

Two Employees Win \$500 in Idea Sweepstakes

New consumer product ideas submitted by two employees have passed the second plateau in Idea Sweepstakes and put them one step closer to the \$2,350 jackpot.

Receiving \$250 each were Horace Hanselman, utility driver at Decatur, and Ford Ray Lewis, an apprentice in his fourth year of training at Decatur.

Their ideas have been passed on to the third plateau—further product development and final consumer testing. Should either of the suggestions pass this milestone, the originator will win an additional \$500.

Open to Staley employees and their dependents, Idea Sweepstakes is the way you express your new product ideas to our Consumer Products group. The idea sphere includes any product that you think can be sold in



*Horace Hanselman
His Idea Wins More \$\$\$*

a supermarket.

In the sweepstakes thus far \$1,500 has been paid out

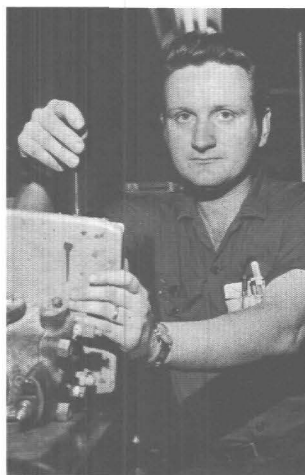
to employees and dependents. Ten suggestions have passed the \$100 first plateau, and five of these are still under evaluation.

By successfully negotiating all four plateaus, an idea can win \$1,850. An additional \$500 will be awarded to any originator who successfully names his product.

There's no limit on the number of ideas that can win money—including the \$2,350 jackpot. And there's no limit on the number of ideas an employee or dependent can submit. The more ideas that are submitted, the better chance you have of winning.

Entry blanks and contest rules are available at all Staley locations, or you can obtain them from public relations, Decatur.

The entry deadline of July 1 is drawing nearer. If



*Ford Ray Lewis
His Idea Advances, Too*

you think you have a good idea, fill out an entry blank and send it in.

Six Months Earnings up

Net income and sales were up for the first six months, but the second quarter's figures were slightly less than the same period a year ago.

The six months figures showed \$4,096,000 in net income, or \$1.54 a share, on record sales of \$157,099,000. This compares with net income of \$4,027,000, or \$1.52 a share, on sales of \$154,203,000 for the same period a year ago.

For the three months ended March 31, net income was \$2,352,000, or 89 cents a share, off slightly from the \$2,454,000, or 93 cents a share, recorded in the prior year.

Sales for the second quarter were \$82,644,000 compared with \$81,107,000 the same period last year.

Chairman A. E. Staley, Jr. indicated that the dip in second quarter earnings were principally a reflection of reduced demand in paper and textiles along with generally higher raw material costs and lower margins.

Company Asserts Its Leadership with Two New Food Products

Thin-N-Thik Is Aimed at The Retort Canning Industry

Taking a giant step toward further leadership in specialty starches, Staley has announced two new products that could revolutionize the retort canning industry.

Called Thin-N-Thik, the two starches will enable canners to increase production and improve quality as well as retort process foods they couldn't before.

In making the announcement, product manager Jack McGowan said, "For years retort canners have been pleading for products like these, and now Staley has found the answer. This unique breakthrough places the Company in an enviable position of being the first to offer such products and forcing competition to match us."

The name Thin-N-Thik describes the function of the starch during the canning process. It remains thin during retorting, or while the canned and sealed product is being cooked and sterilized at temperatures up to 250 degrees. It thickens to the proper consistency toward the end of the retorting.

Thin-N-Thik 65 is a modified tapioca starch designed for the canning of puddings, sauces, gravies, stews and cream-pie fillings.

Thin-N-Thik 35 is a modified corn starch with wide-spread potential in canning of mixed products—such as spaghetti and meat sauce combinations—and pie fillings made from acidic fruits such as cherries and blueberries.

The advantages the customer reaps from using Thin-N-Thik are plentiful. Because of the starch's thinner consistency during the early portion of the retorting, better heat penetration is achieved. This reduces the sterilization period and means more cans may be processed in the same time.

Also because of the shorter sterilization period, the product retains its identity and doesn't become soft and mushy

from overcooking. Thus a cherry comes out looking like a cherry, and isn't damaged by long heat exposure.

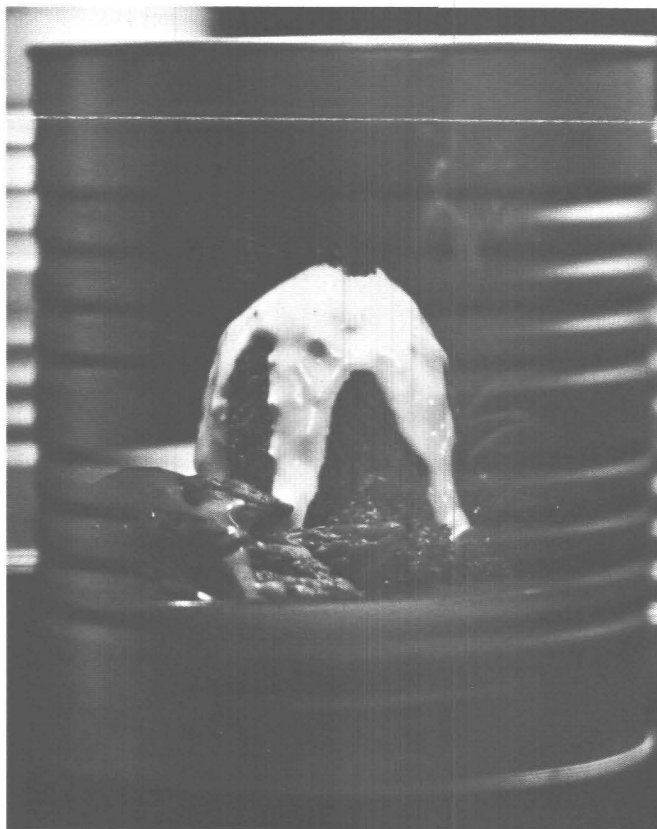
The shorter sterilization period will also prevent many delicate products from being scorched.

Prior to the introduction of Thin-N-Thik many retort canners could not process dense products in large cans. However, the new Staley product's thinner consistency during retorting allows better heat penetration, and even the denser products—such as stews and spaghetti-with-meat-sauce—can now be packaged in the larger, No. 10 can sizes.

"Previously a food manufacturer often couldn't process in the larger can sizes," McGowan said. "And in those cases where he did, he had to cook his products from three to four hours. Thin-N-Thik will allow him to cut that time by 20-30 per cent."

"And in other cases it will allow him to can products for the first time... products he couldn't before simply because by the time he got enough heat

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*Thin-N-Thik Does Its Job Inside the Can
For Even the Most Delicate Gourmet Products*

How Sweet It Is! IsoSweet Can Match Sugar on a Pound-for-Pound Basis

How sweet it is! To the palate and for the marketing opportunities it offers. It's IsoSweet 100, the Company's new sweeter corn syrup scheduled for production early in 1972 at the Morrisville, Pa. plant.

IsoSweet 100 thrusts Staley into new industrial markets and expands those we're already in, according to Bob Smith, product manager.

"Previously we couldn't crack some markets because our products weren't sweet enough," Smith said. "But IsoSweet 100 has eliminated that barrier."

"This product is truly re-

volutionary. It's so sweet that it can be used to replace sugar on a pound-for-pound basis in many applications and at a savings to our customers."

Prime markets for the new, sweeter corn syrup are the beverage, canning, pharmaceutical, baking, salad dressing, table syrup, and confectionary industries, many of which are located on the East Coast within 300 miles of the Morrisville facility.

Presently the Company's Industrial Products food salesmen are taking the introductory IsoSweet message to the poten-

(Turn to Back Page)

Prime Examples Of New Emphasis In Ind. Products

Continuing to assert its leadership in the development and marketing of specialty starches and sweeteners, Industrial Products announced two new unique products this month.

Called Thin-N-Thik and IsoSweet, the new specialty items have widespread applications in the food industry.

Lou Doxsie, group vice president, said the specialty items "are prime examples of the Company's continuing effort to develop a complete and sophisticated line of modified food starches and specialty sweeteners."

"For the first time" Doxsie said in reference to IsoSweet, "the corn sweetener industry has a product that competes, in many applications, favorably with sugar. And it does so at a cost savings to the ultimate user."

Referring to the two Thin-N-Thik starches, Doxsie said, "These new starches, along with others we've announced in the last two years and those under development in our laboratory, are indicative of our stated intention of gaining a position of leadership in specialty, modified food starches."

IsoSweet will be manufactured at the Company's new corn processing plant, currently under construction at Morrisville, Pa. Start-up is scheduled for late December of this year. (See story, Page 3.)

Thin-N-Thik 65, a modified tapioca starch, will be produced in the Company's Houlton, Maine, facility while Thin-N-Thik 35, a modified corn starch, is scheduled to be manufactured at Decatur. (See story this page and back page.)

STA-CLAM--Staley's New Car Location and Management System

STA-CLAM. It's Staley's new computer-assisted car location and management system that tracks the daily movement (or lack thereof) of the 3,000 rail cars in the Decatur operations.

According to corporate transportation director Reeder Miller, STA-CLAM provides the Company with new dimensions in rail management.

"Over the past five years our rail fleet has grown substantially and rail service has deteriorated. As a result the former manual tracing system had become too cumbersome.

"The installation of STA-CLAM introduces flexibility and immediacy into the management of our fleet. The information derived will enable the profit centers to schedule production more efficiently, enable the Company to get better car utilization, and provide even better customer service."

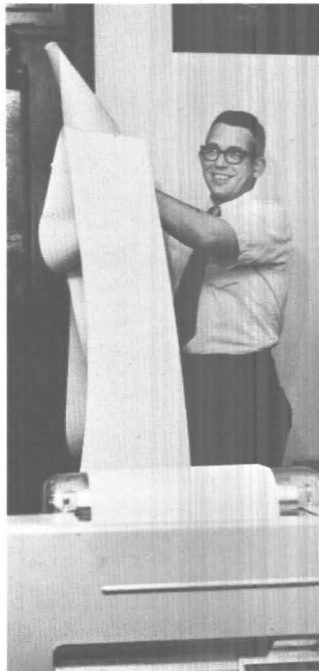
Immediacy Is Big Asset

The immediacy of STA-CLAM is a big asset in the Company's continuing program to provide better customer service, allowing profit centers to respond "in anticipation of" instead of "in reaction to" a potential late delivery.

Requiring two years to perfect, STA-CLAM Phase I was installed and operational two years ago, providing a tracing function only.

The original development team consisted of systems analyst Steve Bennett, Bob Lighthall, now Industrial Products transportation manager, and Larry Trempel, now materials manager, Staley Morrisville.

After the Company reorganization, further development and implementation of STA-CLAM became the responsibility of the services department



Lines of Valuable Information Systems Analyst Steve Bennett

ment or the corporate transportation division. Tom Branson, department manager, and Tom Bissey, routing and performance analyst, working with Bennett, have expanded the system into Phase II which generates daily, weekly, and monthly reports for the profit centers at Decatur.

Today these profit centers receive daily summaries that describe where cars are located, what cars are available in Decatur for loading, an empty car forecast, and a daily listing of equipment that is incurring demurrage expenses.

In addition to these daily reports, the system generates

weekly and monthly summaries that enable profit centers to better manage their fleet.

Input Comes from Three Sources

Input for the system comes from three sources—profit center transportation groups, the west scale house where incoming and departing cars are logged, and 36 railroads whose computers are tied into our system. The railroad input alone amounts to 1500-2000 lines of teletype daily.

The daily car location reports have made the tracing of cars considerably easier, according to AgriProducts transportation manager Dwight Engle.

Jim Hurley, product manager, dextrose, sees STA-CLAM as a valuable tool for providing better customer service.

"Dextrose customers depend on timely shipments to keep their plants in operation," Hurley said, "If we know a shipment is running behind schedule, it's to our advantage to tell the customer quickly... and certainly before he tells us. STA-CLAM will allow us to remain right on top of every order."

One of STA-CLAM's advantages is a tailored inquiry system, designed and installed by Bennett. The inquiry system provides for the selective retrieval of historical data in essentially any combination or format the user desires.

Shortly after the implementation of Phase II, the inquiry system received its baptism under fire, according to Bissey.

Late on Friday afternoon transportation director Miller was preparing a study of the volume of rail traffic shipped by the Company via selected routes to Eastern locations. This information was required as a part of



Dwight Engle (L), Graydon Capps Check the Location of a Car Using a Report Generated from Staley's New System

an important freight rate negotiation.

The request was digested routinely by STA-CLAM. In less than 24 hours the inquiry had been written, six months of specific history had been analyzed, and the report was on Miller's desk.

"It would have taken weeks to prepare such a report manually," Bennett stated.

Although the day-to-day information is currently being put to good use, Branson says the long-range planning benefits the system offers have not been fully exploited.

"By getting a better fix on the turn-around time on shipments and through controlling that turn-around time better, we could gain better car utilization and perhaps even reduce the size of our fleet," he said.

Could Save Thousands of Dollars

Such a reduction could save Industrial Products thousands of dollars annually,

according to Chuck Miller, materials control manager, Industrial Products.

"And the information stored in the system could assist my group greatly in planning what rail equipment is necessary to meet existing and future business requirements," Miller said.

So Phase II is up and in operation, but almost all those involved in transportation agree that the future refinements in the system will bring about the most dramatic improvements.

According to transportation director Reeder Miller, further refinements are already in process.

"We're looking at the possibility of including the shipment and distribution of all products from all locations—either by truck or rail.

"Before we're finished STA-CLAM will be one of the most sophisticated systems of its kind in our industry."

Staley Has Exciting News For Food Technologists

From the standpoint of introducing new products to influential people, this year's Institute of Food Technologists show couldn't have come at a more opportune time.

This year Staley representatives will introduce IsoSweet 100, the Company's new sweeter corn syrup, as well as two new modified Thin-N-Thik food starches.

Held at the Americana Hotel in New York City, May 23-26, the IFT show is expected to attract over 6,000 food technologists, representing the nation's top food manufacturers.

According to special products manager Dick Lockmiller, Staley's booth will feature four distinct sections—proteins, seasonings, starches, and sweeteners.

Heading up the protein section will be product managers Bob Gunther and Frank Janes. Gunther will pass out information on the Gunther whipping agents while Janes will spread the word on Mira-Tex, the Company's textured soy protein used as a meat replacement-extender in a variety of applications.

Vico's new flavoring agents are the feature of the seasonings section. Product manager Dick Smith will handle inquiries.

Thin-N-Thik could raise a few eyebrows among those in the canned foods industry. Products manager Jack McGowan will be on hand in the starches section to introduce the Company's latest speciality food starch.

The top attention grabber in the sweetener section is likely to be IsoSweet. Product manager Bob Smith will introduce the new, sweeter syrup.

In support of the starches and sweeteners section, Wendell Ray and his Eastern region salesmen will be on hand to pass out information on other products in the Company's broad line.

In addition, Dr. James Redd and sales manager Ted Griggs will distribute information and answer questions on the citrus oils and aromas produced by Redd Labs.

Besides hearing the Staley story, the food technologists will have the opportunity to taste several of the Company's products. Featured on the daily breakfast menu are sausages made from Mira-Tex, Wagner fruit-flavored drinks sweetened by IsoSweet 100, and other beverages flavored by products from the Vico line.

"The IFT show is a good opportunity for Staley to present its message to the top food formulators in the country," Lockmiller said. "We think the Company has an exciting message to tell them"

Health Foods In New Location

CICERO, Ill.—The Company's health food operations has moved into a 15,500-square-foot facility in the Chicago westside suburb of Melrose Park.

According to the health foods manager Vince Russo, sunflower seeds and papaya products are being packaged at the new location. Russo said he expects sunflower seed roasting operations to be moved to Melrose Park in early May.

As a temporary measure, the Company's institutional products staff has also moved to the Melrose Park location.

SERVICE ANNIVERSARIES

45 Years
MARTHA HUFFMAN, secretary to director, corporate transportation, March 19

40 Years
CLEO HANSON, applications chemist, research and development, March 12

35 Years
FRED BAHLOW, starch shipping and packaging, March 14
KIDWELL HINTON, electrician, March 10
CLIFFORD WILSON, boiler maker, March 7
VERNON VAN HOOK, machine shop, March 6

30 Years
CLOYD BLAIR, shift foreman, 20 bldg., March 4
JAMES MOORE, V-P, AgriProducts, March 1
WAYNE ROBERTS, machine shop, March 4
DONALD SILOSKI, extra board, March 5
EDWARD SKELLEY, satellite shop-east end, March 5
GEHL TUCKER, asst. treasurer, corporate, March 6
WILLIAM WHITE, small machine shop, March 4
ERNEST WILLIAMS, paymaster, March 21

25 Years
JOHN BREWNER, yard department, March 6
JOHN CARROLL, sheet metal shop, March 6
DENVER CARTER, pipe fitters, March 27
WILLIAM HILL, research chemist, research and development, March 1
ROY MC GLADE, control lab, March 11
ROY OATHOUT, boiler house, March 18
BILL SALTER, plant manager, Keever, March 11
JAMES SIMPSON, painters and roofers, March 18
JOHN WAGONER, group leader, research and development, March 1
JAMES WALKER, yard department, March 4



John Brewer John Carroll



Denver Carter William Hill



Roy McGlade Roy Oathout



Bill Salter James Simpson



John Wagoner Lawrence Walker



Lawrence Wyatt

LAWRENCE WALKER, foreman, feed house, March 13
LAWRENCE WYATT, satellite shop-east end, March 11

20 Years
DONALD BALDWIN, dist. mgr., Industrial Products, Kansas City, March 26
GENE FORD, pipe fitters, March 21
GERALD LANGRAND, bulk syrup, March 21
RICHARD MAYBERRY, pipe fitters, March 14
ERNEST MEADOR, sr. applications chemist, Consumer Products Research, March 7
THORNE POPE, extra board, March 21
DARREL PRITTS, feed house, March 21
DONALD SHUEY, bulk syrup, March 1
LOUIS SUTHERLAND, pilot plant, March 22
CLARENCE WALKER, feed house, March 1
WILLIAM WILLIAMS, JR., black warehouse, March 15

10 Years
ROBERT FISHER, technical supervisor, dry starch, March 8
PATRICIA SMITH, grain arrival clerk, AgriProducts, March 9

5 Years
MARTIN BRADSHAW, plant protection, March 28
THOMAS BREWER, thin boiling starch, March 28
BARBARA CAMERON, sr. research stenographer, research and development, March 23
RICHARD FUNK, warehouse, March 30
ALFRED HILL, control lab, March 2
VIRGIL JULIUS, black warehouse, March 2
ANN SEIDMAN, librarian, research and development, March 21
ROBERT STANBERRY, elevator C, March 30
DORIS TRAUERNICHT, accounts receivable bookkeeper, International, March 22
JAMES WISLEY, control lab, March 28

Complex--That's the Way to Describe Staley Morrisville

MORRISVILLE, Pa.—Complex. That's the best way to describe the Company's mammoth undertaking here.

So complex that a Philadelphia consulting firm and its computer have been retained solely for the purpose of digesting the thousands of pieces of information and spitting out a weekly progress report. The report itself consists of 35 pages of print out.

From this data our engineers determine where construction stands in relation to predetermined objectives. So when you ask the Staley engineer in charge, Rodger Snelson, "How's construction going, Rodger?" he has the facts at hand.

"Slightly Behind Schedule"

"We're slightly behind schedule," he said the last week in April, "but we expect to catch up as the contractor adds more men this summer."

Specifically, Snelson pointed out, here's the major portion of what has been accomplished so far:

- +the structural steel work—1480 tons in all—is 80% complete
- +the electrical power substation is virtually complete
- +99% of the process equipment is on site and much of it is in place
- +most of the large tanks—such as the starch reactors and the syrup enzyme tanks—are in place
- +the truck scale and rail scales are installed but not operative
- +the two gas-fired boilers are in place
- +the cooling tower is complete
- +the six silos are finished and the grain-elevating equipment is being installed
- +80% of the masonry walls and cement slabs are in
- +all railroad tracks are laid
- +the large tanks for the waste treatment plant are installed

"Of course, this doesn't reflect the status of every step in the construction sequence," Snelson said, "but it does describe the major portion of what has been accomplished."



Tallest Structure In Bucks County, Staley Morrisville's Silos Stand Tall Against the Pennsylvania Sky

FACTS AT A GLANCE

Location: Morrisville, Pa., on the banks of the Delaware River across from Trenton, N.J.

Products: Specialty starches and sweeteners for the food industry, corn oils, and corn feed ingredients.

Start Up Date: December 28, 1971.

Prime Contractor: Fischbach and Moore, Mechanical Division, Detroit.

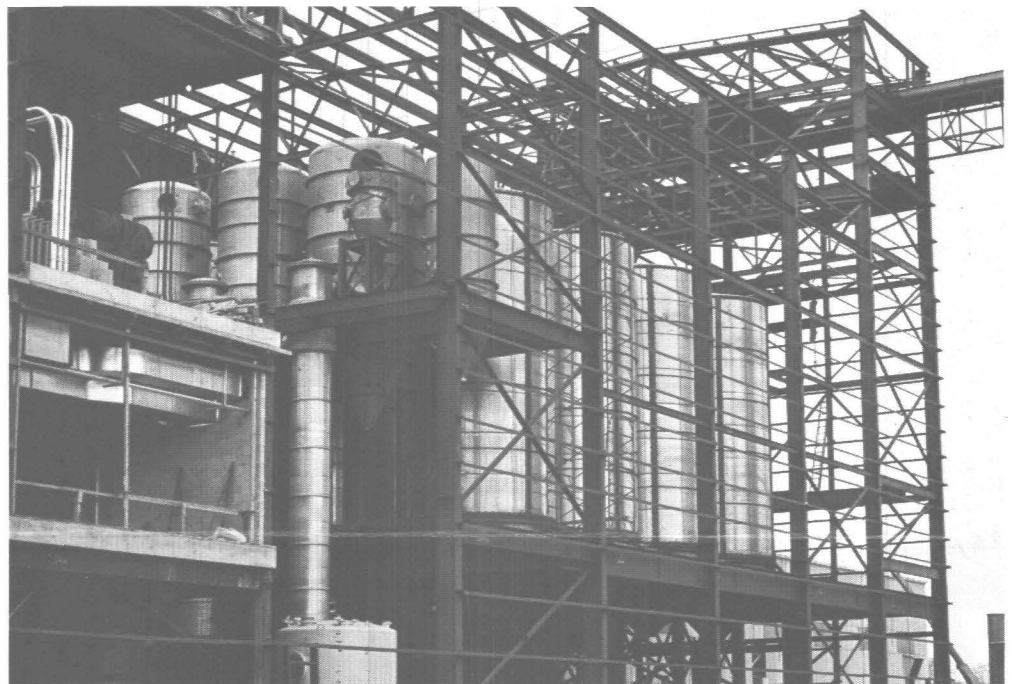
Size: 205,000 square feet.

Site: 77 acres.

Cost: \$25 million.

High on the priority list for this specialty food starches and sweeteners plant is the completion of the power supply substation and the elevators.

"Obviously, we can't begin to check out the operation of the syrup, starch, and feed house equipment until we have electrical power," the engineer in charge said. "Our 34,000-volt



Steep Water Tanks (Ringed Ones on Left) and Steep Tanks (Back Rows) Are Set in Place in Mill House

station is virtually complete and should be ready to be tied in to the local supply by mid June.

"With power, we can begin checking the operation of the specific units."

Also high on the priority list is the operation of the two gas-fired boilers. The two, 150,000 pounds of steam per hour units are already in place and scheduled to go on line early in September.

Once electricity and steam from the boilers are available, fullscale checkout of the various operating units can begin. The first such unit that will undergo start up is the elevators-steep tanks-wet milling-dry starch sequence.

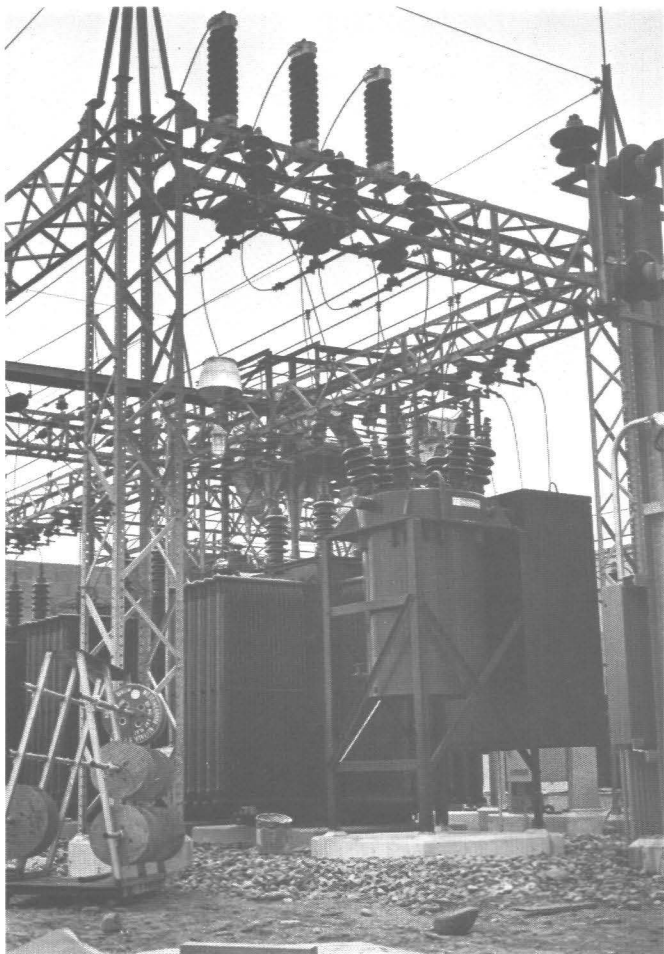
Contractor Increases Work Force

To meet the September deadline for this operation, the prime contractor, Fischbach and Moore, has recently increased the number of pipefitters. And Snelson said the pipefitting force will be doubled this summer as more of the process equipment is set in place and is ready for final connections.

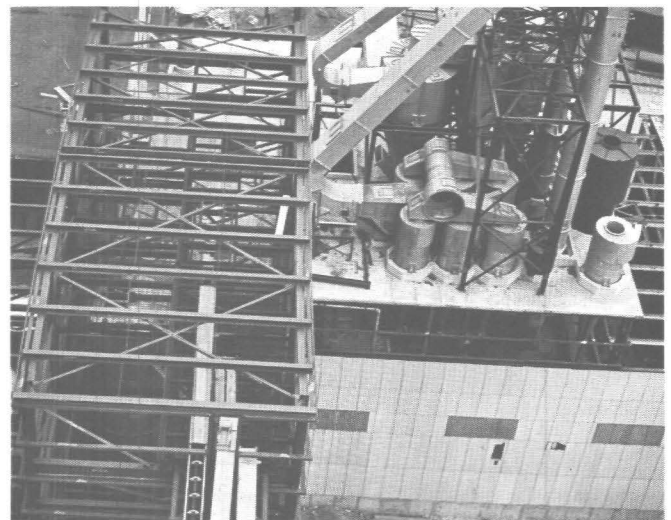
The last unit on the start up schedule is the syrup refinery. In this section most of the large tanks, evaporators, and coolers are already in place awaiting the pipefitters.

However, there are still several pieces in this giant jigsaw puzzle to be fitted together. Keeping track of construction progress here is complex now and will get even more complex as the late December start up date approaches.

But our engineers are confident that this date can be met at which time the Company will begin realizing a return on its \$25 million investment.



Work Almost Completed on Power Sub-Station It's a Key Unit in the Start Up Sequence



Air Emission Control System Sits Atop Feed House Feed Dryer Stacks (Right) Lead into Anti-Pollution Device



Syrup Coolers Are in Place in Syrup Refinery Awaiting Pipefitting Work by General Contractor

Teamwork in the Lab Produced Thin-N-Thik And It Must Continue into Marketing

Teamwork characterized the development of Thin-N-Thik, and this same close cooperation is necessary today if the Company is to reap the full benefit of the product, according to Dick Hahn, head of the food applications research lab.

"The development of Thin-N-Thik was not the work of any single person," Hahn said. "It was a group effort, involving various personnel and disciplines."

"And if the product is to be the success that we think it can be, this teamwork must extend into our marketing efforts."

"Thin-N-Thik is a unique product—the first of its type in the retort canning industry—and it requires a close-knit working relationship between our food salesmen, the customer, and those of us in the lab."

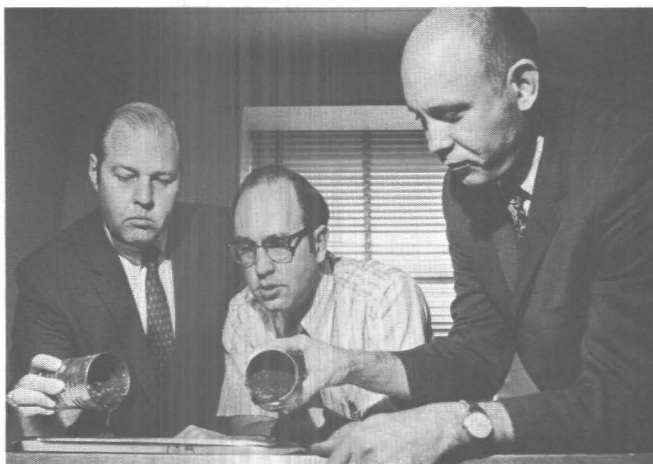
According to product manager Jack McGowan, such a marketing strategy has been established. It works like this.

The Industrial Products food salesmen ferret through their accounts and determine those retort canners whose applications best match the advantages Thin-N-Thik offers. Once the salesman makes this determination, he contacts the potential customer and explains these advantages.

The next step brings our technical service lab into play. The salesman brings together—either by telephone or in person—the customer's technical representatives and our lab personnel.

"At this time," Hahn explained, "we'll work with the customer in explaining the technical parameters of Thin-N-Thik. Through this initial discussion we hope to determine if our product indeed fits the customer's application."

Some of the answers the lab will be determining in these initial discussions are: Does the potential customer have the process in which Thin-N-Thik will work? What modifications



A Lab Comparison of Thin-N-Thik Used in a Dense Chili (L-R) Jack McGowan, John Rasche, Dick Hahn Conduct Test

to his process are necessary? And what formula modifications are necessary?

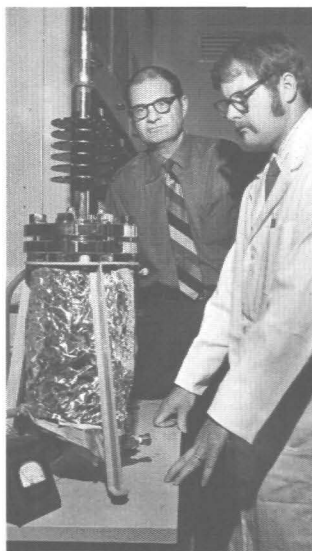
McGowan and Hahn agree that this approach will optimize the application of Thin-N-Thik while reducing the number of false starts.

Thin-N-Thik's teamwork history began in the lab in late 1968 when Chuck Streaty synthesized the initial samples. In the ensuing two and a half years several research personnel contributed, and under the direction of Hahn, Jack Tuschhoff, and Frank Verbanac the product grew into maturity.

John Rasche provided the engineering input; food technologists Jim Ball and Frank Del Valle worked on applications and defined the product; chemists Jim Eastman and Tom Luallen completed the synthesis.

The biggest stumbling block in the product's development was the perfection of the delayed gelatinization. Eastman and Del Valle, working together, came up with the solution: Once the delayed gelatinization was mastered, the team refined the product until it reached the workable state it's in today.

And today Thin-N-Thik answers a need that retort canners have expressed for years—it remains thin during the retorting (cooking and sterilization period) and thickens toward the end of the process.



Making a Viscosity Test Jack Tuschhoff (L), Tom Luallen

A testimony of the product's acceptability is the well-known food processors who have successfully tested and liked the new corn and tapioca starches—Prince Macaroni, Jenó's, Borden, R. J. Reynolds, American Home Foods, Hunt-Wesson, and Carnation.

"Simply stated," Hahn said, "Thin-N-Thik is a unique Staley development that answers the retort canner's dreams."

IsoSweet Syrup Works in Cola or Uncola

Cola or uncola. It makes no difference to Bill Robinson and his cohorts in the food technical service lab. They're busy preparing formulas for each using IsoSweet 100 as the basic sweetener.

Thus far Robinson's food technologists have prepared over 50 cola and uncola samples for customer evaluation. And in every instance, Robinson says, the new Staley sweeter corn syrup has replaced the existing sweetener at no sacrifice of taste or quality.

According to the Company's market research, carbonated and non-carbonated beverages are the prime markets for IsoSweet 100. And for this reason Hunter Kickle, Ken Chunn and Cynthia Grigsby in Robinson's group have been working with potential customers on the East Coast—near the manufacturing facility at Morrisville, Pa., where the new Staley product will be produced for the first time late this year.

Presently two of the nation's largest beverage manufacturers—Canada Dry and Safeway stores—are evaluating samples of their products sweetened with IsoSweet. Such Eastern regional beverage manufacturers as Cott, Frank, Hoffman American Beverage, and Polar, are also analyzing samples.

"Initially, these potential customers have been very impressed with our samples," Robinson said. "They're particularly impressed with the cost

savings of IsoSweet. "One customer indicated he could save \$250,000 annually on raw material costs.

"It'll take months of testing, evaluation, and storage tests for customers to be finally convinced that IsoSweet 100 has advantageous applications. But we've gotten a big jump on the time lag by preparing formulas some nine months before our product is scheduled to go into production."

Before each sample is sent to the customer it must undergo a rigid taste panel test. The panel is made up of 6-8 research employees trained in sensitivity to tastes and flavors.

Each panel member evaluates three samples, one of which is the customer's present formula and another is the formula using IsoSweet 100.

"What we're looking for is a complete match," Robinson said. "Sometimes we don't get the match, and it means going back to the bench and trying again."

"But the overall result is that we deliver a sample to the customer that we believe exactly matches his present product."

In addition to laboratory work in carbonated and non-carbonated beverages, Robinson's group has also prepared formulas using IsoSweet 100 in food, baking, and candy applications.

"As a result of these evaluations, we are convinced that IsoSweet 100 has widespread

On The Move

INDUSTRIAL PRODUCTS

BARBARA HAENNY from reconciliation clerk to department secretary, technical services.
WILLIAM HOOPER from plant protection clerk dispatcher to shift foreman, plant protection.
OTTO KUREK from planner to building foreman, bulk products.
HOWARD LARCOM from project engineer to chemical engineer, Morrisville.
BETTY MARCH from file clerk to inventory clerk.
DONALD MORTON from process research chemist to chemical engineer.
ROBERT SHANNON from Industrial sales representative to senior Industrial sales representative, Chicago.
ANDREA SMITH from accounts payable clerk to payables clerk.



Otto Kurek Howard Larcom



Robert Shannon Wm. Schermerhorn



Dick Winkleblack Ron Champion

CONSUMER PRODUCTS

BARBARA DURANCIK from material control clerk to group clerk/steno.
BRENDA HARRIS from file clerk to code clerk.
WILLIAM SCHERMERHORN from assistant product manager to associate product manager.

CORPORATE

RODNEY ELMORE from industrial engineering technologist to production department relief foreman.
MARY RALEY from junior accounts payable clerk to senior payables clerk.
RICHARD WINKLEBLACK from plant accountant to manager, cost and financial analysis.
MARGARET BOYCE from keyed data operator trainee to keyed data operator.
RON CHAMPION from junior programmer to programmer.
ELEANOR HANSON from control clerk to control supervisor.
JUDITH PEDDYCOART from mes-

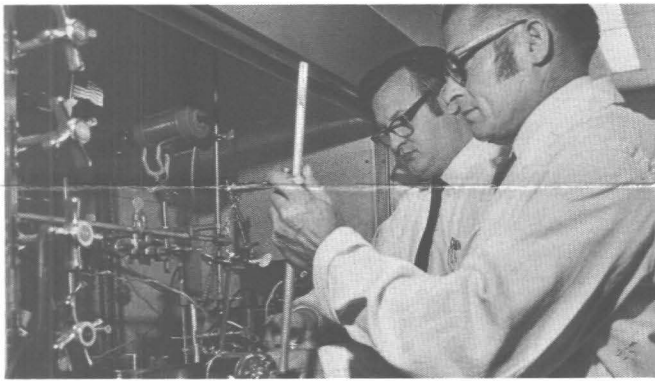
sender to keyed data operator trainee.
PAMELA RICHARDSON from coupon clerk to statistical clerk.
SAUNDRA SIMPSON from keyed data equipment operator to control clerk.
JUNE THOMAS from keyed data equipment operator to lead keyed data equipment operator.

AGRIPRODUCTS

RONALD NUSBAUM from motor coordinator to soy feeds sales assistant.
LESTER TARLTON from assistant supervisor eastern routes to supervisor eastern routes.

INTERNATIONAL

DIANN RAINWATER from steno secretary, technical services.



Here's Our Lab's Mock-up of Retorting Equipment Frank Del Valle (L), Jim Ball Load a Sample Product

Thin-N-Thik

Continued from Front Page to the center of the can, the product itself was of unacceptable quality."

Sold by the Company's Industrial Products food salesmen, Thin-N-Thik requires a close working relationship between salesman, customer, and our food lab.

"Teamwork is essential," McGowan said. "Our marketing strategy calls for each application to be carefully considered by our food lab. Should the lab's analysis show that Thin-N-Thik is beneficial in the customer's application, we will tailor a specific formula for that application."

"The result of this strategy should be that we'll reduce the misuse of the product... and it can be misused... and we'll select those applications where we know our product will be most beneficial."

McGowan said that such a strategy will build a good working relationship with our customers.

Advertising and promotional plans for the new products include space ads in the July issues of several trade magazines as well as the introduction to the canning industry at the Institute of Food Technologists show in New York City, May 23-26.

The products themselves will be manufactured in two of the Company's locations. Thin-N-Thik 65, the tapioca starch, will be manufactured in Houlton, Maine, while Thin-N-Thik 35, the corn starch, will be made in Decatur.

"The advantages of these starches to the retort canning industry are abundant," McGowan stated, "and we're very optimistic about their potential."

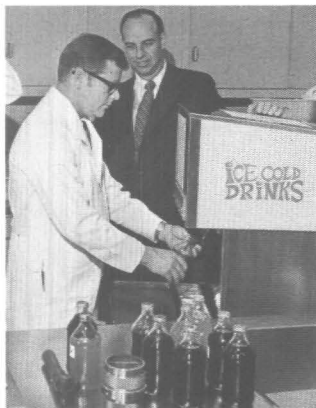
Retirements

EDWARD KNEELAND, supervisor, customer order services, March 31,
JOHN LAWLER, shift foreman, extraction plant, March 31
LUTHER LONG, general utility, March 15
NEVA LONG, clerk steno, March 31
JAMES MC EWEN, fireman, April 1
LEWIS SMITH, manager, Agri-Products, March 15
PAUL URBEN, territory manager, Consumer Products, Atlanta, February 28

IsoSweet

Continued from Front Page the United States.

Manufactured from No. 2 yellow dent corn, IsoSweet 100 will be sold in liquid form. Rights to the patented process were obtained through a licensing agreement with Clinton Corn Processing, the only other U.S. manufacturer of the new, high-fructose syrup.



IsoSweet Works in Colas Hunter Kickle (L), Bob Smith

applications as a replacement for existing sweeteners," Robinson said, "and at a cost saving."

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

Bulk Rate
U. S. Postage
PAID
Permit No. 49
Decatur, Ill.