

# profile...

## At a leading U. S. meat packing company, he has spurred diversification into agricultural chemicals

ON HIS office wall, C. T. Prindeville, a vice president and director of Swift & Co., has hung a sign. In bold letters, it reads: "Nothing will be attempted if all objections must first be overcome." This has been one of Prindeville's firm convictions. All projects, he agrees, must first be thoroughly evaluated. But progress must not be thwarted by endless deliberation. Inevitably, chances must be taken.

With this as a guiding principle, Prindeville has helped to build the agricultural departments of Swift & Co. into an effective, diversified, and forward-looking organization. As head of the oil mill, animal feed, and agricultural chemical operations of Swift & Co., he has played a large part in the growth of these departments.

Today, Swift operates 19 oil mills, 16 feed mills, and 27 agricultural chemical plants in the U. S. and Canada. Since Prindeville became head of these operations in 1944, the agricultural chemical division alone has added eight new plants, some of which are among the company's largest.

The agricultural group today produces a broad range of products—mixed fertilizers, weed killers, fungicides, cottonseed oil, shelled peanuts, animal feeds. Its farm fertilizers include over 100 different grades. Well known to home gardeners are its Golden Vigoro plant food, End-o-Pest rose dust, End-o-Weed weed killer, and many others. Heading the list of big-tonnage products made by Swift's agricultural group are farm fertilizers, phosphate rock, soybean meal, and livestock and poultry feeds.

Through Prindeville's leadership, the agricultural group has grown to increasing importance at Swift. In particular, he has been a key factor in Swift's growth in the soybean field. He has also given active support to the company's expansion in pesticides.

### From City to Farm

Prindeville's early upbringing gave little hint of his future life's work. Born in 1896, he grew up as a young-

ster in Chicago. "I'm what might be called," he says, "a fourth-generation, fur-bearing Chicagoan."

But he gradually developed a keen interest in farm life and farm animals. "I just got crazy about farms and livestock and working out of doors," he explains. When he went away to college, he selected agricultural economics as his major. Harvard awarded him an A.B. in 1918.

The Army then promptly scooped him up. In the final stages of World War I, he saw action in the Argonne forest operations as a second lieutenant in the field artillery.

A civilian again, he enrolled at the University of Illinois and took courses in livestock and farm management. After that, he homesteaded in Alberta, Canada, and tried raising flax. This was a valiant effort, but it didn't quite work.

Returning to the U. S., he landed a job with Swift in its Chicago stockyards. For the next two and a half years, he worked as a cattle driver and weight taker. "Don't let anybody kid you," he insists. "Harvard men make darn good cattle drivers."

Later, he entered Swift's time study department. This was in an era when Swift was pioneering the use of time and motion studies in the meat packing industry. Later, he became head of the company's time study department in Kansas City.

In the spring of 1926, he packed his bags and moved to South America (he met his wife-to-be on the boat to Buenos Aires). For four years, he helped set up time study departments at Swift International plants in Argentina, Uruguay, and Brazil. Returning to Chicago in 1930, he re-joined Swift & Co. on the staff of the general superintendent's office. His main interest: expense control.

Two years later he became assistant to a Swift vice president, and for the next eight years took on increasing managerial responsibility. His work covered many phases of the company's activities—manufacture and marketing of shortening, margarine, sausage, and vegetable oil, in addition to advertising and other operations.



**C. T. Prindeville**

Born 1896, Chicago, Ill. Harvard University, A.B., 1918. Swift & Co., 1921 to date; assistant to vice presidents, 1932-40; head of oil mill department, 1940-41; vice president, 1941 to date; head of animal feed, oil mill, and agricultural chemical departments, 1944 to date; director, 1953 to date. NPFI, president 1956; chairman of board, 1957.

In 1940, he became the first head of Swift's oil mill department. A year later, he was promoted to vice president and in 1953 became a director.

### Service in Washington

Early in World War II, Prindeville climbed into an Army uniform again and served as a lieutenant colonel with the War Department in Washington. The next year, he was back in mufti with the War Production Board. In 1943, he became chief of the fats and oils branch of the War Food Administration, with prime responsibility for allocating crude animal and vegetable oils to manufacturers throughout the U. S.

This, of course, was no picnic in a time of severe wartime shortages. "Despite the many hardships involved," he says, "just about 99% of the people we dealt with cooperated fully." This cooperation was a result, in part, of Prindeville's own judgment and tact.

Despite the increasing demands of his business activities, Prindeville continues to be a practicing farmer. He has a 300-acre farm near Three Oaks, Mich., which he visits regularly. It is mainly a dairy farm, with a good deal of activity always going on. "Of course," he adds, "I use Swift products there exclusively." The highly diversified line of feeds and agricultural chemicals that Prindeville has played such an important part in introducing at Swift makes all this possible.