

StaleyNews

Volume XIX/No. 11 Decatur, Illinois/November, 1977



Construction progresses on the multi-million dollar expansion for the flash drying capabilities at Decatur Plant. Startup is expected in January.

'New era' for starches as dryer nears completion

A highly visible reminder of the increasing impact of corn starch business upon Staley becomes operational in January when the new flash dryer at Decatur starts up.

The dryer will increase Staley's starch-producing capacity by about 20 percent.

The dryer will be used for both food and industrial starches, with the majority of production going towards the industrial end, especially for the paper and textile industries, the largest volume users of Staley starches.

G.A.T. Moore, manager, industrial starch sales, and Tom Swift, marketing manager, starches, told Staley News that the anticipated startup of the dryer is another in a

Decatur elevators set month record

Elevators C&D set a record for incoming shipments of grain at Decatur in October.

More than 10.7 million bushels of soybeans and corn were received at Decatur, exceeding the previous best by more than 1 million bushels. More than 9,000 trucks loaded the grain to the plant.

The 10.7 million bushels represent virtually the entire storage capacity of the Decatur Plant.

Dave Miller, manager, grain, lauded the efforts of the employees who were responsible for the record, noting that such an effort is important in relations with local suppliers from whom Staley purchases the corn and soybeans.

series of moves by the company to be the most versatile starch producer in the industry.

"The dryer is a highly efficient method of production," Tom explains. "It represents a \$3.5 million commitment by Staley. Also, the bulk loading system at Decatur is being enlarged.

"These moves, along with modifications we have made at Monte Vista, Morrisville, Houlton and Columbus have allowed us to respond quickly to changing market conditions and customers' needs by altering our product mix at each manufacturing location."

Tom continues that Staley is unique among starch suppliers. Whereas most companies compete effectively in only one market—either for common starches or for highly modified starches—Staley has made itself a major factor in each category.

As a result, Staley is one of the fastest growing suppliers of industrial starches in the industry, registering a combined growth rate of 30 percent for the last two years, explains G.A.T. For this year, a growth rate of nearly 20 percent is desired, and both G.A.T. and Tom believe it will be attained.

The enormity of the task becomes evident when one considers that the traditional uses for industrial corn starches increase only four percent a year, and most of this growth is based upon the increased needs of a larger population.

Obviously, then, Staley is expanding with a concept based upon the company's role as a total supplier of starches.

(Continued on Page 4)

As we approach another holiday season, it is a time for reflecting upon the past year.

In many ways, 1977 was one of the most memorable in Staley history. Despite depressed prices, our sales exceeded the billion dollars mark for the first time, and our earnings were the third highest ever. New plants came on stream at Des Moines and Lafayette and expansions were started at Decatur and Lafayette.

But a simple recitation of the facts and figures which characterized 1977 doesn't include an essential element in the company's continuing success...people. At this time of year more than any other, we become especially conscious of people, whether it be family or friends. As I reflect upon the contributions of the people who make up the Staley employee family, I am reminded more than ever of their importance. Without Staley people, there would be no Staley, only empty plants and idle machines waiting for someone with the skills and knowledge to make the products which are so much in demand by American consumers and industry today.

My thanks go to each of you, along with my heartfelt wishes for the happiest holidays ever.

D. E. Nordlund

D. E. Nordlund

Broadview impact seen in future consumer growth

When consumer product sales managers toured the Broadview Plant during their sales meeting in October, it was an appropriate gesture in recognition of the impact the plant will have on future consumer operations.

That's because the multimillion dollar structure represents one of the most ambitious programs in consumer's history. Not only does it replace three production facilities—the Pontiac Plant, which was owned by Staley, but is now sold, and two co-packers—but it also combines products from five warehouses, has space for line expansion in the existing building and adjoining land for building expansion on its 6.5 acre site.

Broadview is, then, designed to serve the growing Midwestern markets for Staley consumer products.

Dan Comp, director of manufacturing, consumer, explains: "For years, this area had been serviced by several smaller contract packagers, public warehouses and, of course, our Pontiac plant.

"We were aware of a continuing pattern of growth for our products—particularly in the non-food products category—so we decided two years ago to look for an opportunity to increase our efficiency and lower costs. A search was launched for a centrally located regional site that would serve that purpose. The result is our Broadview Plant."

The plant acts as a regional distribution center for both food and household products, and it produces Sno-Bol and Sta-Puf blue and pink at the rate of three million cases annually on three line shifts. That's 60 percent of consumer's non-food line.

The distribution center will handle more than four million cases each year. Its warehouse storage area is 2,700 pallet slots.

An indication of importance of extensions of the product line is the growing demand for Sta-Puf blue 96-ounce size, which is currently being produced at Broadview. Arlington and the Atlanta co-packer will join the Broadview Plant this year as packers of the 96-ounce size bottles.

Four named as vice presidents

Four divisional vice presidents—three in the industrial products group and one in international—have been named. They are W. Robert Schwandt, who is promoted to vice president, industrial products; Wayne S. Martin, who is promoted to vice president, industrial sales and marketing; Warren T. Trask, who joins Staley as vice president, industrial manufacturing, and Dr. Edward J. Koval, who is named vice president, international.

In his new assignment, Mr. Schwandt assumes responsibility for industrial products group's planning and development activities.

He joined Staley in 1945 as a chemical engineer in the Decatur plant, and held several plant supervisory positions prior to being promoted to Decatur plant superintendent in 1962. In 1970, he was promoted to manager of industrial manufacturing with responsibility for all Staley corn wet milling facilities. Mr. Schwandt holds a B.S. degree in chemical technology from Iowa State University.

Mr. Martin, who has been director of industrial sales and marketing since October 1976 will continue responsibility for all



Schwandt



Martin



Trask



Koval

sales and marketing activities related to the company's line of corn sweeteners and starches.

Joining Staley in 1959, Mr. Martin became an assistant purchasing agent in 1963, was promoted to purchasing agent in 1968, and advanced to purchasing director in 1970. He was named manager of industrial sales in 1975. He holds a B.S. degree in marketing and management from Millikin University in Decatur.

Mr. Trask joins Staley from Mallinckrodt, Inc., St. Louis, Mo., with whom he has been associated for 20 years, most recently as a plant manager.

Prior to this, he was director of marketing for Mallinckrodt's industrial chemical division and had also held management positions in manufacturing and research. He holds a Ph.D. in chemistry from Iowa State University at Ames, and a B.S. degree in chemistry from Monmouth College in Illinois.

(Continued on Page 4)

In the News...



Commodities/P2



Carmen/P3



John/P4

Futures market requires management, not crystal ball

Editor's Note: The Staley company pioneered the commercial soybean processing industry and has made several bold moves recently to become one of the top soybean processors in the nation. To help employees better understand how the soybean crushing division operates and the unique forces which affect it, Staley News has prepared a series of articles. The first is on the futures market.

In cities, the farmers' market is a place to bring together buyers and sellers, making possible a maze of transactions in one location. Phil St. Clair, vice president, commodity operations, says that's a lot like the futures market at the Chicago Board of

Trade, which brings together buyers and sellers of agricultural commodities at one location.

Soybeans are a commodity, as are the meal and oil produced from them. There is basically no difference between Staley meal or oil and that of competitors. That means they are standard grade, priced by supply and demand, lacking uniqueness or specific qualities, and sold without benefit of promotion or advertising. This is generally true of most products that are handled by Staley commodities operations.

"Few beans are consumed directly as beans, but must first be converted to meal and oil," says Phil. "As a result, the value of beans is related directly to meal and oil, and prices

move up and down together. This is an important principle to remember.

"The futures market plays a specific role for Staley," Phil explains. "It helps us to protect our margins by allowing us to manage the risk of price fluctuations that occur between the time we buy the soybeans and the time we sell the meal and oil, as it is almost impossible to do all three simultaneously."

The profit from soybean processing is made possible by the difference between the cash prices of the beans versus the combined price or value of the meal and oil derived from them. Since commodities change price constantly according to ever-changing influences of supply and demand, the time

interval between buying soybeans and selling meal and oil creates a major price risk for soybean processors. We can deal with this in one of two ways, both of which utilize the futures market.

Staley turns to the futures market because—like the farmers market—there is so much volume being traded that you can always buy or sell immediately, plus the unique rules in the Chicago Board of Trade allow you to do so with minimum cash deposits or "margins."

Phil explains: "In the first example, we can manage our price risk by 'hedging' our cash bean purchases by selling futures beans on the Chicago Board of Trade. A hedge means that the company has taken a position in the futures market opposite that taken in the cash market. Then when we find a buyer for the cash meal and oil, we will buy back or 'lift' our bean hedge. If the market went down after we bought the beans, we will have sold the meal and oil lower than their value was at the time we bought the beans. (Remember, the principle if beans go down so does meal and oil.) However, this loss is offset by the fact that we bought back our bean futures sales at a lower price than originally sold for. This is known as basic 'hedging'."



Bill Evans, President of Lincoln-Staley Commodities, in the pits at the Board of Trade. Staley Manufacturing is one of the clients of Lincoln-Staley.

"In the second example, the price risk is managed by 'putting on crush' against our cash bean purchases. If we can't find immediate buyers of cash meal we sell meal and oil futures in the Chicago Board of Trade. Then when we find buyers for the cash meal and oil, we buy back our meal and oil futures," continues Phil. "If the market went down, the loss in value of the cash meal and oil is offset by the fact that we bought back our meal and oil futures at a lower price than we originally sold them for. In other words, we use the futures as a temporary sales vehicle to manage price risk."

The futures are a basic management tool to enable Staley to make a profit by meeting demand for soybean meal and oil without losing that profit in the widely fluctuating commodity market," concludes Phil. "We do not speculate in futures for a profit, but we do rely on those who do speculate to give the futures market the volume and flexibility, and to trade with us on the 'hedging' we are doing."

New Procon Plus replaces milk solids

The protein division unveiled a new product to replace dry milk solids at the American Meat Institute convention held in Chicago in November.



The new product—Procon Plus—is a combination of Procon 2000 plus sweet dairy whey. The unique blend is expected to provide sweetness that is missing when soy concentrate alone is used as a replacement for dry milk solids in meats.



Dry milk solids have undergone rapid price increases recently, causing meat processors to look for replacements, says Barry James, director of marketing, protein, who says Procon 2000 will be a superior alternative at less cost.

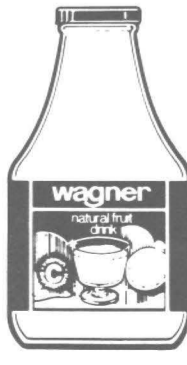

Meat samples utilizing Procon Plus were provided for visitors to the Staley booth at AMI. The booth visitors were also given the opportunity to compare the flavor of the meats using Procon Plus with meats using regular formulas.

Save 60¢ on six sensational Staley products.

Now you can save up to 60¢ on fine Staley products like Sno Bol®, Sta Puf®, Wagner® Fruit Drinks and Staley® Syrup. Whether you already use Staley products, or are just getting to know us, clip these coupons and save.

10¢	Save 10¢	10¢	10¢	Save 10¢	10¢
on Sno Bol® Liquid.			on Sno Bol® Automatic.		
STORE COUPON		Mr. Grocer: Your Staley representative will pay you 10¢ plus 5¢ handling for each of these coupons. Or mail direct to A. E. Staley Mfg. Co., Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES DECEMBER 31, 1978.		STORE COUPON	
	97309		97798		

10¢	Save 10¢	10¢	10¢	Save 10¢	10¢
on Sta-Puf® Concentrate.			on Sta-Puf® Pink.		
STORE COUPON		Mr. Grocer: Your Staley representative will pay you 10¢ plus 5¢ handling for each of these coupons. Or mail direct to A. E. Staley Mfg. Co., Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES DECEMBER 31, 1978.		STORE COUPON	
	97493		97093		

10¢	Save 10¢	10¢	10¢	Save 10¢	10¢
on Wagner® Fruit Drink.			on Staley® Syrup.		
STORE COUPON		Mr. Grocer: Your Staley representative will pay you 10¢ plus 5¢ handling for each of these coupons. Or mail direct to A. E. Staley Mfg. Co., Redemption Center, P.O. Box 1242, Clinton, Iowa 52734. Invoices proving purchase of sufficient stock of our brand to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES DECEMBER 31, 1978.		STORE COUPON	
	99102		98223		

As a first, Carmen dispels chauvinistic attitudes

(First in a series)

"Why," Carmen Buckley was asked, "would a woman be interested in being a plant protection officer?"

"Why," she retorted, "would a man be interested in being a plant protection officer?"



Carmen Buckley

And with that succinct question, Carmen gave a lesson in management that surpasses the combined knowledge of several MBAs. What she had gently reminded the questioner of was the fact that people in industry and business must cast aside preconceived images about people's abilities based purely on sex, race or religion.

Sometimes it's not easy.

A new publication from the International Association of Business Communicators offers advice on how to present women as equals when they are performing the same job as men. It is pointed out that the spotlighting of an individual who is a "first" sometimes points to the tardy realization of progress in equal opportunity by a company.

But Carmen is a "first." Before her, no other woman in Staley history had been

hired as a full-time plant protection officer, and expected to perform all the duties of her male counterparts.

But, it's a role Carmen welcomes. Her ability to meet the challenges of the job remind us that it's time to put labels such as "libber" behind us. Carmen is just a person who is doing a job that she likes.

"I studied physical therapy in college for two years," she explains. "Perhaps someday I'll return to it, but right now working in plant protection gives me a chance to be of service, also. And, I find I'm liking the job more and more."

The uniqueness of her situation doesn't escape her, however. At a recent training session at a local hospital she was the only woman receiving instruction in emergency medical training. And, during joint training sessions in firefighting, she is usually the only woman present.

She's aware that at first some of the men on the force were doubtful of her ability to meet the strenuous activities required of an officer.

"But to their credit, each officer was always ready to answer questions or to show me how to do a job," she says. "They expect me to do my job, but there's no prejudice on their part about instructing me when I come to them with a problem."

Carmen had originally applied for a job in the factory, but believes because her husband is a policeman, her application might have caught the eye of personnel when it was seeking a person to fill the plant protection post.

"After all, I was already aware of the pressures security people face, and I knew the stringent requirements of this type of work because of my husband's position with the Decatur police force.

"When Tom Lesyna (plant protection supervisor) interviewed me, he asked me the same questions he would a man. No distinction was made because of sex, and that's the way I like it.

"My goal is to become the best plant protection officer my ability will allow. Then, if anyone wants to think of me as 'that woman in plant protection,' that's OK, but I hope most will think of me as just a good officer."



D. Adkesson



T. Glancy



D. Miller



T. Russell

manager, sweeteners to western regional manager/sweeteners, industrial sales
JAMES POWELL from Chicago warehouse blendmaster to assistant foreman-Chicago, industrial administration

CONSUMER

TOM RUSSELL from marketing manager, household to director of marketing, consumer products



Harland Harroun, seated, was honored in November by the food brokerage firm of Reichardt-Rosen-Maurer in St. Louis as the principal representative who has done the most to improve the broker's operations. The award is not an annual one, but is given on a merit basis from time to time. Making the presentation were, left to right, Mark Scissors, Hugh Webster and Ray Maurer, all of Reichardt-Rosen-Maurer; Dick Hewling, west regional manager, consumer products, and Bert Rosen, president of Reichardt-Rosen-Maurer. Harland is regional sales manager for Staley consumer products.

Codes were for business, not mysterious activities

It has the makings of a spy thriller, a nationwide group of men conveying messages in code, and each man carries with him the highly classified, top-secret code book.

But, alas, James Bond fans, it's not really all that mysterious, only a unique, and perhaps little known part of the Staley past. The men were Staley salesmen of the 1930s and 1940s. The coded messages were telegrams using Staley's own specially developed code, and the books were the "Staley's Private Code Book" issued to each salesman.

Periodically, copies of the book surface as old desks are cleaned out, offices moved, or retirees pass along bits of Staley memorabilia. How many books are there? One which recently crossed the desk of Staley News was numbered 509, although no one is sure whether that refers to the chronological number, or, like the codes it contains, is merely a way of conveying some other message.

This is the time to try to end one myth surrounding the books. While stories handed down through the years about the code books emphasized that they were conceived for security purposes, the explanation at the front of each reveals a more mundane mission.

It explains: "Staley's Code has been prepared for efficiency and economy in handling telegraphic messages. . . By intelligent use of this Code a minimum number of telegrams will require no more than ten words. . ."

If that sounds unlikely, consider that the index reveals codes for 68 different categories ranging from "answer" to

"weights." In between are such categories as basis, bookings, best, change shipment date, competition, competitors, commodities, delay, deduction, draft, route, replies, tank wagon ad infinitum.

Want to tell someone an immediate answer is requested? Simple. Just wire "abbey." Or perhaps you want to book 48 boxes of 8-ounce Cream Corn Starch. Try "acorn."

What about a special allowance on package starches. "Club" would tell the receiver that you've just allowed one case free with each ten case purchase. "Clung" lets someone know that's "less display allowance." But the customer wants a price guarantee which you give. "Peach." "Trolley" if the customer is interested only in firm bids.

Now, let's put them all together. A customer has booked 48 ounces of eight-ounce Cream Corn Starch, and you want an immediate answer if it's correct to fill the order while allowing him a free case with each ten case order, less his display allowance, at a price guarantee. Don't play around, because the customer's interested only in firm bids.

"Acorn. Abbey. Club, clung, peach, trolley."

Perhaps the company should make the books available to Cbers to help clear up some of the airways clutter. Until that time, there is undoubtedly a large number of salesmen who are grateful that such cryptic messages are no longer practiced, and they can rely on the jargon of service and quality instead of coded messages.

Roger, wilco, over and out.

On the move

CORPORATE

LOIS ADAMS from senior steno to secretary, international engineering, corporate international

SHERRI WILLIAMSON from messenger-office to document distribution clerk, corporate information systems

DENNIS ADKESSON from associate development engineer to development engineer, corporate research

INDUSTRIAL

JODI DOYLE from document distribution clerk, to accounts payable clerk, industrial control

CAROL WITHROW from secretary, international engineering to secretary, specialty food products, industrial sales

TRACEY GLANCY from management trainee to marketing assistant, industrial sales

KATHI MCCLUGAGE from messenger-office to accounting clerk, industrial control

DONALD MILLER from west coast

Colonus works to assist 'Little Brothers' in trouble

Antagonism. Hostility. Mistrust. These are enemies of young boys that Colonus Knight is in constant battle with.

Colonus isn't an anxious father worried about his own children. He's a bachelor who decided he could make a difference in the lives of boys who might otherwise be headed for trouble, so he volunteered to be a Big Brother.

The Big Brother program is designed for boys who lack male guidance. The volunteer doesn't act as a replacement for a father or a real brother, but tries to become a friend whose example may turn a young life back onto the right track.

It's not always an easy task.

Colonus, a microbiologist in research at Decatur, recalls the first time he met with his first two youths—a 12-year-old and a 10-year-old brother. Both had been in minor trouble. They came from a family of eight in which the mother was dependent on public aid. The 12-year-old had been arrested for shoplifting.

"I was referred to the family by a social worker," recalls Colonus. "I visited the home and was immediately perceived as a policeman by the boys, sent out to check on them and report on anything wrong they did.

"There's no compulsion in the program. The boys could have refused to have anything to do with me, but I wanted to try to find out what they liked to do. They said,

'just ride around', so we jumped in the car and went for a drive around the city.

"Not much happened that first time. But, they loosened up on later visits, and told me they liked roller skating. At last they had trusted me enough to be honest with me."

Colonus recalls that he tried—in a quiet way—to remind the boys of the importance of doing well in school. At first, there was no response, but later, each took every opportunity to show Colonus how they had advanced in their reading skills by referring to signs they saw during their drives with the 33-year-old graduate of North Carolina Agricultural and Technical State University in Greensboro and Howard University in

Washington, D.C.

Drives were followed by visits to roller skating rinks and movies. Soon, the boys began to improve in their school work, and Colonus was ready to work with other boys.

Colonus has been Big Brother to six boys. He maintains contact with each of them, plus talking to teachers and social workers on their progress. He also assists with the special olympic program for mentally retarded people.

"It takes a lot of time. I have to alternate weekends, so I can spend all day Saturday with two of them. Some people might think since I'm a bachelor, that time is no problem, but it is. Still, I believe it's worth the effort."

Only accident one too many for John

For John Brewner, five minutes has turned into a lifetime. John, who works in the rigger department at Decatur, today has only his right leg—the other having been amputated at mid-thigh in 1974—because he failed to do what he had done before in following the prescribed safety procedure to support a 6,000-pound crane boom.

Instead, while a co-worker was going after supports for the boom, John continued to work on it. It fell across John's knee, crushing it and causing the damage which led to the amputation. To put the supports in place would have taken approximately five minutes.

Thanks to John's positive attitude and his deep faith in God, this story has a happy ending, but he doesn't want anyone else to suffer a similar injury.

John recalls the accident vividly.

"It was about 4:00 in the morning of Nov. 6," he explains. "I had done a similar job before, although not for some time. I guess I just wasn't thinking well, so I continued working without the supports, then the boom fell."

He says that he prayed for the Lord to be with him, and apparently his prayers were answered as, despite the severity of the accident and injury, he felt no pain, then or at the hospital. The left foot did have normal feeling, though.

While there was never any doubt that amputation would be required, John developed an infection which delayed it for a month. During that time, John had plenty of opportunities to think about what had happened to him. He used his faith to pull him through some rough spots. "You have a tendency to quit," he points out. His wife gave up her job to provide private care at home, and Safety Director Tom Ellison and Jordan Smith, John's supervisor, made frequent visits to John during his convalescence. As a result, John maintained a positive attitude which enabled him to return to the job quickly, although with slightly altered duties.

How did it happen? Why did it happen? John's story is another example that the employee who says, "It can't happen to me" is playing a losing game.

Before the Nov. 6, 1974, injury, John had missed work only once, for hernia surgery. He had never suffered a lost time or reportable injury and had been to first aid only five times before that. John was a safe worker.

But he took one chance. And that was all it took. The results of his safe practices of previous years were wiped out.

Why did John think, as many people do, that an accident wouldn't happen to him?

"Accidents are something you put out of your mind," he says. "People dismiss them

because they can be unpleasant. It requires some effort to think about safety. A shortcut sometimes seems to be the best way because the person doing it believes he's immune to an accident.

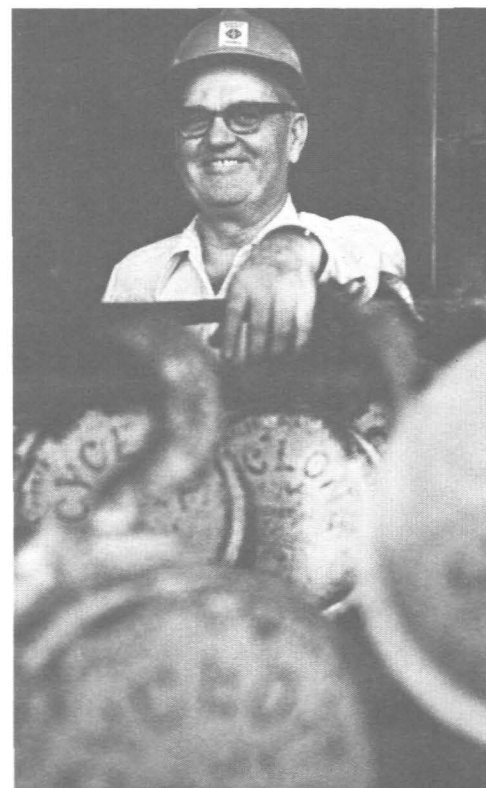
"It's natural to put safety in the back of your mind. But I wish I had kept it up front just one more time."

John points to the consequences of the injury. He can no longer perform such simple tasks as mowing his own yard. Inclines bother him while he walks. He can't climb a ladder. Walking, once an enjoyable pastime, is now a chore.

Yet, he's luckier than some people. He's able to work in the same area he was assigned to when the accident happened. He has a good attitude, and he's hoping that the way he accepts his fate will be a testimony to his faith.

And, his willingness to tell his story to Staley people everywhere shows his concern about their welfare.

"I wouldn't want anything like this to happen to anyone else," he explains. "But the person who thinks it can't is wrong. If my story can help other people, then some good has come out of it. I just don't want anyone to be fooled. Get your head on straight. Think how to avoid accidents. If you're not willing to make that type of effort, at least get your mind in order to accept the consequences."



Despite an injury which cost him his leg, John Brewner has maintained an optimistic outlook and a desire to let others learn from his experience.

November anniversaries

35 Years

FRED QUINTENZ, construction supervisor, syrup refinery and dextrose, industrial manufacturing
RAYMOND KALER, turbine operator, 2 building
JUNIOR NIHISER, analyst, 60 building
CECIL LEWIS, senior painter-roofer
HOMER JACOBY, senior painter-roofer
RAYMOND WELLS, lead loader, 48 building

30 Years

CLARK LEWIS, 116 building operator, 16 building
LEON PETERS, expeller-flaking, 11 building
RAY HARPER, claims & administrative supervisor, corporate financial
GEORGE WACK, assistant manager, international engineering, international

25 Years

BEECHER TRACY, production foreman, Houlton

20 Years

DAVID MILLER, manager, grain, agriproducts

15 Years

ROGER LEISER, director, corporate process engineering

SOPHIA WHITE, secretary/director, industrial products, research & development

10 Years

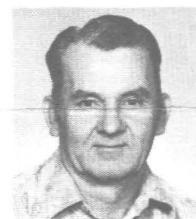
CARL FREDERICK, systems maintenance analyst, corporate information systems
DONALD RITCHIE, SR., senior area manager, specialty feeds department
LINDA HAYS, order editing clerk, industrial administration
DAVE WEBB, transportation operations analyst, corporate transportation
JAMES POWELL, Chicago warehouse assistant foreman, industrial administration
LARRY MAURER, mechanic, millwrights

5 Years

J. NEMETH, staport leadman, Morrisville
F. DIAZ, utility worker, Chicago plant
JAMES HOFFERT, computer operator, corporate information systems
PAMELA BEDNAR, cashier clerk, corporate financial
DAVID POGUE, quality assurance technician, Morrisville.



Fred Quintenz



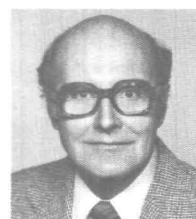
Cecil Lewis



Clark Lewis



Ray Harper



George Wack

New VPs

(Continued from Page 1)

Dr. Koval was formerly director of the international division since November 1976.

Joining Staley in 1962 as a group leader in process engineering research, he became group leader, industrial starches in 1969. Dr. Koval was promoted to director, industrial products research, in 1970 and was named director of food and agri-products research in 1975. He was appointed director of operations for the international division in January, 1976.

He holds a B.S. degree in chemical engineering from the University of Notre Dame and M.S. and Ph.D. degrees in chemical engineering and an M.B.A. from the University of Illinois.

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

Apple joins Wagner line

Wagner Fruit Drinks is adding a new apple juice flavor to its product line. The 10 percent apple juice drink will be produced at all locations currently bottling Wagner, including various co-packers around the nation.

First shipments are anticipated in mid-January and the product is expected to appear on grocery shelves the following month.

The decision to produce an apple flavor was made in light of the tremendous increase in popularity of apple juice. Wagner discontinued a 50 percent juice entry about four years ago because the high cost of apple juice made it unprofitable.

The two current apple drink brands contain 10 percent apple juice, as will the Wagner product.

In taste tests, the Wagner drink consistently outscored competitive apple drinks and was compared favorably with apple juice. Retail cost of the Wagner Apple Drink is expected to be 49 cents a quart, compared to 71 cents a quart for apple juice.

New era for industrial starches

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The usage of corn starch for all industrial and food related markets was estimated to be 3.7 billion pounds in 1976. Tom projects that usage will increase to approximately 4.7 billion pounds by 1982.

But the company is also looking beyond traditional markets. While 50 percent of the research budget for industrial starches and food is aimed at satisfying near-term market needs, the remainder goes for projects that may not reach fruition for five to eight years.

While some of these are admittedly in the "blue sky" category and might never see the light of day, most have definite marketing possibilities. One recent example is already creating excitement.

It's a new product called Starpol 100, a starch hybrid product that will replace a wide variety of petrobased chemicals. Some applications would include free films, protective coatings or printing.

Interest in such a concept was sparked by the rising costs of petroleum and shortages which undoubtedly will occur later this century.

Already, many seminars on the Staley-patented process have been given at research and development centers of 50 potential customers nationwide. And the effort is just

beginning, since the product is unique to Staley.

"This is an example of our emphasis on new starch chemistry," notes Tom. "The starch acts as the backbone for the new chemical product we've created."

The industrial starch sales force got together in November in St. Louis for a meeting to

discuss past year's results and outline next year's goals. The consensus—G.A.T. refers to the Staley starch ad which proclaims, "Ya ain't seen nothin' yet!"

"It's going to be one of the most exciting times ever for Staley in industrial starches," he says. "We've got the plants, products and people, and we're approaching a new era in starches."

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