

# Work begins on \$1 million pretreatment facility

Engineering work is now underway on a \$1 million waste pretreatment facility at Decatur.

The site for the facility is northeast of the corporate research and development center.

The primary purpose of the pretreatment system will be to remove biochemical oxygen demand (BOD) from starch filtrates resulting from expanded production of modified food starches. Such production is limited at present by the capacity of the plant's existing waste pretreatment system.

There are three stages of liquid waste treatment—primary, the simple settling of solids from

liquid wastes; secondary, an aerobic treatment process in which bacteria are used to remove organic material from liquid waste, and final or tertiary, in which pollutants not previously removed from waste such as phosphorous are removed through addition of chemicals, followed by filtration or further settling.

Staley wastes are treated by a primary and secondary system before discharge to the Decatur Sanitary District.

The new system will incorporate both primary and secondary treatment methods.

Features of the facility will include deep submerged aerators

at 28 feet below water level. Currently, Staley systems aerate nearer the surface. The deeper systems will increase oxidation efficiency for removal of organic wastes and maintain higher temperatures of aerated waste during winter operation. The higher the temperatures the more efficient the process.

A solids dewatering system will also be used in which two spring loaded belts will "squeeze" water from low-solids sludge to reduce sludge for subsequent disposal. The treatment process takes five days.

Currently, work is centering on structural design, layout and

the piping system. Major equipment has been ordered and bids will be let in March. Construction will begin in April with partial start-up in late summer. Completion is set for November 1975.

Preliminary laboratory studies were made by E. E. Allen,

process research chemist (now retired), and J. B. Hammond, associate environmental engineer. Process design and project engineering are being handled by R. K. Snelson, project engineering supervisor, and R. D. Popma, senior environmental engineer.

## STALEY NEWS

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DECATUR, ILLINOIS

DECEMBER, 1974



The past 12 months were among the most momentous in Staley history. This photo montage represents some of the highlights of a period which saw Staley move aggressively to capitalize on market opportunities.

## Sweeteners led '74 advances

The past year was one of the most momentous in Staley history as the company moved to capitalize on expanding markets. Some highlights follow:

**January**—Protein division formed as a part of agriproducts. Dick Lockmiller named to head new division which will allow Staley to concentrate activities in soy flour and soy protein concentrate.

—Industrial products realigns food ingredients sales and marketing. Bob Smith named to head sweetener marketing activities and Jack McGowan assigned similar duties in specialties. Ralph Dombroski named national manager, sweetener sales, and John P. Bolas named national manager, specialty sales.

—Sigman Meat Co. in Denver begins use of textured protein in sandwich slices and weiners, the first company to successfully market such products.

—First quarter sales of \$121.9 million and net income of \$1.96 million reported.

—More than 600 employees and retirees attend 27th service awards dinner.

**February**—Agriproduction TEAM 13 takes TEAM-of-year honors. The TEAM program is designed to stimulate suggestions for improved work methods.

—"Moe-T. Vator" selected as name for energy

conservation creature. Sam Jackson, Decatur computer center, receives a new 10-speed bike for his winning suggestion.

—Chicago Bears' quarterback Bobby Douglass visits Staley, the birthplace of the "Monsters of the Midway."

**March**—Two new Nu-Col starches introduced. Nu-Col 231 and Nu-Col 326 are cold water swelling modified corn starches for use in dairy products, pie fillings, pasteries, puddings, soups, sauces, gravies and dip mixes.

—Pontiac expands to two shifts for first time to meet demand for Sno-Bol and Sta-Puf blue.

—It's a tip of the hat as the Staley Women's Club starts selling Staley caps.

**April**—Starabic, a replacement for gum arabic in offset printing, finds growing acceptance in domestic printing market. It's a Staley success story since the product once was almost abandoned.

—Six months figures show increases from previous year. Sales reach \$274.9 million, profit \$4.3 million.

—Staley people respond to 21st annual visit of Red Cross bloodmobile to Decatur plant with 433 pints of blood collected.

(Continued on Page 4)



Julie Kitchen is surrounded by some of the numerous office items which have undergone soaring price increases in the past year. Julie is secretary in the purchasing department.

## Little things add up in office costs

The lowly paper clip has attained a new-found recognition at Staley.

It leads all office supplies in the "inflation derby"—the percentage increase in cost of an item—with a stunning 150 percent gain in price over the past year.

The impact seems insignificant until one considers that Staley uses 300,000 clips a year, notes Doris Basler, assistant buyer, purchasing.

Doris points out that while paper clips show the greatest price increase, they are not alone.

"Tapes for adding machines are up 87 percent," she says. Then she recites a litany of similar price increases:

"Labels are up 47 percent; rubber bands, 39 percent; stock computer paper, 59 percent; data processing cards, 63 percent; pencils, 25 percent; paper, 32 percent; pens, 20 percent," she continues.

What are the reasons for some of the price spurts?

"Most of the reasons for the increases are reflected in the general economy," explains Doris.

As an example, she returns to paper clips. All steel prices have increased, including that for low grade steel used in making paper clips.

### Further Increases

The steel industry faces further cost increases as the result

of the recent coal miners' settlement, so even another jump upward can be expected.

Paper costs of all kinds have been forced upwards by shortages resulting from lack of paper pulp. This situation had its origin several years ago when low return on investment made it unprofitable for paper mills to expand and modernize.

Also, any product which uses wood has gone up, whether it be paper or pencils.

There has been one bright spot—office machines have shown a decrease of 15 percent, the result of intensive competition.

Because the per unit cost of many office materials is low, employees sometimes misuse them, not realizing the cumulative cost to the company.

"Some easy-to-follow procedures are very effective," Doris continues.

"For example, does an internal communication really require a memo? Or can a phone call do it as well?"

"Or, does everyone you route a copy of something to really need it? Perhaps not! If extra copies are needed, use carbons which are less expensive than copy machines.

"It's such efforts with everyday office items that seem insignificant, but are important cost considerations, that will help us reduce costs," concludes Doris.

## In the News...



King Potato...P.2

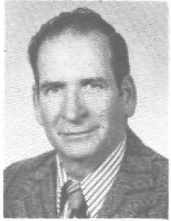


IsoSweet in Dixie...P.3



Syrup story sweet...P.4





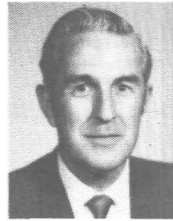
Geo. Newberry



Thomas Belcher



Arthur Conway



Robert Gunther

## Anniversaries

### 35 years

**JACK GALLOWAY**, senior mechanic, electric  
**GEORGE NEWBERRY**, senior mechanic, sheetmetal

### 30 years

**THOMAS BELCHER**, air compressor operator, 2 building  
**ARTHUR CONWAY**, Boston warehouse foreman

### 25 years

**ROBERT GUNTHER**, manager, Gunther products

### 15 years

**DAVID MANN**, mechanic, corporate aviation  
**JACK KROHN**, manierre loader, 20 building  
**ROBERT TAYLOR**, senior mechanic, machine shop

### 10 years

**RONALD BAILEY**, packer and palletizer, 47 building  
**LARRY SHAW**, rail equipment specialist, agriproducts

### 5 years

**PAUL SMITH**, clockman, 40 building  
**EUGENE DAVIS**, district manager, Cleveland, consumer products  
**DANIEL TAYLOR**, industrial engineer, corporate engineering  
**RICHARD BARNETT**, project engineer supervisor, corporate engineering  
**SHEILA DRAKE**, assistant analytical chemist, research & development  
**RAYMOND LENDER**, division controller, Staley Chemical  
**DELORES DILLMAN**, general office clerk, Staley Chemical

# Murtaugh open house a hit

More than 60 representatives of southern Idaho potato processors and area civic officials attended an open house Dec. 6 at the company's new Murtaugh facility for drying potato starch slurry.

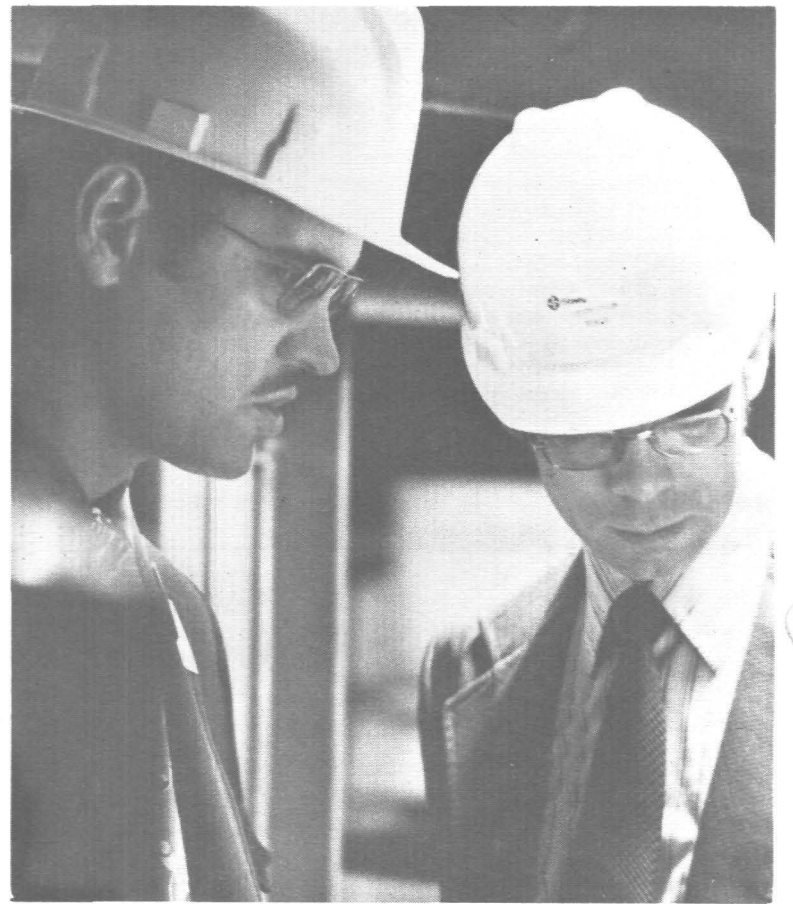
The recovery system was developed by Staley to build sources of potato starch, which it processes into industrial starches.

Basically, the system recovers potato starch slurry from the waste water of processors of potato chips, french fries, instant potatoes and other potato snacks.

Starches manufactured from the recovered slurry include Sta-Lok 400 and Oxy-Dry, both industrial starches. Sta-Lok is used extensively in paper manufacturing and Oxy-Dry is used in offset printing.

The 7,500 sq. ft. Murtaugh facility employs three people. It is the focal point for a network of starch recovery units which are installed at Idaho potato processors' plants.

Interest in the process was high among processors and local news media because of the potential beneficial environmental impact upon processors.



## Benefits protect retirement savings

The protection of his Staley employee benefits in his last two years with the company helped Roy Hornback's retirement to a good start.

Roy, assistant foreman, yard department, retired on Dec. 1 after more than 32 years with Staley. In the two years before his retirement, employee benefits had paid more than \$3,000 in hospital and doctor benefits for his wife,

Elizabeth, an ostomy patient. If he had to pay such bills himself, it could have created a financial strain, says Roy.

Mrs. Hornback suffered from cancer of the colon and had to have it removed. This life-saving surgery requires that the patient have an opening in their abdomen to replace the function of the removed bowel. Other than that, the patient lives a normal life.

"Elizabeth had lost weight drastically," Roy recalls. "There was no question about the need for the surgery."

Roy's next step after the decision to go ahead with the surgery was to check his benefits.

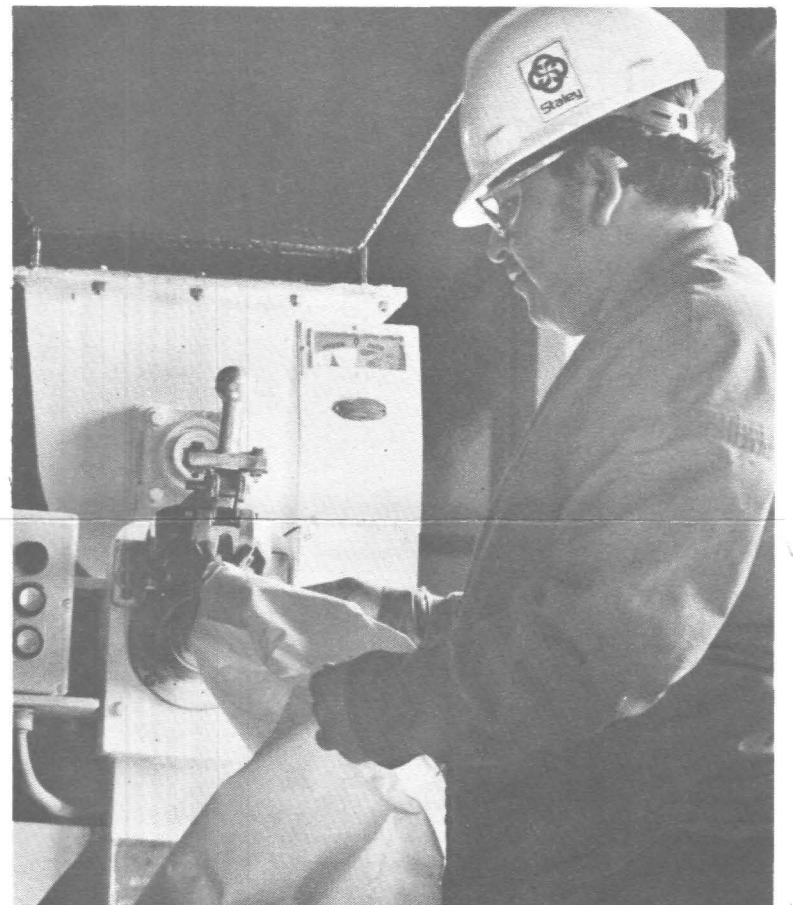
"I was surprised at how much coverage I had," he recalls. "Anyone who has faced the expense of major surgery knows how troubling it can be."

"But nearly all of my bills were covered. I paid less than \$300 for everything. That is getting off pretty inexpensively."

Mrs. Hornback came through the surgery in fine condition and today lives an active life, requiring only quarterly visits to the doctor.

"I don't know how people who work in companies without good benefits make it," Roy says. "With soaring medical expenses, our Staley benefits are among the best protection we have against financial disaster."

Roy's story might be said to have a happy ending. . . but really it's only beginning as he enjoys the benefits which will make his retirement secure. It's another example of the way your benefits work in your behalf throughout your Staley career.

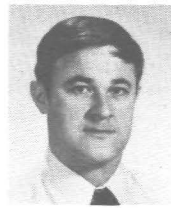


George Martinez, bottom, fills a sack of recovered dried starch which will be sent to Monte Vista. Visitors to the Murtaugh open house saw the plant in operation. Top picture, Steve Tyler, chemical engineer, right, discusses the starch recovery process with an official of Ore-Ida, one of the prominent processors who is supplying slurry to us.

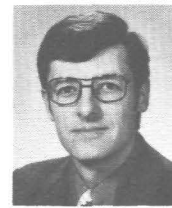
## On the move

### INDUSTRIAL

**RICHARD TAYLOR** from engineer draftsman to assistant foreman Satellite IV, corn milling  
**GEORGE VIRGIL** from production superintendent to plant services manager, utilities and plant services



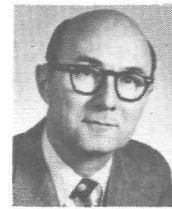
Richard Taylor



George Virgil



Joe Adams



David Pritts



Chuck Groves



John Scrimsher

**JOE ADAMS** from shift foreman, soy flour, to assistant foreman, yards, grounds and track

**HEDDY FAIR** from order editing clerk, industrial administration to supervisor, direct order services, industrial administration

**DEWEY GOSNELL** from shift foreman, engine room, to engine room foreman, utilities and plant services

**CHARLES GROVES** from engineer design draftsman, to coordinator, Satellite V, dry starch.

**SUE LONG** from messenger, office, to car detention clerk, administration

**JOHN SCRIMPsher** from assistant foreman, Satellite IV, to plant engineer syrup refinery and dextrose

### CORPORATE

**GEORGE CRISMAN** from environmental analyst, environmental sciences, to waste treatment chemist, quality assurance

**DAVID PRITTS** from manager of labor relations to manager of personnel, industrial relations

### AGRIPRODUCTS

**LARRY FRENCH** from storeroom assistant, research & development, to utility clerk, agriproduction

**TERRY JOHNSON** from utility clerk to rail coordinator, administration

## Consumer drops low-volume lines

So that it can place greater emphasis upon high volume products, consumer products has phased out or sold interests in several low-volume products.

This includes Hip-O-Lite, Popcorn Oil and Johnny Fair syrup.

The increased emphasis upon high volume products comes as Wagner drinks prepares for its first national television advertising campaign, Staley syrup enters upon new promotions and Sta-Puf blue prepares to go national.



STALEY NEWS

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

Manager, Employee Communications. . . . Dan Hines

Manager, Visual Communications. . . . Lee Jeske

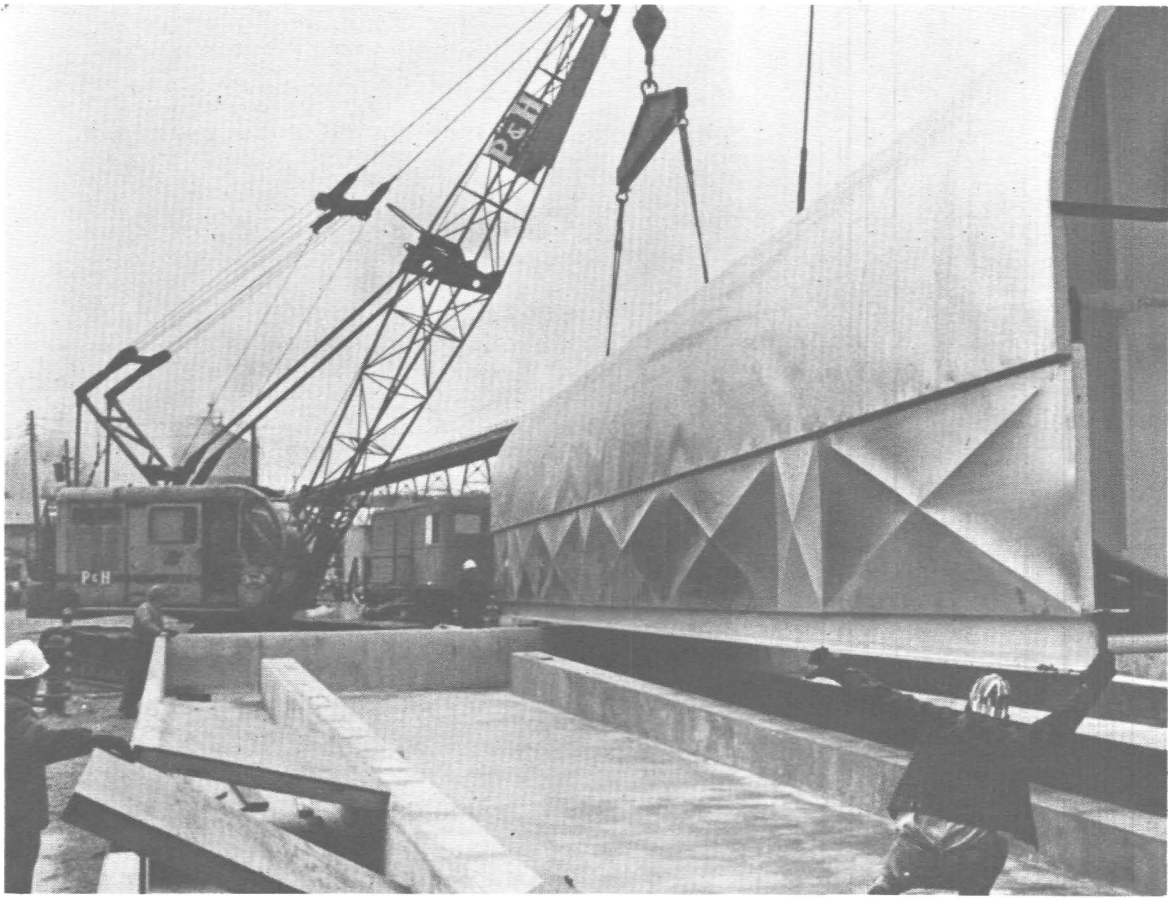
Assist. Photographer. . Roy Enloe



Women's Club officers for 1975 plan the upcoming year's activities. Front, left to right, Lila Bay, recording secretary; Kay Jones, president; Pam Roan, corresponding secretary and Dorothy Collins, trustee. Back, left to right, Bonnie Jess, trustee; Linda Scott, treasurer; Irene Peyla, vice pres. and Margaret Shepherd, trustee.



# Atlanta Dairies uses IsoSweet for flavor, savings



It was moving day at Decatur recently as this 55,000 gallon Sta-Port tank was moved into place west of 44 building. The tank measures 12 feet in diameter and stands 50 feet tall. It, and another tank, will be used for storage and handling of Staleydex 95.

## 'MOD' builds management skills

The "MOD Squad," a recently popular television series, dealt with the exploits of a trio of young police officers, but the term MOD has a somewhat different orientation at Staley. MOD at Staley stands for Management Orientation and Development. A program designed for potential managers and supervisors.

"We're providing a base of knowledge about the company—its products, organization and operations," says Ron Johnson, training assistant.

Ron explains that the MOD program selects people who show future management potential.

"Most of the participants are young in service with the company or in overall work experience. However, we do occasionally have a member of the group who raises the average age slightly but is 'young' in terms of management experience."

Those selected to participate in a MOD group undergo three

consecutive days of intensive work in self-evaluation, communications, management techniques and interpersonal relationships.

"The emphasis is upon the individual," explains Ron. "We want him to be able to examine himself critically and make objective judgements about such things as career development and goal setting."

This is followed with a series of informational meetings with top management representatives from throughout the company.

### Two-Way Communications

Informality and two-way communications are stressed in these meetings, says Ron.

"We encourage the group to ask questions," he observes. "The speakers—who represent all the operations of the company—are candid and responsive."

Fourteen such weekly meetings are held. The culmination of the activity comes when President Donald E. Nordlund speaks to the

group. His appearance is followed by a "press conference" at which MOD members can ask a wide variety of questions about company operations.

"The purpose of these meetings is purely informational," explains Ron. "While a MOD member will no doubt obtain some insights into management techniques, our goal is to give him information about the company which will prove useful."

The current MOD group—some 27 employees—is the fifth of its kind. Some 80 people have already participated in the program. Ron says other groups will be selected, and that some of the members of the current and past groups might be chosen for further management development programs.

"The emphasis upon self-development, plus the insight into company operations, then is the springboard for potential managers," Ron concludes.

Across-the-line use of IsoSweet has resulted in significant savings for the largest dairy in the southeast.

Atlanta Dairies of Atlanta, Ga., is utilizing the high fructose corn syrup in its ice cream, dairy drinks and frozen novelties. Use of IsoSweet ranges from 10 to 30 percent of the total sweetener in the ice cream to a role as the primary sweetener in dairy drinks.

To incorporate the high fructose sweetener into its operation, Atlanta Dairies worked with Staley on the design and installation of an outside syrup storage facility and piping to both the plant's ice cream and dairy drink operations.

Last summer, work was completed on a 21-foot tall, 6,000-gallon tank adjacent to the dairy.

Before incorporating IsoSweet into its formulations, Atlanta Dairies ice cream consisted of about 15 percent sweetener with corn syrup making up approximately 30 percent of that total. Now with high fructose, the corn syrup percentage in the total sweetener for the ice cream has

jumped to as much as 50 percent in some instances.

Joe Waters, special products manager for Atlanta Dairies, points out that the dairy still produces a number of ice cream mixes without high fructose because of customer specifications. The dairy produces ice cream that is retailed under 10 different labels.

At the other end of the spectrum, Waters notes that the dairy is using 100 percent high fructose syrup as the sweetener in its water ices. The dairy has the production capability to produce some 350 dozen frozen novelties per hour.

### Principal Sweetener

High fructose IsoSweet is also the principal sweetener in Atlanta Dairies' extensive and popular line of dairy drinks—chocolate, orange, grape, lemonade, punch and new iced tea.

The two-inch high fructose sweetener line runs into the dairy drink production area to an automatic, preset Liquid Controls meter; a similar meter is positioned beside it for liquid sugar.

With the two units, Atlanta Dairies production personnel control the flow (and percentages of mix) of the two sweeteners to a common header. A single feed line then goes to the blend vats (15 in number, ranging from 1,000 to 2,000 gallons).

Blended and pasteurized product then moves to the plant's filling lines. There are 12 fillers that can be used to run dairy drink which is packaged from half-pint to gallon and Pure-Pak to plastic jug.

Advantage of high fructose syrup in the Atlanta Dairies product line is summarized by Waters in this manner:

"It has not adversely affected our product quality or our production efficiency, and it certainly has been an important factor in our efforts to maintain price stability to our customers."

Largest dairy in the southeast, Atlanta Dairies was formed in 1945 by 27 local producer-distributors. From its small beginning, the dairy has grown to 180 members in northern Georgia, and its volume is largest for any single plant dairy in the southeastern United States. The dairy's truck fleet of more than 400 vehicles delivers products within a 70-mile radius of Atlanta. The dairy maintains distribution branches in Carrolton, Cartersville, Rome, Gainesville, Athens and Macon.

The use of IsoSweet by the dairy is a milestone in the growing acceptance of the high fructose sweetener by various food industries across the nation. To date, the use of IsoSweet has been spearheaded by soft drink bottlers and other food manufacturers.

That Atlanta Dairies should lead the way is appropriate as the "New South" sets the pace for much of the rest of the nation.

## Safety shoe saves toe from chopping block

Woodsman spare that tree... safety shoes save that foot.

That altered version of an old poem might be what Herb Norman, production foreman, Pontiac, has on his mind these days.

Herb was chopping fireplace wood at his home with a newly purchased axe recently.

To prevent the blade of the new tool from being damaged as it hit the ground, he used a chopping block. However, the wood being chopped and the block both split with one swing of the axe, and the blade hit the toe of Herb's shoe. Fortunately, he was wearing his safety shoes.

Instead of losing one or more toes, he suffered only a cut on the top of his foot as the blade hit the steel toe plate of the safety shoe and skimmed the top of Herb's foot.

There was an injury, but Herb knows that his foot was saved because he wore safety shoes.

"On or off the job—safety shoes are a wise investment," he says. "I can only guess how serious an injury I might have had without them, and it's not a pleasant thought."

## Five employees finish training in resuscitation

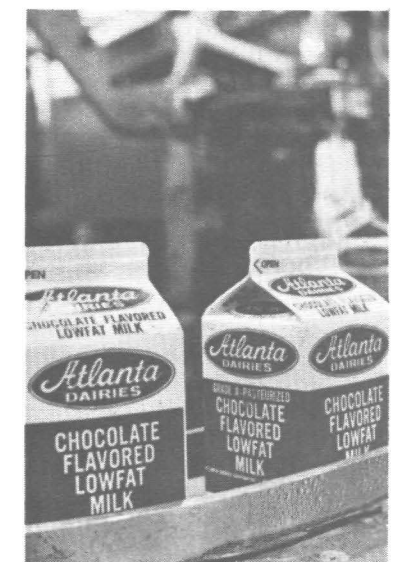
Dr. Ed Goldberg, company medical director, and five employees participated recently in an intensive cardio pulmonary resuscitation training program at St. Mary's Hospital.

CPR is a life saving technique which employs mouth-to-mouth ventilation and external compression to revive a person whose heart has stopped or who has stopped breathing.

Successfully completing the course and receiving certificates were Woodrow Smith, Shelly Heiland, Roland Best, Tom Ellison and Steve Lockhart. Dr. Goldberg served as an instructor.

The participants are now certified as CPR instructors, qualified to teach the technique to others. Staley was the only industry represented in the training.

Plans call for classes to be offered in the near future at Staley, says Tom Ellison, safety director.



Atlanta Dairies is the largest dairy in the southeast. It has turned to IsoSweet as a replacement for sucrose in many of its lines.



Employees who completed CPR training practice the technique on a training dummy. Standing, left to right, Woodrow Smith and Shelly Heiland. Kneeling, CPR instructor Joan Mahon, Roland Best, Steve Lockhart, Dr. Ed Goldberg, who served as an instructor, and Tom Ellison.





Joining the ranks of **The Golden Years** this month are **J. W. Todd**, process control technician, Keever; **Lester Floyd Lenover**, building foreman, 111 building; **Everett Moore**, senior mechanic, 77 building; **Leo Frank Graczyk**, development engineer helper, 59 building; **William T. Hayes**, packer-palletizer, 48 building and **Rufus Scott**, bleach-oil recovery operator, 29 building.

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**Cecil Brown**, who retired in July 1971, got in touch with **The Golden Years** to have blood replaced following the item in the November *News*. Retirees are reminded that support of the Red Cross Bloodmobile by Staley people makes it possible for a one-to-one replacement of blood for Staley employees, retirees or members of their immediate families.

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**Morris Fisher**, who retired in November 1972, has added to our list of three generation families to work at Staley. In addition to Morris, there was his father **Walter** and his son, **Walter B.**, who currently works in paper sales as a senior technical salesman. Morris' brother, **Ora F.**, also worked at Staley and is retired.

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Three generations...that's great! Now comes a fourth-generation Staley family. It started with **Mary E. Moore** who worked in the tray room in the early 1900s. Then came her son **Bill Lowen** who was with the company from 1918-1959, and Bill's daughter, **Betty Lowen Otta**, who has worked for 10 years in 62 building. The fourth generation is **Sue Otta Woodard**, 5 & 10 building satellite clerk.

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More than 100 retirees and spouses attended the annual Christmas dinner of the Staley retirees' club based in Decatur. The dinner, held at Howard's, was declared a success by all who attended. Next month, the annual service awards dinner will be held and *Staley News* will carry photo coverage. Be looking for it.

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The success and popularity of **The Golden Years** has prompted us to make it a monthly feature. If you have an item of interest, please let us know by writing *Staley News*, 2200 E. Eldorado St. Decatur, Ill., 62521.

## Sweeteners led '74 advances

(Continued from Page 1)

- President Nordlund featured in Chicago *Tribune* article on world food situation. He explains that increased world demand for food has created a shift in supply and demand as more nations develop financial resources to upgrade their food purchases.
- Sta-Puf blue roll-out into Midwest begins as popular new offering from consumer products takes dead aim on Downy.
- May**-President Nordlund cites employee contribution to company growth at annual meeting of shareholders.
- Extraction plant startup signals milestone in Staley association with the soybean.
- R. William Brooks named group vice president, consumer products.
- First television advertising campaign announced for Wagner fruit drinks.
- More than 100 women attend annual style show of Staley Women's Club.
- June**-Construction begins on 14 building, designed to reduce smoke emissions from Decatur operations.
- Illinois Governor Dan Walker visits Staley gates, research center. Snacks prepared with soy proteins and corn sweeteners a hit with the governor and staff.
- Sno-Bol dry enters controlled test markets in Ft. Wayne, Charleston and Tucson.
- July**-Nine months sales, earnings reflect increased demand for products. Net sales of \$434.9 million and net earnings of \$7.9 million reported.
- Credit Union assets hit \$12 million mark.
- Benefit cards mailed to employees in effort to facilitate entry procedures into medical facilities.
- Lockport plant ends first year of operation without disabling injury.
- More than 100 employees and families make trip to Chicago to see St. Louis Cardinals top Chicago Cubs.
- August**-Plans to begin IsoSweet production at Decatur told as demand for high fructose sweetener picks up with announcements by Pepsi, Coca Cola and RC Cola that they have approved its use in their soft drinks.

- Potato processors' use of Staley-developed starch slurry recovery units increases.
- Paul Breyfogle promoted to manager, industrial products, from production manager, starch.
- Staley Cubs win league softball title.
- September**-Sta-Puf blue production starts at Pontiac.
- FDA approves extended use of corn syrups in jams, preserves, a move that will increase already high demand for corn sweeteners.
- Company, AIW reach accord on three-year pact.
- First tank car of IsoSweet produced at Decatur shipped to Smucker's.
- October**-Net earnings of \$15 million based on sales of \$621.3 million announced for fiscal 1974.
- New Honeywell computer begins operation at Decatur.
- November**-First dry starch unit for potato starches installed at Perfect Potato Chips in Decatur. System increases potential for recovering starch by making a system available to smaller potato processors.
- Gains reported throughout company in energy conservation for fiscal 1974.
- Final results from United Way campaign show record \$70,241 reached at Decatur. Other Staley facilities report similar results from campaigns.
- Fifty Staley employees and families travel to Chicago to see Bears fall to 49ers, 34-0.
- Common stock dividend increased to 40 cents per common share, payable quarterly.
- December**-Staley basketball league starts play with eight teams competing.
- Construction of 14 building near completion.
- Southern Idaho businessmen, potato processors and civic leaders participate in Murtaugh open house. Murtaugh will dry starch slurry recovered from area processors for shipment to Monte Vista.
- New wrap-around label for Wagner drinks introduced. "Breakfast" designation dropped from name as consumer products prepares for major advertising push starting in 1975.
- Engineering work on \$1 million sewage pre-treatment facility begins.



Something to smile about...that's Linda Bode's judgment for the new Staley syrup label. Apparently consumers agree as Staley syrup sales continue their upward momentum. Linda is secretary to Ben Bartolini.

## Staley syrup sales build on momentum; promotions set

Increased promotions, consumer exposures and a new 36 ounce bottle are contributing to increased sales of Staley syrup.

Ben Bartolini, product manager, described the 1974 sales results which saw a continuing increase in case sales, and discussed 1975 promotional plans at a recent consumer products sales meeting.

Ben noted that case volume the first quarter of fiscal 1974 was up five percent over the previous year. Winter sales showed a 20 percent increase over the comparable period the previous year,

and summer sales jumped 21 percent.

During the last quarter of the fiscal year, case volume jumped by 70 percent over the same period the previous year, Ben continues. He points to the three sizes of bottles available as contributing to the growth-12, 24, and the new 36 ounce. The 36 ounce bottle was introduced during the final quarter of 1974.

The overall increase for fiscal 1974 was 28 percent, building a positive base for 1975 plans.

The first promotion of fiscal 1975 occurred in November when consumers were offered 50 cents worth of coupons good for purchases of Staley syrup, Wagner drinks and Cream corn starch.

February's campaign will offer consumers a coupon good for a free bottle of Wagner drinks when they mail in a label from Staley syrup and Wagner drinks to Staley.

This will be followed in late spring with an on-package coupon good for seven cents off on the 24 ounce size of syrup.

Expectations for this promotion are high. When it was tried for the first time in June 1974 sales hit an all-time high and finished 80 percent above June 1973.

This carried through and contributed to sales increases for the next two months as well, a period when sales are normally sluggish.

An "On Pack Premium"--a

no-drip spout is being considered for fall.

Staley syrup will also be given as prizes on national television daytime game shows on all three networks. These exposures, which will mention and show Staley syrup, will be concentrated in the heavy syrup season and will be seen by millions of viewers.

Twenty-five weeks of radio commercials and a full supplement of promotions in newspapers are also scheduled for special development markets.

## Arlington to start Sta-Puf production

Sta-Puf blue production will begin at Arlington in mid-January.

The startup of production at Arlington for the successful concentrated fabric softener which Staley introduced 14 months ago is part of the planning for the national roll-out of Sta-Puf blue.

Sta-Puf blue is expected to be on grocery shelves around the country this spring following market tests and roll-outs in which it exceeded all goals and, in combination with Sta-Puf pink, made the Sta-Puf brand name the second leading fabric softener.

Sta-Puf blue is also being produced at co-packers in Cleveland, Atlanta, Chicago and Los Angeles.

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

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