STALEY NEWS
VOLUME XIII
NO. 8 DECATUR, ILLINOIS SEPTEMBER, 1971

Pollution Control Board Commends Staley, Scolds EPA

Clean Air Progress Noticeable, Our Neighbors Say

Staley has made obvious progress in producing cleaner air, 90 percent of the adults questioned said in a recent survey conducted in neighborhoods near the Decatur plant.

Of the 30 adults interviewed—representing 27 households and businesses—27 responded positively to the question: Do you believe that the Staley Company has made progress in solving its pollution problems? Only three answered "no".

In addition, those surveyed were also asked: Does the odor from the Staley Company unreasonably interfere with your enjoyment of life or property? In response to this question, 27 of the 30 adults surveyed answered "no" while only three said "yes".

Participants in the survey were randomly selected from homes and businesses within a two-to-three block radius from the plant. Two Staley employees—safety director Don Brown and crane operator Ernie Karcher—conducted the survey.

The majority of those questioned are longtime residents of their neighborhood, and most of these stated they have noticed a detectable improvement in Staley's pollution abatement.

One respondent pointed out that there are "odors in almost any community you live in today, and those coming from Staley are no worse than the others."

As a result of the survey, three of those questioned testified on behalf of the Company's environmental efforts during the local public hearing concerning Staley's request for additional time to install boiler emission-control equipment.

Approves Company's Boiler Plan

Commending Staley and scolding the state Environmental Protection Agency, the Illinois Pollution Control Board approved the Company's alternate boiler emission control program.

In granting the variance, the Board stated, "We think the company (Staley) has done the best it could to salvage an unfortunate situation (the gas cancellation) and is to be commended for commencing the revised program without awaiting conclusion of this case."

In the four-page opinion, the Board scolded the Agency for calling Staley's boiler plan a "phantom program."

"We find this characterization completely unwarranted," the Board stated.

The Board also admonished the Agency for failing to give the Company reasonable notice that issues other than the boiler plan would be presented at the public hearing.

"We have had occasion before to caution the Agency, however, that a petitioner is entitled to reasonable notice of new issues presented in its recommendations, and it is plain

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Against the backdrop of the Illinois Pollution Control Board's commendation, group vice president Nat Kessler reaffirmed the Company's pledge to vigorously pursue solutions to remaining pollution problems enroute to a goal of "exemplary environmental citizenship."

"We are gratified by the Board's commendation, and fully intend on justifying their confidence with continued progress toward solving all environmental problems," the Staley vice president said.

"We are likewise hopeful that the Board's criticism of certain procedures employed by the EPA will help to establish a more constructive atmosphere in which government and industry can work cooperatively toward a mutual environmental objective," he said.

Earnings Down Chairman Says

The Company's earnings for the fourth quarter and for the fiscal year ended September 30 will be down significantly from the prior year, Chairman A. E. Staley, Jr., reported.

"Some time back the company acquired an unusually large inventory of corn in order to assure production in the event of a repetition of the corn blight damage which occurred in 1970, he said. Weather conditions in 1971 were such that only minor blight damage occurred and a record crop is now assured. Therefore, the Company liquidated its higher priced inventory during the quarter just ended.

"The Company decided to write off these inventory losses in the fiscal year just ended rather than continue to process higher priced corn during a portion of the new fiscal year. This means the bad news is now behind us and the new fiscal year should show a sharp improvement in earnings.

"While the extent of the earnings decline cannot be ascertained until September operations and year-end adjustments are tabulated," he said, "it appears as if net earnings for the year just ended may be more than $1.00 per share under the $3.17 earned in the prior year."

The Staley chairman indicated that the future outlook is bright and earnings should return to normal levels during fiscal 1972.

New Fire-Retardent Polymer Designed To Snuff Out Vehicle Interior Fires

Attempting to capitalize on a marketing opportunity created by new federal flammability standards for vehicle interiors, Staley has developed a flame-retardent polymer.

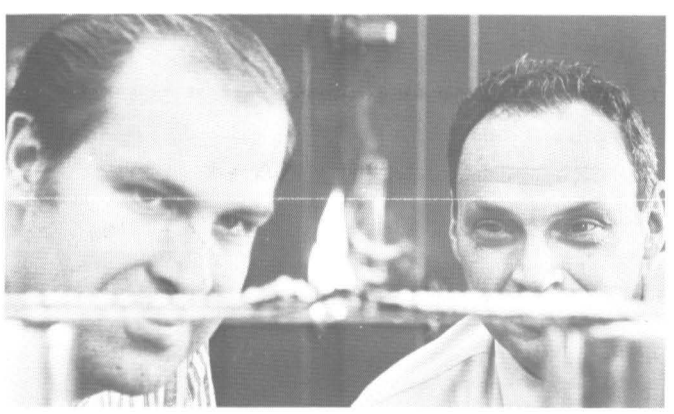
Called Polidene #120, the new product is the outgrowth of original design work by Bill Hill and Dick Smith of the polymer lab at Decatur. The Hill-Smith development was later modified by the Decatur textile applications lab under group leader Ed Grosse.

Marketed by Staley Chemical, Polidene #120 is effective as a flame retardent on essentially all the fabric in a vehicle's interior—seats, linings, panels, carpeting, arm rests, upholstery, etc.

Impetus for the federal flammability regulations came as the result of a Department of Transportation study which revealed that there are over 400,000 motor vehicle fires annually, with 25 per cent of them originating in the vehicle's interior.

Armed with this information, DOT is requiring all U.S.-manufactured vehicles to include flame-retardent interiors by September 1, 1972—in time for the 1973 model-year automobiles.

According to sales manager John Lamprinakos, initial marketing efforts of Polidene #120 have been "encouraging" thus far. The primary market is those few textile manufacturers who supply the automotive industry with the majority of interior materials. As a result, this is where Staley Chemical has concentrated its efforts.



Polidene 120 Application Gets a Close Look in the Textile Lab By Chemist Bob Mooth (L) and Group Leader ED Grosse

In estimating the total market, Lamprinakos expects that one million dry pounds of such flame-retardent materials will be used annually for the treatment of woven vehicle fabrics.

Two potential customers—Deering-Millikin and LaFrance (a division of Riegel Textiles)—who are the largest automotive interior manufacturers, are presently evaluating the Staley product, according to Lamprinakos.

As a result of their input, chemist Bob Mooth, who modified the product for textile uses, has reformulated Polidene #120 to meet the manufacturers' exacting specifications.

Although the vehicle interior manufacturers won't begin production of the new flame-retardent materials until February, 1972, Staley Chemical—with technical and development assistance from Decatur—has already made headway in hopes of penetrating this new market.

Company Receives Its Putman Awards

On behalf of Food Processing magazine and the Putman Publishing Company, editor Roy Hlavacek (2nd from right) recently presented Staley with its two biennial Putman Awards for "excellence in food ingredients," Accepting the awards were Frank Del Valle (L), who developed the award-winning Sta-O-Paque food starch; Bob Smith (2nd from left) product manager whose responsibilities include Mira-Creme starch, the other award winner; and Bill Robinson, food lab head who was standing in for Carl Moore, the developer of Mira-Creme.

Benefit from the Advise of Some "Losers" In Drafting Your "Idea Sweepstakes" Entry

Consumer concept research. It's a life or death matter for products suggested through "Idea Sweepstakes."

It's in consumer concept research that the concept is first presented to the consumer--in many cases a panel of housewives.

Thus far, two of the ideas submitted through "Idea Sweepstakes" have cleared this hurdle and are now in product development. Many others haven't made it.

In an attempt to help you in your effort to come up with truly innovative suggestions in the Sweepstakes, the New Products Committee has selected three of these rejected ideas to point out why they failed.

One of the first suggestions to pass initial screening and fail in consumer concept research was an instant, maple-flavored pancake syrup. Just add hot water to the instant mix and you'd have hot pancake syrup.

It sounded interesting to the new products committee, so they paid the suggestor $100 and sent it on to the panel of consumers. Here's what the consumers said.

"Most companies are making products that are easier for the housewife to use. Why would we want to go to more trouble to get hot syrup when we can warm the bottle?"

Another consumer said, "Are you kidding? Who's going to go to all that trouble to make syrup when you've got to make all the other things for breakfast."

The negative factor in this case was lack of convenience. Thus, look for convenience when suggesting food items.

But convenience is not always the answer, as the committee found when the panel evaluated a suggestion for a foaming diaper rash ointment. The New Products Committee figured the foamy application would enable the mother to apply the product without having to rub the baby's sensitive bottom.

Not a good idea the panel said. They felt any such product needed to be rubbed in to be effective. There is also some

Turn to Page 4.

Here's the New Sweetlix Block That Made TBR Possible
A New Concept And New Opportunities for the Farmer

Specialty Feeds Introduces New Winter Feeding Plan

TBR. It's a new concept in cattle feeding that Staley Specialty Feeds hopes will soon become as basic to farmers' vernacular as SCS and USDA Extension Service.

TBR stands for Total Balanced Roughage, a balanced cattle feeding concept created by Specialty Feeds.

Here's how TBR works for the farmer. Using two of Staley's SWEETLIX Blocks–HEP (High-Energy Protein) and 3-in-1–along with roughage, such as corn stalks, the cattle get 100 per cent of their daily maintenance requirement of crude protein, digestible protein, energy, total digestible nutrients, minerals, and vitamins.

Net results of TBR is a more economic, better balanced feeding program.

According to general manager Earl Snearley, TBR has particular advantages for farmers in the corn belt and in the South where an ample amount of roughage is available and where a great deal of the country's beef is raised.

"With the addition of the HEP Block and the emergence of the TBR program, we've opened up new markets for Specialty Feeds and new income possibilities for the farmer," Snearley said. "Previously, many farmers had plowed corn stalks under to dispose of them and for their fertilizer value. But now they'll be able to utilize this roughage in a more profitable manner.

"Those farmers who already raise cattle and corn are now able to get more beef per acre more economically."

To best utilize TBR, the farmer should feed 1 lb. of HEP and .3 lb. SWEETLIX 3-in-1 per head daily free choice and 16 lbs./day/head of roughage. The most advantageous feeding period for this program is October through February when corn stalks, or such roughage, is generally in good supply.

Specialty Feeds tested TBR two years ago with "excellent" results, according, to Snearley. In addition, several of the leading universities have agreed that the animal's daily maintenance requirements can be provided by grazing or feeding corn stalks when properly supplemented.

The final link–the announcement of the HEP Block in August of this year–was made possible by the development of Dried Steep Liquor Concentrate (DSLC), a new corn feed announced earlier this year. DSLC is used, along with molasses and soybean meal, in HEP to provide the necessary high energy-protein concentration.

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Manager, Employee Communications . . . .Gerry Chatham
Chief Photographer . . . . . Lee Jeske
Assistant Photographer . . Roy Enloe

Myers, Comp Get New Duties In Cons. Prod.

Tom Myers *Dan Comp*

CICERO, ILL.-- In moves designed to strengthen production and distribution, director of Consumer Products Ed Freyfogle has announced the promotions of Tom Myers and Dan Comp.

Myers new position is director of manufacturing, consumer Products, while Comp's new job is manager, Wagner production facilities.

Reporting to Freyfogle, Myers has the responsibility for all the Group's manufacturing facilities, including contract packers as well as industrial and process engineering.

Joining the Company in 1960 as a chemical engineer, Myers moved into distribution in 1965 as a regional supervisor. In 1967 he was named manager, distribution facilities, the position he held prior to this promotion.

Reporting to Myers, Comp is responsible for the Wagner production operations at Cicero and Chattanooga in addition to the Wagner contract packers.

Comp, who joined the Company in 1960, has held various assignments in inventory planning and control since becoming part of the distribution group in 1964.

SERVICE ANNIVERSARIES

SEPTEMBER AND OCTOBER

45 years

JAMES FRANKLIN, repairman, 1 bldg.
HAROLD LENTS, manager-crude oil department, AgriProducts
LEO RIEDLINGER, assistant foreman satellite shop III

40 years

MARION BERGADINE, area control chemist, 60 bldg.

35 years

LYLE BAUMAN, shift foreman-elevator, AgriProducts
CARROLL BURROW, tower operator, 101 bldg.
FRANCIS DIVELY, senior mechanic, 77 bldg.
ESTER ELDER, janitor, 60 bldg.
WALTER GERK, senior mechanic, 101 bldg.
WALTER HUGHES, senior mechanic, 77 bldg.
FRED LESLEY, senior mechanic, 101 bldg.
DALE O'BRIAN, senior mechanic, 77 bldg.
LUKE OWENS, senior mechanic, 77 bldg.
ERNEST RADE, senior mechanic, 77 bldg.
JESSE RAY, senior mechanic, 77 bldg.
JERRY ROYCE, senior mechanic, 77 bldg.
ELDIN SCROGGINS, operator, 9 bldg.
JOHN TOKARZ, operator, 9 bldg.
THOMAS VIGNERI, development engineering helper, 59 bldg.
FRANK WAKEFIELD, development engineering helper, 59 bldg.

30 years

JOHN BROWN, development engineering helper, 59 bldg.
WILLARD CRITTENDON, merco operator, 6 bldg.
ELZA GASS, senior mechanic, 77 bldg.
HARVEY GOLLAHON, senior painter-roofer, 77 bldg.
CHARLES HARVEY, rigger leadman, 101 bldg.
MARION JACKSON, senior mechanic, 77 bldg.
DELMAR OSBORN, senior analyst, 60 bldg.
EMMETT PAGE, senior machanic, 77 bldg.
CHARLES SILKWOOD, senior mechanic, 77 bldg.
WENDELL WIMMER, manager, price development, Industrial Products

25 years

REX AMON, drier operator, 28 bldg.
EVERETT AUSTIN, spouter, 28 bldg.
FORREST BAILEY, JR., trucker, 20 bldg.
RAY BEST, JR., shift foreman-pilot plant
CHARLES COOK, senior painter-roofer, 77 bldg.
CHARLES CROWELL, area maintenance engineer, AgriProducts
WILLIAM DOYLE, senior mechanic, 77 bldg.
HAROLD ENTRIKIN, senior painter-roofer, 77 bldg.
IVAN FORCE, oil operator, 29 bldg.
ARTHUR FOX, transfer driver, 77 bldg.
NORRIS FORD, JR., conveyor operator, 16 bldg.
AUGUST GRUNDEN, ion exchange operator, 5&10 bldg.
JUDSON GUEST, plant cleaner, 77 bldg.
DALE HARLESS, assistant fireman, 1 bldg.
RICHARD HECTOR, ion exchange operator, 5&10 bldg.
WILBER HECTOR, stores clerk, 77 bldg.
HERBERT HURLEY, JR., acid and tank operator, 29 bldg.
JOHN JONES, shift foreman oil refinery, AgriProducts
ALONZO KARCHER, senior mechanic, 101 bldg.
HORACE KEPLER, senior mechanic, 31 bldg.
CHARLES KMETY, assistant cooler operator, 17 bldg.
ROBERT KRETZER, shift foreman, pilot plant
THURMAN LAMBIRTH, senior analyst, 60 bldg.
JOHN MOREY, receiving clerk, 77 bldg.
VERNE PARKS, shift foreman 5&10 bldg.
WILLIAM PFEIFER, conversion operator, 5&10 bldg.
EDNA POWELL, assistant cashier, corporate
WILLIAM PRYDE, ion exchanging operator, 5&10 bldg.
WALTER RADE, 2nd floor tower operator, 101 bldg.
JOHN RENFRO, utility driver, 77 bldg.
RALPH ROARICK, district manager, refined oil sales, Orange, Calif.
FRANK SHAW, field civil engineer, Morrisville
HAROLD SMITH, labor relations supervisor


James Franklin


Harold Lents


Ray Best Jr.

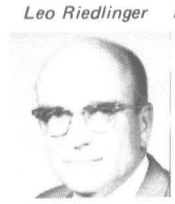

Charles Cook


Leo Riedlinger


Marion Bergadine


Charles Crowell


Willam Doyle


Lyle Bauman


Francis Dively


Ivan Force


Arthur Fox


Esther Elder


Walter Hughes


August Grunden


Dale Harless


Dale O'Brian


Ernest Rade


Richard Hector


John Jones


Jesse Ray


Frank Wakefield


Alonzo Karcher


Charles Kmety


John Brown


Willard Crittendon


Robert Kretzer

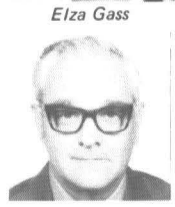

John Morey


Elza Gass


Delmar Osborn

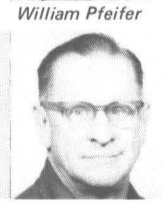

Verne Parks

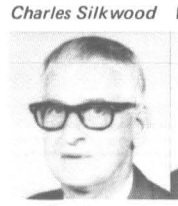

William Pfeifer


Charles Silkwood


Wendell Wimmer


Edna Powell


Walter Rade


Rex Amon


Everett Austin

Harold Smith

Louis Von Hatten

Forrest Bailey Jr.

Charles Weaver

Frank Whiteside

Ted Wisley

William York

LOUIS VON HATTEN, air compressor operator, 2 bldg.
DELBERT WALKER, shaker mill maintenance, 4 bldg.
CHARLES WEEVER, chemical engineer helper, 60 bldg.
ROLLAND WHITE, senior painter-roofer, 77 bldg.
FRANK WHITESIDE, spray drier operator, 16 bldg.
THEODORE WISELY, development engineering helper, 59 bldg.
CHARLES WORLDS, conversion operator, 5&10 bldg.
WILLIAM YORK, senior mechanic, 101 bldg.

Reduced-Rate Tickets Available for the Circus

Through special arrangement Staley employees may purchase reduced rate tickets for themselves and regular-priced tickets for their children for two performances of the Ringling Brothers and Barnum & Bailey Circus at the Assembly Hall, Champaign.

For the Saturday, October 30, 4 p.m. matinee, 300 tickets are available while 50 are available for the Friday, October 29, 8 p.m. performance.

Adult ticket prices are $2.50 for either performance—50 cents off the regular price. A child's ticket is also $2.50 for either show.

To order tickets simply fill out the order form and send it to Public Relations, 62 bldg., 1-W. Please enclose a check for the proper amount made out to the University of Illinois. In addition, you must enclose a self-addressed, stamped envelope. Tickets will be mailed to you by the Assembly Hall.

All tickets are available on a first-come, first-served basis.

Ticket Order Form

Ringling Brothers and Barnum & Bailey Circus

Assembly Hall, Champaign

Please indicate the performance and number of tickets you want.
Adult and children's tickets are the same price — $2.50.

Friday, Oct. 29, 8 p.m.

_____ @ $2.50 each

Saturday, Oct. 30, 4 p.m.

_____ @ $2.50 each

From: A. E. Staley Mfg. Co.

Your name _____ Street _____

City _____ State _____ Zip _____ Home Phone _____

You must enclose a self-addressed, stamped envelope with this ticket order form.
Make check payable to: The University of Illinois
Send order form to: Public Relations, 62 bldg. 1-W

Note: Seats are in the Middle–Priced C Section.

Consumer Packaging Is Evolutionary; No End in Sight

CICERO, Ill.–You don't have to look any farther than Hip-O-Lite Marshmallow Creme to conclude that packaging has a strong influence on the customer's purchasing decision.

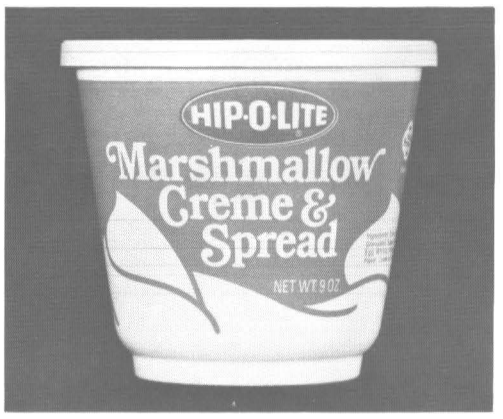
For years Hip-O-Lite, like other marshmallow cremes, had been packaged in a glass jar. Then, about three years ago, two young men on the Consumer Products marketing staff asked the question: "How would the consumer like Hip-O-Lite packaged in a plastic tub?" And they set out to find the answer

Starting with an off-the-shelf cottage cheese container, they eventually selected a custom-designed tub with a snap-fit lid. Functionally the new container had many advantages, which consumers pointed out in testing. It wouldn't break when dropped–important since children use Hip-O-Lite as a sandwich spread. The wide-mouth tub also allowed the user to easily get a large spoon all the way to the bottom whereas it was difficult previously with the small-mouth jar. That made icing and fudge makers happy.

Once the shape and functionality of the tub were determined the prototype was taken to Consumer Products packaging engineers who determined that such a tub could be filled quickly and efficiently on a production line.

With this assurance, the product manager's next check-point was graphic design for the exterior. For this, he consulted leading package design agencies who prepared samples. In keeping with its practice of seeking consumer opinion at every practical point, Consumer Products then submitted the new tub (without product inside) to a panel of housewives. Thus, the housewife evaluated the container by itself and was not influenced by the product.

The panel's choice noted, the next consideration was distribution. Could the new tub withstand the rigors of shipping? The answer was yes. Since the tub was lighter, it was more economic to ship and glass breakage was eliminated. Hip-O-Lite in the new plastic tub was introduced to the marketplace, almost two years (not an uncommon development period for a major redesign) after reevaluation had begun.



Here's Hip-O-Lite in the New Tub

Results: Higher Consumer Acceptance

The results? A higher level of consumer acceptance and very optimistic 1972 sales forecast, according to product manager Ed Herzog. Although additional promotional backing is being applied to the product, Herzog credits a great deal of his optimism on the package itself.

The Hip-O-Lite tub is just part of the constantly changing packaging cycle that's underway in Consumer Products.

"Packaging," group product manager Dan Schultz says, "is evolutionary. There's no stopping point."

Why? The factors that necessitate packaging changes are themselves in a constant state of flux. Competitive pressures, new technology, cost, consumer preference, ecological considerations, safety requirements, changes to the products themselves–any one of these could dictate a packaging change.

In an effort to keep a fresh and impressionable image before the consumer, hardly no product escapes the cycle.

Sno-Bol toilet bowl cleaner is in a new plastic container with a bold graphic label designed to convey the message that the product is hard working.

Staley Syrup's new flavor is heralded by a new distinctive glass container with handle and special pouring lip.

Staley Bacon Bits and institutional syrups, both marketed by the Food Service Division, are the beneficiaries of a new laminated "milk carton" package.

"Wagner" breakfast juices have distinctive new labels to distinguish them from look-alikes.

On and on the list goes.

Promotional Packing , Too

Besides attempting to keep distinctive packages before the consumer, Consumer Products also is involved in developing promotional packaging techniques. One such recent development is a side-by-side twin pack which has been used for a variety of products.

Working with Mead Paper Company, Tom Myers' Manufacturing and Engineering staff arranged for the promotional pack. As a result of the unique pack, product manager Jim Titus is promoting Staley Syrup in the convenient carry-out package this fall.

"To our knowledge," Myers said, "it is the first successful side-by-side unpocketed twin pack for glass on the market."

Other Staley products--including Soft Plus Fabric Conditioner and Baby Powder--are being packaged in the twin pack.

Two factors influencing packaging--safety and ecological considerations--have received special attention recently from Myers group.

"Safety is one of our prime considerations," Myers said. "Besides protecting the product, we must protect the consumer from the product. This consideration is especially important for two of our household products–Sno-Bol and Sta-Flo SSR (Soil/Stain Remover)."

Myers explained that research is underway on a new safety cap for such products–one that will for all practical purposes make it impossible for a child to ingest the product.

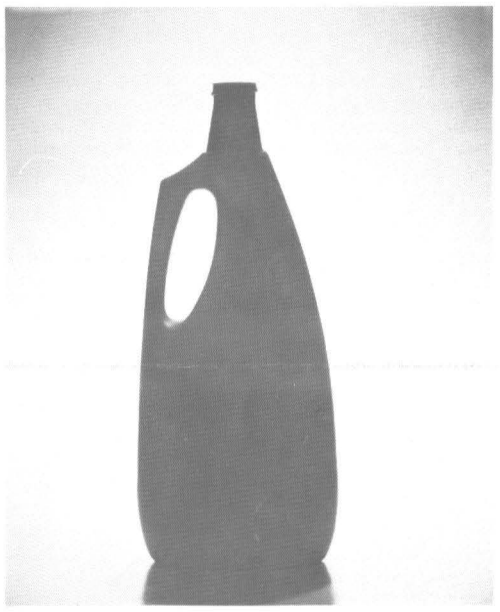
"We're very optimistic over one such cap," packaging engineer Frank Brucato said. "Should the development prove successful, it would be virtually foolproof."

What Lies Ahead

What lies ahead in Consumer's packaging future?

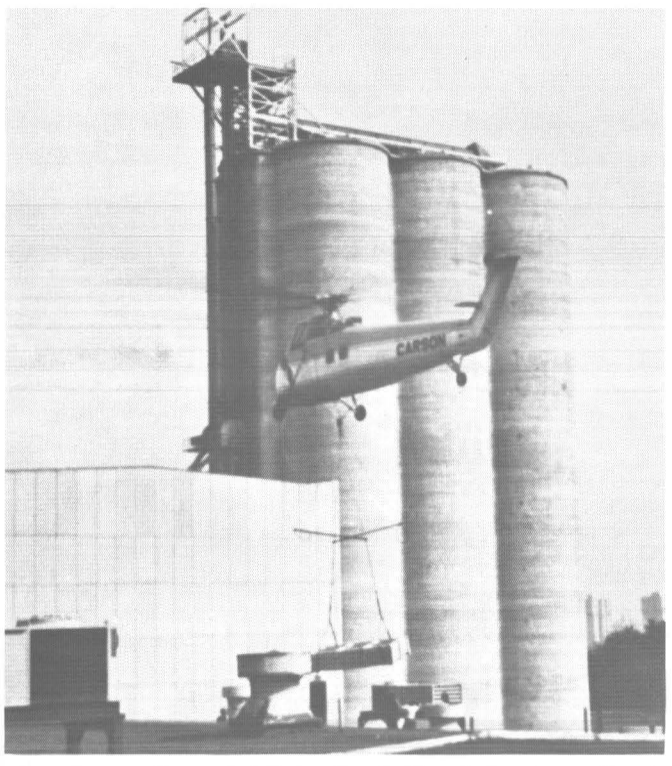
"New packaging techniques," Myers said. "One such development is currently underway. When perfected, it will enable one of our products to be distinctive and thus open up new marketing opportunities."

An Example of Promotional Packaging



The Shape of Things to Come

Air Lift at Morrisville



Hovering over the roof of Staley Morrisville, a helicopter gently sets down its payload of air conditioning equipment. Staley engineers on the scene figured it would be easier and quicker to put equipment on the roof by Airborne Route rather than the conventional crane–hoisting method–especially since there wasn't a crane within miles that was heavy enough or had a boom long enough to put the payload where they wanted it.

Boiler Plan

(con't From Page 1)

that such notice was not afforded in this case," the Board stated.

As a result, the Board ruled that as a condition of the variance approval, a further hearing must be held in which Staley "may present additional evidence as to odors and as to the technical feasibility and economic reasonableness of odor control, including but not limited to incineration."

No date for such a hearing was set.

In addition, the Chicago-based governing body rejected the EPA's request for the imposition of a monetary penalty and a shutdown as conditions for the approval.

"A money penalty would be entirely inappropriate on this issue, and a shutdown with a subsequent loss of hundreds of jobs would impose an arbitrary hardship in relation to the continuance of these emissions for an additional eight months," the Board emphasized.

As a result of the approved variance, the Company may now continue with its alternate boiler plan, which includes the installation of fly-ash- removing mechanical cyclones on coal-fired boilers.

The alternate program was necessitated when the Company's planned conversion of all its boilers to natural gas was halted due to insufficient quantities of gas.

On The Move

AGRIPRODUCTS

SHELLEE ABRAHAM from specialty feeds secretary to senior transportation clerk.

HAROLD LENTS from phone-settlement clerk to assistant floor manager, Chicago Clearing House.

KENNETH WILSON from senior phone floorman to assistant floor manager, Chicago Clearing House.

CONSUMER PRODUCTS

WILLIAM WATTERSON from systems analyst/programmer to project leader.

CORPORATE STAFF

JAMES LEACH from safety clerk to rail coordinator, transportation.

CURTIS SMITH from planner to industrial engineer, methods engineering.

INDUSTRIAL PRODUCTS

NEIL BORDEN from industrial sales trainee to industrial sales representative, San Mateo, Calif.

DIANE BURCHARD from messenger-office to work order clerk.

JOHN HARROUN from industrial sales trainee to industrial sales representative, Cleveland.

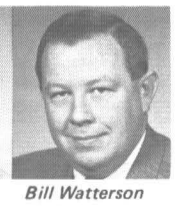
LARRY KRUSEN from maintenance foreman to maintenance engineer, Morrisville.

SUSAN LANGE from work order clerk to shop clerk.

LOIS MAYBERRY from junior clerk typist (casual) to maintenance planning clerk.

JOHN SCRIMPSHER from staff industrial engineer to assistant foreman, satellite IV.

Neil Borden



Bill Watterson

Retirements

MICHAEL GRIFFIN, senior mechanic, August 1, 1971

HOMER SHAW, senior mechanic, August 1, 1971

More Time in Kitchen

Housewives today spend as much time in housework as did housewives 50 years ago – despite advances in technology, a survey shows.

The only change, says Drs. Florence Hall and Marguerite Schroeder of the University of Washington, is in the proportion of time consumed in different tasks. In Seattle, for instance, housewives spend less time shopping and on clothing care. But house care takes three more hours per week than it did in 1920. And in food preparation and dishwashing the increase is 5.2 hours!

It Was Only a Drill But the Stakes Were Real

Because it pointed out weaknesses and shortcomings, the plant's major emergency drill last month was a success.

In explaining his evaluation of the simulated chlorine gas leak and major turpentine spill, manufacturing manager Bob Schwandt said the purpose of such a drill is to bring to light the emergency team's shortcomings so they may be corrected.

Shortcomings weren't all that were revealed, however. Parts of the exercise went smoothly, the result of training and previous drills.

For example, the team that installed the emergency repair kit and sealed off the simulated escaping chlorine gas did so in very good time. Also the fire department, responding to the alarm, was on the scene in short order. And for the first time, the drill was video taped for playback and evaluation later.

One of the weaknesses uncovered was the evacuation of victims.

"Through confusion over whose responsibility victim removal is, we didn't remove a 'victim' quickly enough," Schwandt said.

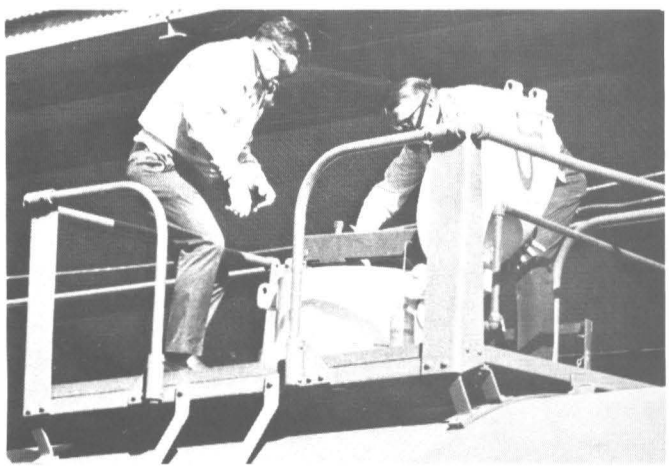
From his position in the control center, located in the engine room, Jim Cozad also determined some equipment inefficiencies.

"We don't have enough mobile communication gear to handle such a situation," he said. "So, we're ordering more."

As a result of the post-drill debriefing, several new ideas emerged.

"We need more drills," the debriefing team agreed. "Including mini-drill and night drills in which we could determine how we could respond to a situation when many of those in key roles must be summoned from their homes."

Company Firemen Are Silhouted Against the Spray from Their Own Equipment They Answered the Alarm During Simulated Chlorine Gas Escapement Exercise



There Was No Time to Waste During This Drill Here a Team Seals Off the Source of Chlorine Gas

Easy Does It! Rescue Team at Work

Solicitors for local 837 Get Their United Way Instructions The Company-Wide Campaign Was Kicked Off the First Week in October

There's No Freeze on the Needs In This Year's United Way Drive

Close the gap. So Decatur-Macon County United Way agencies will be able to offer the health and welfare services the community needs.

That's what chairmen Reeder Miller and Jess Grunden are asking Decatur employees to help accomplish during this year's United Way campaign which was kicked off Oct. 4.

Miller, general chairman, points out that although employees are in the midst of a temporary wage-price freeze, there has been no freezing of needs in our community. The minimum amount needed by the local agencies is 20% more than they received last year.

What happens if the gap isn't closed? Grunden, campaign chairman, Local 837, AIWA, puts it this way, "Left unchecked, Macon County's urgent human needs will reach out and touch many lives. The emotional poverty found in America's cities and metropolitan communities is a communicable disease. It strikes in ghettos and suburbs alike. Its symptoms—rising crime and violence and more rejection and loneliness—affect us all."

Miller feels confident Staley employees will meet the challenge. "Our employees," he said, "have a very fine contribution record over the years, proving again and again they care for their neighbors."

Grunden, a member of Local 837's Community Services Committee which is conducting the campaign among hourly employees, said each employee has two important decisions to make when confronted by a solicitor: Do I really want to do some good? How much do I want to help?

To determine the answer to these questions, Grunden says each person must look at his own personal stake in this community and balance that against his real ability to give.

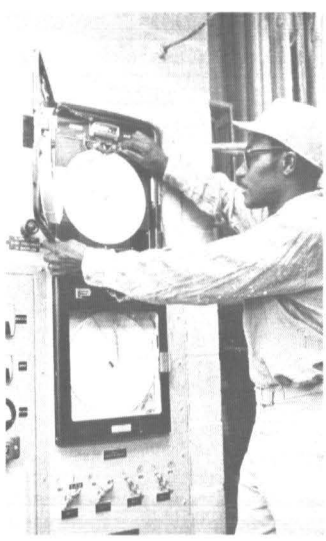
Photo-Electric Cell Keeps Eye on Starch Wastes

The penetrating eye of a photo-electric cell is helping dry starch reduce the quantity of wastes normally sent to the Company's waste treatment plant, and thus produce an operating cost savings.

Called a turbidimeter, the instrument is installed in a waste stream from a starch drier in the 26 building.

Through its photo-electric cell, the turbidimeter detects solid particles passing through the stream and provides a continuous measurement that enables an operator to make corrective adjustments to his operating equipment.

Here's how the turbidimeter works. Directing a continuous light on the waste stream, the instrument senses solid particles by the reflectance of light. This reflectance causes a signal to be sent to a circular chart where the operator can visually determine fluctuations in the solids level. Conversely, a clear liquid–free of solids–reflects no light, thus producing a minimum reading.



Checking the Chart Operator Tom Cooper

Since the turbidimeter was installed in September, positive results have been achieved. With the former detection system, it was rare for this operating unit to run for more than two or three days without exceeding the Company-established waste-loss PAR. The turbidimeter has allowed the unit to run eight consecutive days under PAR.

According to Bob Schnell, the engineer who selected, designed the installation, and tested the equipment, the biggest advantage of the new device is its continuous measurement. Previously the stream was scheduled to be sampled once every two hours.

On the success of the turbidimeter in the 26 building the dry starch section has ordered a similar instrument for a waste stream in the thin boiling starch (#16) building.

Cost of the 26-building instrument is $4,000, which Schnell says will be recovered at the rate of $1,400 annually due to reduced waste treatment costs and recovery of the saleable product.

Flower Power

To keep cut flowers fresh and frisky, add one teaspoon of sugar and one teaspoon of bleach to the water in the vase. Repeat when you change the water and snip the bottom of the stalks to permit absorption.

Brush the tops of house plant leaves with a small amount of salad oil every two months. This gives them a lovely shine and is especially effective on large leafed plants.

Time Sharing: It's a Big Genie in a Little Box

(Note: This is the first in a two-part series on computer "time sharing." This article deals with time savings, convenience, and increased productivity that can be realized from such a system. Next month's article will be devoted to the economic advantages.)

An engineer simulates a complex production process on a computer and experiments with the variables at a terminal keyboard *before* the process is installed.

A business planner inputs sales forecasts from several divisions and instantaneously determines their accumulated impact on the Company's finances for the next five years.

A reactor operator prepares a 50-gallon polymer batch from a computer-prepared procedure; meanwhile the computer figures the cost and reorders ingredients.

They're all applications of computer "time sharing"-- an arrangement through which Staley rents computer time from Honeywell and General Electric, whose sophisticated, time sharing computers, located in a central location, serve hundreds of such customers. Through this arrangement, Staley users have access to a computer when they need it, and the Company's in-house machine is available to process the necessary day-to-day, routine information.

Initially introduced into the Company two years ago, time sharing today is used by engineers, planners, scientists, sales forecasters, and others throughout the corporation who have mastered a relatively basic programming language. These Staley users employ time-sharing's versatility in a number of ways, ranging from unique problem-solving applications to the high-speed calculation of numerical computations.

One thing all users have in common is the convenience of time sharing.

Convenience Is an Advantage

"Convenience," technical systems manager Dick Schuman said, "is a primary advantage. There's no standing in line and no scheduling limitations. Users simply communicate with the time-sharing computer through one of our eight terminals."

One of time sharing's most advantageous uses at Staley is computer simulation of processes--either those in the design stage or those undergoing modifications. By writing the mathematical formulas for each step in the process, the engineer constructs a "simulation" of the actual process. He can then determine the process results by feeding in the variables at the keyboard.

One unit that relies on such simulated processes is the pilot plant where new processes are developed before they are installed in the actual plant environment.

"We find this simulating capability invaluable," Roger Leiser, group leader, process research and development, said. "It allows us to quickly and efficiently look at operational results as well as evaluate the economics of the equipment."

In addition to being useful in designing new processes, time sharing simulation is also helpful in assisting engineers in modifying existing processes. Such was the case with a recently modified crystallizer cooling water system in the dextrose plant.

Prevents Down Time

Under the direction of the section's assistant production manager Rod Simms, engineers simulated the system on the computer and experimented with the variables at the keyboard. As a result, Simms said the new system was designed and installed in a minimum amount of time, thus preventing costly down time in the productive dextrose facility.

"Not only did we get the predicted results," Simms said, "but the program also pointed out possible trouble areas which we later resolved."

Scientists at the Decatur Research Center employ time sharing primarily as a time saver in making mathematical calculations. One such program written by research chemist Henry Scobell and applicable to a syrup analysis, computes as many as 360 numerical items in 15 minutes whereas it took three hours to make the same calculations manually.

Corporate planning uses the pay-as-you-use service to determine the full range of effects on the Company's financial operations when various factors fluctuate. Written by assistant planning director Art Blake with assistance from corporate information systems, the program enables planners to answer what they call "what if" questions. Such as: "What if I change this sales forecast, how will it affect the Company's financial plan?"

Analyst John Hanle says this financial program enables corporate planning to answer these questions in less than 20 minutes whereas it took up to eight hours previously.

Helps Staley Chemical

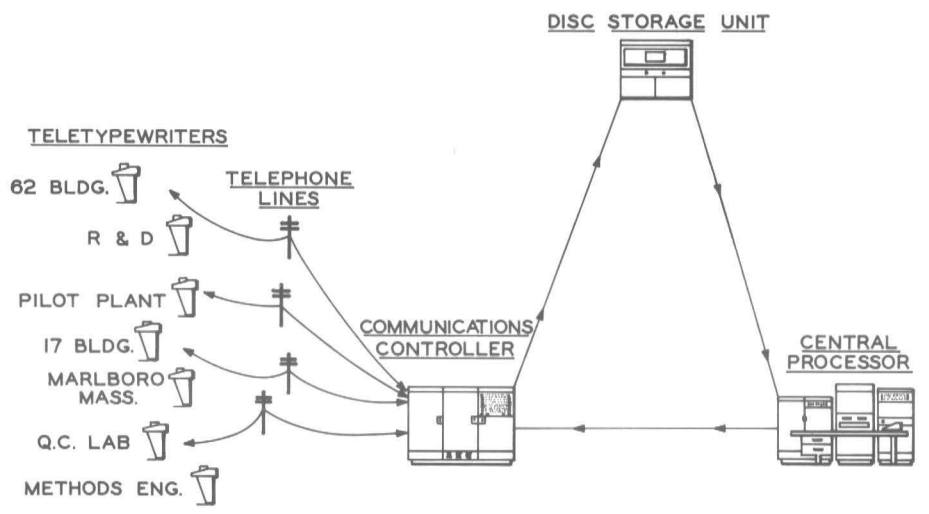
At Staley Chemical, time sharing provides a variety of services--ranging from production assistance to inventory control.

Upon request, personnel at the Marlboro, Mass. plant receive a detailed production procedure and a list of ingredients for any of the group's hundreds of polymers. In addition, the computer computes the cost for the finished product and types out an order when ingredients reach a predetermined level.

By no means inclusive, these examples illustrate how Staley employees are using the time sharing system to quickly and conveniently get answers that would otherwise take considerable more time to extract.

But what about the economic payoff? How much does time sharing cost and how much does it save?

You'll find the answer next month in: Time Sharing and the Payoff.



Transfer of Knowledge Gets Under Way For Morrisville Foremen

How do you go about transferring a storehouse of knowledge in corn wet milling to a group of inexperienced foremen and operators so they'll have the background necessary to start-up and maintain a new $25 million plant?

Such is the challenge facing those involved in training the foremen, operators, and mechanics at Staley Morrisville.

The first step, according to plant manager John Homan, is to ensure that you have a qualified and experienced production staff. With this in mind, Homan built his staff around Decatur employees.

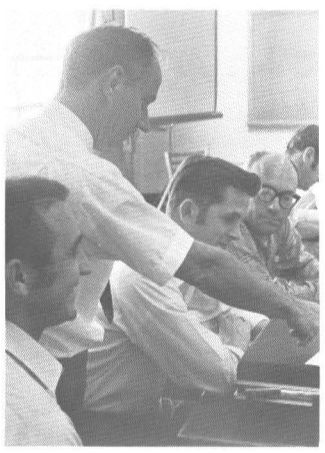
For his technical superintendent he selected Joe Wasilewski, a chemical engineer with six years experience in process engineering–and who assisted in Morrisville's process design; for plant engineer he selected Theron Tinker, who has 11 years experience in maintenance supervision; and from the outside hired Larry Krusen, an experienced industrial mechanic.

Jim Wideman was named production superintendent. Most recently Wideman was production manager at the Company's corn refining plant in England. Prior to his one-and-a half year assignment overseas, Wideman had served as assistant plant superintendent at Decatur and as foreman of the dextrose plant.

The two area foremen reporting to Wideman are Gary Saathoff and Ed Karcher, who between them have nine years supervisory experience in production.

As staff chemical engineer, Homan selected Howard Larcom, who had previously served as a chemical engineer and instrument engineer at Decatur.

But this is where the challenge begins and where the experience runs out (except for some of the eight assistant foremen and the quality control foreman who have worked previously in related industries).



Listening to the Instructor He's Emil Schimanski

Ten-Week Training Program

To help in the knowledge transfer, the training department has set up a ten-week program for the 14 foremen so they can assimilate the information and pass it on to the mechanics and operators.

Objective of the training program, according to training director Glen Shelton, is to enable those assigned to the Morrisville facility to direct start-up with a minimum of assistance from Decatur personnel.

At present, Saathoff, Karcher, and the eight assistant foremen are in Decatur, working with training personnel in gathering the information they think is necessary to accomplish their objective.

One valuable piece of source information for the team thus far has been the preliminary operating instructions written by Staley engineers Bill Weaver, Jim May, Joe Wasilewski, Bob Popma, and Don Thompson, who had prime responsibility for designing the processes.

In addition to reviewing and refining these instructions, the team is observing the various Decatur processes and equipment that are similar to those in Morrisville. When applicable, the team is also working with engineers, foremen, and operators in an attempt to reap the benefits of their experiences.

For the most part, the training the foremen are receiving is self-directed. They observe those operations they think will be beneficial and consult with engineers and foremen who can provide them with necessary answers. The training department serves primarily as a catalyst.

When the Morrisville foremen are finished with their Decatur visit, they'll prepare and conduct training programs for the operating personnel. In support of this effort, Shelton's group will instruct them on various training techniques.

The Advantages of Such A Training Program

Shelton envisions this approach to training the Morrisville foremen as having several advantages over the typical student-instructor relationship.

First, he says that the person who learns most from a training session is the instructor –in this case the foremen themselves. This approach, Shelton says, also maintains the important foreman-operator relationship in that the operator looks to the foreman as his source of information.

A third advantage is that the foremen become training instructors and will be able to sustain an ongoing training program after start-up.

Finally, and perhaps most important, this approach will ensure that the knowledge necessary to operate the plant will remain in Morrisville after start-up.

In addition to the operational training, the 11 foremen have undergone a two-day orientation session at Morrisville. During this two-day period they received Company and plant orientation as well as safety instruction from the Company's loss control supervisor, Jack Woycheese.

Benefit from Losers in 'Idea Sweepstakes'

(Continued from Front Page)

psychological implications here. Mothers like to feel the baby's skin, and applying a powder allows them to do so.

The final example involves a suggestion that sounded interesting to the committee but was later turned down after further technical research. The suggestion was an edible corn germ health food similar to wheat germ. It had possibilities because it was a new application for one of the Company's existing raw materials.

Upon comparing the corn product with the wheat germ already on the market, Consumer Products found the wheat germ is 23.5% protein while the corn germ is 13.4% protein.

Upon further investigation, it was discovered that the corn germ contains a large amount of fiber that could produce a laxative effect. Even in animal feeds, corn germs must be regulated for this reason. This discovery ended the short life of the corn germ health food.

Thus, some ideas fail in the early stages due to technical reasons.

"We don't want to scare possible suggestors," new products manager Nick Thanos said in reviewing the three rejected ideas. "What we want to make clear is that we carefully consider every suggestion. Those we turn down we do so for valid reasons, although they may not be initially apparent to the suggestor."

If you have an idea for a new consumer product--it can be anything you think will sell in a supermarket–submit it through "Idea Sweepstakes." Entry blanks are available at your place of work or through Public Relations, Decatur.

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