

Employee role cited in growth

President Donald E. Nordlund cited the energy, initiative and talent of Staley employees as a key factor in projected steady growth, increased profitability and solidarity for the company at the annual shareholders meeting held in Decatur, May 13.

Mr. Nordlund noted that "market opportunities in sweeteners and protein may be without precedent, as we are striking out aggressively to capitalize on these opportunities."

He also projected record sales and steady earnings growth during fiscal 1974 sparked by continued high demand for sweeteners and starches.

Mr. Nordlund told stockholders that the demand for Staley sweeteners was such that corn refining operations in both Decatur and Morrisville, Pa., were running at capacity with numerous products on allocation to customers.

He also pointed to favorable domestic and international markets for soy proteins and vegetable oils. He added that processing margins for the products were generally good although some deterioration was anticipated in the second half of the fiscal year.

Mr. Nordlund reported that major expansions of the company's corn sweetener production capabilities at Decatur and Morrisville were proceeding on schedule as was a modernization of its Decatur soybean processing complex (see related story on page 1).

"To summarize," the Staley chief executive said, "business is good and the outlook is bright."

In other annual meeting action, all present company directors were reelected. They are:

- A. E. Staley, Jr., chairman
- D. E. Nordlund, president
- G. L. Bieger, vice president
- P. Callebaut, chairman
Glucoseries Reunies, S.A.,
Aalst, Belgium
- L. E. Doxsie, executive vice president, retired, A. E. Staley Mfg. Co., Decatur, Ill.
- T. V. Fischer, vice president
- J. W. Joanis, chairman
Sentry Insurance, Stevens Point, Wisc.
- N. Kessler, vice president
- W. E. McGuirk, Jr., chairman
Mercantile-Safe Deposit & Trust Co., Baltimore, Md.
- H. H. Pevler, chairman, retired, Norfolk & Western Railway Co., Roanoke, Va.
- E. K. Scheiter, past president
A. E. Staley Mfg. Co., Decatur, Ill.
- R. K. Schell, banker, New York, N.Y.
- H. M. Staley, vice president and treasurer
- F. H. Wagner, vice president

Brooks group VP for consumer

R. William Brooks has been named group vice president, consumer products.

He succeeds Frank H. Wagner, vice president and a Staley director, who asked to be relieved of direct operational responsibility in favor of devoting full time to consumer product development.

Mr. Wagner had directed the consumer products organization since 1968, shortly after Staley's acquisition of Wagner Industries of which he was president.

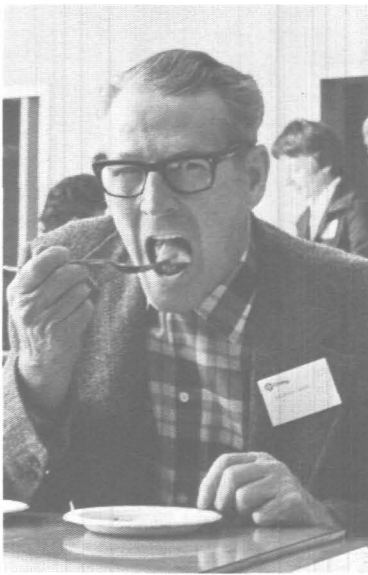
He will continue to serve as a Staley director and will report directly to President Donald E. Nordlund in his new position.

Mr. Brooks had served under Wagner as vice president, consumer products, since June 1973. He joined Staley in 1972 as director of marketing, consumer products, and subsequently moved to general manager of consumer.


Prior to joining Staley, he had been associated with leading food and grocery companies.

In announcing the moves at the May board of directors meeting, Mr. Nordlund said the company was pleased that Mr. Wagner will be focusing exclusively in the area where he has demonstrated noteworthy prowess, and that a manager of Mr. Brooks' experience succeeds him in this key operational position.

Wagner and Brooks will continue to be located at Staley consumer products group headquarters in Oak Brook, Ill.



Staley people and products had the spotlight at annual meeting activities. Top left, visiting shareholders receive a sample of barbecued beef made with Burger Bonus. Top right, Maurice Smith, a Staley retiree and shareholder, savors the zingy taste of the dish. Bottom, President Donald E. Nordlund, right, greets shareholders.



STALEY NEWS

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MAY, 1974

Extraction plant startup in May historic event

A milestone in Staley's rich association with the soybean was achieved in May with the startup of a new extraction tower at Decatur.

The new tower—housed in a three-story structure designated 100 building—has the largest extraction capacity of any ever constructed. It is the first phase in strengthening the company's position in the growing markets for soy products.

To supply the new tower, soybean preparation—heating, the hulling and flaking of the beans—will continue to take place in 101 and 107 buildings. (These building numbers designations sometimes confuse Staley newcomers since 101 and 107 are actually under the same roof but the dual nomenclature exist because 107 was constructed as an addition to the original 101 building.)

The flakes will be conveyed to 100 building and its tower for extraction of oil through a hexane process. The oil will then go to 29 building for refining and the soy flakes will be toasted and ground for meal.

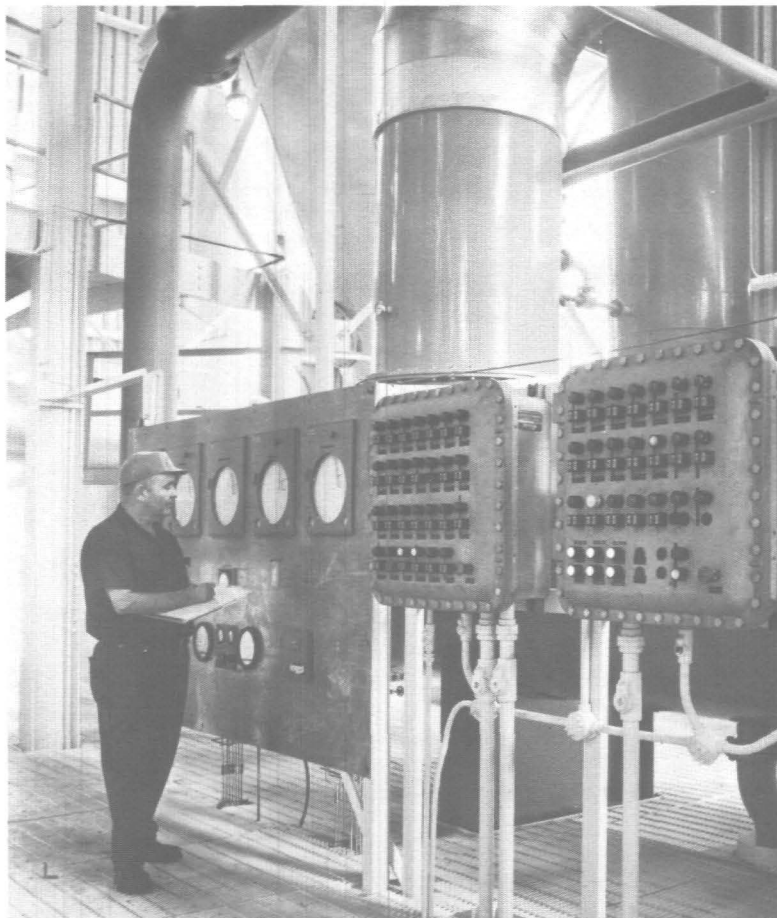
Previously, for extraction, the bean flakes prepared in 101 and 107 building were sent to 102 and 108 buildings, each of which had two extraction towers. Now, only one of the towers in 102 building will be used for extraction and the 108 building towers will be shut down for modernization.

Extracted soy flakes will continue to be sent to 48 and 49 buildings to be made into soy flour and Mira-Tex and Nutra-Mate textured soy proteins.

Feeder Unit

After modernization, 108 building will be utilized as a "feeder" unit for production of food-grade soy products such as soy protein concentrate, soy flour and textured soy protein. These products will be produced in a new multi-million dollar soy protein processing complex to be constructed in the proximity of 100 building.

The increase in Decatur soybean processing capacity made possible by 100 building will make its biggest contribution following completion of the food- (Continued on page 2)



Henry Utterback, tower operator, checks the control panel of the new 100 building. The panel allows the extraction tower operator to monitor the entire extraction process and plant operation from a single source.

In the News...



Employee benefits work for you . . . P. 3



Quality not an idle wish at Wish-Bone . . . P. 2



High fashion at Decatur . . . P. 4

The oil's the thing in dressing

"Oil is to salad dressing what physical conditioning is to an athlete—essential. Oil provides essential mouth feel and essence which makes a salad dressing distinguishable."

The speaker is Gerald Anthes, assistant director of technical research who supervises the development of Wish-Bone Dressing. He is describing the attitude of Wish-Bone Dressing personnel towards the oil they use in their 18 types of dressing. Lest anyone doubt his words, he points out that salad dressings average close to 40 percent oil content.

Staley is a major supplier of soy oil to Thomas Lipton for Wish-Bone. The relationship dates back to 1958, an endorsement of Staley because of the stringent quality demands of Thomas J. Lipton, Inc.

"We emphasize quality," Anthes continues. "Stringent tests for purity, color and effect upon the taste of the dressing are run on each tank of soy oil delivered."

"That Staley has been a Wish-Bone supplier for more than 15 years speaks well of its ability to deliver a quality product."

The oil originates at the extraction plant in Decatur and is refined in 29 building. Soy has not always been the primary oil ingre-

redient used by Wish-Bone. The company has developed an oil interchangeability program over the years which allows it to use different types of oil—corn, cottonseed and several others—without altering the formula of the dressing.

Soy Improvement

Additionally, soy oil has been forced into improving its flavor properties over the past few years.

"At one time, soy oil was rapped—and I believe rightfully so—for creating an off-flavor in dressing," explains Anthes. "However, companies such as Staley have intensified their research into improving the properties of soy oil and overcame this problem. And soy has an advantage of greater availability."

What about recent price increases for all soy-derived products? Will it alter Wish-Bone's use of soy oil?

"It's true that some of the price advantage has been wiped out by huge increases in the past year," Anthes notes. "But as long as the quality and supply are constant, price alone will not be the determining factor in soy oil use."

Anthes explains that in conjunction with its oil interchangeability studies, Lipton has also con-

ducted supplier studies based on quality, deliveries and reputation. Staley scored well in all areas as a supplier of soy oil.

National Distribution

The salad dressing market is populated with several smaller regional brands, so the rise of Wish-Bone to national prominence is noteworthy. It is one of only four brands with truly national distribution throughout the United States.

The majority of Wish-Bone dressing is produced today in Independence, Mo., near the Kansas City birthplace of the popular dressing. Company legend says the original Wish-Bone Italian dressing was first prepared by a Kansas City restauranter.

His patrons began requesting quantities of the dressing to take home, leading the restaurant operator to suspect that the general public would provide an equally anxious audience.

In this manner, Wish-Bone Dressing was born. It is a founding similar to many salad dressing companies.

In 1958, the company was purchased by Lipton. The acquisition coincided with already-laid plans of Wish-Bone to "go national." With the reputation and marketing skills of the Lipton Company—long a leader in the food industry—to back it, Wish-Bone rapidly gained widespread acceptance.

New brands are constantly being developed and offered to the public by Wish-Bone but Italian is its top seller and the leading Italian on the market. (Each company has a specialty which is preferred by consumers.)

But whether it be Italian, Russian, French or any of the current or yet-to-be developed types, the key to taste and acceptance will continue to be the oil—and if Staley maintains its reputation for quality at Wish-Bone, the Lipton brand will remain a consumer favorite.



STALEY NEWS

The Staley News is published monthly for Staley employees by Corporate Public Relations, Decatur.

Manager, Employee Communications. . . . Dan Hines
Manager, Visual Communications. . . . Lee Jeske
Assist. Photographer. . . Roy Enloe



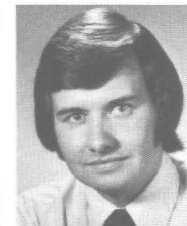
Crow



Harroun



Anderson



Gallagher



Landwehr



Quintenz



Wolken



Woodington

On The Move

WAYNE CROW from area manager to senior area manager, agriproducts sales.

JOHN HARROUN from industrial sales representative to district manager, protein division, agriproducts.

CORPORATE

NORMAN ANDERSON from engineer design draftsman to supervisor of drafting, corporate engineering.

JERRY GALLAGHER from quality control technician to quality assurance chemist.

LARRY LANDWEHR from forecaster to programmer, corporate information systems.

WANDA ROBERTS from grain ledger clerk to properties clerk.

INDUSTRIAL

PAUL JELKS from hourly roll to assistant foreman, machine shop.

KATHY SMITH from casual roll to car detention clerk.



Luallen

STEVEN MARTIN from quality control technician to plant chemist, Houlton.

FREDRICK QUINTENZ from foreman, satellite III to construction supervisor, dextrose.

STUART WOLKEN from relief night superintendent to night superintendent 35 building.

CHERYL SARVER from messenger, office, to refinery maintenance clerk.

ALBERT WOODINGTON, JR. from senior industrial sales representative to territory manager, sweeteners.

RESEARCH & DEVELOPMENT

THOMAS LUALLEN from associate food technologist to food technologist, corporate research.



Soy oil from Staley is used extensively by Wish-Bone Dressing. The product of Lipton currently features 18 types of salad dressings, including the popular and top-selling Italian.

Preserves made without sugar prove corn is just as sweet

Sweet is sweet is sweet—even if it's corn sweeteners and not sugar doing the job.

That point was dramatized at the Staley exhibit at the Institute of Food Technologists convention in May in New Orleans.

A specially prepared strawberry preserve sweetened with IsoSweet and Neto 7350—but no sugar—was offered to exhibit visitors. The enthusiastic reception proved that it was possible to make a pure, good-tasting preserve without sugar.

The use of corn sweeteners in preserves is currently limited by the FDA, although preservers have petitioned the government agency to allow greater amounts of corn sweeteners.

Seeing an opportunity to support the validity of the petition, Staley personnel including Bob Smith, marketing manager, sweeteners, industrial products, Wayne

Renshaw, technical services, and Carl Moore, senior food technologist, research, developed the promotional concept and formula for the sugar-free preserves.

Smuckers, an internationally famous manufacturer of quality preserves, cooperated and the result was the treat offered in New Orleans.

The lower price of the corn-based sweeteners with no loss of sweetness offers opportunities for such ingredients in the future, notes Smith.

"Staley has shown that the intensive sweetening of IsoSweet when used in combination with other Staley ingredients can make a preserve that is tasty and pure," he concludes. "Our efforts place us in a unique position with the industry should the government approve the request of the preservers."

Extraction plant startup continues historic leadership

(Continued from page 1)
grade soy processing complex. The new tower also has greater efficiency in extraction of oil from the flakes.

Dean Burdick, manager, agri-production, says the move signals "one of the most significant events in Staley soybean history."

Such a characterization underlining the importance of the construction is best placed in perspective when one recalls that Staley was instrumental in the birth of the soybean processing industry in this country.

In September 1922, operations of the first commercial soy crushing plant began at Staley's in Decatur. That first expeller had a capacity of only 500 bushels daily. Today, Staley's capacity is many times greater than that figure.

The first sales of Staley soy feed—amounting to only a few

tons—were all to Illinois grain dealers in October 1922.

In 1925, semi-refined oil was introduced followed by soy flour in 1926; refined oil in 1928; soy sauce in 1933; soy grits in 1935; a new oil refinery in 1937; construction of a new solvent extraction plant in 1945; soy lecithin in 1947; a major expansion of the extraction plant in 1950; whipping proteins in 1969 and textured soy protein in 1970.

Sky-Rocketing Demand

However, the most exciting part of the soybean saga has occurred in recent years as world demand has sky-rocketed for protein in livestock and poultry feeds as well as for direct human consumption of several soy-based proteins, including textured soy protein.

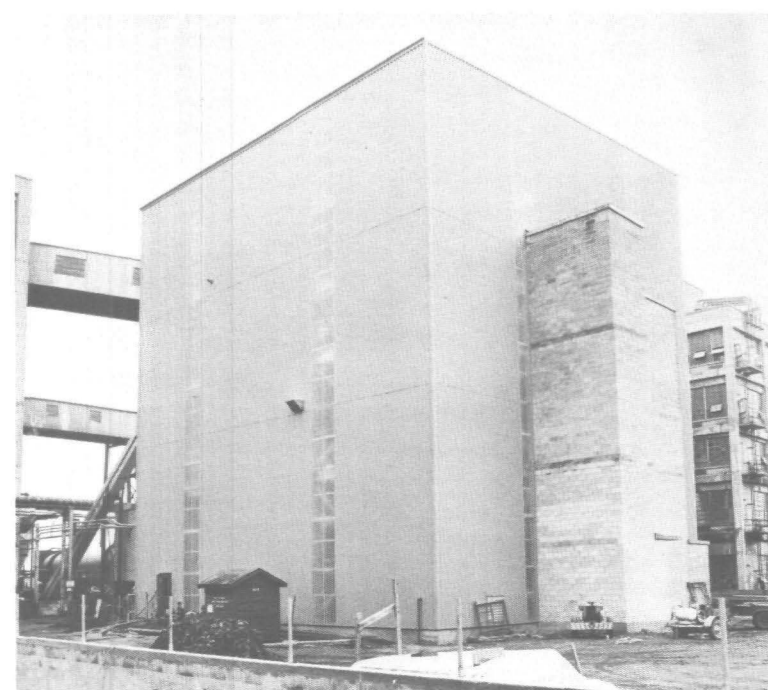
At the same time, improvement in soy oil (see Wish-Bone Dressing story, page 2) have in-

creased demand from an already well-established base for uses in shortening, cooking and salad oils, margarine, pharmaceuticals, antibiotics, and various industrial products.

In a speech earlier this year to the Staley Technical Society, J. W. Moore, group vice president, agriproducts, noted that "a well documented demand for specialty proteins will be in an upward trend for years to come."

Mr. Moore also observed the company has an established base in edible and industrial proteins, and that we possess a research and marketing ability that will enable us to keep abreast, if not ahead, of competitors.

It makes a story that could make the second half-century of Staley's soybean history even more exciting and memorable than the first 50 years.



The new 100 building at Decatur is the first phase in soy expansion.

Anniversaries

Benefits help Chuck through surgery



Clifton Scherer DeJanes R. Clark, Sr.



Hague Mitchell Baum

45 YEARS
RALPH CLIFTON, assistant foreman, electric shop
HENRY SCHERER, senior methods analyst

40 YEARS
PAUL BAUM, lubrication serviceman, L & O
LYNDEN ETCHESON, senior mechanic, small machine shop

35 YEARS
STANLEY DE JANES, midwest district manager, refined oil sales, agriproducts
ROBERT R. CLARK, SR., assistant foreman, millwright shop

30 YEARS
ANNE HAGUE, chief clerk, industrial products, control
ERNEST GERK, yardman & track inspector, 31 building
RUDOLPH SOWA, weighmaster, 28 building

25 YEARS
LEWIS MITCHELL, pack & load leadman, 20 building

20 YEARS
JANE RUDA, manual package load operator, Asmus, Detroit

15 YEARS
RICHARD SMITH, manager Vico products, agriproducts
EDWARD HUGHES, pilot plant supervisor, 59 building
DONALD THOMPSON, project engineer supervisor, corporate engineering
BRYON BOMBALL, shift foreman, oil refinery, agriproducts

10 YEARS
HELEN McROBERTS, cost control clerk, corporate engineering
WES PIETSCH, project leader systems, corporate information systems
CARL CARPENTER, maintenance A-2, Houlton
CLOVIS BLANC, accounting manager, Stapol S.A. Fribourg, Switzerland office
MIGUAL MARTINEZ, mechanic (A), consumer products, Cicero

5 YEARS
MARGE BEDNARZ, inventory planner, consumer products, Oak Brook
GAIL ERMILIA, chief clerk, Chicago Commodity Futures, agriproducts

HARRY KIEFER, supervisor accounting service, Staley Chemical, Kearny
WARREN CRAVER, technician, Staley Chemical, Kearny

JUNE THOMAS, keyed data equipment operator, corporate information systems
DAVID SATTERFIELD, director, public relations, corporate
RICHARD KNITTLE, pump & tank operator, 10 building

RICHARD BRUMMETT, lead loader, 101 building
ROBERT GULLEY, packer, 1st floor, 101 building

THOMAS TOMLINSON, 19 building operator, 6 building

HENRY SWEET, floor gang, 20 building
MICHAEL KITCHENS, utility leadman, 44 building

RAYMOND WALTERS, service labor, 44 building

LARRY BAGLEY, utility labor, 48 building
LEONARD HIPSHER, car cooper, 101 building

ROBERT HUTCHINGS, office janitor, 62 building
ROBERT LYNCH, helper, 29 building

JOHN BLACKWELL, building cleaner, 28 building
THOMAS GILLUM, building cleaner, 28 building

DAVID ZICKERMAN, building cleaner, 28 building
ROBERT BAGGETT, utility loadman, 75 building

DAVID WELCH, loader, 34 building
WILLIAM BARNETT, flash dryer assistant operator, 9 building

STEVEN SMITH, pump & tank operator, 10 building
LEONARD WILLIAMS, feed press puller, 9 building

RUSSELL YOUNG, JR., loader, 48 building

"It felt like someone was pushing in on my chest. The pain got worse and worse."

That's Chuck Lavery's first memory of his heart attack and resulting convalescence which were to illustrate to him the value of his medical coverage plans in the Staley Employees Benefit Association.

Like many employees, Chuck, a 40-year Staley veteran, had used his benefits several times, but never for anything so serious—and expensive—as the open heart surgery he was to undergo following his attack.

"I had just gone into the millwright shop where I was working," he says as he recalls the events of Nov. 16, 1973. "There was a slight pain in my chest and I thought it was just something I had eaten."

"So I sat down to rest a moment, but the pain got worse. Finally, I had to go to first aid."

There, the nurses placed Chuck in bed, took his temperature and checked his blood pressure. An ambulance was called and Chuck was rushed to the hospital where he was to stay for the next three weeks, including eight consecutive days in intensive care.

Surgery Required

"My family doctor suggested I go to St. Luke's medical center in Milwaukee for tests. There they found three arteries in my heart were blocked. Surgery was the only answer."

Chuck admits he was concerned about the heavy medical costs he was incurring.

"All of these things were expensive," he explains. "I knew it was going to cost a lot of money."

However, he checked his coverage with the benefits association and discovered that the major share of the expenses would be paid.

"The people who administer the benefits were helpful and friendly," he says. "They did a lot of work in handling my case."

On Feb. 25 of this year, Chuck underwent open heart surgery to repair the blocked arteries. And on March 11, he was examined by doctors at St. Luke's and released to the care of his own doctor.

Plan Offers Security

He still doesn't know when he will return to work, but Chuck is certain of one thing . . . he has a good plan working for him, including medical coverage and health and accident benefits. To date the company has paid more than \$13,000 in health and accident benefits and medical and hospital bills.

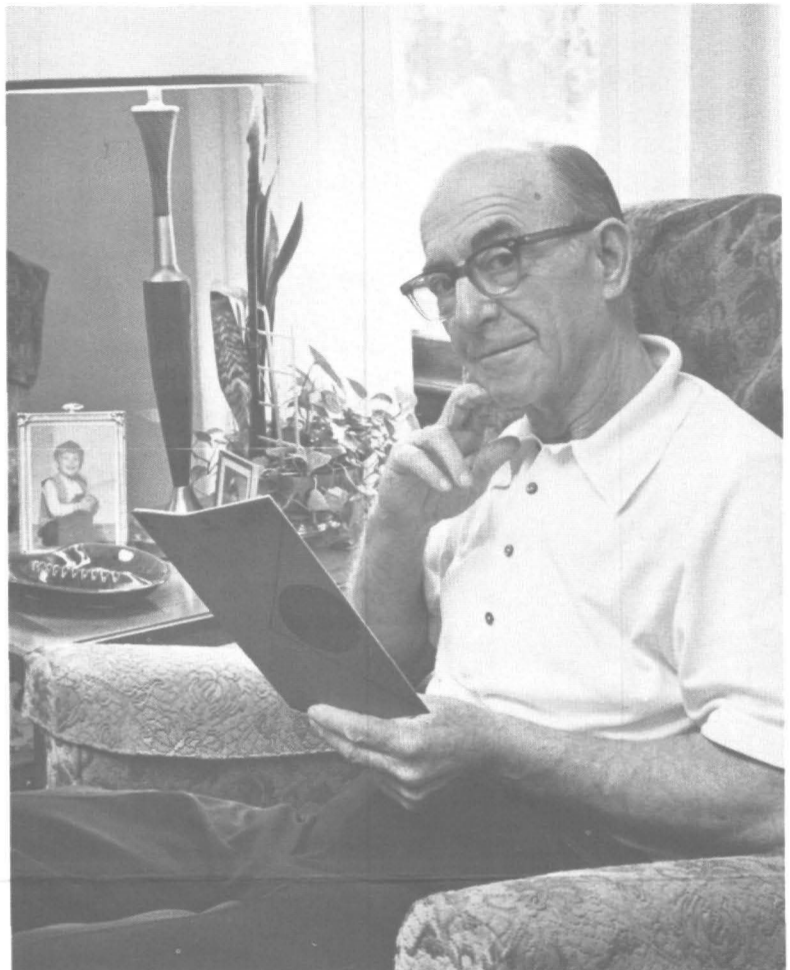
"I don't know what a private plan with that type of coverage would cost," he muses. "It might

not even be possible to include all the features Staley employees have in a private insurance company's coverage.

"But I know that the coverage I have as a Staley employee has proven invaluable to me and my wife."

Appropriately, Chuck is a past president of the old Staley Fellowship Club, which in cooperation with the company was the forerunner of the benefits association.

"The improvements over the years have been great," he concludes. "Everyone should study their plans and understand their coverage. They won't regret it."



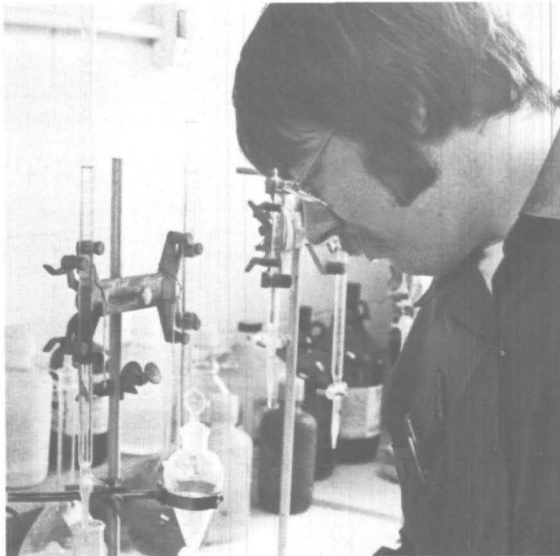
Chuck Lavery knows the value of his Staley benefits. Since being confined with a heart attack late last year, Chuck has received more than \$13,000 in health and accident payments and hospital and medical payments.

People make a company

Staley Chemical makes quality polymers at Lemont



Mike Blackwell, upper left, makes a reading on the Parkson stripper which removes residual monomers from the polydene. Mike is an operator.



Jim Heidel, upper right, conducts tests in the laboratory at Lemont. Jim is senior quality control technician and has been with Staley since October 1972. In the highly competitive chemical business, quality ingredients are vital to continued customer acceptance.



John Pratus, maintenance, fits a pipe as part of the installation of a new vacuum pump, right.

Staley news wrapup

Food Processing magazine notes that more extenders are being introduced for such products as tomatoes, peppers and other food ingredients, and the advantages of corn sweeteners over sugar are prompting increased demand for them.

Evelyn Berger, director of Lipton Kitchens, says that shortages of traditional ingredients, plus the continued demand by consumers for easy-to-prepare foods are sure signs that the use of new ingredient replacements will continue to grow.

Increased sales and a new container are making news for Staley syrup, a favorite with the public for years.

Ben Bartolini, product manager, consumer, says sales are up 20 percent in a year's time for the 24-ounce size of Staley syrup.

Furthermore, a special coupon promotion is expected to attract even more users during the summer months, Ben notes. The coupon will appear on the back of the syrup bottle and offer seven cents off the regular price of each 24-ounce bottle.

The promotion will also mark the roll-out of plastic bottles for Staley syrup, Ben continues.

The new plastic bottles have been used for several months in metropolitan areas where their attractive, unbreakable design, won

favor with customers. By late summer, all syrup will be packaged in the plastic containers, according to Ben.

With the hot days of summer rapidly approaching, you'll be reaching for quite a few tall, cool drinks ranging from soft drinks to tea to beer . . . and it's a good bet that Staley will be helping bring it to you.

Staley liquid adjuncts are used by eight breweries across the country, including some of the nation's top-selling beers. And dextrose is a standby at many soft drink bottlers, including the increasingly popular Dr Pepper. IsoSweet has been used by many regional soft drink bottlers and has most recently been approved for use in RC Cola and Dr Pepper.

So, when you take that pause to quench a nagging thirst, remember, you helped make it possible through the production and distribution of quality Staley products.

At the annual meeting in May, the board of directors declared a regular quarterly dividend of 35 cents a common share, payable June 6 to shareholders of record May 28. The usual dividend of 94 cents a share was declared on the company's \$3.75 preference stock. It is payable June 20 to shareholders of record June 6.



Jackie Dorman, above, models a dressy pants suit as Mrs. Ruth Prust describes the outfit. Mrs. Prust is the wife of George Prust, industrial relations director. Roberta Probst, below, steps out in a fashion note with this pants suit.



High style is the keynote in this outfit worn by Sheryl Kuizinas. Estella Launtz, below, models an all-occasion jacket-dress combination.

Artists & Models

More than 140 Women's Club members and guests were on hand for the club's annual fashion show in May at the Decatur Sheraton Inn.

Building on the theme "Artists and Models," fashions from Van Law Carol's and Muirhead's Men's shop were featured. To help set the mood, artists Sallye Frymire, daughter of June Frymire, and Larry Weatherholt, whose father, Hansel, recently retired, exhibited their paintings.

Models for the show were Estella Launtz, secretary to chairman of the board; Jackie Dorman, secretary, labor relations; Sheryl Kuizinas, assistant analytical chemist; Roberta Probst, direct order price clerk; June Frymire, secretary, paper-textile sales; Linda Scott, secretary to plant manager; Kent Mittleberg, director of operations, agriproducts; George Prust, director, industrial relations; Wayne Martin, director of purchasing, and Dan Hines, employee communications manager.



Unsafe acts can cause accidents

One of the primary causes of industrial accidents is unsafe acts. That's why the "take time for safety theme" this month is prevention of accidents through practicing proper job procedures.

Steve Lockhart, loss prevention supervisor, points out that when an employee becomes familiar with a job, he often takes "short cuts" to get things done faster.

The result usually is a "close call," Steve continues. "A man working with a power saw or drill can probably relate several instances of nicks or cuts he has received," Steve explains. "Those should be taken as warning signals that something is wrong."

Proper handling of chemicals is another area where there are warning signals of unsafe acts.

"If an employee is repeatedly splashed with acid or chemicals it is likely he is not handling them properly. He should examine his methods closely."

The list of unsafe acts is limitless, concludes Steve, and varies from job to job. All have one thing in common, however—they are created by the employee and require individual action to correct.



A different type of silver anniversary was celebrated in May when these three Staley bowlers marked 25 years of bowling together on Staley teams. Left to right, Roy Finney, utility lubrication, 42 building, Howard Hawthorne, foreman, 10 building, and Charles Lake, Jr., shift foreman, packing and loading, 20 building.



THE GOLDEN YEARS

Harold R. Smith and Ornan Williams send their thanks to everyone for the kindness shown during retirement observances. Harold, who is now living in Florida, worked for 28 years with Staley before retiring from quality assurance as an inspector. Ornan, who spent 43 years with the company as foreman, lubrication, when he retired.

Five other employees joined the ranks of the Golden Years during May. Our wishes for an enjoyable retirement go to Sam B. Chappel, leadman-weigher, Elevator A; Clarence W. Durbin, senior mechanic, sheetmetal shop; Herbert Poteet, senior mechanic, Satellite I; Herman M. Rice, senior mechanic pipe shop; Henry W. Sowa, pump station operator, 2 building; William E. White, stores clerk. Our wishes for a prosperous retirement to them and all other Staley retirees.

Good neighbors and friends are hard to beat. Ask Frank Wood, who retired as pack and load leadman, 20 building, in 1971. His 11-year-old daughter, Kathy, must undergo open heart surgery this summer. The people of Lovington, Frank's home town, will have a pancake and sausage dinner on June 1 to help defray Frank's personal expenses. Nearly 700 people are expected to turn out for the event—a sign of the high regard in which they hold Frank.

Roy Roller, who retired six years ago as assistant night superintendent, 62 building, stopped by during a visit to Decatur. Roy and his wife, Susie Mae, who live in St. Petersburg, Fla., celebrated their Golden Wedding anniversary last October. The house in which they started married life occupied the lot where the research building now stands, Roy tells us. Roy says he keeps busy pitching horseshoes four days a week, fishing and doing "whatever else" his wife will let him do.

Wagner to start first ad campaign this fall

The "natural drink"—that's the way the Wagner line would be portrayed in an advertising program now under consideration for later this fall. Currently, study results of a test ad program are continuing.

The decision to consider a full scale media campaign was based on the test ad program which sparked an average increase of 33 percent in sales in four test cities.

Wagner's success as one of the nation's most popular fruit drinks has been based on quality and flavor at an economical price, notes Bob Corman, product manager, consumer products.

Whereas most fruit drinks are heavily advertised, however, Wagner has continued its high sales over the years without such programs—a unique claim.

"But it was believed that the potential of the Wagner line was not being fully realized," explains Bob. "We were anxious to test the effects of a good advertising effort which would explain Wagner quality to more people."

So Baton Rouge, Ft. Wayne, Peoria and Springfield, Mo., were selected as test areas for the advertising push. Each represented a unique situation for Wagner

ranging from a small share of the market to a leadership position. It was believed the different sales positions would provide an effective gauge on the impact of the advertising effort.

Another important decision was made—one which will soon be noticeable wherever the Wagner line is sold. The designation of "breakfast drink" was dropped from the label and advertisements, and the line will be positioned as the complete line of natural fruit drinks, and as drinks that taste so good, "it's like eating fresh fruit."

"We were amazed at the spurt in sales in each area," Corman muses. "Where we had been strong, our position strengthened even more to make us the top-selling drink. Where our sales had been lower, the upturn placed us near the top of the market."

"It showed us that the old axiom about advertising is true—it does work when you have a quality product to offer."

The later summer campaign will include broad regional advertising, cents-off offers, coupons and national magazines as well as television.

Staley Mfg. Co.
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Decatur, Ill. 62525
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U. S. Postage
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Decatur, Ill.