

StaleyNews

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Plant expansions, financial results, products, production records take top billing in Staley's 1979 roundup

All in all, 1979 was a busy year for the Staley Company, packed with announcements of plant expansions, new products and production records not to mention much improved sales and earnings. To better understand what has transpired, this flashback is provided.

DECEMBER, 1978--As a prelude to the new year, the company announced plans for a 30,000-bushel-a-day increase in the size of the soybean processing mill at Champaign expected to be completed by the 1979-1980 harvest. . . .Nearing the end of the month, the purchase of a 10-acre site adjacent to Livengood Grain Company's Coles Station elevator, near Mattoon, was newsworthy along with plans for construction at that location of a new elevator capable of loading unit trains of 125 cars for shipment of grain to New Orleans for export markets. . . .First quarter net earnings for fiscal 1979 were \$5,819,000 or 46 cents a share on sales of \$324,651,000, greatly improved sales and earnings over the same period the previous year. . . .

JANUARY--Ringing in the new year, the protein division introduced "Textured Procon" soy protein concentrate for use in a broad range of food applications from ground meat products, frozen entrees and seafoods to retorted foods. . . .Heavy snow the middle of the month plagued midwestern operations with the Industrial Products Group's Chicago office and warehouse closed the 15. . . .About the same time, all of Decatur's operations and soybean operations at Frankfort, Champaign and Des Moines were running at reduced rates to minimize car needs while snowbound rails, hampering rail car movement, were being cleared. . . .Ron Mobley was named plant manager at Houlton. . . .Specialty foods, industrial division, began marketing "Instant Tender-Jel C" and "Instant Tender-Jel 434", pre-gelatinized modified waxy starches as thickeners for new extra moist cake mixes and new dry mix instant entrees for quick lunches. . . .During the month, Morrisville hit the 281-day mark without a lost-time injury--a new safety record for that plant. . . .

FEBRUARY--A lull between storms allowed Staley to receive greatly needed rail cars on the first day of this month. . . .Over a two-day period, in 10-degree weather, Murtaugh employees replaced a dryer fan blade that had fallen off. . . .Equipment in the new Lafayette refining unit for "second generation" high fructose corn syrup, was water tested. . . .Test markets for the "StaPuf" fabric softener in-dryer sheets looked very promising with the sheets slated for introduction into additional areas during 1979. . . .Just for papermakers, industrial products began marketing a cationic, precooked potato starch, "Sta-Lok 442", for wet-end processing. . . .The Superstars nailed down their second straight undefeated season in the Staley/Decatur Basketball League. . . .Stockholders at the annual meeting re-elected four directors to the board--Nat Kessler, group vice president, technical, Bob Powers, executive vice president, agriproducts, and Frank Wagner, vice president, consumer products development, from the company and Robert K. Schell, a financial consultant. . . .The directors declared regular quarterly dividends and elected Gil Bieger and Bob Powers executive vice presidents. . . .

MARCH--Construction of a new 150-million-pounds-per-year dextrose production unit was announced for the Morrisville corn refining plant with the initial phase of the unit expected to be completed early in 1980. . . .A new specialty feed, "Staley Day-One Baby Pig Milk Replacer" for orphaned baby pigs or fed as a supplement for those in a large litter, was introduced at the National Pork Congress. . . .Staley representatives nibbled away at soy protein delicacies with foreign diplomats and congressional staffers during the third International Soybean Fair on Capitol Hill. . . .Syrup was introduced into the new 5500 high fructose corn syrup unit at Lafayette with quality product turned out after the first "clear-out" batch. . . .The Defense Department announced that the company's soy protein concentrate, "Procon 2060", would be incorporated into its menus to offset spiraling beef prices. . . .Production people in 47 building and the feeds load out personnel in 32 building, Decatur, invoiced more specialty feed products this month than in any month on record. . . .The company reported net earnings of \$5,059,000 or 40 cents per share on sales of \$349,840,000 for the second quarter ended March 31. These totals compared with net earnings of \$2,485,000 or 22 cents a share on sales of \$294,252,000 for the same period in 1978. . . .Quarterly dividends on common and preference stocks were declared. . . .Jack Jackson, loader, 34 building, Decatur, qualified for the World Professional Arm Wrestling Tournament. . . .George Donelan, area manager, sweetener sales, had his editorial comments, in verse form, published in "Time" magazine. . . .Richard Barnett, civil/structural supervisor, engineering, Decatur, picked off top bowling awards at Decatur's 18th Annual "Russ Dash" Singles Tournament. . . .Rounding out the month, 113 building employees in Decatur set a one-day production record for "Nu-Col" cold water-swelling modified corn starch. . . .

APRIL--Early this month, a one-day production record was established on No. 3 flash dryer at 26 building, Decatur. . . .Some 117 employees were honored during the 32nd Annual Service Awards program at Staley/Decatur. . . .Marketing began by industrial products on "Stasorb 372" absorbent for non-food applications as a means of controlling dust and wind erosion problems and as a soil conditioner but having a host of other application possibilities, including disposable diapers. . . .Consumer products tried out a new sales promotion game, Tic-Tac-Toe, on Wagner products while bringing out a new peach-flavored breakfast drink. . . .Installation was completed on a new flash dryer at Monte Vista, where potato receipts hit an all-time high this month. . . .

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As the "Sta-Puf" fabric softener sheet boxes come out of the cartoner where they are popped up into shape, they are carefully stuffed with the appropriate number of sheets in the prescribed fashion so the sheets may be easily removed, one by one, from the box by the launderer. This picture was taken on the line at the Los Angeles plant.

"StaPuf" sheets available nationally; product sample included in "News"

Kicking off the new decade, Staley "StaPuf" reusable fabric softener sheets for the dryer are now being marketed across the country.

Only one and a half years ago, this product was introduced into nine carefully selected test markets to obtain a reading on its potential appeal. In response to the product's popularity in each of the original markets and the expansion areas which followed, the rollout accelerated during fiscal 1979. This month, distribution reaches the national scope as StaPuf is

stocked for the first time on store shelves on the East and West Coasts--the last marketing frontiers for this product.

To enable every Staley family to try StaPuf sheets without a special shopping trip, a sample packet of four sheets is stapled into the January issue of the "Staley News".

Allow these reusable sheets, perforated to match the size of each wash load, to rescue your laundry from winter's static electricity. They'll also add a fresh fragrance and special softness to your dryer load as well.

Arlington, Los Angeles plants add fabric softener sheet production

As the success of "StaPuf" sheets mounted in test markets and early expansion areas, original production facilities for the in-dryer softener sheets were no longer adequate.

Production of this product at the outset was contracted to a Wisconsin firm--convenient to many of the original marketing areas. But, as distribution spread and demand increased, additional production capability was required.

Hence, a line was installed last summer at the Consumer Products plant in Arlington, Texas. Sheets from this plant are being distributed in the southwestern portion of the country to the Rocky Mountains. Another line was added at the Los Angeles City of Commerce plant during the fall to handle the West Coast demand.

In anticipation of increased volume coming from dryer sheet production, plans were drawn up for a new adjoining warehouse at the Arlington, Texas, plant.

The construction project added 10,000 square feet of storage space and two additional truck doors to the original 24,000 square feet of warehouse. Another 12,000 square feet of the initial structure is occupied by mixing area, liquid production, office, laboratory and shops. Product was shifted into the new facility on Monday, November 12.

Finney named supervisor

Playing a key role in the Arlington dryer line start-up was Roy Finney, production supervisor on that line's first shift. He's Staley's senior employee at that plant--there since the doors opened in 1964. It was on his shift that sheet production began the last week of August ahead of schedule.

Since 1956, Finney had his hand in Staley products as mix man who cooked up the starch for Economics Laboratory in Dallas, which had a production line for "Sta-Puf" pink and "Sta-Flo" liquid starch. That company contracted with Staley to manufacture those products. When the contract was obtained by Chemurgic, with Howard Luther as president, now manager of the City of Commerce facility, Finney came with Chemurgic in the present Arlington location as the mix man.

From that position he was named forklift operator and then lead operator for six years. Roy was promoted last June to production supervisor over first-shift sheet operations. His 23 years of experience have proved invaluable in the successful start up.

A second shift on sheets was added at Arlington, October 1, with Jimmie English, a long-time Staley employee, as its supervisor.

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Employees give the United Way

Staley employees care about others. That's the main reason for the successful community fund drives--United Way, Crusade of Mercy and Community Chest--which were wrapped up recently in many Staley plants and offices. Every campaign drew increased participation and support!

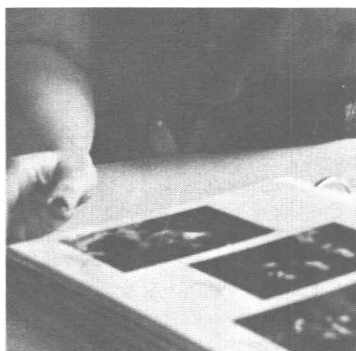
This large undertaking fell to small teams under the direction of a chairman or several co-chairmen. They lined up captains and solicitors to take the fund drives to the work station of every employee.

Meeting with the greatest success in terms of increased percentage of gifts and employees participating was the drive at Des Moines. Headed by Don Grooms, first-class engineer, boiler room, and Dan Riley, traffic manager, the campaign drew pledges or contributions of \$2,204, an increase of 47.5 percent over the \$1,175 contributed there in 1978. Participation went up a roaring 194 percent, including 47 of the 114 employees. A year ago, only 16 contributed.

Adding a new dimension to that campaign was a "pot" made up of matching funds from the company for each contribution of

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In the News...



Memories/P2

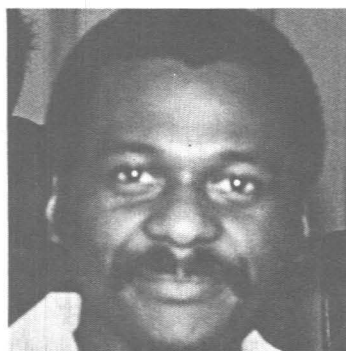
In the year 2,000, American's energy demand is forecast to

- The same as today
- Twice as much as today
- Three times as much as today

Staley stock price is:

- Above last year
- Below last year
- Same as last year

Quiz/P3



Reveler/P4



Touching on a few of the highlights in 1979, our album of memories shows construction, production, a planning session, educational achievement, and company-sponsored activities.

1979 at Staley was year of progress

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MAY--An expansion program was announced for the 55 percent high fructose corn syrup unit at Lafayette, in commercial production a month, to meet projected demand for the product in soft drinks. First phase of a multi-stage program, the addition is expected to be in place in early 1980, bringing the plant's total 55 percent HFCS capacity to more than 800 million pounds annually. . . .A truckload of "Gregg's Gold-n-Soft" margarine melted away in less than six hours at Decatur. . . .The concerted effort of Decatur's whole wet milling area, including process and Satellite 4 maintenance, was responsible for setting a new all-time high corn grind for a one-month period during May. . . .Complete with an animated snow storm, the new "Sno-Bol" commercial was first aired this month. . . .The Last Shots were champions in the Staley Triple A Bowling League, while the Pipe Shop finished the season in first place in the Staley National League in Decatur. . . .Monte Vista's new flash dryer was in full production, enabling the plant to continue to meet the increased demands for Staley's line of modified and food grade potato starches. . . .

JUNE--A new isotonic beverage, "Wagner Thirst Quencher", reached some retail markets this month to help active people satisfy thirst, replenish depleted minerals and then some. . . .Employees at Monte Vista completed a 4,000-square-foot warehouse. . . .David Satterfield was appointed division vice president, corporate relations. . . .Another truckload of Gregg's margarine was purchased by Decatur employees in less than two days. . . .Staley featured sweeteners, starches, proteins and oils at the 39th Annual Institute of Food Technologists in St. Louis. . . .Net earnings of \$5,280,000 or 41 cents a share on sales of \$357,971,000 were reported for the third quarter ended June 30. . . .

JULY--Staley's baking expert, Al Morgan, senior bakery specialist, R&D, helped construct a 16-foot-high cake for the celebration commemorating Decatur and Macon County's 150th anniversary. . . .Construction began on the new terminal elevator at Livergood Grain Company's Coles Station site near Mattoon and is slated for completion in early 1980. . . .First-shift employees at Decatur set a record on the textured protein five-pound packer in 99 building, breaking their previous record by 13 percent. . . .Art Schoepfer was named industrial production manager at the Decatur plant. . . .Staley filed a registration statement with the Securities and Exchange Commission for a proposed offering of 1.2 million shares of common stock to fund additional expansion of facilities in grain processing and related activities. . . .Employees in 99 building, Decatur, achieved a new record in July on the protein extruder, surpassing their previous monthly record by 8.6 percent. . . .Seventeen employees from Gunther Products, Galesburg, made their first visit to Staley headquarters. . . .

AUGUST--Director of development for Consumer Products Group, John Stehr was promoted to vice president/operations for Gregg's Food Products, Inc. . . .Staley announced the public sale of 1.2 million shares of common stock at a price of \$24.75 per share. . . .Expansion of the Champaign soybean mill was completed, and the plant was off and running. . . .Production began the last week of this month on "StaPuf" sheets at the consumer products' plant in Arlington, Texas. . . .For the month, the syrup refinery in Decatur produced more "Isosweet" than in any other one-month period. . . .Staley/Decatur families took in a Cardinals-Cubs game in St. Louis. . . .The Superstars won their third Amateur Softball Association state industrial slow-pitch tournament in four years and advanced to the Midwest regional tournament. . . .Dick Webb, materials handling coordinator, 80 building, Decatur, had top entry in the "big tomato" contest with his home-grown specimen weighing 44 ounces. . . .Speaking of slow-pitch ball, the Isosweets captured the Women's Softball League championship, while the Superstars won first-place honors in the Men's Competitive League. . . .

SEPTEMBER--Of the 67 entries in the first company-wide Fire Prevention Poster Contest sponsored by risk management, Linda Calderone, clerk-stenographer, tax department, had the winning poster, the theme of which was "It's your job, don't burn it up". . . .Significant growth in both first generation and second generation high fructose corn syrups during the last eight months peaked during summer with the corn sweeteners heavily relied upon to replace sugar in soft drinks. . . .Employees in 47 building, Decatur, set a new one-day production record on specialty feed blocks, and Fostoria set a single-day shipping record for meal. . . .Number 3 flash dryer in 26 building, Decatur, had record output. . . .Protein division district managers and personnel from outside the United States spent a day in the Research Center discussing new soy protein technology, being introduced to "Sta-Pro" soy protein concentrate, the newest product in that line, and trying their hands at making products in the meat laboratory with another new soy protein concentrate, "Textured Procon". . . .Bob Pothast was promoted to Decatur soybean plant superintendent, succeeding Chuck Hagood, who was named plant superintendent at Des Moines. . . .Rounding out the month, Staley Day drew more than 2,000 company participants in its fourth

Commercial geared to audience

"Whether producing a commercial or buying air time for it thereafter, we are always concerned with those most likely to use the product."

That statement was made by Stu Shryer, executive vice president of Stern Walters/Earle Ludgin Inc. advertising agency, which produced the commercial for "StaPuf" fabric softener sheets for use in the dryer.

He continued by saying, "In either the creative process or when airing a commercial, we study the audience, zeroing in on those for whom the product has the greatest appeal. In the case of the StaPuf sheets, our target group encompasses women 18 to 49 years of age, who have at least one child living at home. These are the heaviest potential users of this product category," Shryer pointed out. "We establish this age bracket when casting the commercial because we want to select an actor or actress who will appear to be within the age of the target audience and one with whom they can identify and believe."

Women in this age bracket may potentially be watching television from early morning until late at night, depending on whether they are homemakers or out-of-the-home career women. "For this reason, we have to use programs they will be watching--anywhere from daytime, prime time to fringe times.

"Buying television time is similar to the commodity market," Shryer added. "This is a supply and demand situation. Prices change daily, depending upon how much future time has been sold. It's primarily a numbers game--the larger the audience a show delivers, the more you pay for its time. You are paying for bodies who potentially will purchase your product. Therefore, the buyers of commercial time must focus their dollars on shows which have the highest number of target audience among their viewers.

"Demographics or audience composition vary from show to show. We buy against cost per thousand of target audience in the total viewing group. The show might have an enormous audience, but if it were not our target, then we would be wasting the company's advertising money in sponsoring that program. In the case of StaPuf sheets, we look at such programs as daytime 'soaps' and games, which have a broad audience group among whom are our customers."

More advertising

"The advertising budget behind StaPuf is the largest that Staley has had for any consumer product, and therefore, the message will be seen more often," the advertising executive said. "In the first three months of 1980, we have purchased nine weeks of network advertising, starting January 14, on all three networks. But this is only part of the advertising program. Normally, we don't buy the whole year at one time: we reserve our options. A little later, we'll come back and buy more, continuing to purchase time in chunks for the remainder of the year.

"A different set of schedules but the same commercial has been used in each of the areas, requiring agency media people to buy air time daily for Staley's StaPuf. However, beginning in January, network shows will be used since the product now is available nationwide."

Time has been purchased throughout the day, beginning with the "Today Show" and winding up with the "Tomorrow Show" and everything in between. "If you are alive, you will see the advertising repeatedly," Shryer commented.

A total of 215 spots have been purchased between January 14 and March 30 on 47 different programs. These include "Beat

the Clock", "Price is Right", "Young and Restless", "As the World Turns", "Search for Tomorrow", "Love of Life", "Doctors", "Days of Our Lives", "Love Boat", "Baretta", "Police Woman", and "Charlie's Angels". Seventeen spots also have been purchased during those nine weeks on Johnny Carson's "Tonight Show".

The total number of times a commercial is seen in one home is the number of gross impressions it makes there. If it is seen in your home seven times that becomes seven gross impressions. On that basis, over the nine-week period, this commercial will have just over two billion gross impressions. That means the commercial will reach 94 percent of all households on an average of 17 times.

In creating this 30-second commercial, Staley's consumer products marketing staff and the agency first developed the communication strategy and objectives. The reusability feature of this product, one which separates it from all other sheets on the market, was at the hub. A high level of believability that the sheets were reusable, equating to economy, was important. Name recall, recall of package graphics, and a high level of awareness among consumers that the sheets will deliver soft, static free, fragrant laundry rounded out the strategy. All in all, Mrs. Consumer had to come away from the commercial with a high desire to purchase StaPuf.

"After reviewing a lot of creative approaches, the staff narrowed possibilities to three test commercials and then added the perforation story," Shryer said. "These test commercials were tested on women in the target audience. Through questionnaires, answered after reviewing all three renditions, we elicited their response to the commercials. . . and found we had a winner to match a winning product."

Giving increases

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50 cents per week. Only employees pledging 50 cents or more a week were eligible for the drawing to split the "pot" at the end of the drive.

Employees in Decatur pledged more than \$120,000, a new campaign high and an improvement over the 1978 drive of 12.4 percent. Of the 745 fair-share contributors, 27.7 percent went the additional two-tenths of one percent to become fair-share plus contributors. This new level of giving was initiated by Bill Anderson, director of purchases, purchasing, company chairman and co-chairmen Lin Shepard, plant manager, Decatur, agriproducts. Tom Gillum, building cleaner, 28 building, and Bob Hull, rigger leadman. While fair-share contributors received a pair of mugs, matching the two given for fair shares a year ago, those giving the "plus" gift also received a plaque, on which the administration building is depicted.

"Success of the Decatur campaign can be attributed to the enthusiastic participation of all involved from the co-chairmen to the solicitors, United Way girls, who for the first time distributed the pins and gift certificates to fair-share contributors in the plant, and the support staff in public relations and industrial relations," said Anderson.

Excellent team solicitors and a positive employee attitude toward the campaign at Lafayette allowed that plant to over-shoot its goal by nearly \$2,000. Employees pledged \$14,400, an increase of 38 percent over contributions a year ago, when \$10,418 was collected. Sixty-seven percent of the

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year with the Honey Bears and KGB Chicken entertaining. . . .Decatur industrial products' production and maintenance employees set a new average daily grind rate during the month with the pace continuing into dry starch, where an average daily record was also set. . . .During fiscal 1979, Fostoria had a record crush and record output of meal and oil. . . .In operation only its second year, the Lafayette plant exceeded all bushel grind and syrup production goals for the year. . . .That plant's 5500 high fructose corn syrup unit, in commercial operation since April, exceeded production forecasts by more than 30 percent during the remainder of the fiscal year. . . .Also noteworthy were the safety performance improvements accomplished during fiscal 1979 by employees at Lafayette, Morrisville, Galesburg, Houlton, Broadview, Des Moines and Decatur along with the perfect records turned in at Indianapolis, Chicago warehouse, Chemurgic and Murtaugh. . . .Frankfort soybean-mill had the highest crush since becoming a Staley plant and its highest earnings under Staley in fiscal 1979. The plant also used the lowest number of British thermal units (Btu's) for drying during the past 12 months. . . .

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Plant adds fabric softener sheet production

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Jimmie worked at Staley/Decatur in 59 building 24 years and six months. He's the brother of Henry, electrician at Decatur, and a cousin to Bill Brown, mechanic, pipe shop.

To prepare for this new production line, Finney and Jim Massie, production super-intendent, (and Jimmie English later) trained with equipment manufacturers and spent another week with the contract packaging firm going through each step of the process. This thorough knowledge of the equipment and process made start-up go smoothly, said Prince. Within three days, the line was running at standard capacity—which it continues to exceed.

Friendly competition exists between the two shifts for production and quality achievement.

A third shift for sheets was also added in the Texas plant this fall to accumulate sheets for retail packaging as well as to prepare samples. These samples, packaged by an Ohio firm, were distributed in each of the new marketing areas as a way of acquainting consumers with the new product.

Adding to capacity, sheets began rolling off the production line at the consumer plant in Los Angeles, California, November 1, said plant manager, Howard Luther. That line crew includes Erma Ramirez, an employee there seven and one-half years. The production and packaging of this product is coordinated by Al Norsworthy, production supervisor for the entire plant.

To learn the process, Norsworthy and Luther likewise visited the contract packaging operation and then visited Arlington's lines before starting up the Los Angeles plant's sheet line.

The line

Material or substrate from which the sheets are cut, comes in jumbo rolls 4,000 lineal yards long and 48 inches wide. This quantity of non-woven fabric would stretch the length of 40 football fields. Before

arriving at the plant, the material has already been coated with the softener and fragrance and checked by the Cicero laboratory for the appropriate formulation.

These big rolls are mounted on a slitter-rewinder machine, a type of equipment commonly used by the paper industry. Going through this machine, the material is slit into four-inch wide rolls and perforated at the same time.

Twenty of these slit and perforated rolls are then cut into eight and three-quarter-inch lengths and stacked in packets of 20 dryer sheets ready for packaging.

If a 40-sheet carton is running, the person operating the cutter puts two "webs" or stacks together. For a carton of 60 sheets, three "webs" are stacked together. This process is done by hand as is carton loading.

"The real secret to quality is people caring about what they are doing on the production line," said Finney. If you do the job right, theoretically you do not need to check on your finished goods. However, equipment can get out of calibration and cause problems. Samples are taken on a regular basis to assure proper quality.

Three samples are pulled at the same time every two hours on the sheet line—one for immediate inspection, one to be filed at the plant and another, which is sent to Cicero for examination.

Product inspections consist of making sure the box is properly dated, sealed and packed. Length of sheets are checked on the line every hour. While looking at the length of the sheet produced by the cutting machine, perforations, cleanliness and overall quality, are also examined.

According to Luther, "Product quality is built right into the product with every employee on the line taking pride in his or her work and acting as an inspector." And Howard, after all, should know the secret of success. . He's been making Staley products since 1946.

Fund drive contributions up in 1979

(Continued from Page 2)

employees participated in the drive, with 55 percent of them fair-share givers, who received mugs and a plaque for their gifts. Two teams had 100 percent fair-share givers--Team D wet mill and Team A refinery. Directing this successful drive were John Homan, plant manager, and Bill Cors, buyer, equipment/maintenance.

Fund drive started

Not wanting to be left out of the fund-raising spirit, Monte Vista organized its own "modified" United Way campaign under the guidance of Cindy Giesing, administrative clerk. Since that community doesn't have a United Way, charitable organizations in the community were selected as beneficiaries and a fair-share program was established. To qualify, an employee had to pledge an hour's pay per month for 12 months. Of the 37 employees, they had 25 percent participation and all of them making contributions at the fair-share level. Together, they gave more than \$900 in their first fund drive. The success of this campaign, Cindy said, was due to the fact that employees were interested in giving directly to worthy causes with many of their pledges going to the City Ambulance Fund.

Contributions to Morrisville's 1979 campaign increased three percent, amounting to \$7,166 pledged by 101 of the 219 employees. Thirty-three gave fair shares. For the first time there were two levels of fair-share gifts at the plant. For pledging four-tenths of one-percent of their pay, a contributor received a set of Staley coffee mugs and for five-tenths of one percent, one received the mugs plus a set of Staley glasses. From all of those giving fair shares, Larry Van Doren, plant superintendent, won a drawing for a "weekend for two" at the City Line Marriott Hotel in Philadelphia.

"Commitment of both union and salaried employees to help others in need in their community made this drive a success," said the co-chairmen, Robert Kerner, president of Local 675, and William Brewer, Morrisville's personnel assistant.

Pledges at Fostoria came to \$534, a 13 percent increase over last year's contributions said Bill Allen, laboratory supervisor, who headed up that campaign. A total of 22 or 45 percent of the employees participated this year.

All support drive

Reporting on the campaign at Gunther Products, Galesburg, Roger Bjork, production manager, who served as drive chairman, said they had 100 percent participation and an increase of 8.8 percent in contributions, which totaled \$915. A year ago, employees pledged \$840 at that location. Fifty percent of them were fair-share givers.

Champaign's United Way drive was chaired by Tom Sims, assistant plant controller, who reports that \$1,052 was pledged, amounting to a 26 percent increase over the \$748 given a year ago. Of the 20 employees making gifts, seven were fair-share contributors.

At Vico, Myrna Alvarado, office manager, chaired the fund-raising program, which netted about \$425. Four of the 16 contributors were fair-share givers and received Staley mugs for their pledges.

Frankfort employees contributed \$2,109, exceeding last year's gifts by \$151. Of the 66 employees at that location, 46 participated in the fund drive and 18 gave fair shares. While everyone giving a fair share received mugs, hourly employees making that commitment had a chance to win an electric oven or an electric drill as well. Heading the campaign were Dick Brandon, plant controller, who solicited office personnel; I. G. (Sug) Boren, plant superintendent, who took the fund drive to the supervisors; Robert Davey, laborer, and Donald Stillwell, laborer, who took over that task in the plant.

The Crusade of Mercy campaign at Consumer Products locations in Oak Brook, Cicero and Broadview netted \$3,826 this year, a three percent increase over contributions in 1978, said Judy Monaco, personnel representative, Oak Brook, who spearheaded that drive. Of the 147 employees, 35 supported the campaign with 16 of them fair-share contributors.



Time for holiday cheer -- Employees in the Research Center, Decatur, took a few minutes out of their busy routines to ring in the holidays with Dr. Robert Schanefelt, director, food, agriproducts R&D, donning his red and white suit and facial disguise to distribute the "goodies".

Fuel for thought . . .

Are you as aware of the cost of energy and the large quantities used in the United States, the Staley Company and your family as you are of the price of Staley stock? Check your energy awareness level with these questions and turn to page four to see how well you have done.

1. What fraction of the world's energy consumption occurs in the U. S.?

a. Over 10%

b. Over 20%

c. Over 30%
2. How much faster than their rate of production are we consuming our fossil fuels?

a. 10 times

b. 1,000 times

c. 1,000,000 times
3. In the year 2,000, American's total energy demand is forecast to be:

a. The same as today

b. Twice as much as today

c. Three times as much as today
4. Staley stock price is:

a. Above last year

b. Below last year

c. Same as last year
5. The price of Staley stock early this month was about:

a. \$21 per share

b. \$27 per share

c. \$30 per share

d. \$23 per share
6. Operating profits in 1979 were:

a. Better than in 1978

b. Worse than in 1978

c. Same as in 1978
7. Production volume at Staley in 1979 was:

a. More than in 1978

b. Less than in 1978

c. Same as in 1978
8. Total energy consumption at the company last year was:

a. Higher than in 1978

b. Lower than in 1978

c. Same as in 1978
9. Energy consumption per unit of product in 1979 was:

a. Less than in 1978

b. More than in 1978

c. Same as in 1978
10. Staley Company is ranked where in total energy consumption among the top 50 food manufacturers?

a. 9th

b. 21st

c. 32nd

d. 49th
11. Total energy consumed by all Staley plants in 1978 was about:

a. 500 billion Btu's

b. 10 trillion Btu's

c. 1.1 quadrillion Btu's

d. 20 trillion Btu's
12. Energy used per bushel output of corn costs about:

a. \$.50

b. \$1.00

c. \$.25

d. \$.10
13. Energy used per bushel of beans costs about:

a. \$.90

b. \$.10

c. \$1.25

d. \$.40
14. What is the annual fuel bill for the company?

a. \$1000,000,000

b. \$400,000,000

c. \$50,000,000

d. \$5,000,000
15. The annual cost of compressed air is about:

a. \$100,000

b. \$200,000

c. \$300,000

d. \$400,000
16. What is the average energy consumption per person per year in the U. S.?

a. 2,500 gallons of oil

b. 1,100 gallons of oil

c. 5,500 gallons of oil

d. 10,000 gallons of oil
17. The heat energy of a gallon of gasoline is equivalent to:

a. 5 man-days of labor

b. 15 man-days of labor

c. 25 man-days of labor
18. How much of the oil pumped out of the ground is used to move your car?

a. 20%

b. More than 60%

c. Less than 10%
19. How much of the energy used in gas stoves supplies the pilot lights?

a. 10%

b. 25%

c. 50%
20. If an incandescent lamp and a fluorescent lamp have the same light output, which uses energy more efficiently?

a. Fluorescent

b. Incandescent

c. Both about the same efficiency
21. How long would a 100-watt light bulb burn on the energy needed to manufacture one throw-away soft-drink can or bottle?

a. 10 minutes

b. 5 hours

c. 10 hours

d. 20 hours



It's party time - The Vico employees in Chicago, Staley's hydrolized vegetable protein (HVP) makers, know the right combination for a good time—plenty of fun people, food, and some toasts to good health and happiness for the coming year. Adding to their recent celebration with spouses and friends, they were entertained by a South Sea Islands floor show, including a flame dancer, at Shanghai Lil's in Chicago.

Answers to energy quiz . . .

(Continued from Page 3)

1. (c) More than a third of the world's energy is consumed by the six percent of the world's population living in the United States.
2. (c) In less than 500 years, man will have consumed essentially all of the coal, oil and gas that nature started forming 500,000,000 years ago. By comparison, that same fraction of a calendar year is approximately 30 seconds.
3. (b) For more than a century, American demand for energy has doubled, on the average, every 20 to 25 years.
4. (a.) 5. (c.) 6. (a.) 7. (a.) 8. (a.) 9. (a.)
10. (a.) 11. (d.) 12. (a.) 13. (b.) 14. (c.) 15. (d.) 16. (a.)
17. (b) 15 man-days of labor. Put another way, one barrel of oil contains heat energy equivalent to the energy of a man at hard labor for two years.
18. (c) About four percent of the energy in the gasoline from crude petroleum is lost in making your car move. The efficiencies of the most important steps where energy is lost are: producing the crude oil, 96%; refining, 97%; gasoline transport, 97%; engine thermal efficiency, 29%; engine mechanical efficiency, 71%; rolling efficiency, 30%. The total efficiency of the system is found by multiplying the six factors together giving six percent.
19. (c) About half of the gas used in a gas stove is used to fuel the pilot lights because pilot lights burn continuously.
20. (a) Fluorescent lights give off three to four times as much light per watt of electricity used as incandescent lamps do. One 40-watt fluorescent light gives more light than three 60-watt incandescent bulbs and the annual savings may be as much as \$10.
21. (b) A 100-watt lamp would burn for five hours on the energy used to manufacture a disposable can or bottle.

Roundup shows progressive year

(Continued from Page 2)

OCTOBER—Starting off the month, the second phase of a multi-stage expansion program at Lafayette to increase corn processing and add 400 million pounds of capacity for production of 55 percent high fructose corn syrup was announced. This project is scheduled for completion in late 1980, bringing that plant's capacity for "Isosweet 5500" to 1.2 billion pounds annually. . . . At the same time, the company announced plans to increase corn grinding capacity at Morrisville to rebuild that plant's high fructose syrup capacity which otherwise would have been reduced by the addition of the new dextrose production unit early in 1980. . . . Consumer products' new commercial for "Sta-Puf" blue concentrate fabric softener was aired for the first time. . . . A record number (702) of Decatur retirees and guests gathered for their fourth annual meeting. . . . "Staley Swine Premix 350" joined the specialty feed line as a nutritional supplement to help swine achieve a natural digestive balance. . . . For the first time, specialty feeds published and distributed a "Sweetlix" product catalog, including valuable coupons, to livestock raisers across the country. . . . Paul Niehaus, who was promoted to plant manager at Des Moines, was succeeded as Fostoria's plant manager by Daryl Houghton. . . . A new 10,000-square-foot warehouse addition at consumer products' Arlington, Texas, plant was put in service to ease the inventory crush created by production of dryer sheets at that location. . . . Major feed house improvements at Lafayette were started up this month. . . . Monte Vista employees set a one-day production record on "Sta-Lok 400". . . . Staley's Halloween special on a truckload of Gregg's margarine lasted less than five hours as the number one selling margarine in the Pacific Northwest continued to build loyalty among midwestern employees. . . . During the month, elevator employees at Decatur unloaded 13,100,000 bushels of corn and soybeans—three million bushels more than in any other one-month period in Staley history. . . .

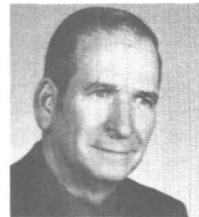
NOVEMBER—The consumer products' plant in Los Angeles began producing "StaPuf" fabric softener dryer sheets the first day of this month. . . . Protein People were on hand to talk about the use of Staley's soy proteins in meat applications at the American Meat Institute's annual meeting and exposition in Chicago, exhibiting products made with new "Textured Procon" and "Sta-Pro", both soy protein concentrates. . . . Beverages sweetened with "Isosweet 5500" high fructose corn syrup were distributed to and discussed with conventioners by Staley's industrial products' sales, marketing, research and technical service personnel at the National Soft Drink Association's annual meeting in Dallas. . . .

DECEMBER—The bottleneck removal program at Lafayette continues on schedule. . . . On two consecutive days, Monte Vista employees set roll dryer production records with "Redisol 78D". . . . Winding up the year, the Des Moines plant set an all-time crush record for the month. . . .

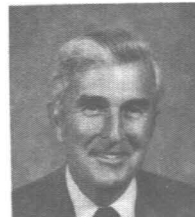
25 celebrate anniversaries



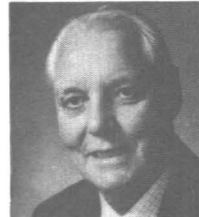
Tom Belcher



George Newberry



Robert Gunther



Arthur Conway



Norma Shafer

40 Years

GEORGE NEWBERRY, senior mechanic, sheetmetal

35 Years

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

30 Years

ROBERT GUNTHER, manager, Gunther products, protein division, agriproducts

25 Years

NORMA SHAFER, computer operator, commodity operations, agriproducts, Champaign

20 Years

DAVID MANN, mechanic, aviation, corporate transportation
LLOYD RIGGS, trailer operator, transfer
JACK KROHN, mechanic, millwright
ROBERT TAYLOR, senior mechanic, machine

15 Years

RONALD BAILEY, packer-palletizer, 48 building

10 Years

DANIEL TAYLOR, senior environmental engineer, environmental sciences, corporate engineering
RICHARD BARNETT, civil/structural supervisor, corporate engineering
SHELIA DRAKE, quality assurance chemical supervisor, protein division, agriproducts



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

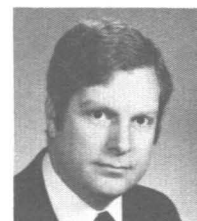
Address Correction Requested

SUSAN RHODES, technical secretary, corporate information systems
PAUL SMITH, clockman, 40 building

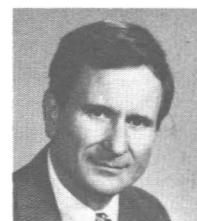
5 Years

ROY BEARD, JR., cleaner, 101 building
JACK BLOOMFIELD, process support, 6 building
ANDREW FULK, flash drier operator, 12 building
ROYAL PLANKENHORN, utility leadman, 44 building
THOMAS RUSSELL, cleaner, 101 building
RONALD SUTTON, Sr., preparation operator, 101 building
ROGER TOLLADAY, preparation operator, 101 building
TERRY SCHAAL, building cleaner, 28 building
NICHOLAS ARANDA, utility worker, Cicero
J. A. OLAGUE, decaser operator, Cicero

On the move . . .



Carl Frederick



Ed Hughes

INDUSTRIAL

JAN BENSON, from payroll clerk, financial, to direct order price clerk, industrial administration
T. B. CRONKHITE, from technician, Lafayette, to coordinator, sensory evaluation, Lafayette

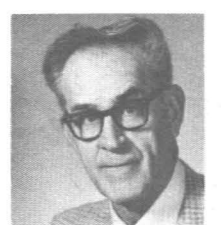
CORPORATE

PAM BEDNAR, from cashier clerk, financial, to general accounting clerk, corporate control
CARL FREDERICK, from systems maintenance analyst, corporate information systems, to systems software analyst, corporate information systems
MARY BRAUER, from messenger-office, corporate information systems, to chief audit clerk, auditing

AGRIPRODUCTS

ED HUGHES, from pilot plant supervisor, starch processing, R&D, to production superintendent, soy protein, 99 building
LOU RADE, from hourly roll, Des Moines, to production supervisor, Des Moines

Joining the leisure life . . .



Herbert Haseley

Effective November 30, 1979

HERBERT HASELEY, pack-load leadman, 20 building

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Decatur, Illinois

0142 0100

STA - 44 1/4
ADM - 36 1/2
CIP - 11 1/2