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NACA's president is one of the new generation assuming leadership in the agricultural chemicals industry. In the industry more than 20 years, he believes firmly that its best basis is sound technology.

SINCE World War II, the agricultural chemicals industry has undergone an almost complete metamorphosis. Behind this change has been the fast moving technology that has pervaded the whole of American chemical industry during the past decade. And at the root of the management attitude that has allowed, indeed stimulated this technical progress in agricultural chemicals specifically, have been those who might be termed the "Young Turks," the men who are gradually assuming leadership in the agricultural chemicals industry. One of these is William W. Allen, president of the National Agricultural Chemicals Association, and manager of agricultural Chemical Sales for Dow Chemical Co.

Through most of his working life Bill Allen has been associated with agricultural chemicals. At Dow, where he has been since receiving the B.S. in chemical engineering in 1931, Allen has worked with these products in research, in development, in technical service, and of course, in sales. Patents in the field bear his name. A given chemical can no longer be a one man show, but Allen has been more or less deeply involved in the development of a number of herbicides, among them the dinitros, dalapon, TCA, and in particular, 2,4-D and 2,4,5-T. With some of these, he has contributed personally to the early planning; with others, his task has been one of review and appraisal.

Promotion Must Rest on Technology

In this atmosphere, then, have evolved Allen's attitudes toward the agricultural chemicals industry as a whole. Chief among these, perhaps, is his conviction that sound chemical technology must underlie all of the industry's sales and promotional techniques. Promotion, he feels, should stress the dollar value of using agricultural chemicals, and it

should be aimed both within and without the industry.

Allen believes an effective NACA to be vital to the industry's growth. He believes strongly in the value of research, and of long range, industry-wide planning, and has enthusiastically pushed these views within the association. He has actively encouraged participation of top Dow employees on NACA committees. A good illustration of Allen's attitude toward the association is his reply when first approached with the suggestion that he be profiled: "As a Dow employee," he said, "I would be inclined to say no; as NACA president, I am inclined to say yes."

One of Bill Allen's pet activities has been NACA's herbicide committee, and its continuing educational campaign. In this he has been supported by his firm, one of the committee's original underwriters, and a founding member of NACA. The herbicide committee was not originally Allen's baby, but he took an active part in its formation, and served as its first chairman. He has served also on several other association committees, including its technical committee, and as a director and vice-president.

Helped to Develop Miller Bill

Allen was among the numerous industry leaders who cooperated with the Government in formulating the Miller Bill. Now, as NACA president, and in this sense on behalf of the industry, he is seeing this most important legislation through what is perhaps its most delicate period, a time when legal precedents of far reaching consequence to the future might be established. In view of the manifold problems that faced the industry while the Miller Bill was still being worked out, Allen feels it to be an excellent piece of work, and in this view he is joined by many others. The industry's problem now, and it is a big one, says



William W. Allen

Manager, Agricultural Chemical Sales, The Dow Chemical Co. Born Jan. 29, 1908, Viroqua, Wis.; University of Minnesota, B.S.Ch.E., 1931. Organic Research, The Dow Chemical Co., 1931-34; Special Product Sales, The Dow Chemical Co., 1934-37; Technical Service Division, The Dow Chemical Co., 1937-45; Manager, Technical Service Division, The Dow Chemical Co., 1945-48; Manager, Agricultural Chemical Sales, The Dow Chemical Co., 1948 to present. President, National Agricultural Chemicals Association.

Allen, is to work closely with Government in putting the law on a sound administrative basis. Vital to this effort is a thorough understanding by all concerned of the problems involved, and furtherance of this understanding has occupied much of Allen's time since the bill became law in July 1954.

The most obvious thing about Bill Allen, say his associates, is that he is busy. Still, he has apparently mastered the fine art of leaving his work at the office, and displays a remarkable ability to snap back overnight after the most difficult days. He thinks fast, has an encyclopedic memory, and makes a habit of accuracy. Allen is impatient with people who waste his time, and who deal habitually in obscurities; this impatience has been known to run a bit high.

The agricultural chemicals industry, Allen believes, faces a very trying period of readjustment. Continued, intelligent promotion is needed to combat the adverse publicity and misunderstanding that have arisen in the past. The cost of developing new chemicals is rising terrifically, and this is particularly hard, he says, in view of the prevailing unsettled and unpredictable market conditions. Nevertheless, Allen sees a reasonably bright future for those who are able and willing to spend the money. And to this soberly optimistic opinion he adds, "We are just beginning to know agricultural chemicals properly."