

NEWS

magazine of
UNIROYAL LTD.

UNIROYAL, Inc., The new name of U.S. Rubber

We quote from Mr Vila's official announcement.

On 27th February 1967, a certificate amending the company's certificate of organisation was filed with the Secretary of State of New Jersey and United States Rubber Company became Uniroyal, Inc.

Other companies have changed their names. Some have adopted an established trade name or have shortened their names to their initials. As far as we can determine, this is the first time that a large corporation has made a complete break with the past—creating an entirely new name—then introducing that name from the ground up through a carefully planned programme extending over five years.

Many people have asked us why in the world we would ever want to change our name. This was not done with any caprice or with any lack of careful study and soul searching. It was done for very good and practical reasons.

When we were first incorporated, 75 years ago, as a federation of rubber footwear companies in New England, the name United States Rubber Company seemed to give the corporation a mighty large pasture in which to graze and to grow.

Yet today we find we have expanded far beyond the boundaries of the United States and of "Rubber." We have become a multi-brand, multi-product and multi-national organisation, yet one that is fully united and tightly integrated.

About half of our output today has little or nothing to do with rubber at all. We have

NORTH, SOUTH, EAST or WEST . . . it's Uniroyal around the world. No matter where she looks on the globe, this pretty young lady is sure to see at least one of the 79 plants operated in over 100 countries by Uniroyal.



George R. Vila, president and chairman of Uniroyal, Inc. looks at a model of a window display depicting the various corporate symbols used by U.S. Rubber over the years.



evolved also into a major chemical, fibre, textile and plastics producer. Our research interests even embrace food culture, nuclear radiation, oceanography and space technology.

More than 25 per cent of our business is now done outside the United States. In those overseas areas operating under such names as Dominion Rubber Company, North British Rubber Company, Englebert, Croydon, and so on, we were not taking advantage of the strength of being known as a worldwide, experienced and progressive producer of 1,200 lines of products, based mainly in the sophisticated and rapidly expanding technology of polymer chemistry.

Even within our own organisation it was difficult to make our own people fully realise that we were an integral worldwide corporation rather than a United States company with many, more or less autonomous, subsidiaries abroad.

Our purpose is to have all of us within the company think and work as one and to have people outside the company know us as one.

We started to introduce Uniroyal in July 1964, when we adopted it as our worldwide trademark. Over the past year or so we have adopted Uniroyal as the name of our major subsidiaries in various parts of the world. In Canada we have renamed our operations Uniroyal, Ltd., in Venezuela we are now known as Uniroyal, C.A., in Argentina as Uniroyal, SACI, in Great Britain as Uniroyal, Ltd., in South Africa as Uniroyal, Pty., Ltd., and in Europe as Uniroyal-Englebert.

We left the change in our corporate name until last because we wanted to make sure that Uniroyal would be readily accepted and that we would not suffer any gap in communication of our corporate identity.

During the gradual introduction period, the new name caught on more readily than we had dared to hope. Our awareness studies show that Uniroyal is achieving rapid recognition among people throughout the country. Enthusiasm for its brevity and uniqueness is building.

1967 UNIROYAL GOLF CHAMPIONSHIP

With this issue is an insert of interest to all golfers in Uniroyal Ltd.—at Bromsgrove, Duffries, Edinburgh, London Sales and branch personnel, salesmen, servicemen and fitters located anywhere in Britain.

Changes in the qualifying conditions have been introduced for this year's competition. Scores, two out of three medal rounds between April and June, will be on a handicap basis on a below or above SSS basis. Maximum handicap will be 18, though entries will be accepted from competitors with recognised club handicaps up to 24, but not receiving more than 18.

All this, we believe, will arouse keen interest and intense competition for the Ed. Martin Salver, won in 1966 by Dougie Galloway of Castle Mills.

Additional entry forms can be obtained from Public Relations Dept., Castle Mills, Edinburgh.

NEWBRIDGE FROM ABOVE

An aerial view of the Uniroyal factories now in an advanced stage of equipping at Newbridge, Midlothian. The Edinburgh-Glasgow railway line is in the background. The main block is the tyre factory, with engineering services on its immediate right. The two and three storey buildings in the left background are the Mixing departments, while to the right rear is the Royalite thermo-plastics primary processing plant. In the centre foreground is a block housing Industrial Relations, canteen, medical and clerical services.

