



Protein division a move in focusing on world demand

The demand for protein promises to be one of the more significant developments of this decade.

Focusing on this outlook, a new protein division has been organized within the agriproducts group.

Formation of the division is in keeping with the company's commitment to leadership and growth within the protein field.

N. R. (Dick) Lockmiller has been named general manager of the new division, which will have responsibility for marketing of soy flour, grits, textured proteins, vital wheat gluten and soy flour and soy protein concentrate.

The last of these will come from an expansion program announced recently. The \$7 million addition to the Decatur soybean processing complex will include construction of a soy protein concentrate facility and increased output of soy flour and textured protein.

Lockmiller had been manager, specialty products, with the company's industrial products group. He joined Staley in 1952 as a chemist and was named a market development specialist three years later. In 1960, Lockmiller was promoted to head of the company's chemical market development section and in

1964, he was named manager, specialty products.

Lockmiller notes that "aggressive marketing" of protein products will be undertaken by the new division. He points out that the sales team will be a highly specialized group, extremely knowledgeable in protein technology.

"Protein sales have increased 400 percent since 1968," Lockmiller observes. "We project a 12 percent increase this year."

"Formation of this division is a logical extension of more than 50 years of protein technology and in keeping with our leadership position."

Several named in new division

General Manager Dick Lockmiller has announced several appointments in the new protein division.

Herbert L. Roszell has been named director of administration and Barry N. James has been named director of marketing.

Frank E. Janes has been promoted to manager, soy flour-gluten department. He along with Robert E. Sullenberger, product manager, food proteins, will report to James.

Roszell was formerly marketing manager, foods, with the industrial products group. James was export manager with international.

In his new assignment, Roszell will be responsible for the division's planning and forecasting, customer and technical services, sales promotion and commercial development activities.

James will organize and supervise the protein division's own national sales force and supply marketing support to the division's Gunther and Vico departments.

Revenues set mark

1st quarter sales, profit improve

Staley reports net income of \$1.96 million or 74 cents a share on record sales of \$121.91 million for the first quarter ended December 31, 1973.

This compares with a net income of \$976,000 or 36 cents per share on sales of \$94.07 million for the same period a year ago.

Staley President Donald E. Nordlund ascribed the gains to strong demand for corn sweeteners as well as proteins and oils, continuing a trend which favorably influenced results for the prior two fiscal quarters.

He noted that the percentage earnings gain was magnified by unusually low corn sweetener prices in the year-ago first quarter, during a period of industry over-capacity which has since been reversed.

Commenting on other divisional performance, the Staley chief executive said international results were up on the same strong demand factors in proteins and oils and corn sweeteners which influenced the domestic increases, while consumer products earnings contributions were down owing to heavy test marketing expenditures.

Nordlund noted that shortages in petro-chemicals and other key ingredients as well as rail car availability had some negative effect on first quarter operations. He added that in the event that the shortages intensify, more serious restrictions on earnings could be experienced in succeeding quarters.

He said, however, demand is expected to remain strong for all principal corn and soybean lines, and on that basis continued earnings strength is expected in the March quarter.

and Charles R. Geisen, Central Harroun will also be responsible for West Coast specialty sales.

"The moves will allow more concerted sales and marketing efforts on behalf of all of our food ingredients, enabling Staley to take greater advantage of current high demand as well as to better build for the future," said J. H. Beaumont, vice president, industrial sales.

Industrial sales, marketing changes made

Several individuals have been promoted in a realignment of the Industrial Products Group's food ingredients sales and marketing organization.

Ralph R. Dombroski has been promoted to national manager, sweetener sales, and John P. Bolas to national manager, specialty sales.

In the marketing area, Robert E. Smith has been named marketing manager, sweeteners and John F. McGowan, marketing manager, specialties.

Sweetener sales and marketing functions will cover Iso-Sweet, all corn syrups and dextrose. Specialty sales and marketing will include all food starches, corn syrup solids, inositol, calcium phytate, pharmaceutical starches and starch-based food extenders.

At the same time, regional sales managers for sweeteners and specialties have been named.

Wendell D. Ray will be responsible for sweetener sales in the East, Edward C. Neuendorf in the Mid-East, Alfred W. Brunlieb in the Mid-West and Raymond E. Harroun on the West Coast.

Specialty sales managers are Jack E. Erickson for the East



Tipping the scales in favor of textured protein. A graphic illustration of the economical nutrition provided by textured protein is provided by Dr. Nancy Fogg, food technologist. The small piece of sirloin costs \$1. At institutional user prices, that same dollar buys nearly three pounds of textured protein, and therefore much more protein—a real bargain for a protein-hungry world.

Service is its own reward for Harold Johnson

Editor's Note: Is it true that people no longer care about each other? Have we lost the sense of community we once knew? Have the pressures and time-consuming activities of today caused us to become callous and uncaring? Before answering, take the time to read one man's story . . . and then make your decision.

"The first 30 minutes I was at the park, I didn't think I could stand to stay out there. It was because of the kids—the way they helped each other and the kindness and consideration they showed.

"I just sat down and thought I was going to bawl. Then a little girl with braces came up to me and asked if I would swing her. I said 'sure Honey.' Now she's calling me grandpa."

The scene Harold Johnson is describing happened to him this past summer at a playday for children afflicted by cerebral palsy.

Harold, a spray dryer lead operator at Decatur, had volunteered to drive the children to the day's activities after reading an appeal for help in the local newspaper from the Volunteer Action Force.

It was his first volunteer work in the community. It was an experience that was to change his life.

"Every day there's an article about people who need help," he recalls. "For some reason, it just struck me that here these people were and I had time on my hands to do something for them.

"The particular appeal I responded to was to transport physically handicapped—the cerebral palsy kids—to a summer camp."

It was on that first day that Harold knew that there were special rewards that can be obtained only by helping others.

"I went with those kids every day after that," he continues. "And when summer camp closed, I was so lonesome for them, that I didn't know what to do.

"So I called the Volunteer Action Force again and asked if there wasn't some place I could help."

Other Assignments

This request led to assisting a rehabilitation workshop for mentally and physically handicapped. Each day, Harold drives people in need of transportation to and from their jobs.

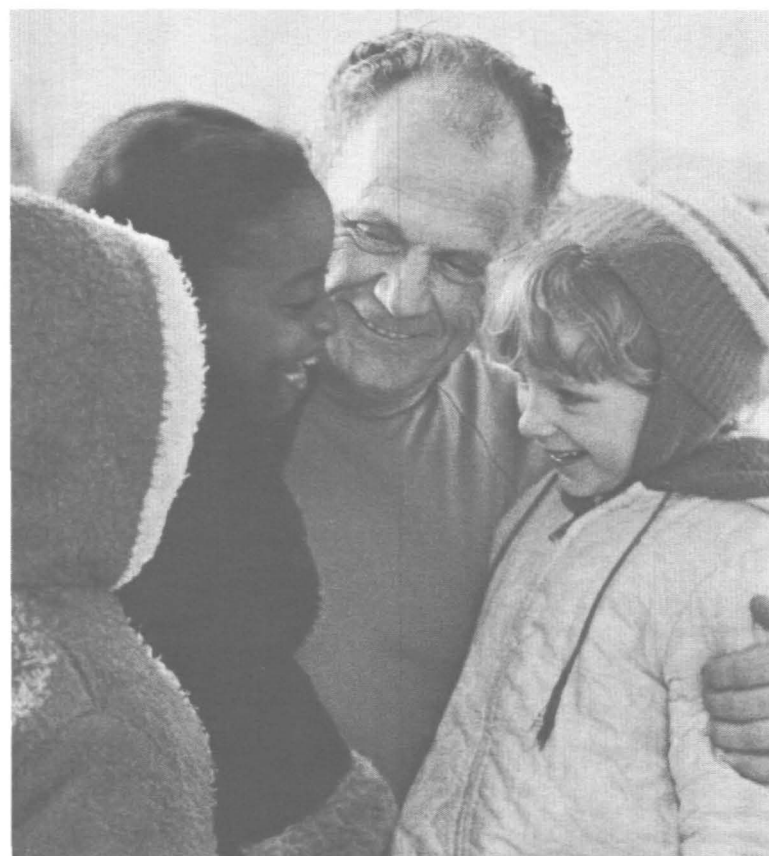
He also works on Monday and Wednesday with an occupational therapist assigned to the cerebral palsy children and then on Tuesday and Thursday, he spends a full day with children at a local Head Start center.

On top of this, he works the third shift with Staley. How does he find time for all his activities?

"I just make the time," he answers. "I know it has to be done, so I work it in.

"Just to spend some time with these people and know you're helping is the greatest reward a person can have.

(Continued on Page 3)



Staley quality important to Tennessee Farmers Co-op

Corn gluten feed used to boost animal nutrition

Tennessee is like three states. In the mountainous east live descendants of Scotch-Irish settlers. The central part is known for Nashville and country music. And in the flat delta lands of the west, rich soils spring forth outstanding crops which are then shipped throughout the nation, often on river barges that travel the nearby Mississippi.

Drawing on Tennessee's multiple personalities, we find one of the most successful farm cooperatives in the country, and a long time Staley customer.

The Tennessee Farmers Cooperative, headquartered in Lavergne, south of Nashville, is a farmer-owned institution that in 25 years has become a major supplier of feeds and fertilizers to its members.

Staley has played a key supporting role in this story, supplying quality corn gluten feed to the cooperative for use in its feed mixes.

The cooperative supplies a full line of feeds for dairy cattle, swine, beef and poultry. Most of the gluten feed provided by Staley is used in dairy feed.

The cooperative produces feed at three locations. One is Lavergne. The others are at Jackson, near Memphis in the western part of the state and near Knoxville for the eastern part.

What has prompted Staley's relationship with the cooperative?

"Actually, everyone's gluten feed is similar," notes Robert Mullins, purchasing agent for the cooperative. "However, there are other things we look for.

"One is service . . . the ability to ship on an agreed date. Another is quality. Shipments of gluten feed can vary greatly in protein content. We're looking for a supplier who can provide us consistent quality and on-time shipments."

Staley's Walt Carter, assistant manager, corn feeds, works closely with the cooperative to insure that Staley feed meets shipping schedules.

Mullins said the protein content of the gluten feed is 21 percent. Joe Taylor, who is nutritionist for the cooperative, notes that the use of Staley gluten feed in dairy cattle feed is a highly efficient use of protein.

He explains that milk is approximately 21 percent protein also, a one-for-one transformation of the protein.

Mullins says an increase in the use of grain-type feeding for all animals is an indication of success in the cooperative's efforts to encourage farmers to provide a balanced feeding program for animals.

"We supply farmers with feeds that offer nutrients which will contribute to a healthy animal," he says. "This means a balanced diet that includes high protein feed."

Making members aware of proper feeding programs is



Ready to go to the farm. That's the story for these bags of dairy cattle feed manufactured by the Tennessee Farmers Cooperative. Staley corn gluten feed is used extensively by the organization in preparing its own brand of feed.

largely responsible for the cooperative's growth.

The cooperative was founded to guarantee full value on items farmers purchased. Tennessee farmers were paying up to \$15 more for feed than farmers in other states. Attempts at forming such a group had been undertaken before, explains J. Franklin Nix, general manager of the organization. All had failed to bring the diverse elements in the state together.

Tennessee Farmers Cooperative used an approach different from other efforts. Instead

of a central organization controlling several smaller units, it became a membership-owned organization.

The results are impressive. Because it is an organization that serves its membership well, it expects the same from others.

"We have a relationship with the cooperative made possible by meeting its standards of quality and on-time shipments," concludes Bob Emmons, manager, corn feeds department. "This relationship has made it not only a steady customer of gluten feed, but places us in

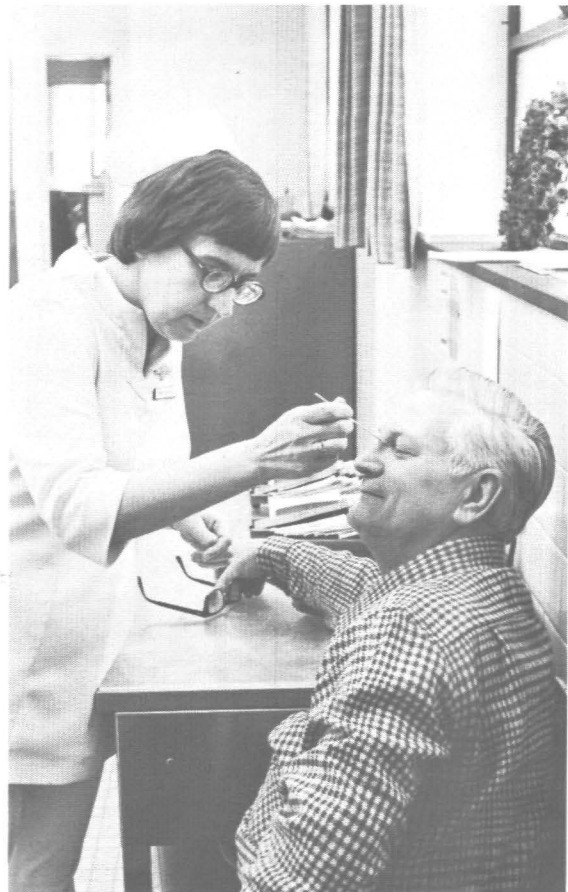
good stead for expanded use of other Staley products.

"This is the type of reputation we hope to enjoy with all our customers—one made possible by the efforts of all employees over the years."

Ole'

Twenty-five Spanish-speaking employees voluntarily attended company-sponsored English classes at Cicero. Purpose of the class was to improve the employee's ability to read and write English and improve on-the-job communications.

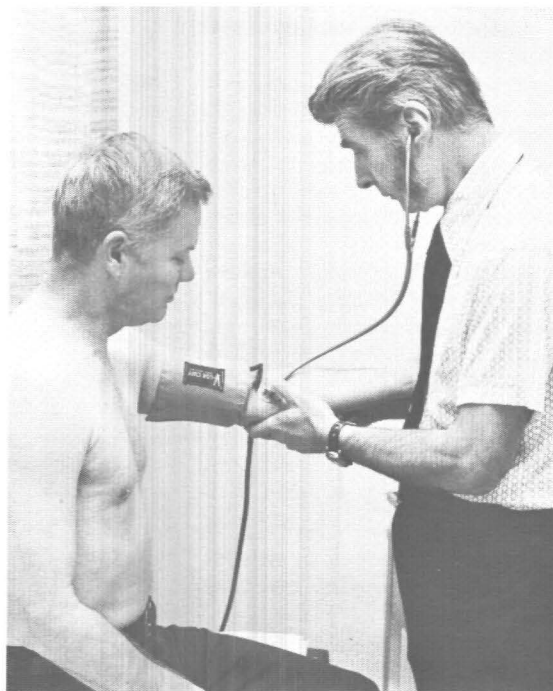
People make a company



Head Nurse Verna Zeigler, upper left, rebandages a cut received by Voriss Blankenship, senior mechanic, millwright shop. The nurses not only treat injuries, but also assist employees in maintaining good health through counseling, referrals and giving preliminary physical exams.

Dr. E. E. Goldberg, Staley medical director, checks the blood pressure of Paul Breyfogle during Paul's company physical. Paul is production manager, starch.

Staff Nurse Dianne McMullen, lower right, conducts a hearing test for an employee. The employee is in a soundproof booth and signals when he hears an electronic tone over earphones. More than 1,200 such tests were given production employees last year.



Medical personnel help maintain employee well-being

Editor's note: For some time, News has had a regular feature, People make a company. In that series, we have pictured Staley people—our most important asset—on the job, highlighting their contribution to the company. Now, we enlarge upon that concept. Each month, we will explain the functions of the area pictured and explore in even greater depth the ways in which people truly do make a company.

The medical department, perhaps more than any other in Staley, is truly involved with people—their well being, health and safety.

Whereas other departments must, of necessity, often deal with impersonal items such as raw materials, figures, statistics and objects, for the men and women of the medical department, people are the raw commodity assigned to their care.

What are the responsibilities of the medical department? They include providing treatment for occupational injuries and illnesses and administering first aid in medical emergencies arising on company premises; evaluating the condition of employees before returning to work following non-occupational illness or injury; scheduling

and conducting of new, and routine physicals for employees, and providing counsel regarding health care as appropriate, administering preventive measures when deemed advisable.

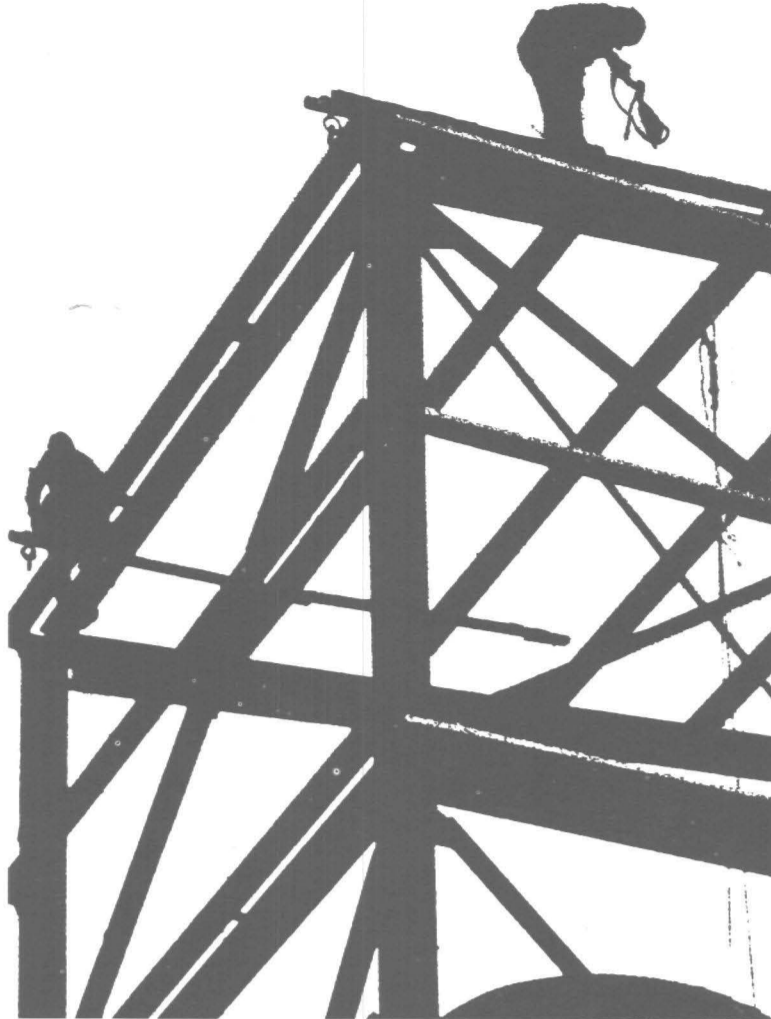
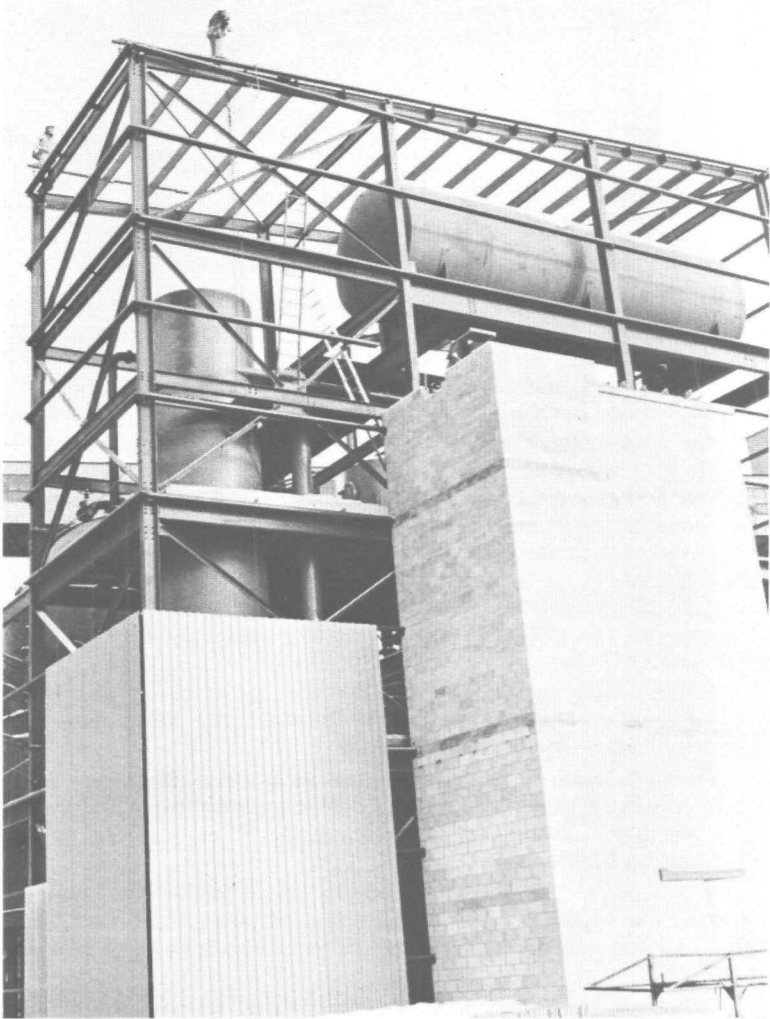
Consultation is offered to other departments of the company regarding proper handling, storage and use of hazardous materials, as well as providing assistance in guaranteeing safe working conditions.

So much for a formal summary. Translated into hard facts, the results are clearly visible. For example, Decatur plant has shown a steady improvement in its safety performance with a significant decrease both in the frequency of accidents and their severity—so much so that its record last year was the best in the corn wet milling industry.

More than 1,200 employees received hearing tests last year. Records of these tests are kept and compared with previous tests to insure against abnormal hearing loss.

And as Head Nurse Verna Zeigler points out, many employees have come to look upon the medical department not only as a primary source of medical information but as an area in which individuals receive help and counseling about the many factors which affect their personal health and well being.

Soybean plant modernization at Decatur progresses



Progress continues on the soybean plant modernization. Staley News photographer Roy Enloe took these pictures showing the traditional view, left, of the construction as it adds a new figure on the Staley skyline. Then, recognizing the graceful silhouettes formed by the workers and gridwork, he took an artist's eye to the camera. The modernization is scheduled for completion in April. It will improve the efficiency of our Decatur soy protein processing operations.

A proud record

Fiscal 1973 marked the 37th consecutive year in which cash dividends have been paid on Staley common stock.

Looking ahead

Staley has committed expenditures of approximately \$36 million to underwrite expansion and profit improvement projects in the next three years.

Harold serves community



(Continued from Page 1)

"Every day, people tell me I'm crazy. They say, 'get out of it.'"

"But, I don't hear them. Instead, I hear the problems that those kids talk to me about—and they have them. I see handicapped people working at jobs and some of them are even able to leave the rehabilitation center.

"That's a real good feeling." Harold's efforts have not gone unnoticed. He was pictured this year on a United Way poster sponsored by local labor organizations and urging widespread support of the campaign's goals.

"That was the greatest honor I've ever had," Harold says. Callous? Indifferent? Uncaring? Maybe there are some who are, but what answer do you think you would get from the little girl who calls Harold "grandpa"?



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

Promotion from within

In 1973, 187 employees were promoted from within Staley to positions of greater responsibility, continuing a long-standing practice of advancing employees whenever possible.

Hours of training

More than 7,193 hours of training and career development were provided to 648 Staley employees during 1973.



Lyle Wiegand



Vincent Durbin



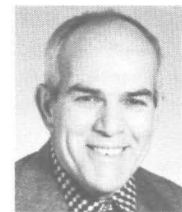
Leon Jones



James Lowrey



Raymond Van Scyoc



Robert Swift



Medford Tate

Anniversaries

35 YEARS

Lyle Wiegand, western district manager, refined oil sales, agri-products.

25 YEARS

Vincent Durbin, rigger, 101 bldg.
Leon Jones, chief clerk, industrial products.
Darrell Larson, senior mechanic machine shop.
Leon Lawrence, tank car cleaner, 17 bldg.
James Lowery, converter A operator, 16 bldg.
Robert Swift, shift foreman, 111 bldg., industrial products.
Medford Tate, service laborer, 48 bldg.
Raymond Van Scyoc, superintendent, soybean extraction plant, agri-products.

20 YEARS

Watson Maynard, washing department operator, Keverer.

15 YEARS

Lorraine Baccadutre, invoice control clerk, industrial products.
Lois Crouch, secretary to vice president, research and development.
Letha Ehrenfelt, administrative secretary, San Francisco, industrial products.
Donald Estabrook, boiler leadman, Houlton.
Doris Heiland, secretary to director, industrial products, research and development.
Arthur Schoepfer, process engineering supervisor, corporate engineering.

10 YEARS

Lynn Elder, project engineer, corporate engineering.

5 YEARS

Fran Amerman, sales secretary, Chicago, agriproducts.
Mary Batz, packer A, Asmus.
James Fitzsimmons, tractor/trailer driver, Chattanooga.
William Gormley, cleaner, Houlton.
James W. Hines, technician, research and development.
Dave Kaylor, assistant purchasing agent, purchasing.
James McCordic, drum dryer operator, Houlton.
James Nichols, package line supervisor, Cicero.
Ron Smith, accountant, international.
Lionel Sanabria Trabal, Central America sales representative, international.

On the Move



Emery Blythe



Charles K. Crowell

Charles K. Crowell from area maintenance engineer to maintenance foreman, 77 bldg.

John F. Jones from shift foreman, oil refinery, to superintendent soy flour and edible protein.

INDUSTRIAL

John R. Dempsey from industrial sales representative to senior industrial sales representative.

Richard D. Hoyt from maintenance foreman, agriproducts, to manager, stores and reclamation, 77 bldg.

Virginia A. Kiick from messenger to inventory clerk.

John C. Myers from industrial sales representative to senior sales representative.

Michael A. Prosser from industrial sales representative to senior sales representative.

Jackie Riedman from statistical clerk to supervisor, sales records.

Helen A. Zindel from chief sales receiving clerk to consumer inventory coordinator.

STALEY CHEMICAL

Robert F. Weir from technical representative, adhesives, to senior technical representative, adhesives, Kearny.

CONSUMER

Marvin Carfrey from national accounting sales manager to marketing manager, food services, Oak Brook.



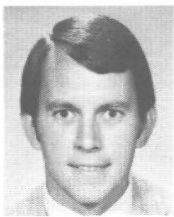
John R. Dempsey



Richard Hoyt



John F. Jones



Mike Prosser

AGRIPRODUCTS

Emery E. Blythe from assistant manager crude oil to manager crude oil.



Dress warmly—good advice for the cold weather we've been undergoing, says our semi-official energy spokesman. The "K" on his sweater undoubtedly stands for "kold." The winner of our "name" contest and the 10-speed bike will be featured in next month's News.

Retirements

DECEMBER 1

Howard I. Stuart, senior painter-roofer, 77 bldg.

JANUARY 1

Oliver D. Compton, cooler operator, 17 bldg.

Leo Riedlinger, assistant foreman, satellite III, 5 & 10 bldg.

Paul J. Weikle, tank car cleaner, 17 bldg.

Albert Wingrove, maintenance, Staley Chemical

Safety shoes shift odds in your favor

Accidents will happen. But sometimes tragedy can be averted by as simple and basic a precaution as wearing approved safety equipment.

This was dramatized by Mark Hammer, floor gang, 20 building, who was involved in a mishap that, while causing a fracture of a bone in one foot, was prevented from being more serious because safety shoes were worn.

Mark was assisting an employee in opening a railroad car door when the accident occurred.

The door was stuck and both men were attempting to push it open. Just as the door opened, the metal run (the "plank" from the dock site to the car) fell on Mark's feet.

These runs are hinged and must be upright when a car is being positioned.

The heavy metal piece landed on the steel toe portion of Mark's right shoe and on the instep of the left shoe.

There was no injury to Mark's right foot and the fracture to the left foot kept him off the job only one day.

Mark credits the safety shoe with preventing an even more serious injury to the left foot.

"I have always believed in proper safety equipment," he explains. "Now I have actually experienced a situation which shows how items such as safety shoes protect us from injury. I'd recommend all employees who aren't already taking advantage of this equipment give some serious thought to doing so."

Some Staley locations offer special rates on safety shoes. Check the personnel office at your location for details, says Tom Ellison, director of safety at Decatur.

"The company has tried to make acquiring them as easy as possible. It's an investment in personal well-being that each employee is encouraged to take advantage of."

If you have an interesting story, tell us!

Do you have an interesting story? If so, Staley News would like to hear from you.

We are an employee newspaper and we are interested in things Staley people at all locations are doing.

So if you have an interesting hobby, have participated in a worthwhile civic activity or if you know of some employee who has, tell us about it. Simply write Staley News, 2200 E. Eldorado St., Decatur, Ill. 62521. We'll look forward to hearing from you.

Capital expenditures

For the past five years, Staley consolidated capital expenditures have totaled \$91 million.



Arthur "Pete" Peterson, master of ceremonies for the 27th annual service awards dinner, kicks things off for the evening's festivities. More than 600 active and retired employees attended the event. Be looking for complete picture coverage in next month's News.

Textured protein use in Denver a breakthrough

It was less than one year ago — April 1973 — that a breakthrough occurred in food merchandising. The Red Owl stores, based in Minneapolis, introduced Juicy Burger II.

What was revolutionary about the product was that it was not ordinary ground beef, but the first direct sale to consumers of a ground beef-textured vegetable protein blend. Such blends had been widely used in institutions.

Since that introduction, the use of textured protein-ground beef blends has grown so that *Advertising Age* labeled their introduction and use across the country as one of the top product news makers of 1973.

Staley is a prominent supplier of textured soy protein to grocery stores and chains. Now a new aspect of the story is developing—the use of textured soy protein in the products of meat packers who then market it under their brand name.

An example is found in Denver where Sigman Meat Co., Inc., the largest producer of meat products in the region has begun producing food products enriched by textured soy protein.

The company is using Staley's textured soy protein in a new line of wieners called Coneys

and in a bologna product called Sandwich Slices. The salesman for the account was Harry Lough, based in Denver.

"We must become accustomed to protein-fortified foods, because regular meals as we know them may become in limited supply during 1974 or 1975," Max H. Hathorn, executive vice president of the company, notes.

Sigman is continuing production of its regular all-beef wieners and bologna lines, but the new lines wholesale at 15 cents a pound under all-beef items and "are just as tasty and have full nutrient value," says Hathorn.

Dick Lockmiller, general manager of Staley's protein division, says that the supply of beef, coupled with increasing prices might cause other packers to consider the use of textured soy protein in their products.

Bob Sullenberger, product manager, protein division, agrees. He notes that while Sigman is one of the first companies to use textured protein and so advertise, Staley believes the Denver meat packer's decision is another step in fulfilling predictions of increased use of textured protein in this decade.



Max Hathorn, executive vice president of Sigman Meat Co., displays the company's lines of packaged meat products using textured vegetable protein. The line sells for nearly 15 cents a pound under all-meat products.



THE GOLDEN YEARS

BILL BISHOP recently dropped us a line to let us know he has fully recovered from the open heart surgery he underwent last January. Bill says he has been back to Decatur twice since that time. Bill's new address is 1800 E. Ocean, Apt. 5 DD, Stuart, Florida, 33494, in case any readers would care to drop him a line.

An open invitation to any of his Staley friends to stop by and see him has come from ROSS ALVERSON, who recently retired. Ross asks that we convey his thanks to all his fellow employees who made his retirement party such a success, noting that "all you nice people made my job easier and more enjoyable during my long association with Staley." Ross lives at 2107 Ramsey Drive, Decatur. His telephone is 422-2970. He concludes, "to say stop by sometime doesn't quite convey the message, so stop by anytime—please."

GORDON JACKSON has become the scourge of rabbitland since his retirement. Gordon is an avid hunter who never has any problem bagging the limit for rabbits.

DWIGHT JAMES is in cardiac care at Decatur Memorial Hospital, reports EDMOND "SKEETER" MOORE who paid Dwight a visit recently. Skeeter suggests Dwight's Staley friends might want to drop him a card.

Also, Skeeter says that if there are any Staley retirees who would like to attend the club functions at Swartz Restaurant, give him a call and he'll arrange transportation. Skeeter can be reached at 877-6253.

Incidentally, those retiree luncheons and dinners are a good place to meet old friends and recall memories, Skeeter says. He notes that as many as 50 people have attended the functions. The group meets the second Wednesday of every month at noon (retirees only) and the last Friday for a dinner. Spouses are invited to attend this affair.

The Smith brothers—not the ones on the cough drop boxes—are at the affairs sometimes. Staley was a family affair for these guys as brothers MAURICE, ESTELL and IRWIN all built careers with us.

We have received word that Maurice is presently in Decatur Memorial Hospital, recovering from gall bladder surgery. We wish him a speedy recovery.

Memories were in style at the 27th annual service awards dinner which was held as we were going to press. We were able to get one picture in this issue, and the dinner will receive full photo-coverage in next month's News. More than 275 retirees attended the gala salute to those who have contributed so much to Staley by their years of service.



Let it snow! These girls don't mind. But getting to and from work became a major task for many Staley locations when snowfalls up to 21 inches swept across the United States. However, it didn't stop Teri Sterling, left, relief utility clerk, agriproducts, and Cathy Smith, casual employee, transportation department, industrial products, from engaging in a bit of fun on the steps of the administration building in Decatur. January saw a warm spell, but don't bet winter's over.

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