

StaleyNews

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Employee role in successful transition stressed by Powers

The contribution of employees to continuing successful operations of the former Swift & Co. soybean processing plants was stressed by Robert M. Powers, group vice president, agriproducts, in meetings with employees at Champaign, Fostoria, Frankfort and Des Moines in March.

Earlier in March, Staley had announced an agreement to purchase the Swift operation for \$65 million. The change in ownership took place on March 29.

In his meetings with salaried and hourly employees at each location, Mr. Powers stressed that "although we have purchased the brick and mortar of the plants, we've purchased something much more important -- the skills of people."

He pointed out that without skilled employees to maintain processes at each location, the operations would not fulfill the important role it is hoped they will play in Staley.

He told employees that Staley had pioneered the commercial soybean industry in this country and "we are in the soybean business to stay."

He said that employees would be given recognition for all past Swift service in calculation of seniority and benefits. He also expressed the hope that the employees would remain with Staley.

The acquisition of the plants plus other capital expenditures boosts the total spent on soy processing operations recently to near \$100 million, Mr. Powers said. He added such a commitment was not made lightly, but was indicative of Staley's faith in the future of soy processing.

The four plants produce primarily soy meal and crude oil. The Champaign plant also has production facilities for textured protein and soy flour. Both will continue to be marketed under the former Swift trade names.

The Champaign plant is the largest in terms of total employment with 117. There are 69 employees at Des Moines, 74 at Frankfort and 51 at Fostoria.

An expansion which will increase Des Moines crushing capacity three-fold will continue and is expected to come on stream later this year or early in 1977.

In an earlier statement announcing the agreement for the purchase, Chairman Donald E. Nordlund said the acquisition gave Staley advantages of scale and location in the marketing and processing of soybeans. Previously, for example, little soy meal from Staley was sold west of the Mississippi. Iowa has one of the largest concentrations of high protein consuming livestock in the country.

The play's the thing for veteran actor Ray

The bromide given to those who fear the rigors of growing old is the realization that the only alternative is to die young.

But Ray Schooley, systems research engineer at Decatur, is part of a group that has attained an esoteric grasp of the problem which he has overcome by being an old man all his life.

Well, maybe not all his life, but certainly throughout his stage career which he describes as a succession of roles in which he played "middle aged men" even in high school.

"The only consolation is that now I'm finally approaching the age of the characters I've played on stage," continues the 41-year-old Ray.

It's a tongue in cheek approach used by Ray to mask what has become recognized in the Decatur area as one of the finest local stage talents.

Since coming to town just more than six years ago, Ray has been Anne Frank's father, the Hungarian count in "My Fair Lady", Matthew Brady (the William Jennings Bryan character) in "Inherit the Wind", adapted from the Scopes Monkey Trial, Willie Loman, the pitiful father in "Death of a Salesman", and in a complete reversal of roles, Evil Eye Fleegle in "Little Abner."

In March, Ray performed in another Arthur Miller play, "The Crucible." You're right...he's a middle-aged man again, Deputy Governor Danforth.

How does one make the transformation from the world of technical systems to the footlights of the theatre?

"It's my avocation," says Ray. Further conversation reveals a bit of frustration in the man whose first love is the theatre.

Does he ever wonder if he could have been a star in legitimate theatre? "Constantly," he replies. "I always wish I'd tried it. But I lack one prerequisite...the dedication that would make me willing to starve. Engineering is so much more comfortable an existence."

But, even if he had tried, is he that good? "Every actor--even in local groups--has to have a big ego. You have to believe in what you're doing and your ability to carry it off."

"And, what I do carries over into my work. I believe I'm known for having an ability to make interesting and informative presentations." A statement that reveals the actor in Ray is probably always present, even if the applause is from a seminar rather than an audience in a dimmed theatre.

Ray's primarily active in Theatre 7, the community theatre group in Decatur. And he's seen both sides of the theatrical world.

"Originally, I was content to handle lighting and do small roles. Without the prop, makeup and other people who do the unseen jobs, actors can't act. But, I rediscovered how much more fun it is to act, and that's what I do mostly, now."

It's a glamorous tradition Ray and his associates are continuing. While fame and fortune are the rewards for those in New York theatre, it's the local groups across the country that bring the show to the millions of people elsewhere. It's not unlike the traveling road shows that have been found in every civilization from the masked players of ancient Greece through the Shakesperian era and even to the one-man readings of our own nation's Old West. On with the show!



Employees play a role in college recruiting. In this shot from the new recruiting book, "Why, What, Where", management trainee Rich Grier, right, confers with Morris Birkhead, senior project engineer. The book provides background on Staley, offers prospects glimpse of types of jobs they might perform.

College recruiting brings newness, continuity to Staley

Within any given seven-year period, every cell of the human body is replaced by new cells. At the same time, the emotional and logical processes called learning and experience are retained.

A company is not unlike the human body. While the change is not complete in a seven year period, newness, as represented by the influx of new employees, is essential to survival.

Newness through employees is the goal of Staley's college recruiting.

Bruce Raak, employment supervisor, explains:

"The major thrust of college recruiting is the identification and placement of qualified college graduates to provide new input to the company."

"A second part of our effort is to identify Staley to people who ordinarily are not familiar with us. This calls for establishing contacts with key people, providing a good track record in interviews, placements and followups, and good feedback with students and faculty. I want even those people we don't hire to have a positive feeling about Staley."

If that sounds cut and dried, suspend judgment until considering the many steps undergone before a job offer is made.

Campuses selected

Bruce selects the campuses he will visit based upon the needs of the company as indicated by his interviews with supervisors, and the company's past experience with the school.

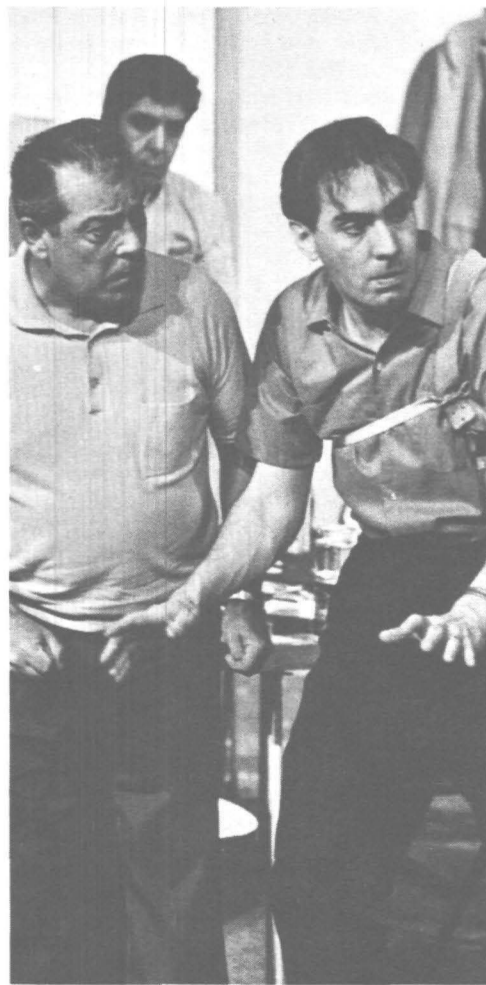
For example, a large part of Staley's recruiting effort takes place on the Purdue, Millikin, Illinois, Rose Hulman, and Rolla (University of Missouri) campuses.

"We've found these schools offer the type of employee we are seeking," Raak explains. "A look at the performances of employees previously hired from those campuses is their best endorsement."

Bruce also visited Indiana University this year and hopes to build the Staley relation with the Hoosier campus through further visits.

In order to continue the company's efforts in attracting minority applicants, this year Bruce scheduled visits to a Black Careers Night at Michigan State University and conducted interviews on the campuses of Southern University in Baton Rouge, and Dillard University in New Orleans. The visits were the first to the campuses by Staley and indicate the company's determination to make certain it is doing all possible to identify and hire qualified minority applicants.

(Continued on Pg. 4)



Ray Schooley, right, in one of his roles. This one--Neil Simon's "Odd Couple."

Bloodmobile visits Decatur April 22

The Red Cross Bloodmobile will make its annual visit to Staley Decatur April 22 and 23. Last year's visit netted 456 pints, and this year's goal is 500 pints. Staley was the first company in Macon County to allow in-plant visit of the volunteer unit and this year's visit is the 23rd annual drive.

Continued support of the visits by Staley Decatur employees has made it possible for any Decatur-based employee or member of his immediate family to have blood replaced at no cost anywhere in the country.

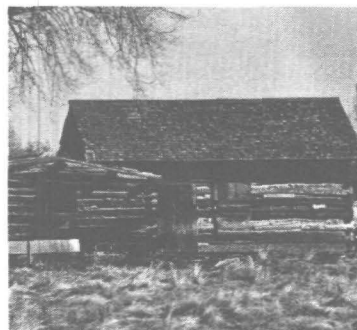
In the News...



Clowns P/2



Culls P/3



Cabin P/3



They bring a smile to the face of youngsters--and oldsters--in the Bucks County region. Left to right, Bill Hobbs, Glenn Johnson, and Ron York.

Rabon aids in fly control

Wide-spectrum fly control in beef and dairy herds—including even lactating cows—now is a reality with the breakthrough introduction of Staley's Sweetlix Rabon block.

Rabon fights four major problem flies—house, stable, face and horn and is not harmful to animals, humans and beneficial insects. The Sweetlix Rabon block can be fed safely to all cattle with no withdrawal period necessary.

The block allows the beef or dairyman to control problem flies in the entire herd without holding milk or beef off the market even for one day. Production likely will increase, too, because disease-carrying, profit-robbing flies never get off the ground.

Rabon Oral Larvicide was developed by Shell Chemical Co. and kills fly larvae in the manure of treated cattle for up to six weeks. Safety and effectiveness of the Rabon compound was tested by both Shell and Staley researchers in 19 field trials on more than 6,000 head of cattle. Trials covered a three-year period.

Results were such that Rabon became

the first and only larvicide approved for use in lactating dairy cattle feeds.

There's a definite place for the Rabon block in all beef and dairy operations, regardless of geographic area. Feedlot operators who put Rabon blocks out the day animals hit the feedlot can expect their cattle to go on feed faster, and gain better, thanks not only to fly control, but to the molasses, minerals and vitamins packed into every Rabon block.

Cow and calf herds, especially those grazing mature forages, can benefit year-round from the nutritional benefits and fly control available in the Rabon block.

For dairy herds, whether young calves, heifers or lactating cows, Rabon blocks squeeze out extra profits that are all-important in today's tight-margin dairy business. Fed to young calves, the Rabon block controls flies while reducing the tendency for calves to lick each other.

Palatable blackstrap molasses in the Sweetlix Rabon block provides a readily-available source of energy, helps assure adequate daily consumption, and stimulates rumen bacterial action to aid digestion.

Morrisville employees play the clown to make children smile

Clowns captivate the imagination. They have been set to music: "Be a clown, be a clown, the whole world loves a clown."

Perhaps the definition of the true clown will always escape us. But what they represent—the opportunity to bring warmth and happiness through their bizarre actions and costumes—is represented well by three Staley Morrisville employees who play the role of clown for charitable activities in the lower Bucks County Region.

The three—Bill Hobbs, maintenance foreman, Glenn Johnson, maintenance mechanic, and Ron York, maintenance mechanic—make six appearances annually. They work primarily with crippled children, a reflection of the prime charitable interest of the Masonic Lodge to which they belong and which they represent in their work.

How did they get started with their activity?

"I began nearly seven years ago," recalls Bill. "The Lodge to which I belong had some fellows who traveled to hospitals to entertain patients. I was so impressed with what they were doing, I decided to give it a try."

"When I started working at the Morrisville plant, Ron and Glen heard about the work and a little over a year ago, they joined in."

Ron claims he's somewhat of a "natural clown," and the switch to the costumed role was done with ease.

"I enjoy working with the kids," he continues. "There's a lot of self-satisfaction involved."

Each of the employees strives for individuality in his costume. "This is true throughout the clown kingdom," notes Bill. "We try to avoid duplication."

The universal appeal of a clown is demonstrated by the age span of audiences before which the group has appeared recently—from five to 90, says Bill.

The highlight of the year is the annual appearance at the Crippled Children's Easter Party, sponsored jointly by the Masons and the Knights of Columbus.

"We have as many as 200 children in attendance," Bill explains. "One little girl has attended the party for several years, and I've seen her many times when I didn't have my clown outfit on. She didn't recog-

nize me, and I didn't let her know who I was.

"But at the party each year, she remembers me as a clown and gives me the biggest smile. God, how she can smile when she sees me. She's crippled in both legs and on one hand she only has a thumb. But can she ever smile!"

Ron says his most memorable experience was at the recent appearance by the three at a Masonic Home for the Aged.

"Some of the people were 90 years old or better, but there were also a lot of kids in the audience. About 15 of them latched on to me and stayed with me the entire day. They were so happy. I remember letting them pull a gimmick handkerchief out of my pocket. I ask one boy or girl to do it, but they find out that they just keep pulling and it just keeps coming. It's about 20 feet long and by the time the end of the thing is out, four or five kids will be helping."

The clowns were such a hit at the Masonic Home that several of the oldsters asked them to stay to have pictures taken with them.

Glen's most memorable experience was an early one—and one that offered some hint of the satisfaction he would soon come to know.

"When I first tried my costume, my own granddaughter was afraid of me," he reflects. "But then she began to get used to me. Finally, one day, I made her smile. The expression on her face was worth a million dollars."

"I've had a similar feeling since that time when I've seen the expression on the faces of other children. I believe everyone has a special feeling for kids. And when they're afflicted, your heart goes out to them even more. You'll do anything you can to bring them some happiness, and when you succeed, it's a pretty good feeling."

An eloquent explanation. One that reveals again the complexity and mystique of clowning. One that shows truly why "the whole world loves a clown."



Ed Koval



Bob Schanefelt



Leroy Haas

Employees find safety shoes always 'on the job'

Safety shoes don't punch a clock. They keep working, even off the job.

That's the way Gary Prince, plant manager, Arlington, feels after an accident at his home. Had it not been for his safety shoes, he likely would have had a serious foot injury.

Gary and his sons were removing a camping trailer from the garage, and the wheel rolled over Gary's foot. He didn't even feel it, however, as the steel-plate in the toe of the shoe averted an injury. The only indication of the mishap was the scraped leather which revealed the slightly bent steel plate.

Jim Vogel, chemical engineer, can also verify the performance of safety shoes. While working in the plant, a brick fell on the toe of his shoe, but although the leather was scraped, Jim avoided injury.

Score—safety shoes 2, injury 0.

Think such incidents involving safety footwear are isolated? Not hardly says the National Safety Council. In 1974, for example, there were 140,000 disabling work injuries to feet and 70,000 to toes.

The Council estimates that many of these injuries could have been prevented by safety shoes. Even though the steel plate on the toe of the shoe weighs only one and one-half ounces, it is able to withstand an impact of 75 pounds and compression of up to 2,500 pounds.

Staley employees are eligible for special discounts on safety shoes. Contact your safety or personnel office for details.

Spring housekeeping applies on the job as well as at home. Why not make a check list of things to do in your work area. It might include:

- Aisles kept clear for easy access.
- Pick up litter which can hamper walking or act as a fire hazard.
- Store hazardous materials properly.
- Clean up oil spills.
- Make sure areas for fire extinguishers, emergency showers and other safety aids are identifiable and not blocked by materials.

The list is as varied as your imagination. So, why not give it a fling and contribute to a safe spring.

Statistics unveiled by Decatur safety office reveal Decatur Plant leads other companies in the corn wet milling industry in safety performance.

For the past six years, employees at Decatur have averaged 16 lost timers a year with a frequency rate of 3.2 per million man-hours worked, and a severity rate of 307. Clinton's comparable figures were 27.3 lost timers, 9.3 frequency and a 660 severity; National Starch—19.5 lost timers, 15.3 frequency and 479 severity; American Maize—19.8 lost timers, 12.5 frequency and 414 severity; Hubinger—29.5 lost timers, 26.7 frequency and 420 severity; Penick and Ford—40.2 lost timers, 23.4 frequency, and 756 severity.

Only five months old, the Safety Spirit of '76 program is showing results.

At this time last year, there were 133 reportable injuries company-wide. This year, the figure dropped to 77. Also, last year at the end of five months, 36 lost time injuries had been recorded. The figure for this year is 25. At Decatur, the largest plant participating in the program, the number of lost time injuries is the same—eight—but the severity rate is reduced by a third.

To date, five locations have worked the year without a reportable injury. Last year, only one plant had such an accomplishment.

It's National Poison Prevention Month and employees are urged to check their homes to make sure hazards are kept to a minimum. Keep medicines and cleaners out of the reach of children. Check food storage facilities. Don't take any medicine not prescribed for you by a physician. Don't mix alcohol and drugs. And read all labels carefully to make sure you use ingredients properly.



On the move

CORPORATE

DIANE BURCHARD from tracing & expediting clerk to billing clerk, international
LAVONNE MCCORD from central supply clerk to product shipping clerk, agri engineering
LINDA MCCOY from sales inventory & utility clerk to central supply clerk, corporate information systems
DEBRA REED from messenger-office to accounts receivable clerk, financial
ED KOVAL from director, food and agri-products R&D to director, operations, international
ROBERT SCHANEFELT from group leader food applications to director, food/agri-products, R&D
ELIZABETH STALLINGS from accounts receivable clerk to secretary, corporate computer center, corporate information systems
MICHAEL TISH from plant messenger to storeroom assistant, corporate research

INDUSTRIAL

LEROY HAAS from production department relief foreman to shift foreman, 5&10
SUE LONG from billing clerk to tracing and expediting clerk, administration



The cabin: A link between the old and new

Mortar made of hand-packed mud holds the irregularly cut logs together. It offers hardly the most minimum of protection against the wind which sweeps the valley surrounded by the picturesque mountains. And against the backdrop of the snow-capped Rocky Mountains, the cabin—which Monte Vista Plant Manager Paul Neumann referred to as "the homestead" seems even more insignificant and pitiful.

The homestead is the original homesite for the family—long since forgotten—which claimed the 400 acres of land on which the Monte Vista plant now sets. Paul estimates that the cabin was built sometime during the period nearly a century ago in which the rush of settlers came west to pin their hopes on massive ranches or to search for the silver, gold and precious stones of the area.

How old is the homestead? One hundred years? Perhaps. Ironically, while the cabin is an item of continuing curiosity to those from other regions of the country, it is merely one of several such cabins which will be found in the area. That in itself is significant, and indicative of the newness of the west where early history is not beyond the memory of many people who still reside there.

But in this Bicentennial year, the cabin would seem to be a more poignant—and honest—reflection of the nation than any of the other observances, pins, special promotions and excessive commercialism which capture so much attention. To ponder the cabin, now empty except for some tools and materials of the Monte Vista plant—is to ponder the American ideal.

The Rocky Mountains today are centers of tourist activity, a mecca for people who marvel at the magnificent view they offer.

But scenery was not important certainly for the people who built the homestead. They were the last group of Americans able to go west while land was still abundant and cheap. And so one family set up their ranch on 400 acres in Monte Vista established water rights to the Rio Grande river which flows nearby, and started their lives.

Those original settlers have faded into nameless and faceless oblivion, and the cabin stands as what might on the one hand be considered their folly. But was it really?

Even today, the ghosts of early settlers cast shadows which influence the way of life of this area. Determination, self-reliance and a fierce pride are the heritage they left. That and a kinship to the land and the mountains.

Today, cattle still graze on the grass of the "ranch" as Paul calls it. They are owned by a cattleman who leases the land from Staley. The grass which they eat is fertilized by the spray irrigation system of the Monte Vista plant. The link between the old and the new is made possible by the Staley-developed technology. In one corner of the expanse, the Monte Vista plant turns out its daily production of starches from potatoes, while in the other sets the cabin and all that it represents.

Monte Vista prime source of Sta-Lok 400

There are two sides to Staley Manufacturing operations. Large and small. The large is typified by the sprawling complex at Decatur, the future Lafayette plant, and the high volume of high fructose and starch turned out at Morrisville.

The small is represented by a host of highly specialized plants stretching across the nation from Houlton, Me., to Monte Vista, Colo., with several intermediate stops along the way.

Of these specialized facilities, the Monte Vista plant offers a good example of the role played by the company's smaller plants.

It takes a commodity—potatoes—which is different from the corn-soybean mix which characterizes much of the rest of Staley, and modifies it into a product—Sta-Lok 400—considered the premier starch in the paper industry.

It is the prime source of Sta-Lok 400 within Staley. Some Sta-Lok is processed from recovered potato starch slurry at other locations, but even in those cases, there is a Monte Vista link since the plant fabricates the Staley-developed starch recovery systems. The fact that Monte Vista processes both raw potatoes and recovered starch is a tribute to Staley technology. Pollution problems resulting from processing potato starch have caused curtailment within the industry of similar manufacturing operations.

Monte Vista, however, uses a Staley-developed spray irrigation system to dispose of its liquid waste. The spray is used on part of the 400-acres of company-owned grassland which surround the plant and it helps grow a thick grass for grazing cattle. The grassy area is rented to an area rancher.

Previously, large lagoons had dotted the area, and the odor created air pollution problems. There was no danger of water-table pollution. The spray system is the first of its type in Colorado, and has been

hailed by state environmental officials. A similar successful system is also in use at Houlton and at Murtaugh.

Up to 400,000 pounds of potatoes are brought by truck into the Monte Vista plant each day. The potatoes, although considered as "culls" or unusable for retail packaging, are often large and in good condition. They are dumped into a potato hopper and conveyed into the plant on a belt. Inside, the belt carries the potatoes through a wash, while a reverse drag belt removes stones and dirt to a dump truck outside the plant. These materials will be taken to a land fill on Staley property.

After washing and sorting, the potatoes are conveyed to the processing area. They are ground by a mill, sent through a series of screen centrifuges and cyclones enroute to the starch holding tank. The potato fiber and waste is drum-dried for cattle feed.

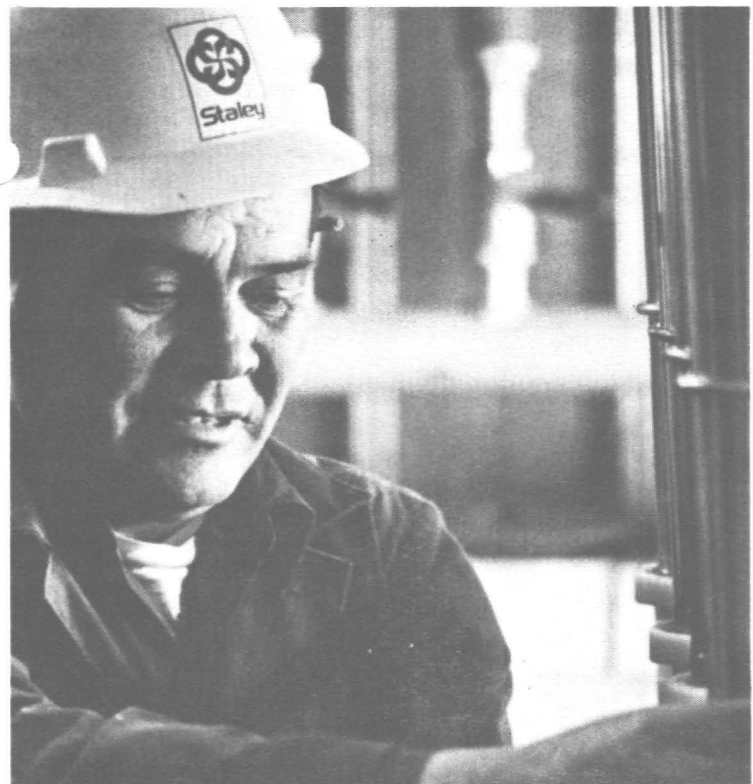
Modification of the basic starch follows. It then is flash-dried and packaged in 100-lb. bags.

One of the lasting impressions of a visit to the plant is the positive attitude expressed by its 24 employees. This follows the example of Plant Manager Paul Neumann, who is continuing a life-long love affair with potato starch processing. Like Paul, the employees under his supervision are highly versatile and proud of their contribution to the company, especially during a period in which Sta-Lok 400 is in demand by the paper industry which is recovering from the recession.

There is apparently no such thing as "scrap." Everything is saved for possible later use. It's Yankee ingenuity with a Latin accent, since the majority of the factory employees are Spanish-Americans. It's the type of winning combination that exemplifies the uniqueness of yet another aspect of Staley.



Elsie Haskell, administrative clerk, records the weight of an incoming shipment of potatoes at Monte Vista.



Max Espinosa, left, adjusts a cyclone on a starch recovery unit manufactured at Monte Vista. The recovery units are used by potato processors who sell basic starch to Staley for modification



Carmel DeHerrera, operator, fills one of the 100-pound bags of Sta-Lok 400 which will be shipped out to paper mills across the nation. Sta-Lok is considered the premier starch in the industry.

Monte Vista at a glance: Located in Colorado 160 miles southwest of Denver in valley surrounded by Rocky Mountains; elevation of 7,600-plus feet makes it the highest Staley location; purchased by Staley in 1967 from Morningstar; employment, 3 salaried, 21 hourly; processes potatoes into Sta-Lok 400; fabricates starch recovery units; plant site, 400 acres, most used for spray irrigation of wastes and growing grass for cattle grazing; plant size 5000 square feet, plus office space; Paul Neumann, plant manager.

Staley News

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

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Director Public Relations Dave Satterfield



Fred Bahlow



Jim Moore



Ernie Williams



Edward Skelley



Larry Walker



Roy Oathout



Donald Shuey



Roy Ford



Gerald Langrand



Donald Baldwin

Anniversaries

40 Years

VERNON VANHOOK, senior mechanic, machine
FRED BAHLOW, line machine man, 20 building

35 Years

JIM MOORE, senior vice president, agri-products
CLOYD BLAIR, shift foreman, process, industrial
ERNIE WILLIAMS, paymaster, financial
WAYNE ROBERTS, senior mechanic, machine
EDWARD SKELLEY, mechanic, tin shop

30 Years

WILLIAM HILL, research chemist, industrial products research
JOHN W. (BILL) SALTER, plant manager, Columbus plant
JOHN BREWNER, rigger leadman, 31 building
JOHN CARROLL, senior mechanic, tin shop
ROY MCGLADE, senior inspector, 35 building
LAWRENCE WYATT, senior mechanic, C & D extraction plant
ROY OATHOUT, assistant fireman A, 1 building
JAMES SIMPSON, senior painter-roofer, 77 building
DENVER CARTER, senior mechanic, pipe

25 Years

ERNIE MEADOR, manager, technical department, consumer products
DON BALDWIN, area manager, sweetener sales, industrial
DONALD SHUEY, syrup solids operator, 17 building
RICHARD MAYBERRY, mechanic, pipe
WILLIAM WILLIAMS, JR., truck operator, 34 building
GENE FORD, senior mechanic, pipe
GERALD LANGRAND, tank car cleaner, 17 building
DARREL PRITTS, roof equipment operator, 9 building

15 Years

ROBERT FISHER, building foreman, 16-116 building
PATRICIA SMITH, commodities clerk, agri-products control
HAROLD GUY, air dryer operator, Houlton
WILBERT BOSSIE, chemical operator, lead, Houlton

10 Years

ANN SEIDMAN, technical librarian, research
DORIS FERRE, secretary, manager chemical products and marketing, international
BARBARA JOHNSON, senior research steno, research
ALFRED HILL, sample carrier, 60 building
VIRGIL JULIUS, truck operator, 34 building
MARTIN BRADSHAW, utility man, 40 building
THOMAS BREWER, converter A operator, 16 building
JAMES WISLEY, chemical operator, machine
ROBERT STANBERRY, 2nd year apprentice, machine

GEORGE ROCKWELL, drum dryer operator, Houlton
J. O. VAZQUEZ, labeler operator, Cicero

5 Years

MARY GRANT, secretary, manager sweeteners, industrial
HENRY LUJAN, operator, Monte Vista
DONALD SHELTON, maintenance A, Lemont
ERMONT WILLETTE, drum dryer operator, Houlton

Competition stiff in college recruiting

(Continued from Pg. 1)

When conducting interviews, Bruce becomes a high-powered salesman for the company. It's a long day with interviews starting at 8:30 o'clock in the morning, and being scheduled at half-hour intervals through-out the day. Lunch is spent with either a faculty member, placement director or a student in which Bruce is especially interested.

Actually work has been going on even before Bruce's campus visit. A new college recruiting book that asks "Why, What and Where" about careers with Staley is made available in placement offices. A bulletin, picking up on the same theme, is posted prior to Bruce's visit, inviting interested students to sign up for an interview.

The placement office schedules students for interviews or the faculty might recommend a student to Bruce directly. In any case, they are scheduled by the placement office.

Bruce looks for several characteristics from students including scholastic record, school activities, leadership indicators, maturity and career goals.

"I'm interested in what courses they liked or disliked in school and for what reason," he points out. "It doesn't concern me when a student says he didn't like economics, but if the reason was that the 'prof was a flake,' then I have to wonder about the student's maturity.

Bruce listens. And he probes. Why was the student interested in Staley? The answers range from it was the only company on campus that day, or the potential employee is interested in our emerging role as processor of agricultural commodities. Bruce never guides the answer, but lets the student give his own impressions.

No offers

No job offers are made on the spot. Each student is told that he will receive some notification—of interest or disinterest—on the part of the company shortly. And each one that is turned down is sent a personal letter soon afterwards which thanks the student for his time and interest but closes the door (gently) on any job possibilities.

Those students in whom the company has an interest are invited to Decatur for an interview. They meet again with Bruce, plus visit with the supervisor for whom they would be working. A tour of the facilities is included so the prospect can see other people at work. Many times, employees who are alumni of his school will speak to the prospect.

Increased high fructose use seen

Corn has been described as the sweetener of the future, and high fructose syrup seems destined to lead that surge based upon comparison of usage figures in 1972, 1975 and projected 1978 figures.

The United States Department of Agriculture reports that 14.26 billion pounds of industrial sugar were used in soft drinks, confections and foods in 1972. The total corn sweetener usage for that year was 4.28 billion pounds, with no breakout available on high fructose use.

In 1974, however, industrial sugar usage was only 14.38 billion pounds, and the 1975 figure, which is not yet available, is expected to be in the same category. At the same time, corn sweetener usage had jumped to 8.4 billion pounds, including 2.0 billion pounds of high fructose, such as Staley's IsoSweet.

By 1978, the use of corn syrups is expected to impact even more greatly with 15.2 billion pounds of corn sweetener being used, including 7.0 billion pounds of high fructose syrup—a better than three-fold increase. At the same time, sugar usage by industrial customers is expected to remain relatively stable and comparable to current figures.

Even with an increase in high fructose use by industrial customers, competition for markets will be intense as a host of new entries start their own fructose facilities. Following is the status of competitors' moves:

American Maize—\$20 million facility in Decatur, Ala. Capacity 30,000 bushels daily, 320-350 million pounds of high fructose in 1977. Also underway, a \$10 million wet milling expansion at Hammond,

Ind. No high fructose production anticipated.

ADM—Cedar Rapids started operations with 470 million pounds of high fructose in 1976. Earlier forecasts also projected 470 million additional pounds in 1977. Also, a new plant is being constructed at Decatur. Anticipated production, 585 million pounds by 1978.

Clinton—New plant at Montezuma, N.Y. To be completed by mid-1977, with annual capacity of 480 million pounds of high fructose.

Finnish Sugar Co.—In agreement with California and Hawaiian Sugar Co. to build a facility in San Francisco for deriving high fructose from sugar.

Amstar—Construction underway in Dimmitt, Texas. Capacity of 230 million pounds in 1976, 480 million pounds in 1977. Second facility planned at undisclosed site. Capacity of \$60 million plant would exceed 400 million pounds annually.

Cargill—Signs joint venture with Midco for high fructose facility in Dayton, Ohio. Expected to come on stream in 1977 with 480 million pounds capacity.

Corn Products—Expansions at Argo, Ill., could increase capacity from 200 million pounds now to 450 million pounds by 1977.

Anheuser Busch—Lafayette, Ind., plant undergoing \$25 million conversion from corn syrup. Estimated capacity of 135 million pounds of high fructose in 1976, 250 million pounds in 1977.

All figures are on a wet basis and reflect anticipated capacity, not actual consumption figures by industrial users. Changes in the manufacturing ratio of corn syrups to high fructose could also affect the figures.



Dr. Patricia Richmond, food technologist, in another photo from college recruiting book.

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