

FMC Now Officially the FMC Corporation

By JEFF ROARK

SAN JOSE, CALIF., Jan. 5.—How long does it take to make a name change official?

Perhaps individuals can effect the change-over in a matter of several minutes in court, but to officials of the FMC Corporation, whose name officially became that—changed from Food Machinery & Chemical Corporation as of July 1, 1961—it has taken a full six months. So that not really until today could each and every one of FMC's 14 major divisions, eight subsidiary companies, four affiliated organizations and one jointly-owned petrol chemical enterprise, all embracing a total of 76 production centers located in 24 states and ten foreign countries, say

(This is the first of three articles about the FMC Corporation which has, together with its forebearers, been a close working "partner" in the fresh fruit and vegetable industry for more than 60 years. The second and third articles will deal exclusively with FMC's Packing Equipment Division, Riverside, Calif., and its Florida Division, Lakeland, Fla., the two of the corporation's 14 major divisions best known to produce people.—Ed.)

with definite certainty that it could be regarded as a member of the "FMC Corporation."

If that sounds complicated, it's not a full resume of the FMC picture. Additionally, there are two large research and development centers — one FMC's control engineering laboratories here, principally engaged in products related to the mechanical field, and its chemical research center at Princeton, N. J., which concentrates on research projects in the fields of organic and inorganic chemicals. But

that's another part of the FMC story.

The new name—FMC Corporation—comes first.

Studies and Surveys

Actually, FMC had been considering a change in name for several years, during which time exhaustive name change studies and surveys were undertaken. Executives were keenly conscious that while FMC had always been a leading supplier of machinery and equipment for the food industry, its dynamic pattern of growth in other direc-

tions resulted many years ago in "food machinery" sales representing less than 25 per cent of the total FMC business volume. Under the circumstances, they felt that the term "Food Machinery" when used as a chief descriptive element in the corporate name, directly contradicted the full scope of the corporation's total widespread activities.

After considering and discarding many alternate possibilities, it was decided that present and future interests of the company would best be served by adopting the corporate initials "FMC" as the name. Most major customers had used these initials for a long time in referring to the

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company and these same letters, in a distinctive style, had been the corporate trademark for many years.

Consequently, at the company's annual meeting, held on May 23, 1961, stockholders adopted management's proposal to change the name of Food Machinery & Chemical Corporation to FMC Corporation as of July 1.

In other words, it was a tacit recognition that FMC had outgrown its name. Coincidentally, James M. Hait, FMC president, asserted that the physical change-over to the new name would proceed gradually throughout the balance of 1961, so that FMC's various operations in this country and broad could make the transition in an orderly fashion.

"In this way, FMC expects to be fully 'in business' with our new name by January 1, 1962," Mr. Hait said at that time.

Completely Official

Well, 1962 is here, the name change is completely official and it's business as usual in all of FMC's widespread operations.

Judged by any standard, these operations entitle FMC to the reputation of being one of the most extensively and uniquely diversified companies in America. Over-simplified, FMC's wide range of product lines might be classified generally as automated machinery and allied equipment, basic chemicals, and specially created defense material.

Most specifically, its principal commercial machinery products include machinery and equipment for farming and gardening, food preparation and processing, packaging and paper box making, petroleum production, fire fighting, automotive service, materials handling, pumping and waste disposal, film and paper converting and prestressed concrete production forms.

Principal commercial chemicals include: Peroxygen compounds, plastic raw materials, alkalis, ammonia, chlorine, solvents, phosphates, barium chemicals, magnesium chemicals, insecticides, fungicides, household pesticide concentrates, epoxides and various miscellaneous products, including petrochemicals,

all of which adds up to a gross volume of sales—1960 figure—of \$363,900,000, of which 44.9 per cent was in commercial chemicals, 37.2 in commercial machinery and 17.9 in defense material and services.

Top Executives

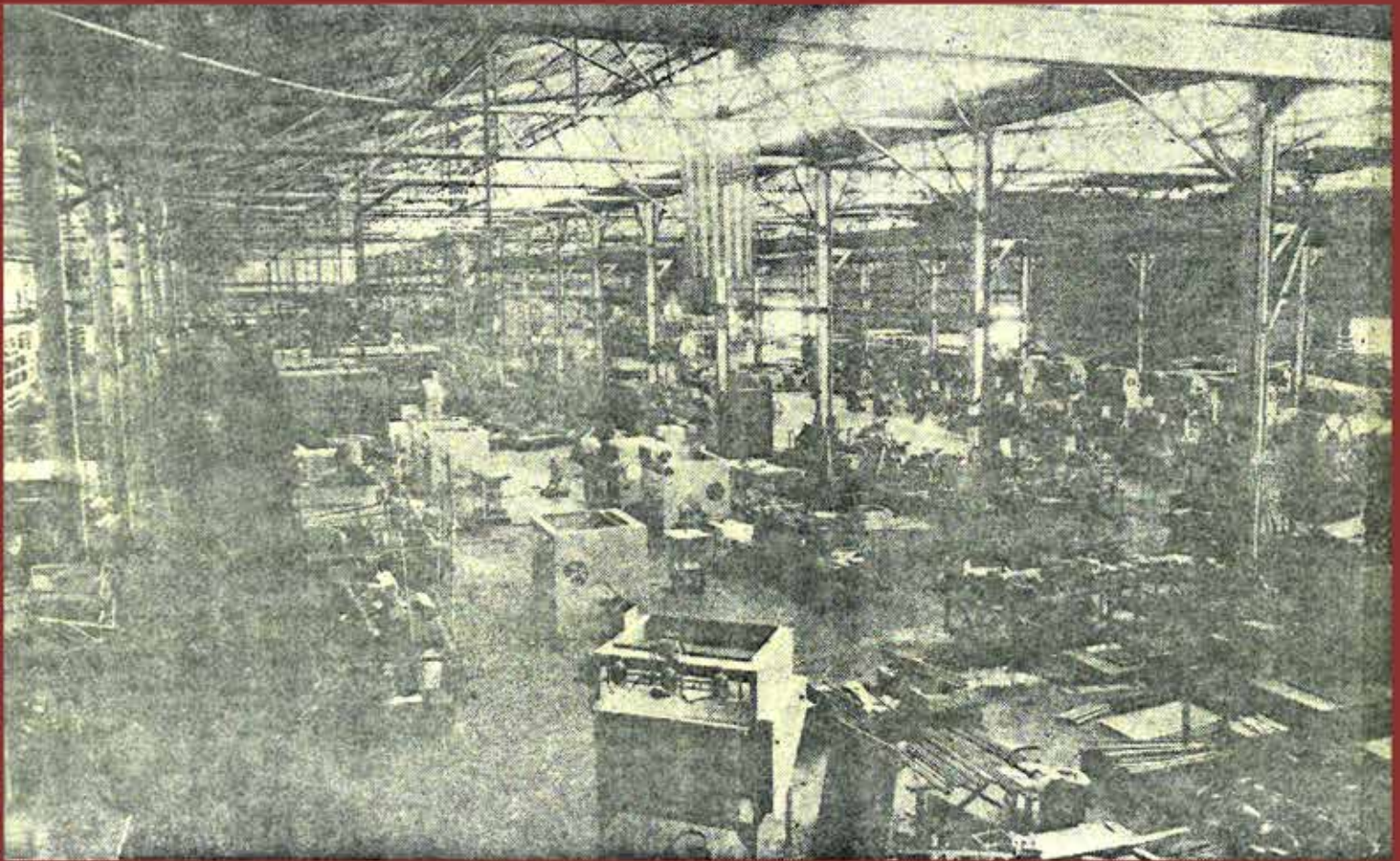
To accomplish this volume in so many fields took an average work force of 16,044 men and women. And, as of today, the top executives directing FMC's operations are: Paul L. Davies, chairman and chief executive officer; James M. Hait, president; Ben C. Carter, executive vice president—finance; Jack M. Pope, executive vice president—administration; Hubert L. Byrd, executive vice president — machinery divisions; William N. Williams, sr., vice president —

chemical divisions; Everett D. Myers, treasurer-secretary.

What does all this mean to a literal-minded, hard working produce man? As most of them know, it means a great deal, and has for decades, even if the meaning is exemplified only by a better-working nailing machine or a more efficient conveyor belt. The two FMC divisions which have been closest to the business of producing, selecting, grading, preparing and packing fresh fruits and vegetables for market are the Packing Equipment division at Riverside, Calif., and the Florida Division at Lakeland, Fla., more about which later.

(The second article about FMC will appear in the January 13 issue.)

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It's Official! This Is the "FMC Corporation"

Although the Food Machinery & Chemical Corporation legally changed its name to FMC Corporation on July 1, 1961, so widespread are the operations, perspectives and accomplishments of this big organization that it has taken the last six months to actually effect the physical change-over to the new name in an orderly fashion, both in the United States

and abroad. Today, as of January 6, 1962, FMC is fully "in business" as the FMC Corporation. This is a photograph of the interior of one of FMC's plants, representing 76 production centers in 24 states and ten foreign countries, operated by 14 major divisions, eight subsidiary companies and four affiliated organizations. Actually, it is an interior scene at the Lakeland, Fla., division plant.