

Change in
International
Division
set-ups

Last month a realignment of executives at United States Rubber Company was announced, including a change in the International Division of which we as Uniroyal Ltd. in Great Britain are part. Edward J. Higgins, who was President of the U.S. Rubber International Company, is assuming other duties in connection with the Company's newly organised corporate engineering activities. He is succeeded by Claude H. Allard as Vice-President and General Manager of the International Division in charge of all management functions for the division outside the United States and Canada.

Mr Allard made his first visit to Scotland in his new capacity early this month when he had an opportunity to see our manufacturing facilities at Castle Mills and Heathhall and the progress of building at Newbridge.

He joined U.S. Rubber's chemical division as a research chemist in 1947 shortly after he received a bachelor of science degree in chemistry from Lowell Technological Institute in Lowell, Mass.

A native of Lowell, he was assigned to the chemical sales staff in 1949 and appointed district sales manager for the company in Gastonia, N.C., in 1955. In the



CLAUDE H. ALLARD.

latter post, he also managed the operation of the Naugatuck Chemical division's latex compounding plant in Gastonia. In 1958 he became general superintendent of the synthetic rubber plant in Naugatuck, Conn. He was promoted to superintendent of all chemical production at the Naugatuck plant in 1960 and was appointed director of marketing for the chemical division in 1961. In 1963 he moved to New York as assistant general manager of the textile division and later that year was named vice-president and general manager of the textile division, a position he held until his present assignment.

Mr Higgins has been closely connected with us for the past 20 years and a frequent visitor to our factories and Sales headquarters in London. In 1960 he was appointed to the Board of North British Rubber.

His career in the Rubber Industry has been an outstanding one. After graduating in chemical engineering in 1932 he had three years as a chemist in Springfield, Mass., before joining the Fisk Rubber Corp. at Chicopee Falls as a chemical engineer. He was a development engineer with Fisk when that company was acquired by U.S. Rubber in 1939. In 1942 he was made a member of production supervision and in 1944 was transferred to the International Division as technical service manager.

During the years to follow Mr Higgins played a vital role in the expansion of overseas manufacturing facilities, serving successively as development manager, director of manufacturing and development, director of staff operations and through managerial positions to President to the International Company with 20 owned or affiliated plants overseas and sales branches and representatives covering 180 countries.



EDWARD J. HIGGINS

UNITED STATES RUBBER COMPANY PLAN TO CHANGE TO
UNIROYAL INC.

At the Annual Meeting on 19th April, the stockholders of United States Rubber Company approved a change in the official name of the company to UNIROYAL, Inc.

Following this decision, George R. Vila, Chairman and President, said:

"This change is a step of the highest significance and I want to be certain that all of you understand clearly what the stockholders authorised.

It does not mean that the name change is effective immediately. It does mean that the Board of Directors is now authorised to change the name of the Company when it decides that such a change is appropriate and advisable.

At this time we do not anticipate the Board will take such action for some time to come. All of us want to be absolutely certain that the change can be made effectively and efficiently. It must be done without any adverse effect on the Company's operations, sales and profits."

What UNIROYAL means to us

That we should be familiar with the rationale behind the new name we quote extracts from Mr Vila's comments at the Annual Meeting in New York.

"The conclusion was not reached hastily. More than four years of careful thought and study have been devoted to this step by the management and its consultants in industrial design, marketing and communication. Moreover, our use of UNIROYAL as a worldwide trademark during the past two years has enabled us to explore in depth the effectiveness and acceptability of this nomenclature.

While the name United States Rubber Company has been well known and well respected over the years, the evolution of our activities productwise and with respect to geography have gone beyond the scope of the present name.

U.S. Rubber's activities are no longer confined to rubber. We are one of the country's leading chemical manufacturers, one of the largest textile manufacturers, a pioneer and leader in plastics both from the standpoint of raw materials and finished products. We are conducting research in the fields of oceanography, space and the products of atomic fission. All of this is in addition to the manufacture and marketing of tyres, footwear, conveyor belts and other traditional rubber products. The word rubber becomes too restrictive in describing the Company's diversified operations.

Of equal importance is the fact that the Company is increasingly international in scope. We no longer can define ourselves as a United States company with subsidiaries and selling offices in other parts of the world. More and more we plan, operate and market as an integrated, international enterprise, and our markets require one short, expressive name which can be utilised in all the areas of the world where we manufacture and market our products. The lack of a simple, unifying name frequently has

placed the Company at a disadvantage with respect to competition who have been able to market their products worldwide on this basis.

UNIROYAL was created to unify both corporate and product strength under one international sign of quality. For example, UNIROYAL will become our major tyre brand on a worldwide scale during 1966-1967. This will mean that a tyre customer can identify our service points for tyres not only in his own country but wherever he travels abroad.

In this context, bear in mind that we are thinking not only of motorists and truckers in the United States, Canada and Mexico, but around the world. We must also be mindful of cars and trucks manufactured in our country and exported to another, and vice versa. Heretofore, this was not possible because of the many unrelated Company brands manufactured in different countries throughout the world.

Furthermore, UNIROYAL will build a link for one Company product with another, adding new force to advertising and sales and building wider, more favourable recognition for all of the Company's activities. In this way, it will contribute importantly, we believe, to growth and profitability.

The Board of Directors in due course will select an appropriate and strategic time for filing in the office of the Secretary of State of New Jersey a certificate of amendment making the name change effective. This will provide an opportunity to insure an orderly transition from the name United States Rubber Company to UNIROYAL, Inc. Mindful of the prestige which the name United States Rubber Company now enjoys with the consuming and investing public in this country, the management will seek to retain the good will associated with the old name while the name UNIROYAL, Inc. is being introduced."