



You're Known by the Company You Keep

That's how the old saying goes. Here's who Staley's keeping company with at the Consumer Products new administrative headquarters in Oakbrook, a Chicago suburb. (See related story on Page 2.)

Company Receives Two Putman Awards For Sta-O-Paque, Mira-Creme Starches

The announcement in July that Staley was the only manufacturer to win two biennial Putman Awards for excellence in food ingredients was gratifying, but when you consider how the two award-winning starches—Sta-O-Paque and Mira-Creme—were developed, it makes the honor even more significant.

The development of both modified food starches were the result of innovative research by two Staley food technologists—Frank del Valle and Carl Moore—who developed the award winners during what our researchers call “exploratory time.” Dick Hahn, who directed the final development of both products, describes “exploratory time” as that ten per cent of the researcher's time that is set aside for him to work on projects of his own choosing.

“The only requirement,” Hahn said, “is that it be related to the Company's interest.”

Del Valle chose to take on Sta-O-Paque as a project after the idea was brought up in a research-marketing brainstorming session.

Sta-O-Paque, a modified corn starch used in opaque gravies in such applications as frozen TV dinners and canned foods, might never have been had it not been for a strange turn of events in del Valle's life. He resigned from Staley in 1967 to take a job in Venezuela. Upon arriving in South America, he found that



Frank del Valle Carl Moore

his new job wasn't what he'd been promised. Thus he called Staley to see if his former job was still open. It was, and he returned—after 15 days absence.

Once the Argentinian-born holder of a Ph.D. from the University of Buenos Aires developed Sta-O-Paque, Industrial Products marketing took the product to the marketplace where today, according to product manager Jack McGowan, it is gaining acceptance among food processors.

The development of Mira-Creme, a modified corn starch used by candy manufacturers in cream-centered and caramel candies, came about in an unusual manner also.

Moore was preparing a batch of starch that he hoped would solve a customer's problem in jelly candies. Instead, he noticed that he'd produced a batch of starch with a light, creamy texture. With his extensive background in candy making, Moore recognized the value of his discovery.

Today Mira-Creme is enjoying increasing success among manufacturers of soft-centered and caramel candies, according to product manager Bob Smith, who's directing the marketing of the award winner.

Commenting on the two unusual developments, director of research Dr. Robert Powers

Earnings Down For 3rd Quarter And Nine Months

Earnings for the third quarter and nine months ending June 30 were below those for the similar periods a year ago.

The Company reported net income of \$5,210,000 or \$1.95 per share on sales of \$242,326,000 for the nine months. This compares with net income of \$6,269,000 or \$2.37 a share on sales of \$235,534,000 for the same period a year ago.

For the three months, net income dipped to \$1,114,000 or 41 cents per share, compared with \$2,242,000 or 85 cents a share for the third quarter a year ago.

Sales for the third quarter edged up to \$85,227,000, compared with \$81,331,000 for the prior year.

Chairman A. E. Staley, Jr. attributed the earnings decline primarily to price deterioration in bulk syrups along with lower soybean processing margins versus a year ago.

Mr. Staley indicated that soybean processing margins appear as if they will be somewhat improved in the fourth quarter, accompanied by some improvement in bulk syrup prices in the next few months.

Specialty Feeds Announces Two Blocks Aimed at Increasing Its Share of Market

Attempting to increase its share of the feed block market, Specialty Feeds has announced two new Sweetlix products for cattle.

Called Sweetlix HEP (high energy protein) and Sweetlix Hi-Mag (magnesium), the two

Freyfogle, Nagle Get New Positions

CICERO, Ill.—Ed Freyfogle and Dick Nagle have been named to new positions in a Consumer Products managerial realignment announced recently by Frank Wagner, group vice president.



Dick Nagle Ed Freyfogle

Freyfogle's new assignment is director of operations, having complete responsibility for all consumer manufacturing and quality control. In addition, he has reporting to him John Stehr, general manager of Redd Concentrates, and Ken Schroeder, director of administration.

Freyfogle had been general manager of Staley Chemical since 1969, and prior to that had directed corporate engineering activities for nine years.

Nagle, formerly director of marketing-Staley products, becomes director of an expanded marketing function for the Consumer Products Group. His responsibilities now include Wagner Marketing, Food Service, Staley Marketing, and Product Management.



New High Magnesium Block Exhibited by Ken Wright

blocks will be manufactured in Decatur.

The HEP block, made up of the Staley corn feed Dried Steep Liquor Concentrate (DSL), soybean meal, and molasses, is high in energy, total digestible nutrients, and is a good source of vitamins and minerals.

According to AgriProducts technical director Ken Wright, who developed both products, HEP is especially advantageous for cattle grazing on corn stalks or other low quality roughage and complements the feeding of Sweetlix 3-in-1 blocks.

“This block along with Staley's 3-in-1 Mineral Block will give feeder cattle or beef cows their daily requirements of protein, energy, vitamins, minerals, and salt when on low-quality

roughage,” he said.

“With Staley's planned cow-calf program,” Specialty Feeds manager Earl Snearley said, “farmers can now use low-quality roughage—such as corn stalks—that they'd normally destroy.”

Sweetlix Hi-Mag is a medicated feed block for foot rot control and contains a guaran-

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What Happens to Sweepstakes Ideas? Here's Inside Look at Development

Note: New consumer product ideas submitted by two Decatur employees—Horace Hanselman, utility driver, and Ford Ray Lewis, instrument and control shop—have successfully cleared the first two plateaus in the Company-wide “Idea Sweepstakes.” In an effort to retrace the development thus far and to look ahead to what lies in the future, the Staley News visited with those involved in new product development.)

Market research experts say that of every 100 new product ideas under consideration, only one reaches the marketplace. Today, in Staley research, two ideas submitted by Decatur employees are contesting those odds and stand within three to four months from the most critical evaluation of their short existence.

This critical evaluation is called “consumer testing” by those involved in the process. It means simply that the products themselves will be unveiled before a panel of typical

consumers who'll give their opinions on whether or not they would “buy” the products.

Consumer testing is critical because for the first time in the young product's life, consumers get the chance to feel, smell, and taste the new items—essentially the same evaluation they'd perform on new products available in their neighborhood supermarket.

Regardless of the outcome of this critical evaluation, the two ideas have already passed several key checkpoints.

First of these was screening by the New Products Committee. At this point the committee determined that the ideas looked promising and feasible, and then passed them on to consumer research—for which the originators won \$100.

Consumer concept research is the first of several consumer evaluations. At this checkpoint a panel of potential customers heard the products described and gave their purchasing reactions. These reactions were promising enough to prompt

said both “are outstanding examples of a researcher combining his technical knowhow with his knowledge of the customers' needs and coming up with distinctive new products.”

The 24 Putman Award judges, representing all segments of the food industry, certainly agree.

Upon approval of the project proposal, the research group began developing preliminary formulations and looking at possible packaging techniques.

And this is where the products stand today. Those involved in the research estimate that the products themselves will be ready for consumer testing before the end of this year.

Even after consumer testing there are many checkpoints and months of work to be done. Failure lurks at each checkpoint. However, should the products pass all plateaus and reach test marketing, the originators could win up to

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Modernization-Expansion at Tunnel Involves a 'Plant Within a Plant'

GREENWICH, England—Tunnel Refineries Ltd., Staley International's wet milling affiliate here, has completed a unique modernization-expansion program in which a new plant was constructed in the midst of the old.

"We literally built a plant within a plant," said Bob Magruder, the Staley engineer who supervised the design and construction.

"When one unit was completed and operational, we simply abandoned the old one and began using the new structure. As a result, we lost very little production in making the changeover."

When the multi-million dollar project was completed earlier this year, Tunnel had a new steep house, mill house, feed house, and a modernized syrup refinery, new silos and corn unloading station, and new utilities.

Working with Magruder were Tunnel engineers H. V. Baldwin and M. W. Austin along with Robert Callebaut and Ron Barlow, from Staley's Belgian affiliate.

One of the plant's unique new units is the corn unloading and storage station. The silos were constructed on stilts sixty feet out into the Thames River. Barges come in and leave at high tide, and during the unloading of the U. S. corn, the tide goes out, leaving the barges sitting on the river bottom.



This is how Tunnel's silos look at low tide on Thames River. Corn Sucking Station (left) is 60 feet from the shoreline.

In assembling equipment for the new plant, Magruder introduced a true international flavor.

"It comes from all over the world—the United States, Great Britain, Belgium, Holland, and Sweden," he said. "Tunnel," he said with a smile, "is truly an 'international' plant."



Here's a sample of Consumer's new modular office. Modeled by Harriet Mitelsztet (L.), Bob Newman, Barbara Starble.

Office 'Landscaping' Is Introduced At Consumer's Oakbrook Facility

Flexibility and economy. Two features in office construction and arrangement that the modern business administrator is looking for.

And that's just what Consumer Products and corporate purchasing have found in the "modular office landscaping" which will be utilized at Consumer's new Oakbrook, Ill. headquarters.

The landscaping revolves around free-standing modular offices (80 inches high) that can be arranged in almost any configuration simply by hinging together four-foot-wide panels and swinging them into the desired arrangement.

Office sizes are determined by the number of panels, and they range from the six-panel basic private office to the conference library which is three times as large.

Most of the office furniture—such as desks, cabinets, shelves,

and tables—is attached to the panels so that entire offices can be moved and rearranged with a minimum of time and trouble.

The structures themselves are offwhite. Color is liberally introduced through acoustical panels, the facings on file cabinets, desk tops, cabinet doors, and through the chairs (which are generally the only "unattached" pieces of furniture in the modular office).

Groups that will use the modular offices at Oakbrook are portions of manufacturing and distribution, research, product management, control, and Food Services. In all, 34 of the offices will be used initially in addition to five modular conference rooms and one conference-sized library.

"The flexibility introduced through this arrangement will allow us to meet the constantly changing requirements quickly and efficiently," said Ken

Boiler Plan Filed With State Agency

The Company's alternate plan (described in May's Staley News) for the control of boiler emissions at Decatur has been submitted to the State Pollution Control Board.

Designed for use in the event sufficient quantities of natural gas are not made available, the alternate plan proposes the installation of a multi-phased dust collection system to reduce particulate emissions below the permitted level on those boilers which may have to remain on coal. The \$320,000 alternate program would be completed by August, 1972.

Staley's original plan providing for full conversion of all boilers from coal to gas was based on a commitment from Illinois Power Co. which was later rescinded.

The Company is currently appealing an Illinois Commerce Commission denial of a petition to obtain the necessary quantities of natural gas.

Because of the extensive engineering and long lead time on equipment, the Company feels it should proceed simultaneously to obtain approval for an alternate plan to expedite this last step in a \$2.2 million program to meet all State particulate standards for boilers.

Schroeder, director of administration for the group.

According to corporate purchasing buyer Dave Kaylor, modular offices are more economical than the traditional floor-to-ceiling offices.

"This is especially true when you compare the cost of changing traditional offices with the reconfiguration of the modular ones," he said.

Delbert Smith and Associates, Champaign, Ill., architects, have been retained to arrange the modules to suit the flow of paperwork as well as color coordinate the entire spaces.

The Staley News is published monthly for Staley employees by Corporate Public Relations, Decatur. Manager, Employee Communications . . . Gerry Chatham Chief Photographer Lee Jeske Assistant Photographer . . Roy Enloe

SERVICE ANNIVERSARIES



Charles Ellis, Jr.



John Anderson



Shelley Heiland



Ray Herron



Roscoe Cook



Kenneth Evans



Watson Hill, Jr.



David Hite



Robert Hackert



Lewis Harpstrite



Kenneth Kennedy



Herbert Poteet

35 Years

CHARLES ELLIS, JR., assistant traffic manager, AgriProducts, June 19

30 Years

JOHN ANDERSON, senior mechanic, 31 bldg., May 5

ROSCOE COOK, senior mechanic, 77 bldg., May 23

JOSEPH CREAMER, senior mechanic, 31 bldg., May 3

KENNETH EVANS, senior mechanic, 31 bldg., May 6

ROBERT HACKERT, cleaner, 11 bldg., May 9

LEWIS HARPSTRITE, lead operator, 44 bldg., May 8

SHELLEY HEILAND, assistant foreman-pipefitters, May 23

RAY HERRON, materials coordinator, May 23

WATSON HILL, JR., leadman-weigher, May 9

DAVID HITE, project foreman, May 7

KENNETH KENNEDY, senior analyst, May 2

HERBERT POTEET, senior mechanic, 101 bldg., May 5

ROBERT ROGERS, repairman, 1 bldg., May 3

25 Years

CECIL BARR, foreman, electric shop, June 11

JAMES BEAN, foreman, garage, June 20

EDWARD BOYLE, supervisor, plant traffic, May 15

THOMAS BOYD, clockman, plant protection, May 22

LEWIS BROWN, pipe fitter, May 20

DEAN COX, tech. asst., stores and reclamation, May 3

ALLAN EATON, sr. machinist, May 27

HARLEY FREEMAN, lubricator, satellite shop-east end, May 27

DEWEY FRENCH, JR., operator, oil refinery, May 27

WILLIAM GLOVER, weighmaster, elevator C, June 24

JESSE GRUNDEN, pipe fitter, May 22

ROBERT HOOTS, pipe fitter, June 11

EDWARD KUIZINAS, operator, steep house, June 24

CARROLL LOURASH, operator, extraction plant, May 21

NOWARD MALONE, operator, oil refinery, May 8

FLOYD MC ELROY, pipe fitter, May 28

GEORGE MC FARLAND, pipe fitter, June 21

JOSEPH MEDLEY, garage-mechanic, June 13

HAROLD NICHOLS, utility man, plant protection, May 17

ROBERTA NUGENT, AgriProducts production, June 12

JOHN PHIPPS, reliefman, starch shipping and packaging, May 20

DELMAR RENTSHLER, manager, Chicago Clearing House, June 17

JOSEPH RIGBY, Keever, May 30

RICHARD SWEARINGEN, sr. mechanic, satellite, shop-east end, May 27

GLENN THOMPSON, shift foreman, 118 bldg., June 10



James Bean



Edward Boyle



Thomas Boyd



Dean Cox



Dewey French, Jr.



Carroll Lourash



Noward Malone



Joseph Medley



Harold Nichols



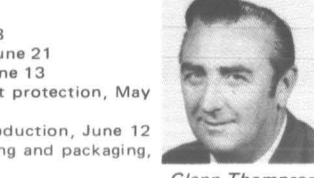
Roberta Nugent



John Phipps



Delmar Rentshler



Glenn Thompson

Food Service Packages Take on New Look

MELROSE PARK, Ill.—Staley's Food Service packages are taking on a new look.

According to Food Service director Bruce Hartman, the new design gives the packages a clean, modern, and uniform appearance.

"The basic benefits derived are continuity and package efficiency for our customers and pride for our salesmen," Hartman said.

In the redesigned line, most of the products that were formerly packaged in tin will now

come in cardboard "milk carton" containers. Hartman said this change was made for ecological and economical reasons.

Thus far 40% of the packages have been redesigned using the basic colors maize and warm red, and 10% have been implemented. Hartman said he anticipates complete implementation by December.

Bagged and cased products are carrying instructions in both English and Spanish to reflect the increasing number of Spanish-Americans who are warehousemen.

Three Bicycles Are Top Prizes in Safety Contest For Children, Grandchildren of Staley Employees

Have a son, daughter, or grandchild who's a budding young artist?

If you do, why not have them draw, color, and word a safety poster on the sheet below and submit it in the "Staley Safety Poster Contest" open to children and grandchildren of Staley

employees.

Top prize in the three age groups—6 and under, 7-10, and 11-15—is a new bicycle. All entrants will receive a gift.

The poster must concern off-the-job safety—such as boating, vacationing, school, bicycling, or

household.

Entries will be judged by the Health and Safety Committee based on content, originality, and quality. The judges' decision will be final.

Submit entries before the August 19 deadline to either the

safety office or public relations.

Top prize winners will be notified the week of August 22.

Contest rules and entry blank are on the reverse side. Be sure to include the artist's name and this parents' or grandparents' name.



SAFETY POSTER CONTEST

Consumer Products' Nagle Says:

'Consumerism's Eroding Faith in Free Enterprise'

Housewives are demonstrating over it.
Legislators are engulfed by it.
Businessmen are wary of it.

It's "consumerism" . . . a movement that, according to director of Consumer Products marketing Dick Nagle, will have far reaching influence on the way his group promotes, sells, packages, and labels products.

The most damaging effect of the consumerism turmoil, Nagle says, is the implication that those who manufacture and market consumer products are purposely dishonest.

"With so many so-called advocates running down American business, many people are losing faith in free enterprise," he said. "We didn't build this great country through dishonest practices, although today that is the implication.

"We built it through free enterprise. And free enterprise has proven to be the best economic system in the world."

The antithesis of Nagle's opinion is held by many of the consumer advocates. They claim the consumer must be protected from unscrupulous businessmen. As a result, a "hard line" government stance toward business is ahead, over 200 bills aimed at those who manufacture and/or market consumer goods are already on the dockets in the U. S. Congress. States and municipalities have passed or are considering hundreds more. Categorically, these bills run the gamut—labeling, pricing, packaging, advertising, promoting, and, of course, environmental.

"Legislation Underrates Consumer's Intelligence"

The assumption in many of these laws, Nagle says, is the consumer is naive, ignorant, and gullible.

"Many of the legislative regulations underrate the consumer's intelligence," he said. "Given the freedom of choice, I think the consumer will over the long run make the wise decisions. Those products that don't offer the consumer value, economy, or any benefit won't survive in today's marketplace. It's as simple as that.

"Don't misunderstand me. Some of the regulations are reasonable, proper, and needed—such as those that safeguard the consumer's health. In any competitive economy there must be rules and enforcement. But those advocates that attempt to limit free enterprise without realizing the full consequence could be campaigning for legislation that is damaging and costly to the consumer."

As an example, Nagle pointed out that the New York state legislature has a bill pending that would add 1 to 3¢ tax to the price of every product packaged in glass, plastic, or paper. This ecological bill is aimed at reducing the number of used packages discarded into the environment. However, the effect is an additional per capita cost of \$10 to \$15 annually to be borne by New York residents.

Advertising is another area in which advocates are pushing for legislation. The Federal Trade Commission recently released a resolution which requires the submission of data supporting advertising claims upon demand by the FTC.

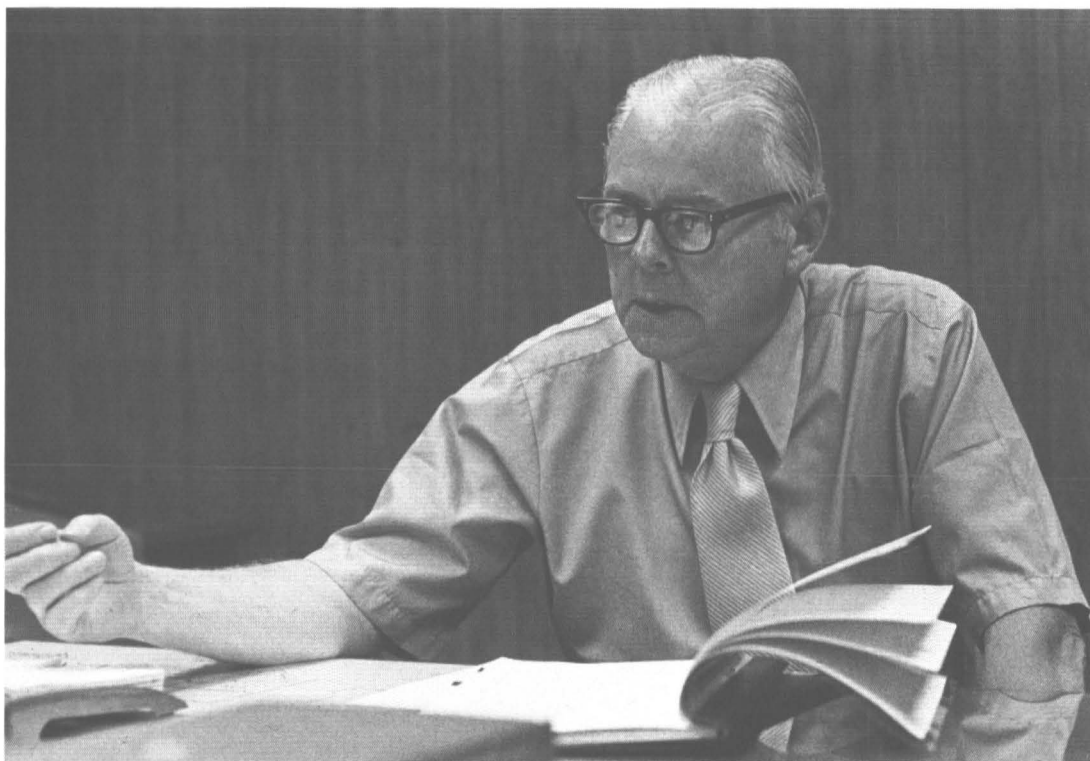
According to Nagle, it has always been Staley policy to make no advertising claims that could not be supported and substantiated.

"We have always felt that our advertising should be based on true product performance," he said. "For this reason we frequently use independent research laboratories to validate our claims."

"Cents-Off Promotion Under Attack"

The use of "cents off" promotion is also under attack. Advocates say these promotions are gimmicks and "so called" savings are not passed on to the consumer. Nagle says the "cents off" offer does in fact represent a real bargain for the consumer and that "the outlawing of this popular and effective device would cost the American consumer millions of dollars each year."

Unit pricing (in which a product's price is stated in terms of ¢/lb. or other units of measure) has already been adopted by several grocers and others are considering it. Nagle views unit pricing as a prime example of placing too much emphasis on one aspect



"Let's let the consumer decide on which products should live and which products should die," says Consumer Products Dick Nagle

of a product, resulting in a deceived consumer.

"Price Not Only Factor"

"Price is not the only factor that a consumer should consider," he stated. "Price in many cases indicates very little about the product's quality.

"If it were the only factor, the least expensive products would command all the market. We all know that this isn't the case.

"Our own Sta-Puf is a good example. In many grocery stores the consumer can purchase a competitive fabric softener at less cost per unit. But many of those competitive products don't meet the high quality standards that Sta-Puf does. Some of them are cheaper but far less effective than Sta-Puf. Others tend to separate with age and ingredients settle to the bottom of the containers. So, which one is a better buy?"

"Unit pricing puts too much emphasis on price and indicates very little about the product's quality."

Open dating (the stamping of the date of manufacture or the date the product is no longer considered "fresh") is also receiving legislative attention, although there is need and justification for standardized regulations in this area. Today there is no uniform agreement on whether the manufacturing date or the "freshness" date should appear on the product. Twelve states, including Illinois, are considering or have considered such bills.

"Consumer Products Supports Open Dating"

The Consumer Products group supports the open dating of perishable and edible products, and as a result is dating the "Wagner" line of fruit drinks, Staley waffle and pancake syrups, and "Cream" corn starch. Work is underway to date stamp individual tubs of Hip-O-Lite Marshmallow Creme.

Labeling is also receiving legislative attention, whether it's the disclosure of the product's ingredients or the listing of the nutritional value of the product.

"From a marketing standpoint, these two types of labeling put Staley in an advantageous position over several competitors," Nagle said. "This is especially true for our "Wagner" fruit drinks which offer more nutritional value than many of the sweet, low food solids products that are on the market today."

Perhaps the consumer advocates' most prominent cry has been in the environmental sector. The removal of phosphates from laundry products is foremost on their list. As a result, several states and municipalities have adopted legislation that bans the use of phosphates in detergents, cleaners, and other household products within the next one-two years.

"We could see legislation coming in this area," Nagle said, "so in our newer laundry products (such as Sta-Flo Soil/Stain Remover and Soft Plus) there is a minimum amount of phosphates."

The adoption of non-uniform phosphate legislation will create much confusion for both consumers and manufacturers, and will probably result in reducing the effectiveness of many good cleaning products on the market, Nagle said.

"The American consumers are the best fed, best clothed, most pampered people in history," Nagle summarized. There is no country in the world where the consumer is offered the quality, variety, and service available in this country.

"There are always opportunities to improve the products and service we offer in the marketplace. Yet in our economic system these improvements will come, not through legislation but through the advancements and progress stimulated by our competitive free enterprise system.

"Let The Consumer Decide"

"In the long run the consumer would be much better off—from an economic as well as freedom of choice standpoint—if we continue to let our free enterprise system operate with minimum restrictions.

"Areas that need regulations should be controlled through the orderly process of government. However, all aspects of the issue should be heard and not just those small vocal groups that have a knack of getting attention. We oppose those excesses which tend to erode the confidence of the people in American business."

But the real and long-lasting solution, as Nagle sees it, is let the consumer decide.

"The consumer," he says can and will determine which products should live and which ones should die."

Renovation Team Completes Project Ahead of Schedule

Encountering and overcoming problems along the way, the team that supervised the air conditioning and renovation of the corporate administration building in Decatur completed the 15-month, \$1.9 million project ahead of schedule.

As a result, some 550 employees today work comfortably in 75°, climate-controlled air while outside the temperature hovers in the muggy 90's. And they enjoy new, modern office spaces—complete with carpeting, lowered ceilings, freshly painted walls, and lights twice as bright as before.

While basking in this luxury, little do the employees know of the problems that project leaders, Charles Harris, Bob West, Bill Armentrout and Don Rogers and their capable assistants overcame.



Meet "Ace Movers" the Crew That Shuffled Furniture About

One of the major difficulties came early in the renovation last summer. The prime contractor, J.L. Simmons and Co., Decatur, originally planned to renovate

two wings at a time. However, once work got underway, the contractor discovered he must work on three wings simultaneously for most efficient use of

workmen.

"We tore up our detailed moving schedule," Rogers said, "and started shuffling employees from wing to wing—sometimes without much notice.

"But employee cooperation was terrific—without which we wouldn't have completed the project ahead of schedule."

The change in schedule meant employees were relocated in close spaces and in many cases without some of the conveniences they enjoyed in their original location. Nobody escaped the inconveniences. The chairman himself had to move, and at one time two vice presidents shared the same office. Portions of the AgriProducts staff moved four times.

To keep the employee inconvenience at a minimum, the building janitorial crew, working

under Ray York, completed most of the moves on the weekend.

With the basic renovation complete, only a few jobs that were added later remain. Foremost among these are: new general office furniture for the first floor; painting of vaults; closets, stairways, and restrooms; and relocation of furniture to achieve better color-style coordination.

Even with 90-plus temperatures, the air conditioning system has not run at full capacity yet, and West doubts if it will "unless problems occur."

Thus, the renovation—air conditioning are virtually complete, and Harris, West, Rogers, and York can return to other duties after a job "well done." As for Armentrout, he'll work on a similar project at Consumer's new Oakbrook facility.

Contest Rules

Name _____

Age _____

Check One

My Father
 Mother
 Grandfather
 Grandmother

is _____ who works in _____ (Dept.)
worked

Rules: Safety Poster Contest

- 1) Contest Dates: 7-31-71 through 8-19-71
- 2) For children and grandchildren of Staley employees (Decatur)
- 3) 3 groups: A) 6 and under, B) 7 through 10, C) 11 through 15
- 4) Draw, color, and word a poster concerning off-the-job Safety: (Home Safety, Vacation Safety, School Safety, Bicycle Safety, Boating Safety, etc.)
- 5) Send posters to Safety Office or to Public Relations, 1-W, 62 Building. More entry blanks are available at either office.
- 6) All posters received will be used throughout the Company.
- 7) Prizes: All entrants will receive a prize. 1st Place in each age group will receive a new bicycle.
- 8) Posters will be judged by the Health & Safety Committee based on content, originality, and quality. All decisions will be final.
- 9) One entry per contestant.

Export Sales: Company within Company

Functioning as a company within a company, International's export sales "purchases" products from Staley manufacturing facilities throughout the United States and in turn markets them to foreign countries.

"We're primarily a marketing group," explains the recently-named manager Barry James, "with the responsibility of finding profitable foreign markets for products manufactured by other profit centers—Industrial Products, Consumer Products, and AgriProducts.

"In addition, we also market Staley technology—where it doesn't conflict with our International affiliates or Company guidelines—to foreign manufacturers."

Operating with a staff of 13 in Decatur, export sales carries out its mission through a network of international brokers.

"From an organizational standpoint we're set up similar to the Industrial and Consumer groups. But whereas their regional sales offices are in Philadelphia, New York, or Los Angeles, ours are located in such places as Puerto Rico, London, Amsterdam, and Toronto."

The product mix reads much like that offered by export sales' domestic counterparts—specialty starches, sweeteners, paper starches, inositol, spices and flavorings, Mira-Tex and other soy products, as well as the consumer items.

And although the products themselves are the same, in many cases the applications are different.

Foreign Markets Are Different
"Because a product satisfies the needs of the American market is no guarantee it'll do the same for foreign markets," James said. "The fact that foreign markets differ from domestic markets is the prime reason behind our existence."

"We attempt to analyze the tastes and desires in foreign countries much like the Industrial and Consumer groups do in the United States.

"For this reason we rely heavily on our network of foreign brokers who can better interpret the desires of the ethnic and national groups they represent."



The World's His Marketplace—Export Sales Manager Barry James

As an example of a Staley product that enjoys dissimilar foreign application, James selected the Decatur-produced soy product lecithin.

"In Europe, lecithin is used primarily in a milk supplement for the feeding of calves slaughtered for veal. There veal is considered a delicacy whereas in the United States it doesn't enjoy the same reputation, and lecithin is used in far different applications."

Although there is a variance in product applications and tastes, James expects a convergence and a resulting increase in foreign demand for the convenience foods that are currently popular in the United States.

Growth: Modified Starches
"Convenience foods—and therefore the modified food starches required for their production—is one of the real export growth markets," he said. "As the income level in European and East Africa countries increases, more and more people will turn to these products. This is especially true among the younger, more worldly people who seem to be more willing to spend a larger portion of their income on these more sophisticated foods."

Another growth product is Staley's Mira-Tex, the textured vegetable protein that is used as a meat additive or extender.

"Governments in countries where hunger is predominant must provide their people with

an inexpensive source of protein," James stated. "Mira-Tex, in my opinion, may be one of the answers.

Mira-Tex at Threshold
"We have introduced Mira-Tex in some of these countries, and we are just at the threshold of widespread governmental acceptance.

"However, we face an uphill battle. Some countries have regulations against such products. But after they carefully consider the advantages, I am confident they will find the wherewithal to supply products like Mira-Tex on a mass basis or at least authorize their sale for use in food products."

James also sees growth potential in several countries where the standard of living is increasing rapidly. Foremost among these are Middle Europe, the African nations, the Arab states, Israel, the United Kingdom, Mexico, South America, and Canada (of which James is a citizen).

"Export sales is constantly searching for new markets," James stated, "and although we have been successful in the past (accounting for approximately one-quarter of his profit center's sales dollars), our greatest successes lie in the future. We expect to satisfy even more of the world's food requirements, thereby spreading the Staley name to the corners of the world."

70 Years of Corn Wet Milling Experience Going into Engineering of Morrisville

MORRISVILLE, Pa.—Over 70 years of corn wet milling engineering experience is going into the design and construction of the Company's new corn processing plant here, resulting in a more efficient and sanitary operation in addition to safer working conditions and a cleaner environment.

According to Duane Chicoine, the Company's chief engineer, the plant and the equipment have been designed with these factors in mind.

"Three of our process engineering supervisors—Joe Wasilewski, Jim May, and Bill Weaver—have devoted long and tedious hours toward making the Morrisville process very modern, clean, and efficient," Chicoine said.

"In addition, Charles Harris and Rodger Snelson, the two engineers who have the overall responsibility for design and installation, have ensured that the plant is constructed with all the built-in efficiencies that we desire."

According to plant manager John Homan, one of the plant's most advantageous features is the all-under-one-roof construction.

"That alone will save us countless hours," he said. "Our mechanics will be able to get to all areas of the plant quickly

from their centrally located shops as will our quality control lab when taking samples."

Other boons to efficiency include more instrumentation and the use of modern equipment—including Sharples centrifuges for dewatering of gluten (replacing the former screw-press technique) and starch.

In addition, Morrisville will regenerate and reuse the carbon required for syrup clarification. This will drastically reduce the quantity of carbon required to be purchased, thus saving money and also eliminating a potential problem in disposal of wasted carbon.

Sanitation has also received close engineering attention. Foremost in this effort is the use of completely enclosed processes and stainless steel tanks. In addition, all tanks have a built-in overflow entrapment system that detects and contains overflows, preventing spills on the floor.

From the environmental standpoint—for employees as well as nearby residents—Morrisville has several clean air and water features. The plant's boilers will use clean-burning natural gas, and feed dryer emission problems will be virtually eliminated by a recirculation-incineration system.

In all operations in which dust

emissions occur, primary and secondary collection systems will be used, resulting in a minimum of dust loss.

More efficient treatment of liquid wastes will result from two surge basins in line ahead of the final-stage aerator. The basins will enable the final stage to function more efficiently, resulting in less of a load on the borough's waste treatment plant.

Safety is enhanced by a fire control system throughout the plant, consisting of a readily available supply of water and several hose stations. Those areas that require it will also have automatic sprinklers. An emergency lighting system, with its own generator, will also be installed.

In addition, the handling of flammable liquids and chemicals will be made considerably safer through the use of inert nitrogen purge systems.

Retirements

MAXWELL ANDERSON, lead operator, dextrose plant, June 4
MARVIN BARTON, grocery products territory manager, Columbia, South Carolina, May 31
CARL BRONSON, senior mechanic, May 31
WALTER HAMMER, senior analyst, control lab, May 31
PHILLIP PADGETT, cleaner, 77 bldg., May 31

On The Move

AGRIPRODUCTS

Jackie Dillman from junior buyer-inbound grain clerk to grain accountant.
Marcia Lyons from file clerk to sales invoicing and utility clerk.



Ernest Meador Allen Urfer

CONSUMER PRODUCTS

Jerry Groniger from sales supervisor to associate product manager, Food Services.
Ernest Meador from senior applications chemist to lab head, technical services.
Allen Urfer from senior applications chemist to lab head, household products.



Neil McDonald Steve Bennett

CORPORATE ENGINEERING

Neil McDonald from chief inspector to manager, methods engineering.

CORPORATE INFO. SYSTEMS

Steve Bennett from systems analyst programmer to project leader-systems.
Patricia Davis from keyed data operator trainee to keyed data equipment operator.
Shirley Chervinko from keyed data operator trainee to keyed data equipment operator.



Edward Karcher Gary Saathoff

INDUSTRIAL PRODUCTS

Edward Karcher from shift foreman, syrup refinery to finish area foreman, Morrisville.
Gary Saathoff from shift foreman-inositol to prep. area foreman, Morrisville.
Michael Stratman from design engineer to planner.
Joseph Wasilewski from process engineering supervisor to technical superintendent, Morrisville.



Michael Stratman Joseph Wasilewski

CORPORATE PLANNING

Cliff Reynolds from chemical engineer to manager, corporate facilities.



Cliff Reynolds

STALEY CHEMICAL

William Gagen from accounts payable clerk to production inventory control clerk.



New Computer Installed

Chuck Lemker, manager of business systems planning, stands in the midst of the Company's new Honeywell 3200 computer. The new computer is 2½ times faster than the two previous Honeywell models it replaces. In addition it provides the systems people with the capability of running two jobs simultaneously while at the same time carrying out peripheral jobs such as converting information from card to tape. "Don't leave out," Lemker said, "the fact that this new computer costs us less than the two it replaced."

New Blocks

(Continued from Front Page)

teed minimum of 13.5 per cent magnesium to provide the animal with its requirement for this mineral. A magnesium deficiency has been related to the occurrence of "grass tetany", a mineral imbalance cattle often suffer when grazing lush grass in the early spring.

The addition of the two products now gives the Specialty Feeds salesmen an expanded line of feed blocks which previously included 3-in-1 Mineral Block, Fly and Worm Block, Bloat Guard Block, and Sweetlix Block.

Idea Sweepstakes

(Continued from Front Page)

\$2,350.

Why don't you join these two employees in quest of the "Idea Sweepstakes" jackpot? Entry blanks are available at your place of work or from public relations, Decatur.

There's no limit on the number of suggestions you may enter, and there's no limit on the amount you can win.

Originally scheduled to end July 1, "Idea Sweepstakes" has been extended indefinitely.

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

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