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FALL SCHEDULE

Breck Buys Time On Four National ABC-TV Shows

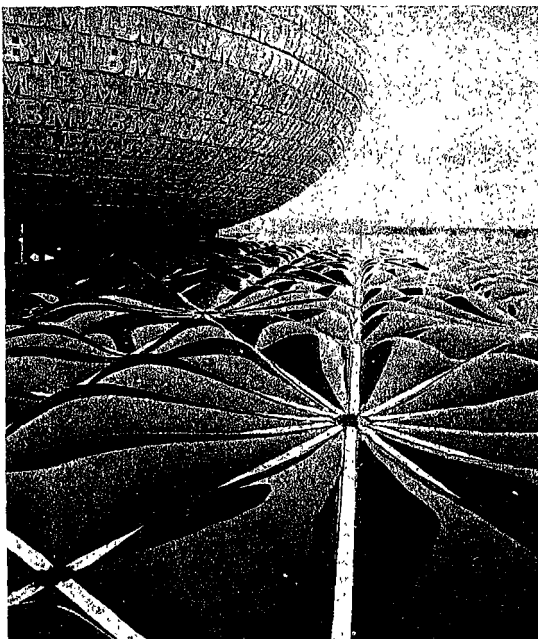
SPRINGFIELD, MASS. — Breck recently contracted for forty-one commercial minutes on four different ABC television network programs during the final quarter of 1964.

Starting the week of September 13, and running through December, Breck will be a participating sponsor in "The Patty Duke Show," "Valentine's Day," "Voyage to the Bottom of the Sea," and "Hollywood Palace."

Breck commercials will appear on all four programs during their fall premiers this week.

Breck commercials will appear on "The Patty Duke Show" every week during the period and on a staggered schedule on the other three programs.

"The Patty Duke Show," which Breck has co-sponsored since it premiered in 1963, has become a singular success. It has consistently appeared in the top-twenty listings of TV shows (Continued on page 4)



View From The Top

The rippling field of plastic in this unusual picture is a topside view of the canopy which creates the effect of a tree-shaded grove at the IBM exhibit at the World's Fair. More than 1,000 Skydomes, custom-made by Cyanamid's Building Products Division, are used here.

Industry Support Urged In Drug-Test Research

Commission On Drug Safety Recommends FDA Become More Scientifically Oriented

CHICAGO—The Commission on Drug Safety recently recommended a broad program to step up research in drug testing techniques and cited a need for the Food and Drug Administration to become "scientifically oriented."

In a 219-page report, concluding its year-long examination of drug safety, the Commission said that the procedures and standards of drug testing in the United States are as good as can be found in the world.

"The public should know that almost without exception, drugs, if properly used, carry no risks of untoward side effects," the report said.

The Commission noted, however, that total drug-related research in the nation—that of industry, the university, fund-supported institutes, and the government—should be expanded to insure safety in the use of today's and tomorrow's drugs.

The Commission was composed of fourteen outstanding scientists and medical authorities under the chairmanship of Dr. Lowell T. Coggeshall, vice president, University of Chicago. (Continued on page 2)



Coggeshall

Building Products Plans Relocation Before End Of '64

CAMBRIDGE, MASS. — The headquarters of Cyanamid's Building Products Division is slated to be moved from here to a new location at Wakefield, Mass., company officials announced recently.

A new two-story building, now under construction in residential Wakefield, will provide 12,000 square feet of office space to fill the need for additional room.

The new building will house Division marketing headquarters, accounting department, and Division management and administrative offices. About 45 persons will be transferred from Cambridge where Division headquarters had been located since 1955.

The move is tentatively scheduled for completion by the end of this year when construction is completed.

The Wasco Flashing Plant, located adjacent to the present Building Products Division headquarters building, will remain at its present location in Cambridge, an official said.

Hogfeed Additive Introduced In Canada With Coast-To-Coast Sales Promotion

MONTREAL — Cyanamid's AUREO S-P 250 medicated feed premix, which has captured a large percentage of the U.S. market for hogfeed additives, was recently introduced on the Canadian market.

Two weeks after Canadian government approval was received, AUREO S-P 250 was in production at the Welland plant.

A team of advertising, sales

and public relations representatives of Cyanamid of Canada went on a cross-country tour of press conferences, sales rallies and meetings with feed dealers and manufacturers.

An advertising campaign built around double and single page spreads in leading farm journals, radio spots and direct mail to farmers followed.

"As a result of the crash program, virtually every farmer in Canada who raises hogs now knows about AUREO S-P 250," said a Cyanamid spokesman. "They've already started requesting feed fortified with the product from their dealers."

Extensive tests have shown that hogs weaned at three weeks and fed AUREO S-P 250 have increased weight at an average of 87 per cent faster than hogs not receiving it. In addition, this was done on 15 per cent less feed per pound gained.

Dr. H. D. Simpson, animal

products manager and coordinator of the introduction program, told farmers then they could expect a five dollar return for every dollar spent on AUREO S-P 250 as a result of feed savings and disease control.

"Its effectiveness in combating swine diseases and allowing the animal to more efficiently utilize his feed, accounts for the striking weight gains and improved profit potential for farmers," said Dr. Simpson.

Portland Plant Cited For Eight Safe Years

PORTLAND, ORE.—Cyanamid's branch office and warehouse here has earned, for the first time, the company's Safety Award Bronze Plaque for 400,031 man-hours of injury-free operations between January, 1956, and September, 1964.

Cyanamid employs 32 persons at that location. K. H. Tate is branch manager.

Cyanamid Is 71st Largest Company Of 500 Rated By Fortune Magazine

In Fortune magazine's tenth annual directory of the 500 largest corporations, Cyanamid took an impressive jump from seventy-sixth position to become the seventy-first largest corporation in the U.S.

Once again Cyanamid holds seventh position among chemical corporations. DuPont, Union Carbide, Monsanto, Dow Chem-

ical, Allied Chemical, and Olin Mathieson lead in that order.

Fortune's ranking of corporations is based on total sales. In 1963, Cyanamid's sales were \$710,529,000 for a net profit of \$66,339,000. With 9.3 percent of sales profit, up from 9.1 percent in 1962, Cyanamid moved up in position from sixty-second to sixtieth in this category.

Plant Adopts Process For Dyes Production Developed By Trainee

MARIETTA, OHIO — An improved dye manufacturing process developed by a 24-year-old summer career program participant is being successfully tested for plant-scale production, according to R. E. Leach, manager of Cyanamid's plant here.

Robert K. Webb, a chemical engineer and second-year medical student at the University of West Virginia, was cited by Robert Dyar, plant technical director, for making "a definite contribution to the increased efficiency of a dye production process at the plant."

Adapting Idea

"Webb developed an idea and ran laboratory experiments to prove its feasibility," Dyar said. "Chemists are now adapting the process to plant use."

Webb is slated to graduate from medical school in 1967. His ambition is to apply his combined engineering and medical training to research in developing synthetic organs for the human body.

The researcher completed his second summer of work at the Marietta plant in September.



Robert K. Webb, a 24-year-old chemical engineer and medical student, demonstrates a new process developed this summer at Marietta.