

New Product Introduction Key to Consumer Growth Plans

Editor's Note: Recently R. W. (Bill) Brooks, who was elected a vice president of Staley (see story on P. 4), spoke to the Staley Technical Society in Decatur. Because the subject of his speech carries such import for Staley people, Staley News conducted this interview with Bill about the future for consumer products—it's an exciting future filled with plans for growth and new products.

News: What has consumer products set as its goal?

Brooks: First, you have to understand where consumer products stands in relation to the rest of Staley. We account for nearly 17 percent of company sales. But in five years, we plan to double our current dollar volume of sales.

News: That's quite an increase. How do you plan to accomplish it?

Brooks: Keys, of course, are

planning, money, hard work and the assistance of all our employees. But, more specifically, we will be introducing an increased number of new products.

News: What do you mean by new products?



"...we plan to double...our sales."

Brooks: I'm referring to any new item not previously offered by the company. For example, when Proctor and Gamble, long-time marketers of Tide and Dash, bring out a detergent called Salvo, it is a "new product." Or, if Staley brings out a new fabric softener, it is a new product, even though we have made a similar product for years.

News: Where do we stand now regarding new product introduction?

Brooks: We have one new product Static Magic—in six test markets, and we plan to distribute it nationally by the end of the year. We plan to place four more new products into test markets this summer—and we're planning similar test market introductions for four to six more new products a year for each of the next five years. These include Wagner's fruit drinks in crystal form as well as a variety of new forms of Sta-Puf.

News: Won't this be costly?

Brooks: It isn't going to be easy to achieve our goal—and it isn't going to be inexpensive. But there are two primary reasons for undertaking the expense. First, it's necessary to assure we remain a vital force in our market areas. Secondly, the financial rewards can be great when a new product succeeds in capturing a reasonable market share.

News: Can you give us some examples?

Brooks: Prepared foods' sales are \$1 billion annually—and growing more than 15 percent a year. Canned and bottled fish is selling more than \$800 million a year and is growing at 20 percent a year. The sale of snacks is more than \$450 million a year—and growing at a rate of 15 percent a year.

News: Do you envision Staley entering all of these markets?

Brooks: We don't expect to have products such as bottled fish or dried fruit. The point is that such markets represent a tremendously large amount of dollars. And there



"...financial rewards can be great..."

are enough large markets that are compatible with our capabilities that we foresee a chance to earn a lot of money by getting just a fair share of the market. For example, just a one percent share of the pet food market is worth \$16 million in sales to a company.

(Continued on P. 3)

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IsoSweet Maintains Soft Drink Quality, Cuts Production Costs

Use of Staley's IsoSweet has permitted Popular Club Beverages, Baltimore, to reduce its sweetener costs by some 15 percent.

Chet Masson, president of Popular Club, says: "As an independent bottler, I really have to watch my pennies and the sugar pricing situation over the past year or two hasn't helped."

Masson first learned about the high fructose syrup and its potential more than a year ago. "I was certainly intrigued by the economics, but I didn't want to do anything that would tamper with the quality of my products," he recalls.

Salesman for the account was Staley's Jim Myers. Jim was influential in persuading Popular Club to try different blends of IsoSweet.

Masson started to examine the new sweetener's possibilities by submitting samples of some of his concentrate to Staley. Initially, he submitted two flavors—orange and ginger ale—for the testing program. First samples were made on a 100 percent high fructose syrup usage level. These samples were followed up with others at 75 percent and 50 percent levels.

All samples were given shelf life tests up to 3 months. The control products were checked on a weekly basis for any change in taste, color or sedimentation.

"I really wasn't concerned about how high a percentage I could gain because I could foresee a savings at just about any level," says Masson.

He decided upon a 50 percent usage level for the high fructose syrup across his entire 15-flavor line.

Once convinced of the sweetener's performance, Masson called in Staley engineers to assist in installing equipment for the high fructose syrup.

A 6,000 gallon horizontal holding tank was installed to receive truck shipments from the Staley production site at Morrisville, Pa. The insulated and electrically heated, stainless steel unit stands seven feet tall and is 28 feet long. IsoSweet syrup in the tank is maintained at a temperature of 80 degrees Fahrenheit to

eliminate possible changes in color or crystallization.

Credit for the efficient storage facility goes to Charlie Walker of industrial's sales service engineers.

The new sweetener system has been in operation at Popular Club for nearly a year without difficulties, according to Masson, and the same can be said for the Popular Club line in its marketplace.

While Masson won't credit his company's continuing sales upswing to use of the new sweetener, he notes that "it certainly hasn't hindered us any. In at least one of our drinks, lemon-lime, I think we've actually improved the flavor."

Leading the sales growth for

Popular Club in recent months has been the firm's cola flavor, followed by birch beer and ginger ale.

The Popular Club line consists of 32-ounce returnables and 10, 16 and 28-ounce nonreturnables. The company's volume is approximately 500,000 cases per year.

Masson attributes much of the company's current sales position to the opening of a retail "pop shop" on the plant premises last year. Sales to the public from this pop shop are in case lots only; customers are almost totally oriented toward purchase of 32-ounce returnables. The "pop shop" success has prompted the company to open three other cash and carry outlets in the Baltimore area.



Salesman Jim Myers picks up a load of soft drinks at the Popular Club "pop shop." Jim was instrumental in the decision of the Baltimore bottler to use Staley's IsoSweet, thereby reducing costs by 15 percent.



It was a proud moment for Gary Spyrès and his wife, Linda, when the 300 graduates of Millikin University received their degrees this June. Gary and Linda examine the degree which was the culmination of 14 years of study at five different schools.

Determination plus 14 Years = Degree

When the nearly 300 graduates of Millikin University in Decatur received degrees at this year's commencement, one of the proudest families watching belonged to Staley employee Gary Spyrès.

Gary received his B.S. degree in chemistry culminating 14 years of study at five different schools. The last 13 years had been spent almost exclusively in night school.

Because of different requirements at each school, he had to take certain prescribed courses. As a result he actually had more credit hours than required for a degree, but all did not transfer from school to school.

Still, he never lost hope that he would receive his degree.

Gary, an analytical chemist in research and development, started his studies at Western Illinois University. After a year, he joined the job force and started his long climb to acquiring his degree.

Jobs he had prior to joining Staley in 1968 placed him in Peoria and the Bloomington area, so he also studied at Bradley and Illinois State University located in those towns respectively. During his

"free time," he was taking correspondence courses from the University of Illinois.

For the past five years, Gary has been enrolled as a student at Millikin. And each year, he has received reimbursement from Staley under the educational reimbursement plan.

"The plan was a great assist in allowing me to complete my degree work," Gary notes. "I was also fortunate in working with and for people who encouraged me to go ahead."

Gary has special praise for his wife, Linda.

"There were times I got discouraged," he admits. "But Linda was behind me all the way. She never complained about the time I had to spend in school, and if it hadn't been for her support, I might not have made it."

Gary says he encourages other employees to continue their education, if at all possible.

"I believe I appreciated my education more because I was older and more mature," he says. "Also, the things I was learning were closely related to my job experience. That made them much more meaningful."

On the Road With the Salesman--the Guy 'Out Front'

Industrial Sales Role Examined on 3-Day Trip

Editor's Note: The salesman has been set to song in The Music Man, examined under a microscope in Death of a Salesman, and acted as the star of a thousand and one jokes ("did ya hear the one about the salesman who...").

But what is a salesman? Is he really a modern gypsy who calls home any of the motels which pop up across the country? Or is it true that nothing happens until somebody sells something?

Staley News decided to find out. Not by reading about sales, or just by talking to a salesman. We went "on the road" with a salesman, talked with customers and watched him at work. Some of our conclusions might surprise you.

Your first impression of Bob Garretson is a memorable one. He's six feet seven inches tall, and he carries his 250 pounds as though he could still step in and play football for the University of Nebraska.

During the next two days, Staley News will be following Bob on his calls. He's been chosen as a "representative" industrial products salesman whose activities will help give other Staley people a better understanding of the Staley industrial salesman's role.

His area is a large one. It goes from Louisville to Indianapolis to Springfield to St. Louis. Bob lives in Indianapolis.

Bob formerly worked in personnel and safety at Staley before entering sales. He was attracted to sales work by its variety and its challenge, he says. But then, he adds another element--the chance to be of service.

He continues that the service aspect of the job is heightened by the products sold by industrial sales--all of which contribute to important aspects of American life ranging from the food industry to pharmaceuticals.

But Bob realizes that he doesn't work alone. He speaks often of quality. He knows that without the efforts of all Staley employees he cannot succeed on his job.

"Ours is a competitive industry. There's always someone

waiting to step in--more than waiting, they're always pitching, trying to take business away from you.

"If a customer gets a bad batch of corn syrup...if delivery is slow because of a mistake in processing the order...or if a starch doesn't meet a manufacturer's quality standards, we're in trouble. It takes a team effort with everyone working for the best quality possible to land and maintain a sales account."

The point is to be proven repeatedly in the next few days.

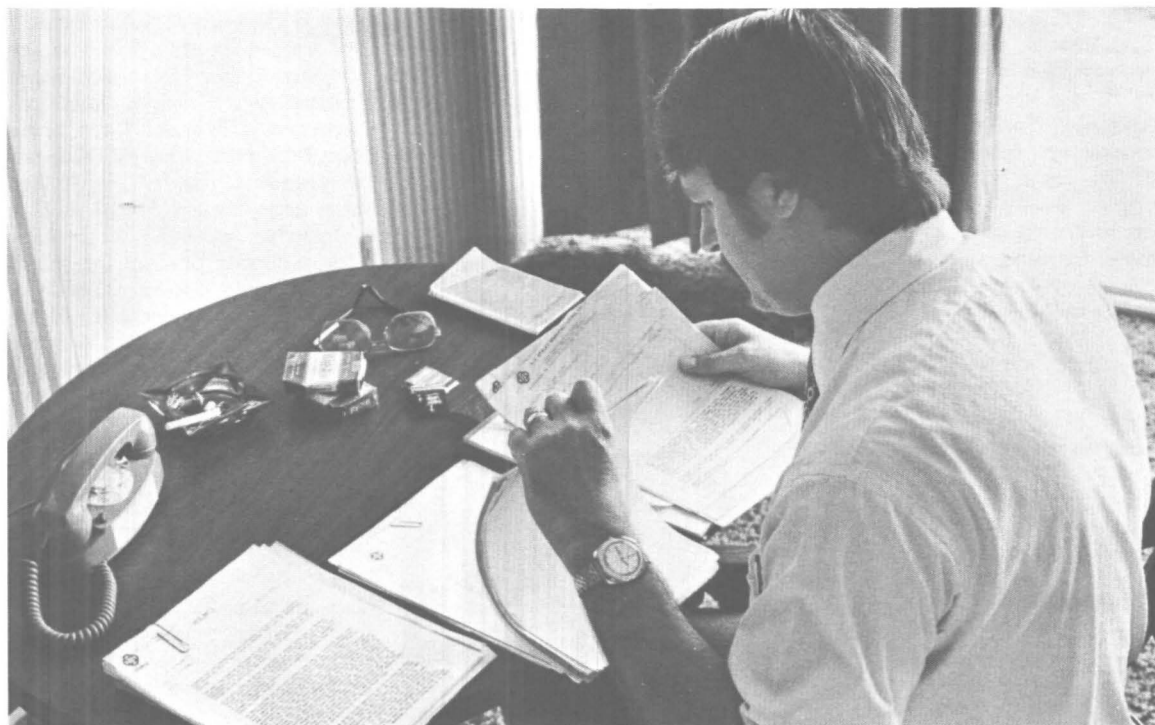
Tuesday, 1 p.m.--After meeting Bob in Evansville and eating a quick lunch, we call on a local dairy which is a long-standing corn syrup customer. Faced with increasing costs of sugar, they are interested in the use of IsoSweet on a blended basis for ice creams, chocolate milk and fruit flavored drinks. But this will require a capital expenditure for an extra holding tank--one of Bob's biggest jobs is to figure the "payback" period and show why the investment is sound.

Before going in to make the call, Bob has used his portable file--a large wooden box resembling a foot locker which sits at his side in the front seat of the car--to pull correspondence regarding the account. One fact is becoming evident--a salesman must know a customer's goals, production techniques and problems almost as well as the customer.

During the conversation with the purchasing agent, Bob again advances the idea of IsoSweet. The dairy is responsive, but there has been no approval for an expenditure.

However, there is an indication of interest in a "batch test," and further study of figures prepared by Bob on the payback. The meeting is over. In the car, Bob writes a summary reminding him to follow up on the potential IsoSweet customer.

Tuesday, 2:15 p.m.--We pull up at Mead Johnson Laboratories, also in Evansville. A maker of many well-recognized pharmaceutical products, Mead-Johnson is a long-time customer of many



The day's calls over, Bob Garretson must go over his notes and files before calling it quits. A bedside table in a motel room is adapted for a desk.

industrial items.

The purchasing agent--Jimmy Beasley--is a former All American football player. He is almost as big as Bob, and it is obvious that the two men respect each other.

Beasley is quick to call attention to a problem that has arisen since Bob's last call--a problem with a faulty gasket installed on drums at Staley. While Beasley is not sure if the problem is Staley's, he points out that quality control is especially important to Mead Johnson, which has a reputation as a "quality house." And this is possible only if suppliers attach the same importance toward quality.

Bob promises to look into the problem, and a new facet of the job becomes apparent--to the customer, the salesman is Staley. He is not a mere order taker. He is expected to be factual, forthright, knowledgeable and patient. And he's expected to put out fires ranging from quality control problems to transportation difficulties.

Tuesday, 3:45 p.m.--The rural countryside of southern Indiana is rolling and attractive--and, after a long drive, tiring. Our next stop is over country roads, past small farmhouses to the small town of Holland, home of the Holland Dairy. Holland Dairy is not currently buying from Staley, although an interest has been expressed in IsoSweet. The buyer indicates that it will be at least two or three weeks before a decision is made.

On the return trip, people can be seen leaving their jobs, returning home for the evening. But, for Bob, there's still work to be done that night.

Later that evening, he must sort through his notes of the day's activities and plan the next day's schedule.

Wednesday, 8:30 a.m.--Bob has already been on the phone making calls to Decatur. He also checks in at Indianapolis to see if there are any messages that need immediate attention.

One does. It is from a bakery in Columbus, Ind. The day is off to a good start, because, as it turns out, Bob lands an order for dextrose.

Bob first started calling on the account four years ago. It was not a Staley customer at that time. Then after 2 1/2 years of calls, he landed his first order--for pearl starch. Then six months ago, the bakery started using IsoSweet, and this latest order of liquid dextrose represents a tremendous breakthrough.

Wednesday, 10 a.m.--After a series of other calls, Bob introduces a new aspect of selling--"the cold call." In this case, Bob is calling on a dairy for the first time. His objective is to introduce a prospective client to Staley and

our products.

A shock occurs quickly. The purchasing agent does not know of Staley. Never heard of us, he says.

Bob doesn't waste any time. He identifies us as a leading corn and soybean processor. He says many of our products are used by the dairy industry.

The shortage of corn syrup plus the increasing cost of sugar is discussed. It is a problem the buyer is well aware of. This gives Bob his chance to discuss how IsoSweet might help the dairy improve its profit margin without a decrease in quality. Interest is indicated, so Bob leaves behind some informational material, with a promise to call back in two weeks.

Much of the rest of the day is to be spent "on the road." You find that an "occupational hazard" of the job is the monotony of cross country driving. Nearly 180 miles later, a quick stop is made in Terre Haute, Ind., to phone a customer, and we're back on the road again.

Wednesday, 3:30 p.m.--The Heath Candy Co. proudly bills its candy bar as "the finest in America." Located in the small eastern Illinois town of Robinson, Heath has grown to become the leading manufacturer of toffee-flavored bars in the world. They also now own and manufacture nougat bars under the Fenn Bros. label.

Quality is more than a word at Heath. It's a way of life, a practicing credo that is dedicated to excellence. This is evident in discussion with Robert Brigham, quality control manager.

He asks if we would like to tour the Fenn Bros. nougat bar facility, which uses large quantities of corn syrup each year. Again, at each step in the manufacturing process, the need for Staley to provide quality ingredients is reinforced--Heath is a company that will not settle for less.

It's a tour that is both informative and enjoyable. But there are still a full two hours of driving left today before an overnight stop in Danville, Ill. Before we check into the motel at 7:30 that evening, the urge to fall asleep while riding in the car has been overcome several times.

Thursday, 8:00 a.m.--Bob shows his usual enthusiasm, despite the long tiring drive of the previous day.

"After a long day on the road like yesterday, I'm tired," he admits. "I've been away from my family for a while, and there have been ups and downs with clients.

"But this job takes perseverance--a dedication to represent Staley as well as possible. Just as I need those men and women who

are working elsewhere in Staley, I have a responsibility to them. It takes all of us working together to make things mesh."

Thursday, 9:30 a.m.--After some phone calls, our first stop is at the Joan of Arc cannery in Hoopston, Ill. Joan of Arc is a long-time user of many Staley products, and we are its sole supplier of starches. Again, much of the conversation during the call centers on the need for quality, coupled with fast service, as the cannery enters its busy season.

Thursday, 12:30 p.m.--We meet J.L. Smith, purchasing agent for Glenbrook Laboratories in Monticello, Ill. After a quick lunch, the tight supply for corn syrup is discussed. Supply and quality are important to Glenbrook, a division of Sterling Drugs--they are a large user of Staley corn syrup in a cough medicine they produce.

Again, a tour of the facility is called for, and as you listen to the explanation of the firm's production activities, you wonder how Bob--and his fellow salesmen--can possibly sort out the variety of information. In the last two days, we have visited three dairies, a candy manufacturer, a cannery and two pharmaceutical firms while travelling hundreds of miles.

They are dissimilar in some respects--size, type of products, needs--but they share many similarities. They are quality-oriented; they demand quality products; to them, the salesman is the man expected to know the answers, to help solve the problems; and significantly, all being called upon by our competitors.

The Staley News portion of the trip is over. Bob will spend another day on the road calling upon customers in eastern Illinois.

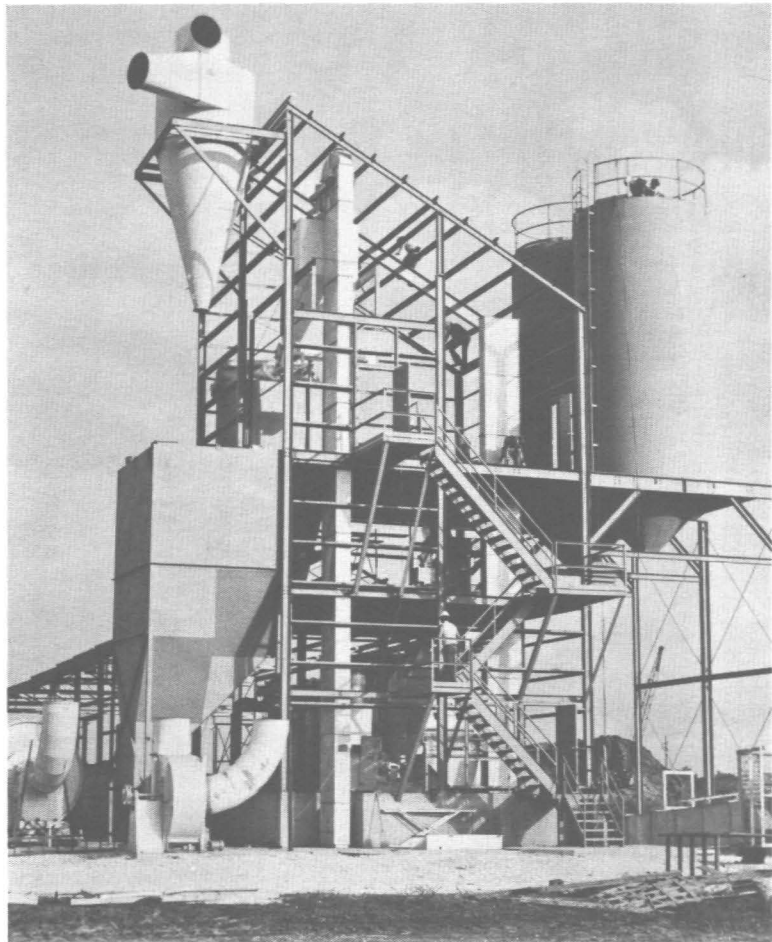
Some old myths about salesmen have been smashed. For example, more important than ability to engage in pleasing conversation is the ability to be relevant to the customer's needs--he's in business, too. It's a lonely job...filled with hours of monotonous driving, waiting in reception rooms, and evening meals in motel restaurants.

But all that's forgotten when that deal is closed...that sale made. And the sense of responsibility to represent Staley and its products seems especially significant.

Bob reminds you, though, that he's only the man "out front." "Everyone is a salesman for the company," he explains. "Their attitude toward the job directly affects me. Without a good product to sell, I'm nothing. But I know I represent a company which makes quality products, thanks to people at Staley locations everywhere doing their job. So we're all salesmen for Staley."



Customer contact and knowledge of products are especially important. After a tour of the Heath Candy Co. in Robinson, Ill., Bob and Heath Quality Control Manager Robert S. Brigham discuss Heath products--Walnut Crush and Cool Nougat--which use Staley corn syrup.



A new silhouette is appearing on the Louisiana countryside—it's the framework for Staley's Sweetone 100 plant. The plant was mentioned in Ecology Newsletter as an example of how technology can work to make better products as well as improve the environment.

Technology, Ecology Work in Sweetone Plant

Staley and its Sweetone 100 plant now under construction were mentioned in a recent issue of the Ecology Newsletter as an example of how industry can make efficient use of by-products that otherwise create environmental problems.

The Sweetone plant is expected to be completed later this year near Lockport, La. It will produce a molasses concentrate cattle feed. The publication notes that "In the Bayou Country of Southwest Louisiana, huge crops of sugar cane are grown and processed into sugar. Disposal of the cane pulp (bagasse) remaining after refining has always been a problem, usually solved by burning the dried bagasse under process boilers. But this created a particulate air pollution problem..."

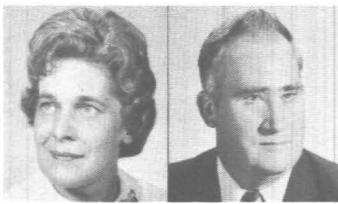
However, in the 1950's Valentine Pulp & Paper Div. of Litton Industries found that

bagasse could be used to produce a specialty paper that was superior to using wood pulp.

The discovery encouraged the sugar mill to burn gas, selling the bagasse as material for the specialty paper.

A problem remained, though—the cane pith from the fibers of the bagasse had to be disposed of. A solution was found when Staley recently discovered how to use the pith in an improved molasses concentrate for livestock feed, and began construction of a facility to be completed late this summer. The new feed has a higher sugar content and energy value than conventional feeds. Thus, the decision to build the facility, which will be located on a 15-acre site adjacent to the paper mill, implements technology not only to make a better product, but to solve an ecological problem.

June Anniversaries



Jane Ernst Chester Boggs



John Burcham Robert Guynn



Clifford Newlin George Spates

30 years

JANE ERNST, secretary to plant superintendent, industrial products.

25 years

CHESTER BOGGS, senior painter and roofer, 77 bldg.

JOHN BURCHAM, weighmaster, 28 bldg.

ROBERT FOURNIER, foreman, receiving and shipping, Asmus.

ROBERT GUYNN, manager, corporate records, corporate information systems.

CLIFFORD NEWLIN, reel tender, 20 bldg.

CARL SIMROTH, shift foreman, extraction and processing, agri-products.

GEORGE SPATES, shift foreman, boiler room, industrial products.

20 years

ARNOLD BORK, senior analyst, 60 bldg.

FLOYD BRANDON, senior mechanic, millwright shop.

CARROLL COLTER, manager, corporate computer center, corporate information systems.

ALVA CONAWAY, trailer operator, 77 bldg.

ALPHONDUS DOBBINS, assistant cooler operator, 17 bldg.

THOMAS GARREN, manager, technical services, industrial products.

JOSEPH GENTRY, senior analyst, 60 bldg.

JACKSON GULLEDGE, roller mill operator, 101 bldg.

LEONARD KNOX, shift foreman, dextrose, industrial products.

CLYDE LARGENT, development engineer helper, 59 bldg.

ROBERT PENCE, sales development manager, consumer products.

ROBERT SOWERS, mechanic, pipe shop.

FLOYD TURNER, truck operator, 34 bldg.

15 years

ANNABELLE BENSON, chief steno, industrial products.

WILLIAM KIMBERLY, senior development engineer, research and development.

HAROLD MARCH, project engineer, corporate engineering.

DORIS MORGANTHALER, secretary to vice president, controller, corporate control.

JOHN RASCHE, senior development engineer, research and development.

NOBLE TARTER, methods analyst, corporate engineering.

10 years

ROBERT CHILTON, sales representative, spices, consumer products.

JOE GRINESTAFF, production department relief foreman, industrial products.

DENNIS HONNOLD, food technologist, research and development.

JACK MCGOWAN, product manager, food starches, industrial products.

ROBERT MINNER, helper, 29 bldg.

GERALD MITCHENER, helper, 2 bldg.

ROBERT SULLENBERGER, product manager, food protein, industrial products.

MICHAEL WALSH, P.S. mixer operator, 20 bldg.

5 years

MARION BAILEY, pump and tank operator, 5 & 10 bldg.

NICKY BARRETT, cleaner, 75 bldg.

JIM BENNETT, training assistant, industrial relations.

ROY ENLOE, photographic assistant, public relations.

JAMES GILES, area maintenance engineer, industrial products.

WILLIAM HENSON, JR., laborer, 118 bldg.

ROGER HOOP, associate development engineer, research and development.

ROGER MARTIN, utility laborer, 9 bldg.

RAY MEISENHELTER III, plant messenger, corporate information systems.

MICHAEL NOLAND, management accountant, industrial products.

PATRICIA RENFRO, flexowriter operator, corporate information systems.

JAMES RICE, process support man, 5 & 10 bldg.

WAYNE SCHMAHL, utility leadman, 44 bldg.

GARY WEHKING, cleaner, 101 bldg.

WILSON WHITE, JR., bag dumper and cleaner, 118 bldg.

NORMAN WISE, operator A, Vico.

STANLEY WOODBY, area control chemist, starch resins, corporate engineering.

RON ZAUNER, design engineer, corporate engineering.



Joseph Grossman Everett Tetley

On The Move

AGRIPRODUCTS
DELORES MORRISON from communications and order clerk to keypunch operator and clerk.

CORPORATE
PAMELA DOWNEY from messenger office to cashier clerk, financial.

JOSEPH GROSSMAN from buyer, equipment and maintenance to senior buyer, equipment and maintenance, purchasing.

INDUSTRIAL PRODUCTS
MARLENE HICKS from senior clerk to chief clerk.

EVERETT TETLEY from technical supervisor, dry starch to foreman, finish area.

Brooks Outlines Consumer Products Goals

(Continued from P. 1)

News: Have the markets which Staley is already established in enjoyed such growth?

Brooks: Consider fabric softeners. Today they represent a market of \$175 million annually and are growing at 22 percent a year. We're planning—with our experience and already established position in this market—on being a vital part of the future growth in this market.

News: But the potential of such lucrative returns must surely entice many other companies to bring out a host of new products.

Brooks: New products are appearing with almost monotonous regularity. In 1971, more than 1,154 new consumer items were recorded. That means that it is not easy to get to those "rewards" I've been talking about. And it's not inexpensive. Of all the thousands of new items introduced, a new scientific discovery is seldom involved. However, it still requires a new marketing, sales and advertising program. But hopefully it will produce a new source of profit in the future.

News: Why did you say that new product introduction was essential to our future in consumer pro-

ducts?

Brooks: You have to understand what our competition is doing. Recently, a national research company conducted a survey on new product activities of industries such as ours. The average sales of companies responding was almost six times greater than our consumer products volume. The average number of new products test marketed by the reporting companies was more than seven. Of those seven per company, approximately four were successful enough in their test marketing to make it to national distribution. That was 1972. This year, the report shows an average of eight new products being introduced by each company. Obviously, our competition isn't a pushover, and we're going to have to work hard to keep up—and harder to get ahead.

News: Where do new product ideas come from?

Brooks: Slightly more than half the products come about from an improvement or extension of a line already sold by the company. Another one-fourth come from improvements or imitations of a product sold by some other company. And only 20 percent

come from an entirely new concept with no direct competition.

Internally, most credit goes to a company's marketing development. They are followed by research and development, top management, sales, market research, ad agencies, manufacturing personnel and lastly, inventors.

News: How many ideas get out of



"...we fully expect to attain our goals."

test markets and into national distribution? And how many of those become successes?

Brooks: After two months in test marketing, a company's chances of predicting success are one of seven. After four months, the odds are one out of three, and by 10 months, the chances are you'll be right five out of six times.

News: Which all goes to show the value of extensive test marketing. How long will it take for a product to return the investment required in developing and introducing it?

Brooks: The average is 3.7 years—it seems like a long time, but it can be worth it. Unfortunately, the batting average for success is pretty low. However, there is almost as much of a gamble from "standing pat" with established products...the competition is always breathing down our neck on both old and new products.

News: How do you determine what product areas Staley will expand into?

Brooks: We are interested in product categories that are growing at least 8 percent a year and/or whose size is at least \$50 million annually. Also, we must consider consumer attitudes towards the market category, current brands,

and the probability of success. Then we seek market areas that promise a good return on investment. The product must be compatible with the company and our corporate strategy (that is, it fits in Staley's overall growth plans). Essentially, our interest lies in household and shelf-stable food products that can be distributed through supermarkets, as well as drug and mass merchandisers.

News: Is that the complete process?

Brooks: It is the basic one. But even after these considerations there are at least 25 other important steps that are taken to get a product ready for test market.

News: Time, expense, some successes, some failures—it all adds up to quite a story for consumer products.

Brooks: That's right. We in consumer have a saying, "Make no small plans." I think you'll agree that we're living up to our motto. That's why we're confident about the future of consumer products. With the support of our employees and Staley's background as a manufacturer of quality products, we fully expect to attain our goals.

Safety 'Off the Job' Proves Worthwhile

Be prepared! It's a motto familiar to many who recognize it as the Boy Scout slogan. But to many other people it's something more—it's way of life that enables them to meet any situation that might arise.

Perhaps that was in the back of Carl Gaitros' mind when he took advantage of safety's sale of fire extinguishers at a discount price to employees.

Gaitros lives south of Decatur, near recently completed 13,000 acre Lake Shelbyville, and like many people in the area, he has become a camping enthusiast. Gaitros, a senior mechanic in 77 building at Decatur, placed the extinguisher in his camper.

One weekend he was camping near the lake, in an area with other camper trailers. During the evening, he and the other campers became aware of a disturbance in a nearby trailer.

The camper who owned the trailer rushed out and said that his closet was on fire. He had no means to put it out. Reacting quickly, Carl gave the man his fire extinguisher and the blaze was easily subdued.

The next day—when things were calmer—Carl had a chance to assess the situation more fully. First, there had been only minor damage to the other camper's \$3,000 trailer. And the possibility of a fire spreading to other trailers had been averted. Finally, Carl's quick action had avoided any damage to people in the area. A \$7.50 investment for the fire extinguisher had proven invaluable.

Safety Director Tom Ellison says other employees might benefit from Carl's example and take advantage of such special safety offers as the fire extinguisher sale. Such equipment is available at most Staley locations. If sufficient interest is shown, arrangements can be made for such sales at other locations.

Carl is even more keenly aware of the importance of such safeguards today and says he has bought another extinguisher to replace the one used in the trailer fire. And someone else has learned to "be prepared" also—the camper who owned the trailer which caught on fire has since purchased his own extinguisher.

Brooks Elected VP; Reelect Other Officers

R. W. (Bill) Brooks has been elected a vice president by the Staley board of directors.

Brooks joined Staley in 1972 as director of marketing, consumer products. He was promoted to general manager of the company's consumer products group later the same year.

Brooks, a native of W. Va., was graduated from Marshall University in Huntington, W. Va., with a degree in business administration.

He and his wife, Adelaide, live in suburban Chicago.

Other officers of the company were all re-elected. They are:

- A. E. Staley, Jr., chairman
- D. E. Nordlund, president
- L. E. Doxsie, executive vice president
- J. W. Moore, vice president, agriproducts group
- F. H. Wagner, vice president, consumer products group
- R. L. Schuerman, vice president, international
- G. L. Bieger, vice president and controller
- T. V. Fischer, vice president, industrial products group
- N. Kessler, vice president, technical
- J. H. Beaumont, vice president, industrial sales
- R. M. Powers, vice president, research
- H. M. Staley, treasurer and assistant secretary
- E. R. Stanhope, secretary and general counsel
- R. L. Schwanke, assistant controller
- R. G. Tucker, assistant treasurer
- G. F. Cottle, assistant secretary
- J. T. Holmes, assistant secretary
- D. J. Hopkins, assistant secretary
- D. F. Rentshler, assistant secretary

Safety Shoes Avoid Injury

One of the most frequent—and unnecessary—sources of summer-time accidents is the ordinary power mower.

Each year, accidents occur ranging from eye damage caused by flying stones to severe leg or arm damage caused by moving blades. But Ezell White, senior analyst in 60 building at Decatur, is a walking demonstration of how safety equipment can be important—not only on the job, but at home.

Ezell was mowing his yard recently. He slipped and his foot went under the mower, which was still turned on. But because he was wearing safety shoes purchased at Staley, the only damage was to his shoe—his foot escaped injury.

The leather on the top toe of the shoe was peeled back, clearly showing the hard steel plate underneath. The plate, lightly scratched, was all that stood between Ezell and harmful injury—possibly the total loss of several toes.

Safety Director Tom Ellison said that Ezell's experience is another example of why employees are urged to take advantage of the special offers on safety equipment. Arrangements for such purchases vary from location to location, so employees should check with their plant personnel office.

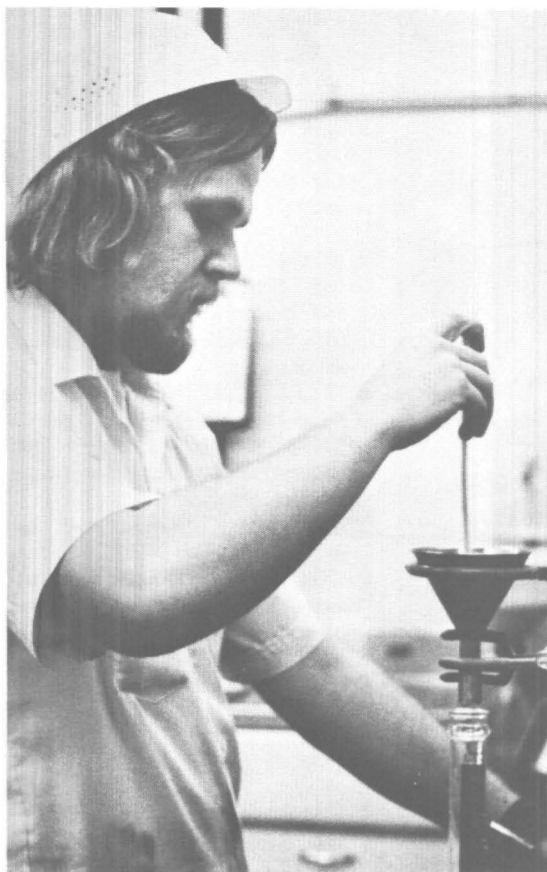
Such offers are available to all employees—factory and office, male and female. The specials do not apply to shoes purchased by employees for members of their family.

"It's our goal to enable as many of our employees as possible to wear these shoes," Ellison explains. "They come in many styles and can be used on and off the job. Most importantly, they can prevent serious injury."

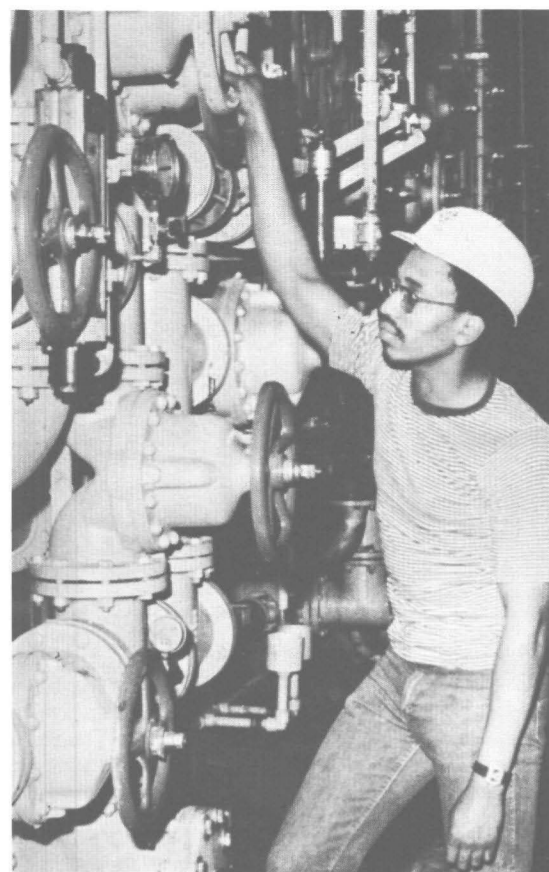
That's a point with which Ezell White will certainly agree.

People Make A Company

Morrisville Employees Produce Starch, Syrup Products in Staley Tradition of Quality



Richard Neill, process operator, monitors a starch reaction in the starch reaction lab.



Lutzer Wiltz, process operator, maintains levels in the ion exchange process. The level is important to quality control in the syrup refinery.



Bob Bushnell, right, and Frank Matthews, check the refinery control panel board in the syrup refinery control room. Bushnell is a process operator and Matthews is a lead operator. The panel controls the syrup flow rates and all areas of the refinery, including the reactors and ion exchange area.

Holmes Heads Staley Law

Jay T. Holmes has been named director of the Staley law division.

In this position, he assumes full responsibility for all the company's legal activities (except those pertaining to patent and food law).

Holmes had served as assistant legal counsel since joining Staley in 1971, and was named an assistant secretary of the company last year.

He previously had been associated for four years in the legal department of Cargill, Inc., Minneapolis.

Holmes was graduated from the University of Wisconsin Law School with a J.D. degree and by the University of Alaska with a B.A. degree in history.

He will continue to be located at the company's corporate headquarters in Decatur, Ill.

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