling of IsoSweet difficult."

Jack Roland, area manager, sweetener sales, points out that when IsoSweet was first introduced, it was considered as a total replacement for sugar. Since then, most users have found a blend of sucrose and IsoSweet provides the best results while delivering cost saving. Reformulations were done principally at Kirsch's own product development lab, headed by its manager, David Glaubman.

Then, faced with the crush of rising sugar prices and improved quality of IsoSweet, Kirsch made

the decision to look at the product again.

"Our main concern—as always—was the quality of the drink," says Ralph. "We are a company that relies greatly on a reputation that has taken generations to build, and we will not sacrifice that quality tradition."

"But tests for clarity, shelf life and flavor properties showed that we could use IsoSweet with a savings and no decrease in quality. As a matter of fact, IsoSweet is superior to sucrose in properties of clearness and blendability in many drinks."

Ralph speaks highly of the quality of the IsoSweet which is produced at Morrisville, noting that all shipments have met Kirsch's rigid specifications.

Although some reformulation was required for the IsoSweet, no major production facility changes were necessary.

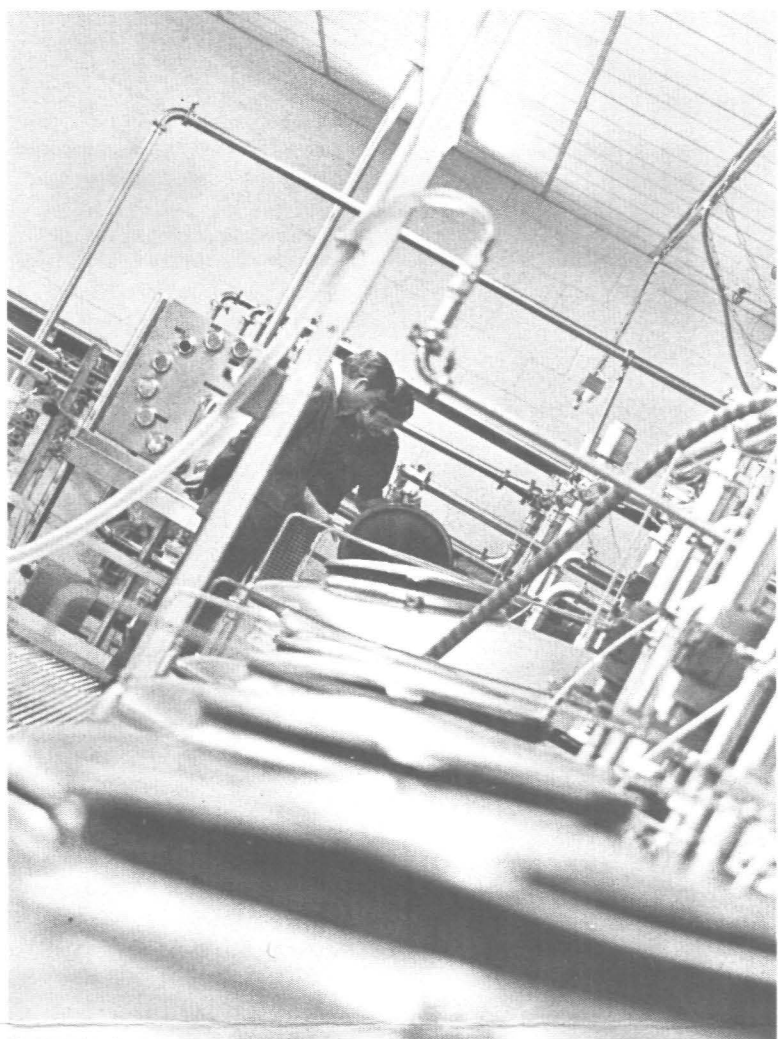
Kirsch's modern new facility sits on a 10-acre site in College Point and is one of the fastest bottling and canning facilities in the East with capacity for its five lines of 1,100 cans, 400 28-ounce bottles and 700 16-ounce bottles to be filled per minute.

Included in the facility are four 5,000-gallon tanks for storage of sweeteners. Two of the tanks are used for IsoSweet. A pasteurizing system for both the IsoSweet and sugar that was in use prior to

IsoSweet is still utilized.

The future looks bright for the Kirsch line. David Kirsch believes that the ability to respond quickly and aggressively to challenges and problems gives the company an advantage over the bigger, national brands.

"The decision to use IsoSweet is an example of this adaptability," he says. "We stress a lean informal type of management with direct communications. And after Ralph Blumenthal made sure that we would not sacrifice our quality by using IsoSweet, things happened rapidly."



Staley's Jack Roland, left, and Ralph Blumenthal of Kirsch discuss the use of IsoSweet at Kirsch.



Jack Roland, center, David Kirsch, left, and Ralph Blumenthal plot the sweetener needs of Kirsch.



Lawson Albritton



Thomas Henson



Nat Kessler



Gerald St. Pierre, Jr.



Vera Bryan



Clarence Wood



Dale Fleischauer



Oliver Sy



Frederick Henemeyer



Montelle Huxtable

Eliminate hazards, prevent accidents

There are numbers in safety. Or, is it safety in numbers? Anyhow, try these—300, 29 and 1.

They translate into this: An employee commits an unsafe act, on the average, 300 times and receives a minor injury, such as a small cut or bruise, 29 times before he is seriously injured once.

What can be done? Tom Ellison, safety director at Decatur, urges employees to be alert to unsafe conditions which contribute to accidents.

Tom explains, "We define an unsafe condition as a circumstance that can or has contributed to an accident."

"Mechanical causes of accidents include such hazards as unguarded or inadequately guarded machinery, tools and equipment; excessively worn equipment; inadequate lighting; excessive noise levels; unprotected floor and wall openings and even defective ladders. Housekeeping cannot be overlooked. The list is endless."

Tom notes that the Staley safety manual defines safety as "the responsibility of all employees."

"We don't expect everyone to become safety experts," explains Tom. "But being alert to elimination of hazards requires simple common sense. A rule of thumb would be 'if an accident can happen, it will.'"

Tom continues that this doesn't mean accidents are inevitable or the result of the law of averages.

"It's just a way of saying that

if the conditions for an accident to happen exist and are not corrected, it's almost a sure bet that, sooner or later, one will occur."

Employees are urged to report unsafe conditions to their supervisor, says Tom. Then the hazard can be removed, or until its removal, employees can be alerted to its existence and taught how to avoid it.



Workmen prepare to install a filter as construction progresses on 14 building at Decatur. The new building which will contribute to environmental efforts, will start up in January.

Anniversaries

40 YEARS
LAWSON ALBRITTON, chemical engineer helper, 60 building
THOMAS HENSON, senior mechanic, machine shop
30 YEARS
DEAN CHRISTMAN, product service coordinator, engineering, research and development
NAT KESSLER, vice president, corporate technical group
25 YEARS
GERALD ST. PIERRE, JR., shift foreman, dry starch, industrial

VERA BRYAN, staff nurse, industrial relations
CLARENCE WOOD, stencil-cleaner, 20 building
DALE FLEISCHAUER, senior mechanic, machine shop
OLIVER SY, assistant extraction operator, 101 building
FREDERICK HENEMEYER, mechanic, garage
SAMUEL JUMP, bleacher oil recovery operator, 29 building
MAURICE STOCK, 1st year apprentice, electric shop
VICTOR WALTERS, pumping station operator, 2 building
MONTELLE HUXTABLE, utility, 40 building

20 YEARS
ED KARCHER, syrup refinery area foreman, Morrisville
JAMES YORK, assistant foreman, Satellite IV, corn milling, industrial
FRANCIS MITSDARFFER, merco operator, 6 building
LARRY SHOOK, senior mechanic, millwright shop
HOMER ALTEVOGT, drier operator, 12 building
ROBERT FLANNIGAN, cleaner, 11 building
ROBERT MURPHY, senior mechanic, pipe shop
JAMES SMITH, senior mechanic, millwright shop
PAUL NAVE, merco operator, 6 building
DONALD WHITELY, converter operator, 5 & 10 building
CHARLES CECIL, upper steep tender, 6 building
ROBERT COWGILL, clockman, 40 building
MALVERN POOR, senior mechanic, pipe shop
15 YEARS
BETTY RODGERS, telephone operator, corporate information systems
10 YEARS
EDWIN GOLDBERG, M.D., medical director, industrial relations
JERRY PERKINS, technical paper representative, industrial
DARRELL SOWERS, packer & palletizer, 48 building
5 YEARS
EDWIN CORDER, shift foreman, agriproducts
STEVE LOCKHART, loss prevention supervisor, financial
GLENDA WAITE, grain ledger clerk, agriproducts
SHARON BUTLER, telephone operator, corporate information systems
GINNY RICE, accounts receivable clerk, financial
LILA SANCHEZ, office manager, international, San Juan
ANNETTE SMULIK, engineering research steno, research & development
LARRY CLARK, bag dump & clean, 118 building
WILFRED DAVIES, cleaner, 101 building
CHARLES LONG, meal conditioner operator, 17 building
STANLEY FRANKLIN, pack & load operator, 17 building
GUY O'BRIEN, utility man, 118 building
CHARLES TALLEY, cleaner, 75 building
JERRELL BALDWIN, sample carrier, 60 building
MARVIN HECTOR, reliefman, 1 building
RONALD JUNIOR, utility leadman, 44 building
HAROLD GARNER, JR., truck operator, 34 building
GERALD BANTNER, building cleaner, 28 building
ROBERT MARTIN, building cleaner, 28 building
N. S. DZAMBASI, batch operator, Cicero



A face only a mother could love . . . beauty (s) and the beast. True as it may be, it doesn't stop messengers Jane McMillen, left, and Linda Glazenbrook from bussing the bemasked face of Jerry Coon as he got in practice for the Jaycees' Haunted House. Right, Jerry removed the mask, and the girls obliged again.

Jerry's 'can do' attitude key to a better community in Jaycee work

A "can do" attitude is the key to building a better community says Jerry Coon, sales service specialist, specialty feeds.

Jerry knows what he's talking about. An active seven-year member of the Decatur Junior Chamber of Commerce (Jaycees), he's been involved in many projects that have helped people. And last year, Jerry's work with the Jaycees was recognized by his chapter members when they elected him to a senatorship in the national organization.

The significance of the award is apparent when one realizes that of the millions of Jaycees over the years, the number of senators totals less than 19,000 for the history of the organization.

"The selection as a senator was a highlight of my years with the Jaycees," Jerry says. "It's the only national honor that can be awarded by the membership and is a valued recognition."

Jerry has held virtually every post in the organization and has

been involved in most of its projects. Other Decatur Jaycee members at Staley are Bill Griffel, feed nutritionist, agriproducts; Larry Shaw, rail equipment specialist, agriproducts; Ken Robinson, manager crude oil, agriproducts; Bob Hall, sales coordinator, international; and Chuck Andrews, building cleaner, 28 building.

Jerry says there has been a turnabout in the philosophy of the Jaycees. Where once it had stressed social activities, today it is dedicated to community betterment.

"We decided that no job was too big for us if it helped the community," he explains.

An example is the annual July 4 community-wide picnic held at Decatur's Nelson Park. While many smaller communities have such events, the metropolitan Decatur area is more than 125,000 people. Nearly 35,000 people attend the day-long festivities capped by a spectacular fireworks display.

"We looked at Decatur and decided the old-fashioned picnic was a way of bringing people together again," says Jerry. "I don't know of another organization that could have done it better than the Jaycees."

Another project of the Jaycees is the Halloween "Haunted House." This year, Jerry looked like a visitor from the Planet of the Apes. (See accompanying picture.)

Proceeds from the House go to support various chapter activities. One of these is the annual Christmas shopping trip for youngsters from lower income families. In the past two years, more than 160 children have participated.

"Each Jaycee takes two or three children to a store in town," says Jerry. "Each child is given \$10 to spend on gifts for his family—not himself. Then we have a party afterwards at which the children who went on the trip are given a gift. It can be a heart-tugging experience."



THE GOLDEN YEARS

Several of **Frank J. Kekeisen's** friends took advantage of his 70th birthday to send him cards. Frank, who was manager of the St. Louis industrial sales office until his retirement in 1969, has suffered three strokes, so hearing from his longtime associates at Staley always cheers him up. Anyone interested in contacting him may write to his home at 21 East Drake St., Webster Grove, Mo., 63119. Frank was a 43-year veteran of the company.

In the last **Golden Years** column we mentioned interest among central Florida retirees in forming a Staley retirees club. During a recent visit to Decatur, **William Heer**, who now lives at 2124 Azalea Dr. in New Port Richey, Fla., called us to add his name to those interested in forming such a group. We'll forward the information along to **Harold R. Smith** at 5870 56 Ave., N., Apt. 114B, St. Petersburg, Fla., 33709. Anyone else interested in such a group can contact Harold or Staley News.

Decatur area retirees are reminded they have an open invitation to any of the meetings of the Retirees Club. The group meets the second Wednesday every month at noon (retirees only) and the last Friday for a dinner. Spouses are invited to attend this affair.

Bobby Fields, who retired in 1962 from 17 building, is going blind and has no family. He was recently visited in Danville Veterans Hospital by **Leroy Dean**, senior mechanic, sheetmetal, who says Bobby is lonely and would like to hear from his friends at Staley. So, if you've got a moment, how about dropping him a line, or if you're in the Danville area, stop by the hospital to say hello.

The 26 employees who retired during October totaled nearly nine centuries of services, registering 864 years. The retirees entering The Golden Years of service are: **A. F. Heideman, 47 years; R. G. Siweck, 45 years; P. W. Bateman, 44 years; W. C. Artze, 42 years; W. H. Born, 41 years; V. Grady, 41 years; G. E. Stern, 41 years; H. C. Brumley, 41 years; C. W. Leek, 41 years; L. A. Albritton, 40 years; C. O. Jones, 38 years; T. L. Appenzeller, 38 years; A. A. Morris, 38 years; G. H. Kratzner, 38 years; K. P. Hinton, 38 years; L. J. Owens, 38 years; G. B. Elder, 31 years; A. C. Garfoot, 31 years; O. B. Shaw, 30 years; W. L. Cornell, 29 years; J. Paczak, 29 years; E. E. Allen, 26 years; K. A. Comp, 25 years; D. A. Barnes, 22 years; C. S. Nevin, 17 years and A. E. Devine, 11 years.**

Transportation hits goal, trains move on time

A train that runs on time is the stuff of legends, and the work of Staley's transportation department would make even the most critical conductor proud.

The department attained a goal of shipments of products from Decatur that exceeds the industry average with 90 percent of shipments sent from the local rail complex within 24 hours of billing—that is, after the rail company was notified the shipment was ready.

Other industry sources report an average of only 80 percent of

shipments made within 48 hours after billing, according to Reeder Miller, director of transportation.

Reeder attributes the success to closer work with rail companies and maintaining manufacturing and loading schedules.

"The impact upon the company is two-fold," he explains. "We are offering better service to customers by our faster shipments, and we are using company equipment more efficiently—both factors which can help us be more competitive."

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

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Project leader Bob Lents operates one of the video tube terminals which can be used with the new corporate computer system.

New computer increases capabilities

(Continued from page 1)
design and operation and it was not possible to retrieve data upon immediate request.

An example of the efficiency of the new computer is indicated by the ability of Oak Brook-based personnel to use it on an on-line

basis via remote terminals.

"This new computer enables multiple functions such as on-site batch processing, batch processing from remote terminals, on-line communications and time sharing to take place at the same time on one computer," says Lee. "All

these things are aimed at increasing the efficiency of company operations and management to make us more competitive by providing access to needed information."