

StaleyNews

Volume XVIII/No.2

Decatur, Illinois/February, 1976



Left, two of the more than 300 shareholders who attended this year's annual meeting check in. Right, Chairman and Chief Executive Officer Donald E. Nordlund, left, discusses the meeting with a visiting shareholder, Dr. Kannutte Russell.

Nordlund strikes optimistic note in talk to shareholders

An optimistic theme was struck by Chairman and President Donald E. Nordlund in his remarks to shareholders at this year's annual meeting held in February at Decatur.

Mr. Nordlund pointed to strong demand for Staley sweeteners, food and industrial starches, improved margins for soybean processing operations, favorable response to new protein division products, and improved profits by the consumer products group as contributions to a strong, long-range outlook.

The speech served to point out that while profits may fluctuate somewhat from last year's record \$50 million, fiscal 1976 will be a good year as Staley earnings will continue to be reflective of the company's strengthened earnings picture compared to previous years.

Pointing to the higher earnings base from which to continue sound growth, Mr. Nordlund lauded the "creative management and employee team" which makes the company confident of success.

He noted that corn sweeteners are expected to account for practically all the growth in total sweetener usage over the next five years.

"Corn sweeteners continue to grow at the expense of sugar because they combine functionality and economy with sweetness," said the Staley executive.

"They stand out as a dependable domestic sweetener source to food and beverage processors who are keenly aware of the economic uncertainties of cane and beet sugar."

Mr. Nordlund continued that following the normal first quarter slowdown, Staley's corn sweetener

sales are again building momentum toward a strong second half. He said that the downward trend in sugar prices appears to have stabilized and that the prices likely will increase as the year progresses.

He explained, however, that while successful pioneering efforts attract "me-too" competition in high fructose corn syrup, the company is enthusiastic about its future in corn sweeteners. It is matching its enthusiasm with expansion activities at Decatur and Lafayette, he said.

A similar bright outlook was presented for other segments of Staley business.

Mr. Nordlund explained that the overall starch business was down last year, a condition caused by depressed conditions in the paper industry, Staley's largest single starch market, and aggravated by lower demand for food starches as the consumer reduced purchases of many convenience foods.

The latter trend is being reversed as the national economy picks up, however, and even greater improvement is expected in the demand for paper starches. This continues an upward swing that started in the latter part of 1975.

Significantly, though the company's total starch output will be only nominally above last year, it will consist of a more favorable balance towards higher margin modified starches. The capacity for production of these starches was increased with the installation of new drying equipment at Morrisville and the completion of a new \$1.2 million waste treatment facility at Decatur.

The agriproducts group was affected by adverse factors last year, Mr. Nordlund continued, but the good 1975 harvest, increased

numbers of poultry, swine and cattle on feed, and increased meal demand should contribute to an improved picture for fiscal 1976.

A troublesome area continues to be the growing imports of palm oil. Ironically, U. S. government aid has and is underwriting much of the cost of the palm oil expansion through aid programs, but this country does not present any quantitative import restrictions or tariffs.

Mr. Nordlund characterized as "an important development" the negotiations underway for acquisition of Swift's soybean processing facilities.

Mr. Nordlund explained that the discussions involved Swift soybean processing plants at Fostoria, Ohio; Frankfort, Ind.; Champaign, Ill., and Des Moines, Ia.

"Acquisition of these plants would bring advantages of scale to our soybean processing operations and would give us certain geographical advantages not now available," he noted.

The development of soy proteins also was cited by Mr. Nordlund as a positive factor in the Staley picture. The introduction of new Procon soy concentrate and Bland 50 soy flour and the favorable response from the food industry, plus the startup of production of the new \$13 million soy protein complex were noted.

The progress of the consumer products group also drew comments from Mr. Nordlund.

"Because of the publicity generated by the interest of Purex in acquiring our consumer brands, the idea persists that we are seeking a buyer for our consumer products group. To the contrary, we intend to expand it through internal development and acquisition."

Shares for split approved

Staley stockholders approved an increase in the company's authorized common shares, providing for a 2-for-1 stock split at the annual meeting in February at Decatur.

The additional shares resulting from the split will be distributed on or about March 22, 1976, to shareholders of record March 1. Authorized common shares were increased from 10 million to 25 million, of which 5.3 million are outstanding.

The 2-for-1 stock split in March will be the second for the company within a year. Staley common stock also split 2-for-1 in May 1975.

In other meeting action, shareholders reelected four directors to three-year terms.

They are: Nathan Kessler, Robert M. Powers, Robert K. Schell and Frank H. Wagner. Kessler, Powers and Wagner are vice presidents of the company; Schell is a New York investment banker.

In their regular quarterly meeting in February, Staley directors increased the quarterly dividend to 50 cents per share of common stock on a pre-split basis. The dividend had been 45 cents per share.

The dividend at the increased rate of 50 cents per share is payable March 4 to shareholders of record February 23.

The usual dividend of 94 cents a share was declared on the company's \$3.75 preference stock. It is payable March 19 to shareholders of record March 5.

In other board meeting action, directors reelected the following company officers:

D. E. Nordlund, chairman & president; G. L. Bieger, vice president, finance; R. W. Brooks, vice president, consumer products group; T. V. Fischer, vice president industrial products group; N. Kessler, vice president, technical; R. M. Powers, vice president, agriproducts group; E. R. Stanhope, vice president, international & administration group, and secretary; J. H. Beaumont, vice president, industrial sales; J. W. Moore, vice president; R. L. Schuerman, vice president, international; H. M. Staley, vice president & treasurer; F. H. Wagner, vice president, consumer products development; R. L. Schwanke, controller; L. B. Miller, assistant treasurer; J. T. Holmes, general counsel & assistant secretary; D. F. Rentshler, assistant secretary.

Hard hat prevents injury

It's likely that Bill Barter, utility laborer, Decatur, will always remember the day "the sky fell in." Fortunately, it will be a pleasant memory.

Bill was working with a crew removing firebrick from 9 building. Some of the employees were working on scaffolds nearly 20 feet in the air, and others, including Bill were at ground level.

The three-year employee recalls what happened next:

"I had taken my hard hat off because I believed it was just a nuisance. Some of the other guys had done the same thing.

"I decided for some reason to put mine back on—just in time, it turned out. A brick, weighing about three pounds was dropped from the scaffold and fell 20 feet where it landed right on my head. The brick glazed the side of my hard hat and hit my shoulder, leaving a big bruise.

"But I was fortunate. If I hadn't put the hat back on when I did, I hate to think what would have happened. You'd better believe that everyone had his hat on after that."

Bill was taken immediately to first aid where a checkup showed

there was no damage to his shoulder.

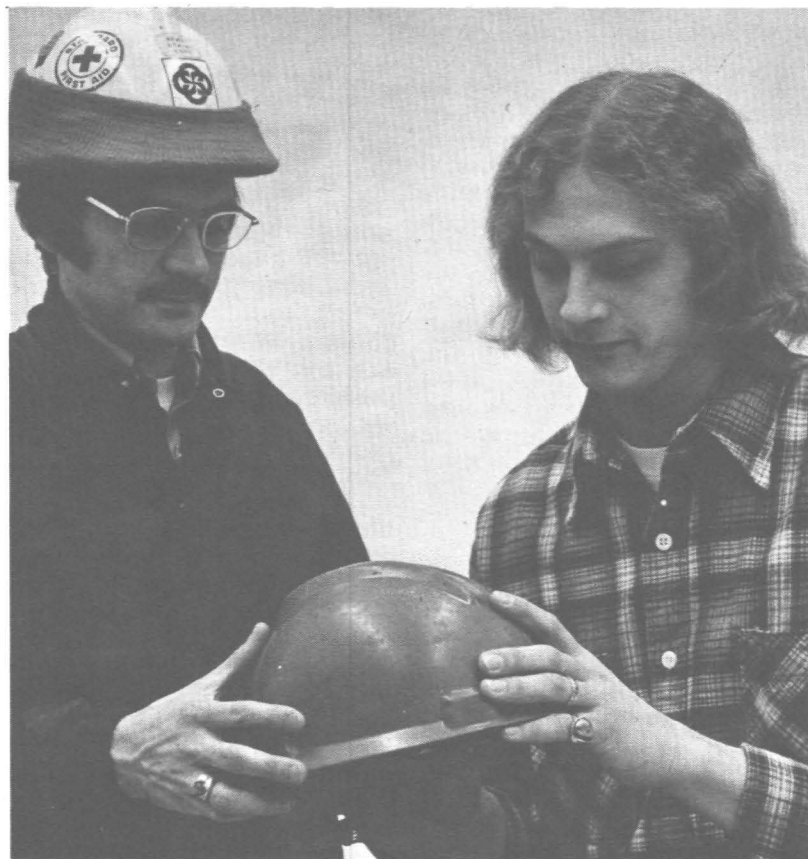
"Before this happened, I had always believed the rule about wearing hard hats was silly," Bill continues. "They seemed uncomfortable, and I really doubted if they had any value. There were a lot of times before this that I'd just throw my hat off to the side of a job site. But you can bet it's with me all the time now.

"If anyone wonders why, all I can say is that without a hard hat, the falling brick would probably have gone halfway to my waist and I'd have a bad injury. Safety gear doesn't keep things like bricks from falling, but it sure helps prevent injuries. I hope others who aren't wearing their hard hats as they should will learn something about how valuable they are from my experience."

Tom Ellison, safety director at Decatur, echoes Bill's sentiments.

"Fortunately most employees are adhering to the rules about hard hat wear," Tom explains.

"As a result, head-related injuries have dropped from an average of nearly 15 a month to only one a month currently. Employees are reminded that hard hats are available at no cost from safety."



Safety Director Tom Ellison, left, and Bill Barter examine the dent made in Bill's hard hat when it was hit by a falling brick.

In the News...



Trying out P/3

...CLEANS FASTER AND EASIER THAN THE LEADING LIQUID & DRY PRODUCTS



Rolling out P/4



Newly elected Staley Women's Club officers are, front row, left to right; Sue Fonner, corresponding secretary; Mary Jones, trustee; Betty Roderick, vice president; Vera Bryan, trustee, and Janet Cushing, president. Back row, left to right, Linda Scott, treasurer; Lila Bay, recording secretary and Dorothy Collins, trustee.

Soy leadership Staley tradition

(This is the third in a series of articles on Staley's contribution to American agribusiness.)

The soybean is so much a part of Staley history, that some people believe (1) that Staley processes only soybeans or, (2) that all Staley products come from soybeans (at a county fair exhibit of Wagner orange drink, two spectators expressed their amazement at how such great orange flavor could come from a soybean).

These are, of course, misconceptions. But the facts which give rise to them are indicative not only of the public impact of Staley's pioneering role in soy development, but of the continuing importance the magical bean still holds for future operations.

It was the foresight of A. E. Staley, Sr., that led to the commercial processing of soybeans in the early 1920s. Until that time, soybeans had been grown primarily in the North Carolina area (Mr. Staley's childhood home) or were thought to have value only as an ingredient for hay or to be plowed back into the ground to replenish the soil.

But Mr. Staley was sure that many other things could be done with soybeans, and he set out to prove his case. It took a whistle-stop tour through central Illinois to convince farmers to grow the new-fangled crop, but he succeeded.

Several important events are taking place now which indicate that Staley is looking forward to not only maintaining its position in the soy industry, but actually strengthening it. Consider the start-up only two years ago of 100 building housing a sophisticated new soy extraction process. And in January, the new 99 building, a part of the \$13 million plus soy protein complex, began operations. At the same time, new Bland 50 soy flour and Procon soy protein concentrate were receiving growing industry acceptance.

Process explained

What is the process than unlocks and makes possible oil and protein materials for animal and human consumption? In the Decatur plant it begins in 107 building with the bean cleaning operation. Foreign material is removed from the beans by screening and aspiration or "air cleaning". The beans are then sized so that only a select quality bean is sent to the food operations. The next step is cracking which, as the name implies, breaks the beans into

smaller pieces by passing them through corrugated rolls. This loosens the tough outer covering (hull) of the bean to facilitate hull separation.

The hull is drawn off for later use in soy feeds. The remaining bean meats are conditioned with heat and moisture to soften them for flaking. The flaking rolls are large, smooth rolls which alter the shape of the bean meat into a flake looking much like a common breakfast cereal, for subsequent extraction.

The flakes are then transferred to either 100 building for solvent extract to prepare animal feeds or to 108 building for solvent extraction for food products. After extraction from the flakes, the crude oil and solvent mixture—referred to as miscella—is separated by a multi-stage evaporation and stripping operation. The solvent is recovered for reuse in the extraction process.

Soy oil

About 11 pounds of oil are obtained from a 60-pound bushel of soybeans. Upon separation from the flake, the crude oil passes through a two-stage stripping and vacuum-drying step in 100 building that recovers the solvent (for repeated use in the extraction process) and removes residual moisture. That completes the oil extraction procedure.

In the oil refinery, 29 building, the crude soybean oil is refined to produce a number of refined oil products for industrial or food uses. The initial refining step is referred to as degumming or lecithin removal. Lecithin, a valuable co-product of the refining process, is removed by treating the oil with acetic anhydride and water followed by centrifugation. The degummed oil is then treated with caustic to neutralize fatty acids and residual lecithin. These impurities are then removed from the oil by centrifugation to yield "Once Refined Oil". Once Refined Oil is a primary ingredient for use in production of plastics, paint and resins.

Most soy oil, however, is refined further by bleaching and deodorization. Fully refined soy oil has become the leading domestic edible oil with some seven billion pounds used in the U.S. each year. Most of this is hardened for use in margarine and shortening. Staley soy oils are not hardened and are largely used in salad dressings and as a cooking medium.

The versatility of the soybean is indicated by the many products derived from it. For example, each

bushel of soybeans contains nearly 47 pounds of soybean meal, a prime source of quality protein.

The meal, used in feeds for poultry, hogs and cattle, is derived by heat treating extracted soy flakes from 100 building by passing them through a drying step and a cooling stage before being ground to meal in 107 building.

There are two types of meal products—44 percent protein meal and 49 percent protein meal. Soy hulls are added to the 44 percent meal and it is used in feed rations where economy is a prime factor. However, approximately 70 percent of the soy meal sold domestically is of the 49 percent variety.

One of the areas of soy technology which has gained increased attention in recent years is food proteins, which are used as ingredients in many processed foods or even as totally new products.

Extracted soy flakes from 108 building are the starting material for production of all soy flour, protein concentrate, soy isolates and textured soy protein. Staley produces and markets soy flour, concentrate, textured protein and enzyme modified soy isolates.

Preparation-dehulling, halving and flaking of the beans is followed by extraction. The flakes are taken to 99 building for grinding into soy flour or grits.

Mira-Tex

Regular soy flour is the ingredient from which Mira-Tex textured protein is made. Staley's new Bland 50, which itself will be a valuable ingredient in such uses as baking and meat binding, will be the base ingredient for textured soy protein concentrate. Bland 50 is a specially extracted, cooked product which has had the naturally beany flavor of the soybean removed.

Soy protein concentrate is produced by running Bland 50 soy flakes through an additional extraction that draws out carbohydrates and sugar fractions. The flakes are dried and ground to a grit or flour-like consistency before shipment.

Textured protein is manufactured by an extrusion process in which the soy flour or concentrate is mixed with water to form a dough and passed under pressure through a cooker-extruder. The products expand into continuous filaments as it is forced out of orifices at the extruder head. Staley offers 12 types of textured proteins. In excess of 125 million pounds of textured protein are marketed by Staley and its competitors each year.

Three employees take bowling meet titles

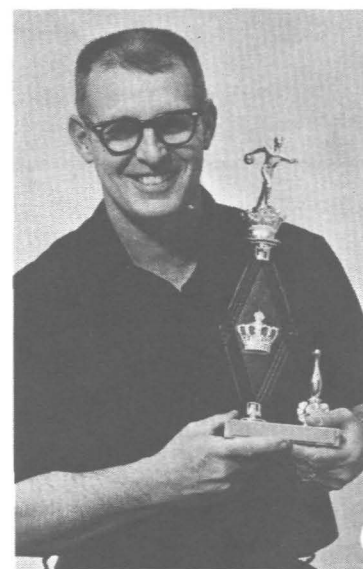
Richard Barfield, shift foreman process, shared honors in the men's scratch competition and took handicap honors in the 15th annual Russ Dash bowling tourney held in February at The Bowl in Decatur.

A record 201 Staley employees participated in this year's tourney, which formerly was called the Staley News meet, but was renamed in recognition of the years of service to Staley bowlers by Russ Dash.

Barfield had a 613 scratch, a score equaled by Don Adcock, one of Staley's top bowlers for several years. Barfield's 99 pin handicap game gave him a 712 total.

In the women's competition, Mary Blacet had a 501 scratch to take first place.

Each of the three winners will receive championship trophies. The top 25 handicap scores:



Don Adcock has won his second scratch title in a row in the Russ Dash Bowling Tournament.

| | Scratch | Handicap | Total |
|--------------------|---------|----------|-------|
| Richard Barfield | 613 | 99 | 712 |
| Marvin Porter | 602 | 99 | 701 |
| Leslie Adams | 583 | 112 | 695 |
| Derald Schoneman | 592 | 83 | 675 |
| Chester Sharp | 583 | 90 | 673 |
| Jerry Trimmer | 512 | 157 | 669 |
| Keith Allen | 595 | 67 | 662 |
| Delmar Thompson | 507 | 155 | 662 |
| Gary Taylor | 567 | 92 | 659 |
| Mickey Luth | 556 | 99 | 655 |
| Gerald Gersmehl | 588 | 65 | 653 |
| Carl Bagley | 595 | 58 | 653 |
| Ray Bundy | 582 | 69 | 651 |
| Norman Kocher | 583 | 67 | 650 |
| William Strohl | 533 | 117 | 650 |
| Rollie Goodman | 557 | 90 | 647 |
| Darrell Law | 562 | 74 | 636 |
| Clarence Koshinski | 524 | 110 | 634 |
| Dike Ferris | 541 | 90 | 631 |
| Everett Leisner | 524 | 103 | 624 |
| Cliff Blankenship | 558 | 67 | 625 |
| Don Adcock | 613 | 11 | 624 |
| Dorothy Tefft | 455 | 168 | 623 |
| Jerry Dilbeck | 578 | 45 | 623 |
| Al Price | 499 | 123 | 622 |
| James Franklin | 519 | 103 | 622 |



Peggy Albert



Dwight Finch



Frank Orthoefer



Steve Dickman

On the move



Harlan Richards



Donald Redman



Rich William

CORPORATE

PEGGY ALBERT from senior billing clerk to office manager, international
MARILYN COOLEY from secretary, corporate computer center to secretary, export manager
DWIGHT FINCH from systems analyst to systems analyst/programmer, corporate information systems
ROBERT HALL from sales coordinator to Caribbean sales manager, international
BEVERLY HOOTS from billing clerk to senior billing clerk, international
FRANK ORTHOEFER from senior food technologist to research associate, R & D
CHRIS WELLS from messenger-office to benefits clerk, industrial relations
BETTY POLEN from supervisor, central supplies/messenger to super-

visor, administrative services, corporate information systems

AGRIPRODUCTS

ORA FLINN from messenger, office to sales inventory and utility clerk, control
STEVE DICKMAN from staff chemical engineer to chemical engineer

INDUSTRIAL

JAMES PETERSON from shift foreman, 5 & 10 to night maintenance supervisor, manufacturing
HARLAN RICHARDS from chemical engineer to technical superintendent, Lafayette
DONALD REDMAN from hourly to shift foreman, wet process, corn milling
RICH WILLIAMS from production superintendent to corn milling superintendent, Lafayette

Work at paper company textbook example of market-oriented research



Luis Espinosa, right, discusses the installation of a Staley-developed potato starch recovery unit with a Jay's employee. The Jay's installation which started in late February is the latest to be adapted by a major potato or snack food processor. Development of the system has given Staley an advantage in the marketing of potato starches to the paper industry.

Boosting potato starch supply example of Staley leadership

While the cooperation between Charlie Cremer and Alex Olsen at Consolidated Paper is a perfect example of how research can assist a sales effort, there's another element—the manufacturing role.

This is especially evident in the Consolidated case and may be generally applied to the paper industry.

Potato-based starches such as Sta-Lok 400 have traditionally been a favorite of the paper industry because of the extremely clear film they provide for surface applications, stable viscosity and starch retention which enables them to perform more efficiently than corn starches.

But the supply of potato starches has always been a problem. Crop failures were one reason. Another was the emergence of the convenience food industry.

At one time, culls or the small potatoes considered unusable by food processors were available for processing into paper starch. However, new food processing techniques made it possible to use even the culls in such items as instant mashed potatoes, potato chips, and frozen french fries.

The loss of the culls as a source for paper starches prompted many starch processors to either drop them or to curtail their manufacture.

This led paper companies to shy away from the use of even those available potato starches be-

cause the problem of continued supply was enlarged.

Staley responded to the situation, however, with a unique solution.

It is estimated that millions of tons of potato starch from the operations of potato processors are washed into the nation's sewers each year. The Staley solution was in the development of a starch slurry recovery system and drying unit which recovers those starches.

More than two dozen potato chip and french fry processors around the nation now have such installations at their plants, and are under contract to sell their recovered starch to Staley.

The latest such installation went on stream in February at Jay's Potato Chips, a leading Chicago-based potato chipper.

Paper starch terms

CATIONIC STARCH—A paper starch in which starch molecules are electrically charged to allow starch to bond more completely to negatively charged paper fiber.

PULP—Basic fibers from wood used for making paper.

WET END—The start of the paper making process where fiber (pulp) is mixed with 96 percent water and starches.

SURFACE APPLICATION—Application of starch in thin film to surface of paper to enhance printability.

STARCH RETENTION—The ability of a starch to be retained in a paper sheet rather than passing through.

Another of the many examples of how Staley research and development supports marketing activities has been provided by a continuing run of Sta-Lok 400 paper starch at the Consolidated Paper Co. mills in Wisconsin Rapids, Wisc.

The decision by Consolidated to begin the tests followed one of the many visits made by Charlie Cremer, senior applications chemist, and Alex Olsen, area manager, to the manufacturer of fine grade printing papers.

Consolidated is a long-time Staley customer, using Interbond C corn starch in its mills. It also uses a comparable grade starch from National Starch, a primary Staley competitor.

However, lower strengths of incoming pulp from Consolidated's own mills were adversely affecting the quality of its product. The pulp strength may vary depending upon the condition of incoming logs and the factors which affect a tree's growth, cutting and storage being used and the quality of each tree crop.

The problem was that the paper had a "dust" that would flake during printing and adversely affect the printing job.

Charlie suggested that Sta-Lok 400, a highly cationic potato-based starch might solve the problem for Consolidated and result in long-run savings through improved paper quality, thereby offsetting the higher cost of Sta-Lok.

Charlie suggested that Consolidated test Sta-Lok on all of its machines during December 1975 and switch back to Interbond C in January to gain a valid comparison of the two starches.

However, in the middle of January, Consolidated changed its faster and larger machines again to Sta-Lok 400 which the Wisconsin paper manufacturer believed improved performance.

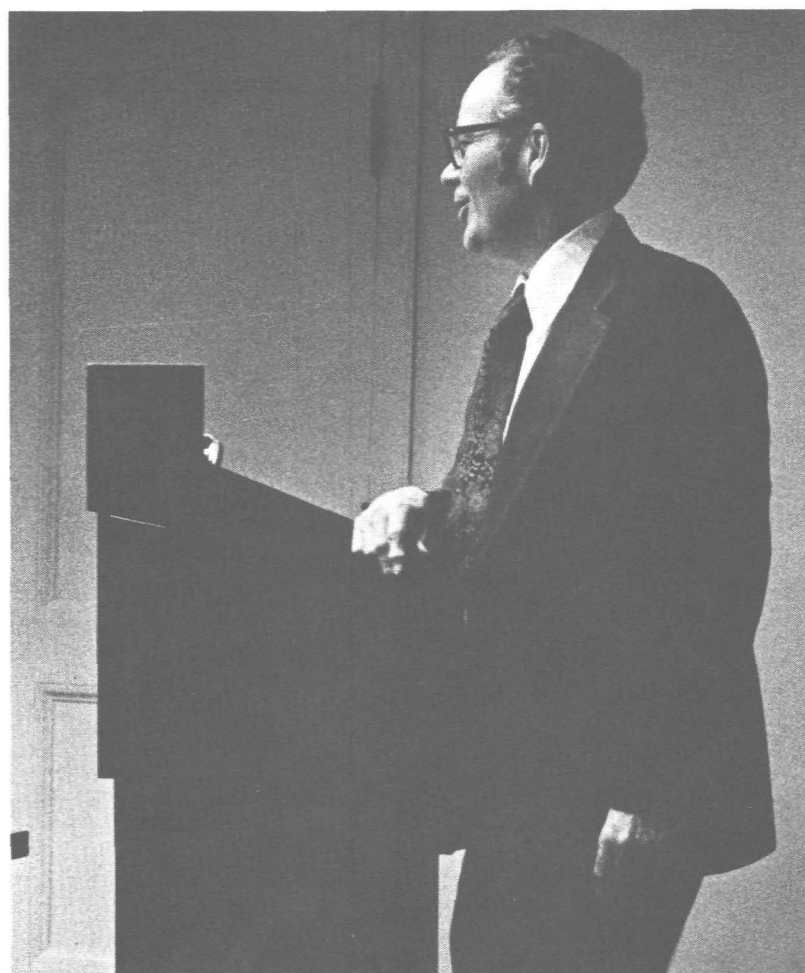
Significantly, during the test period, pulp strengths remained low but the application of Sta-Lok 400 allowed Consolidated to produce paper of acceptable quality.

Still, another problem arose. The higher cost of Sta-Lok 400 compared to Interbond C presented obstacles to its use.

The recovered starch is currently being processed at Monte Vista, which has also done much of the fabrication of the units, and Murtaugh.

The aggressive moves by Staley manufacturing to insure an adequate supply of paper starches are being met with approval from paper companies who welcome a steady supply of the high grade Sta-Lok 400.

As a result, at least one competitor has followed the Staley action and is claiming that its starch recovery systems will guarantee a steady supply. However, the competitor cannot match the quantity nor the quality available from Staley, say industrial starch representatives, who point to the company's leadership in building resources of potato-based starches.



Charlie Cremer explains a point about Sta-Lok 400 use to a meeting at Consolidated Paper.

Therefore, Charlie and Alex suggested the test continue with decreased amounts of Sta-Lok 400 being used and determinations made to see if it affected press roll sticking, runnability and internal bond.

Consolidated agreed and the test period was extended to April 1976. An evaluation meeting and on-the-spot inspection of the results were set for mid-February.

National was not inactive during this time. Their sales representatives visited Consolidated in an effort to introduce another of their starches, which they described as performing many of the same functions of Sta-Lok 400 without the higher cost.

Faced with such claims, the support role of Staley research became even more important.

"We examined the entire paper making process at Consolidated," explains Charlie. "Our philosophy is not to simply sell more starch but to enable the customer to use our products to their utmost potential for his maximum benefit."

"To simply sell large quantities of starch might sound attractive. But, if our efforts don't result in a long-range benefit to the customer, they actually are of no benefit to the Staley Company."

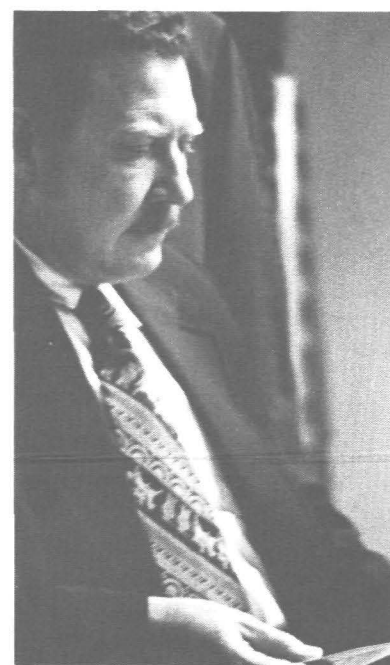
As a result of this philosophy, Charlie prepared a talk on the benefits of using cationic wet end starches. In it, he discussed the advantages of such starches and key points in their preparation.

Meeting held

The session in which Charlie delivered the presentation was made following a morning in which he and Alex observed the further results of the Sta-Lok 400 tests. Nearly 15 purchasing, supervisory and operating employees from Consolidated were on hand at the meeting.

A major part of Charlie's talk turned out to deal with the proper cooking of starches, as he pointed out that undercooked starches would not perform properly because of suspended starch particles. He discussed methods of checking the completeness of the starch cooking system. After the program was over, he was asked to spend time in Consolidated's laboratories checking samples of starch under a microscope.

The tests at Consolidated continue. The performance of Sta-Lok 400 is high, as expected, but competitors stand ready to move in. Staley sales and research continue to work together to bring the customer the maximum benefits at the lowest possible cost.



Alex Olsen pores over notes.

Safety glass wear could curtail injuries

Smoke gets in your eyes...and so do a lot of other things if you aren't wearing safety glasses.

Safety Director Tom Ellison points out that of the six lost time injuries at Decatur this fiscal year, three have involved eye injuries.

In only one of the accidents was the employee wearing safety glasses, and their use lessened the resulting injury caused by a splash of caustic in the eye. The other two injuries likely would have been prevented, or at the worst, lessened dramatically, by the use of safety glasses.

Tom points out that non-prescription safety glasses are available at no cost to employees, and that at various locations plans for purchases of prescription safety glasses at tremendous savings to employees are available. He urges employees to check with their safety or personnel office.

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

A. E. STALEY MFG. CO.
SNO BOL LIQUID BOWL CLEANER

30 TV Commercial
"BRUSH DEMO"

Your bathroom bowl is subject to a lot of different stains and germs.

Super-strength Sno Bol removes even the toughest stains.

Like rust in seconds.

Vanish Dry Sno Bol Liquid Lysol Liquid

Sno Bol does it faster and easier than both the leading liquid and dry bowl cleaners.

See. Stains gone.

As it cleans, Sno Bol also disinfects and deodorizes.

Super strength Sno Bol.

It cleans even the toughest stains in seconds.



Robert Schuerman



Homer Gardner



Paul Bork



Joe Brown



Solomon Briggs



George Donelan



Glen McMahan



Robert Eaton



Robert Hatch



Paul Smith

Anniversaries

30 YEARS

ROBERT SCHUERMAN, vice president, international
JESSE CUMMINGS, senior analyst, quality assurance
HOMER GARDNER, preparation operator, 101 building
EMERY BLAYLOCK, senior mechanic, pipe
ALVIE PAINE, crane operator, riggers
PAUL BORK, senior painter-roofer
JOSEPH BROWN, evaporator operator, 5 building
JOSEPH PETTUS, cooler operator, 17 building

25 YEARS

ROBERT JONES, surveyor, corporate engineering
SOLOMON BRIGGS, shift foreman, extraction & process, agri-products
GEORGE DONELAN, area manager, sweetener sales, industrial
GLENN MCMAHAN, senior inspector, corporate assurance
ROBERT EATON, senior mechanic, round house
ROBERT HATCH, shift repairman, 1 building
HAROLD JOHNSON, cleaner, 16 building
HARRY WHITE, mechanic, garage
RAY BUNDY, senior analyst, quality assurance
PAUL SMITH, senior mechanic, I & C
CURTIS THOMAS, maintenance man A, Columbus plant

20 YEARS

HUNTER KICKLE, senior food technologist, corporate research
DONALD NORDLUND, chairman and president, corporate executive.

15 YEARS

CARL MOORE, lab head, food

technical services, corporate research

CHARLES SMART, shift foreman, industrial manufacturing, Houlton
ROLAND BEST, senior applications chemist, corporate research
NEIL MCDONALD, manager, methods engineer, corporate engineering
LOOMIS CONNORS, air dryer operator, Houlton
DARRELL TIDD, maintenance A leadman, Houlton

10 YEARS

CYNTHIA GRISBY, associate food technologist, corporate research
FRED CORDTS, supervisor, international accounting
SAMUEL MCKEE, applications chemist, corporate research
CHARLENE MEYERS, assistant analytical chemist, corporate research
KENNETH EATON, assistant operator, 111 building
MONTE HENSON, building cleaner, 28 building
JAMES VEECH, senior analyst, 60 building
LESLIE KUEHL, assistant fireman A, 1 building

5 YEARS

CHARLES GLASSMIRE, Morrisville plant accountant, industrial control
JOAN MARCH, senior payable clerk, industrial control
MICHAEL CAMPBELL, group leader, soy products development, corporate research
DIANE BURCHARD, billing clerk, international
R. S. SANDOVAL, lead mix operator, Cicero
JOHN GIBA, reactor operator A, Lockport
CARL BLAKE, bagging operator, Houlton
RICHARD DOW, dextrin lead, Houlton
JERRY GARCIA, operator, Monte Vista

Extensive promos back rollout of Super Strength Sno-Bol

Backed by a vigorous promotional campaign highlighting its emergence as the top liquid bowl cleaner in the nearly 40 percent of the nation where it is sold, Super Strength Sno-Bol will be expanded into the remaining 60 percent of the nation during the next few months.

The campaign gets underway in March with broker meetings in Baltimore, Atlanta, Dallas and San Francisco.

The decision to expand Super Strength Sno-Bol nationally was based upon its success which saw it dislodge Lysol as the best-selling bowl cleaner in those areas where both were available.

"We are presenting Super Strength Sno-Bol as the No. 1 cleaner," explains Paul Livingston, product manager, consumer products. "Our growth in the bowl cleaner category has exceeded that of other brands and of the industry."

"During the nine-month period from March to December of 1975, we saw a 21 percent growth in case sales. Also, our shares of the market increased from 13.9 percent to 15.2 percent."

"But that's only a part of what we are calling our 'No. 1 story.' We're also the top brand in cleaning power, a point dramatically illustrated by our television commercial which shows the superiority of Sno-Bol over Lysol liquid and Vanish powder cleaners."

In the commercial, three stains are cleaned with mechanical brushes for a period of 41 seconds, then rinsed. Only the stain cleaned with Super Strength Sno-Bol liquid is removed. The commercial scored tops in "motivation"—the measure of a consumer's intent to purchase a product—when measured against other bowl cleaner spots.

Dick Feit, director of marketing, consumer, explains:

"It is important to show consumers a point of difference in our cleaner which will be of benefit to them. To offer a cleaner that does nothing more than those already on the market would be ineffectual."

"For years, regular Sno-Bol

cleaner was the second leading brand in the areas where it was available. But when we introduced our new Super Strength formula and backed it with dramatic comparisons, our sales soared and we were able to dislodge Lysol."

Statistics bear out Dick's observations. In the 40 percent of the nation where it is available, Sno-Bol has accounted for 23 percent of the bowl cleaner category growth. Significantly, the category's growth was nearly 111 percent higher in areas where Sno-Bol was offered than in the remaining part of the country.

"This means that Sno-Bol spurred total category growth, captured a share of the market from other brands and actually brought many non-users of bowl cleaners into the category," Paul explains.

The Super Strength quality story—not price—will be the main selling point for the national introduction of the product.

The per bottle price of Sno-Bol is virtually the same as Lysol, but Sno-Bol is offered in 18- and 28-ounce bottles and Lysol is offered in 16- and 24-ounce sizes.

"This means that the consumer does get more for his or her money," Dick points out. "But the superior cleaning of Super Strength Sno-Bol is the story we are attempting to tell, because it makes our product unique. We're offering a superior product and don't intend to get in a price battle with competitors. Value is the keynote."

The confidence consumers have in Sno-Bol is evidenced by another dramatic comparison with Lysol.

A specially prepared kit to be used to acquaint the trade with Sno-Bol contains a rust-stained block of the same material used in bowls, a bottle of Lysol and one of Super Strength Sno-Bol—plus two eye droppers.

The potential customer is asked to fill each dropper, one with Lysol, the other with Sno-Bol, place a drop on the rust-stained material and view the difference between the products with his own eyes.

In a matter of seconds, the Sno-Bol drop is working and re-

moving the rust. When it is wiped away, the china underneath is a sparkling white. The Lysol area looks untouched.

Several other advantages are present in the Super Strength Sno-Bol package. The new safety cap is child proof and surpasses federal safety cap regulations, and it has easy directional squirting. The attractive white container with a blue label is an award-winning package.

The national introduction will be backed by extensive promotional efforts, including network and spot television eleven out of twelve months starting May 30. The commercials will reach 90 percent of all television households. Magazine ads will appear in Family Circle, Better Homes and Gardens and McCall's, with a combined circulation of 46 million. Coupons good for 10 cents off the price of 18- and 28 ounce Super Strength Sno-Bol will appear in the magazines in July, August and September 1976 and in February, March and April 1977.

This will be complemented by 41 million coupons in major newspapers across the country during the introduction.

As a special bonus for Staley News readers, a 10 cents coupon appears in this month's issue of the newspaper. If Super Strength Sno-Bol is available in your area, the coupon is redeemable immediately. If it hasn't arrived yet, hold on to the coupon for a money-saving value.

What share-of-market is anticipated for Super Strength Sno-Bol?

"We realize that we'll be meeting some established brand and that the competition will be fierce," Feit sums up. "But we're confident in the value story of Super Strength Sno-Bol, and we anticipate capturing slightly more than six percent of the market."

"We've been around for nearly 12 years in a sizable portion of the nation. We have an already proven product that unseated the previous best seller when the two brands met head-on. Now we're ready to move out with the same aggressive techniques nationally."

SUPER STAIN REMOVAL FORMULA

SNO BOL

TOILET BOWL CLEANER

SAVE 10¢

CLEANS • DISINFECTS
DEODORIZES

10¢ **SAVE 10¢**
on your next purchase of any size

SNO BOL

SUPER STAIN REMOVAL TOILET BOWL CLEANER

MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge for each of these coupons. Or mail direct to A.E. Staley Mfg. Co. Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request, and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20¢. Offer expires December 31, 1976. Offer limited to one coupon per product and size.

10¢ **STORE COUPON**

A. E. Staley Mfg. Co.
2200 E. Eldorado St.
Decatur, Ill. 62521
Address Correction Requested

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