

StaleyNews

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Hydrogenation unit opens new oil markets

A major expansion of the company's Decatur vegetable oil refinery will mark Staley's entry into the hydrogenated vegetable oil business.

Currently, the company markets a full line of partially and fully refined soybean and corn oils to the food processing industry. The expansion will include the construction of a new facility for the hydrogenated oils which are used extensively in frying fats and oils and processed foods, especially margarine.

The new unit will have an annual capacity in excess of 100 million pounds and is expected to be in operation in early 1978.

Crude vegetable oil for the enlarged refinery will be supplied by Decatur, Des Moines and the new Lafayette plant.

Larry McNamara, manager, refined oil, explained the hydrogenation process to Staley News.

He stated that the first step in soy oil processing is to remove the gums or lecithin from the oil. This leaves a crude oil with natural free fatty acids, which are then removed from the oil by adding caustic soda and forming soap stock which is then separated from the oil. The next step is "bleaching" or lightening the dark color of the oil. This is done by the addition of a bleaching earth (a clay like substance) to the oil. The material is passed through a filter which removes the clay and leaves a neutralized and bleached oil which is now ready for hydrogenation.

Larry continues that a catalyst, usually nickel, and hydrogen are then introduced in the oil. The hydrogen is then chemically bonded to the oil molecule. All vegetable oils contain hydrogen naturally and the addition of more hydrogen is described as increasing the saturation of the oil.

The degree of hydrogenation is measured by a solid fat index. This is a figure used to determine the quantity of solids in the oil. It is possible through the addition of large amounts of hydrogen to make the oil virtually solid.

The three major markets for hydrogenated oil are cooking oils, margarine and shortening.

Shortening is used most widely by the baking industry. The solid form of the oil gives additional body to dough and imparts desirable properties to baked goods.

Shipments from Decatur will be made in rail cars and tank wagon trucks. Shipments of oils and high solid fat indexes will be made in insulated tank wagons which will allow the oil to retain a temperature near that when it was shipped and keep it in a liquid state.

Sales of the hydrogenated vegetable oil will be under the supervision of the present refined oil sales staff at Decatur and regional offices through the United States.

Engineering for the expansion is being done by Tom Scott, senior chemical engineer, and Chris Greanias, project engineer.



Dale Elliott, syrup production control supervisor, checks an outgoing shipment of IsoSweet 5500. Tank car production of the new high fructose sweetener began in January and will accelerate in February.

IsoSweet 5500 in production

Production of IsoSweet 5500 started in mid-January at 5 & 10 building in Decatur.

The new syrup, with a 55 percent fructose level, marks the beginning of a second generation of high fructose products from Staley. The new product is expected to find initial acceptance among soft drink bottlers. It is also useable as a replacement for many applications involving sucrose.

Installation of additional equipment to boost IsoSweet 5500 production at Decatur continues, and is expected to be completed sometime in February.

IsoSweet 5500 has been taste tested in cola and lemon lime drinks by Staley employees at Decatur and by persons attending the National Soft Drink Association Show held in December 1976 in Chicago. In each

instance, the results indicated that IsoSweet 5500 was an acceptable replacement for sucrose.

The startup of production of IsoSweet 5500 marks the conclusion of more than a year of testing and pilot plant manufacture of small samples. The syrup—at that time unidentified—was first introduced to the 1975 National Soft Drink Association Show in Dallas as a "new, improved sweetener" from Staley. It was featured in cola samples.

The company has also indicated that it is exploring the possibility of 90 percent fructose syrup.

Energy goals set in industry

With the latest oil price increases among OPEC nations, energy conservation again becomes a matter of prime concern.

Somewhat lower gasoline prices—the barometer by which most of the public gauges energy costs—had led many people to believe that the "energy crisis" of just a few years ago was contrived and stage-managed by oil companies.

But while gasoline prices did drop slightly from their high of 1973, other, more accurate reflections of the real energy situation were taking place. It is unlikely that no segment of the nation was more aware of the continuing energy crisis than industry, which saw increased costs of oil, natural gas, coal and electricity and which, because of its vast consumption of energy, made moves to curb costs by more efficient energy use.

Staley is not exempt from the energy crisis. The food industry group, in which Staley is classified by the Federal Energy Administration, is one of the nation's largest energy consumers. As a result, the FEA has established a voluntary conservation program with the food industry with an overall 14 percent reduction in energy consumption by 1980 as the target. The figure for the corn wet milling industry was seven percent. For soybean crushing, the figure was 17 percent.

To understand where some of these efficiencies might be made, consider that the wet corn milling industry in 1972 consumed a total of 63.5 trillion BTU. Of this, 53 percent was obtained from natural gas while 41 percent was provided by coal. Fuel oils accounted for less than three percent.

(Continued on Page 4)

Smoke detector saves home, family's lives

A buck just isn't what it used to be. So what can you buy for \$40.

How about peace of mind.

If you don't believe it, ask John Jordan, senior mechanic, riggers. On Dec. 22, 1976, John's investment in a smoke detection device he had purchased from the Staley safety office at Decatur yielded priceless dividends by saving the lives of John, his wife, their four children and John's 81-year-old mother-in-law.

The detection device sounded its alarm at 10:00 a.m., waking up Tammy, John's 14-year-old daughter. It was just in time. Flames were already to the ceiling of the first floor of the 10-room country house where the Jordans live. The house was filled with smoke, and John estimates that the alarm—completely battery powered—had been sounding for at least 10 minutes before Tammy was aroused from her early morning slumber.

Even the intense heat had not stopped the detector from working although the plastic frame was beginning to melt.

John woke his wife up and she led the rest of the family to safety while John and Tammy threw water on the blaze. The nearest fire department was five miles away—a volunteer group in the village of Maroa. By the time it arrived, the fire was out, and a sooty-looking John and Tammy were coughing up black smoke.

The fire chief told John that the fact that the smoke detector was still working was amazing. A fireman on the scene had recently installed a \$500 fire alarm system in his home. The chief said the \$40 detector was a better safeguard because it was activated by smoke, which is the biggest killer of people caught in fires.

An investigation revealed that a frayed wire on the refrigerator had started the fire. John reflects that he was lucky that he wasn't electrocuted when he threw water

on the blaze—a good reason for having fire extinguishers on hand, he adds. Fire extinguishers are also available from the safety office.

Last laugh

John has another satisfaction. . . He had the last laugh on some fellow employees who gave him a hard time when he purchased the smoke detector.

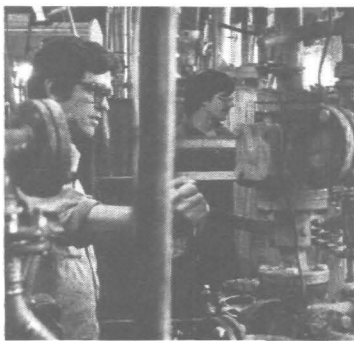
"I had seen them advertised in the Now," he recalls. "When the guys I work with heard I was interested in buying one, they thought I was nuts. But I stopped by public relations one day, and Brenda McCoy, public relations secretary, demonstrated one for me. That thing screamed. I bought two of them, and the next day, everyone was telling me that I surely had a better place for my money than something like a smoke detector.

"They aren't laughing at me anymore."

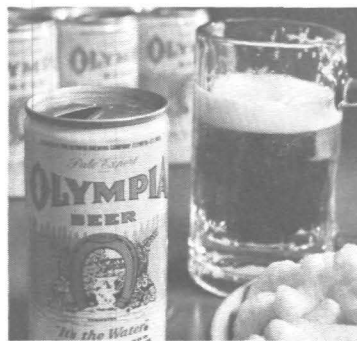
In the News...



Handy man P/2



Ink spots P/3



True grits P/4

Doing 'what has to be done' serves Dick, Gunther well

As a boy in Indiana, Dick Fennig learned an important lesson—"You do whatever has to be done to successfully finish a job."

Because of that, he learned to weld, mend a fence, repair a leak, work on a balky engine, replace a broken window and bring in the coal. Today he's applying all that he learned to the same variety of chores at Gunther in Galesburg where he is maintenance supervisor. The result is a smoothly operating plant.

Gunther is typical in many respects of the smaller Staley operations. It has a small work force--19 in the plant and 7 office employees. It makes a highly specialized product--whipping proteins from soy albumen. And it is a continuation of a small business, once independently owned, which has become a part of Staley.

Dick was a part of the Gunther story even before it had a marketable product and was simply an idea in founder Ken Gunther's mind. At that time, both Dick and Ken were working at Central Soya in Indiana. Ken had headed research on the use of soy whipping proteins, and Dick had worked in research and development.

When Ken acquired the rights in 1949 to the whipping protein technology and moved to Galesburg, he asked Dick to come with him. It was a big decision for Dick. An Indiana native, he had just purchased a new home, and would be giving up the security of a job with an already-established company for a fling at helping develop a new technology.

He decided to make the move to Galesburg because he believed there was a future for Gunther products.

Dick immediately was able to supply his philosophy to the task at hand--starting a new business.

"I did product formulation, quality control work, repaired used equipment. Whatever was called for, I did. It wasn't unusual to work 16 hours a day.

"As we grew, and hired additional employees, it wasn't always necessary for me to put in as much time. But I still seemed to be the logical candidate to take responsibility for the things which keep a plant running."

Dick adds that such long days are now a rarity, but he keeps busy. For example, on the day Staley News visited him, he had just finished the repair of the hot water system. A broken scale awaiting repair was

in his workshop. The plant's truck was scheduled for maintenance. Some small welding chores were needed. An order of fuel oil was expected to arrive soon. (Dick checks oil usage. When fuel tanks get low, he follows up to make sure more is ordered.) And finally, some problems with boiler pressure demanded his immediate attention.

How does Dick decide what job to do first? "The production requirements, or things which might affect the safety of employees, always get my first attention," he explains. Safety? That's right, because in addition to the other things he does, Dick makes regular checks of fire extinguishers, eye baths and emergency showers.

To some, a day with Dick might be too tiring. But he likes his job, and as he says, approaches it "with enthusiasm."

"I like doing a variety of things. It's the way I've been brought up, and I worked that way all my life. I just can't imagine living or working any other way."



Dick Fennig surrounded by an assortment of the chores to do during a typical day.

66 mark anniversaries

40 Years

EVELYN TUETH, tax assistant, corporate control
VORRIS BLANKENSHIP, senior mechanic, millwrights
CLARO CARTER, senior mechanic, pipe
HAROLD SIGMAN, lift truck operator, 48 building

35 Years

A. OTIS CHENOWETH, assistant foreman, Satellite V, dry starch, industrial manufacturing
HYLIA HOYT, operator, 20 building

30 Years

MERVIN KINERT, estimator, corporate engineering
PAUL BREYFOGLE, manager, industrial production
GEORGE BATORSON, helper, 2 building
MELVIN RIDDLE, senior mechanic, pipe
HAROLD E. SMITH, tank farm tender, 29 building

25 Years

CHARLES WALKER, sales service engineer, technical services
LAMARR DAVIS, sales manager, military, consumer products marketing

20 Years

CHARLES CREMER, senior applications chemist, corporate research
ROBERT GRAY, assistant fireman A, 1 building
MARSHAL SPAIN, JR., dryer operator, 9 building

15 Years

DONALD WILHELM, applications chemist, corporate research
OTTO LUCHT, manager, fermentation sales, industrial sales
JACQUE DEVORE, secretary, director, governmental relations
DUANE CHICOINE, director, engineering services, corporate engineering

10 Years

MIKE LENTS, systems software analyst, corporate information systems
ELVA HOGGINS, technician, corporate research
WILLIAM WATTERSON, systems manager, consumer products distribution
RICHARD HAHN, director of corporate research and development

5 Years

JOHN ROGERS, quality assurance technician, Morrisville
RICHARD ROGERS, quality assurance technician, Morrisville
GARY SADOFF, quality assurance technician, Morrisville
TIM SHAW, shift foreman, Morrisville
WILLIAM BROWN, computer operator, corporate information systems
HARLAN RICHARDS, technical superintendent, Lafayette
ANTHONY SOTTILE, buyer equipment and maintenance, Morrisville
JOHN BRACEY, quality assurance technician, Morrisville
WALTER MAYLIE, quality assurance technician, Morrisville
DAVID ZOLLINGER, associate research chemist, corporate research
MARLIN COONEY, shift foreman, industrial manufacturing, Morrisville
SYLVESTER ALLEN, operator A, corporate information systems
FRANCIS GARZARELLI, maintenance mechanic A, Morrisville
VINCENT KALOKITIS, maintenance mechanic TR C2, Morrisville
DENNIS KRUPA, process support, Morrisville
EUGENE LEDGER, lead operator-preparation, Morrisville
GEORGE REID, dry starch operator, Morrisville
ROBERT SHERO, Staport leadman, Morrisville



Evelyn Tueth



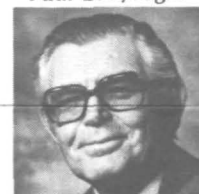
Mervin Kinert



Paul Breyfogle



Charles Walker

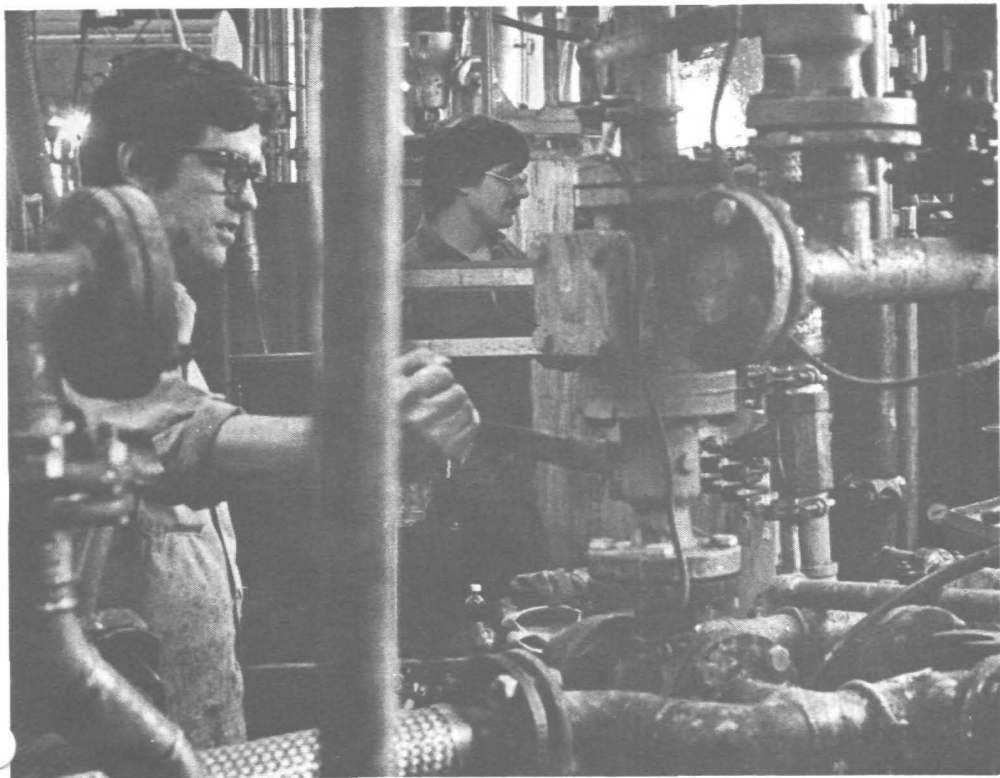


Lamarr Davis

WILLIAM THEILACKER, maintenance mechanic A, Morrisville
RICHARD NEILL, reactor operator-starch, Morrisville
JOSEPH STIPICK, maintenance mechanic A, Morrisville
PHILLIP ALLEN, dry starch operator, Morrisville
ARMANDO CIOTTI, JR., ion exchange operator, Morrisville
ROBERT DICKSON, maintenance mechanic A, Morrisville
RICHARD DONOVAN, warehouse packer, Morrisville
HAYDEN EVANS, maintenance mechanic A, Morrisville
ROBERT FAY, maintenance shift lead mechanic, Morrisville
CHARLES GRIDER, dry starch operator, Morrisville
LAWRENCE HUTSON, JR., lead operator, Morrisville
WALTER JONES, JR., maintenance mechanic A, Morrisville
FRED PORTER, ion exchange operator, Morrisville
JAMES SCHRECKENGOST, maintenance mechanic A, Morrisville
PHILLIP THOMPSON, maintenance trainee C-2, Morrisville
LUTCHER WILTZ, JR., roving operator B, syrup, Morrisville
ROBERT WOLFE, JR., merco operator, Morrisville
RONALD YORK, maintenance mechanic A, Morrisville
WILLIAM GLATZ, maintenance mechanic A, Morrisville
VICTOR SLOAN, roving operator A-syrup, Morrisville
STANLEY CAMPBELL, maintenance mechanic A, Morrisville
ROBERT ELCHECK, merco operator-preparation, Morrisville
LOUIS FREDERICKS, maintenance mechanic, Morrisville
BERNARD MCGINTY, Staport leadman, Morrisville



Joe Fiamoncini, expeller operator-prep, put together a string of eleven strikes but left the four pin standing on the last ball for a 299 game in the Staley Morrisville Bowling League.



Len Mack, front, and Jon Dunnington produce a batch of Sta-Print polymers.

Sta-Print blends oil, polymer technology

Sta-Print polymers, described by some as "an ideal marriage" between vegetable oil and polymer technology, continue to gain good acceptance in the printing industry.

Sta-Print is a water-based polymer used to impart good drying and rub resistance properties to printing inks as well as offering the printing industry fast drying high gloss in inks that don't require the use of alcohol. It reflects, according to Max Taitel, product manager, chemical specialties, a perfect example of how Decatur-based research and

Lemont Plant production can take advantage of the polymer technology of the chemical specialties division.

For many Staley people, the chemical specialties division is a mystery. Its products are highly specialized and generally utilize a technology far removed from the making of starches and sweeteners.

An emulsion polymer is a colloidal system of finely dispersed solid particles in water. Other chemical ingredients may be added to impart specific physical properties to the finished product that develop after the water is removed.

Sta-Print offers an example. Chemically modified soy oil from Decatur is sent to Lemont for treatment in a chemical reactor. Water is added, along with emulsifiers. A delayed monomer mix is blended with the oil and water. The blend in the presence of a catalyst then is activated by heating which increases the chain length of the monomers to form a high molecular weight polymer. In effect, a solid substance is created which still has a liquid appearance. The Sta-Print polymer is sold as a liquid by Staley to customers who then dry off the polymer substance.

Staley is the only supplier of Sta-Print type polymers and has a number of customers. One of the largest prints labels on grocery sacks, a high volume printing application.

Sales increase, earnings lower

The company reports increased revenues but lower earnings for the first quarter ended Dec. 31, 1976. Earnings were \$6 million or 54 cents a share on sales of \$239.3 million.

That compares with earnings of \$10.1 million or 95 cents a share on sales of \$165.4 million for the same period the prior year. Earnings per share are restated to reflect a 2-for-1 stock split in March 1976.

Chairman Donald E. Nordlund said increased revenues stemmed primarily from a higher level of soybean crushing activity, attributable to several soybean processing mills acquired by Staley from Swift & Co. in March 1976.

Mr. Nordlund said earnings were affected by reduced corn sweetener profitability, due to depressed sugar prices. He noted that while corn sweetener dollar sales were lower for the quarter, volume remained strong. Many of the company's corn sweeteners, especially high fructose corn syrup, are responsive to sugar price fluctuations.

The Staley chairman said several of the company's foreign grain processing subsidiaries were positive contributors to first quarter results, but he added that domestic soybean operations continued to reflect unsatisfactory margins.

The company's consumer products group, including the recently-acquired Gregg's Food Products, Inc., posted sales and earnings gains.

Looking ahead, Mr. Nordlund said the company's earnings would be below those of fiscal 1976 because of continued low corn sweetener prices. He added that sales were expected to reach a record level based upon strong demand outlooks for corn sweeteners and the company's numerous starch products. Mr. Nordlund expressed optimism that there would be improvement in sugar prices in the coming months, further stimulating the markets for the company's corn sweetener line.

Will 1977 be your last chance?

Before entering Death Valley on the modern highway which now covers the trail which was fatal for so many pioneers, there is a sign beside a gas station. It says simply, "Last chance for gas."

"Last chance." The phrase tells us forcefully that there is no turning back. What we do now will determine future events.

Safety is like that. In the excitement of a New Year, it's sometimes easy to forget that with each unsafe act we commit, we may have had our "last chance." And when an injury occurs, there is not a second chance. We cannot stop the sequence set in motion by our carelessness and try again. We have had our "last chance."

Recently, a publication bemoaned the fact that there were so many editorials headed to obvious conclusions, and urged editorial writers to strive for something new and original. Well, our apologies, because this is another one of those accursed editorials with an obvious conclusion--work safely.

Perhaps such obvious editorials wouldn't be needed, were it not for the continuing injuries which occur each year--and always for similar reasons. A fall, caused by unsafe footing. A pinched finger because someone didn't stop to turn off a machine. Impaired or lost vision because someone believed safety glasses were "uncomfortable" (and besides, they hadn't had an injury in 25 years). An injured back, because of improper lifting. The list is endless.

But we'll avoid the temptation to repeat them. Chances are, you've heard them all before. Only this might be your "last chance" to profit by this safety roadsign.

Thomas Ellison

Tom Ellison
Decatur Safety Director

Employees buck cold weather

It's a good bet that Wayne Hill and Orville Lewis won't forget Christmas Eve, 1976.

While most employees were enjoying the warmth of friends, family and opening gifts, Wayne and Orville were working in the December cold to repair a 14 inch diameter ruptured waterpipe. Wayne is a pipefitter, and Orville is a millwright.

The two worked an entire shift in the freezing temperatures, ignoring the water spray coming from the busted waterline, to make a three-foot long weld that patched the pipe and kept the plant operational. Orville's nickname is "lucky", and while some might have doubted his luck on that night, there can be no doubt that Staley was "lucky" to have employees with the skill of Orville and Wayne. Both men worked under the supervision of Jim Peterson.

When the cold and mounting snow made it impossible for John Brewner, rigger leadman, to get to work, it ended what must be one of the most unique attendance records in the Staley Company--31 years without missing a day.

George Witt and Richard Lauber who

who operated snow plows and Walt Lipka and Larry Auton who were responsible for railroad switch box clearing worked throughout the night one evening to remove 10 inches of snow.

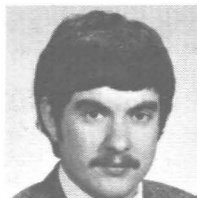
Monte Vista employees rose to the occasion in 15 below zero weather to lay 1,800 feet of 8 inch waste water line. That included trenching and laying.

Carl Bagley, Bill Henson and Bob Gilbert fought zero temperatures to rerail a side-tracked car of acid headed for 5 & 10 building. Their quick work, despite the Arctic-type weather, enabled the refinery to continue operations uninterrupted.

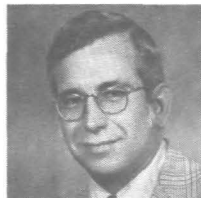
In spite of super cold weather, freeze-ups in the Decatur Plant were of a minor nature, such as switching delays resulting from congestion in the rail yards outside of the plant. Staley employees watched their equipment and blew out the lines--doing a heroic job, says Bob Schwandt, manager, industrial manufacturing. We agree, Bob; laurels to all the employees--named or unsung--for their efforts.



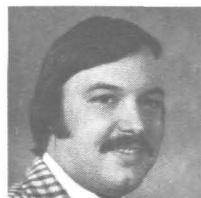
Newly elected officers for the Staley Women's Club. Front row, left to right, Estella Launtz, Edna Sims, Arlone Ritter and Mary Jones. Back row, left to right, Jackie Riedman, Sue Long, Roberta Probst and Linda Scott.



Steve Moore



Gary Sheumaker



Steve Dunlop

On the move

CORPORATE

SHIRLEY CHERVINKO from data input operator to lead data input operator, corporate information systems

STEVE MOORE from associate food technologist to food technologist, corporate research

JUNE FRYMIRE from secretary, industrial starch sales, to division secretary, purchasing
GARY SHEUMAKER from estimator to senior estimator, corporate engineering

INDUSTRIAL

STEVE DUNLOP from senior merchandiser to corn buyer/traffic supervisor, Lafayette
ARLONE RITTER from division secretary to secretary, industrial sales & marketing

AGRIPRODUCTS

MYRNA KOHNKE from clerk-typist, Vico to office manager, Vico

Staley News wrapup Almex expansion progressing

The ALMEX corn wet milling plant at Guadalajara nears completion of the first phase of an expansion which will ultimately double its corn grind capacity. The corn oil production capability and the expanded modified starch facilities are now operational. A second phase of the expansion program, to be completed in the spring of 1977, includes doubling the capacity of the syrup refinery. ALMEX is a subsidiary of Staley.

The corn grind expansion is now gearing up to full production. The startup period, during which any necessary alternations in processes will be made, is expected to be finished early next year.

When the entire expansion is done next spring, the plant will have doubled its capacity for production of starches and syrups.

ALMEX currently employs nearly 200 people at Guadalajara. This past fiscal year, a new corn oil for consumer use was introduced. Marketed under the name Maceite, the corn oil has had immediate success.

The primary products produced at ALMEX include basic pearl starches, corn syrups, and modified food and industrial starches.

Future plans call for the addition of enzyme converted corn syrups, dextrans and other consumer products.

The food service department of consumer products has resumed selling of corn oil. The department had discontinued the sale of corn oil earlier in the year, but believed that a demand had resurfaced among institutional food users. The corn oil will be produced at Cicero.

J. M. (Jim) Stewart, retired district manager, for consumer products, is keeping busy in his retirement. As part of his duties with a Ruritan Club in North Wilkesboro, N.C., Jim recently help initiate a Community Watch program. Community Watch is a communications system in which people

Staley brewer's grits' quality merits Oly use

To Olympia Brewing Company perfection in brewing is exemplified by a consistently light-tasting, golden color glass of beer.

The maintenance of that delicate flavor is so important to Olympia that it adheres to rigid quality control standards for each of the ingredients that go into the final product. And while the public is familiar with such ingredients as hops and grains, it is doubtful that another important ingredient is as widely known—refined brewer's grits.

Staley is a major supplier of refined brewer's grits to Olympia. The grits, produced at 12 building in Decatur, spark the fermentation process that gives the brewer the sugar needed for beer.

Olympia has chosen refined brewer's grits, over liquid adjuncts, another Staley product. Why did they make such a choice?

"First, you have to understand that using refined brewer's grits from a wet mill over those from a dry milled process guarantees us consistent quality," explains Ric Berndt, technical director. Dry milled grits can give too much oil when the germination is not complete. That presents the potential for rancidity.

"Wet milling eliminates most of those problems. Staley actually becomes a manufacturing arm of a brewery by providing an economical source of sugar that has consistent quality."

are urged to report any indication of criminal action to local police. Jim says the effort gives local authorities "additional eyes and ears" that can help prevent crime.

Energy goals

(Continued from Page 1)

The trend between 1962 and 1974 reveals a significant increase in the use of natural gas (due in part to pressures for improved air quality by environmental agencies), and a decrease in coal. The average consumption rate was 243,000 BTU per bushel of corn processed. Eighty percent of the energy was expended in the boiler to produce steam for the evaporators, other manufacturing processes and for plant energy. Fifteen percent of the industry's energy was consumed as direct use energy in drying operations and in carbon regeneration.

Staley to acquire commodities firm

Staley has agreed to acquire certain assets of Lincoln Commodities, Inc., a wholly-owned subsidiary of Lincoln Grain, Inc., Lincoln, Neb. The acquisition will be for cash.

Lincoln Commodities, Inc., is a commodity futures brokerage firm based in Chicago and operating branch offices in Kansas City, Mo.; Des Moines; Harlan, Iowa and St. Louis. The firm is a clearing member of several principal commodity exchanges, including the Chicago Board of Trade.

Staley also is a member of the Chicago Board of Trade and has a commodity futures office there.

Under the new ownership, Lincoln will continue to specialize in providing market consulting and futures execution for all agribusiness areas.

Staley plans to merge its Chicago office with the newly-acquired Lincoln operations into a single subsidiary to be identified as Lincoln-Staley Commodities, Inc.



Ric then hits the advantage Olympia sees in grits compared to liquid adjuncts.

"It's true that liquid adjuncts could give us a product that probably would be satisfactory to most beer drinkers," he says. "But while we are willing to let Staley or suppliers of grits remove some of our control over ingredients, we believe the effect of liquid adjuncts upon our beer would be relinquishing too much control over ingredients that might affect taste. There's just no denying that liquid adjuncts would alter the taste of our beer."

Taste. It's a word often heard by visitors to the sparkling Olympia brewery. Since its founding in 1896, Olympia has prided itself on a unique, light flavor, made possible, company officials explain, by pure artesian water.

Even today, the label of Olympia features a small waterfall in a natural setting with the words, "It's the water."

Ric says that Olympia has long emphasized "quality before quantity." Because of that, Olympia for years remained a regional brewery serving only the beer drinkers of the Pacific Northwest region. Recently, however, Olympia has pursued expansion, rolling out its Olympia brand to the midwest and purchasing the Hamm's Brewery of St. Paul, Minn. The company acquired Lone Star Beer, a popular Texas brand based in San Antonio, late last year.

Besides the taste of Olympia, or "Oly" as it is popularly called, the pride of the company has to be the sparkling brewery

that is bright and spotless. Several hours each week are devoted to cleaning and scrubbing.

Such attention to details exemplifies the attitude of Oly employees. Ric explains, for example, that each incoming shipment of grits is checked for particle size, minimum oil content, cleanliness and moisture.

"Staley has better places to sell its oil—which we don't want anyway. And it has a better place for its protein. But, on the other hand, we don't want excessive moisture which means we're paying for water being shipped from Decatur. Above all, we'll definitely refuse an unclean product."

"Obviously, Staley has provided us with consistently high quality grits over the years at competitive prices. . . and that's what we're looking for and have come to expect."

Staley News

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

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