

tion patterns, enabling anhydrous ammonia users to secure required amounts of the material at the proper time. The trend toward fall application of ammonia, he added, will assist measurably in smoothing out the seasonal consumption curve, and thus will improve further the efficiency of distribution of total ammonia supplies.

In his annual message as president of AAI, J. I. Davis, Jr., of Selfco predicted that the use of anhydrous ammonia will continue to be extended to additional crops and to additional areas and that improvements in handling methods and equipment, developed by the industry itself, will lead the way toward combining two or more farm chores into a single operation, at lower over-all cost to the farmer. The direct method of ammonia application can accommodate itself to the changing agricultural scene like the glove on a hand, Davis noted, and can therefore play an important role in helping the farmer to counter economic setbacks. Farmers have had a rather bad year in 1953, Davis noted, but they still made money and are still in good shape. Although they are currently caught in a price squeeze, he commented, further declines in commodity prices seem improbable, and prices might in fact be expected to rise somewhat.

Industry

Shell Changes Name of Julius Hyman Division

Shell Chemical Corp. plans to change the name of its Julius Hyman & Co. Division to the Agricultural Chemicals Division on Jan. 1. L. V. Steck, Shell's marketing vice president, says the name change affects only the sales organization. The Denver plant will continue to be operated by Julius Hyman & Co.

Loanium Says U. S. Rubber Can Substantiate Claims for Kem-Kut

Loanium Co., in denying Federal Trade Commission charges that its advertising of Kem-Kut is misleading, has stated that its advertisements and representations about the growth regulator are those of U. S. Rubber Co., from which Loanium purchases the maleic hydrazide for packaging under the Kem-Kut trade name.

Loanium says that the advertising of this product result of laboratory research is "proven beyond doubt." Loanium, a partnership consisting of Malcolm E. Smith, Jr., Casper Pinsker, Jr., and Richard H. Davimos, said it believes U. S. Rubber can and will substantiate the claims made for Kem-Kut.

On The Cover

Technology in the Alcoholic Beverage Industry

Twenty years ago this month, the Utah legislature approved the 21st Amendment to the Constitution, thus effecting repeal of prohibition. Since that time, the alcoholic beverage industry, among the oldest industries to apply the principles of biochemistry, has instituted many technological reforms in its processes and products.

In addition to developing its former waste products into valuable livestock feed, improving its equipment, and gaining a better understanding of the chemical and biochemical processes it uses, the fermentation industry also provided the technological basis for putting antibiotics into rapid production during World War II.

FTC charged that Loanium misrepresented the effectiveness of Kem-Kut in producing an even, green, thick, and luxurious lawn which requires no mowing. No date has been set as yet for hearings on the subject.

Philipp Bros. to Market Udet Surfactants in East

Philipp Bros. Chemicals, Inc., has been appointed eastern distributors in the agricultural field for Universal Detergents, Inc. Sales of the Udet F surfactants used in fertilizer and pesticide formulating will be directed by K. D. Morrison, vice president of Philipp Bros. Stocks will be maintained for service in entire area east of the Mississippi.

Cyanamid to Double Anhydrous NH₃ Capacity at Fortier Plant

American Cyanamid announces that it will double the presently planned capacity for anhydrous ammonia at its Fortier plant now under construction near New Orleans. This will bring total capacity to 300 tons a day.

The \$50 million plant will produce nitrogen chemicals from natural gas. Part of the new anhydrous capacity will be used in making other chemicals at the plant and part will be sold for agricultural use.

New Firm to Sell Vegetable Fat Products

Formation of a new company to sell vegetable fat specialty products has been announced by Eugene S. Wright of Wilmington, Del. The new company,

called Fable Brand's, Inc., will sell to dealers, brokers, and jobbers throughout the country.

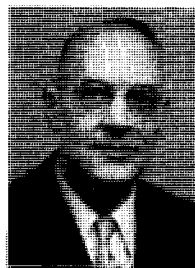
Home office will be in Wilmington and sales and distribution will be handled in St. Louis, Mo., by John T. Bode, vice president in charge of sales.

The new company has taken over the Shur-Whip Co. of Washington, D. C., which has been manufacturing and distributing whips, toppings, and frozen dessert concentrates since 1950.

People

Sherwood to Get Southern Chemist Award

Francis W. Sherwood of the agricultural experiment station at the North



Carolina State College of Agriculture and Engineering has been named to receive the 1953 Southern Chemist Award, which is presented annually by the Memphis Section of the AMERICAN CHEMICAL SOCIETY for distinguished service to the profession of chemistry in the Southern states. Dr. Sherwood has been cited by the award committee for his major contributions to the basic knowledge of agriculture in the South, particularly in effecting more extensive and efficient utilization of cottonseed products by cattle and of peanuts by swine and for his introduction of new and improved biochemical test methods. He is also praised for his study of the relationship between soil fertility and the nutritive value of forage. The award is to be made at a banquet in New Orleans on Dec. 11, during the three-day regional conclave of ACS local sections in the South.

R. L. Hockley has resigned as president of Davison Chemical Corp. to become a vice president of Mathieson Chemical Corp. New president of Davison is Marlin G. Geiger, who has been vice chairman of the Davison board of directors since 1951. Hockley had been with Davison since 1934, having become its president in 1952. Geiger has been with Davison since 1947 when he joined the company as executive vice president.

Grant Oliver has left Prior Products Co. to become technical sales representative on the Pacific Coast for Larvacide Products, Inc.'s line of soil fumigants, industrial fumigants, and agricultural specialties.

Harvey L. Slaughter, general manager of the Durkee Famous Foods Divi-