

Big Party To Mark Armco's Fiftieth

50,000 Expected To Attend Event Wednesday
In Sunset Park With Invitation Given All;
Recall Colorful History Of Steel Concern



MR. HOOK
... board chairman



MR. SEBALD
... Armco president

The fiftieth anniversary birthday of Armco Steel corporation will be held Wednesday at Sunset park, Middletown, from one to 11 p. m. with Armco and its employees playing host to anyone in Hamilton and Middletown who wants to attend, according to Charles R. Hook, Armco chairman. Employees and officials of the Hamilton Armco division at New Miami have been active in planning the event.

Free food, drinks and entertainment will be provided including an aquacade and fireworks.

It is expected that at least 50,000 persons will attend the elaborate affair.

Armco's golden jubilee celebration brings to mind that a half-century ago, Middletown was just another small town. Its population of 9000 had little about which to boast. This week the city will recount its development as it shares in the Armco anniversary.

On July 12, 1900, Middletown's citizens must have sensed the significance of the ceremonies incident to the laying of the cornerstone of Armco's first building. The local editor flashed a banner headline—"Welcome By The People."

How great Armco was to grow, even the discerning editor could not foresee. In 1901, the little company produced only 10,783 tons of quality steels with sales totaling \$619,000. In 1949, production mounted to 3,131,029 tons and sales climbed to \$341,350,000.

30,000 Employed

Fifty years ago the company had 35 stockholders and employed 325 persons in all categories. Today there are 45,000 stockholders who have provided plants and tools to employ approximately 30,000 in more than half a hundred American communities and numerous overseas centers.

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"The greatest satisfaction Armco could have in your town, or any town, would be to earn the reputation of being a good citizen."

From its inception, Armco has put first things first. Believing it is good business to pay its employees the highest possible wages under existing economic conditions, and to extend to them every practical measure of human security, the corporation has been able to chalk up a 50-year record of friendly management-employee relations.

Policies Republished

To that end Armco has republished its policies which first appeared in print following board approval on December 12, 1919. Point three reads:

"To make every possible effort to develop and maintain a contented, efficient, loyal, aggressive organization, who believe in their company, to whom work is a pleasure and to whom extraordinary accomplishment is a personal ambition."

The seventh point concerns community relationships: "To do everything possible and practical."

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Big Party To Feature Armco's 50th Birthday

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able in the creating and maintaining of a working partnership between industry and the community."

Make Ingot Iron

In 1907, Middletown's pioneer steelmakers produced Armco ingot iron, made in an open hearth furnace. Described as "truly a great metallurgical development," the new product spread to other fields, bringing international recognition to Armco.

Currently, it is recognized as a standard material for porcelain enamel products such as stoves, washing machines, refrigerators and many others.

Incidentally, Armco Drainage and Metal Products, Inc., a wholly owned Armco subsidiary, operates 46 plants in the United States and Canada, all of which grew out of the challenge voiced by those early culvert manufacturers.

Plant Acquired

In 1905, Armco's management acquired the plant of the Muskingum Valley Steel Co. at Zanesville. Within five years, the company was producing at Middletown and Zanesville 4500 tons of black and galvanized sheets a month. The number of employees had increased from 325 to 1500. Annual sales had passed the \$3,500,000 mark.

At the close of Armco's first decade, President Verity had tired of having production schedules thrown off by the burned out furnaces and wrecked equipment of the "experimenters."

Mr. Verity's decision was typical—not less research, but more. Accordingly, in 1910, Armco built a laboratory, an innovation in the steel industry.

A year later, as Armco officials put it, the company "grew up." In September, 1911, operations began in the new East Works plant.

Built for what the steel industry called "big mill practice," the East Works featured equipment to roll the larger and heavier ingots necessary in volume production,

and foreign products made by other companies.

Armco designs steel plants around the world, supervises construction and provides the "know-how" for operating them.

Greatest Event

None of these industrial triumphs, however, is regarded by Armco as its major achievement.

"The greatest event in Armco history," company officials say, "was the document called 'Armco Policies.'" They explain:

"In 1900, labor was cheap and plentiful. Steel workers were looked upon as a commodity. Our founder, George V. Verity, decided this would not be the case. At Armco, right from the start, every effort was made to create a friendly relationship and understanding between men and management."

"The company pioneered in better working conditions, safety, medical care, sick benefits, group life insurance and training. It early installed the eight-hour day as a standard in all continuous production departments."

Bill Of Rights

That document, reaffirmed by the board this year as the company's "constitution," is, quite simply, an industrial bill of rights dedicating Armco to a square deal for its people and to the highest business ethics.

That designation, phrased by current Armco executives, pledges the modern Armco management to the spirit Verity built into his organization.

In Mr. Verity's words, "Armco is a comprehensive vital force which finds expression in the practical application of policies built on a platform of Christian principles in which selfish purpose has no place."

In May, 1949, W. W. Sebald, president, who joined Armco in 1906, wrote: "Some Armco man or woman will receive an Armco paycheck this month that will contain the billionth payroll dollar."

"The investment which made this possible was well worth while," Sebald notes, "when one thinks of the homes that money bought, the children it reared and educated, the business it supported and the security it afforded." That security now includes pensions.

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At Right Time

Looking back, Armco officials emphasize the new plant was built at the right time. Within a few years, World War I was straining the nation's steel production facilities and Armco was ready to shoulder its share.

Through the years the corporation has acquired many other plants. Baltimore, Butler, Pa., Hamilton, Ashland, Ky., Kansas City, Mo., Houston, Tex., plants are typical. Latest addition is the tubing plant at Piqua.

An Engineering Journal advertisement launched Armco into international trade. A Brazilian engineer read that Armco ingot iron culverts resisted rust. The samples he requested met the test. The orders he placed led to Armco's first overseas office in Rio de Janeiro.

From that small beginning in 1913, the company's operations spread rapidly. Today Armco International has representation in almost every corner of the world where steel is used. It also fabricates steel articles in its own plants abroad. It sells Armco products and, through its foreign warehouses, markets United States

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Armco, seventh largest steel company in America, has improved the whole world's standard of living through the new processes it developed and the new products it added, Sebald affirmed.

Board Chairman Hook, identified with the growth of Armco through 48 of its first 50 years, sums up the company's future:

"As to the next 50 years, I'm a real optimist."

So, tomorrow, at Sunset park, Armco will celebrate its fiftieth birthday. Hamilton division Armco employees and the general public of Hamilton which is also invited to the big party join with Middletown in a happy expression of continuous good wishes to the parent plant of Armco.