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With its new Farm & Home Division, Cyanamid is placing increasing stress on consumer agricultural chemicals

EARLY LAST JANUARY, American Cyanamid took a major step. To its existing 12 divisions, it added a new one—the Farm and Home Division. Its aim in launching this new division was to integrate its efforts in the fields of agricultural chemicals, feed supplements, food additives, veterinary medicines, and related products. Sparked by a forward-looking sales organization and a large and capable technical staff, Farm and Home Division is out to win a bigger share of the agricultural market.

The setting up of the new division does not mean, of course, that Cyanamid has suddenly introduced a new product line. Instead, the related products of a number of different branches of the company have been brought together into a single division. The Farm and Home Division is responsible for:

- packaged insecticides, herbicides, other agricultural chemicals.
- animal feed supplements.
- Acronize chlortetracycline and other products for the food industry.
- veterinary products such as vaccines, serums, medicines, and antibiotics.

Farm and Home Division will market its packaged products exclusively under the Cyanamid label. It will not handle bulk sales of fertilizers, insecticides, herbicides, and other agricultural chemicals. Bulk selling of such products is handled by the newly named Phosphates and Nitrogen Division (formerly the Agricultural Chemicals Division).

With Farm and Home focusing its attention on the consumer agricultural market, Cyanamid is certain that it will now be able to make greater headway in this field. As Kenneth C. Towe, Cyanamid's newly-elected board chairman and former president, points out, all Farm and Home products have a common denominator of benefit to the farmer, even though their methods of marketing and application differ.

Describing the role of the Farm and Home Division, Towe says: "Our ultimate aim is to shape a highly efficient unit that will be able to produce new and better products more economically



The General Manager. . .

Allan B. Clow

A bigger share of the farm market

and at a faster rate." The division, therefore, has its own product development staff, its own technical service group, its own sales force. The technical staff works closely with the Research Division. Farm and Home is ready for the developmental stage of new products as soon as they are released by the Research Division. Now, more quickly than ever, Cyanamid will be able to move a new agricultural chemical from the laboratory bench to the consumer market.

At the head of the new division is Allan B. Clow, formerly general manager of the Fine Chemicals Division. Second in command is Clifford D. Siverd, assistant general manager. Together, they direct an organization of over 400 people, excluding manufacturing personnel. By 1960, they expect this figure to increase to over 600.

At present, Farm and Home operates two plants. One is at Princeton, N. J., producing antibiotics, such as penicillin, streptomycin, and neomycin. It also formulates and packages Acronize chlortetracycline for food preservation. The other plant is at St. Joseph, Mo., manufacturing mainly serums and vaccines for hog cholera prevention.

Other Cyanamid plants produce additional products that Farm and Home sells. For example, the Willow Island, W. Va., plant of the Organic Chemicals Division makes Aureomycin chlortetracycline for stimulating animal growth, and the Bound Brook, N. J., plant makes nitrophenide for preventing coccidiosis in poultry. At its Warners plant in Linden, N. J., Cyanamid makes calcium cyanide (Cyanogas) for insect and rodent control and Thinet insecticide for seed treatment. Warners also blends and packages the amino triazole weed killer made by Cyanamid at Welland, Ont. These and other plants (see table) turn out the more than 175 products currently marketed by the Farm and Home Division.

50-Year Background

Cyanamid, of course, is no Johnny-come-lately in the agricultural chemicals field. When the company built its first plant at Niagara, Ont., back in 1907, its first product was the fertilizer, calcium cyanamide (which also gave the company its name). The Niagara plant, which has since been greatly expanded, continues to make calcium cyanamide. Although most of it is sold by the Phosphates and Nitrogen Division, a part is marketed by Farm and Home to the garden trade.

One of the most successful products sold today by Farm and Home is Aureomycin used in the Acronize treatment for prolonging the freshness of poultry. Already more than 50% of the nation's poultry processing capacity is licensed to use the process, introduced a year and a half ago. In Canada, Acronize is helping to preserve both fish and poultry. In Mexico, Brazil, and other tropical countries, its use is even more widespread. Farm and Home is hopeful that before long Acronize will also be approved for the preservation of fish, meat, and other foods in the U. S.

Developed in the late 1940's, Aureomycin is widely used as an additive to animal feeds. By reducing sub-clinical disease in many types of animals, the antibiotic helps stimulate growth. It also enables animals, particularly chickens, turkeys, cattle, and hogs, to gain more weight on the same amount of feed.

Rising to prominence this year is

American Cyanamid's Farm & Home Division operates these plants

Location

Princeton, N. J.

St. Joseph, Mo.

Products

Penicillin, streptomycin, dihydrostreptomycin, neomycin, Acronize chlortetracycline formulation, antibiotic formulations

Serums and vaccines

Farm & Home Division sells packaged products from these American Cyanamid plants

Location

Willow Island, W. Va.

Bound Brook, N. J.

Pearl River, N. Y.
(Lederle Laboratories Div.)
Linden, N. J.
(Warners Plant)

Niagara, Ont.
Welland, Ont.

Products

Aureomycin chlortetracycline for animals, and folic acid vitamin

Nitrophenide for controlling poultry disease, phenothiazine dewormer, and sulfa drugs

Polyotic tetracycline and vitamin supplements

Thimet insecticide, calcium cyanide rodenticide, potassium cyanate crabgrass killer, and malathion insecticide

Calcium cyanamide fertilizer
Amino triazole herbicide

Cyanamid's new weed killer, amino triazole. It is especially effective in defoliating cotton and destroying poison ivy and Canada thistle (worst weed pest in the Central States).

Another up-and-coming pesticide is Thimet (O,O-diethyl S-(ethylthiomethyl) phosphorodithioate). This

new systemic insecticide is applied directly to cotton seeds before planting, to control early-season insects. It can completely eliminate the need for insecticide spraying or dusting during the early phases of plant growth.

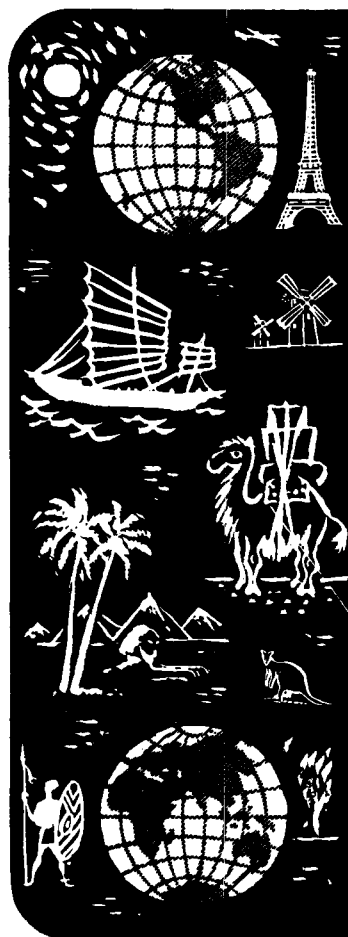
Growing markets are also being found for packaged malathion. This

insecticide made news last year in the campaign to wipe out the Mediterranean fruit fly in Florida.

In its drive to develop new and improved products, Farm and Home is stepping up its research efforts. Expenditures for this purpose are expected to be much greater this year than last.

Most of the division's research is conducted at Cyanamid's laboratories in Stamford, Conn., and Pearl River, N. Y., with some done also at Bound Brook, N. J. At Stamford, a pilot plant for agricultural products turns out research quantities for field trial. A few months ago, the division purchased a 600-acre tract near Princeton, N. J., where it will build an ultramodern agricultural experiment center, including a large experimental farm.

Partly as an outgrowth of expanding research, Farm and Home's business prospects this year are good. During the first six months of 1957, sales of its products were about 9% higher than in the same period in 1956. Helping to boost sales has been its expanding roster of products, about 10 of which were introduced since the start of the year. Another reason for the bright outlook has been the setting up of the new division itself, which is effectively coordinating the consumer phases of Cyanamid's agricultural program.



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