

## In the News...



A new Entry for  
Consumer... p. 2



Soy in Cake?  
You Bet!!! p. 3



Grid Memories Abound  
For Les... p. 4

## Doxsie Retires After 40 Years of Service

L. E. Doxsie, executive vice president of Staley, has announced his retirement effective Oct. 1.

Mr. Doxsie served for 40 years with Staley, starting in 1933 on the extra board in Decatur.

He held various management positions with Staley, including foreman, division superintendent, production superintendent, and manager of the corn division.

In 1961, he was elected vice president and manager of the corn division, a post he held until 1967 when he was named vice president of the reorganized industrial division.

In 1968, Mr. Doxsie was elected to the board of directors, and in 1972 he was elected executive vice president.

He attended the University of Illinois, and the Harvard School of business administration.

Upon Doxsie's election as executive vice president, Chairman A. E. Staley, Jr. noted: "He has served the company with distinction in the most demanding of assignments... his election is a well-deserved recognition of his accomplishments..."

Commenting on Doxsie's retirement, President Donald E. Nordlund said, "Lou Doxsie has always exemplified the admirable quality of service to Staley, his fellow employees, and the community."

### Employees Get Explanation of Benefits in Form

To enable employees to better understand their benefits coverage, the Staley Employee Benefits Association is now sending an explanation of charges paid to employees who submit claims.

Al Zick, employee benefits manager, says the new procedure will provide employees a record of the dollar total of their benefits' payment, as well as making them more aware of the types of coverage provided by the Association. The form lists charges, dates and the amount paid by the Association.

"He has not only been a participant in many of Staley's historic moments, but he has also provided leadership which has served the company in good stead."

"I know all of his many friends—both within and outside of Staley—wish him well in his retirement."



Setting the style at bowling alleys wherever a Staley facility is located—that's the story for Staley leagues and teams which this year sport new shirts under company sponsorship. Four officers of the National League in Decatur model the shirts. Front, left to right, Ted Wisely and Russ Dash. Back, left to right, Roy Finney and Gus Cowgill. However, as our picture at the right shows, body english is still an effective bowling technique—shirts or not.

## Nordlund Cites 'Positive' Factors in Staley Outlook

In the company's third quarter report to shareholders, President Donald E. Nordlund pointed to several "positives" that he says bear well for the company's immediate future.

In the report, Nordlund said that these favorable indicators of continued success include growing contributions to company revenue and profitability from the Morrisville Plant; an increased flow of new product concepts for con-

sumer products, and a strengthening position as a versatile source of protein for the expanding world market.

"The Morrisville Plant is operating at near capacity, reflecting the growing acceptance of Iso-Sweet high fructose syrup," Nordlund continued.

"The consumer products group has four new products in test market and expects to add more in the months ahead—an

encouraging sign of new vigor in the consumer goods line."

He also noted in the stockholder report that the company position as a supplier of protein includes meal and feed for cattle and poultry, and as textured soy protein utilized as a meat extender.

"Capacity of our textured protein facility in Decatur has been doubled in anticipation of the

(Continued on P. 3)



They came—and they saw. These five Decatur employees were part of a group of 12 who participated in a come see tour of United Way agencies. During a stop at the Decatur Day Care Center, they visited with some of the children. Left to right, Don Miller, utility man, 101 building; Henry Davidson, special products operator, 48 building; Don Williamson, shift foreman, process, 20 building; Rollie Best, senior applications chemist, 63 building, and Jules Sautet, process support man, 5 & 10 building.

## United Way Campaigns in October

It might be called a United Way campaign, United Fund, Community Chest or some other similar title, but its goal is the same whatever it is named—people helping one another.

Once again this October, Staley people at all locations will be given the opportunity to assist their friends and neighbors in this community effort.

Why is such support important? A group of 12 employees from Decatur found out Sept. 10 when they participated in a "come see" tour of agencies supported in part by the Decatur-Macon County United Way.

Stops along the way included visits to Cantrell Hall, a home for boys declared wards of the court, and Webster Hall, a home for girls

who are court wards.

There was a visit to the Decatur Day Care Center. There the hundred children captivated their Staley visitors.

The Center is used by working parents and provides facility for the children. The parents of the children pay according to their ability with the remainder of support being provided by the United Way.

Also included was a stop at the Decatur Red Cross, a familiar friend to many Staley employees.

This year, the Red Cross Bloodmobile paid its 20th annual visit to the Decatur plant and collected more than 400 pints of blood.

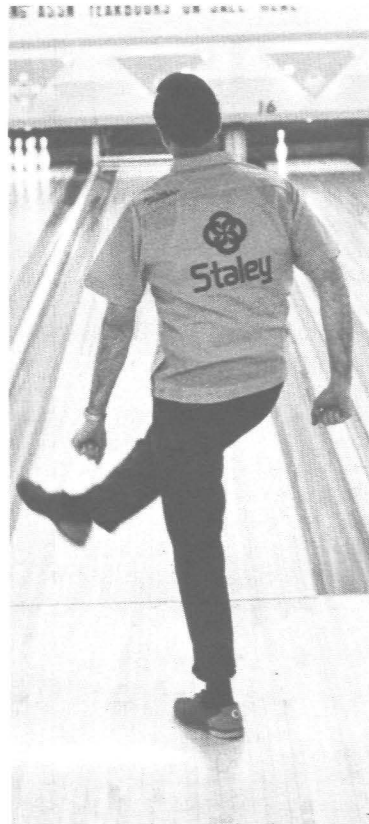
Those are only four of the 19 agencies which benefit from the Macon County United Way Campaign, which this year has a goal of \$904,520.

Last year, Staley employees contributed more than \$66,000 to the United Way campaign.

Each Staley facility will have its own campaign for its local needs.

Contributions may be made through payroll deduction or by cash. Solicitations will be made by Staley employees.

People helping one another—it's a familiar story which Staley people everywhere help make possible through their one gift to the United Way campaign. So when the solicitor asks for your contribution, whether it be at Decatur, Morrisville, Oak Brook, Cicero, Kever, Houlton, Chattanooga, Monte Vista, Gunther or Vico Products—please be generous. Remember, thanks to you, it's working.







Happiness is... a soft towel, says Vickie McClendon, as she tests the softening power of new Sta-Puf concentrate. Vickie is the secretary to the Morrisville personnel manager.

## New Sta-Puf Blue In Test Markets

Will the consumers respond to an opportunity of up to 10 free washloads from their fabric softener? The feeling these days at consumer products is that because they will, new Sta-Puf blue, a concentrate fabric softener will soon become a major factor in the growing softener market.

Ed Herzog, product manager for Sta-Puf blue, points out that the new product, which is now going into test markets in Tampa, Scranton, Columbus and Phoenix, brings many advantages to consumers.

"Independent tests have shown that we are offering a superior product at a lower cost," Herzog notes. "This means a greater economy to the user. We estimate, for example, that there are up to five extra loads of clothes—or 35 pounds—that may be softened when our 33-ounce bottle is used versus the current leader. For a 64-ounce bottle, the figure jumps to 10 extra loads—or nearly 70 pounds of free softening versus the market."

The introduction of the new concentrate gives Staley an entry into the three categories of the fabric softener market. Sta-Puf pink remains the only nationally distributed single-strength fabric softener and test-marketing continues on Static Magic, our entry in the "dryer-used" category.

The importance of having products in all areas is that the softener market is one of the fastest growing categories on supermarket shelves. The use of new fabrics in clothing has prompted a growth rate of more than 25 percent a year for the industry to a current level of \$200 million in sales.

Consideration of a new concentrate began two years ago. Then this February, marketing objectives were established by Herzog and Dan Schultz, marketing manager, non-food products. Simply stated, they asked for a concentrate product that was superior to the current leader in the industry but which would sell at a lower price.

The decision to enter the field was prompted by the fact that concentrates account for two-thirds of the softener market and are the fastest growing segment.

Also, consumer research has documented that the Sta-Puf name means quality and is well known to the American consumer.

Al Urfer, group leader, household products, and Hana Zoumut,

applications chemist, headed up the initial research and development effort.

They presented their formula to Schultz and Herzog who worked with Dan Comp, manager, Staley operations, and Frank Brucato, senior industrial engineer, in preparing batches for "blind testing." (In this method, fabric softener users were selected by independent testing units and asked to try various unlabeled softeners. They gave their opinions of each and the Sta-Puf concentrate was deemed to have achieved all its objectives.)

Enthusied by this early success, plans were made for production for test-marketing in the four selected cities. Phil Skilnik, national sales manager, worked with regional managers Pat Kent (Eastern) and Dick Fieweger (Western), and with district sales managers Jim Stewart (Tampa), Jim Hennelly (Scranton), Eugene Davis (Columbus) and Carl Armando (Phoenix) in plans for introducing the product to brokers.

Bob Pence, sales development manager, was responsible for development of promotional materials.

Again, the reception to the product from key trade accounts was enthusiastic and orders were made. Production was being done at Pontiac, Mich. Thanks to an excellent effort of all employees, the first product was shipped Aug. 1—nearly two weeks ahead of the scheduled Aug. 13 date.

Enthusiastic optimism describes the attitude towards the new concentrate. The familiar Sta-Puf name which stands for quality, the offering of a superior product and a lower cost at this cost-conscious time provide a platform for success. Admittedly, caution must be added, but as is the case with the introduction of Wagner's Orange Drink, Sta-Puf blue is yet another indication of Staley's determination to become a major force in the marketplace.

### RETIREMENTS

**July 31, 1973**

**JAMES K. GUNTHER**, general manager, Gunther Products.

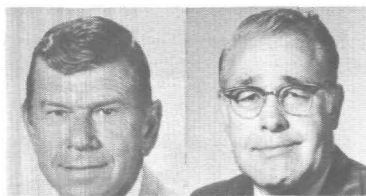
**August 31, 1973**

**MICHAEL MIGNONE**, Brooklyn Warehouse.

**HOMER T. REIDELBERGER**, shift foreman, 9 building.



William Bourne Howard Brumley



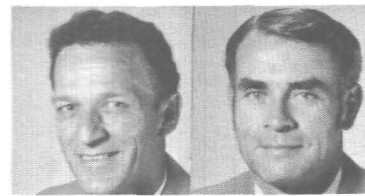
James Hayes Walley Holden



Clarence Williams



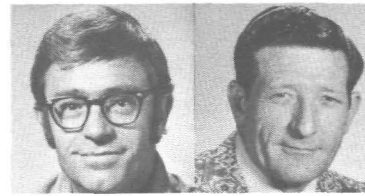
Walter Tilinski James Smith



Henry Johnson Richard Karl



Eugene Chapple Leroy Dean



James Peterson Dean Webb



John Yokley

## Anniversaries

**40 years**

**WILLIAM BOURNE**, bleacher oil recovery operator, 29 bldg.  
**HOWARD BRUMLEY**, engine room foreman, industrial products.

**ROBERT SLAW**, office janitor, 62 bldg.

**WALTER TILINSKI**, shift foreman, corporate engineering.

**30 years**

**JAMES SMITH**, utility lubricator, 42 bldg.

**25 years**

**EUGENE CHAPPLE**, evaporator operator, 5 & 10 bldg.

**MELVIN CHAPPLE**, conversion A operator, 16 bldg.

**LEROY DEAN**, senior mechanic, pipe shop.

**JAMES HAYES**, production control and wholesale supervisor, industrial products.

**WALLEY HOLDEN**, tax manager, corporate control.

**HENRY JOHNSON**, pack and load operator, 17 bldg.

**RICHARD KARL**, rigger leadman, 31 bldg.

**CARL KOSLOFSKI**, rigger leadman 31 bldg.

**JAMES MULLINIX**, cooler operator, 17 bldg.

**ROBERT NIHISER**, leadman, 39 bldg.

**WILLIAM OSBORN**, senior mechanic, machine shop.

**JAMES PETERSON**, shift foreman, 5 & 10, industrial products.

**MERRILL POUND**, shift foreman, 5 & 10, industrial products.

**DEAN WEBB**, shift foreman, extraction and process, agri-products.

**JAMES WETHERHOLT**, rigger leadman, 31 bldg.

**CLARENCE WILLIAMS**, rigger leadman, 31 bldg.

**JOHN YOKLEY**, rigger leadman, 31 bldg.

**20 years**

**VINCENT ALBERT**, senior mechanic, pipe shop.

**JAMES BABCOCK**, filter house operator, 2 bldg.

**CHARLES BITZER**, truck driver, Chicago warehouse.

**ALFRED BORN**, merco operator, 6 bldg.

**WAYNE COX**, senior mechanic, millwright shop.

**ELEANOR DAZEY**, extra board assistant, industrial products.

**RONALD DEVORE**, rigger leadman, 31 bldg.

**JIM ENGLISH**, development engineer helper, 59 bldg.

**LAWRENCE FLAUGHER**, development engineer helper, 59 bldg.

**JAMES GLAZEBROOK**, assistant cooler operator, 17 bldg.

**LESTER HAVENER**, building cleaner, 28 bldg.

**DONALD JOHNSON**, truck operator 34 bldg.

**DALE KING**, 4th floor operator, 111 bldg.

**BILLY LETNER**, senior mechanic, satellite 1.

**HENRY MASSEY**, environmental chemist, corporate, engineering.

**WARREN MOORE**, shift supervisor, corporate information systems.

**ALVIN MORRIS**, rigger leadman, 31 bldg.

**VIRGLE RAMBO**, development engineer helper, 59 bldg.

**EDWARD STRATTON, JR.**, conversion operator, 5 & 10 bldg.

**EARL STROHL**, cleaner, 16 bldg.

**VIVIAN VANDER BURGH**, supervisor, direct order group, industrial products.

**JACK WILCOX**, assistant foreman, satellite IV, industrial products.

**STUART WOLKEN**, relief night superintendent, industrial products.

**15 years**

**ADA BURCHARD**, staff nurse, industrial relations.

**KENNETH MOSER**, group leader, industrial starch development, research and development.

**MARY RALEY**, senior payables clerk, corporate control.

**RICHARD VAIL**, area maintenance engineer, industrial products.

**10 years**

**ROSEMARY CURTIS**, secretary to group vice president, agri-products.

**RICHARD GORHAM**, foreman, Gunther.

**RUSSELL HEITZ**, storeroom assistant, research and development.

**LEE JESKE**, manager, visual communications, public relations.

**5 years**

**DENNIS BARGER**, bag dumper and cleaner, 48 bldg.

**JOHN BENJAMIN**, production helper, 44 bldg.

**JAMES BLAKEMAN**, clockman, 40 bldg.

**JUDY CREAMER**, order edit clerk, industrial products.

**DELBERT CREDITT**, truck driver, Sno-Bol.

**DONALD DAVIS**, utility, 111 bldg.

**HOMER DAVIS**, bulk packer, 48 bldg.

**DANIEL DOTY**, helper, 29 bldg.

**LARRY FUNK**, floor gang, 20 bldg.

**SAMUEL GOIN**, milling area steam C, 6 bldg.

**WILLIE GREEN**, bag dump and cleaner, 118 bldg.

**JOHN HAWTHORNE**, cleaner, 48 bldg.

**DIXIE HEDDEN**, administrative secretary, industrial products.

**ROBERT JACKSON**, upper steep tender, 6 bldg.

**THOMAS KAPPER**, shift repairman, 1 bldg.

**ROBERT KELLEY**, senior technical representative, leather, Staley Chemical.

**STEPHEN KING**, loader, 34 bldg.

**WILHELMINA KOPPEL**, administrative assistant, Staley Chemical.

**BOBBY LEWIS**, cleaner, 101 bldg.

**WILLIAM LUBY**, production manager, syrup and dextrose, industrial products.

**TOM MALONEY**, division controller, international.

**CARLOS MENDOZA**, senior polymer chemist, Staley Chemical.

**LIZZIE MILLS**, utility C, Chattanooga.

**DAVID MOSSER**, building cleaner, 28 bldg.

**ORVILLE OWENS**, pump and tank operator, 5 & 10 bldg.

**DARRELL PARE**, cleaner, 101 bldg.

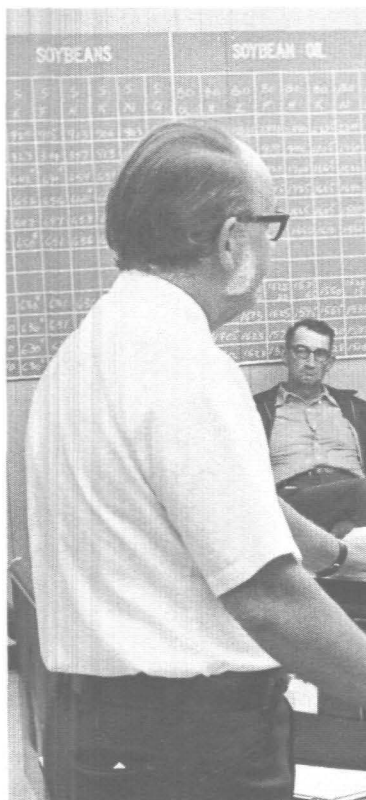
**TOMMIE POUNDERS**, Sweetone loader, 48 bldg.

**MICHAEL ROSEBRAUGH**, production department relief foreman, industrial products.

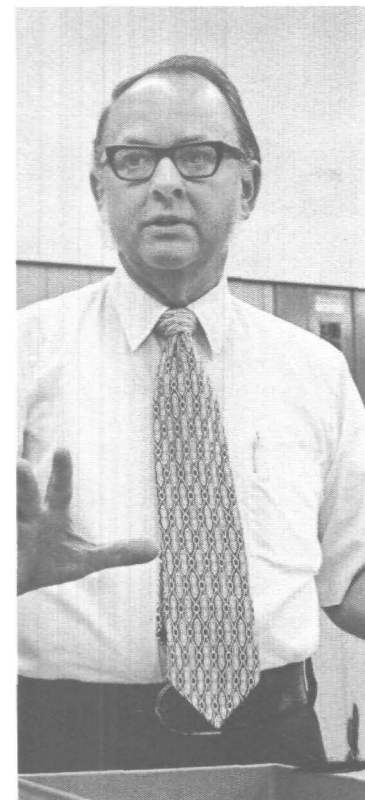
**CHARLES ROSSI**, bag dumper and cleaner, 48 bldg.

**DOROTHY TEFFT**, statistical clerk, industrial products.

**JOHN WARD**, utility janitor, 62 bldg.

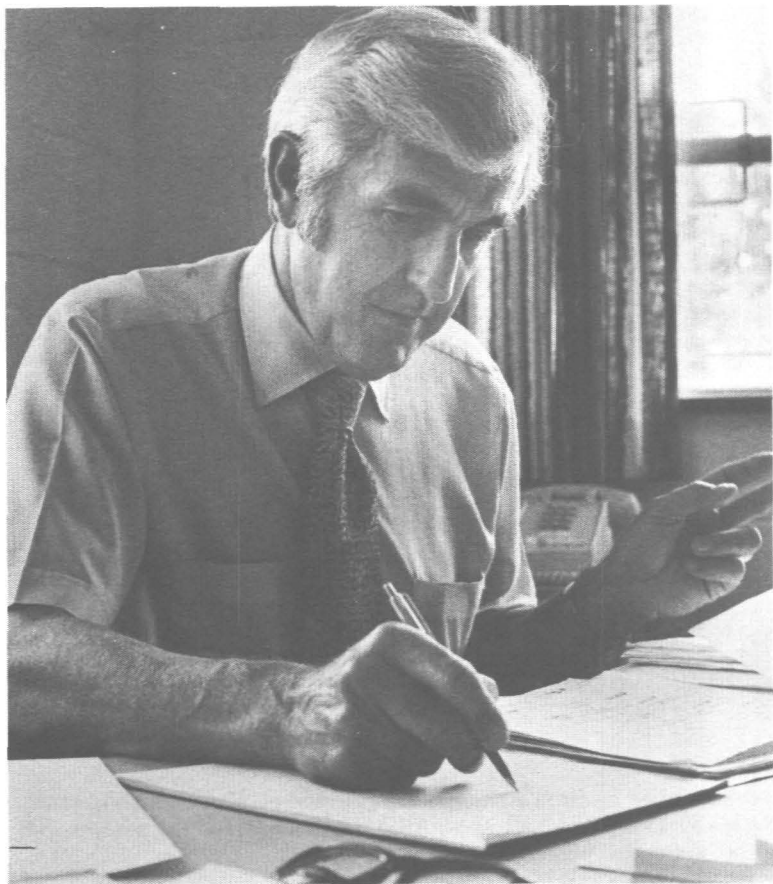


Del Rentshler, manager of commodity futures, agriproducts, discusses the commodities market at a seminar he conducted for brokers and central Illinois farmers at the Mattoon, Ill., office of the company recently. Del discussed the past year of the commodities market and the likely influences on price patterns in upcoming months.





# Gunther Shows Versatility of Staley Food Line



Bob Gunther is general manager of the Gunther Division. He and brother Ken were the guiding forces behind the company's founding and its association with Staley.



New flash dryers finish the soy albumen to a flour-like material—the state in which it will be shipped to customers for use as a whipping agent. Maintenance superintendent Dick Fennig, left, checks a pump on the system and Dick Gorham, a foreman, looks over the dryer panel board.

## On The Move

### AGRIPRODUCTS

MARY JO HOGAN from messenger to grain arrival clerk.  
JON LOVELACE from area manager to market development specialist.  
PAT SMITH from grain arrival clerk to commodities clerk.

### CONSUMER PRODUCTS

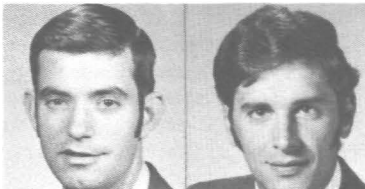
MAUREEN RADFORD from hourly roll to quality control technician.  
FRANK STEVENS from applications chemist to senior applications chemist.  
SALLY STEVENSON from staff industrial engineer to packaging development engineer.  
MICHAEL TAYLOR from applications chemist to senior applications chemist.

### CORPORATE

JOHN ALBERS from programmer to systems analyst, corporate information systems.  
RUSSEL HEITZ from storeroom assistant to technician, research and development.  
DON PECK from technician to shift foreman, pilot plant, research and development.  
LINDA TROGOLA from clerk-stenographer to purchasing clerk, purchasing.  
DON WINTER from manager, commercial development to director, quality assurance, corporate engineering.

### INDUSTRIAL PRODUCTS

ROBERT GUNTHER from technical sales manager, to manager, Gunther products.  
LISA HELM from junior accounts payables clerk to accounts payables clerk.  
STEPHEN HYNDY from production department relief foreman to shift foreman, wet processing.  
RENELDA JONES from messenger to recording posting clerk.  
HENRIETTA KECK from senior payables clerk to payables accountant.  
JOAN MARCH from accounts payables clerk to senior payables clerk.  
HARLAN RICHARDS from staff chemical engineer to chemical engineer.  
MICHAEL ROSEBRAUGH from hourly roll to production department relief foreman.  
JAMES STEWART from Vico technical services supervisor to product manager, Vico products.  
KENNETH TOCA from hourly roll to production department relief foreman.



Michael Taylor John Albers



Robert Gunther

## Nordlund Cites 'Positive' Factors

(Continued from P. 1)  
increasing demand for the product (textured protein)," he said.  
"Work on the Decatur soy-bean extraction plant modernization and expansion continues on schedule, and preliminary start-up has been undertaken at our new plant in southern Louisiana," Nordlund stated.  
"While comparatively small, this facility and its basic technology adds substantially to our specialty feeds business."  
Nordlund noted that business activity in the fourth quarter continues at the high level which resulted in an improved nine months performance. Sales for the first nine months were \$326,529,000 compared to \$245,272,000 for the same period last year. Profit was \$5.23 million compared to \$3.34 million the previous year.  
Nordlund concluded that while year-end earnings will be higher than last year, the 60-day price freeze prohibited the company from recovering increased raw material prices and will likely prevent the company from meeting an earlier earnings projection of \$3 per share.



### STALEY NEWS

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

Manager, Employee Communications. . . . Dan Hines  
Manager, Visual Communications. . . . Lee Jeske  
Assist. Photographer. . Roy Enloe

The next time you bite into a light, airy, cooked-just-right piece of cake, you might think. . . "just like mother used to make."

Perhaps so—if mother used a derivative of soy protein as the whipping agent instead of egg whites.

That's right—modified soy protein can be prepared and shipped in a manner similar to egg whites. And a leader in this specialty field of knowledge is the Gunther Division of Staley.

The result is that today nearly a dozen specially prepared soy protein whipping agents prepared by Gunther are used by nearly 200 customers in cake mixes, candies, and in just about any other use where powdered egg whites (albumen) might ordinarily be found.

The biggest market for the whipping agents, however, is in candies—many of them nationally known brands—which require a light, fluffy nougat.

And while the use of egg albumen still dominates the field of whipping agents, soy protein has special advantages that offer a bright future, according to Bob Gunther, general manager of Gunther Division.

"First the cost of manufacturing the soy protein is generally considerably less than that of egg albumen," Bob explains.

"Also, the product is basically 'cleaner'. By its nature, an egg is a contaminated product and the egg albumen must be purified before it is ready for use whereas the soy protein derivatives are pure by nature of their unique manufacturing process.

Bob, who has a doctoral degree in organic chemistry from the University of Illinois, is one-half of the brother team which guided Gunther Division from its inception.

Ken Gunther, who recently retired as general manager of the division, formed the company in 1949.

Ken has a doctoral degree in biochemistry from the University of Illinois and he had done research in the properties of soy protein for another company. When that concern ended its work in the area of whipping agents, Ken left to form his own company. His assets: knowledge, enthusiasm and a belief that he could produce a product that the food industry would buy.

He returned home to Galesburg, Ill., where he was joined by Bob and Dick Fennig who had worked with Ken at the other company.

An idea, a building and three men—it was the beginning of a company whose product line was to grow from one to a dozen

whipping agents produced today and whose customer list includes some of the best known names in the food and confectionery industry.

Staley's association with the Gunther brothers was originally as a long-time supplier of soy grits, the first element in the development of the whipping agent.

Then, during the late 1960s, several companies made inquiries about purchasing the Gunther operations. One of those was Staley.

"We looked at several offers," Bob admits. "But our association with Staley was a long and pleasant one. Also, we had an interest in making sure the business would continue to be managed properly, and we wanted to be a part of a group that understood food technology.

"Staley met this requirement. We believed the acquisition was a natural one for Staley and served to complement their already-established position in the food industry."

The acquisition was completed Aug. 1, 1969, and the Gunther Products Company became the Gunther Products Division of Staley.

Twenty-five employees are

involved in production, testing, office management and research at the plant site.

They receive their raw material—soy grits—from Decatur. This is purified and the solubles are washed out in large vats.

The next step is treating the material with an enzyme which actually breaks the large, loop-shaped soy molecules into smaller ones which have whipping properties.

Another separation of solubles is then flash-dried into a flour-like powder. This finished product is the substance which will go into various products to give them the light, fluffy property of whipped egg whites.

A simple process? Such a brief description does not give full credit to the art involved in the preparation of the soy albumen.

Control of the process is vital at every step. Even the slightest alteration can affect the functionality of the finished product. Quality, a Staley keynote, is essential.

That's why Gunther Division is another part of the continuing story of Staley's leadership in the food industry from raw material to finished product to the dining tables of millions of people.



Jess Fisher, an operator at Gunther, adds a filtering element in the early preparation of Gunther's whipping agent. Control is an important element of the operation. Starting material for the plant is soy grits delivered from Decatur.





## THE GOLDEN YEARS

Editor's Note: This column marks the beginning of a new feature for Staley News—stories and items on what our retired employees are doing. We hope readers will find this news of interest, as we attempt to give some recognition to a valued group of friends who spent so many years with Staley. The column will appear every other month. Send your comments or items of interest to Staley News, A. E. Staley Mfg. Co., 2200 E. Eldorado St., Decatur, Ill. 62521.

Travel seems to be the style for many retirees. . . W.W. "Bill Hardy" reports from his home in Salt Lake City that he and his wife, Rose, just last year completed a South Seas Island cruise including a stop in Australia. . . Bill, who retired in 1962 after 23 years in the sales force for consumer products, said he and his wife, who also worked for Staley, send their best wishes to all Staley employees and that they recall with "fondness" the associations they developed over the years.

Thornton C. Burwell writes from Clearwater, Fla. that he and his wife, Helen, just completed a 3,800 mile, 9-week vacation along the southeastern coast of the U.S.

From Winchester, Pa., Dutton Bowers, a 35-year employee in the sales force for agriproducts, writes that he is still spending a good deal of time traveling on behalf of the company selling the Sweetlix line of feeding blocks. . . Dutton travels throughout the central Pennsylvania and central New York area. . . he tells us that the Sweetlix line is increasing in popularity and becoming a "must" for feed dealers.

Clark W. Briggs, who retired in 1970 after 25 years with Staley, is serving as a district governor of the Lions Club in the Memphis, Tenn., area. . . a recent article of the district publication featured Clark and gave recognition to his many civic activities, including service with the Lions' efforts to assist eye banks and related agencies for the visually handicapped.

Keeping busy is the key to a successful retirement for Obie Harlow, who retired after 25 years in 1971. Obie is now working as a guard part-time at another industry because he likes to keep active, he says. . . Obie says he keeps in touch with several other retirees and all seem to be enjoying their retirement.

Cecil W. "Tex" Taylor, who served for 43 years with the company including a stint as a director, treasurer and manager of the credit union, says the Muskies are almost always biting in the cool north woods lakes of Vilas County, Wisconsin, where he and his wife, Ina, now live. . . the Taylors travel quite a bit, also, spending six months in southern Oregon (from November 1972 to March of this year). . . Tex refers to the lakes area as "God's County" and points out that it's the land of deep forests, beautiful lakes, warm days and cool nights.

Edward Gottmer, who is now living in Cincinnati, following his retirement after 26 years in 1970 sends us this item for a "can you top this" entry. . . his four daughters have now blessed him and his wife, Norine, with 22 grandchildren. . . Ed tells us that he and his wife also made the trip of a lifetime when they visited Hawaii this March.

Donald Thompson who retired in 1969 after 33 years of service as a chemical engineer visited Decatur from his home in Champaign. He stopped by the News office to discuss a civic project in which he is involved—working with senior citizens and low-income groups in locating adequate housing. Donald is also active in working with youth groups in Champaign.

Is it true that all the great chefs are men? If the example of Kenneth "Gabby" Wood, who retired six years ago after 34 years of service as an industrial engineer, is typical, the answer is probably yes. Gabby reports that he sold 412 pints of homemade apple butter recently at the Yesteryear Fair in Decatur. He does all his cooking in an old copper kettle. He's been asked by several people to author a cookbook, but is undecided yet. Right now, he's expanding his production of the apple butter for the Decatur Historical Society to sell at its North Fork Museum.

Keeping busy is the best way to describe Jim Cheshier's retired life. Jim, who retired in 1967 after 32 years of service, notes that he starts at 5:30 each morning with chores with his animals on his Illiopolis farm followed by working at the local post office and the Methodist Church.

John Shyer, who registered 51 years of service, tells us that a popular attraction at his Christmas Tree Farm near Decatur is a set of windmills made from old Sta-Puf bottles. John says the windmills are painted red, white and blue and make a pretty sight. They are made by a gentleman near Tuscola.

"Pappy" York writes from Cleveland that in between his travels to Europe, Mexico and Florida, he has picked up a new hobby—selling life insurance on the golf course, where he seems to adapt at losing but still sells policies. He and wife, Gladys, recently celebrated their 44th year of marriage and Pappy says that is "really enjoying retirement."

And our final item for this month is a thought that we should probably all be reminded of from time to time. . . Herb Harless, who retired in 1972 after 43 years in the electrical shop, wrote us a letter with his thoughts on retirement and how thankful he was for the security that he was able to enjoy. . . then he concluded, "We're content and proud to be just what we are: Americans in a country that no other can match, and part of a company that helped make it so."

## Morrisville Safety Steps Story Subject

Staley's efforts to protect employees from the dangers caused by chemical leaks at the Morrisville Plant were recently featured in Safety Product News.

The article told of the decision of Maintenance Engineer and Fire Chief Larry Krusen to install self-contained breathing equipment at Morrisville. Krusen, who is also a volunteer fireman in his local community, knew that a few seconds often mean the difference between safety and possible injury—even loss of life.

The self-contained units are wall-mounted in quick-opening, zippered packs. A "walk-away" bracket holds the air cylinder, allowing an employee to put on the gear unassisted while it's resting on the wall. When the apparatus is in place, the employee simply walks away from the holding bracket.

Krusen notes that the placement of the units on the wall helps employees locate them in case of emergency and prevents damage to the apparatus.



Les Borden—now and then. Les can look back upon gridiron memories that include playing with and against some football legends. . . not to mention his own period of fame as an All American end and the possessor of one of the finest singing voices ever to grace the playing field.

## Staley All American Recalls Football Greats of 1930s

The crunch of the football pads smashing. . . the smell of linament . . . the cheers of the crowds packed into stadiums. . . the changing of the seasons as summer gives way to fall and the people sense the cooling air and say "It's football weather."

While all of us can recall memories of past seasons and past years, for one Staley employee the dawning of another football season serves to draw up poignant memories of games, players and teams that are sports legends.

Les Borden, district manager of corn sweeteners in the Philadelphia office, knows well the glory associated with football. As an end on the 1934 Fordham team, he earned All American honors from the United Press and Associated Press.

He captained a Fordham team that included in its ranks a quiet, modest, but determined sophomore guard named Vince Lombardi. His coach was Jim Crowley, one of the Four Horsemen of the early 1920's. He tackled—or attempted to—the great Bronco Nagerski of the Chicago Bears in the second college all-star game against the professional football champions. And in the pro ranks, he worked under Steve Owens, the famous New York Giants coach.

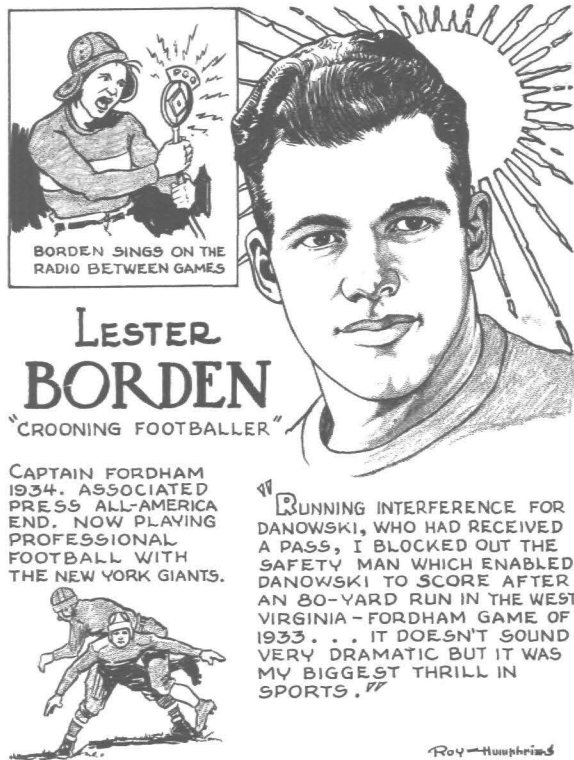
Les acknowledges that when he played football, it was a different game from that of today.

He stood six feet tall and weighed 180 pounds, comparatively small for today's football players. But a player had to be rugged in those days—it was one-platoon football and you played both offense and defense.

"Defense was my strength," Les recalls. "We didn't do much passing in those days and football was primarily a defensive battle."

Les points to the game which stands out most in his memory as proof of the defensive abilities of college teams in the 1930s.

"My senior year we beat Alabama—a national powerhouse—2-0. A blocked kick late in the game went out of the end zone and Fordham was awarded a safety. The rest of the game was played between the 40-yard lines."



LESTER BORDEN  
"CROONING FOOTBALLER"

CAPTAIN FORDHAM 1934. ASSOCIATED PRESS ALL-AMERICA END. NOW PLAYING PROFESSIONAL FOOTBALL WITH THE NEW YORK GIANTS.

"RUNNING INTERFERENCE FOR DANOWSKI, WHO HAD RECEIVED A PASS, I BLOCKED OUT THE SAFETY MAN WHICH ENABLED DANOWSKI TO SCORE AFTER AN 80-YARD RUN IN THE WEST VIRGINIA-FORDHAM GAME OF 1933. . . IT DOESN'T SOUND VERY DRAMATIC BUT IT WAS MY BIGGEST THRILL IN SPORTS."

Roy Humphries

Les recalls that in the 1934 college all star game, he had the chance to play against the Chicago Bears—George Halas' famed "Monsters of the Midway" and the descendants of the Staley Bears.

Asked if it were true that Bears' fullback Bronco Nagerski really could pile head first into a stadium wall, Les just laughed.

"I had the chance to tackle him—or to try to," he reminisces. "But he just ran over me. He was the type of player that even when you hit him low, he'd carry you 10 yards."

After graduation from college, Les joined the New York Giants. In this day of six-figure contracts for professional athletes, it seems hard to believe that Les was paid only \$100 a game. He joined the New York Yankees of the newly formed and short lived American Football League the next year for a salary of \$125 a game.

"After that, I decided it was time to get out and make a living," says Les. He joined Staley in 1937 and has been with us since.

A subject that is sure to arise in any conversation with someone

who has known Vince Lombardi is, "What kind of man was he? Did the legend outgrow the man?"

Les recalls Lombardi from the 1934 Fordham team.

"He was quiet. He was probably the best student on the football team, and determined to do well.

"But his biggest attribute was to develop later. He had an ability to set goals and meet them. He could inspire other men to great things."

Les saw Lombardi on several occasions afterwards. "He was always very modest," Les recalls. "All the time he was making sports history, he never became boastful or haughty. Obviously he blew up at times—but he had a job to do and he knew how to get it done."

Today, Les is only 10 pounds over his playing weight of 180 pounds. He moves with the quick, graceful motion of a former athlete—a man who has known the adulation of the crowd and the thrill of sports. And a man whose memories are the stuff of which the dreams of thousands of boys is made.

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