

Join safety spirit of '76

Safety takes on a patriotic motif with a special promotion for the bicentennial year--"The Safety Spirit of '76."

The program is a year-long effort (fiscal 1976) to increase employee awareness of the need for safety on and off the job.

Hourly employees and their supervisors at all locations are eligible to participate in the safety '76 campaign. Each will be given the opportunity to sign a pledge to work safely throughout the upcoming year and to avoid a lost time or reportable accident. Participation is entirely voluntary. Pledges will be available from your foreman or safety office beginning Oct. 15.

At that time, the participating employee will be given a specially prepared decal for his hard-hat, identifying him as a participant in the program.

He will also be awarded a special pen with the red and blue spirit of '76 promotion on it.

Special awards for meritorious service and safety achievements will be given throughout the year. Those who successfully complete the program without a



This identification will soon become more familiar to Staley employees. It marks the spirit of '76 safety promotion, and will be used on hard hats, bulletins and other communications about the special program.

reportable or lost time accident throughout the year will receive a specially designed 12-ounce ceramic coffee mug with a bronze medallion on the side of the cup signifying the employee's safety achievement. The retail value of the mugs is approximately \$8 each. The cups may not be purchased but must be earned through safety on the job.

Each month, the Staley News will feature stories on safety and report on the progress of the safety campaign.

United Way fund drives in October

Staley employees will once again be given the opportunity to support the United Way campaigns in their communities.

At Decatur, 19 agencies are supported by employee gifts to the United Way of Decatur and Macon County, which is headed this year by T.V. Fischer, group

vice president, industrial products. Chairman for the in-plant campaign are Bob Smith, marketing manager foods; Sam Shanklin, manager, specialty feeds; Ernie Karcher, assistant fireman A, 1 building and Zeb Eaton, senior mechanic, boilermakers. The Decatur campaign is Oct. 7-14.

Last year's campaign raised a record \$110,000. That figure, which includes the corporate gift, made Staley one of the largest contributors to the fund-raising effort.

An added incentive is provided for Decatur employees this year through the offering of free trips to either Nashville or New Orleans (see story on page 3).

Morrisville employees will be asked to support the United Way of Lower Bucks County. At Oak Brook, gifts go to the Chicago-area Crusade of Mercy. Galesburg employees have already gotten their campaign completed with stellar results. Not only was there 100 percent participation, but the total employee gift showed a 10 percent increase.

"Although I am chairman of the Decatur United Way, I know I

speak on behalf of people everywhere who benefit from the many services of the United Way when I express my gratitude to the many Staley employees who have responded so generously over the years to the United Way campaigns in their localities," says Mr. Fischer.

Thanks to you it works... FOR ALL OF US



United Way

Billionth pound of IsoSweet made

The Morrisville plant has produced its one billionth pound of IsoSweet.

The landmark achievement came on Sept. 15. Production at the plant began in spring 1972.

Plant Manager John Homan says the billion pounds--that's nine zeroes--would fill nearly 25,000 tank cars. The plant also continued a string of monthly production records, an achievement made possible by the efforts of employees and the coming on stream of new equipment. Morrisville has undergone a series of expansions in the past year which upped its production capabilities by more than 50 percent.

Staley News

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Harold Johnson, cleaner, with children at the Day Care Center. Harold's work with cerebral palsy children and other agencies is typical of the spirit which Staley people have shown in support of the United Way. Harold was once named "Volunteer of the Year" by the United Way of Decatur and Macon County.

Starch-based adhesive replaces animal glue

Staley research has been praised within the food industry and by outside authorities such as Business Week magazine for its "marketing orientation."

Daily, projects are conducted in the research center at Decatur, aimed at development of new products for new markets and uses.

Some seem obvious. Improved sweeteners... more modified food starches... flavored textured proteins. Others are not so apparent. An example is the development of Sta-Tape starches to replace animal-based glues for wrapping tapes used on boxboard containers.

Interest in starch-based glues reached its peak during a recent animal glue shortage and prompted the question, "Can starch perform the same function as animal glue?" Staley research had been asked to consider new uses for waxy-maize starches produced in Morrisville, so the new project was underway.

Ken Moser, group leader, industrial starch, says "Sta-Tape adhesive was created to offer "quick tack"--that is, the ability to stick quickly after wetting--as well as "long open time"--not lose its adhesive too quickly after wetting.

The versatility was required because the adhesive is sold to mass producers of boxboard cartons who require a fast-sticking adhesive for their automated process and also to shipping centers which might not apply

the tape for sometime after wetting it.

The shortage of animal glues was short-lived.

However, research believed it had come upon a basic use for starches which would be in future demand. Further work was ordered on the properties of the adhesive to insure that it not only has lower cost than animal glues, but that it also outperforms them.

Ken says that stage is approaching reality. Bill Bomball, research chemist, and Helen Dills, technician, have been involved in the development of the product which is now undergoing field testing with several potential customers.

Currently, 30 million pounds of animal glue are used annually. The goal is to capture a large share of that market for the starch-based adhesive.

"That's a major part of our job," says Ken. "Often, we have to start from nothing and develop an idea. The result is a line of products which offers potential customers advantages of cost and performance, thereby creating new markets for our own production."

From only an idea and the question, "Could it work?" to reality with a marketable product, the Sta-Tape adhesive has received the intensive scrutiny of Staley research, and may soon join the growing family of Staley products that touch our lives daily.

Irrigation system aids environment

The success of a spray irrigation system has enabled the Houlton, Me., plant to increase its daily production of starches by 25 percent.

The system, which was tested on a small scale for the first time last year, was utilized through the months June-October this year. It was the first full scale test of the system, designed to relieve the biodegradable waste load upon the existing system.

The spray irrigation system uses pressure nozzles to distribute the liquid on a 50-acre field near the plant. The ground absorbs the wastes, which act as a fertilizer.

Since the system cannot be used during winter months, the plant is also nearing completion of a new secondary clarifier to increase treatment capacity during winter months.

Staley's efforts to comply with local and federal environmental regulations have drawn the praise of a local newspaper.

The spray irrigation system is also being incorporated at the company's Monte Vista, Colo., plant, relieving the load on a holding lagoon which is being drained. That system is expected to be functional in early October. A similar arrangement was also used successfully at the starch recovery plant at Murtaugh, Id.

In the News...



Baby food/P5



Good food/P6

Volunteers make United Way work

Unlike many charitable organizations, the United Way is directly responsive to local needs because its goals and leadership are locally based.

The United Way at Decatur, for example, is governed by its board of directors, all local people from industry, business and labor.

Several Staley people are active in the 19 agencies of the United Way.

Nearly 50 advisors for the Girl Scouts, for example, are either Staley employees or the spouse of a Staley employee.

Volunteer workers are a key element to the success of agencies. Assisting the YWCA, for example are Art Peterson, night superintendent; Jim Peterson, shift foreman, 5 & 10, and Judy Barner, employment specialist.

Shelly Heiland, foreman, pipe fitters, is a leading Red Cross volunteer and first aid instructor. Al Dobbins, cooler operator, 17 building, is a regular helper on Bloodmobile visits around the area. Another leading volunteer for the Red Cross is

Herb Roszell, director of administration, protein division, as is Roman Martin, project leader, technical systems services.

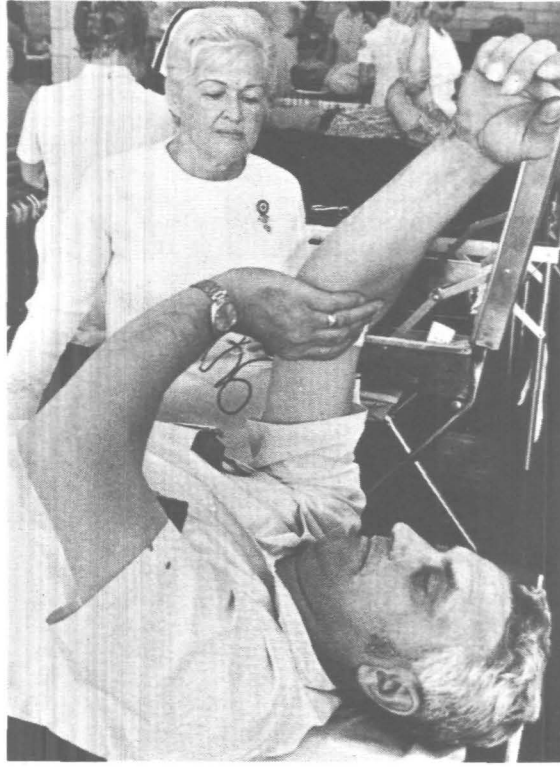
Paul Breyfogle, manager, industrial production, Roman Martin, and Lee Miller, assistant treasurer, are on the board of Cerebral Palsy.

John Creekmur, manager, cash management, is a member of the Council of Community Services.

Boy Scouts directors include Donald E. Nordlund, president of Staley; T.V. Fischer, group vice president, industrial products, and Kent Mittelberg, director, marketing, refined oil, specialty feeds.

Herb Roszell and Shelly Heiland are on the Red Cross board. Charles Meyerson, director, patent, food law, and Jay T. Holmes, director, law, serve with the Legal Aid Society. Jay is also on the YMCA board.

Len Walter is on the board of directors of the Association for Retarded Citizens. Len is manager, customer service, industrial.



The gift of life brought to you by your local United Way. Last year, 56 Staley families benefited from the free blood program of the Red Cross Bloodmobile. The program, which is staffed by volunteers, makes free blood available to all Staley employees through the work of the United Way.



Shelly Heiland, right, discusses Red Cross first aid techniques with Bonita Sperry, Red Cross executive. Shelly is one of hundreds of Staley employees who are active in Red Cross programs, and his teaching of first aid classes once earned him the recognition as the local chapter's "volunteer of the year."

Employees benefit from United Way

The impact of the United Way is evident in figures which indicate that hundreds of Decatur employees and their families use the United Way agencies and its services.

The family-oriented agencies of the YMCA, YWCA, and Boy and Girl Scouts head the list. During 1975, 243 employees or members of their families used YWCA facilities. The YMCA number is 98. There are 196 Boy Scouts whose parents work at Staley, and 81 Girl Scouts.

The gift of life was made possible by the 474 pints of blood

given to the Red Cross bloodmobile in 1975. But perhaps more importantly, 56 Staley families received blood during the year.

Thirty families receive assistance from the Association for the Mentally Retarded. Three families of 13 people received help from Catholic Charities. Three working Staley mothers take advantage of the services of the Day Care Center, and two families received assistance from the Salvation Army.

Figures for United Way agencies outside Decatur and Macon County were not avail-

able. Decatur employees who live outside Macon County may make a gift to the recognized United Way agency in their area through payroll deduction.

Artze states AIW support

Al Artze, president of Local 837, Allied Industrial Workers has issued the following statement:

"The AIW was one of the leaders in seeking a United Way campaign to end the confusion and high costs of multiple fund drives which once were common.

"I am proud of the AIW's continued support of this organization and equally proud of the response of AIW members everywhere who help make this worthwhile community venture possible. The AIW supports the United Way concept of 'one gift working many wonders' and is hopeful of another outstanding fund-raising effort."

Cheap doesn't mean good

The lowest cost doesn't always mean the best buy.

Recently, three distributors of Staley full bodied waffle and pancake syrup cancelled orders with Staley in favor of lower priced, thin brands for shipment to restaurant chains.

However, when the restaurants received the inferior syrups, they immediately returned them to the distributors, each of whom called Staley Food Service division the same day to place new orders for Staley syrup.

Dick Purcell, product manager, food services, explains that Staley waffle and pancake syrup is higher in corn syrup solids than the 65 percent minimum required

by law. The result is a full bodied, rich flavored maple syrup which represents a value to restaurants and pancake houses because its initial higher cost is offset by the syrup's fullness. Rather than "soaking" into pancakes and waffles, creating a soggy meal, it is thick and full on top of the pancakes, allowing its flavor to come through.

Co-packers important to consumer products

An important part of the manufacturing plans of Staley involve strategically placed co-packers that enable the company to expand its geographical markets with no loss of quality.

Currently, 10 co-packers around the country are associated with Staley consumer products, says Dick Palumbo, manager of purchasing and contract packaging.

Wagner drinks, Sta-Puf blue and pink, Sta-Flo liquid, Imitation Bacon Bits, Rain Drops, Diaper Sweet, and spray starch are processed, boxed and shipped by co-packers.

Staley News

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

Manager, Employee Communications Dan Hines

Manager, Visual Communications Lee Jeske

Kresge chooses Staley quality

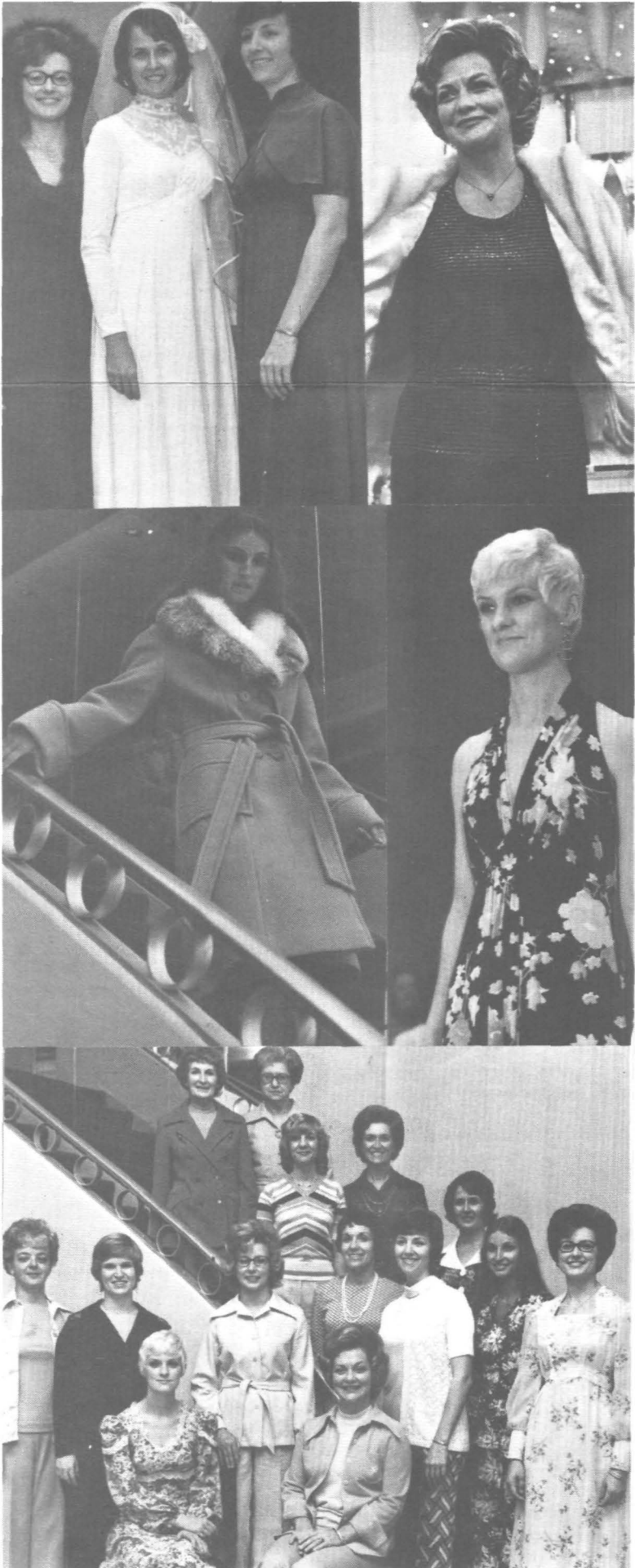
Superior flavor and texture were cited as reasons Kresge, Inc., has chosen Staley Imitation Bacon Bits for use at lunch counters in 400 of its stores.

The account, which is the largest for Bacon Bits in Food Service division history, was landed through the efforts of Knott McKinley, Staley broker in Detroit.

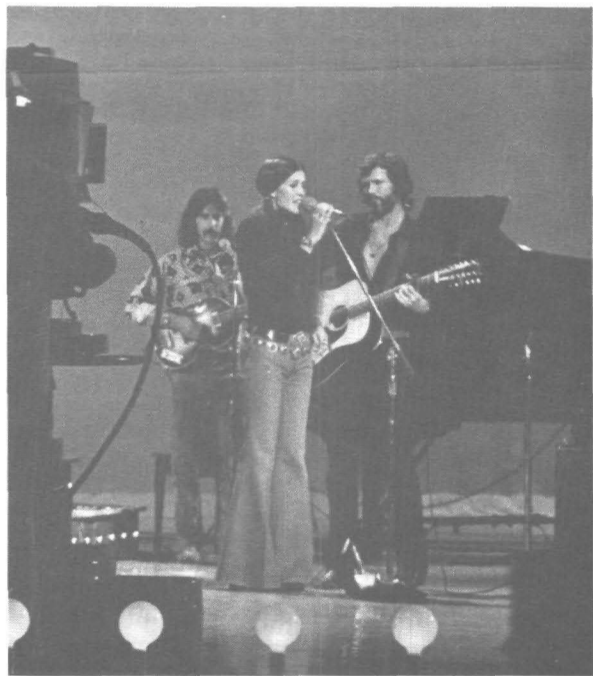
Kresge submitted six brands of bacon bits to its control panel. Flavor, texture and crispness were evaluated. The Staley Imitation Bits were the selection of the panel.

Dick Purcell, product manager, food services, notes that Imitation Bacon Bits were somewhat higher priced than the competitive brands, but Staley's overall quality and service were decisive factors in the decision.

Shipment of the Bacon Bits is now underway.



More than 120 members of the Staley Women's Club were on hand for the annual style show in September. Some of the models show the fashions that were such a hit.



Nashville, New Orleans beckon United Way givers

Whether your musical taste runs to the Dixieland style of New Orleans or the down-home feeling of Nashville, this year's United Way has something for you.

Decatur-based employees are eligible for a drawing in which two winners will receive their choice of a trip for two to either of these American landmark cities.

To participate in the drawings, all you have to do is pledge your "fair share" of four-tenths of one percent of your base salary to this year's United Way campaign. For example, an employee earning \$10,000 annually will have to pledge a tax-deductible gift of only \$40.

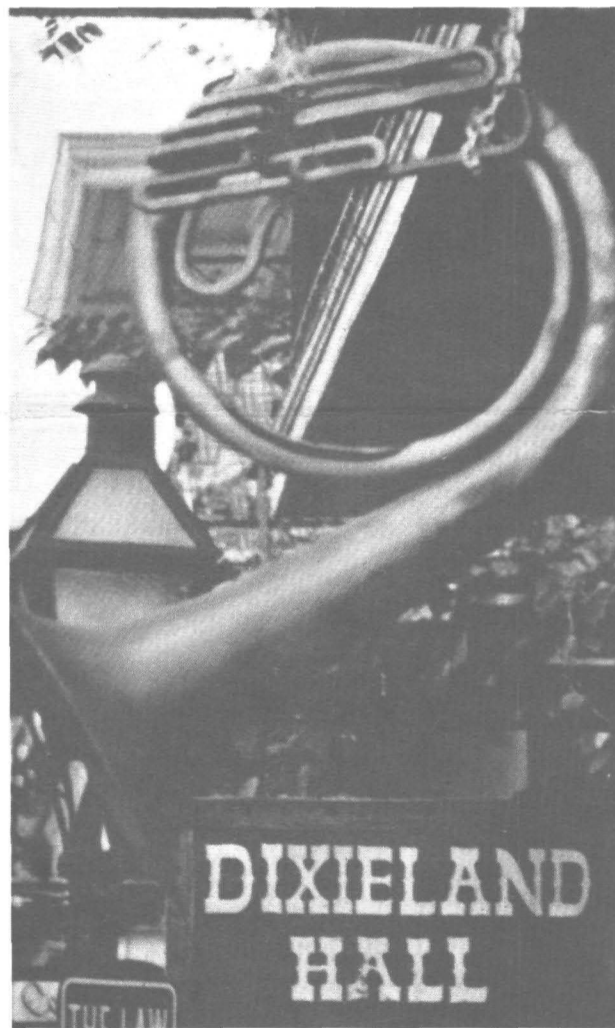
The names of the fair share givers will be placed into two tubs. One will be for the hourly employees, the other for salaried employees, so there will be a winner from each category.

Each winner may pick either of the trips. That is, both may choose to go to Nashville or both may choose New Orleans.

The winners will be in for a gala weekend. The New Orleans trip includes round-trip air transportation for two from St. Louis, free transportation to a leading French Quarter hotel, accommodations for two nights, \$50 spending money, breakfast at Brennan's, dinner at Begue's and lunch at the Andrew Jackson restaurant.

The Nashville trip includes round trip air fare for two from St. Louis, tickets to the Grand Ole Opry, a bus tour of country stars' homes, \$50 spending money, free transportation from the airport to one of Nashville's leading hotels and two nights of accommodations.

There's only one prize bigger than the free trips for fair share givers...that's the satisfaction of knowing that their one gift has worked many wonders and helped build their community.



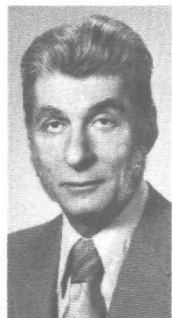
Medical director discusses exercises

by Dr. E.E. Goldberg
Staley Medical Director

I am delighted that we now have a jogging track available to all employees and their families. The track is located east of the Research Building, has a cinder surface, and is approximately 405 meters (one quarter mile) long. Because of this, I have been asked by several people to discuss the medical aspects of a jogging or running program.

There is no question about the value of a planned ongoing exercise program for the establishment and maintenance of cardiovascular fitness. There is indeed an observable and predictable benefit from exercise training which can be summarized as a state of body efficiency which allows a person to exercise vigorously for a long period of time without tiring, without fatigue, and to respond to sudden physical and emotional demands with an economy of heart beats and less of a rise in blood pressure.

The fit individual has endurance (stamina) and can supply more energy to his muscles and work harder and longer with less effort than when he was not fit. He feels better, looks better, sleeps better, and has less of a chance of having a heart attack.



Dr. Goldberg

In other words, exercise training leads to some degree of cardio-protective resistance. I ought to emphasize that if you are overweight, reducing calories plus exercise is the only way to go. I hate to say this, but it takes 14 minutes of continuous jogging to utilize the calories in one martini. However, on your usual diet and if you do not change your caloric intake, if you walk 20 minutes each day, you will be able to lose 10 pounds a year. Jogging would increase this weight loss to 20 pounds per year. With an "exercise-diet" combination, you lose not only weight but also fat, so that there is a tendency to normalize the relationship between lean body mass "muscle, bone and blood and fatty tissue.

Now, let's look specifically at the program and how it works.

What exercise does

The main effect of exercise is to alter the hearts need for and use of oxygen. How hard the heart must work depends on the amount of blood it puts out and the arterial blood pressure. As the arterial blood pressure goes up, the heart works harder to maintain the same output. The more pressure the heart must work against, the more oxygen it requires. Exercise, by decreasing the heart rate and the blood pressure, allows the heart to use less oxygen for a given work load. That is, requires less oxygen for any task or activity.

The beauty of exercise is that it conditions the heart to do more than it is usually called upon to do. In addition to lessening the heart's demand for oxygen by decreasing the amount of work it does, physical conditioning stimulates a more efficient use of energy by the heart. In other words, a conditioned heart performs more efficiently.

Muscle elsewhere in the body (skeletal muscle) also benefits from exercise by extracting more oxygen so that muscles trained by exercise can perform with less blood flow. A sedentary

person on a diet loses weight but his muscle matter is being converted into fat, while the active person loses fat deposits.

In summary, the person who exercises can accomplish muscular work more efficiently after training than before training. It conditions the cardiovascular system to cope more easily with physical stress. He does so with fewer heartbeats, lower blood pressure, and less oxygen consumption than an unconditioned person. At the same time, the trained person's capacity to use oxygen is increased.

Starting the program

A previously inactive prospective exerciser should first discuss the program with his physician and have a checkup including an examination of his cardiovascular system, blood pressure, pulse rate, muscles and joints. Well people, under the age of thirty-five, probably do not require anything more. People over the age of thirty-five should have a resting electrocardiogram and, if indicated, some form of stress test. Basically, this is a test in which the heart rate is monitored while the patient participates in carefully controlled exercise.

Individuals with known heart disease or those with high risk factors predisposing to heart disease (high blood pressure, high cholesterol, smoking more than twenty cigarettes a day, previous abnormal EKG, diabetes, a strong history of coronary heart disease in the family) must have a thorough evaluation by a physician before starting the program. None of these conditions should exclude people from the program and if exercise is prescribed appropriately, they may benefit considerably from the program!

Guidelines

The name of the game is finding the target zone. The definition of the target zone is the level of activity which is sufficient to achieve fitness but is not too much to exceed safe limits. You see, there is a level of exercising at which you derive maximum benefit. Below 60 percent of your capacity achieves very little in the way of fitness and if you go above 80 percent the heart and circulation can not deliver oxygen to the muscles fast enough to create the energy for exercise. The target zone and the rate at which your heart can beat the fastest with exercise are very close. This maximal attainable heart rate is roughly 220 minus your age in years. The crucial part of a workout is the duration one says at the target zone (the 70-85 percent maximal heart rate zone.) Twenty to thirty minutes in the target zone will provide a significant effect in conditioning the cardiovascular system.

To know whether you are in the target zone, you simply count your pulse rate (heart rate) immediately upon stopping exercise. Count the rate for 10 seconds then multiply by six. If your heart rate is below 70 percent of your target zone (220 minus your age), you need to exercise more strenuously, if it's above 80 percent exercise less vigorously.

To determine your level of exercise, which is your target zone, you can check your heart response to a trial of walking or jogging at various speeds. For instance, try to walk a mile continuously at the fastest pace at which you are comfortable. If it takes half an hour, you are walking at the rate of two miles per hour. As long as there are no warning symptoms, and the heart hasn't reached target zone, then increase the level of exercise to

(Continued on page 6)



Coverstone



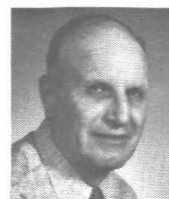
Jess



Jelks



Lynch



Tomlinson



Whicker



Williams



Haas



Fisher



Sharp



Hack



Brown



Born



Gephart



Blair



Carr



McClure



Smith



Baughman



Wendell



Paslay



Cooper



Forrest



Hawthorne

82 employees mark anniversaries

40 Years

GLEN GRANT, weighmaster, 28 building

35 Years

LYNN QUICK, senior mechanic, machine shop

30 Years

HOYT COVERSTONE, foreman, control lab, quality assurance
 BONNIE JESS, division file clerk, corporate information systems
 PAUL JELKS, assistant foreman, machine shop, maintenance
 THOMAS POUND, building foreman, bulk products, 17 building, syrup refinery & dextrose
 LEO EDWARDS, relief shift foreman, agriproducts
 JOHN MALCHOW, senior mechanic, boilermakers
 EDWARD MARSHALL, weighmaster, 28 building
 RALPH McCLINTOCK, weighmaster, 28 building
 CHARLES LYNCH, leadman, 62 building
 JAMES OOTON, senior analyst, quality assurance
 CARL TOMLINSON, warehouse clerk, 77 building

25 Years

RANDY WHICKER, foreman dextrose plant, syrup refinery
 JOHN WILLIAMS, shift foreman, elevator, agriproducts
 LEROY HAAS, production department relief foreman, industrial manufacturing
 WALTER FISHER, area manager, paper & textiles, industrial products
 L. CHESTER SHARP, technical supervisor, dry starch
 HENRY HACK, JR., shift foreman 12-26, industrial manufacturing
 JAMES BROWN, building foreman, dry starch, 118 building
 DALE BORN, assistant foreman, Satellite 3, syrup refinery & dextrose
 CLIFFORD GEPHART, operator, 44 building
 WALTER KUIZINAS, senior mechanic, boilermakers
 MERLE WILLIAMS, rigger leadman
 STANLEY BLAIR, pod operator, 29 building
 WILLIAM CARR, mixer operator, 12 building

FRED JOBE, stores project clerk, 77 building
 DALE McCLURE, mechanic, machine shop
 GLEN SMITH, mechanic senior, machine shop
 GEORGE BAUGHMAN, reel tender, 20 building
 RALPH DAVIS, PS drier operator, 20 building
 DAVID SAPP, mechanic, senior, pipe
 FLOYD BLAIR, ion exchange operator, 5 & 10
 JAMES JACKSON, 19 building operator
 DARWIN WENDEL, mechanic senior, I & C
 DARRELL LIVESAY, painter & roofer
 BILLY PASLAY, mechanic senior, I & C
 ROBERT STINE, cleaner, 11 building
 TOM COOPER, flash drier and grinder, 12 building
 CLYDE DORAN, separator operator, 6 building
 WILBERT FORREST, converter A operator, 16 building
 GEORGE FORT, extraction operator, 101 building
 ELGIN HAWTHORNE, merco operator, 6 building

20 Years

DELMAR CARTER, rigger leadman, riggers
 JAMES INGOLD, pump & tank operator, 5 & 10
 ROBERT HULL, rigger leadman, riggers
 LAWRENCE MERCER, utility man, 40 building
 DANIEL SPICER, manierre loader, 20 building
 JERRY ELLIS, senior mechanic, boilermakers
 JESSE THOMPSON, conversion operator, 5 & 10
 DON MUSICK, specialist, transportation, international
 CHARLES WILHELM, manager, transportation, international
 RICHARD PURCELL, product manager, food services, consumer
 ILMAR PALM-LEIS, project engineer, corporate engineering
 CHARLES GALLEGOS, lead operator, Monte Vista

15 Years

ELSTON MITCHELL, programmer, corporate information systems

DONALD BROWN, building foreman, 9 building, corn milling, industrial manufacturing
 JANE DARLING, master files coordinator, industrial administration

10 Years

CHARLES SCHOLLMEIER, senior development engineer, research & development
 JAMES STEWART, district manager, protein division, agri-products
 MARGE VEST, secretary, group vice president, technical
 BILL PERKINS, rail & motor specialist, administration, agri-products
 TOM FISCHER, group vice president, industrial products
 PAT HETTINGER, clerk-stenographer, syrup refinery & dextrose
 DARRELL LARRISON, technical supervisor, dry starch
 JIM WIDEMAN, process engineer supervisor, corporate engineering
 ELEANOR HANSON, control supervisor, corporate information systems
 DONALD OESTREICH, senior mechanic, I & C
 ROBERT FORCE, mechanic, millwrights
 WILLIAM HANNA, assistant fireman A
 RAYMOND WALSER, trucker-dumper, 20 building
 JAMES THOMPSON, JR., 1st year apprentice, electric
 RAY MARSHALL, 1st year apprentice, I & C
 ROBERT GIPSON, 1st year apprentice, I & C
 FRANCIS SANDERS, utility loader, 75 building

5 Years

H.K. PATEL, quality control technical supervisor, Vico
 R.N. KNOTEK, first shift foreman, Cicero
 NANCY FAIR, legal secretary, law division
 B.B. PANOCHA, clerk/receptionist, Chicago, industrial sales
 RANDY PARDEN, mechanic, Sno-Bol
 BASIL MACK, JR., process group leader, Staley Chemical, Lemont
 JAKE CHAVEZ, operator, Monte Vista

Gerber helps baby off to good start

The cherubic face is an American institution. "The Gerber baby" has been around for 40 years, but it has neither aged nor lost its appeal, a fact evidenced by the letters which Gerber Products still receives from proud mothers who boast that their new-born "looks like the Gerber baby."

That endorsement of trust underlies the philosophy of Gerber Products Company, the leader in the baby food industry. Playing an important role in Gerber's continued leadership are two Staley tapioca-based starches--Tenderfil 8 and Tenderfil 9.

Gerber uses the starches, produced at the Staley Houton, Me., plant in its extensive line of fruits and fruit desserts.

While mothers are enthusiastic about Gerber's food line, there are others who are not. Recently, the Consumer's Union rapped commercially prepared baby foods as possibly unsafe because, according to the CU report, they contained bits of insect hair. Also coming in line for an indirect rap on the knuckles was Staley and other producers of modified starches, since the report claimed that modified starches had not been conclusively proven to be safe for human consumption.

What are the facts? Have the mothers of America been sold a bill of goods for these many years? And what about modified starches? Are they safe for baby food? (See page 6 article for the impact of modified starches on the food industry and American eating habits.)

First, a look at the charges against Gerber's sanitation.

Ag background

To understand the type of company Gerber is, one has to look at where it is based and know something of its history.

Fremont, Mich., the site of Gerber's corporate headquarters is in the heart of the Michigan Dutch country.

Fremont is surrounded by acres of farm land which produces onions, apples, and a host of agricultural products. It was the abundant harvests of the area which led Frank Gerber in 1901 to incorporate the Fremont Canning Co.

Twenty-seven years later, young Dan Gerber was asked by his wife to puree some peas for their baby. After attempting to do the job himself in the family kitchen, Dan understood why. It

was hard work, but necessary if a baby's diet was to consist of anything more than milk.

The request was to be the spark which would eventually lead Gerber out of the adult food canning business and into the production of baby food.

A local doctor with whom Dan Gerber discussed the idea urged him not to underestimate the commercial possibilities of the idea which could be expanded into other food, offering babies a complete, well-balanced diet which would insure them good nutrition and at the same time free mothers from the drudgery of making their own baby food.

In 1928 Gerber began the sale of commercial baby foods. The company gained an acceptance which enabled it to become the multi-million dollar corporation of today with more than 180 varieties of baby foods produced at 11 plants in the U.S. and around the world.

Gerber is, as one might expect, the largest employer in Fremont, a town of slightly more than 3,500. It is also a popular tourist attraction with more than 12,000 people visiting the plant annually.

Spotless kitchen

The visitors are treated to a bird's eye view of gleaming stainless steel cooking systems manned by employees who are given a change of white uniforms daily. Few household kitchens are as immaculate, and the willingness of Gerber to withstand public surveillance could cause one to look questioningly at the charges of improper sanitation.

The blast against modified starches such as Staley's Tenderfil also lacks credibility when considered against the facts:

--Modified starches have been used for 22 years in baby foods with no adverse effects upon infants. To the contrary, babies of today begin life with a better start nutritionally than any previous generation.

--Modified starches underwent rigorous tests not only by starch manufacturers, but by such companies as Gerber.

--Modified starches enable Gerber to increase the shelf life of its products by preventing starch breakdown, a problem which was common before the introduction of modified starches.

--The National Academy of Sciences in 1970 evaluated data

concerning modified starches in baby foods and found them to be safe for consumption. The Academy was chartered by Abraham Lincoln to act as the scientific authority for the U.S. government.

Charges refuted

What then has led to the charges that modified starches are unsafe?

Dr. R.A. Stewart, director of research for Gerber, says opponents of modified starches in baby foods fear any chemical alteration of food and won't accept the results of standard animal tests.

"Actually, the effects of modified starches are evident through the observation of more than 22 years use," Dr. Stewart continues.

"A defect of early baby foods was the starch breakdown which occurred during normal shelf life. The solution was provided by companies such as Staley with the introduction of modified starches.

"They prevent food breakdown which led to a watery, unusable baby food with starch cells that were indigestible. At the same time, the baby food is easy to feed. Vitamin retention is increased because of the modified starches hold up under cold storage whereas regular corn starches suffered a breakdown."

Dr. Stewart continues that a baby consumes only about 2.75 percent of his total calories in the form of modified starch. The remainder comes from protein, fat and other carbohydrates.

"We are convinced that we offer the cleanest, most nutritious product available for a baby," Dr. Stewart says.

Staley research and development comes in for high marks from Gerber. Communication between the two companies is regular and frequent. The most recent example was a seminar in Decatur at which Gerber personnel were on hand to hear about possible new starch applications for use in their products.

It is this type of cooperation which has enabled both Gerber and Staley to be among the leaders in the food industry. It reflects an attitude which has given the American public a nutritional level that is the envy of the world...and it has brought us that familiar face in which all mothers see their own child, the Gerber baby.



Dura-Jel boosts flavor

The mouthwatering aroma of fresh fruit being cooked for turnovers just like "Mom used to make" is familiar at the New Albany, Ind., plant of the Pillsbury Co.

But it's a long way from the stainless steel kettles of the Pillsbury plant to dinner tables across the country. And the chill of refrigeration will be a stop along the way for each of the fruit turnovers which leave the plant.

Yet, when those turnovers are prepared in thousands of homes and baked, that same fresh fruit flavor will be there. How is it done? Staley's gelatinized Dura-Jel starch plays an important role.

The fruit filling which Pillsbury uses is a preblended mix of ingredients which are placed in a stainless steel kettle nearly five feet in diameter. The gelatinized Dura-Jel is added to the blend which is batch cooked to a temperature of 180 degrees.

The starch must have heat stability which allows the filling to not only attain a proper viscosity, but to maintain it through the steps to follow.

After the cooking, which is basically the same process that would be followed in a smaller scale in a household kitchen, the fruit filling is packed into small containers and sealed with a film, before cooling and refrigeration to approximately 42 degrees. This temperature will be maintained throughout the life of the turnover, which is a refrigerated product, until the other components of the turnover--dough and icing--are mixed with the fruit filling and baked in the home.

The refrigeration is a critical phase for the starch. If it has not performed properly, the fruit filling will "breakdown" during the cooling process and a thin, watery filling will result. This will destroy the "just made" image for which Pillsbury strives, explains Dick Carls, plant manager.

Critical item

"Starch is among the more critical items to the success of the product," he continues. Dick points out that each incoming shipment of starch--Staley is one of two suppliers--is given strict quality control tests for such things as particle size, moisture content and purity.

Also, random samples are taken from the finished product ready to be shipped to grocery stores, and the Pillsbury quality control staff bakes them just as the housewife would. Freshness, viscosity and taste of the filling are evaluated.

Within the past year, Pillsbury, which has been using gelatinized Dura-Jel for several years in its turnovers, developed a new formula which increased the amount of gelatinized starch used in the product and helped make a clearer, firmer gel.

The relationship between the two companies is one based on a history of quality and service as evidenced by the fact that Pillsbury uses eight different types of Staley starches in such products as cake mixes, frostings, pancake mixes and Food Sticks.

On the move



Barker



Vander Burgh



Doty



Martin



Bales



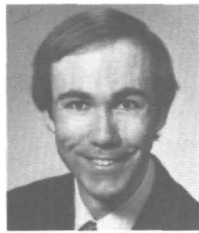
Hancock



Shelton



Anderson



Raak

AGRIPRODUCTS

JOHN BARKER from the hourly roll to plant superintendent, Lockport

RICHARD GORHAM from hourly roll to production foreman, protein division, Gunther

MARGE MILLER from scheduling clerk, protein division, to customer service supervisor, protein division

INDUSTRIAL

PAUL HERMAN from production and development manager to plant superintendent, Morrisville.

JAN McCLURE from messenger, office, to central shop clerk, maintenance

VIVIAN VANDER BURGH from supervisor, direct order, to systems development analyst, administration

ROBERTY DOTY from hourly roll to shift foreman, process, dry starch

DAWN MOWEN from shop clerk, maintenance to flexowriter operator, administration

MARY JONES from flexowriter operator to secretary to manager, chemical specialties

WAYNE MARTIN from director of purchases to manager, industrial sales

CORPORATE

ALAN BALES from inbound supplies inspector to product formula chemist, quality assurance

NANCY FAIR from secretary, director risk management, to legal secretary

MEL HANCOCK from sales service engineer to industrial engineer, methods engineering

JAN METZGER from messenger, office, to secretary, director, risk management

RICHARD NYBOER from assistant analytical technician to storekeeper

WILLIAM SHELTON from senior development engineer to senior process engineer

WILLIAM ANDERSON from purchasing agent, construction & equipment, to director of purchasing

LARRY LEONARD from systems analyst to systems analyst programmer, corporate information systems

BRUCE RAAK from recruiting specialist to employment supervisor

Madlock tops with Wardie

As he thrills the baseball fans of the nation in his quest towards a National League batting title for the Chicago Cubs, Decatur's Bill Madlock has provided a special reward to one of his most ardent fans at Staley. Wardie Sain, east end operator, 12 building, is not only Bill's biggest fan and uncle, but since Bill was six months old, Wardie has also been a second father.

When Bill was six months old, his father died. His mother, who is Wardie's sister-in-law, was worried that she might not be able to adequately provide for the baby, so Wardie offered him a home. Wardie, who already was the father of four daughters, was to now have a son.

Wardie recalls that Bill showed an early talent in hitting a ball, a fact evidenced by his current batting average which at the time of publication was better than .360.

"We used to play ball in the back yard and parks," Wardie muses. "I'd round up the kids and we always had a game going."

Soon Bill was progressing through the steps which are a part of the American scene--T-Ball, Little League Pony League, high school and American Legion baseball. In each level, he displayed a natural talent that blended with his determination to succeed.

"Bill sets goals and goes after them," explains Wardie. "He's a determined young man and nothing will keep him from making his mark."

Strong influence

Wardie's influence on Bill cannot be underestimated. As a young man, Wardie played third base--Bill's current position with the Cubs--for the Memphis, Tenn., entry in the Negro Baseball League. Wardie's last year was 1946, the same season that Branch Rickey broke the Jim

Crow barrier of major league baseball by signing Jackie Robinson.

Wardie never lost his interest in baseball, so it was natural that Bill would follow in his footsteps.

After graduation from Eisenhower High School in Decatur, Bill was signed by the then Washington Senators. After a couple of seasons in the minors, he joined the parent franchise, now relocated as the Texas Rangers. He was later involved in the trade which sent Ferguson Jenkins to the Rangers from the Cubs.

In his first season, Bill turned in a .313 batting average. In this season, only his second, the 24-year-old Decatur native has been the leading hitter all year with his average consistently above the .360 mark.

Natural hitter

"Bill's a natural hitter," says Wardie. "He follows the ball well and hits the pitches 'where they are' instead of trying to pull the ball."

Wardie admits to some concern about Bill's recurring injuries.

"Bill's weight needs redistributing to relieve the pressure on his ankles and lower legs."

Bill also missed the last few weeks of the season after suffering a cracked finger, the result of a ball pitched by Pittsburgh's Bruce Kison.

Still, Wardie is convinced that Bill will remain among the premier hitters in baseball.

"His determination, plus his own ability, will help him continue his progress. Bill doesn't get shaken up by temporary setbacks."

"It's a great thrill and source of pride for me to see the man Bill has become. He keeps in touch with us by calling home almost every week and we travel to see him play when the games are in Chicago and St. Louis."



Modifieds boost food selection

The next time you casually stroll through a supermarket, pause long enough to look around at the shelves and ask how many of the food products of today were not available 20 years ago.

There can be no disputing that the American grocery shopper has the widest selection of the most varied food offerings in the world. Playing a silent role, almost unknown to the general public, in making this selection possible, have been modified starches such as those produced by Staley.

A modified starch is simply a base starch that has been chemically altered for a functional purpose. As praiseworthy as that might seem, there are those outside the food industry who have questioned the relative safety of the chemicals used in modified starches and their effects upon humans.

The most notable example of such criticism was provided recently by the Consumers Union which rapped baby food manufacturers for their "lack of sanitation" and use of modified starches, which the Union described as "unsafe." (See story on Gerber on page 5.)

The charges against the uses of modified starches in baby foods prompt further question about their suitability for general use. What are the facts about modified starches--what are they, how are they used and what effects do they have upon the American food scene?

Dennis Honnold, product manager, specialties, explains:

"As the food industry began to develop more and more sophisticated foods, it found conventional starches did not perform satisfactorily. Starch breakdown often occurred and watery unsuitable products resulted. Specific improvements were needed in the starches. Modifieds were the answer, providing heat stability, ability to withstand stirring or pumping, avoidance of breakdown in acid foods, freeze-thaw stability, improved foodstuff texture and appearance and even taste."

Dennis continues that the canning, frozen food and processed food industries were responding to the emerging American life style which placed greater emphasis upon leisure time, freedom from the drudgery of preparing fresh produce and the expectation of year around availability of different types of foods that were once available only on a seasonal basis.

What are the types of foods

in which modified starches are found? Baby food is one category. Others include cream style corn or other vegetables, frozen foods with sauce mixes, gravies, puddings, pie fillings, convenience dinners, and pre-prepared bakery items, processed foods or any application requiring good viscosity and long shelf life.

An example of the impact of modified starches is found in total market figures which indicate that of the approximately 550 million pounds of food starch sold annually, nearly three-fifths of it is in the form of modified starches.

Staley produces modified starches under the trade names of Dress'n; Perma-Flo; Dura-Jel; Rezista; Sta-O-Paque; Fruitfil; Mira-Cleer; Nustar; Tenderfil; Freezist M; Thin-N-Thick; Shur-Fil; Redi-Tex; Consista. The modifieds are produced at Decatur, Houlton and Morrisville. Many of the trade names have slight variations for differing types of applications, but in general the level of modification does not exceed five percent of the starch weight volume.

Staley introduced its first modified starch--Mira-Cleer--in the early 1960s, aimed at competing for a share of the pie filling market.

Extensive planning

Before its introduction, however, more than six years of research, planning and testing had been completed.

Jack Tuschhoff, lab head, starch modification, who was involved in much of the introductory work recalls that when he

joined the company in 1954, the introduction of modifieds was only being discussed.

This was followed by research into varying levels of modification, with each sample being tested by the Staley animal control lab for safety.

When a suitable level of modification was found that offered safety, functionality and return on investment, pilot plant production began. Again, constant testing was the order of the day.

As each family of modified starches was introduced, the procedure was repeated.

Even today, although modified starches have been proven safe for human consumption, research on the minimum levels of modification required to attain a desired functionality continues, notes Jack.

"We are, of course, aware of the criticism of chemically modified starches. Therefore, although we are convinced of their safety, we are looking for ways to give the same performance with even fewer chemical additives. At the same time, testing on safety and product quality is ongoing."

Jack points out that the company has also sought the assistance of independent testing agencies to provide a control against the Staley results.

"Modifieds play an important role that likely will continue," concludes Jack. "What would happen if they were not available? It's only a guess, but it's a good bet that half the food stuffs now found on grocery shelves would not be possible."

Exercise explained

(Continued from page 4)

one mile in 20 minutes, which is three miles per hour. If you are in the target zone at this level, then you might first walk two miles in 40 minutes (which is three miles an hour for twice the duration) before aiming for 3.5 miles per hour. At four to five miles per hour you will find it is easier to jog than walk briskly. Over six miles an hour you will find it easier to run than jog.

When jogging or running, it is a good idea to count your pulse rate at minute intervals until you have determined how much exercise you need to put you in the target zone.

You should not start exercise suddenly because this taxes the heart too much, nor should you stop suddenly because blood may be trapped in the muscles thus diminishing circulation to the brain and heart and causing dizziness and faintness. So, before going into your target zone, you should have a warmup of five to 10 minutes and following the exercise, you should cool down for a further five to 10 minutes.

These are simple guidelines for an exercise training program - they really are not that complicated. After you have checked out your own responses, you will begin to recognize certain normal sensations (such as rapid heart rate or breathlessness) which will tell you "where you are at". You will be able to perceive with reasonable accuracy just how high your heart rate is and whether you are within your target zone.

Jogging and running are amongst the best exercises with which to improve cardiovascular fitness. Only those exercises which involve movement (isotonic or dynamic) increase the continuing flow between the heart and local muscles in the body and thus improve cardiovascular fitness. Incidentally, sprinting is not desirable because it does not supply enough oxygen to the exercising muscles for any prolonged period of time. Jogging should be carried out three times weekly with no more than two days elapsing between workouts.

Making progress

As you improve your physical fitness level, you will be able to carry out your jogging or running program more easily and it will take more exercising for you to reach your target zone.

Remember to count your pulse and keep it between the 70 percent and 80 percent of your target zone. Every four to six weeks evaluate yourself and upgrade your program.

Usually you can reach a state of maximum fitness in three to six months. The program must be continuous. If temporary illness or unavoidable circumstances keep you from exercising, then when you do resume your program you must start at a lower level taking adequate time to work up to your previous level.

This then is a program which you can utilize to keep you healthier and happier. I will, of course, be available to answer any question you might have and discuss the program with you.

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