

Monsanto

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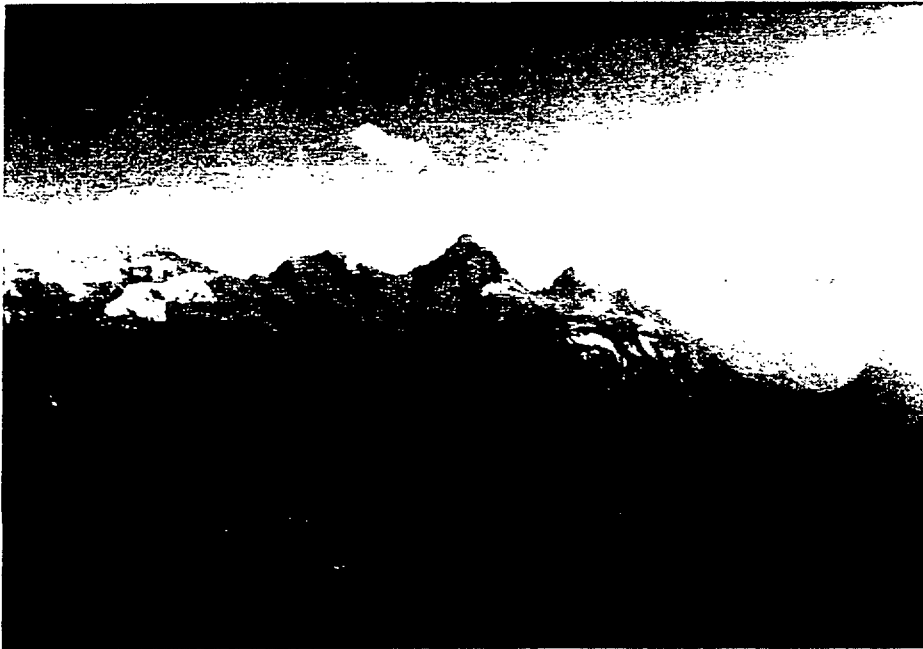
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**1974
Annual
Review
Global
Monsanto**

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**1974
Annual
Review
Monsanto
Company**



The Cover:

The Swiss Alps, breathtaking in their magnificence, are one of nature's wonders in the wide world Monsanto serves.

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This Annual Review is distributed as a companion publication to Monsanto's 1974 Annual Report. Detailed information about the company's activities during the year can be found in the Report.

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Global Monsanto

Technology speaks an international language of numbers and formulae and transcends political frontiers in a constant search for worldwide understanding and betterment.

Monsanto's product line, based on technology, is a worldwide factor in such areas as agriculture, transportation, construction, textiles and health. The company's products are in use from the remote mountains beyond the Khyber Pass through the largest cities of the world to the moon itself.

As technology has grown, whole families of Monsanto products have sprung up to serve

human needs. Worldwide, these needs have sometimes varied according to climate, stages of economic development and other considerations. Monsanto has adjusted its technology, its production skills and its marketing efforts to meet these varying opportunities.

This approach has taken the company far — from a single St. Louis manufacturing unit, a one-bench laboratory and a single product in 1901 to investments in 139 manufacturing plants and 26 laboratories and technical centers in 21 countries and to more than 1,000 products in 1974. Monsanto today conducts business

through 127 sales offices in 42 countries and marketing representation through sales agents in another 44 countries. In 1974, about 30 per cent of total Monsanto sales were made outside the United States.

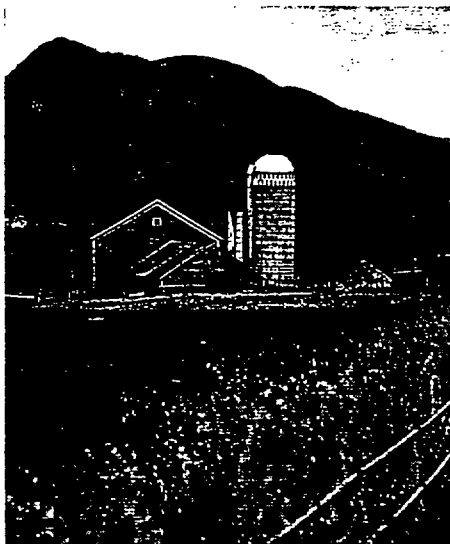
The pictorial essay which follows highlights only a few of Monsanto's worldwide involvements. As economies develop and technology advances, new markets will require new products. Not an end in itself, technological development will serve as the springboard to meet these ever changing and growing demands.

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The Americas

The bulk of Monsanto's sales and the major portion of its income come from the North American continent. But Central and South America are quickly developing into major markets for many of our products. Our newest rubber chemicals plant is under construction in Brazil, while, throughout the Americas, sales of agricultural chemicals continue to achieve broad acceptance for use on many crops vital for the world's increasing population.



Canada



Brazil



United States

Ruggedly beautiful Alaska represents a frontier in the Americas where rapid growth and development have only recently begun. An important new source of energy will be opened to the United States when the Alaskan pipeline begins to carry oil from the North Slope.

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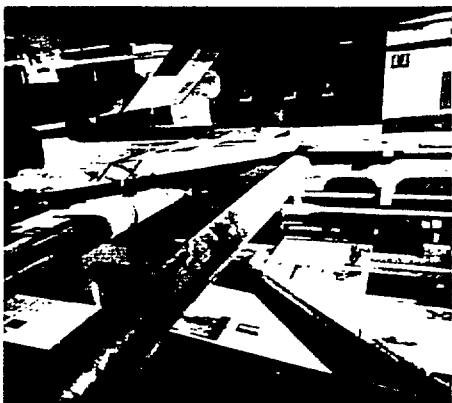
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The Americas



In Canada, at Monsanto's Oakville, Ontario, plant, vinyl wall coverings are produced which embody the company's resins and *Santicizer* plasticizers. The plant also produces vinyl coated fabrics for automotive, furniture and decorative laminates markets.



Monsanto serves the worldwide paper industry with a number of chemicals used primarily in sizing and coating operations. The company's *Scripset* resins, for instance, are used in surface treating paper and paperboard to improve printability, create good surface qualities and impart water resistance.

"Amber waves of grain" roll across this wheat field plain in the northwestern part of the United States. In such fields, crop strangling wild oats are controlled by Monsanto's *Avadex* and *Far-Go* herbicides. *Avadex* is shown being applied to a field in Saskatchewan, Canada. Like most other Monsanto herbicides, these products break down rapidly in the soil and do not persist in the environment.



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The Americas



In 1974, Monsanto Flavor/Essence, Inc., New York, a supplier of fragrances and flavors to the food, drug, cosmetic, toiletry and perfume industries, introduced an improved synthetic chocolate flavor. Applications for the new flavor are being made in ice cream, beverages, baked goods and confections.



This hand-knit baby blanket is made of two Monsanto fibers — flame-retardant *SEF* modacrylic and *Spectran* polyester. Baby blankets and children's sleepwear of *SEF* provide a needed safeguard against the danger of fire.



Industrias Resistol, S.A., a Monsanto affiliate in Mexico, manufactures plastic materials and specialty and heavy chemicals. Here, a plant employee is shown working with rigid laminated melamine panels made by Resistol with its own resins.

Coca-Cola USA plans 1975 market introduction of Monsanto's recyclable polymeric container, trademarked *Cycle-Safe*, for carbonated beverage packaging. Designated *Lopac* during developmental stages, the container offers advantages of light weight, ease of handling, flavor protection, energy saving and break resistance.

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The Americas



Sheerness, comfort and support are qualities women look for in hosiery. Each is offered by *Monvelle* biconstituent fiber from Monsanto. *Monvelle* is a single-strand fiber combining the stretch and recovery properties of spandex with the strength of nylon.

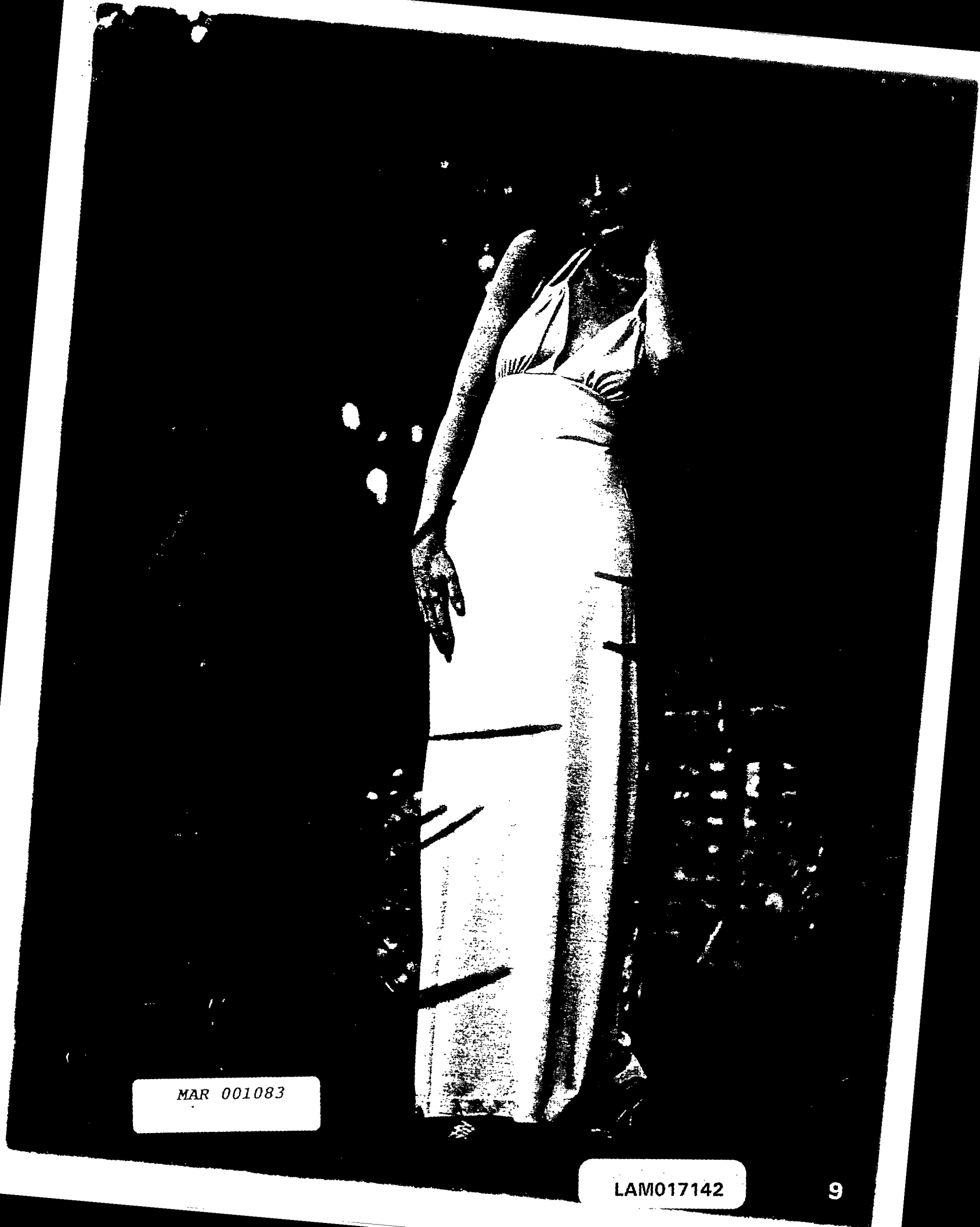


Practical hand-knitting yarns of Monsanto's *Acrilan* acrylic and *Spectran* polyester fibers were used to make this outfit consisting of sweater-jacket, hat and mittens. Yarns for the garments are from the Malina Company.



This comfortable outdoor furniture has upholstery of *Acrilan* acrylic fiber which resists fading, mildew and rot.

Apparel of Monsanto's man-made fibers offers a number of advantages, not the least of which is the company's *Wear-Dated* guarantee. This soft gown is made of Monsanto's popular *Acrilan* acrylic fiber. The *Wear-Dated* wig by La Contessa is made of a modacrylic fiber from Monsanto.



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To be used for construction here in Toronto, Ontario, this pipe is made of Monsanto's ABS (acrylonitrile-butadiene-styrene) plastic. Increasing use of ABS pipe is attributable to its light weight, strength, corrosion resistance and economy.

Called a "Christmas Tree," this control assembly is used in a natural gas field to regulate the flow of gas from producing wells to pipelines. Natural gas and oil are increasingly valuable resources which Monsanto continues to seek and develop.



This *Landgard* installation from Monsanto Enviro-Chem Systems, Inc., began start-up operations in the City of Baltimore at the end of 1974. The system is designed to process 1,000 tons of municipal waste per day, while producing 4.8 million pounds of steam from it and recovering useful by-products such as glassy aggregate, iron and steel. It is the first large-scale pyrolysis system in the world to become operational.



Noise is another form of pollution Monsanto helps to combat. The company's Fisher Controls subsidiary supplied this advanced control valve to Atlantic Richfield Company's Houston refinery where high pressures caused a noise problem. The new *Whisper Trim* valve solved this problem, reducing noise to a level in compliance with Occupational Safety and Health Act (OSHA) requirements.

Versatile soybeans, an abundant crop in western hemisphere areas such as here in Cormelio Procopio, Brazil, are protected from many nutrient and moisture-stealing weeds by Monsanto's *Lasso* herbicide. *Lasso* is also used for weed control in corn, peanuts and cotton.



AND

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Europe

Monsanto's first step across the sea came in 1920 when the Graesser-Monsanto Chemical Works was formed in Ruabon, Wales, to help meet European demand for American chemicals. Today Europe contributes more in sales and income than any other geographical area outside the United States. For instance, Monsanto fiber plants in Lingen, West Germany, and Coleraine, Northern Ireland, feed European textile manufacturers, while the diversified Antwerp chemical plant supplies producers throughout Europe and other world areas. These and other manufacturing plants are supported by strategically located technical facilities.



Norway



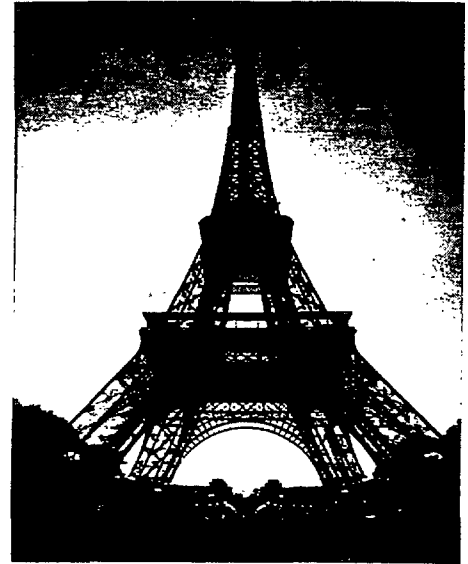
United Kingdom



Germany



Italy



France



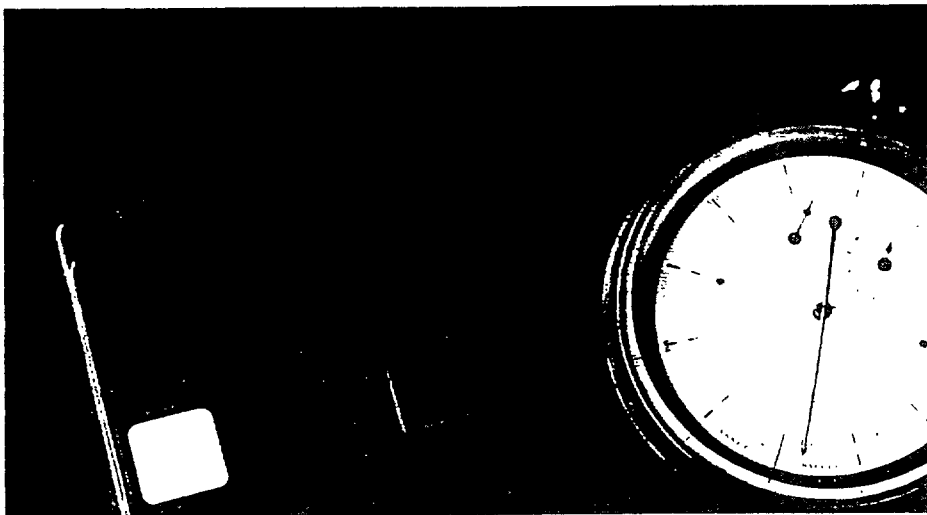
Spain

In Brussels, Belgium, the historic Grand' Place provides a marked contrast to the modern headquarters building of the European Economic Community (EEC), shown in the inset. Monsanto's European headquarters are also located in this metropolitan hub of business activity.



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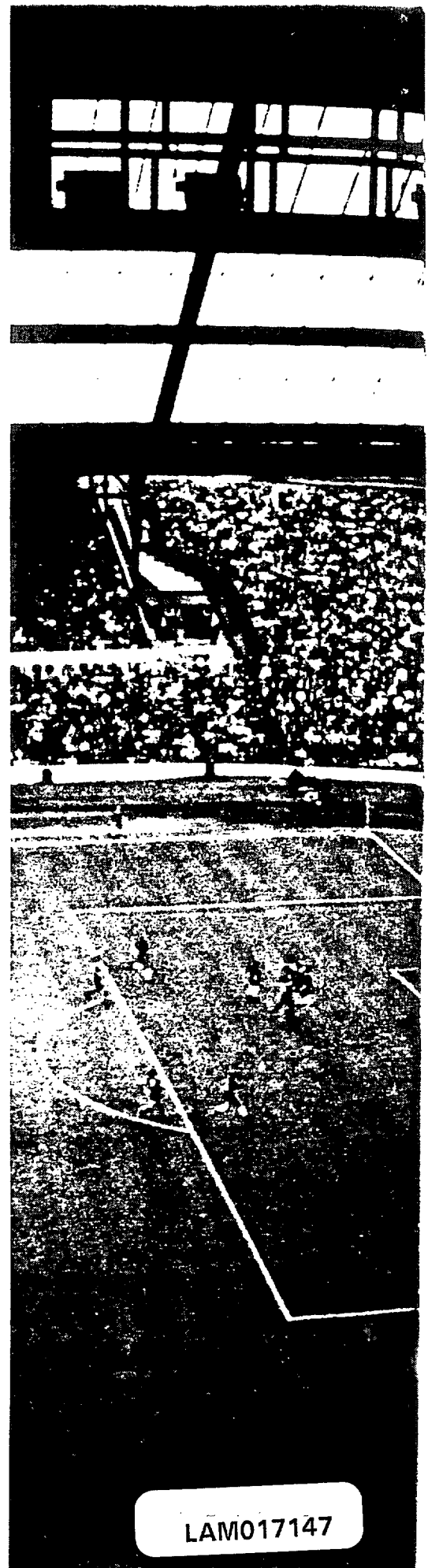


Switzerland has long been renowned for its craftsmanship in producing top-quality timepieces. Here, in Biel, a fine old handmade watch is contrasted with a modern electronic digital "stop-clock." The latter timepiece utilizes Monsanto's light-emitting diodes, which are long lived and capable of running on low power.



Versatile vinyl plastics can be found in numerous consumer products, including apparel. This vinyl rain outfit is made with plastic material from Aiscondel, S.A., a Monsanto associate in Barcelona, Spain.

Architectural glass brightens the interior of the new spectators' stand at Chelsea Football Club, London. The glass is laminated with Monsanto's *Saflex* polyvinyl butyral plastic interlayer sandwiched between sheets of glass to give added strength and safety advantages.



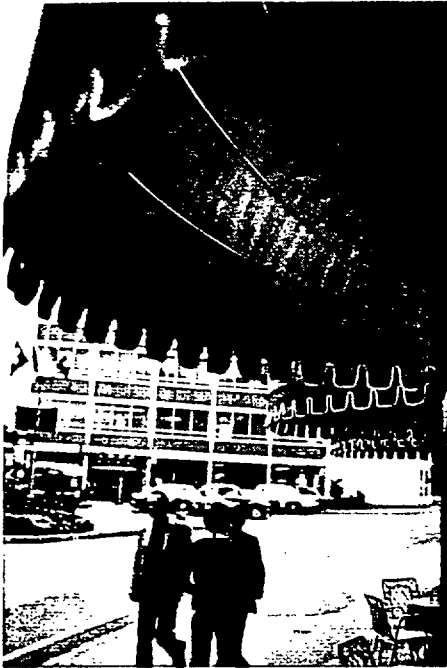
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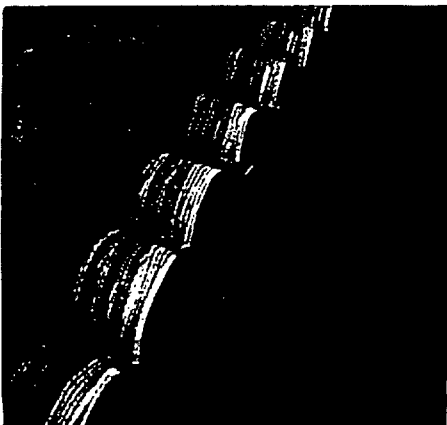
Europe



Window awnings of Monsanto's solution-dyed *Acrilan* acrylic fiber in Interlaken add a warm decorative touch to a Swiss restaurant. Awnings represent another new application for *Acrilan* fibers, which are able to withstand harsh sun and weather without losing their attractiveness or effectiveness.



Smart, carefree apparel of Monsanto's *Acrilan* acrylic fiber is well suited to the atmosphere of the vibrant, romantic Lake Como region of Italy. In many areas of the world, the versatile Monsanto fiber is found in popular fashions of all kinds. The dress shown was made in Italy by a Monsanto customer.



Monsanto's *Acrilan* acrylic carpet fibers are woven or tufted into floor coverings in a wide variety of colors and textures at this mill in Kidderminster, England. In the United Kingdom, acrylic carpet fibers are produced at Monsanto Limited's Northern Ireland plant.

Monsanto continues to expand its expertise in combating fire hazards in many geographical and product areas. At this modern convalescent home, where fire safety is of special importance, draperies are constructed of Monsanto's *SEF* modacrylic fiber.

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Europe



A quick-change hairdo has great appeal to this on-the-go woman in Brussels, just as it does to women elsewhere. The *Elura* wig shown is made of Monsanto modacrylic fiber that looks like real hair but is free from many of the problems of natural hair.

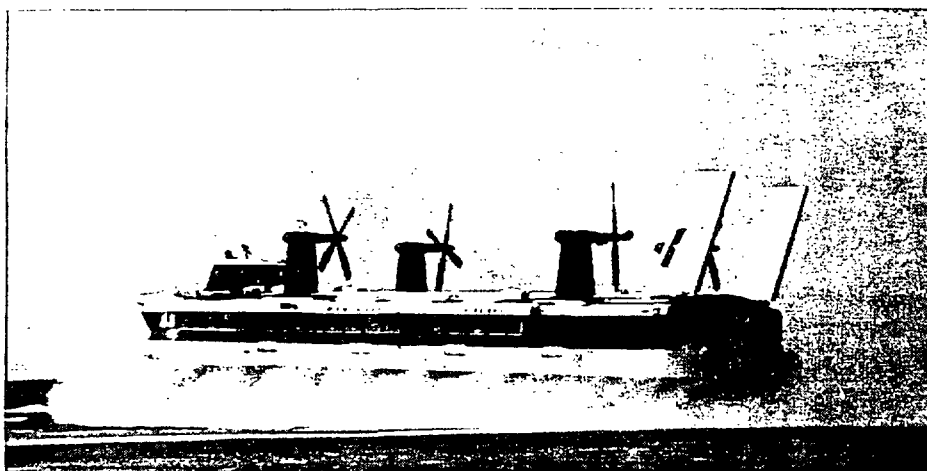


Near Calais, France, this large hovercraft maneuvers on both land and water to transport passengers across the channel. The rubber "skirts" of the hovercraft incorporate Monsanto's rubber chemicals, and its cockpit windows are laminated safety glass made with the company's *Saflex* plastic interlayer.

At wholly owned Monsanto Research S.A. in Zurich, Switzerland, scientific research is conducted, among other things, on organo-metallic and metalloid compounds to determine their structure and uses. Established in 1957, the facility has a staff which includes scientists and assistants from Britain, Spain, Germany, Pakistan, the United States and Switzerland.



Like planes of many of the world's commercial airlines, Europe's Airbus Industrie's spacious new "air bus" has hydraulic systems protected by Monsanto's *Skydrol* fire-resistant hydraulic fluid.



Components of Monsanto's *Lustran* ABS (acrylonitrile-butadiene-styrene) plastic can be found in many applications. In this luxury automobile, ABS is used for molded parts such as heat ducts and door trim. The strong, durable Monsanto plastic offers greater design flexibility than can be achieved with die-cast materials.



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Asia and the Pacific

To the tourist, no two countries could be more different than Australia and Japan. Yet both are typical of the dramatic economic growth that characterizes so much of the Asia-Pacific area. Probably less publicized are the changes that have taken place in Taiwan, Korea, and Malaysia. In all of these countries, sales of Monsanto products — from phosphates to plastics — have grown considerably over the past five years.



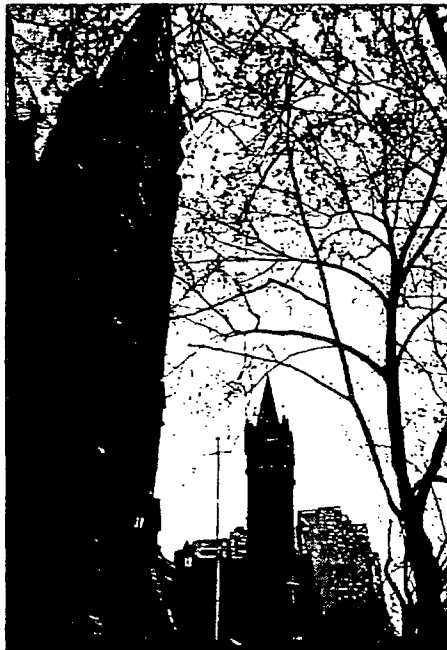
Japan



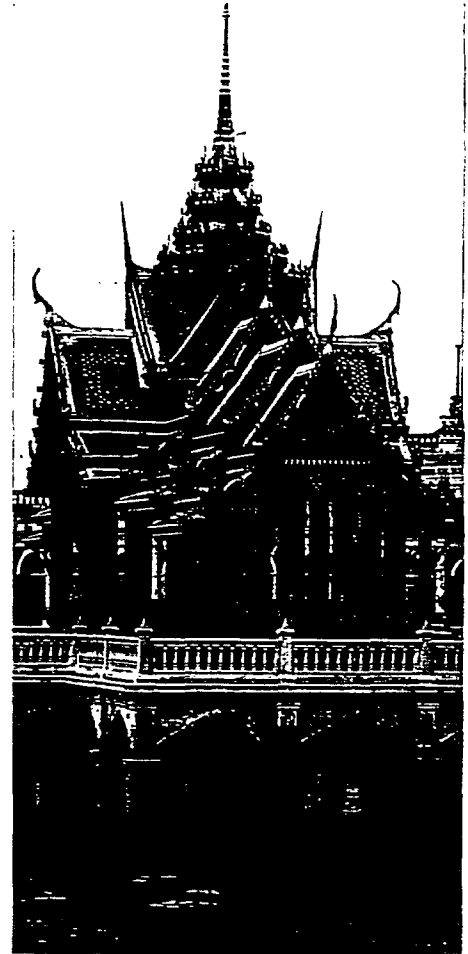
Hong Kong



Japan



Australia



Malaysia

In Far Eastern countries like the Republic of Korea, rice is an essential part of an individual's diet and is therefore a most important crop. Monsanto's *Machete* herbicide is widely used by farmers outside the United States to control many tough weeds that would otherwise harm valuable rice crops.



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Asia and the Pacific



Monsanto's dentifrice phosphates help keep teeth clean and white in areas as far away as Taipei, Taiwan. Monsanto is the world's largest single producer of phosphate polishing agents for toothpastes.



In Japan, greenhouses constructed of plastic film offer year-round protection from the cold for crops such as strawberries, tomatoes and cucumbers. The film is produced by Mitsubishi Monsanto Chemical Company, a Monsanto affiliate.

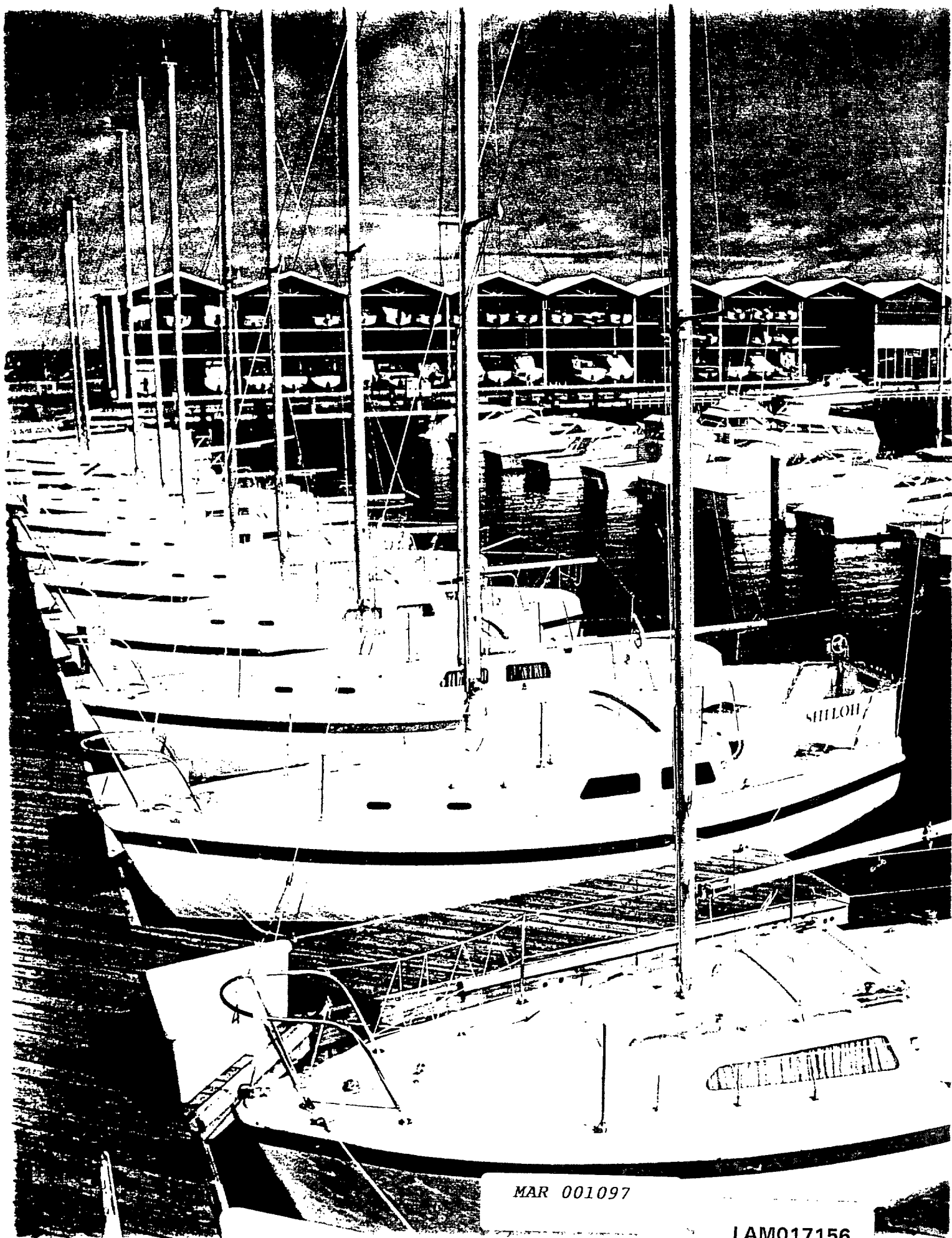


Smart, contemporary fashion is contrasted with the traditional architecture in Taipei, Taiwan. The vinyl purse and shoes are made with *Santicizer* plasticizers from Monsanto.

Pleasure craft docked in a harbor in Melbourne, Australia, are made with strong, durable, reinforced polyester.

Monsanto is a major producer of intermediates used to manufacture polyester.

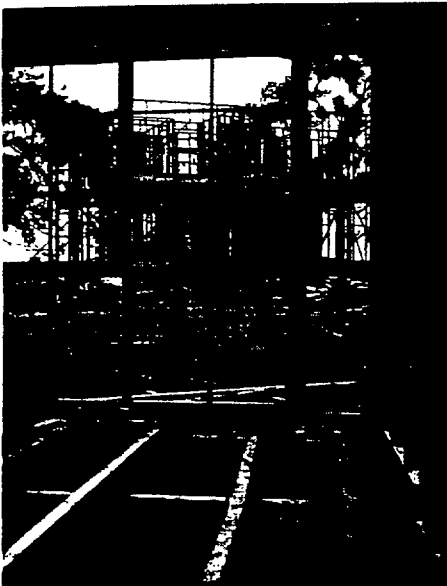
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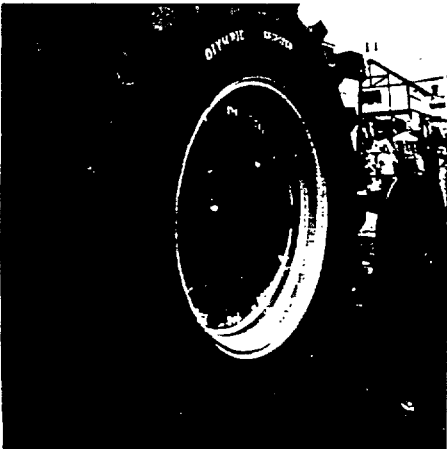
Asia and the Pacific



Monsanto supplies a variety of products used in construction in different parts of the world. In Australia, for instance, the home-building industry uses both plywood and insulation bonded with the company's phenolic resins.



Near Kuala Lumpur in Malaysia, Monsanto's *Roundup* herbicide is used to control the noxious weed called "lalang" as well as other weeds infesting sap-bearing trees on rubber plantations.



Monsanto is the world's leading supplier of rubber chemicals used in the manufacture of tires and other rubber products. Tires like the huge Australian one pictured also are reinforced with the company's fibers.

Australia's famed Opera House in Sydney contains one and a half acres of laminated architectural glass made with Monsanto's *Saflex* polyvinyl butyral plastic interlayer. In addition to its safety advantages in high winds, the glass provides an acoustical barrier to outside noises.



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