The Sugar Press

JANUARY & FEBRUARY 1968

THE FREMONT FACTORY IN OHIO

THE MAGAZINE FOR

GREAT WESTERNERS
Happy Hundredth Birthday
for a
Great Western Grandmother

- It was a happy birthday of 100 years on Oct. 26 for Mrs. Stella Kelim, a Great Western grandmother with one son and five grandsons on the job in the sugar factories.

A very alert and attractive 100, Mrs. Kelim is the mother of Pete Kelim, master mechanic at Fort Morgan, whom she prefers to call by his real name, Lee.

It is Pete’s five sons who are her grandsons with Great Western. They are Bob, assistant master mechanic at Sterling; John, assistant master mechanic at Goodland; Jim (Lee, Jr.), top mechanic at Loveland; Charles, sugar boiler at Fort Morgan; and Richard, campaign cooler operator at Fort Morgan.

Mrs. Kelim celebrated her centenary with a family reunion at South Eventide Home in Fort Collins, where she lives. Her room was decked with flowers and greeting cards, including messages from President and Mrs. Lyndon B. Johnson and Governor and Mrs. John A. Love of Colorado.

Though confined to a wheelchair from an injury, Mrs. Kelim maintains a lively interest with a remarkable memory. She can recall hearing, as a child, all the talk about the assassination of Lincoln.

At the age of two, Mrs. Kelim came west in a covered wagon to Hygiene, near Longmont. In later years her husband, Lee, who died in 1925, operated a flour mill in
Loveland and then sold it to the Colorado Milling & Elevator Company, now associated with Great Western Sugar. He moved his family seven miles eastward and built another flour mill at a crossroads that became the community of Kelim.

As a young man, Pete Kelim farmed at Kelim on the family place. But before that, even before he was graduated from Loveland High School, Pete began his sugar career by working campaigns at the Loveland mill. His first campaign was in 1918, making a Great Western association now of just about half a century.

Pete began his year-around service in 1932 and in the photo above he receives the congratulations of Vice President Lloyd Jensen, at right, upon his 35th anniversary of continuous service.

A master mechanic for 16 years, Pete came to Fort Morgan in 1958 from Johnstown, where he was also construction superintendent of the MSG Plant. Earlier, Pete was at the Brush factory in addition to his previous service at Loveland.

To the Kelims of Kelim, then, and especially to Stella Kelim, congratulations upon the contributions of their years to the Great Western Way.
Robert R. Owen, new president of GW Sugar, joins the staff with broad experience in agricultural engineering and implement manufacture. Other executive changes appear on these pages, with details of GW Sugar expansion on Page 35.
Robert R. Owen, former executive of Ford Motor Company, is the new president of Great Western Sugar. His election was announced Feb. 16 by William M. White, Jr., chairman of Great Western United Corporation, parent firm of GW Sugar.

Owen was general manager, equipment operations, for the Ford company in Detroit.

In making the announcement, White said: “Robert Owen’s distinguished career as an agricultural engineer and his eminence in the general management field will give to Great Western Sugar the dynamic leadership needed to advance our programs in all areas. I am confident that Great Western Sugar’s future as an aggressive producer and marketer of sugar products will be assured under Mr. Owen’s guidance.”

Owen stated that he was looking forward with enthusiasm to his new assignment. “The more I learn about the company,” he said, “the more I am impressed with the people who will be working with me. Great Western Sugar has a long and distinguished history due primarily to the dedication of its staff. It’s a privilege for me to be associated with individuals of this caliber.”

Robert R. Owen is an agricultural engineering graduate of the University of California. He served with the U.S. Army Corps of Engineers during World War II. He now holds the rank of brigadier general, U.S. Army Reserve, and is division commander, 70th USAR Division.

Following active military service, Owen joined Del Monte Corporation as an agricultural engineer in Honolulu. In 1949, he went to Wilmington, Del., as a technical representative for DuPont Company. He returned to Honolulu in 1950 as manager, engineering department, of the Pineapple Research Institute, where he remained until 1956.

Owen then joined the Ford Motor Company in Birmingham, Mich., with the tractor and implement division. He rose to implement planning manager, product planning...

Continued on Page 16
Around the Territory
With the
Directors
On their Annual Tour

At Scottsbluff, from left, District Supt. Bob Munroe, Supt. Sabin Hooper, President Earl Cross, and Jim Krentler of Colorado Springs, a director of Colorado Milling & Elevator Company.

At Greeley, Vice President Ben Oxnard stands at left with Everett Braden of New York, who serves as a merchandising consultant for Great Western Sugar.

At Brighton, from left, Chief Engineer Clair Iverson, District Engineer Wayne Argabrite, and Gary Maggi, who was recently named traveling engineer for Eastern Colorado mills.

At Greeley, from left, Ag Development Director Phil Smith, once manager there, renews acquaintances with Sugar Boiler Ted Burrous and Asst. Supt. Les Hibler.

At Longmont, Supt. Bill Feland, center, receives congratulations for his 25 years of Great Western service from Vice President Lloyd Jensen at left with President Earl Cross at right.
At Ovid, Corporate Secretary Bob Wherry at left with Carl Reich, who was appointed master mechanic at the mill last fall.

At Bayard, two assistant superintendents look over the mill at shift change—Ardin Hight at left with Duane White.

At the GW Railway at Loveland, Master Mechanic Tommy Davis at left greets a visiting sugar factory superintendent—Andy Enevoldsen from the neighboring Loveland mill.

At Brighton, Vice President Lloyd Jensen at left confers with Master Mechanic Jim Young, while Tech/1 Al Kercher appears in the center behind them.

At Gering, from left, Asst. Manager Bob Sanborn, Traveling Engineer Dave Davidson, Statistician Bert Ward, Jim Krentler of CM&E, District Manager John Edmiston (partly hidden), Purchasing Manager Red Ruebush, and Resident Manager Leonard Henderson.
At Longmont, Vice President Ed Niehaus appears at left with Chief Engineer Clair Iverson and Master Mechanic Charlie Kupilik.

Another trio at Longmont, from left, Traffic Manager Jens Jensen, Controller Bob Witmer, and Cashier Clarence Nasi.

District Supt. Steve Force stands at left here with District Manager Dave Sunderland and Statistician Bert Ward.

At Eaton, from left, Master Mechanic Vern Churchwell, Purchasing Manager Red Ruebush, District Engineer Harry Ward, and Traveling Engineer Nick Watson.

At Ovid, Labor Relations Manager Bob Brenimer, left in a conversation with Asst. Supt. Ralph Hays.
At Bayard, from left, President Earl Cross doffs his coat in the heat of the mill with, from left, Merchandising Consultant Everett Braden, Manager Lowell Giawque, and Supt. Jesse Stone.

At Gering, two traveling engineers for the Northern District—Dave Davidson at left with Bill Todd, who both work out of the Scottsbluff engineering office.

At Longmont, District Supt. Steve Force appears at left with Manager Frank Zumbrink.

At Gering, District Supt. Bob Munroe at left with Master Mechanic Floyd Mitchell.

At Ouid, two vice presidents on the tour—Ben Oxnard, at left, and Dick Von Kaenel.
Mitchell Makes its Mark
Along the North Platte
• With the gleaming white towers of new bulk sugar storage bins, the Mitchell factory now makes an imposing landmark along the reaches of North Platte in Western Nebraska. Mitchell’s bins, completed last fall, provide bulk sugar storage now at all factories in the Great Western system. The structures rise from the north end of the main house to a height of about 185 feet, similar to those built in recent years at other factories. On the opposite page, at the top, the Mitchell layout looms in the distance in a view along the Tri-State irrigation canal from the north-northwest. Below at left, the photo shows the handsome new look of the factory from the front yard with the south driveway laced in shadows. At left, on this page, the frontal view of the factory set-up looks across farm fields from the west near the banks of the Tri-State canal. And below, in a closer view from the northwest, the sugar bins with their 15-story height seem to dwarf the main house of the Mitchell factory.
Frank A. Kemp, retired chairman of Great Western Sugar, was honored for his long and distinguished career last September by more than 50 leaders of the domestic sugarbeet industry. Processing companies and beet grower associations from coast to coast were represented by those who joined Mr. Kemp for an informal dinner at the Denver Country Club.

A Great Westerner for 44 years, Mr. Kemp was chief executive officer for 30 years until his retirement a year ago. During his career, he represented both the company and the industry in various leading capacities both in this country and abroad. In his later years, he was the single spokesman for the domestic sugarbeet industry on many occasions.

In the photo at right, Boss Kemp is escorted to the dinner in his honor by Charles A. Corryell, Sr., chairman of Monitor Sugar, and by Roy Johnson, right, president of the Mountain States Beet Growers of Colorado.

Boss Kemp—in Appreciation
Goodland Goes Upward

- Bulk sugar storage bins now provide real stature for the Tri-County sugar factory under construction by Great Western near Goodland, Kan. Equally striking, but not apparent in black and white photos, is the colorful appearance of the project with blue walls and white feature strips. The eight sugar bins, slip-formed in one pouring, stand 185-feet high with storage capacity for 630,000 hundredweight bags. Meantime, work moved ahead inside the mill with installation of sugar process equipment and other facilities. The photo above looks from the southwest while the one at right, from the northwest, shows the office building in front of the main house with vertical treatment of blond brick walls and windows. The locker room structure sits out at right. The colorful aspect of the factory will be further enhanced with gleaming white paint on the bins and the greenery of landscaping.
CAMPAIGN SUMMARY

by Lloyd T. Jensen
Senior Vice President-Operations

The 1967-68 campaign began with the Billings plant starting Oct. 3 at 10:00 a.m. and Lovell somewhat later the same day. Although the campaign is not yet completed at this writing, with four plants still running, it is likely that Billings and Lovell will also be the last plants to finish slicing. This might suggest it takes them longer, but the facts are they have had an excellent campaign.

Billings' daily average slicing was 4408 tons, an all-time high. Until Jan. 5, when the severe cold weather caused a water shortage and frozen beet problems, Lovell had an average slice of 2286 tons which was near their Pennant-winning performance of last year. It now appears Lovell will attain the second highest slice rate in its history. The Billings-Lovell area produced a good crop with good quality which has been most helpful.

The other two late runners, Fremont and Findlay, have experienced nearly everything bad and good. At last report Fremont was worrying over another high water problem, which they don't need. Fremont, operating the Windsor diffuser for the first time, reached a slicing rate of 1986 tons four days after their start. Findlay reached 1527 tons four days after their start and it looked like a good year for Northern Ohio.

With the campaign came the rains, with the rains came muddy beets, fluming and knife station difficulties. Later, extreme low temperatures froze the remaining unharvested beets still in the ground and when these beets were harvested, they started to spoil in the piles.

Then there was a struggle to mix beets so the plants could run at a rate to get ahead of beet deterioration. During the
### THIRD PERIOD
(To Nov. 20)

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Past few weeks, they have been running reasonably well and there is every indication they will get the remaining beets sliced.

Two things can be construed as good—one, the experiences of dealing with these problems will be helpful should it happen again; and two, sugar quality was maintained at a much higher level than expected.

The Pennant race was exciting for a time during the past campaign. Sterling, Lovell, Fort Morgan, Billings, Greeley and Ovid were all pressing for improved positions near the top. The Sterling-Lovell race for first place continued after Sterling was shut down. The aforementioned severe weather at Lovell has probably taken them out of contention this year, but they were sure trying to be repeaters.

Fort Morgan made a remarkable improvement in slicing, ending with a 3543-ton average compared to a previous high of 3333 tons. The installation of new beet cleaning equipment prior to campaign can be credited with some of the gain.

Greeley started a little slowly but gained momentum and made an impressive run. Ovid established a new high average campaign slice at 2893—77 tons above their previous high.

Lovell, Gering and Mitchell had very few debits and will be about in the middle of the pack. Brighton sliced very well over half of the campaign, but slumped during later stages. Eaton had good mid-campaign performance, but the front and the back lacked luster.

Scottsbluff, Bayard and Longmont struggled with various problems and their final slicing average was somewhat under the previous year. Every effort will be made to rectify this situation with new plant improvement projects dedicated to this end.

The campaign labor supply was inadequate at times at some places and there were the usual number of goofs. A number of our people were placed in temporary supervisory assignments because of the personnel sent to Goodland and they accepted their tasks willingly. The company is grateful for the dedication of the employees to their assigned areas, and the cooperation of other departments for valuable assistance during these sugar-making periods.

The two organizations at Johnstown are important to our company and their efforts are appreciated. Last, but not least, the people at Goodland are doing a fine job and building a first-class plant.

We are all looking forward to a bumper crop and even better performance in 1968.

### FOURTH PERIOD
(To Dec. 6.)

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(To Dec. 18)

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A Great Western Wedding

It was a Great Western wedding for the Weisgerber and English families of Fort Morgan. Lois Weisgerber, daughter of Mr. and Mrs. Robert D. Weisgerber, became the bride of Martin English, son of Mr. and Mrs. Thurman E. English. Three of their parents work at the Fort Morgan factory. Her father is an assistant superintendent and her mother, Roberta, is superintendent's clerk, while his father is an agriculturist. The wedding was on Sept. 2 at St. Helena's Church in Fort Morgan. After a trip to the Grand Tetons, Marty and Lois returned to Boulder to resume their studies at the University of Colorado, where both hold outstanding academic records.

Major Moves in the Merger

Continued from Page 5

ning and programming manager, assistant chief engineer, equipment product development manager, and finally to general manager of equipment operations.

He is a member of the American Society of Agricultural Engineers, Society of Automotive Engineers, American Association for the Advancement of Science, and the Reserve Officers Association.

Owen and his wife, Barbara Burton Owen, have five daughters in college and in the schools at Birmingham, Mich.

In becoming president of Great Western Sugar, Owen succeeds Earl F. Cross, who resigned for reasons of health on Jan. 31. Cross served for about one year. He also resigned as president of Great Western United, the new firm resulting from the merger of Great Western Sugar and the Colorado Milling & Elevator Company. Cross remains a consultant to GW Sugar and a director of GW United.

As chairman of GW United, William M. White also announced on Jan. 31 the filling of major management positions for the parent firm and a number of major management changes for GW Sugar.

At GW Sugar:
• Lloyd T. Jensen, vice president-operations, was advanced to senior vice president, operations.
• Benjamin A. Oxnard, vice president, sales, was promoted to senior vice president.
• Claude Petitt, sales manager, was appointed vice president, sales, replacing Oxnard.
• Whitney Newton, II, director of research and chemical control, was appointed vice president, research, a new position.

Both agricultural and chemical

Continued on next page
Fort Morgan

Major Moves in the Merger

research activities were combined under the direction of Newton. Three departments under his control will be headed by Dr. R. K. Oldemeyer of Longmont, director, agricultural research; Daniel A. Muller of Loveland, director, chemical research; and John E. Hedde of Denver, general chemist.

In addition, R. Ralph Wood of Longmont moves to the General Office to become director, agricultural services, reporting to Fred G. Holmes, vice president, agricultural administration.

At GW United:
- Richard Von Kaenel, vice president, finance, of GW Sugar, was elected vice president, finance, and treasurer of the parent firm.

Von Kaenel was also named to the executive committee of GW United, along with Ben-Fleming Sessel of New York City, James A. Krentler of Colorado Springs, and William M. White of New York and Denver. Sessel, former senior officer of the Irving Trust Company of New York, will act as chairman of the executive committee.

- Elwood Whitney, former advertising and marketing executive with Foote, Cone and Belding, Inc., of New York, will head the marketing committee for GW United. Whitney said this group will offer counsel to all subsidiary companies of United with special emphasis in the area of consumer foods.

- Everett Braden, also a member of the marketing committee and recently with Foote, Cone and Belding, was elected vice president, marketing, for United.

- Max Ehrlich of Denver, secretary of Colorado Milling & Elevator, was elected secretary of GW United.

Other details of Great Western Sugar's role in the GW United expansion appear on Page 35.

How the Lovell Ladies Treat their Husbands--
(Just before Campaign)

One of the tables at the Lovell dinner. From left, Rita and Irwin Soiland, Dolores and Virgil Wecker, Virginia and Harry Wilson.

Another group at the pre-campaign pot-luck. From left, in front, Barbara Pettigrew, Maynard and Carmen Laufman. In back, Marc Pettigrew, Sally and Roger Feil, Ricka and Helmut Doerr, Dixie and Art Bohm.

And at the table in front here, from left, Ruth and Neil Davis and Dave and Jean Hopper. At back, Laura and John Nation and on the right the hosts, Mr. and Mrs. Bob Johnson.
At Billings, Manager Ralph Hettinger, left, presents a 15-year GW service pin to Agriculturist Jerry Pyette.

At Billings, Manager Ralph Hettinger, left, presents a 15-year CW service pin to Agriculturist Jerry Pyette.

Here's young Craig Stanley, grandson of Asst. Supt. and Mrs. Maynard Laufman of Lovell. His parents are Mr. and Mrs. David Stanley.

Cashier and Mrs. Hub Marten were guests at a coffee given by the beet clerks in the Lovell office. The occasion honored Hub's last campaign in a career of 35 years. He plans to retire in the spring.

Clyde Brooks of Lovell, left, receives a watch from Supt. Marv Pettigrew and the crew upon his retirement from service dating back to 1950. Clyde worked in the boilerhouse and on the dump repair crew.

And here's Bobby Johnson, son of Asst. Master Mechanic and Mrs. Bob Johnson of Lovell and also grandson of Shop Leadman and Mrs. Gerald Johnson of Mitchell.


- Two retired Lovell Sugar Tramps were among the "campaign come-backers" this season. They were Ervin Lynn and Glen Averett. Erv worked in the locker room and Glen on the trash-catcher.

- Lucille Brooks was also back for the campaign—her 21st straight! She again was lab clerk, her job for the last 19 campaigns, plus two earlier seasons as beet clerk. Lucille reports her husband, Clyde, enjoys to the fullest his leisure time in retirement. Clyde retired last September from a career dating back to 1952.

- Sons and daughters now in school:
  - Kathy Wilson, daughter of Mr. and Mrs. Harry Wilson, in nurses' training at Scottsbluff... Janice Davies, daughter of Mr. and Mrs. Nell Davies, a freshman at Powell Junior College... Roger Wecker, son of Mr. and Mrs. Virgil Wecker, a freshman at the University of Wyoming... and my daughter, Michele, a junior at Wyoming.

- Other students—up in the air. Ted Tippetts earned his pilot's license, while Roger Fell and Harold Hazen took their student licenses.

- As for the hunting here, Harlow Brimhall, John Nation and Larry Sessions reported successes, but from most of the others, just moans and groans.

- There were half a dozen promotions at the Scottsbluff mill for the campaign.

- John Arends was advanced from sugar end foreman to temporary assistant superintendent... Walt Tucker, from shop foreman to temporary assistant master mechanic... Ed Frakes, from top mechanic to shop leadman... Levi Koenig, from sugar boiler to technician/II... Norm Vogel, from the Steffen house to sugar boiler... and Ron Weiss, from stationman to technician/II.

- Milt Muth and Ralph Castanada sure deserve recognition and congratulations for their coaching of a championship team in Little League baseball last summer. The squad, sponsored by our Teamster Local, won 10 and lost but one with the able pitching of Ralph Castanada, Jr.

- Milt and Ralph were assisted in the managing by Dick Kraus, Ed Frakes, Russ England, Verdie Crist, and Virgil Bauer, while Norm Vogel, Jerry Fertig and I served in the role of umpires, keen of eye and sure of call, naturally!

- Velma Cowan

- Ron England
Agriculturist Mel Shafer of Fremont, left, receives his JO-year CW pin from Manager Gordon Rudolph.

Asst. Supt. George Walker, left, presents a JO-year CW service pin to Beetend Foreman Bob Covert of Fremont.

It was a well-worn hardhat hung up at Fremont last fall by Asst. Master Mechanic Mike Michaels upon his retirement from 42 years of service in the mill. Mike appears at left with Master Mechanic Oak Miller holding his safety bluebonnet. As the Senior Sugar Tramp of the Northern Ohio subsidiary, Mike was the only full-time employee remaining at Fremont who worked for the original Continental Sugar Co. He stayed on with the Great Lakes firm and joined Great Western in 1955 with the acquisition of the Ohio mills. With the earlier firms Mike was either master mechanic or chief engineer. In his GW years, he was regarded as a walking blueprint file for just about every fitting and fixture in the factory. Mike was born in St. Stephens, Ohio, but raised and schooled in Fremont, where he and Mrs. Mike continue to live in his retirement.

Fremont & Findlay

Agriculturist Mel Shafer of Fremont, left, receives his 10-year GW pin from Manager Gordon Rudolph.

Asst. M-M Bob Schuck of Findlay, at left, receives his 10-year Great Westerner service pin from Supt. Don Morris.

It's Bob Schuck again at Findlay, at left, presenting a five-year GW service pin to Top Mechanic Ray Conley.

Asst. Supt. George Walker, left, presents a 10-year GW service pin to Beetend Foreman Bob Covert of Fremont.

Asst. Supt. Gene DeManche of Fremont, left, presents a five-year service pin to Beetend Foreman Dave Martin.

At Findlay, Asst. Supt. Harold Saxton, left, presents a 10-year GW service pin to Sugar Boiler Bill Swint.
The Fremont factory's Grand Old Man—Art Joost—presents a handsome picture out in front of the sugar bin just before his 81st birthday last Oct. 13. Art is agricultural consultant at Fremont with a career in Ohio sugar beet agriculture dating back 56 years. Now engaged on a part-time basis, Art maintains a lively interest in the crop and continuing contact with the growers, many of whom were just kids when he came to Fremont back in 1932. To Art then, on behalf of his many friends and admirers, many happy returns!

Repairman Harold Fox displays the deep well fryer he chose for a safety prize.
Top Mechanic Ray Conley picked out the electric ice cream freezer for his award.
Centrifugal Foreman Al Miller with the oven broiler he chose for a safety prize.

Fremont's one and only Rita Swint, supt's clerk, receives her 10-year service pin from Supt. Floyd Logan.

Warehouse Shift Foreman Les Cramer with the radio he won in the safety contest.
Utilityman Paul Ramos with the wrist watch he won for safety at Findlay.
Manager Lowell Giauque, left congratulates Agriculturist Abe Spurgin upon his award of a 30-year CW service pin.


Bayard Asst. Supt. Duane White, left, presents a 15-year GW service pin to Knifesetter Art Cross.

Asst. Manager Bill Nelson of Bayard, at left, receives his 10-year GW service pin from Manager Lowell Giauque.

Another 10-year pin at Bayard for Agriculturist Bob (The Chin) Chinnock, left, from Manager Lowell Giauque.

One of the longest continuous campaign careers in the company belongs to Dale Zemanek, at left, campaign assistant chemist at Bayard. The last campaign was the 38th straight for Dale, whose service was certainly continuous, since he missed only one day on the job in all those seasons. He just couldn't make it that one day in 1956—because of the blizzard. Dale began his career in the lab at Minatare under Harold Burk, then chief chemist there and later district superintendent. With the closing of Minatare in 1941, Dale came to work at Bayard the next campaign. Dale prefers to work campaigns because he farms the rest of the year on his place northwest of Bayard. His crops include, of course, sugar beets. Dale has another pridelful association with Great Western and the chemical labs. It is his son, Lew, who is chief chemist at Ovid.

Asst. Manager Bob Sanborn of Scottsbluff, left, presents a five-year service pin to Dump Repairman Andy Lunden.

Asst. M-M Bob Barker, left, presents a five-year service pin at Scottsbluff to Boilerhouse Operator Gene Manka.

Scottsbluff Feedyard Foreman Ellis Einsel, left, receives his 20-year service pin from Resident Manager Leonard Henderson.

And here Feedyard Foreman Ellis Einsel presents a five-year GW pin to his crewman, Juan Garcia, at Scottsbluff.

Death has come at the age of 94 for William E. Martin, retired master mechanic, who was the oldest Great Westerner on the pension rolls.

Billy, who retired nearly 30 years ago at Fort Morgan, died on Jan. 17 in the Denver suburb of Englewood, where he lived. He was ill for only a short time.

Billy began his sugar career nearly 65 years ago at Fort Morgan, where he joined the erecters who built the factory. After the completion of the sugar factory, Billy stayed at Fort Morgan until 1910. He then was sent to Sterling, where he became master mechanic in 1917. One year later he returned to Fort Morgan as master mechanic and remained there until his retirement in 1938.

Billy worked so many years ago that he once remarked, on a visit to the General Office, that he no longer knew anyone from bygone days. But he could recall vividly all the notables and colorful characters of the early days of Great Western.

In 1924, when Fort Morgan was awarded the Pennant, he responded with his own Sugar Tramp sincerity:

“To do anything well is an accomplishment. To do something a little better than all the other Great Western factories is an achievement!”

Billy is survived by a son, George E., of Englewood, a daughter, Mrs. John S. Daley of Flint, Mich., seven grandchildren and five great grandchildren.
Lance Cpl. Ronald D. Zimmerman, son of Mr. and Mrs. Vernon Zimmerman of Greeley, has completed electronics courses while stationed in California and gone on to advanced work at University of Colorado.

Linda Jean Zimmerman, daughter of the Vernon Zimmermans, now attends college in Bartlesville, Okla., with a major in library education. She is a graduate of Greeley West High School. Her father was loaned to Loveland for the campaign.

James Lantz, son of Mr. and Mrs. Harrison Lantz of Greeley, attends Colorado State College in Greeley and majors in biology. A sports star at Greeley College High, Jim was a finalist in state wrestling.

At Greeley, Asst. Supt. Harrison Lantz, left, presents a five-year Great Westerner pin to Tech/1 Larry Leaf.

Top Mechanic Jim Pratt, at left, receives his five-year pin and safety "blue-bonnet" from Asst. Supt. Tub Brumley.

Asst. M-M Lloyd Sinele, at left, presents a five-year GW service pin at Greeley at Utilityman Paul Sakurai.

Samuel N. Weber, Jr., son of Mr. and Mrs. Sam Weber of Greeley, is a freshman this year at Colorado State College in Greeley. He was graduated from Greeley West High, where he was a star heavyweight wrestler.

Campaign here at Greeley saw five Sugar Tramps in the mill from Windsor. They were Asst. M-M Dave Berens, Tech/I Bill Lind, Crane man Vic Leffler, Boiler­house Operator Charlie Chipman, and Asst. Storekeeper Royal Jewkes.

Among our promotions: Harrison Lantz, from beet­end foreman to temporary assistant superintendent . . . Lloyd Sine, from top mechanic to assistant master mechanic . . . Rich Koester from crane man to top mechanic . . . and Greg Headlee, from the station group to the pulp dryer.

Our heartfelt sympathies to the family of Kiln Foreman John Roth, who was fatally injured in an accident in the mill on Nov. 6. John, who was 61, began his year­round service here in 1961 but worked more than 20 campaigns earlier both here and at Billings. John's willing ways will be missed by everyone.

—Royce Belden

Boilerhouse Operator Fred Lindberg, left, and Top Mechanic Dick Koester, display the safety prizes they won in the accident prevention program at Greeley.

“Ask the man who owns one,” the ads used to say. So just ask District Manager Dave Sunderland here with the jaunty pose, just like the ads, with the classic profile of his 1936 Packard sedan. It’s a straight­eight 120 model, rebuilt mechanically and refurbished in mint condition, lacquered in midnight blue, complete with the famous red hexagon hub insets. The 1936 model was the next to the last Packard with floor­mounted gearshift, flat windshield and fabric top. Dave's was in slightly used condition before he bought it and had it restored. Now it purrs like a kitten and receives better care than his later model cars. And, it doesn’t depreciate! Dave keeps his Packard in Fremont while he divides his time between Northern Ohio and Colorado. (Editor's note: Pictures will be welcome of any other restored vintage autos owned by Great Westerners.)

At Goodland, four members of the construction crew line up for a picture upon presentation of their GW service pins. From left, Fred Jacoby, five years; Chilly Childers his 20-year pin; and Sugar Boilers Bob Templeton and Harlan Cavendar their 10-year pins.

Congratulations to Margaret Ziegler and Tom Smith, who were married last fall. Margaret is one of the stenos in the office and the niece of George Ziegler, retired Brighton Great Westerner. Margaret now commutes from Greeley, where she and Tom live.

Welcome to our new cashier, Chuck Merritt, who comes to Brighton from Windsor and previously the General Office. Chuck replaces Scotty Hamilton, who was transferred to the General Office, but still lives in Brighton.

And welcome back to Asst. M-M Otto Zumich, who returned home from a tour at the Eaton factory. Otto replaces Harvey Linstrom, who retired late last summer.

Another welcome to Tech/I Reiny Bernhardt, who comes to Brighton from Windsor.

Lou Cutler was promoted to temporary assistant superintendent here at Brighton to replace Doc Van Dyke, who was transferred to the factory construction project at Goodland.

Dave Sigwardt was back for his sixth campaign of guiding visitors through the mill.

—Alice Richardson
Johnstown MSG Plant

Johnstown Yard Supervisor Chuck Dunning, left, with two members of his crew, Murl Watson, center, and Dave Bender, who both received 10-year GW service pins.

Master Mechanic Dick Dayton, left, presents a 15-year service pin to Asst. M-M Bill Peterson of the MSG plant at Johnstown.

Two MSG-men receive Great Westerner service pins from Warehouse Leadman Al Schwalm, center. John Moser, at left, received one for five years and Bill Jeser for 10 years.

Top Mechanic Harvey Martin of the MSG Plant, at left, receives his five-year service pin from Asst. M-M Bill Peterson.

MSG Plant Labman Floyd Compton, at left, receives congratulations on his 10 years of service at the Johnstown plant from Chief Chemist Dick Mann.
GEORGE W. RIENKS

Death has come for George W. Rienks, retired chief engineer, who won international recognition for his inventions dealing with the beet sugar industry.

George was born of pioneer parents, Cornelius and Isabella Rienks, in Greeley, where he was raised and schooled. In 1903 he took his degree in engineering from the University of Colorado.

One year later, George began his sugar career at the Fort Collins factory in the company of other members of the Technical Staff then located there. As a young draftsman, he was virtually surrounded by technicians and theorists who developed the operating policies for the young and growing Great Western.

George became a traveling engineer in 1909 and moved to the General Office in 1913 to become a district engineer. After nearly two years on loan to Amalgamated Sugar, he later became supervising engineer at Denver. He held this position until 1944, when he was appointed chief engineer.

George was one of the first to retire in 1943 at Gering. He died on Nov. 29 in Denver, where he lived in retirement. He was 77 years old.

A Great Westerner for 45 years, George retired in 1949 from a distinguished career. Until recent years, he continued to act as a consultant for various engineering firms and converted his home basement into a shop where he hand-crafted violins that won the admiration of professional musicians.

Among his many ideas and inventions, George developed his own "heat-balance" system for relating all sugar factory functions to fuel consumption. It is still used internationally in place of early systems first developed in Germany. He also originated a more accurate system for improving the efficiency of the evaporators in the factory.

In the field, George's name became linked with beet agriculture with his inventions of the "Rienks wheel" and "Rienks screen," devices still in prominent use for the separation of dirt and trash from beets delivered at the receiving stations.

The principles George incorporated in mechanical beet diggers and topers 50 years ago continue to be used in some of the most advanced beet harvesting machines of today.

His inventive genius became evident at an early age with the devices he made on his father's farm and in the design of irrigation culverts and headgates for a Fort Collins blacksmith shop.

R. J. SHECK

R. J. (Rocky) Sheck, a retired sugar boiler who served at Sterling, died on Oct. 23 at the age of 71 at Sterling.

A Great Westerner for most of 45 years, Rocky retired in 1958 at Sterling, where he served most of his career. He began his year-around service in 1919, but worked campaigns dating back to 1913 at Longmont.

RAY S. DARNELL

Ray S. Darnell, who was a pipelinefitter at the Scottsbluff factory, died on Oct. 19 at Fort Collins, where he lived in retirement. He was 70 years old.

A Great Westerner for 20 years, Ray retired in 1962 at Scottsbluff. He came there in 1955 from Fort Collins, where he served his earlier years, except for brief periods at Loveland in 1944 and 1945.

WALTER E. STEWART

Walter E. Stewart, who served in the early years at Fort Collins and later at Longmont, died on Oct. 5 at the age of 81 years.

Walt was the uncle of Jack H. Stewart, assistant master mechanic at Greeley. A Great Westerner for 40 years, Walt retired in 1952 at Longmont, where he was boilerhouse foreman. He began his career in 1912 at Fort Collins, where he remained until 1943 and his transfer to Longmont.

C. W. SCOTLAND

C. W. Scotland, who was superintendent at Johnstown until the wartime closing, died on Sept. 7 at Fort Collins, where he lived in retirement. He was 79 years old.

Scoty retired in 1953 at Fort Collins. He was superintendent at Johnstown from 1937 to 1943 and then at Fort Lupton from 1945 to 1948. In his earlier years, he also served at Brush and Brighton. He also worked several periods at the General Office.

ADOLPH LOHRY

Adolph Lohry, who was assistant foreman of the Windsor farm, died on Aug. 16 in Fort Collins, where he lived in retirement. He was 77 years old.

Adolph was a brother of Chris Lohry, retired shop foreman of the Windsor farm. A Great Westerner for nearly 40 years, served his entire career at the Windsor farm.
At the Great Western Railway at Loveland, 115 years of service represented by six who recently received service pins. From left, Agent Omar Karspeck, 15 years; Chief Clerk Dave Gauw, 30 years; Conductor Carl Kaiser, 20 years; Brakeman Harold Lenhardt, 15 years; Locomotive Engineer George Bernhardt, 15 years; and Machinist Bob Sheets, 20 years.

Another GW Railwayman, Repairman Carl Schweichhardt, at left, receives his safety "blue-bonnet" from Jim Kelly, assistant to the general manager.

GW Railway

*  

Horsecreek Quarry

Two very welcome visitors at Horse Creek recently—Jim and Dorothy Dudgeon, both retired Great Westerners. Jim was limestone manager and Dorothy was technical librarian. They live in Englewood, Colo.

Henry Karvola receives a retirement gift from the Horse Creek crew presented by Supt. Phil Ford, at right. Henry began his career at the quarry in 1949. He was first a chute puller and then a crusher operator.

It looks like a headless limestone manager, but it’s really George Berlin standing behind a stalactite formation in a new cavern opened up at the Horse Creek Quarry.

With Supt. Phil Ford standing at right, three members of the Horse Creek crew display their safety prizes. From left, Ernie Duran, Bob Lopez, and Bill Van Zee.
Longmont Manager Frank Zumbrink, left, presents a 25-year GW service pin to Agriculturist Bud Oldemeyer.

Longmont

Sugar Boiler Eldon Snyder of Longmont, at left, receives his 10-year service pin from Asst. Supt. Carl Hurich.

Experiment Station

Asst. Supt. Jack Hood of Longmont, who comes from a family of Great Westerners, received his 25-year gold GW pin.

Technician/II Con Aschenbrenner of Longmont displays his GW pin for 10 years of service.

• The MSG Plant at Johnstown is now in its 41st campaign... well, actually, its 14th. But we figure, with 4,167 days of process operations in the last 13 years, that we can claim 40 campaigns in comparison with the average length of campaigns at the beet houses.

Well, anyhow, the MSG Plant enjoyed a "lengthy" inter-campaign of three weeks.

A welcome to the mill for new employees—Ted Benoit, Ken Dimmitt, Jack Hettinger, Don Lebsack, Ed McNeeley, Mary Meeker, Russ Phares, Jim Poe, and Randy Scott—who joined up this campaign.

There's a new bowling team here called the "MSGers" with members including Charles Melton, Neil Bevard, Al Schoot, Sleepy Holmes, Jim Meeker, and Hondo Matson. They sponsor themselves.

—Augie Blanco

At the Longmont Experiment Station, Alex Diesing, left, receives his 25-year pin from Seed Director Bob Oldemeyer.

And here at the Experiment Station Bob Oldemeyer, left, presents a five-year GW pin to Joe Cardenas of the farm crew.
A Great Western wedding will be held June 29 with the marriage of Terry Ann Mitchell, daughter of Mr. and Mrs. Harry F. Mitchell of Denver, to John K. Ostermiller, son of Mr. and Mrs. J. V. Ostermiller of Fort Morgan. Her father is a traffic specialist at the General Office, while his father is manager at Fort Morgan. John now is on the accounting staff at the General Office, where they met when Terry worked summers. She now attends Denver University after two years at CSC in Greeley. John, a graduate of Longmont High School, took his degree at Colorado State University and is now doing graduate work at Denver University.

At the Central Warehouse in Denver, Driver Hugh Sellers, at left, receives his 20-year Great Westerner service pin from Supt. R. V. Stanton.

President Earl Cross, left, presents a five-year Great Westerner pin to Jens Jensen, president of the GW Railway and traffic manager of the Sugar Company.

Here, as traffic manager, Jens Jensen presents a 20-year GW service pin to Marshall Poth, claims specialist on the traffic staff at the General Office.

At Brighton, Steno Irene Durland receives her gold Great Westerner pin for 25 years of service from Cashier Chuck Merritt. Irene is a sister of Asst. Supt. Chuck Sword of Fort Morgan and Mildred Sword, sales secretary at the General Office.

Candy Andersen, daughter of Betty Andersen at the General Office, is now on flight duty with Continental Air Lines after completing stewardess training in Los Angeles. Her mother is on the payroll staff while her father, Don, is a Denver building contractor.

At the CW Railway in Loveland, President Jens Jensen, left, presents a 20-year pin to Electrician Rosey Rosenoff.
• Seasons come and go, but our busy sea­
sons here at the Chicago Terminal just go
on and on. We received our three new
liquid sugar trailers, and also our new
auger trailer. Now we are all set for
anything, and all of us should be ready
for anything, as we have all had our
vacations.

All four corners of the U.S. saw some
of our employees, as we really spread out.
Larry Bollinger spent some time in Kansas
visiting friends and relatives. Dan Bray
and his family did nothing but water ski,
boat, swim, fish, and generally loaf in the
state of Arkansas. Rich Hughes visited his
family in Washington, North Carolina,
and Gerry Kamark went to Texas.
Mildred Michalek went to Expo 67 and
then visited her son in Springfield, Massa­
chusetts. She reports that that is the most
beautiful part of the country during the
"Fall Foliage Festival." Coloradans, please
note. Frank Nichols visited relatives in
Arkansas, and Don Scalf "went fishin'." Our
mechanic Jim Turvey also visited in
Colorado, as did genial Gene Johnson and
family. The Johnson family packed up
their camper and took off, stopping when­
ever the mood struck them, and all said it
was the only way to vacation.

—Mildred Michalek

Elizabeth Tangeman, daughter of Mrs.
Pauline Tangeman of Mitchell, at her
wedding last June to Richard E. Scott,
son of Mr. and Mrs. Austin E. Scott of
Mitchell. Both returned to their studies at
the University of Nebraska. Her mother
is steno at the Mitchell factory office.

At Brighton High School, as well as
at Poudre High School in Fort Collins
earlier, John excels in both his studies
and student activities. He was a member
of the football, basketball and track teams,
and active in dramatics, speech, debate,
and musical groups, plus outside religious
roles with his church. He won his Duty
to God Award a year ago.

In addition to their visit at the White
House, John and the other scouts visited
other government agencies in both Wash­
ning and New York.
### SEPTEMBER ANNIVERSARIES

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Harold R. Shern, Johnstown 15
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Raymond Warehime, Johnstown 15
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Armond L. Adkisson, Johnstown 10
Con Aschenbrenner, Longmont 10
Charles J. Baker, Johnstown 10
Dallas L. Baker, Johnstown 10
Dave Bender, Johnstown 10
M. R. Christensen, Loveland 10
Edward Christenson, Johnstown 10
Richard Christenson, Johnstown 10
Floyd Compton, Johnstown 10
Dale I. Cottrill, Johnstown 10
Ted Fedder, Sr., Johnstown 10
Louis Gonzales, Johnstown 10
Philip Haas, Johnstown 10
Amil Hessler, Johnstown 10
Abram Herrera, Johnstown 10
Fred Hoffman, Ft. Morgan 10
William Jesser, Johnstown 10
Elmer R. Kaiser, Johnstown 10
John Kittler, Johnstown 10
Nick J. Lujan, Johnstown 10
Lowell Miller, Johnstown 10
Harold Mitchell, Johnstown 10
William G. Moore, Johnstown 10
Clyde R. Nelson, Johnstown 10
Keith Peterson, Ovid 10
Oliver J. Pulver, Johnstown 10
Ernest L. Ryan, Longmont 10
Gayle T. Shannon, Johnstown 10
Edward L. Stout, Johnstown 10
Eldon Snyder, Longmont 10
Walter Sundquist, Johnstown 10
William J. Swint, Findlay 10
William T. Todd, Scottsbluff 10
Robert J. Trevino, Johnstown 10
Augustine J. Vigil, Johnstown 10
Murl R. Watson, Johnstown 10
David Weitzel, Loveland 10
Glenn A. Welham, Johnstown 10
John P. Baker, Greeley 5
Anthony Bellendir, Brighton 5
Folke A. Johnson, Greeley 5
Larry I. Leaf, Greeley 5
Godfred L. Martin, Johnstown 5
Harvey E. Martin, Johnstown 5
Dan Martinez, Eaton 5
Paul Sakurai, Greeley 5
Charles T. Schlepp, Eaton 5
Stephen L. Startzer, Scottsbluff 5
Gregory Szakovits, Jr., Fremont 5
Harold M. Werre, Denver 5

NOVEMBER ANNIVERSARIES
Roman M. Chavez, Loveland 15
Betty Jo McKee, Loveland 15
Lawrence C. Olsen, Denver 15
Lawrence Arneson, Minneapolis 10
Marian Guerrero, Denver 5
Joyce Ann Havens, Fremont 5
Richard Koester, Greeley 5
A. A. Romsa, Horse Creek 5

DECEMBER ANNIVERSARIES
Mildred Sword, Denver 25
E. Marshall Poth, Denver 20
Manuel Rosenoff, Loveland 20
Roy F. Tucker, Fort Morgan 20
Blair E. Tolson, Omaha 15
Robert J. Phillips, Findlay 10

JANUARY ANNIVERSARIES
Fred E. Anderson, Denver 30
Earl C. Bittner, Billings 25
Burnie V. Bartley, Horse Creek 20
Norman C. Davis, Fort Morgan 20
W. H. Tourville, Horse Creek 20
William G. Beard, Billings 15
Roy W. French, Sterling 15
Stephen Lopez, Horse Creek 10
Richard W. Moon, Findlay 10
Lewis H. Tucker, Mitchell 10
Deanna Wagner, Lovell 10
Emery E. Williams, Findlay 10
Jerry F. Young, Ovid 10
Miriam Bailey, Denver 5
Eugene W. Hare, Green Bay 5
Dennis R. Reynolds, Findlay 5

At the General Office, with the credit staff gathered around, Ruth Shields receives her 20-year Great Westerner pin just before her retirement from Asst. Treasurer Ed Rebhan, at left. Ruth retired early with 12 years in credit and eight earlier years in pension and payroll records. The other members of the staff, from left, Credit Manager George Stillman, Clerk Virginia Thomas, Chief Clerk John Gray, Clerks Cheryl Sampson and Wanda Hoyle, Petty Cashier Jack Thompson, and Clerk Diane Kay.
Appointments & Advancements

- Gerald W. Shannon, assistant superintendent at Loveland, was appointed project supervisor for the factory expansion at Fremont. Before he went to Loveland, Shannon was an assistant superintendent at Gering, Brighton and Fremont. A native of Fremont, he began his sugar career at the factory there in 1956.

- Dean DeBelly, a design engineer at the Scottsbluff district office, was assigned to the expansion project at the Fremont factory. DeBelly joined the engineering staff in 1958 at the General Office and later went to Scottsbluff.

- Daniel F. Buckley, chief chemist at Findlay, was also assigned to the engineering staff at Fremont. Before he went to Findlay, Buckley was an assistant chemist at Loveland.

- Henry L. Klump, assistant chemist at Johnstown, was promoted to chief chemist at the Findlay factory. Besides working at Johnstown in the labs at both the sugar factory and the MSG Plant, Klump also served during beet campaigns at Loveland and Windsor. In addition, he worked in the process development lab at Loveland, where he began his career in 1939.

- John M. Young, a former newspaperman, has joined the Agricultural Department at the General Office in the capacity of agricultural writer. Young was assigned to develop articles and pictures for Through the Leaves, GW’s publication for beet growers, and also for Up-Beet, a new publication for growers in Northern Ohio. His work will be part of an expanded agricultural information program.

- K. E. (Gene) Johnson, cashier at the Chicago Sugar Terminal, was appointed supervisor of the bulk sugar facility. He will continue to handle the functions of cashier.

- Before he went to the terminal in 1966, Johnson was an assistant cashier at Johnstown. Earlier, he served on the GW Railway staff at the General Office. Johnson replaces LeRoy Measner, who was acting supervisor. Measner, who first came to the terminal as quality control chemist, was transferred to Goodland.

- Robert W. Palmer, assistant chemist at Longmont and Johnstown, was promoted to chief chemist at the Chicago Terminal. Palmer served the last campaign in the lab at Longmont, but worked regularly at the Johnstown MSG Plant, where he began his career in 1962.

- Robert E. Vandel, a traveling engineer, was assigned to the factory construction project at Goodland. Vandel previously traveled to the factories at Brighton, Fort Morgan, Sterling and Ovid. Earlier, he was a design engineer at the Scottsbluff district office.

- E. Gary Maggi, a design engineer at the General Office, was promoted to traveling engineer for Brighton, Fort Morgan, Sterling and Ovid. Maggi joined the engineering staff in 1963.

- Nine more assistants were transferred to Goodland to help supervise construction of the new factory. The assistant superintendents are LeRoy Measner of Chicago, Edward R. Schwindt of Mitchell, Floyd A. Sinclair of Gering, Charles E. Sword of Fort Morgan, and Aldo V. Vecchia of Sterling.

- The assistant master mechanics are Ted Baum of Mitchell, J. J. Lachman of Sterling, Donald D. Olsen of Loveland, and Glenn E. Reed of Bayard.

- Among the technicians, there were a number of transfers from various locations to the factory construction project at Goodland. They included:
  - From Greeley—Top Mechanic Ray E. Ginther, Utilityman William Heggimbot-
  - From Loveland—Sugar Boiler Paul Branstner, Top Mechanic Gary Foland, and Top Mechanic James Kelm.
  - From Longmont—Tech/1 Anthony J. Stein, Shop Leadman B. V. Pendleton, and Electrician Charles Moody.
  - From Brighton—Tech/1 Bennie Schissler, Sugar Boiler John W. Schneider, and Top Mechanic Jack Christenson.
  - From Fort Morgan—Tech/1 George A. Winkler, Sugar Boiler Allen L. Toepfer, and Utilityman Herman Lauck.
  - From Ovid—Top Mechanic David A. Lindblad, Top Mechanic Philip F. Molelendor, Sugar Boiler Robert DeManche, and Utilityman Fred Lankreit.

Retirements

- Great Western Good Wishes to the new members of The Club of retired Sugar Tramps. They appear here with their dates of retirement and years of continuous service.
  - Tech/1 Everett L. Patton of Fort Morgan, on Feb. 1; 22 years.
  - Tech/1 Harvey W. Sells of Brighton, on Feb. 1; 40 years.
  - Tech/1 John H. Schwartz, Jr., of Mitchell, on Feb. 1; 21 years.
  - Shift Warehouse Foreman Walter N. Taylor of Brighton, on Feb. 1; 23 years.
  - Farm Crewman Alex Dieing of the Longmont Experiment Station, on Dec. 30; 25 years.
  - Asst. Master Mechanic I. C. Bressler of Windsor, on Dec. 1; 32 years.
  - Asst. Master Mechanic C. E. (Mike) Michael of Fremont, on Nov. 1; 43 years.
  - Credit Clerk Ruth Shields of the General Office, on Nov. 1; 20 years.
  - Tech/1 Lester E. Butler of Billings, on Oct. 1; 23 years.
  - District Secretary Lucille McElroy of Scottsbluff, on Oct. 1; 28 years.
  - Agriculturist Harold Hall of Scottsbluff, on Sept. 1; 22 years.
GW to Exploit Expansion,
Bill White Tells Sugarmen

- Great Western Sugar's role in the new Great Western United organization was outlined by William M. White, Jr., chairman of United, in a talk to the Beet Sugar Technical Society in Denver on Feb. 2.

The aim at GW Sugar, White told 340 members of the Society, will be expansion with emphasis on research. He said capital expenditures in the next five years will be more than double those of the last five, that 30,000 more acres of sugarbeets will be sought in new areas, that the beet crop will be made even more productive with better controls for weeds and pests, that new products and by-products will be developed from the sugarbeet, and that new techniques will be used to market all products.

The crowd at the meeting was the largest on record for the Society.

“What we're after,” White told the members, “is more sugar, more money, better jobs, and greater opportunity.”

White also revealed plans for the construction of a new office building in Denver and a combined research center at Longmont. He said the office building might not be the biggest in Denver, but it would be the best. He added that the site could not be disclosed for several months. The Longmont center will house facilities for both agricultural and chemical research.

Aside from the office building, White said GW Sugar’s expansion will average $11 million for the next five years for projects already committed. He also indicated the amount could go much higher.

White also said GW Sugar will benefit from new marketing methods to be developed by the staff of GW United for all subsidiaries. One plan, he added, calls for reaching the food consumer more directly with higher profit by entering into the chain restaurant business.
Energy, appestats* and children.

An appestat is a hunger switch in your brain.

When your body needs food your appestat is turned “on.”

A child’s appestat is “on” most of the time.

That’s why children crave sugar.

Nothing provides energy and satisfies appestats as fast as sugar.

When a youngster gets a raid-the-refrigerator look in his eye during a hard day’s play, that’s his appestat calling. It means his blood sugar level is low because he has burned up most of his energy.

Nothing answers the call more quickly than good old sugar. The sugar in a soft drink, for example, or in ice cream, or a piece of cake. Sugar is all energy, and it gets into the bloodstream fast—faster than any other food.

That’s why it doesn’t make much sense to keep soft drinks flavored with artificial sweeteners around if you have a youngster around. He needs the energy of sugar. He needs it fast. And besides, the sugar in a soft drink tastes better than an artificial sweetener, and it doesn’t leave you with an aftertaste.

So stay with sugar. It does things for you no artificial sweetener can do. Sugar’s got what it takes!

*“A neutral center in the hypothalamus believed to regulate appetite.”—Webster’s Third New International Dictionary.

SUGAR INFORMATION, INC.
P.O. Box 2664, Grand Central Station, New York, N.Y. 10017