

Staley News wrapup

Two consumer products entries have expanded their markets. The first was the 96-ounce size of Sta-Puf blue concentrated fabric softener, which was expanded from 20 market territories to 64. The 96-ounce size accounts for 26 percent of all fabric softener sold. And in September, roll-out meetings with brokers for the national expansion of Wagner 15 + 1 concentrated drink mix were held. Previously, 15 + 1 had been available in only 26 states.

Out with the old, in with the new. A new sampler has been installed at the Elevator D truck dump in Decatur. It's another in a series of improvements at the elevators. Also, a new staging area to handle incoming trucks with grain was completed in time for the early harvest of beans. And the storage tanks south of 29 building in Decatur are wearing a new coat of paint.

An all-time high of crude corn oil was processed at Decatur in August. It's the third consecutive month that a record was set.

As Staley News went to press, indications were pointing to a successful Retirees' Club

Dinner Oct. 29 at the Masonic Temple. In only two weeks after the invitations were mailed, more than 350 retirees had indicated they would be on hand for the event, which will be held annually. It's the first activity of the newly formed Retirees Club. Details on further events will be published in the News. Complete coverage of the Retirees' dinner will appear in the November News.

Government delays hamper the schedule to give Staley employees swine flu inoculations. Some reports now hint that the vaccine will not be available until December or January. Other sources are more optimistic. In the meantime, plans continue for offering the flu inoculations to all Staley employees, and as soon as the vaccine becomes available, details will be published in the News.

Final agreement has been reached regarding acquisition by Staley of Gregg's Food Products, Inc., Portland, Ore.

Under the agreement, the acquisition will entail the exchange of 305,080 shares of Staley common stock for the 1,201,000 outstanding common shares of Gregg's (one Staley share for every 3.937 shares of Gregg's).

Staley common stock is listed on the New York Stock Exchange; Gregg's common shares are traded over-the-counter.

Proxy material is expected to be mailed to Gregg's shareholders within the next few weeks, according to the companies. The proposed acquisition, subject to approval by Gregg's shareholders, would result in Gregg's becoming a wholly-owned subsidiary of Staley.

International interest in the potential of the soybean continues. A special seminar will be held in Moscow Oct. 13-14 followed by another meeting in Warsaw Oct. 18-19. Staley will be represented in the two meetings by Jaap Van Son, European sales manager. Jaap will speak on applications of whipping proteins. Samples of Gunther whipping proteins will be displayed at the seminar.

The new tank car washing facility at 17 building in Decatur began operations in September. The process uses municipal water sources, instead of the filtered water from Staley which was previously used. This is expected to offer better bacteria control. Safety improvements were also made with better lighting and more handrails on the elevated portion. The area underneath was poured in concrete for easier cleaning and superior sanitation. The process is also adaptable for a mechanized system.

Sta-Puf Blue and Sta-Puf Pink were two of only four brands of fabric softeners to gain market shares during the past 12 months. The gains came in the face of the onslaught of dryer-added softeners, which claimed the only other two entries to gain market share. Sta-Puf Pink was the largest gainer in the single strength category with a 14.5 percent case share gain. Sta-Puf Blue jumped 119 percent per a case share gain.

IsoSweet 5500 available by end of year

The company plans to have a "second generation" IsoSweet high fructose corn syrup commercially available by year-end.

The facility for producing the new 55 percent IsoSweet as well as other higher fructose syrups, is expected to be in operation by December at Decatur.

The current high fructose corn syrup manufactured by Staley and several other firms contains 42 percent fructose.

IsoSweet 5500 is positioned by the company as a superior pound-for-pound replacement for medium invert sugar, a popular sweetener in processed foods and beverages. The product is expected to be especially meaningful in soft drinks and jams and jellies.

Advantages of the IsoSweet over the 42 percent product are improved sweetness and greater ease of handling and incorporation into foods and beverages. In extensive field tests the new product received an excellent reception. In addition to generating the 55 percent product, the new facility will also be utilized for the production of other higher fructose syrups up to a 95 percent level, according to the company.

The company described the new production facility as capable of producing tank car and tank truck quantities of the new 55 percent high fructose.

High fructose products at the 90 percent-plus fructose level would be primarily for use in low calorie, dietetic foods and beverages.

Staley News

Volume 18/No. 9

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The members of the Staley retirees executive committee plan the upcoming retirees' dinner October 29 at the Masonic Temple. Seated, left to right, Ira Cox, trustee; Earl Beals, vice president; Skeeter Moore, president; Claude Cox, trustee; Pauline Cable, secretary-treasurer; Trudy Hebert, trustee. Standing, Bob Ellison, advisor, and Norm Lents, trustee.

United Way campaigns held in October at Staley

United Way campaigns get under way throughout Staley in October. At Decatur, "people helping people" is the theme as fund-raising efforts seek increased participation. No dollar goal has been set, but last year's campaign attained a record \$124,000, including the corporate gift.

At Morrisville, employees' gifts will go to the United Way of Lower Bucks County. At Oak Brook, gifts go to the Chicago-area Crusade of Mercy. Campaigns will also be held at other Staley plants, including Frankfort where Skip Brandon, controller, is United Way chairman and Mike Kerber, plant manager, is industrial division chairman.

The Decatur-based drive will not have a dollar goal, choosing instead to concentrate on raising the percentage of "fair share" givers, and attracting new contributors. Last year, nearly a third of the employees sat out the campaign. An added incentive and athletic note will be provided with each fair share donor being allowed to select either a can of tennis balls imprinted with the Staley logo, a set of golf balls with Staley imprinted on them, or a fishing lure kit. Additionally, each employee who makes a fair share donation will be eligible for a drawing, with the winner receiving a free trip for two to a midwestern resort for a weekend of fishing, golf or tennis.

Sam Shanklin, manager, specialty feeds, is company chairman for this year's drive. Ernie Karcher, assistant fireman A, 1 building, is co-chairman representing Local 837, Allied Industrial Workers. Dr. Don Johnson, director, industrial products, R & D, is also co-chairman.

"Some employees might think it impossible to top last year's record amount," Sam points out. "But Staley people have a history of responding to the needs of the community in which they live. I'm certain they'll be equal to the task again this year."

Bill Strohl, president of Local 837, Allied Industrial Workers, has reaffirmed the union's support of the United Way campaign:

"All union members can be proud of the continuing support they have given the United Way. We recognize that our efforts help build better communities for us and for our families.

"Try to imagine a community without a Bloodmobile, Boy Scouts, or any of the other services that your one gift makes possible. It's a bleak picture, and not the type of place many of us would like to live. Fortunately, our United action and our one gift adds the human element which makes life worthwhile.

"The AIW was a leader in supporting the United Way concept. It recognized early the value of one campaign aimed at the overall needs of a community. . .one campaign which would guarantee that each dollar was raised in the most economical fashion and spent in the most needed way.

"That's why I'm confident that AIW members will once again respond with enthusiasm to this year's United Way campaign."

In the News...



Fame time P/3



Game time P/5



Game Plan P/8

Westerville, Ill.
Pie shop -
Bert's home -



Stan DeJanes, left, and Sanford Cohn discuss the use of soy oil in Superior dressings.

Edsoy used for 25 years in Superior dressings

Service and consistent quality have enabled Staley to remain the major supplier for 25 years of soybean oil for use by the Superior Tea and Coffee Co. and predecessor companies in the making of mayonnaise and salad dressings.

Superior merchandises more than 1,500 products for use by restaurants and institutional feeders. Included are 14 brands of salad dressing which go to some of the most famous names in the industry such as Hilton, Marriott and Hyatt House.

The Chicago-based company uses several million pounds of Edsoy soybean oil each year. That's more than 90 percent of all the vegetable oil it uses annually.

The relationship began with a predecessor company which was later to be acquired by Superior. Leo Slater, whose brother Max was a co-founder of the first company, recalls that "Staley started as our major supplier, and then established an excellent record of quality and on-time shipments to solidify its position."

Mr. Slater, who is now general manager, food products division, is active in national associations of salad dressing producers. As such, he knows the importance of consistent quality.

"Staley never let us down," he continues. "We've had some good years and some bad ones, but regardless, Staley stood ready to help. Even in times of oil shortages, it never cut us back."

In the beginning, Superior purchased the salad dressing from the predecessor company. However, in 1960, Superior purchased the operations. But the Staley role remained unchanged.

Sanford Cohn, president of Superior, which was started by his father with a group of horsedrawn wagons on house-to-house routes in 1908, says the company looks for three attributes in a supplier: high quality, consistent quality and dependability.

"Staley has met each of these requirements, time and time again," Mr. Cohn says. "We regard our relations with such good suppliers highly, and although we're obviously concerned with profit margins, price is not the major determination in selecting vendors."

The importance of quality soybean oil to a salad dressing manufacturer can't be under-

estimated. Over 65 percent of mayonnaise is oil, and over 35 percent of dressing is oil.

The oil acts as a carrier, "emulsifier" dispersing flavors and ingredients throughout the dressing.

Has soybean oil changed in the past 25 years? "Yes," says Stan DeJanes, midwest district manager, refined oil sales. Stan points out that years ago, soybean oil had a distinct beany flavor that was difficult to mask. "Over the years we have developed our refinery process to remove unwanted flavor and odors. Additionally, our in-house quality control maintains our reputation as a quality supplier."

Another aspect of the Staley role to Superior is provided by conversations with Earline Cooper, buyer for Superior, about the price of soybean oil.

Earline says she makes up to six calls daily to Stan or Fran Amerman to check on prices at the Board of Trade. She will also consult with Stan about crop conditions and other pertinent market information that has come to Staley's attention.

"We contract ahead of time or in advance for approximately half of our monthly requirements," she explains. "Then we watch the market and try to buy our remaining requirements on the low side if oil prices decrease." Mrs. Cooper admits that as a result she sometimes doesn't give Staley much time to make needed deliveries. But, she adds, she's never been let down.

There's sound financial reasoning behind the method. The volume of soy oil purchased by Superior is so great that even the smallest savings per pound will, over the year, amount to large sums.

That's the kind of management that has enabled Superior to grow. It's the kind that enabled it during the depression when the home route business was in trouble to not only avert financial disaster, but turn its expertise in foods and related items to a new field-servicing large institutional feeders.

It's move that has paid off handsomely. But, the best may still be yet to come. Mr. Cohn points to the proliferation of restaurants, the new salad bar concepts and the trend to eating out, which he calls a "new American recreation" as indicators of even further growth. It's a growth that Staley will be a part of, thanks to the history of the past quarter-century.

Paint manufacturers turn to Staley soy oil

Paint . . . with its powers of renovation can turn the drabest of structures into a rainbow of color. And, if you use your imagination (just a little) you might see a drop of soy oil from Staley in that rainbow.

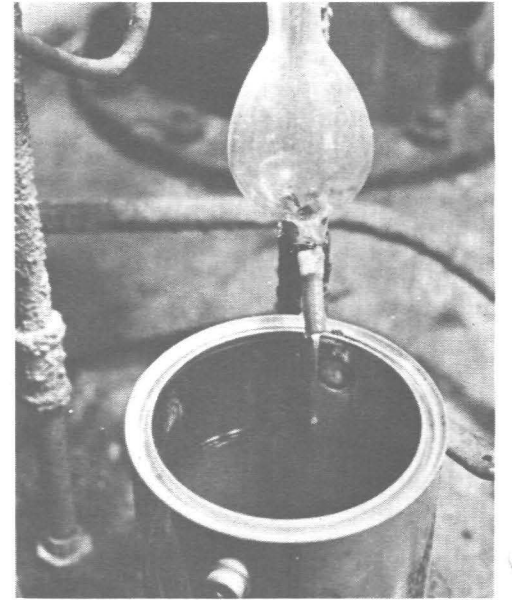
The versatility of soy oil allows it to be used as an ingredient in the manufacture of resins, the "glue" that binds the pigment in an oil based paint. By contrast, latex paints use a water base.

The reaction of oil with other ingredients builds the molecular weight of the resin.

Traditionally, linseed oil had been the primary oil used in paint manufacture. But it tended to cause paints to yellow and crack. Research led to advances with paint made from other vegetable oil bases—sunflower, safflower and soy, primarily—and linseed fell into disfavor, although it is still used.

Each type of vegetable oil has advantages and drawbacks. Price usually dictates what type of vegetable oil will be purchased and used, since most paint companies compensate for oil variances by changing resins formulation.

Oil base paints are especially attractive to painting contractors who desire quick, one coat application. Cleanup is not so crucial as to the average consumer because contractors are used to working with oils and have the necessary equipment for cleaning tools.



Resin is the "glue" which binds paint colors.

There are approximately 1,800 paint processors in the country. The proliferation is possible because paint making is basically a batch process and paint can be produced in kettles in a person's garage.

But, unlike a rose, paint is not paint is not paint. Whereas its production is a relatively simple process, formulation of quality coatings requires the latest advances of resin and polymer technology and chemistry. The making of quality paints is a highly advanced technology—one in which Staley plays an important part.

Howard Johnson's chooses Staley soy oil quality

Howard Johnson's. The name has become a part of the American language and is immediately associated with quality foods and fine lodging. It is this emphasis upon quality which brings into sharp focus the importance of Staley employees supplying nothing but the best ingredients to its customers.

Howard Johnson's uses Edsoy soybean oil in its line of salad dressings and tartar sauce. Whereas Superior Coffee Co. (see story on this page) manufactures its salad dressing for the restaurant and institutional feeding industry in general, Howard Johnson's offers a different approach, manufacturing all of its dressings at a plant in Wollaston, Mass. for use in nearly a thousand restaurants.

The reason for the "in-house" approach is quality control, says Plant Manager Joe O'Connell. Mr. O'Connell, who has more than 20 years experience in production of mayonnaise, salad dressings and other condiments, points out that the famous motel-restaurant chain has its own formulas for the nine types of salad dressings and tartar sauce it produces. "We strive for a distinctive flavor and consistent quality," he continues. "By doing our own production we are able to keep a closer watch on quality."

Mr. O'Connell points out that each incoming load of Edsoy is tested by the Howard Johnson's quality control lab for bacteria count, color and pH content. "These are the three major tests. If any of the checks turn up unsatisfactory, we would reject the shipment."

Staley has been a supplier to Howard Johnson's for nearly seven years. In that time, Mr. O'Connell says he cannot recall any problems with the quality of the oil.

All soybean oil is delivered in 5,000 gallon tank trucks to the plant. It is stored in two 5,000 gallon tanks on the premises. The production of dressing involves proper blending of eggs, water and the soybean oil with flavor being added last.

The dressing, which is packaged in cans, is sent to regional Howard Johnson's commissaries for distribution to the company's restaurants.

Staley service comes in for high marks from Mr. O'Connell. He says that if problems of any type ever occurred, Larry McNamara, who was eastern district manager at the Little Falls, N. J., office was of great assistance. Larry is currently manager, refined oil.

So the next time you stop in at one of the familiar orange-roofed restaurants, be sure to try its salad and dressing—and take pride in knowing that a Staley product selected by the quality-conscious personnel of Howard Johnson's helped make it possible.

Thanks to you
it works...

FOR ALL
OF US



United Way

Ringer--Don pitches way to horseshoe title

For Don Spray, truck receiving, Frankfort plant, a horseshoe is more than a mere object of bent steel. It is something to be treated with a tender touch and understanding--something that when it is treated right will respond with ringer after ringer, ad infinitum

Don in August racked up his second state horseshoe pitching title, walking away with honors in the Indiana Class D competition at Lafayette. Last year, Don was the Class F titleholder. Classes are based upon the percentage of ringers a player throws. To understand the toughness of the competition, consider that Don in his final match connected for ringers 46 percent of the time. To qualify for the World Tourney, which Don says is his goal for next year, a minimum of 88.8 percent ringers must be pitched.

The jump from Don's already fine performance to world tourney level competition might seem steep for some, but Don seems to be a "natural." He started pitching horseshoes only four years ago, at the urging of his brother. He has received help along the way from a Frankfort village legend--former world champ Curt Day, who can hit ringers 90 percent of the time.

Horseshoes might appear to be a simplistic sport to the uninitiated. Merely pick up the shoes, throw them at a stake in the ground and hope for the best. Not so.

Don practices three hours each day, working with what he describes as a "three-quarters grip." Most of his opponents use a one and one-half grip, explains Don, the number referring to the rotations the horseshoe takes in flight.



Don Spray with championship trophy.

"I have six pairs of horseshoes. Keep 'em in my truck most of the time," Don continues. Then in what may be the understatement of the year, Don adds, "I kind of like the game."

Don has his eyes on a grassy plot at the edge of the Frankfort plant facilities where he might set up some stakes to practice at noon time. "You just can't get enough time in," he notes, adding that he will be competing in an indoor league this winter.

As a result of winning the Class D title this year, Don is sure he will be reclassified, but he's ready for whatever comes. "Yep, I kind of like the game," he finishes. "It wouldn't bother me to get so good I just threw ringer after ringer after . . ." Then he laughs, "But first, I've got to make that world tourney."

Planning, attitude help in successful retirement

Retirement--will it be your golden years--or your tarnished years? The answer will be as varied as the millions of individuals to which it applies.

There is a new fact of life in the United States. The nation is, as a whole, growing older. Where once the average age was declining to such an extent that sociologists anticipated a nation filled with youth, today, declining birth rates and smaller families, added to increased life expectancy are causing the average age to increase. We have more "old" people than ever before.

The typical Staley employee considering retirement will have likely been with the company several years. Some will drift into retirement, aimlessly, with little planning and never know the full rewards which should be a part of a normal, healthy and happy retirement.

The American Medical Association Committee on Aging says that the persons who enjoy a successful retirement are those that "have re-directed rather than relinquished their channels for contribution."

The committee notes further that "unfortunately, most people do not fall into this category, "and that it is "easy for the . . . unoccupied person to over-concern himself with his own normal physiological functions and to exaggerate minor physical or emotional symptoms."

Putting it in simple terms, the doctors see a direct link between the mental well-being of retirees and their physical well-being. Retirement can be a happy period, not something to dread.

There are some facts that each employee considering retirement must consider:

--You should plan for financial security. This is done by building a base of savings, insurance, pension and social security.

--The company will meet with you prior to retirement to help you fully understand your benefits coverage. And should questions arise during retirement, each retiree is urged to come to the benefits department for the answers.

--The company continues to have an interest in what you are doing--and hopes you feel the same about it. Each month, you will receive at your home a copy of the Staley News. And the newly formed Staley Decatur Retirees Club, which is receiving financial assistance from the company, is aimed at helping you continue the friendships you established while working.

The list of subjects studied in Richland Community College's seminar on retirement provide guideposts not only for Decatur employees but anyone approaching retirement: "The challenge of retirement--the best is yet to be"; health and safety; housing and location, legal affairs, meaningful use of time; attitude and role adjustment; sources and amount of income, and financial planning.

If the retiree has given proper thought to each of these areas--and planned to meet them--then he is well on the way to a full retirement. Don't wait until the last moment. Retirement will be the way you spend the rest of your life. It deserves more than casual thought or being pushed to the back of your mind.

Anniversaries

40 Years

ESTHER ELDER, sewing machine operator, 20 building

35 Years

CHARLES SILKWOOD, senior mechanic, millwrights

30 Years

RAY BEST, JR., shift foreman-pilot plant, engineering, R & D

JOHN JONES, assistant superintendent/soy protein, agriproducts

VERNE PARKS, shift foreman, syrup refinery & dextrose, industrial manufacturing

ROBERT KRETZER, shift foreman-pilot plant, engineering, R & D

IVAN FORCE, tank farm tender, 29 building

HORACE KEPLER, senior mechanic, pipe

FRANK WHITESIDE, spray dry lead operator, 16 building

WILLIAM DOYLE, senior mechanic, electric

EVERETT AUSTIN, grain unloading operator, 28 building

WILLIAM PRYDE, ion exchange operator, 5 & 10 building

DELBERT WALKER, lead operator, 6 building

ROLLAND WHITE, painter-roofer, senior

THEODORE WISELEY, development engineer helper, 59 building

WILLIAM YORK, mechanic senior, C & D, extraction plant

FORREST BAILEY, JR., trucker, 20 building

THURMAN LAMBIRTH, senior analyst, quality assurance

W. H. MURPHY, prep operator, Champaign plant

RICHARD HECTOR, evaporator operator, 5 & 10 building

JOHN MOREY, stores coordinator, 77 building

WALTER WILLIAM RADE, assistant extraction operator, 101 building

CHARLES COOK, senior painter-roofer

DALE HARLESS, fireman east end, 1 building

HERBERT HURLEY, JR., lead packer, 29 building

25 Years

DONALD MILLER, 3rd year apprentice, pipe

JAMES RETHINGER, apprentice 1st year, I & C

RAYMOND ROZANSKI, 3rd floor drier operator, 12 building

CHARLES YARBOROUGH, senior mechanic, pipe

PAUL DURCHHOLZ, 3rd year apprentice, millwrights

ROBERT LOCKE, fork truck driver-lead, Columbus plant

20 Years

WILLIAM TRAUGHBER, assistant fireman, 1 building

EDDIE SMITH, senior inspector, 60 building

EITHER OTIS, development engineer helper, 59 building

GRAYDON CAPPS, supervisor rail/material services, industrial administration

POWELL CLARY, central district manager, agri products marketing

JOHN KUIZINAS, assistant foreman, electrical

15 Years

LARRY MCNAMARA, manager, refined oil, agriproducts

C. DEANE ROTH, senior research chemist, corporate research

DANIEL MIDDLETON, helper, 2 building

WILLIAM PETERSON, senior mechanic, pipe

AARON SARGENT, cleaner, 101 building

CHARLIE EDWARD TYUS, pump-tank operator, 5 & 10 building

WALTER LIPKA, senior analyst, quality assurance

10 Years

BETTY POGUE, utility clerk, corporate finances

EUGENE WOOTERS, shift foreman, protein, agriproducts

CHARLES YORK, shift foreman, dextrose, industrial manufacturing

SALLY MARQUIS, statistical clerk, industrial products control

JERRY FARGUSSON, conversion operator, 5 & 10 building

DONALD LANDGREBE, senior mechanic, pipe

ROBERT LUKA, conversion unit helper, 20 building

PHILL WICKER, rigger, rigger department

ROBERT JELKS, shift repairman, 1 building

JAMES CORLEY, senior mechanic, pipe

ROBERT DOAK, pump-tank operator, 5 & 10 building

PAUL KARR, cleaner, 77 building

RICHARD SCHABLE, 2nd year apprentice, tin shop

MICHAEL GRIFFIN, apprentice 1st year, millwright

DAVID E. SMITH, conversion A operator, 16 building

JAMES ESTES, senior mechanic, pipe

ROBERT GILBERT, JR., track laborer, 9 building

DAVID BUCHANAN, converter A operator, 16 building

MARVIN J. SMITH, Fostoria plant

WILLIAM L. KEELS, Fostoria plant

5 Years

CHARLES HARVEY IV, shift foreman, Morrisville

RON JOHNSON, training supervisor, industrial relations

RICHARD TOTH, shipping/receiving foreman, Morrisville

ROBERT SCHOETTLER, transportation manager, consumer

POLLY SLUCHER, secretary, Morrisville

TERRY WOOD, accounting manager, consumer products control

TERRIE ROLLHEISER, secretary/area manager, Kansas City, industrial sales

FREDDIE LEE PINDER, operator A, Vico-Chicago

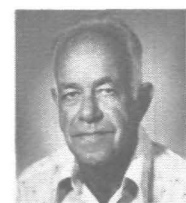
JOHN PRATUS, maintenance A, Staley Chemical - Lemont

W. MASON, Des Moines plant

W. BROWN, Des Moines plant

J. RUSSO, Des Moines plant

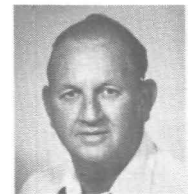
M. L. COMBS, laborer, Champaign plant



I. Force



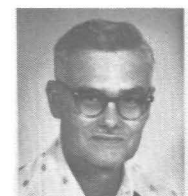
E. Austin



W. York



R. Hector



J. Morey



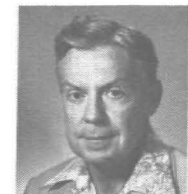
D. Harless



D. Miller



J. Rethinger



R. Rozanski



A busload gets under way to the stadium.

We had a pa

Rainy skies did nothing to dampen the enthusiasm of a thousand Staley employees and members of their families who attended Staley Day festivities at the University of Illinois Sept. 25.

The observance at the football game between the Fighting Illini and Baylor University was the result of a suggestion by the University which wanted to give the company public recognition of the long-standing relationship between the school and Staley.

The University program for the day highlighted that affiliation, noting that Staley has been a strong supporter of the grants-in-aid effort of the school, and pointing to the cooperation between the company and University which led to the development of the commercial soybean industry in this country. The Decatur Staleys, the forerunner of the Chicago Bears, also came in for special mention.

But the day was more than a reflection of the past. It is believed to be the biggest single gathering of Staley people for one activity in at least 30 years. And it carried with it much of the flavor of an old-time community picnic.



Raining outside, but the band played on.

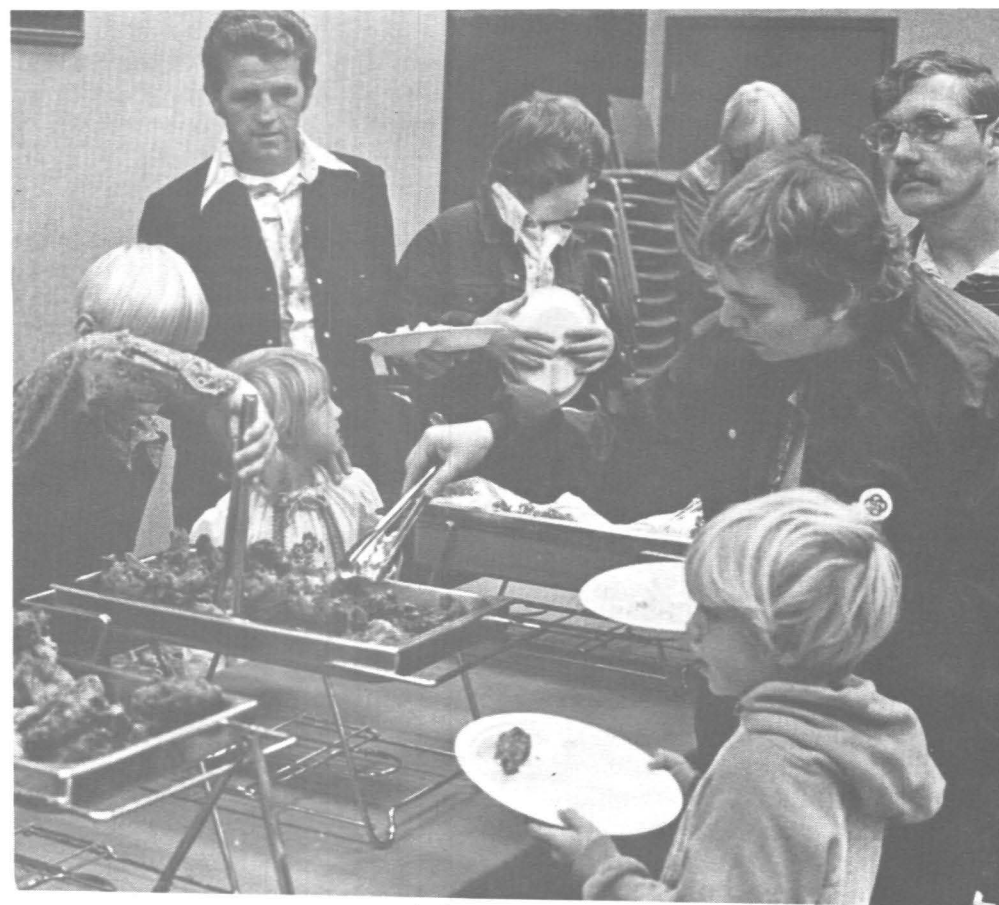
'Stale

at

SUC



It's always fun when you're with someone you like.



So that's where all the chicken went!

Party--And it was a smash

The Round Barn restaurant in Champaign was the starting point for the activities with what was billed as "The World's Largest Tailgate Party." Although the schedule called for feeding to begin at 10:30 a.m., by 10:15 a.m. nearly 300 people were already seated and things were rolling.

The party atmosphere got another boost with the presence of Fierce, a country/western band, consisting of Staley employees Larry Landwehr, Jim Guthrie, Sam Jackson and Jordan Smith.

Fifteen buses were used to shuttle employees to and from the Round Barn and football stadium. More than 5,000 pieces of chicken were eaten and nearly 200 pounds of potato salad. And a big thirst was evident as 10 kegs and six cases of beer were consumed.

An estimated 900 people attended the Tailgate party. The continual rain at the game, plus the disappointing loss by the Illini caused some to flee for shelter, but most stuck it out until near the end of the game.

Here, then, are some pictures of the day's events. We hope they will bring pleasant memories of what was really a very special day for the company and its people.



A thorn among roses finds a way to keep dry.



Far from the madding crowd.

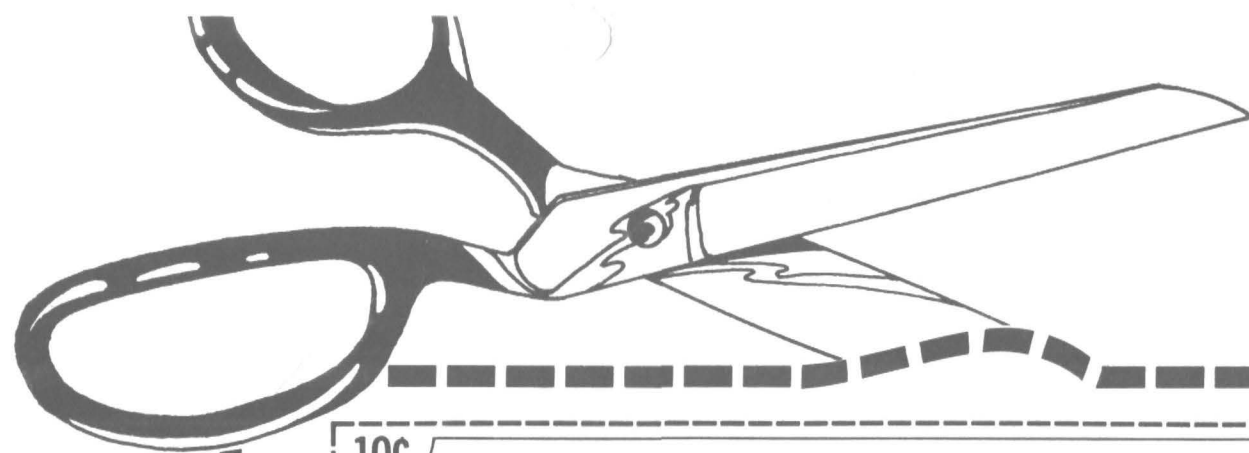


Button up your overcoat, when the wind is cold.



From the Champaign plant, new additions to the Staley employee group.

ey Day'
U of I
cessful



Clip & Save 60¢ on these great Staley brands.

10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢
on Staley®
Syrup**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge 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 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

98131

STORE COUPON

10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢
on
Sno Bol®
Liquid**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge 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 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

97322

STORE COUPON

10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢
on Sta-Puf® Concentrate**



MR. GROCER: Your Staley representative will pay you 10¢ plus 5¢ handling charge 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 1/10¢. Offer expires August 31, 1977. Offer limited to one coupon per product and size.

97587

STORE COUPON

10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢
on Sno Bol®
Automatic**



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97829

STORE COUPON

10¢

10¢

10¢

10¢

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wagner®
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99668

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10¢

10¢

10¢

10¢

STORE COUPON

**Save 10¢
on Sta-Puf® Pink**



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97139

STORE COUPON



Don Bitzer, truck driver, on one of the new stainless steel tank trucks at Chicago. The tank has a capacity of 45,000 pounds of blended product.

Sugartime at Staley

Did you know that Staley is in the sugar business? While most employees are aware of the impact that the ability of high fructose IsoSweet to replace sugar has had upon the company the past three years, few realize that Staley has its own sugar melting operations.

The Chicago plant, built in 1955, receives granulated sugar which it melts down to 72.3 percent brix (brix refers to the solids content of the now-liquid sucrose).

This sucrose is blended, either with high fructose IsoSweet or with regular corn syrups for a variety of customers, including dairies, bakeries, candy manufacturers and bottlers.

Most of the Chicago plant's customers are located within a 90-mile radius of the plant, and are serviced by deliveries from the plant's three tank trucks. Blends for commercial deliveries to users in Indiana, Wisconsin and Michigan are also made in Chicago.

Why would a company use the already blended product rather than making its own blend?

A. W. Brunlieb, regional sales manager, sweeteners, explains, "Some might lack the space required to install blending facilities or to handle sucrose and corn syrups. Others might not want to make the investment required, or to add the employees necessary to handle the increased volume.

"Our ability to service customers offers the advantage of having a blending plant close by that meets all of their needs without a requirement of taking away necessary manufacturing space or making a capital investment in new equipment."

Ten people work at the Chicago plant, which also is a warehouse for such industrial products as specialty starches, industrial starches and corn syrup solids. A second sugar blending facility in Indianapolis was purchased this year.

On the move

CORPORATE

MAURICE BELCHER from assistant quality control chemist to quality control chemist, engineering
WILLIAM SCHNEIDER, JR. from production department relief foreman to senior operations auditor, auditing
GLENN VANCE from night building superintendent to assistant administration building superintendent, engineering
RAY YORK from assistant administration building superintendent to administration building superintendent, engineering
LARRY HAWTHORNE from hourly roll to night building superintendent, engineering
SUE ATTEBERRY from senior clerk, employee benefits, industrial relations to statistical loss/yield coordinator, engineering
DIANNE (HILL) FISCHER from management trainee to buyer-construction & fabrication, purchasing
SAM JACKSON from maintenance office manager to assistant buyer, purchasing
CASANDRA SMITH from messenger-office to bookkeeper, employee benefits, industrial relations
SHARON SPENCE from bookkeeper to dependent claims clerk, employee benefits, industrial relations
KEN CARNAHAN from research technician to instruments analyst, quality assurance.



M. Belcher



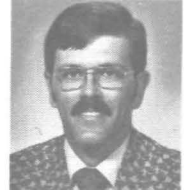
B. Schneider



G. Vance



R. York



L. Hawthorne



D. Fischer



S. Jackson



M. Filler



C. Sileven



D. Basler



V. Morgan

AGRIPRODUCTS

SUSAN ANDERSON from grain arrival clerk to grain ledger clerk, agriproducts control
LINDA OTTA from messenger-office to utility clerk, 101 building
MARSHA CORLEY from stores catalog clerk to crude oil scheduling clerk, marketing
PAT SHAW from messenger-office to grain arrival clerk, agri control

CONSUMER

CHRIS FRANK from buyer-material and contracting services to purchasing manager, manufacturing, consumer products

INDUSTRIAL

WALTER GILLESPIE from hourly roll to shift foreman, 118 building, manufacturing
JOHN BAXTER from foreman, polymer, to general plant foreman, Staley Chemical
MATTHEW FILLER from area manager, specialties to major accounts sales manager, industrial sales
MICHAEL FIFIELD from hourly roll to

production department relief foreman, industrial manufacturing
DENNIS GENTRY from hourly roll to production department relief foreman, manufacturing
CHARLES SILEVEN III from hourly roll to maintenance office manager, manufacturing
DORIS BASLER from assistant buyer, purchasing, to extra board supervisor, manufacturing
LARRY HALE from production department relief foreman to shift foreman, inositol, manufacturing
VERN MORGAN from extra board supervisor to assistant labor relations supervisor, manufacturing
PAT SIMS from records posting clerk to catalog clerk, maintenance

SuperStars repeat as ball champs

The Superstars won their second straight Staley slow pitch league championship by whipping the Blues in the title game in September at Decatur.

The Stars, who had finished second in the regular season, defeated the Sting and the Blues enroute to the title. The four team field in the double elimination tourney was rounded out by 5 & 10 which won the right to compete by winning an earlier playoff when a three-way tie for fourth place in the 13-team league developed.

The IsoSweets continued as the champions in the Staley women's slow pitch league. The women not only repeated as regular season champs in the five-team league, but also won the first double elimination tournament held for women.

The team was coached by Bill Brown and Paul Troxell. Mary Jones was team captain. Team members included: Linda Hays, Sue Long, Kaye Jones, Jodi Miller, Shirley Fischer, Barb Sheay, Belva Hammond, Carol Hoadley, Joni Lester, Debbie Pare, Lisa Helm, Lesley Randall, Sue Moore, Melanie Swift and Mary Jones.



The SuperStars repeated as champions in the Staley slow pitch softball league at Decatur. Front row, left to right, Dave Stuart, Lauren Incarnato, Bob Gilbert; standing, left to right, Bill Barter, Larry Auton, Terry Johnson, Lyle Clark, Doug Smith, Arnold Herzing, Harry Hopkins, Dick Benton, and Rick Stuart.

'C and C' program to convert Rabon users

Following the success of the introduction of its Sweetlix Rabon blocks, specialty feeds is embarking on a "C&C"—convert and confirm—program to switch Rabon users from the fly larvae-killing block to Sweetlix 3-in-1.

The full impact of the program is best gauged by examining the efforts of specialty feeds area manager Dave Anderson, who has responsibility for Illinois, Wisconsin and part of Missouri. Dave was the top salesman for Rabon and he looks forward to translating his success to 3-in-1.

"Rabon blocks were tailored primarily for dairy cattle," Dave says. "But they also proved to be a Godsend for beef farmers. Why? The blocks were the fulfillment of an idea whose time had come."

Dave explains that before the introduction of Rabon, most dairy and beef farmers relied upon sprays to kill the four types of flies most commonly found in barnyards—the horn fly, the face fly and house and stable flies. The horn fly is a "blood sucker" and can drain a full-grown animal of as much as a quart of blood daily. It and the face fly remain with an animal for the flies' lifetime.

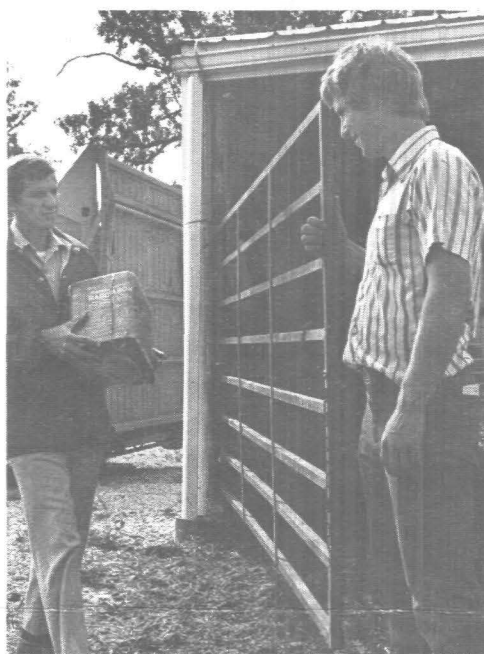
Both the house fly and the stable fly are disease carriers that feed off decaying animal organic matter, such as animal waste. This is of special importance to the dairyman, who is faced with demands for clean and sanitary operations.

Third generation

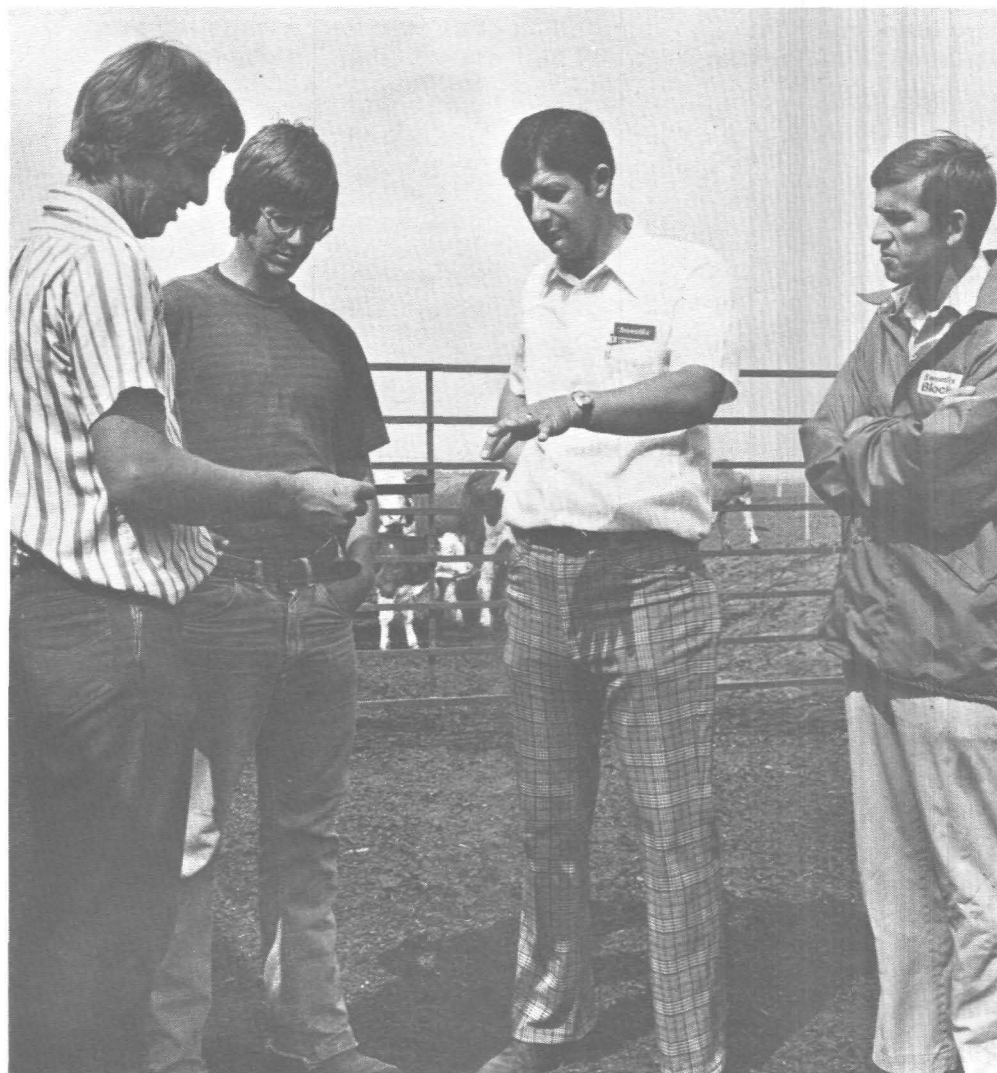
Rabon is the third generation of fly killers produced by the Shell Oil Co. (Rabon is the name used by Shell.) It is a phosphate-based material which is passed through the animal in its waste. Adult flies lay eggs in the waste, but the Rabon stops the life cycle by preventing the larvae from becoming adult flies. The Rabon block therefore is not aimed at killing adult flies, but stopping the cycle of the multitude of flies found in barnyards. Additionally, Rabon blocks offer a complete mineral supplement for the feeding animal. Herein lies the key to the C&C program.

"Many people began using a block for the first time with the introduction of Rabon," explains Dave. "Some had tried blocks in a halfhearted way before, but we stress the importance of following label instructions. Too many people in the past who had stopped using blocks did so because the results were unsuccessful merely because proper feeding instructions had not been followed."

"The importance of following instructions was evident in the Rabon sales effort. Early feeding was necessary to stop the life cycle of the flies, since the Rabon material is not designed to kill adult flies. And equally important, users got a chance to offer their herds a mineral block feeding program. My job now is to show them that it is in their interests to continue feeding their animals that same mineral block—minus the Rabon ingredient—and then to come back to Rabon blocks in the early spring."



Dan Alcorn, Stutzman Milling, makes a personal delivery of Rabon blocks to Jerry Reeder, a young cattleman near Atwood, Ill. Dan was instrumental in persuading the Reeder to begin the Rabon feeding program early in the spring, and he is now working with them as they make the conversion to 3-in-1 mineral blocks.



Dave doesn't spend all of his time on office calls. Sometimes the most effective work is done in the field as he discusses 3-in-1 blocks with the Reeder brothers and Dan Alcorn of Stutzman Milling Co.



Dave Anderson, left, discusses the "C & C" program from Rabon to 3-in-1 blocks with Jerry Koester, store manager for Siemer Milling Co.

Dave as an area manager does not sell directly to farmers. Instead he works through distributors, such as large milling or farm supply companies which then sell to local outlets, who work directly with the beef or dairy farmer.

An example is provided by Siemer Milling Co. in Teutopolis, Ill. Siemer is the central distribution point for the blocks to area stores, such as the Stutzman Milling Co. in Arthur, where Dan Alcorn acts as salesman and advisor on a large number of feeding matters including Sweetlix blocks for area farmers.

Effective program

On a visit with Dan and Dave to one customer, the effectiveness of the Rabon program—and the tremendous potential of the C&C effort—becomes immediately clear.

Jerry Reeder of Atwood is a young man who had a better idea. The cross breeding of Simmental bulls with brood cows of other breeds, such as Angus, Hereford or Shorthorn. The effect of the cross breeding is synergistic. The offspring of the combination are bigger and meatier than are the calves of a mating between two animals of the same breed or of a different type bull with a Simmental cow. And by using advanced methods of artificial insemination, Reeder has been able to produce as many as 12 calves born in a three day period.

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

Jerry is a modern farmer who closely watches his books, the weight gains of his animals, and is alert to new and better methods of herd management.

"I started on the Rabon program as soon as the blocks became available," he recalls. "We had been spraying before and the only way we could kill the flies was to drown them. We've been pleased with the results of Rabon."

Importantly, Jerry plans to continue feeding the Rabon until the first killing frost and then switch over to 3-in-1. Another significant point—when he began using the Rabon blocks, several neighbors came to Jerry as to what he was doing that helped contribute to fly control. Few were on any block feeding program.

"We've just begun to scratch the surface of our block sales efforts," Dave notes. "We will have a complete marketing program for Sweetlix blocks this fall, including the distribution of caps and jackets bearing the Sweetlix label. Ads will appear in specialized publications and I and other area managers will work closely with our distributors in informational meetings."

"The distributor represents an important element in our success. The other—our ability to offer a complete line of blocks for any feeding problem, year around. Rabon blocks helped show what we can do. The challenge now is to get out there and convert those people to our other blocks."

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