

In Annual Report Quiz

Employees Can Win 20 Shares of Stock

Up to 20 shares of Staley common stock will be awarded to winners in this year's "Annual Report Quiz", a contest open to employees at all locations.

To win, an employee must answer more questions correctly than any other employee in his category. In case of ties, winners will be determined from response to a write-in question.

Answers to the 19 factual questions can be found in the 1971 Annual Report, mailed to employees' homes in November. Additional copies are available at your place of work or through Public Relations, Decatur.

Here are the four categories and the maximum number of shares that will be distributed to each.

Category I (includes all



The Answers Are Here

employees at Decatur)—14 shares.

Category II (includes all employees at Charlab, Gunther, Houlton, Kever, Monte

Vista, Morrisville, Staley Chemical, Vico, Asmus, Staley Graphics, and warehouses)—2 shares.

Category III (includes employees at Cicero, Oak Brook, Chattanooga, the Redd operations, and Pontiac)—3 shares.

Category IV (includes all outside salesmen, Chicago Clearing House, and non-Decatur Staley International employees)—1 share.

Last year 130 employees entered the contest, and all winners were determined as a result of their answer to the write-in question.

In evaluating this year's write-in question, the judges will consider content and originality.

Entry deadline for the contest is Feb. 25.

(Turn to Back Page for Questions.)

Emphasis on Specialties In Food Sales Realignment

(See related story back page.)

In a move designed to place more emphasis on specialty items as well as capitalize on changing market conditions, Industrial Products has organized its food sales force into two segments—"sweeteners" and "specialty products."

In announcing the change, J. H. Beaumont, vice president, Industrial Sales, said the move "clearly places the sales emphasis on present and emerging specialty products while realigning sweetener sales to concentrate on commodity-type products sold principally on a contractual basis."

Principal items sold by the specialty representatives include modified food starches, corn syrup solids, proteins, flavorings and spices, and vitamin complexes (including inositol and steep liquor) for the pharmaceutical industry.

The sweetener organiza-

tion is chiefly responsible for corn syrups, IsoSweet, and dextrose.

According to Beaumont, the new organization thrusts some of the specialty salesmen into a new sales environment.

"In the past," he said, "these salesmen had worked chiefly with the customers' purchasing agents in selling corn syrups and similar commodity products. However, under the new arrangement, specialty salesmen will work closely with the customers' technical staff—such as research personnel—and will therefore require a thorough technical knowledge of their products."

In making the changeover, most of the specialty salesmen have undergone a modified food starch training course as well as technical briefings from the specialty products managers.

According to product managers, N. R. Lockmiller—special products, and Jack McGowan—food starches, the specialty organization should provide for "more effective penetration in higher-margin markets."

For the Eastern Region, in which most of the IsoSweet sales are projected, product manager Bob Smith sees the new sweetener organization as a real benefit.

"In introducing and marketing this new product through proven sweetener salesmen, we capitalize on our experience," he said.

Beaumont said another outgrowth of the new organization is the re-emphasis on sales-research teamwork.

"This teamwork is essential," he said, "if we are to take advantage of our combined expertise."

349 Employees To Get Awards At Banquet

A record number of employees will be honored at the 25th annual Staley Service Awards Banquet, Jan. 20, at the Masonic Temple, Decatur.

Awardees include 349 who are celebrating their 10th, 25th, 30th, 35th, 40th, and 45th anniversaries with the Company. Those observing their 45th anniversary are Jack Franklin, James Franklin, Frank Grossman, Martha Huffman, Harold Lents, William Nickel, William Oak, Leo Riedlinger, and William Stewart.

In addition, a record 156 will receive time pieces in recognition of 25 years service.

Welcoming remarks will be delivered by E.K. Scheiter, vice chairman, board of directors, former Staley president (1958-1965), and himself a veteran of 48 years service.

Toastmaster for the evening will be Thomas C. Garren, manager, technical services, Industrial Products, and an 18-year Staley employee.

Guest speaker will be Reverend Charles H. Willey, ordained minister and former pastor of the First Christian Church of Moline, Illinois.

Start-Up Tests Underway At Morrisville Plant

MORRISVILLE, Pa.—Shakedown of various operating units at the Company's new \$25 million corn refining plant here are underway en route to a projected start-up in February.

According to manager John Homan, the facility is "rapidly nearing completion, although a firm start-up date will not be determined until results of the various tests are available."

Major units receiving shakedown thus far include the cooling tower, the mill house, and dry starch. Tests in the corn handling-steeping-separating area are projected for the end of January with syrup refinery testing due to begin in early February.

On an interim basis, raw, unprocessed materials—such as raw starch, corn germs, crude oil, and light steep liquor—are being supplied from Decatur until such materials are produced locally.

Open House Set For Morrisville

MORRISVILLE, Pa.—Over 300 guests—employees and their families; city, county, state and civic leaders; and near-by residents—have been invited to an "open house" here, Jan. 29.

The guests will take a walking tour of this modern corn refining facility—the first such major installation in the East—and will receive a gift pack of "Staley" and "Wagner" products.

duced locally.

From a personnel standpoint, staffing is essentially complete. Personnel manager Jack Smith reports that all operators have been hired and are undergoing training; approximately two-thirds of the maintenance force is on board and is setting up the various shops; and the salaried staff is complete except for lab technicians.

Beset by misfortune, Morrisville's first shipment of

corn arrived in late December. The initial 85-car, 10,000-ton train experienced a derailment 25 miles outside Decatur, damaging 15 of the cars. Despite this 34-hour delay, the train arrived in Morrisville only 17 hours behind schedule.

Only hours after the train's arrival, a fire damaged the elevators, postponing the scheduled unloading of the corn.

Turn to Back Page



J.H. Beaumont (L), L.E. Doxsie (R) Outline New Sales Alignment With Regional Mgr. Ralph Dombroski, Al Brunlieb, Jim Zinniel

New Staley Wallpaper Adhesive Enables What Goes Up to Come Down

What goes up must come down.

It's just as true in wallpapering as in the law of gravity.

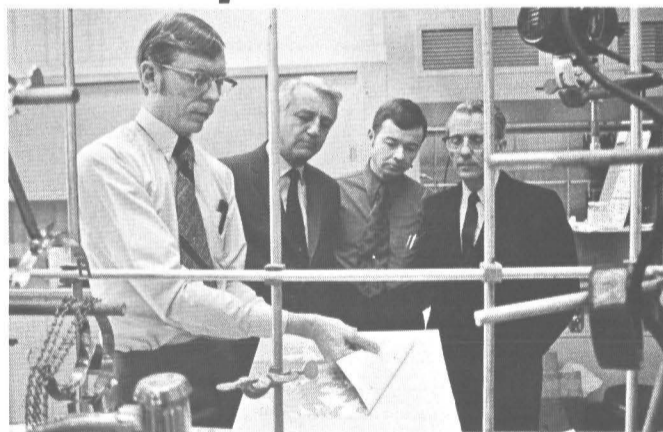
Thus, Staley research has developed a new "dry stripable" prepaste wallpaper adhesive that will enable the homeowner to remove wall coverings simply by lifting a corner and easily pulling off the entire sheet.

Called STAYBIND WP-110, the new adhesive is presently undergoing mill trials among the leading paper converters and wallpaper manufacturers.

According to Charlie Nevin, group leader of the industrial starch and chemicals lab which developed the product, the Staley adhesive makes wallpaper removal by steaming and scraping a thing of the past.

"Besides its stripability," Nevin said, "WP-110 performs as well as or better than other prepaste wallpaper adhesives. It provides 'slipability', enabling the user to move the wallpaper after it's approximately placed on the wall. And the adhesive won't swell excessively (causing the adhesive to bleed along the edges or to transfer to the printed side of the paper).

In addition, the adhesive, when applied in the dry state by the manufacturer, won't adversely affect printing, embossing, or cutting of the paper, nor does it



Chemist Bill Bomball (L) Demonstrates the Adhesive's Stripability Looking on Are (L-R) Bill White, Tom Swift, Charlie Nevin

cause dust problems as many of the present prepaste adhesives do.

In conducting lab tests, chemist Bill Bomball, who formulated the product, has successfully stripped product samples from a variety of substrates, including sized wallboard and plaster, as well as painted and metallic surfaces. These tests were conducted with both paper and vinyl stock.

Initial acceptance of the new adhesive looks very encouraging, according to Industrial Products commercial development manager Tom Swift, who is introducing the new product

to key manufacturers.

The new adhesive will be marketed by paper industry salesmen to paper converters and wallpaper manufacturers. According to paper sales manager Bill White, the product should enjoy "steadily increasing sales."

"Wallpaper sales are on the upswing," White said, "and according to our input, the consumer is coordinating wallpaper with draperies, furniture, and carpeting. Thus, he'll likely want to change his wallpaper more often. And this new product will enable him to do just that—quickly and easily."

'Wagner' Lo-Cal in West Coast Markets To Assist in 'Battle of the Bulge'

OAK BROOK, Ill.—Consumer Products—through "Wagner" low-calorie drinks—has launched a new West Coast promotion aimed at helping millions of weight watchers in the perennial "battle of the bulge".

Unfortunately, product manager Bob Corman says, many are losing the battle because they're being hoodwinked by "not-so-low-cals".

The predicament started about two years ago following the government's ban on cyclamates. Since then the beverage industry has scurried to reformulate the low-calorie products. In an attempt to satisfy consumer tastes, many have added sugar. As a result, the drink is tasty but the calories are there.

But group vice-president Frank Wagner and chemist Ken Shawver reformulated the "Wagner" drinks with a special saccharin blend, without cyclamates or sugar. No other "low-calorie" fruit drink can make that claim.

Thus, "Wagner" orange, grape, and grapefruit lo-cal products contain only two calories per ounce whereas the four major competitors contain from 4 to 6 per ounce. And when you're trying to wiggle into something clingy, a calorie saved is a calorie earned.

In selecting the Los Angeles-San Diego-Las Vegas area, the "Wagner" marketing team entered a highly-competitive marketplace. All the major competitors are on the supermarket shelves there, and the customers are accustomed to an enviable taste standard—100 per cent orange juice.

"We think we're equal to



Shirley Hanz Goes for Orange-Flavored "Wagner" Lo-Cal The Dietetic Drinks Are Undergoing a Promotion on the West Coast

the challenge," Corman said. "Once the customer tastes our product—and realizes that he can save up to 24 calories per six-ounce serving—he'll come back for more."

The promotion includes an eye-catching newspaper advertisement (containing a 7¢ off coupon). The ad features an attractive, slender "with-it" young lady in hot pants. The headline reads "The no put on drink."

Whether it's because of the

modern clothing (hot pants and poundage just don't mix) or because of an increased health awareness, Corman says there's a steadily growing legion of calorie watchers who will identify with the trim curves of the model and go "Wagner."

Should the West Coast promotion stimulate existing markets and gain new distribution—as it is designed to do—Corman said the effort may be extended into other attractive low-calorie markets.

SERVICE ANNIVERSARIES

45 Years
JACK FRANKLIN, millwright, 77 bldg.

30 Years
ARNOLD KUBOW, cost accountant, corporate control
BERNARD RUNYEN, cooler operator, 17 bldg.

25 Years
HERBERT HASELEY, reliefman, 20 bldg.
FREDDIE HOWERTON, electrician, 77 bldg.
ORAL PROFFITT, trucker, 20 bldg.
WILLIAM ROARICK, mechanic, 101 bldg.
EDWARD SCHULTZ, metal scrap salvager, 39 bldg.
FORREST VOGEL, sample carrier, 60 bldg.
LAWRENCE WARD, utility man, 40 bldg.

15 Years
RUTH HISE, chief price clerk, Industrial Products.

10 Years
GEORGE NICHOLS, coordinator, new product planning, Industrial Products.

5 Years
ARTHUR BLAKE, assistant director, corporate planning.
GEORGE GALLAGHER, sales representative, Industrial Products, Chicago.

SAM JACKSON, computer console operator, corporate information systems.

RICHARD MOSIER, chemical engineer, AgriProducts.

FRANK STEVENS, application chemist, Consumer Products.

PATRICIA UTTERBACK, lead



Jack Franklin



Arnold Kubow



Freddie Howerton



Oral Proffitt



Bernard Runyen



Herbert Haseley



Edward Schultz



Lawrence Ward

keyed data equipment operator, corporate information systems.
RICHARD WILLIAMS, manager business systems, Industrial Products.

Hagenbach Environmental Dir.; Protzman Named to Succeed Him

In a move designed to provide fully coordinated direction, at a top management level, of all environmental activity throughout the Company, Dr. William P. Hagenbach has been named to the new position of director of environmental sciences and engineering.

Dr. Thomas F. Protzman was named to succeed Dr. Hagenbach as director of engineering research and general services.

In making the announcements, Nat Kessler, group vice president-technical, said Dr. Hagenbach will be responsible for all aspects of pollution control technology at the Company's 11 U.S. plant locations, and will act as liaison with the various environmental agencies.

Organizationally, Dr. Hagenbach will report to Roger Mauterer, director of corporate engineering. His corporate staff will initially consist of Bob Popma, Bob Nisbet, and Dan Taylor, who are responsible for air, water, and noise pollution control along with sanitation and the many other aspects of occupational health and safety.

Currently the Company has a team of 18 scientists, engineers, and technicians engaged full time in the pursuit of its environmental quality goals, in addition to all of the other key people whose responsibilities



Dr. W. Hagenbach



Dr. Tom Protzman

include administering effective pollution control on the operating level.

Dr. Hagenbach had been director of engineering research and general services at the Staley Research Center since 1969. He joined the Company in 1960 as director of engineering research.

A native of Rochester, N. Y., he received his B.S. and M.S. degrees in chemical engineering from the University of Rochester, and his Ph.D. degree in chemical engineering from the University of Illinois.

Dr. Protzman returns to Staley research from a two-year assignment at Staley/Graphics, which terminated experimental production and marketing of a pre-press proofing system December 31.

Prior to his assignments as director of manufacturing and research and then general manager at Staley/Graphics, Dr. Protzman had been director of applications research at the Staley Research Center for six years. He joined the Company in 1957.

Dr. Protzman received his B.S. degree in physics from Oberlin College and holds M.S. and Ph.D. degrees in physics from Ohio State University.

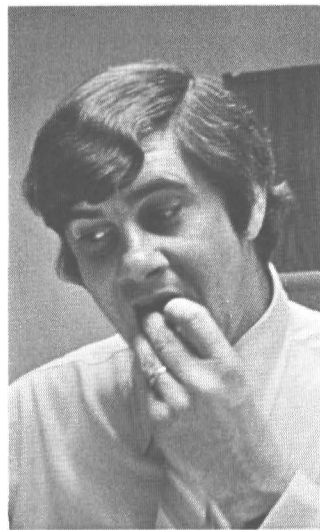
(Editors' note: Next month's Staley News will take an in-depth look at two subjects related to these announcements. One is: Environmental Regulations And How They Affect Staley. The other is: Staley/Graphics—Reflections on a Venture.



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

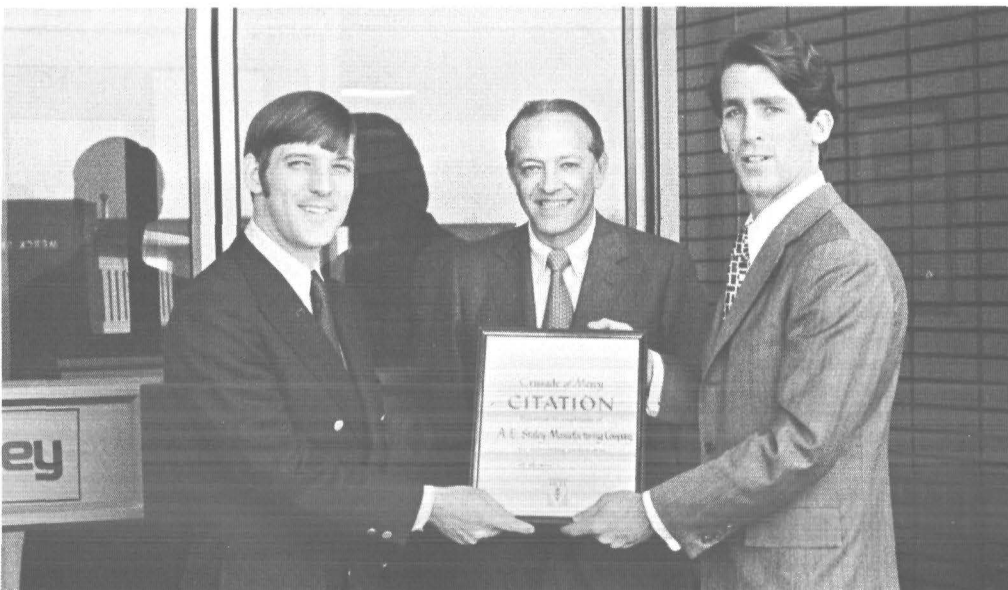
Manager, Employee Communications . . . Gerry Chatham
Chief Photographer . . . Lee Jeske
Assistant Photographer . . . Roy Enloe

'Idea Sweepstakes' Product Passes Taste Test



OAK BROOK, Ill.—Taste testing the first "Idea Sweepstakes" product to reach consumer testing, these Consumer Products employees obviously like what they're sampling. As a result of their favorable comments, the product will be passed on to further consumer testing. Should the product pass this plateau, the originator—a Decatur hourly employee—could win an additional \$500

en route to the top prize of \$2,350. If you have an idea for a new consumer product, why not submit it through "Idea Sweepstakes" and take a shot at the \$2,350 jackpot. Entry banks are available at your place of work or through Public Relations, Decatur. (Pictured are L-R: Helen Jares, Pat Rose, and Jim Freisner.)



Chicago Employees Are Commended By Mercy Crusade

CHICAGO, Ill.—Staley employees in the Chicago area have received a citation from the Chicago Crusade of Mercy in recognition of their "outstanding participation" in the recently-completed campaign.

Shown accepting the award are Consumer Products administrative director Ken Schroeder (C) and associate product manager John Boyan (L), who conducted the solicitation among salaried and hourly employees at Staley locations in the Greater Chicago area.

Making the presentation is Tom Darden of the Crusade of Mercy office.



Ticket Order Form 1972 Ice Capades

Decatur employees may purchase reduced-rate tickets for two performances of the 1972 Ice Capades at the Assembly Hall, Champaign.

For the Thursday, February 10, 8 p.m. performance, 50 seats have been reserved while 200 are available for the

Saturday, February 12, 5 p.m. show.

Reduced ticket prices for adults are \$3.50, 50¢ off. Children's tickets are \$2.00.

To order tickets, fill out the order form below and send it to Public Relations, 62 bldg. 1-W. Please enclose a check for

the proper amount made out to "The University of Illinois." Also enclose a self-addressed, stamped envelope.

Tickets will be mailed to you by the Assembly Hall.

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

Attached is check or money order, payable to University of Illinois, for \$ _____

Check Performance:

_____ Thursday, February 10, 8:00 p.m.

_____ Saturday, February 12, 5:00 p.m.

Number of
Adult Tickets

_____ @ \$3.50

Number of
Children's Tickets (16 & under)

_____ @ \$2.00

Your name _____ Street _____

City _____ State _____ Zip _____ Phone _____

This order form and payment should be returned to: Public Relations, 62 Bldg., 1-W.

Also enclose a self-addressed, stamped envelope.

NOTE: Seats are in the middle-priced B Section.



The 'Cluster Concept' at Oak Brook Enables Functions That Work Closely Together to Be in Close Proximity without Overcrowding

Together: It's the 'in Thing' at New Consumer Hdq.

OAK BROOK, Ill.—Increased efficiency and better inter-department communications. Two prime benefits the Consumer Products group sees as a result of moving into its new headquarters here in this western Chicago suburb.

Before the group's relocation here, different functions had been located in as many as four locations, making communications difficult, according to administrative director Ken Schroeder. But with the occupation of this 34,000-square-foot former Upjohn Company building, all the group's major functions—administration, technical, and marketing—are located for the first time at a single facility.

This unity of location, Schroeder said, will "improve inter-department communications and result in increased efficiency."

Smoother paperflow and better communications were the two prime objectives around which project engineer Chris Greanias of the corporate engineering staff and architect Delbert R. Smith, Urbana, designed the interior layout. They located departments in clusters that exchange paperwork and information. Thus product management, research, manufacturing-engineering management, and accounting-control are in one cluster whereas personnel, purchasing, and group administration are located in another cluster at the front of the building for easy vendor-visitor access.

Helping make the cluster concept work is the first Staley application of "modular offices." These free-standing, 80-inch high modules—designed by Herman Miller, one of the nation's leading office landscaping designers—enables departments to be in close proximity without overcrowding.

They also provide flexibility since they are quickly and easily changed by rearranging the hinged panels in new configurations.

A Cooperative Effort

According to Schroeder, the renovation of the Oak Brook facility and the relocation of employees was a "cooperative effort involving corporate as well as group personnel."

In addition to Greanias' engineering assistance, Bill Armentrout of the corporate engineering staff served as on-site field coordinator, ensuring that design specifications were met. In Armentrout's absence, Doug Meyers of the group's packaging staff filled in.

Coordinating with corporate engineering, corporate

Facts at a Glance

Location:	Oak Brook, Ill., 16 miles due west from the Loop. Visible from the Cermak Road tollbooth on I-294.
Group functions located there:	Marketing-product management; distribution; research & product development; administration; control; purchasing; manufacturing-engineering management; package development.
Facility:	34,000 square feet on 3.7 acres
Number of employees:	100

purchasing, under direction of Wayne Martin, purchased the material and equipment as well as selected the vendors.

Additional corporate support came from office services and corporate records. Office services manager Harold Doddek coordinated the 83-unit telephone installation, and helped establish the central supply and messenger functions with assistance from Decatur's Jerry White and Lavonne Jess. He also worked with the group's Dick Galgano and Bill Watterson in establishing a data communications link with the computer center in Decatur.

From corporate records, Bob Guynn, Edna Sims, and Pam Perkins assisted the group in establishing an updated records filing and retention system.

"Minimum of Confusion"

Move coordinator for the 100 employees and associated office and lab equipment was Judy Barner, on temporary assignment from Decatur. According to Schroeder, she did a commendable job in relocating employees with a "minimum of confusion and work interruption." Her assistant was building superintendent Pete Loomam.

Confusion and work interruption were also kept to a minimum by the planning of the group's managers, whose relocation responsibilities included work continuity.

Speaking on the relocation, Judy Barner singled out the "cooperation and willingness" of the employees themselves as a vital factor in the successful move.

The group's former headquarters at Cicero will continue to serve as a manufacturing location for "Staley" and "Wagner" products. In addition, the group quality control function there will be expanded.

Contractor for the \$650,000 12-month undertaking was O'Neil Construction of Chicago, while the architect was Delbert R. Smith of Urbana.



Modular Offices: They're Flexible and They're the Latest in Office Landscaping

Open House Set For Oak Brook On February 5

OAK BROOK, Ill.—Consumer Products employees and their families have been invited to tour the group's modern, new headquarters during an "open house" on Feb. 5 (2-5 p.m.)

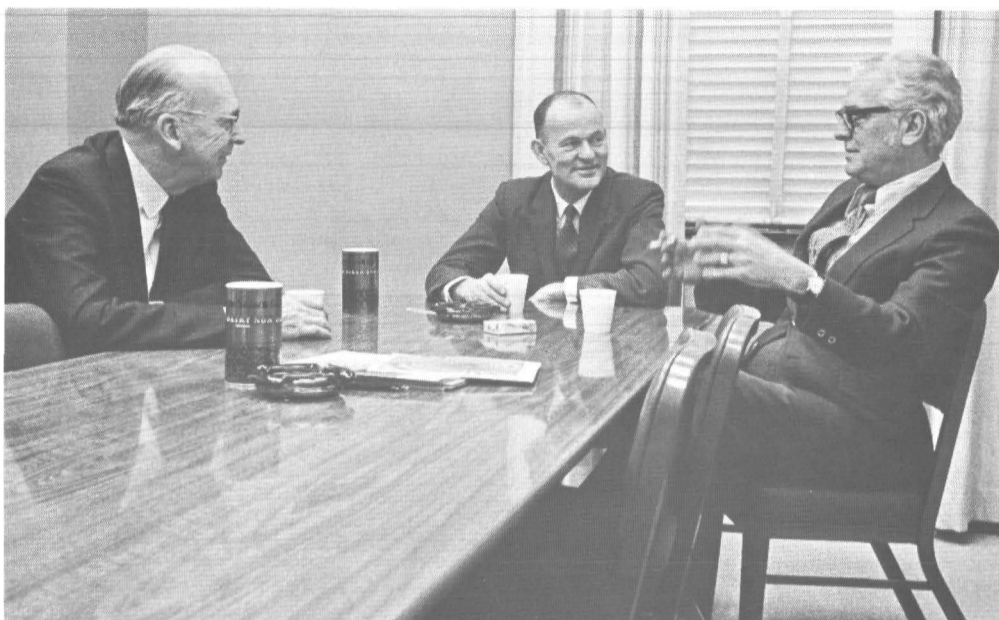
In addition to the tour, the guests will be served refreshments at the "Wagner Oasis" in the auditorium and will be presented with a gift pack of "Staley" and "Wagner" products upon departure.



Architect Del Smith and Move Coordinator Judy Barner



Product Manager Ed Herzog Checks Some Hip-O-Lite in the Group's Modern, New Kitchen



Jim Cozad (C) Reminisces with Two Other Employees Who Joined Company in the Early 1930's Jim Galloway (L), Who Succeeds Cozad, and Extra Board Foreman Wib Falk

Employee's Children Selected To Publicize March of Dimes

Two daughters of a Staley employee have been selected as the poster children for 1972 Macon County March of Dimes.

Appearing on the poster are Beth, 3, and Sharon, 1, the children of Mr. and Mrs. William Albrecht of Decatur. Bill's a technician in the Research Center.

Beth and Sharon are reminders for parents who have incompatible blood factors to ensure that the mother receives Rh immunoglobulin after the birth of a child. The serum helps prevent an Rh factor mother from becoming sensitized to the Rh factor at delivery, thus helping safeguard the well-being of the next child.

As you can tell from the their robust appearance, they're proof the serum is effective.

Cozad Says 'Farewell' But He's Not Forgotten

On Dec. 31, James Cozad said farewell to the Staley Company, but it'll be a long time before the two forget each other.

Electing early retirement after 38 years, Cozad says he'll spend more time in warmer climates—in Florida and Arizona—and play more golf, preferably at his favorite course in Decatur, Nelson Park.

Joining Staley as an extra board laborer in 1934, Cozad moved to the power house in 1935, and was named utilities head in 1951.

Few employees have been as involved in Staley activities as Cozad. He's a past president of the Foremen's Club, was on the board of governor's of the former Staley Fellowship Club, and served as athletic director of the Fellowship Club for two years. In addition, he was an official greeter at the Service Awards Banquet for over 20 years.

In his younger days, Cozad was quite a basketball and softball player, barnstorming throughout Illinois with Staley-sponsored teams. In the 1930's, those Staley teams took on just about any opponent that would play them—including the University of Illinois (which won handily), the Harlem Globetrotters (another easy victor), and several industrial teams.

At 6-1, Jim was a forward on those barnstorming basketball teams which included Del Cox, Scott Page, and Morris Smith, still Staley employees, and Harry Combs, ex-University of Illinois cage coach.

Softball players who stand out in Cozad's memory are Bill Artze, Chet Boyles, Bob Siweck,

Joe Hilberling, Bill Brumaster, Bus Coulson, and Mickey Chervinko, all presently or formerly Staley employees.

Major changes that stand out in his 38 years are the plant's increased steam and electricity generating capacities.

"Both have more than doubled since I was assigned to the utilities section over 35 years ago," he said. "Today we produce over one million pounds of steam per hour and over 22,000 kilowatts of power."

"Plant expansion has also been significant, with today as much of the plant located east of the viaduct as west, whereas it was essentially all west of the viaduct when I came aboard."

Yes, it's both sides of the viaduct, and all over the world—a strong, growing Staley Company—because of individuals like Jim Cozad. Good luck, Jim!



They're Macon County March of Dimes Poster Children Beth, 3, and Sharon, 1, Daughters of Staley Technician Bill Albrecht

New Storage Tanks Help Wet Milling Process



These two 300,000-gallon storage tanks were put in use in mid-December, providing for a smoother corn milling process. The insulated tank on the left stores process water and helps keep it heated for reuse, while the one on the right holds corn gluten before the wet product is dried and sold as animal feed. Pictured in the foreground are

the four employees who coordinated the installation—(L-R) Lloyd Blankenship, on-site construction supervisor; Frank Grossman, construction supervisor; Harold Graves, project engineer; and Tom Wheatley, section head, corn milling and chemicals.

Retirements

LOUIS SUTHERLAND, development engineering helper, November 30
 ANTHONY GARASKY, Staley Chemical, November 30
 JOE MOULTRIE, Charlab, December 31
 LEROY PARKER, shift foreman, 20 bldg., December 31
 EVERETT CONDER, operator, 20 bldg., December 31
 ELMER LIND, machinist, December 31
 JOHN COPELAND, sr. Industrial sales rep., New York, December 31
 MEREDITH LUSTER, shift foreman, 20 bldg., December 31
 O.E. BANTON, switchboard operator, power house, December 31
 HAROLD J. COZAD, plant services manager, December 31
 FRANKIE E. WOOD, pack-load leadman, 20 bldg., December 31
 WAYNE BURROW, operator, power house, December 31
 ORVILLE BELL, lower steep tender, steep house, December 31
 HAROLD KIBLER, asst. foreman, wet process, December 31
 LOREN MOORE, office janitor, 62 bldg., December 31

Know Your Company --

Pick up a 1972 Fact Sheet from Public Relations

How well do you know the "facts" about your Company?

What are our principal markets, consumer brands, 1971 sales and earnings?

Where are our domestic

plants located and what do they produce?

Where are our International plants located?

If you want a handy source of answers to these and other questions, drop by Public

Relations (62 bldg., 1-W) and take home a copy of the 1972 Fact Sheet, which is just off the press.

It's the type of information that you and your family should know.

Here's New Food Sales Alignment

The reorganization of Industrial Products food sales force affects the field organizations in a number of ways. Here's a rundown on the major changes.

In Wendell Ray's Eastern Region, Jack Erickson has been named manager, specialty products, with five representatives reporting to him. Sweetener sales in this region will be handled by three managers—George Donelan (New England area), Jack Roland (New York area), and Les Borden (Philadelphia area), with the assistance of sales representative Jim Myers who has been transferred from the Central Region.

The Eastern Region includes the major markets for IsoSweet, the new sweeter corn syrup which will be manufactured in Morrisville, Pa., and for which deliveries will begin this month. Thus, the Eastern Region is more heavily sweetener staffed than the others.

Bruce Kelly continues to direct the Atlanta office efforts, reporting to Ray. Those assigned to this office will handle both sweeteners and specialty products.

In addition, the Boston sales office has been closed with Donelan being assigned New England area manager and operating out of his home.

Specialty Products Emphasized in Central Region

In Ralph Dombroski's Central Region, the sales emphasis is clearly on specialty products with a 16-man sales force reporting to managers John Bolas (Cleveland) and Charles Geisen, who has relocated to Decatur along with secretary Irene Peyla. As a result, the St. Louis sales office has been closed.

Sweetener sales in the Central Region are handled by managers Al Brunlieb (Chicago area), Ed Neuendorf (Cleveland area), and Don Baldwin (Kansas City area).



Wendell Ray Discusses New Eastern Organization

Major accounts manager Bill Lyon will devote his efforts to sweetener and specialty products customers.

In Ray Harroun's Western Region, the sales effort has been organized into distinct sweetener and specialty products segments for the past year. Typically, this region is a prime marketplace for the specialty products.

In the Western Region, Harold Craig serves as area manager for the southern portion with sales representatives Bob Biritz and George Smith reporting to him. In the northern portion, sales representatives Don Miller and Neil Borden report to Harroun.

Although the organization charts indicate the sales efforts are in two distinct segments—specialty products and sweeteners—most salesmen have knowledge of and will serve all types of accounts.

Region by Region Look at the New Organization

Western Region

Ray Harroun, Regional Sales Mgr.
San Mateo, Calif.

- | | |
|--------------------------|---------------------------|
| So. Calif.-Arizona Area | No. Calif.-Northwest Area |
| Sweetener | Sweetener |
| Harold Craig, Area Mgr. | Don Miller, Sales Rep. |
| Specialty Products | Specialty Products |
| Bob Biritz, Sales Rep. | Neil Borden, Sales Rep. |
| George Smith, Sales Rep. | |

Eastern Region

Wendell Ray, Regional Sales Mgr.
Morrisville, Pa.

- | | |
|----------------------------------|---------------------------|
| Sweetener | Specialty Products |
| George Donelan, Mgr. | Jack Erickson, Mgr. |
| New England Area | Ralph Smith, New England |
| Jack Roland, Mgr. | Al Woodington, New York |
| New York Area | Walt Honcharik, New York |
| Les Borden, Mgr. | Bill Maginn, Philadelphia |
| Philadelphia Area | Mike Treacy, N.C., Va., |
| Jim Myers, Sales Rep. | Md., Del., D.C., So. Pa. |
| Sweetener and Specialty Products | |
| Bruce Kelly, Mgr., Atlanta Area | |
| Tom Eggers, Sales Rep. | |
| Dick Nance, Sales Rep. | |

Central Region

Ralph Dombroski, Regional Sales Mgr.
Decatur, Ill.

- | | |
|--------------------|------------------------------|
| Sweetener | Specialty Products |
| Al Brunlieb, Mgr. | John Bolas, Mgr. |
| Chicago Area | Cleveland Area |
| W. S. Lyon, Mgr. | W. S. Lyon, Mgr. |
| Major Acct. | Major Acct. |
| Ed Neuendorf, Mgr. | Bob Shannon, Sales Rep. |
| Cleveland Area | Ken Swanson, Sales Rep. |
| Don Baldwin, Mgr. | Ed Morrison, Sales Rep. |
| Kansas City Area | George Gallagher, Sales Rep. |
| | Lou Asmus, Sales Rep. |
| | John Harroun, Sales Rep. |
| | Matt Filler, Sales Rep. |
| | Charles Geisen, Mgr. |
| | Decatur Area |
| | Bob Garretson, Sales Rep. |
| | Bob Bush, Sales Rep. |
| | Harry Lough, Sales Rep. |
| | John Dempsey, Sales Rep. |
| | Jim Zinniel, Sales Rep. |
| | Ross Campbell, Sales Rep. |

On The Move

AGRIPRODUCTS

RICHARD FIALA from senior chemical engineer to superintendent, technical services.
CAROL MARION from credit clerk to senior credit clerk.
THOMAS SCOTT from chemical engineer to senior chemical engineer, technical services.



Richard Fiala Thomas Scott

CONSUMER PRODUCTS

JOHN BOYAN from personnel manager to associate product manager.
JIM LEGAT from assistant employment manager, Decatur, to personnel manager.
DONALD SULLIVAN from director of accounting, Decatur, to controller.
NICHOLAS THANOS from assistant manager new products to new products manager.



John Boyan Jim Legat

CORPORATE STAFF

NANCY HUNT from clerk-stenographer to secretary-director, risk management.
WAYNE SHIPLEY from management trainee to claims and administrative supervisor.
ROBERT THOMASSON from programmer to systems analyst.



Donald Sullivan Nicholas Thanos

INDUSTRIAL PRODUCTS

JIM GALLOWAY, JR. from central shop superintendent to plant services manager.



Wayne Shipley Robert Thomasson

STALEY CHEMICAL

SALVATORE SALADINO from tab operator to unit record equipment supervisor.



Jim Galloway, Jr.

Morrisville

Continued from Front Page

According to Homan, the fire will not affect start-up.

Subsequent corn shipments are scheduled at the rate of 26, 10,000-ton trainloads per year, according to corporate transportation director Reeder Miller. Primary shipping point will be Decatur where the 100 jumbo hopper cars can be loaded in 48 hours. At Morrisville, an automated system enables the grain to be unloaded in 48 hours also.

Three types of corn—standard yellow dent, high amylose, and waxy maize—will be processed here. From these, a new, sweeter corn syrup (called "IsoSweet") as well as new specialty food starches will be derived, thus giving Staley the industry's most complete array of sweeteners and specialty food starches.

Hurlich Named Lemont Mgr.
LEMONT, Ill.—Martin A. Hurlich has been promoted to manager of Staley Chemical's Lemont, Ill., plant.

He succeeds Leon Nolting, who has been transferred to the company's new corn refining plant in Morrisville, Pa.

Hurlich had previously served as senior process development engineer with Staley Chemical. He joined the firm in 1965 as a development engineer, was named a process development engineer in 1967, and was promoted to senior process development engineer in 1970.

A graduate of the University of Michigan, Hurlich holds a B.S. degree in chemical engineering.

Employees Can Win up to 20 Shares of Stock in Annual Report Quiz

(See story on front page.)

(check the most correct answer)

- Gains in modified food starches were led by developments in
 - puddings and fast-food pie fillings
 - convenience prepared foods and mixes
 - all of the above
- Net sales for fiscal 1971
 - were about the same as 1970
 - increased by 8.9%
 - were more than \$300 million for the first time
- Which of the following factors were primarily responsible for increases in food ingredient sales
 - consumer tastes and government regulations
 - growth in convenience foods and new emphasis on nutritional quality
 - new products and new markets
- To date _____ has been authorized for pollution control
 - \$5,000,000
 - \$7,905,000
 - \$9,800,000
- Which of the following is ranked in the proper order according to disposition of the sales dollar
 - raw materials, employee benefits, supplies and services
 - taxes, dividends, depreciation
 - dividends, earnings reinvested, transportation
- How many new directors were elected to the board during the fiscal year?
 - two
 - one
 - none
- In AgriProducts, strong world demand for soybean oil and meal and further development of branded specialties
 - spurred volumes to all-time highs
 - were offset by decreased processing margins
 - continued to run ahead of five-year levels
- International corn refining plants in Belgium, England, and Mexico
 - helped this profit center increase overall volume
 - were all expanded
 - are affected by uncertainties in the EEC
- Primary contributor to the Company's decreased earnings was
 - expenses for the Morrisville plant
 - start-up costs for the Argentina plant
 - higher-priced corn purchased in anticipation of widespread corn blight
- At year end, 16 concepts were being explored by Consumer Products. In what categories were most of these?
 - snack foods and nutritional ingredients
 - convenience foods and beverages
 - low-calorie drinks and convenience foods
- Two new Staley products that provide future potential growth in the textile industry are
 - cationic flocculants and HVP's
 - SSR and Soft Plus
 - a flame retardant chemical and a dye-carrying agent
- Within the "Wagner" family of breakfast fruit drinks
 - orange continued as the leader
 - grape registered the largest percentage sales gain
 - both of the above
- Major contributor(s) to Food Service increases were
 - "Staley" syrup
 - "Staley" syrup and imitation bacon bits
 - "Mira-Tex"
- The new Morrisville plant will produce
 - "IsoSweet"
 - new starches from genetic corn
 - both of the above
- Successful new developments for paper production, effluent reduction, and textiles
 - highlighted significant gains in the industrial sector
 - more than compensated for generally lower production in these industries
 - were overshadowed by the development of a product for use in carbonless papers.
- Staley food ingredients which helped close the world's nutrition-protein gap were
 - bacon bits, isolates
 - isolates, polymers
 - textured protein, Gunther whipping agents
- International's export lines were realigned
 - to produce more volume
 - to concentrate on specialty items
 - to take advantage of the dollar devaluation
- The principal expenditure for property and equipment in fiscal 1971 was
 - the new plant in Argentina
 - the new plant in Morrisville
 - new processes in Decatur
- Which of the following is ranked correctly according to 1971 sales income
 - food ingredients, industrial products, consumer products
 - agriproducts, food ingredients, foreign operations
 - food ingredients, agriproducts, consumer products
- (Write in—use additional paper if necessary)
What do you think was the Company's most important achievement during fiscal 1971 and why?

your name (please print)

your location
Mail entries to:
Annual Report Quiz
A. E. Staley Mfg. Co.
P. O. Box 151
Decatur, Ill. 62525

Note: Entry deadline is Feb. 25, 1972.

Staley Mfg. Co.

P. O. Box 151
Decatur, Ill. 62525

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