

## Static Magic! New Softener for New Day <sup>10-13 Staley</sup>

Consumer Products has introduced into test market a new aerosol fabric softener that works the way modern homemakers and fabrics want it to.

Called "Static Magic", the new product goes to work in the dryer, eliminating static electricity and softening synthetics, knits, cottons, and permanent press items—at a lower cost-per-use than leading competitors.

"Static Magic," Consumer's non-foods marketing manager Rod Tinkler said, "is truly a modern fabric softener for modern times, offering convenience, functionality, and value in a period in which these attributes are first and foremost with consumers."

### Potential Major Profit Producer

Competitively priced at \$1.49 for 16 ounces (80 uses) and \$.98 for 9 ounces (45 uses), the new product has the potential of becoming a major profit contributor, product manager John Boyan said.

"Fabric softeners as a category account for more than \$150 million in retail sales annually," Boyan said. "But what's more important, it's a growing category. Yet about half of all households don't use a fabric softener. Static Magic is expected to penetrate this non-user portion as well as draw



It's a new fabric softener for a new day  
Static Magic softens in dryer and eliminates static

customers from existing brands." he expects no undue cannibalization of Sta-Puf.

Along this line, Boyan said "Our prediction is that

Static Magic will draw from each current fabric softener in proportion to that product's share of the market. Thus, Sta-Puf will be affected to a lesser degree than softeners with larger sales volumes."

### Test Marketed in Six Cities

Cities selected for the test market analysis are Buffalo, Grand Rapids, Indianapolis, San Antonio, Omaha, and Seattle. According to Boyan, these locations were selected to provide the necessary profile so that different marketing techniques can be evaluated throughout the test marketing phase.

Promotional support includes television and magazine advertising as well as direct mail coupons and two-ounce sample distribution, Boyan said.

Introducing the new product to food brokers are six district sales managers working under the direction of national sales manager John Blazin and regional sales managers Phil Skilnik and Dick Fieweger.

In research since 1968, the new fabric softener was brought to the marketplace through the laboratory efforts of Frank Stevens, Al Urfer, Dianne Yeakey, and Dianne Honn, working under the direction of Consumer Products research director Eric Engel.

## '72 Highlights: Earnings, Sales Are Up

Increased earnings and sales highlighted the Company's year-end report, which was announced recently by Chairman A.E. Staley, Jr.

Net earnings were \$6,441,000 or \$2.41 a share on sales of \$336,085,000 for the year ended Sept. 30. This compares with net earnings of \$5,394,000 or \$2.02 a share on sales of \$333,945,000 for the previous year.

Fourth quarter earnings were \$3,098,000 or \$1.16 a share as compared to \$184,000 or 7 cents a share for the same period the prior year. Fourth quarter sales were \$90,813,000, down slightly from \$91,619,000 for the previous year.

The Chairman indicated the earnings increase resulted from an investment tax credit offsetting heavy start-up costs at Staley/Morrisville, which was completed during the year.

The investment tax credit, most of which was related to the Morrisville plant, amounted to \$2,165,000 or 81 cents per share, he said.

The Chairman noted that 1972 results were severely impaired by price cutting in bulk syrups as well as lower year-to-year margins in soybean processing. Expenses incurred at the new corn refining plant in Argentina were also a factor, he said.

The Chairman ascribed the nominal sales increase primarily to continued strong growth in specialty food ingredients, chemicals, and international operations.

Looking ahead, he indicated that sales growth and improved earnings are forecasted for fiscal 1973 on steadily increasing production from Staley/Morrisville and the favorable impact of an anticipated larger soybean crop on protein and oil margins. He noted, however, that the rate of gain would be governed by bulk syrup prices, which continued at unprecedented lows through the fourth quarter with no sign of an upswing.

## Morrisville Waxy Maize Starches in Full Production; Spotlight Turns on All-Out Sales Development Effort <sup>301</sup>

One milestone has been reached and another phase launched for that new family of waxy maize food starches from Staley/Morrisville.

In October, the sixth and final waxy maize starch called for in Morrisville's first year of existence went into full-scale production, thus winding up the initial manufacturing phase and turning the spotlight on sales.

"No doubt about it," commented product manager, food starches, Jack McGowan, "fiscal 1973 is the year of promoting the products that our research and manufacturing team has done such an outstanding job in developing."

Echoing McGowan's assessment was Jack Erickson, sales manager, specialty products, Eastern Region.

"Now, for the first time, we have commercial quantities of the entire waxy maize starch line, enabling sales to move ahead with full-scale, in-plant tests with those customers whom we've cultivated previously through an extensive sampling program.

### Sales Push Is On

"The real sales push is on, and several large customers—on the East Coast as well as throughout the nation—are evaluating the products, primarily for convenience foods."

For the waxy maize starch development team the full-scale production rings down the curtain on what McGowan and Jim Wideman, production superintendent, Staley/Morrisville, call an "outstanding team effort" by research, marketing, and manufacturing.

"Sure, we had our problems early in the program," McGowan said, "but what new facility of the magnitude of Morrisville doesn't? What's more important is that after the manufacturing problems were resolved

earlier this year, not one out-of-specification batch has been produced."

Working under the direction of group leader, food applications, Dick Hahn, McGowan, and Wideman, those primarily responsible for the development, start-up, and production were: Lab head Jack Tuschhoff, research chemist Harold Kraus, senior development engineer John Rasche, process engineer Bill Weaver, Morrisville finish area foreman Ed Karcher, Morrisville quality control supervisor Don Brodie, as well as support personnel from Morrisville and Decatur.

Waxy maize starches included are Dura-Jel, Dura-Jel HV

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Spotlight's on new waxy maize food starches from Morrisville  
All six are now in production; sales push is underway

## Paper Sales Outlook: More Emphasis on Specialties <sup>3-</sup>

"During this fiscal year we must increase our margins," emphasized Bill White, paper sales manager, "and the challenge is evident: Specialty products for the paper and paper-related industries are the key to our success if we are to capitalize on our marketing and research resources."

This was the theme of a recent two-day paper sales seminar in Decatur. Regional sales managers attending were Carl Gehring (Central), Ellis Lehman (Southern), Luke Grace (Eastern), along with Bill Hall (Wisc-Minn.), Gene Lamson (West Coast), and Bob Sherwin (Canada), representing the International Group.

The meeting, chaired by White and paper/textile manager George Moore, was highlighted by reports from research representatives on a variety of specialty products which are or will be marketed by the paper sales group.

Products discussed and re-



Paper sales managers and R&D personnel get the word  
Emphasis will be on specialty products in 1973

search personnel leading the discussions were:

Sta-Print 103 and 104 by Charles Nevin. These printing ink binders (featured in the last issue of the Staley News) are water-based products aimed at replacing solvent-based binders and thus reducing the air pollu-

tion problems inherent in solvent systems.

Sta-Lok 1302 and 1303 flocculants by Ken Moser. These new products will be sold to pulp mills for clarification of their pulping liquors as well as for improving mill efficiency.

J2-120, an experimental

industrial protein discussed by Jerry Zimmerman. Industrial proteins have long been used as binders in many grades of coated papers in which good water resistance is required. However, recently industrial proteins have been in short supply and J2-120 is a replacement. Coating mills are now evaluating the product.

I5-113, a new seam adhesive for multi-wall bags, discussed by Jerry Bramel. This product, Bramel pointed out, has the advantage of being a one-step adhesive that eliminates the addition of numerous ingredients at the bag plant, and it has excellent runability on bag machines.

WP-110, a recently-developed adhesive designed for application to strippable wallpapers during manufacture, with discussion lead by Tom Swift. Swift also reported on Sta-Tape starches for the gummed tape industry and in production at Staley/Morrisville.

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# Buns...The Staleydex Way



When it comes to buns, "Staleydex" 95 liquid dextrose and Sunbeam Bread are a combination that's hard to beat. Attesting to this fact are Don Baldwin (L.), Staley sweetener sales manager, Kansas City area, and Frank Covey, manager, Purity Baking Company's Sunbeam plant in Decatur. Baldwin was at Sunbeam's Decatur facilities recently to help Purity kick-off its fall sales promotion in observance of the company's 50th anniversary.

In recounting his company's 50 years in bread making, Covey said Staley sweeteners have been instrumental in enabling Sunbeam to provide products of consistent high quality for Decatur-area customers. Next time you try Sunbeam buns, remember that it's Staleydex liquid dextrose that helps maintain freshness and enhances those natural flavors and aromas while contributing to that golden brown crust color.

## Mittelberg Moves to AgriProducts; Miller Named to Succeed Him

Another key assignment in the previously-announced company-wide program of developing managerial insight and aptitude through interdivisional moves is the appointment of Kent Mittelberg to the new position of director of operations, AgriProducts.

In this position, Mittelberg's new responsibilities include two key operating units—the AgriProducts production activities at Decatur under E.P. Kerven and Specialty Feeds marketing activities under Earl Snearley. In addition, Mittelberg is responsible for the Group's administrative function, under E.C. Lane.

Prior to his appointment Mittelberg had served for 11 years in various administrative positions within the Company, including the past three years as director of administration, Industrial Products.

He received a B.S. degree in chemical engineering from the State University of Iowa and an M.B.A. in industrial management from the University of Pennsylvania.

Succeeding Mittelberg is C.J. Miller, who had been manager of materials control, Industrial Products. Miller's responsibilities include materials and inventory control, order processing, industrial transportation, sales records, and price applications.

Miller's successor is Richard Williams, who had been manager, Industrial Products business systems.

In two related moves, J.E. Strong, Jr., controller, AgriProducts, now reports to Group vice president J.W. Moore, and George Nichols, previously coordinator for new product planning, takes on the new assignment of manager, planning, for Industrial Products.

In his new position, Nichols is responsible for annual marketing plans, new product planning, coordination with Re-



Kent Mittelberg C. J. Miller

search, sales forecasting and analysis, and profit analysis at consignment locations, as well as sales records under supervisor Helen Zindel.

## Consumer Group Adds New Orange-Pineapple to 'Wagner' Drink Line

Consumer Products is marketing a new "Wagner" juice drink that's got a lot going for it.

What the folks in Oak Brook have done is build upon the "Wagner" orange drink popularity by adding just the right amount of pineapple juice to an orange base and calling it "Wagner" Orange Pineapple Juice Drink.

Developed by Group vice president F.H. Wagner, the new product is being marketed in established "Wagner" territories with the exception of the West Coast where introduction is scheduled early in 1973.

The new product is fortified with vitamin C and is classified as a "juice drink" because of its 35 per cent juice content, according to product manager Bob Corman.

"It's the eighth product in the growing "Wagner" line which previously included orange, grape, grapefruit, pineapple-grapefruit, tropical punch, apple, and cherry flavors.

Market introduction among food brokers is being handled by regional and district sales managers under the direction of national sales manager John Blazin.

# SERVICE ANNIVERSARIES

## SEPTEMBER

45 Years  
JOHN CARMEAN, electrician.

35 Years  
FLOYD LENOVER, building foreman-111 bldg.  
AGNES ROMMEL, senior line inspector, 20 bldg.

30 Years  
CLAUDE BOWLES, gateman, 40 bldg.  
WALTER BRADSHAW, senior analyst, 60 bldg.  
WILLIAM BURCHARD, boiler room foreman.  
KORAN CAPSHAW, building foreman 5&10 bldgs.  
ROBERT CLINE, stores clerk, 77 bldg.  
KENNETH FOULKS, clerk, 31 bldg.  
WILLIAM FRYDENDER, mechanical leadman, garage.  
GERALD GARFOOT, sweetone operator, 48 bldg.  
JOSEPH GIPSON, senior analyst, 60 bldg.  
WILLIAM HINDERLITER, utility man, 40 bldg.  
DENZIL NIXON, centrifuge operator, 44 bldg.  
ROBERT RASKIN, office manager, International.  
ROBERT RUTHRAUFF, lead operator, 9 bldg.  
FERMAN SHARP, development engineering helper, 59 bldg.  
GLENN STERNES, mill operator, 48 bldg.  
CLYDE WHITE, shift foreman 16-116 bldgs.  
RUSSELL WILBER, shift foreman-inositol.

25 Years  
BERRY BILYEU, window washer, 62 bldg.  
EMERY BLYTHE, assistant manager-crude oil, AgriProducts.  
THEODORE BORN, merco operator, 6 bldg.  
DAVID CLEMENTS, pumping station operator, 2 bldg.  
PHILIP CRIST, merco repairman, 6 bldg.  
EDWARD FREYFOGLE, manager, Florida Citrus Operations.  
DEAN KEITHLEY, supervisor commodity accounting, AgriProducts.  
ROBERT REINHOLD, separator operator, 4 bldg.  
ROBERT STARBODY, merco repairman, 6 bldg.  
HARRY WARNING, converter operator, 118 bldg.

20 Years  
JOHN ANDREWS, JR., development engineering helper, 59 bldg.  
ALAN BENTZ, shift foreman-extraction and processing, AgriProducts.  
EZRA BRUMFIELD, cleanup man, Keever.  
CARL BUTCHER, flash drier assistant operator, 9 bldg.  
JAMES HENDERSON, production superintendent, leather finishing, Staley Chemical.  
MONROE HICKS, ion exchange operator, 5&10 bldgs.  
ELLIS LEHMAN, regional sales manager paper, Industrial Products.  
WILLIAM MORGAN, pipefitter.  
HERB PHEGLEY, merco operator, 6 bldg.  
DONALD PLANKENHORN, tank car cleaner, 17 bldg.  
MARVIN PORTER, research chemist, R&D.  
DONALD REDMAN, upper steep tender, 4 bldg.



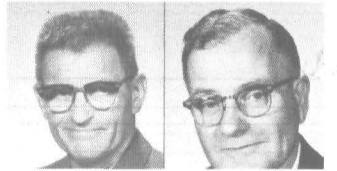
John Carmean Floyd Lenover



Agnes Rommel Walter Bradshaw



William Burchard Koran Capshaw



Robert Cline Kenneth Foulks



William Frydenger Gerald Garfoot



Joseph Gipson William Hinderliter



Denzil Nixon Robert Raskin



Robert Ruthrauff Ferman Sharp



Glenn Sternes Clyde White



Russell Wilber Emery Blythe



Philip Crist Edward Freyfogle



Dean Keithley Harry Warning

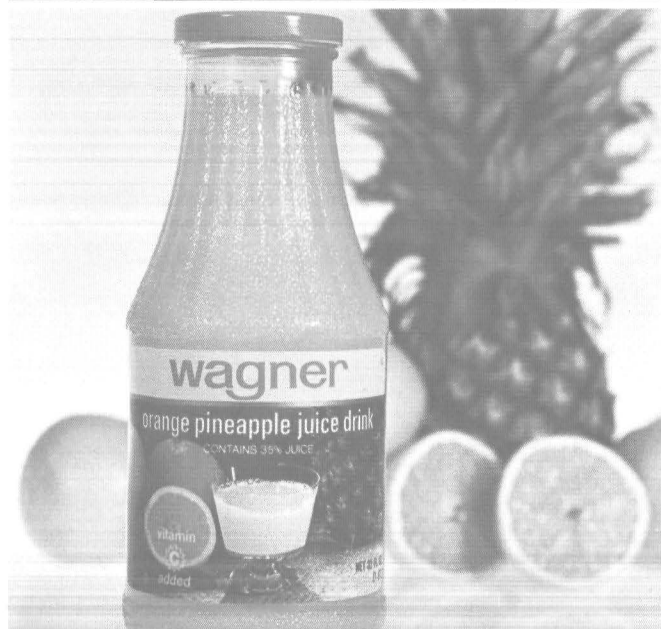
CHARLES SPRINGFIELD, development engineering helper, 59 bldg.

15 Years  
WILLIAM BOURNE, JR., utility laborer, 9 bldg.  
DAVID CLARK, boilermaker.  
LUCIANO ESPINOSA, lead mechanic, Monte Vista.  
CHARLES GOOCH, sanitation man, Keever.  
CLYDE GROVES, laborer reliefman, Keever.  
ROBERT HATHAWAY, senior research chemist, R&D.  
LAWRENCE SUTHERLAND, sweet one operator, 48 bldg.

10 Years  
EUGENE LAMSON, senior technical paper representative, Industrial Products.  
ORLANDO LUJAN, chemical operator, Monte Vista.  
BETTY WOLVERTON, secretary to regional manufacturing manager, Industrial Products.

5 Years  
MARIETTA CHRISTMAN, technician, R&D.  
RALPH CLARK, JR., utility lead-

man, 44 bldg.  
CHARLES DULANEY, production helper, 44 bldg.  
STEVEN FORBES, pump-tank operator, 5&10 bldgs.  
DONN GIST, mixer operator, 12 bldg.  
HELEN GREIDER, freight claims clerk, Industrial Products.  
GEORGE HENNE, JR., coal dock bunker operator, 1 bldg.  
GEORGE KAPLAN, mechanic/copilot, corporate aviation.  
BEVERLY MOORE, stock control clerk, 77 bldg.  
BENTON MUELLER, utility, 12 bldg.  
MARILYN SAWYER, chief clerk, AgriProducts.  
CHARLIE SHELBY, stock and olive packer, Asmus.  
GLEN THOMPSON, starch packer, 20 bldg.  
ROBERT THOMASSON, systems analyst, corporate information systems.  
JACK VANCE, cleaner, 16 bldg.  
DELBERT WALKER, reliefman, 1 bldg.  
IMER WHITTEN, operator reliefman, 6 bldg.



Latest addition in the "Wagner" line is Orange Pineapple Juice Drink. It's a blend of popular "Wagner" Orange Drink and pineapple juice.

## Charlab Introduces Four New Products

Four new auxiliary chemicals for the textile industry have been added to the "Charlab" line by the Staley Textile Division.

Of the four, three are new dye carriers for use on synthetics in jet dyeing machines.

They are tradenamed "Charlab JTLB," "Charlab JT-P," and "Charlab J-TC." The products are designed primarily for use with polyesters. They are compatible with cationic dyes and contain lubricants to reduce the tendency of certain fabrics to show cracks and creases.

The fourth new product, "Charlab DSL," is designed to promote leveling (even distribution) of disperse dyes on polyester and of acid dyes on nylon.

The new Charlab products were developed primarily by technical director Gordon Axon and technologist Beverly Montezinos of the Textile Division.

# New Corn Syrup Solids Process Turns Desires into Realities

Design and installation of the Company's new corn syrup solids process at Decatur was an exercise in translating marketing desires into manufacturing realities.

What Industrial food sales wanted was a new granular product to supplement the existing line of spray-dried, powdered products. Because of the physical properties of the granular form, sales personnel pointed out, handling at the customer level for certain food applications would be considerably improved.

So, engineering and manufacturing began searching for new equipment and techniques to produce granular corn syrup solids. They found most of what they were looking for and what they didn't, they fashioned themselves. As a result, the new corn syrup solids plant in 17 building is turning out nine granular products in the "Star-Dri" line, and sales is out knocking on some new doors.

Primary new opportunities, product manager Bob Smith pointed out, are meat processors, producers of bakery fillings, and spice blenders who make blends for meat packers. All of these, Smith said, require a carrier, low in moisture and high in solids, and that's just what the new Star-Dri granular series has to offer.

In designing the process and making it operational one of the biggest challenges was keeping excessive moisture out of the finished product, Rod Simms, assistant production head, syrup/dextrose, said.

"We found new ways to remove moisture during processing and to keep it out during the bagged life of the product," he added.

One of the keys to the moisture removal, Simms said, is the uniquely designed and fabricated evaporation system. It removes all but 4 per cent of the moisture from the molten corn syrup.

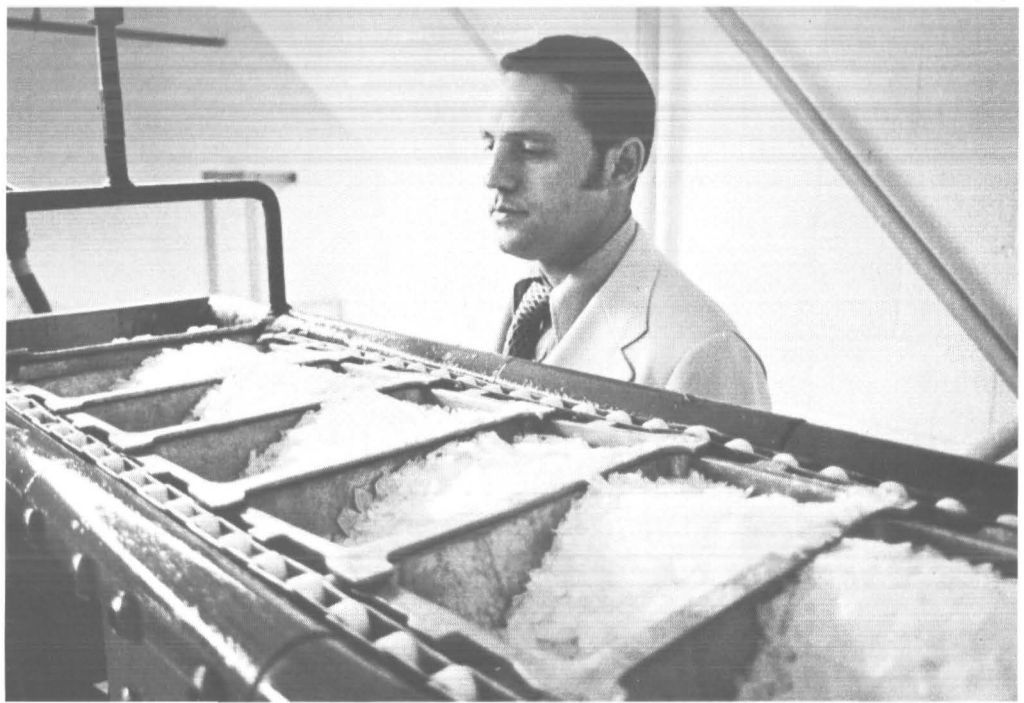
Keeping moisture below the 4 per cent level throughout the remainder of the process was another matter, Simms said.

"Without special air conditioning, room air itself contains more moisture than that. And exposure during processing would reconvert the granules into corn syrup."

The solution, Simms said, came with the installation of special air conditioning equipment for the entire process and the use of moisture-resistant bags for the finished product.

"By controlling the moisture level throughout we are able to bag a product that contains less than 4 per cent moisture, and that keeps the granules in the non-lumpy form that customers like for handling purposes."

Serving as project engineer for the new process was Ilmar Palm-Leis with Bruce Dwiggins



Asst. production manager, syrup/dextrose, Rod Simms inspects product in route to grinding mills

## Star-Dri Used In Wide Variety Of Food Products

"Star-Dri" corn syrup solids are used in a variety of food applications in which a dry product is preferred over liquid corn syrups.

Functionally, Star-Dri serves as a bulking/body builder, as a carrier for other ingredients, as a sweetener supplement, while aiding in controlling viscosity, crystallization of sugar, and moisture, in addition to enhancing the product's nutritive value.

Star-Dri is available in powdered or granular form in three sweetness levels, ranging from a solid about 24 per cent as sweet as dextrose to 42 per cent as sweet.

Primary food applications include frozen dairy products, liquid and powdered coffee whiteners, dry soup mixes, cake and icing mixes, candy, flavored drinks (liquid and powdered), prepared mixes, and gravy and sauce mixes.

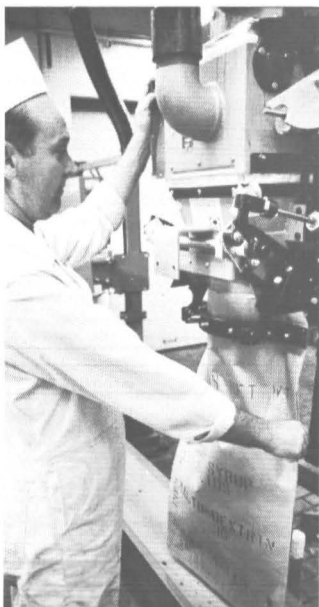
providing the process design. Installation was handled by Staley mechanics of every craft working under the direction of Paul Strong and Howard Hawthorne. Guiding the process through start-up were Warren Wollrab, Ron Wells, and Larry Van Doren of the syrup/dextrose staff. Start-up of the packing equipment was handled by Joe McGlade, Steve Lockhart and Les Carr. Procurement of special moisture-resistant bags was handled by Dave Kaylor of corporate purchasing.



DECATUR NEWS FOR DECATUR EMPLOYEES



Molten corn syrup before it enters the evaporation system Operator Bernard Runyen checks for even distribution by the roller



Special care goes into bagging By packer Jim Glazebrook



Command central for the new process is this electronic panel board. Operator Bernard Runyen and process design engineer Bruce Dwiggins review operating instructions.

# 'Sno-Bol' Observes 10 Years of Growth with Staley 36



# United Way Campaign Called Vintage Year by Schuman

Campaign chairman Dick Schuman has called 1972 a "vintage year" after reviewing the final results of the recently-completed Staley/Decatur United Way campaign.

Here are some of the key reasons:

Total employee pledge was \$66,100, an all-time high.

Total employee/corporate gift was \$101,000, approximately one-eighth the sum pledged in Decatur and Macon County.

There were significant increases in participation (up 10 per cent) and dollars pledged (up 27 per cent) by hourly employees.

"Results like those," Schuman said, "are a source of pride for employees. They prove once again that when it comes to community service, Staley employees are the dependables."

Helping make 1972 a vintage year, Schuman said, was an outstanding effort by his campaign staff made up of co-chairman Ed Koval, R&D, assistant chairman Ernie Karcher, boiler room, as well as key solicitors Roman Martin, corporate systems; Bob Hull, rigger; Jesse Grunden, pipefitter; Al Born, mercer operator, mill house; and Roger Read, mercer operator, mill house.

Schuman also passed out plaudits for administrative support from Kathy Poe and Ginny Gosnell of industrial relations as well as for promotional support by Staley NOW.

"But most important," Schuman added, "we owe a vote of thanks to all those employees who made pledges and donations.

"They're the ones who really made it a vintage year."

## Morey Operation 18 Set in England 14 In Mid-November

Last year at this time Staley employees contributed over \$1,500 toward the "John Morey, Jr. Fund" and now comes word that the young man's long-awaited operation will take place in mid-November.

The son of Decatur receiving clerk (77 bldg.) John Morey, Sr., John Jr., 26, will undergo corrective hip and leg surgery at the Nuffield Orthopedic Center at the University of Oxford, Headington, England.

It's hoped that the surgery will restore full control of Morey's legs, which have been impaired due to the contraction of his leg tendons caused by the effects of hemophilia (uncontrollable bleeding).

In total, over \$7,000 was donated to the Morey fund, all of which will be used for the surgery and post-operative expenses.

## Three Waxys Unveiled

Three waxy maize corn-based starches specifically for use in gummed paper applications have been introduced by Staley Industrial Products.

The starches—"Sta-Tape" 100, 105 and 110—are recommended for use in gummed tapes, stamps, envelopes and labels.

## Retirements

### SEPTEMBER

CLETIS QUILLAN, repairman, boiler room, September 5

### OCTOBER

CARROL BURROW, 4th floor tower operator, extraction plant, October 1

KENNETH FOULKS, clerk pipe-shop, October 1

JOHN JONES, operator, dextrose plant, October 1

CHARLES MILLER, vacuum pan operator, feed house, October 1

WILLIAM THOMPSON, crane operator, rigger dept., October 1

GLADYS WHITACRE, office janitor, 62 bldg., October 1



Plant United Way Braintrust  
... Ernie Karcher, Ed Koval, Dick Schuman.

## Environmental Project Generates Paperwork

When the state of Illinois finalized air pollution guidelines last April, one of the regulations stated that all industrial firms would have to file documented operating permits for expelling certain contaminants into the atmosphere.

Even though the Staley Decatur plant's emissions all fall within state standards, it became necessary to file such permits.

The end result was a major engineering undertaking that was completed on time to meet the early November state deadline.

By the project's completion, some 163 separate permits (15 to 75 pages each) had been

filed, with five copies made of each. The permits and the copies added up to 150 pounds of paperwork generated by hundreds of man-hours.

Successfully completing the project for Staley Decatur were engineers Bob Nisbet, Tom Scott, Rich Mosier, Pat Simms, Charley Isdale, Rich Williams, Greg Larson, Don Martin and Warren Wollrab; draftsmen Jim Matthews, Bob Doddek and Jim Parks; and typists Joan Blaylock, Pat Fletcher, Betty Wolverton, Helen McRoberts, Janet Slaviero, Marge Vest, Judy Fishman and Shirley York.



Environmental Project Team  
... paperwork by the pound.

## Industrial Announces Fourth 'Thin-N-Thik' 14

Staley Industrial Products has introduced the fourth modified starch in its "Thin-N-Thik" series of controlled viscosity thickeners that permit faster heat penetration in retort canning.

"Thin-N-Thik" 99 may be used in a range of neutral and acid food systems that are either retort or aseptically processed. The modified waxy maize starch, like other Thin-N-Thiks, undergoes a controlled thin to thick viscosity change during canning that permits faster heat penetration, greater stability and improved product quality in either static or continuous retort processed foods.

With its delayed thickening action, Thin-N-Thik 99 allows internal can temperatures of 200 degrees fahrenheit and higher without increased processing times. Because of improved heat penetration, less retort time is required to achieve given sterilization values (F<sub>0</sub>).

Thin-N-Thik 99 easily withstands high temperature-short time sterilization (HTST) conditions of aseptic processing and that its low viscosity during cooking minimizes "back pressure" effect created by viscous, single-stage thickeners. The new starch simplifies pumping, filling and handling, and improves heat transfer, whether processed by swept surface, steam injection or tube cooker.

## Four Receive Management Systems Certificates 240x12



Recent graduates of a 50-week management systems correspondence course receive their graduation certificates from vice president and comptroller Gil Bieger (3rd from right) and director, corporate information systems Lee Crouse (2nd from right). The graduates are (L) Larry Leonard, systems analyst; (2nd from left) Dwight Engle,

traffic manager, AgriProducts; (3rd from left) Norm Kocher, supervisor of operations, R&D; and (far right) Bill Dempsey, systems analyst/programmer. The course was conducted by Systemation, Inc. of Colorado Springs, Colorado. It dealt with basic management systems, including planning, design, development, and implementation.

# Paper Sales Managers Hear Challenge: More Emphasis on Specialty Products

Continued from Front Page.

Keestar 328, 329, 330, wheat starch products manufactured at Keever and principle ingredients in carbonless copy papers, with Don Johnson as discussion leader.

In addition, Bill Turner summarized progress made during the past year on Sta-Lok 400 and Lok-Size starches. Turner said these products for paper manufacture have exceptional future growth potential because of their strength-adding and effluent-reducing properties. White termed sales growth this year for these two products as "spectacular".

A report on products under development was delivered by Larry Avery and Rollie Best.

Thus, our paper salesmen heard the challenge and were presented with a variety of products designed to make their goal on increased margins easier to achieve.



The pause that refreshes at paper sales seminar (L-R) Ellis Lehman, Carl Gehring, Bill White, Bill Turner

## On the Waterfront with Dextrose



NEW ORLEANS, La.—On the waterfront in New Orleans, La. are Staley manager, visual communications, Lee Jeske (L) and assistant photographer Roy Enloe. They were there to capture the color and drama associated

with the movement of Staley dextrose to worldwide markets. Their results will appear in the Company's 1972 Annual Report, due in the homes of Staley employees next month.

## SpotLight Turns

Continued from Front Page.

(High Viscosity), Gelatinized, Dura-Jel, Perma-Flo, Rezista, Thin-N-Thik 99, Consista, and the Dress'n series, 200, 300, 400. Among these, Rezista, Consista, and Thin-N-Thik 99 are unique while the others are matches for existing competitive products.

In summing up the past year's efforts, McGowan said the additional products give Staley the most complete line of food starches in the industry.

"Our salesmen can now more effectively compete with rival products while offering food processors several unique, new choices.

"From a competitive standpoint, we've strengthened our position considerably. Now the task of making the best of this is squarely on sales."

## 'Sno-Bol' Plant Marks 10th Year with Staley

Some 20 "Sno-Bol" employees, their spouses and guests observed the product's tenth anniversary as part of the Staley Consumer Products' line at a recent dinner at Pontiac, Mich.

On hand for the occasion from Consumer headquarters in Oak Brook, Illinois, were R. W. (Bill) Brooks, general manager; Rod Tinkler, marketing manager; Herb Lund, product manager; Dan Comp, operations manager-Staley products; and Jim Legat, personnel manager.

Brooks lauded the Sno-Bol manufacturing team for playing a vital role in the brand's success. He noted that the liquid toilet bowl cleaner was marketed in only 5 states 10 years ago, while today it is sold in 32 states coast-to-coast. He pointed out that case sales of the product increased 33 per cent last year.

Tinkler and Lund discussed current marketing projections and strategies and showed television commercials currently promoting the product. Legat reviewed a number of benefits improvements for the gathering.

Special guests at the dinner were Mr. and Mrs. Thomas Render who launched the product many years ago from a tiny garage in Pontiac.



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Manager, Employee Communications . . . Gerry Chatham  
Manager, Visual Communications . . . Lee Jeske  
Assistant Photographer . . . Roy Enloe

## On The Move

### AGRIPRODUCTS

LINDA SHEUMAKER from senior clerk, oil refinery to senior clerk, soybean extraction.

RALPH SLAUGHTER from communications order clerk to key-punch operator-clerk.

### CONSUMER PRODUCTS

ROBERT BOECK from quality assurance manager to director quality assurance.

JUDY JARVIS from order clerk to customer data clerk.

STELLA KOWALSKI from order entry and invoicing clerk to keyed data operator.

MARJORIE WAGNER from keyed data operator to keyed data supervisor.

SHIRLEY WOLF from order entry and invoicing clerk to communications operator.

### CORPORATE

JOHN CREEKMUR from management trainee to financial assistant, WILLIAM JOHNSON from credit and order processing manager, AgriProducts, to corporate credit manager.

MARGARET BOYCE from keyed data equipment operator to lead key data equipment operator, corporate information systems.

JUDY PEOPLES from keyed data operator trainee to keyed data equipment operator, corporate information systems.

NORVILLE WILLIAMS from research and commerce analyst to manager rates and commerce, corporate transportation.



Robert Boeck John Creekmur



William Johnson Norville Williams



Lloyd Blankenship Dave Satterfield

DAVE SATTERFIELD from information services manager to acting director of Public Relations.

### INDUSTRIAL PRODUCTS

LLOYD BLANKENSHIP from assistant foreman Satellite IV to construction supervisor Satellite IV.

RESEARCH AND DEVELOPMENT  
FRED MILLER from utility technician to materials coordinator.

## Stebnicki, Skilnik New Additions To Consumer's Oak Brook Staff

Two recent additions to the Consumer Products management team at Staley/Oak Brook are Andy Stebnicki and Phil Skilnik.

Stebnicki joins the Group as director of manufacturing and is responsible for the 26 facilities which manufacture, package, and distribute "Staley" and "Wagner" products, as well as the Group's centralized purchasing function.

In his new position, Stebnicki has reported to him Jim Phillips, contract operations manager; Dan Comp, Staley operations manager; Gary Prince, senior chemical engineer; Frank Brucato, senior industrial engineer; Jack Magmer, purchasing manager; Bob Francesconi, production control supervisor.

Prior to joining Staley, Stebnicki had been with Armour-Dial for eight years where his most recent assignment was director, materials management, food division. Previously, he had been with PPG Industries for ten years in various production and purchasing management positions.

He has a B.S. degree in chemical engineering from the University of Illinois and an M.B.A. from the University of Chicago.

Skilnik's new assignment is Eastern region sales manager, with responsibility for the sale of "Staley" and "Wagner" products in a 23-state territory.

Prior to joining Staley, Skilnik had been with Hunt-



Andy Stebnicki Phil Skilnik

Wesson Foods for seven years, including the past two and one-half years as district sales manager—Chicago, and previously with Proctor & Gamble for three years in various sales capacities.

A graduate of Canisius College, Buffalo, New York, with a B.S. degree in business administration, Skilnik reports to John Blazin, national sales manager, Consumer Products.

## Staley Chemical Completes Move Of Adhesive Production

KEARNY, N.J.—Staley Chemical has completed the transfer of its latex adhesive production operations from Marlboro, Mass. to Kearny, N.J.

The relocation was in conjunction with the closing of the Marlboro plant.

Staley Chemical latex adhesives are used in a wide variety of specialty applications, including the combining of fabric, foams, paper, leather, and vinyls.

## SAY IT! FORUM

(SAY IT!) questions and answers for this month)

Q. Do any Staley products go into the manufacture of cigars, cigarettes, pipe tobacco, or chewing tobacco? If so, what are they?

A. Staley corn syrup is used by many of the leading tobacco firms as a humectant to stabilize the moisture content of cigarettes, cigars, smoking tobacco, and chewing tobacco. The primary advantage of corn syrup in this application is its ability to help the tobacco maintain the desired moisture level despite humidity fluctuations. Other factors that make syrup desirable are its flavor, body building properties, and cost (vs. invert sugar). Next time you're puffing or chewing, remember that the freshness may well be enhanced by our corn syrup.

Q. Is drug abuse a problem at Staley, and if so, what is the Company doing about it?

A. Drug abuse, as far as can be determined, at Staley is a very minor problem (much less than alcohol abuse). Of course, this is not to say that it is not a potential problem.

Some steps have been taken to help educate employees on this subject, and more will be taken. At Decatur, meetings have been held with foremen and literature has been distributed.

In addition, provisions are now included in the Staley/Decatur labor contract to deal with drug abusers. Basically, the contract language states that if a covered employee is to be discharged because of drug abuse, the Company may place such employee on a special leave of absence of indefinite duration rather than finalize a discharge. He can then be returned to the active duty rolls when the problem is under control or has been corrected.

You may also be interested to know that medical coverage for employees and dependents seeking treatment for drug abuse is the same as for an employee seeking treatment for other illnesses.

This final note. The Company is willing to go that extra mile in helping employees who have such problems. Presently, we know of one employee located outside of Decatur who is continuing to fulfill his duties on the job while participating in the methadone drug treatment program. Like alcoholism, drug abuse is not something that can be swept under the rug. If any employee has such a problem, he'll find his Company willing to cooperate in working out a solution.

### Over 100 Employees Have Used SAY IT! Thus Far

During its first two and one-half months of existence, SAY IT! has been used 103 times by employees throughout the Company who wanted to ask a question or make a comment they thought management should be aware of.

Hot topics thus far have been careless driving in the Staley/Decatur parking lot, the possibility of a "Company store" at all locations, and service from our vending machines.

If you've got something you want management to know about, try SAY IT! While we can't always promise that you'll get exactly the answer you'd like to hear, we can assure you that you will get a reply and that management's listening to what you've got to say.

Pre-printed SAY IT! forms appear on the backside of Staley NOW or you can use any sheet of paper. SAY IT's must be signed and sent to Public Relations, Decatur.

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

Bulk Rate  
U. S. Postage  
**PAID**  
Permit No. 49  
Decatur, Ill.