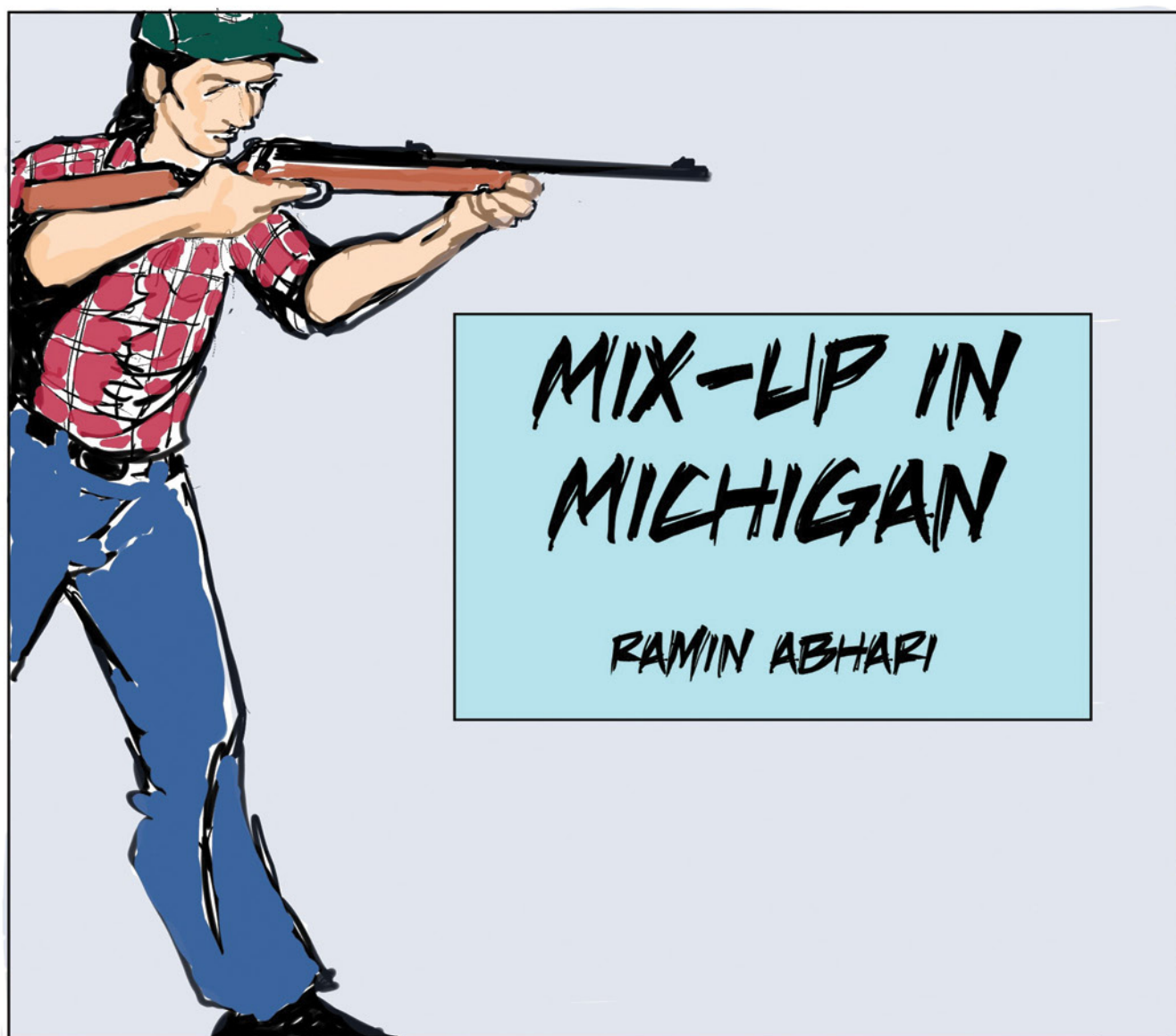
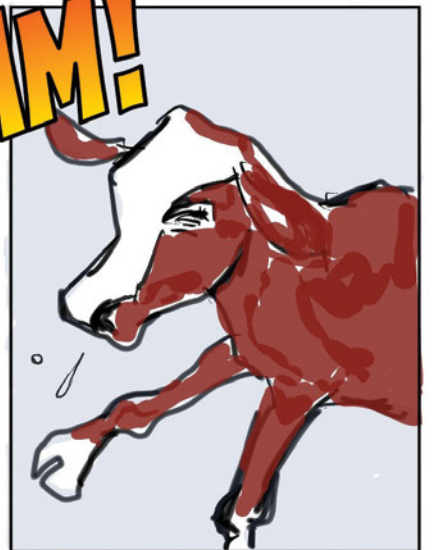
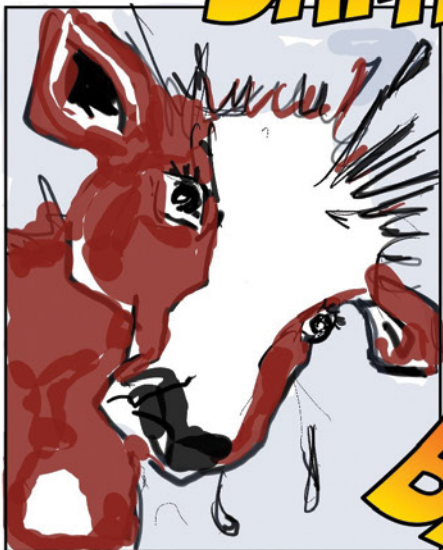
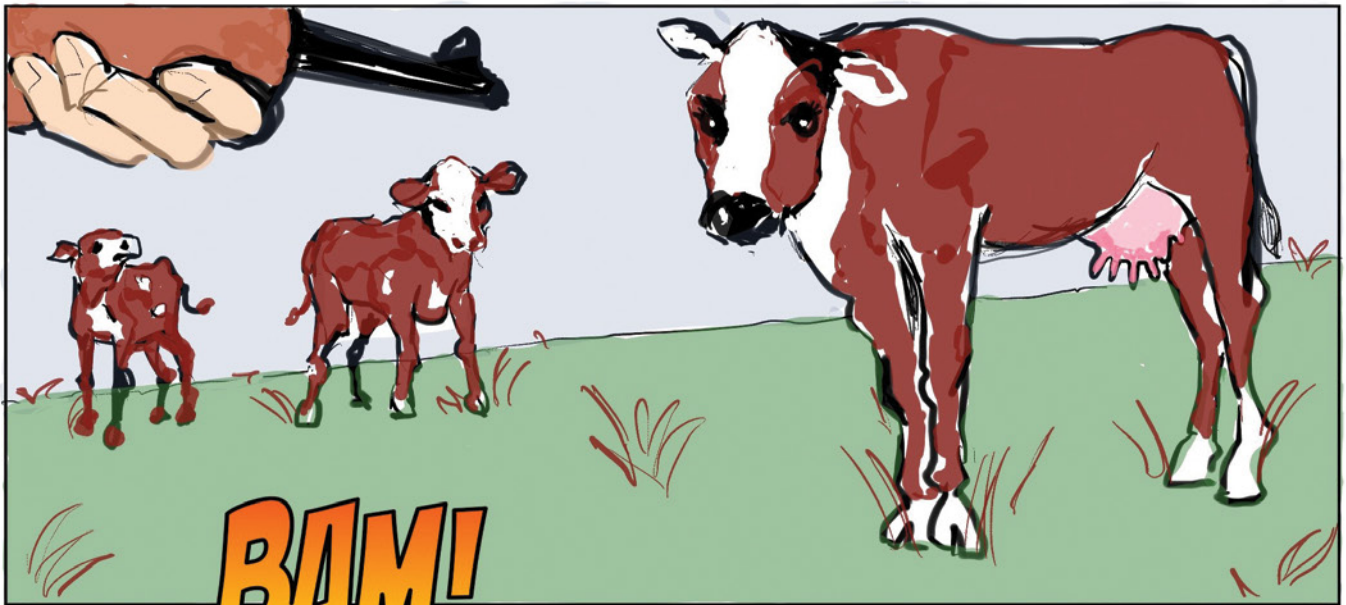
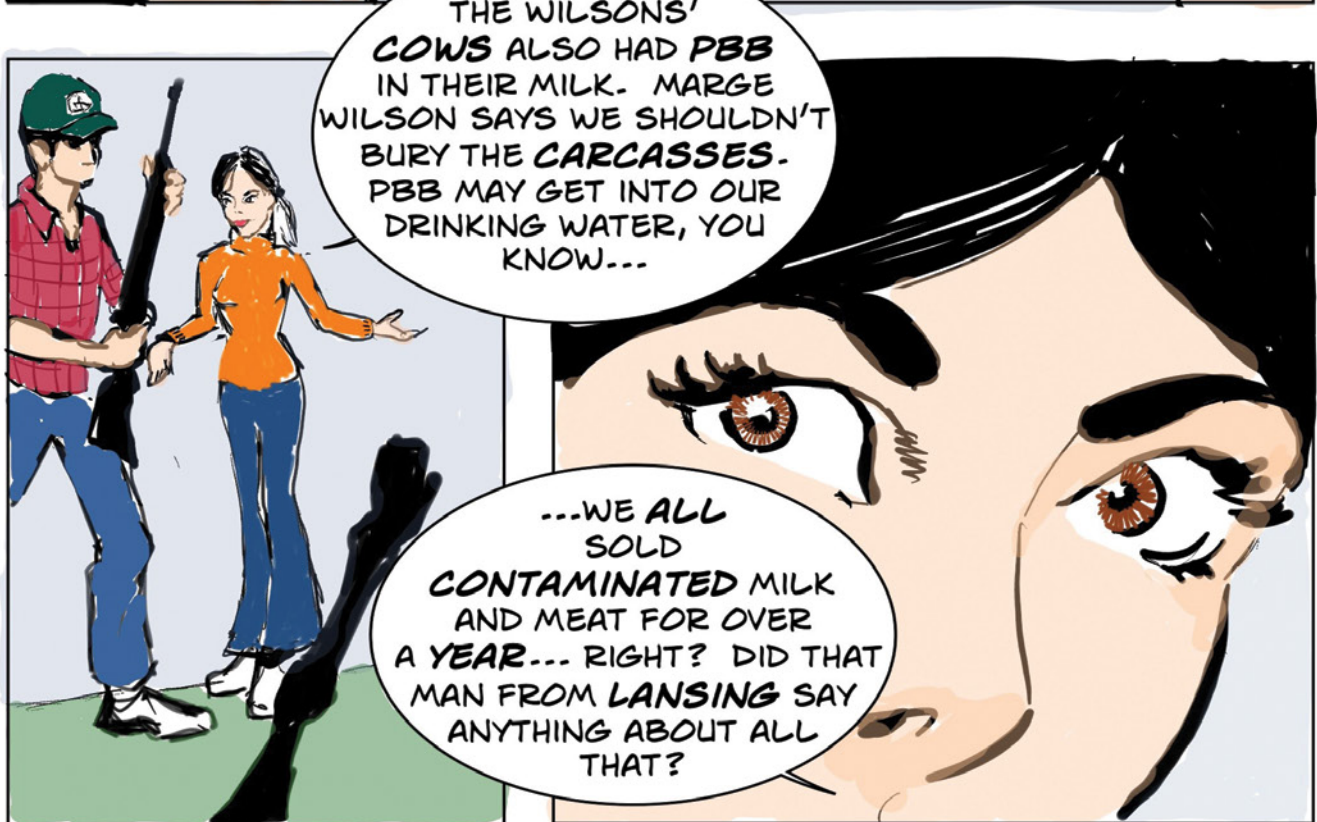
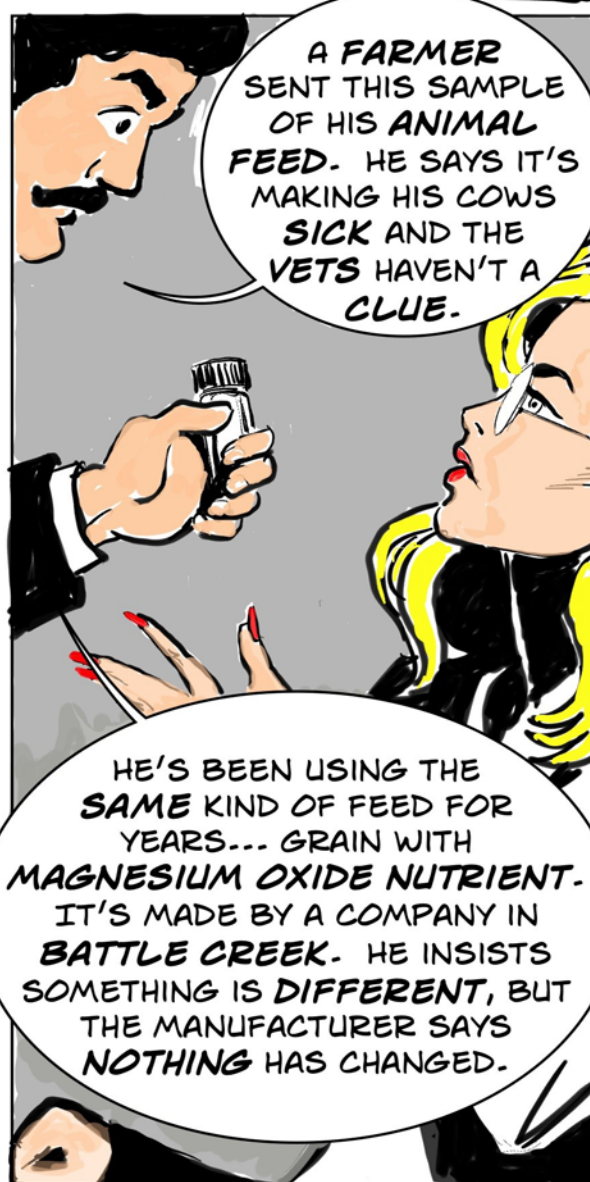
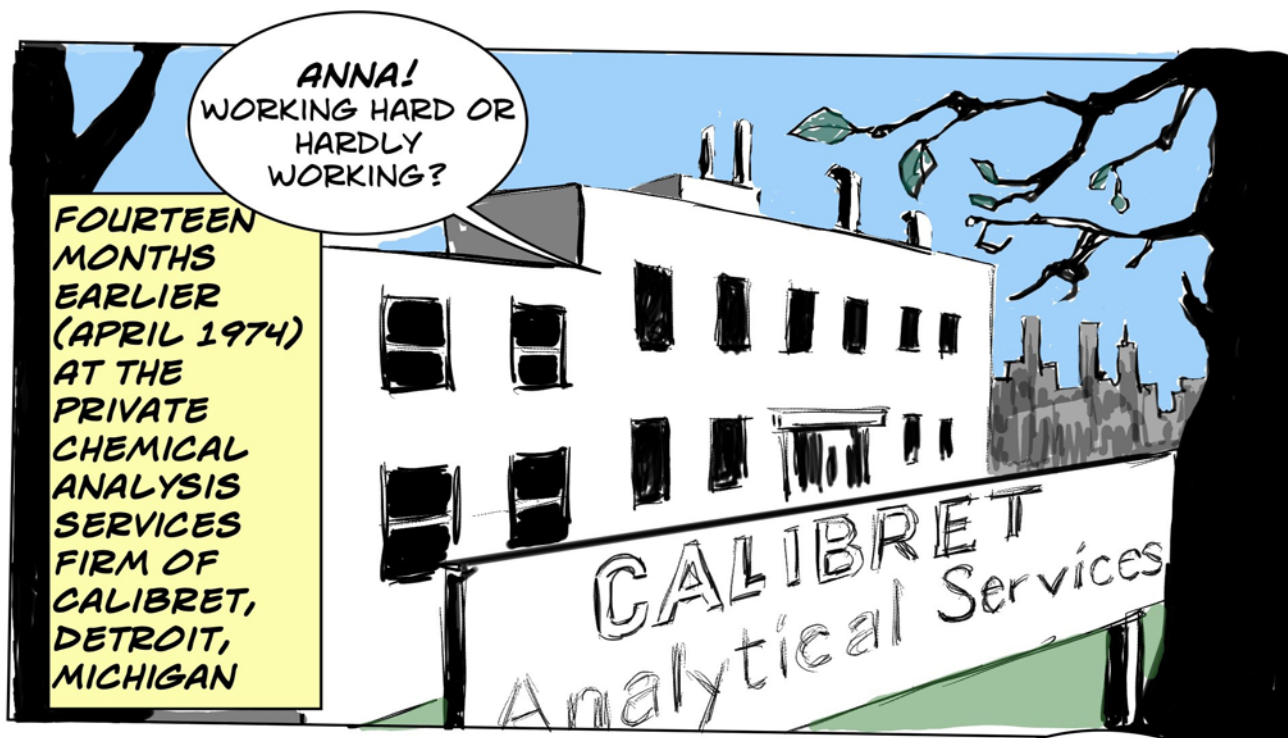


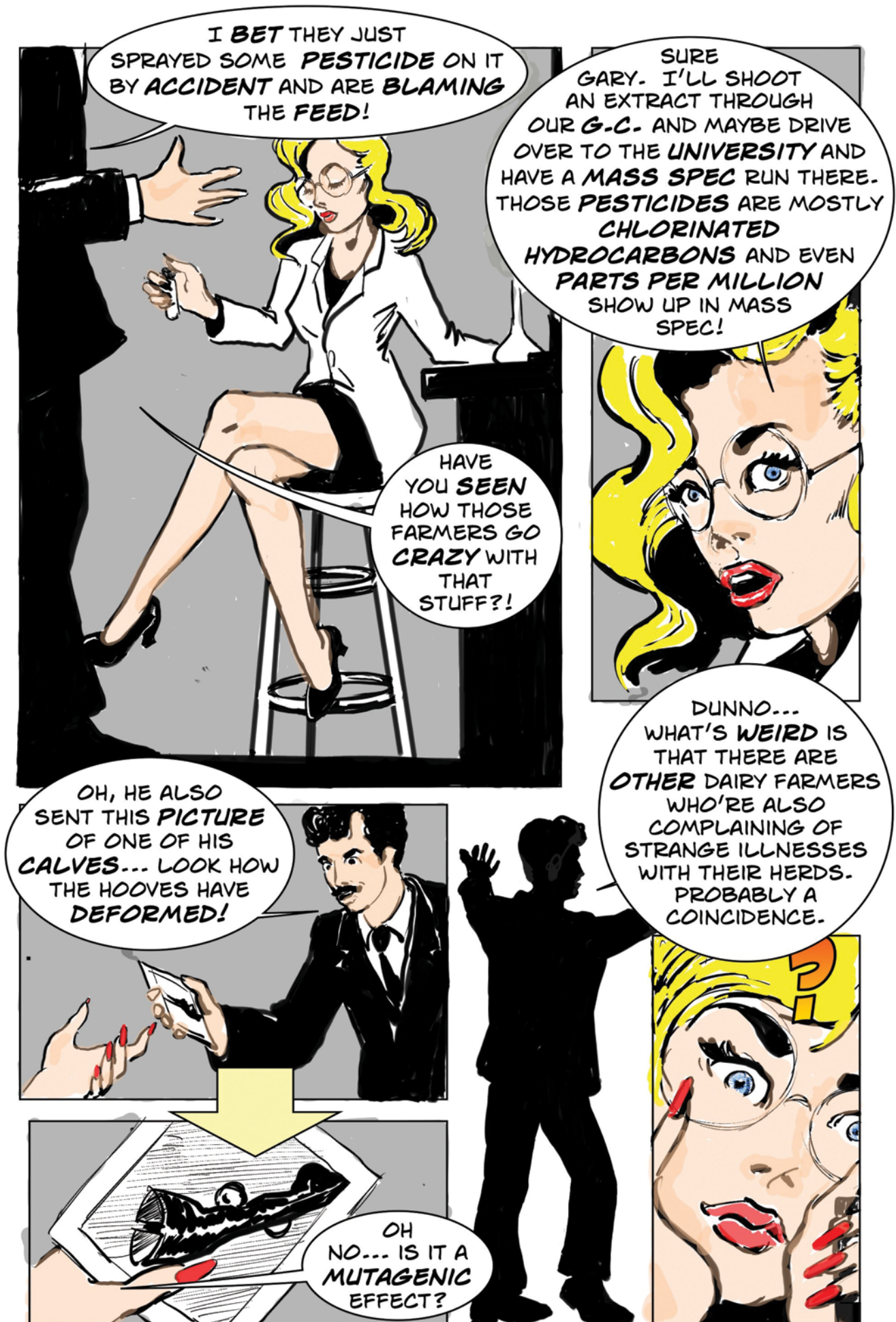
JUNE 1975, A FARM IN CENTRAL MICHIGAN.



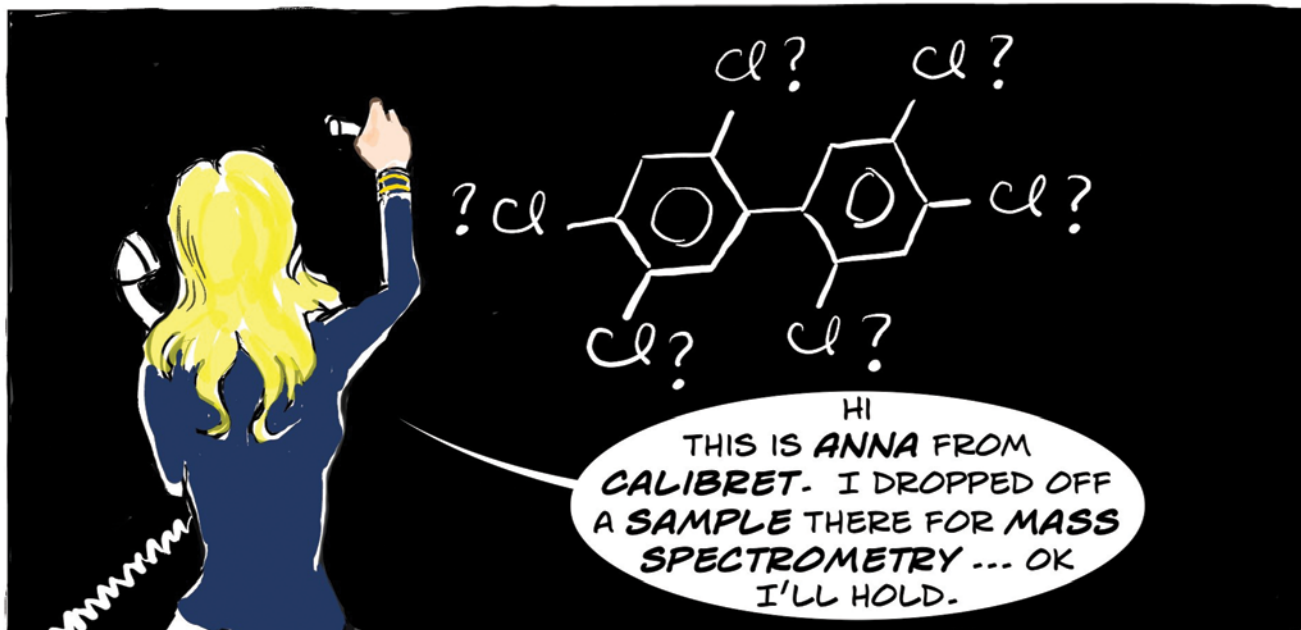












Cl? Cl?
?Cl Cl?
Cl? Cl?

HI
THIS IS ANNA FROM
CALIBRET. I DROPPED OFF
A SAMPLE THERE FOR MASS
SPECTROMETRY ... OK
I'LL HOLD.



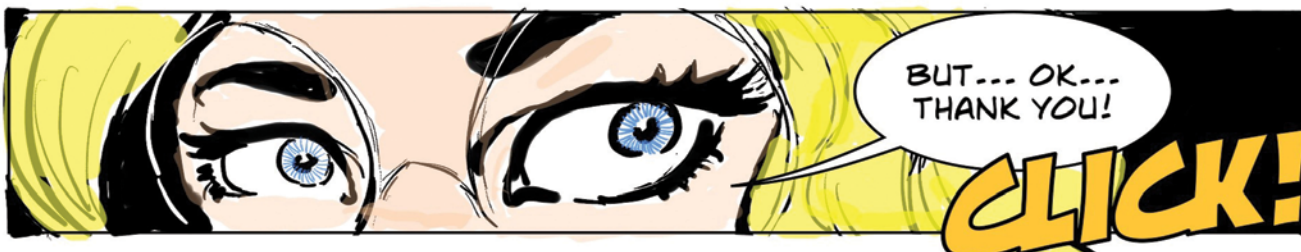
UMM
YES...



OH... NO
CHLORINE?

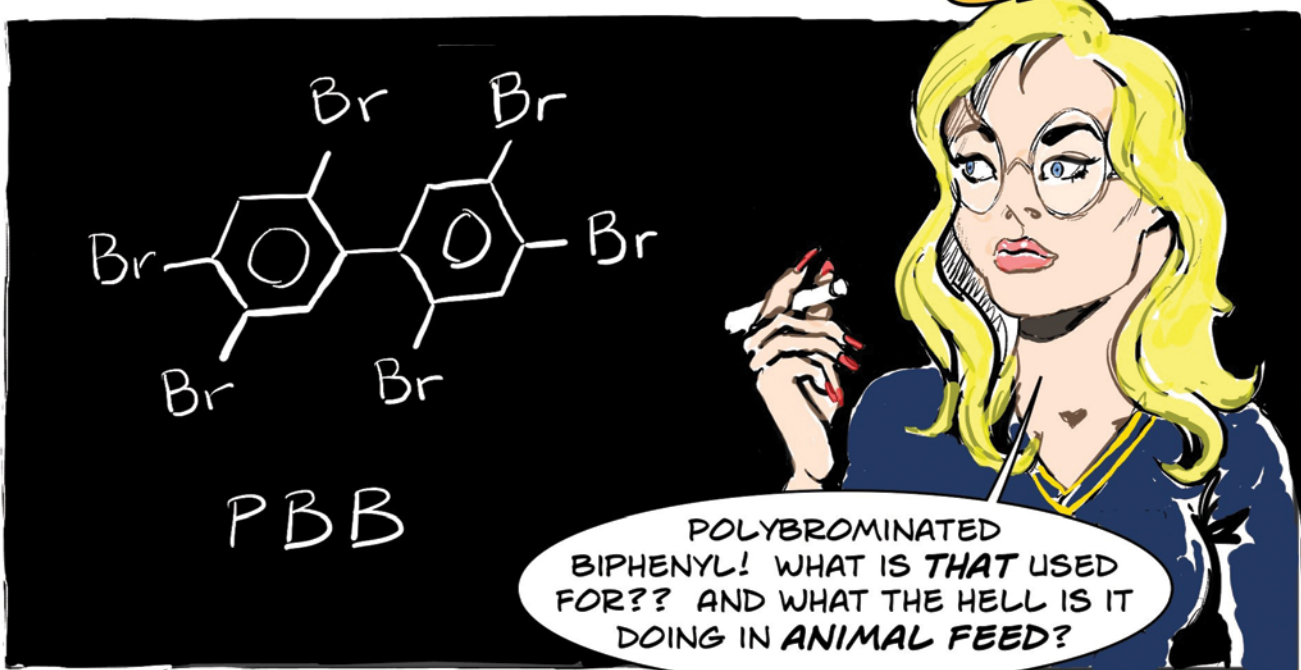


BROMINE?



BUT... OK...
THANK YOU!

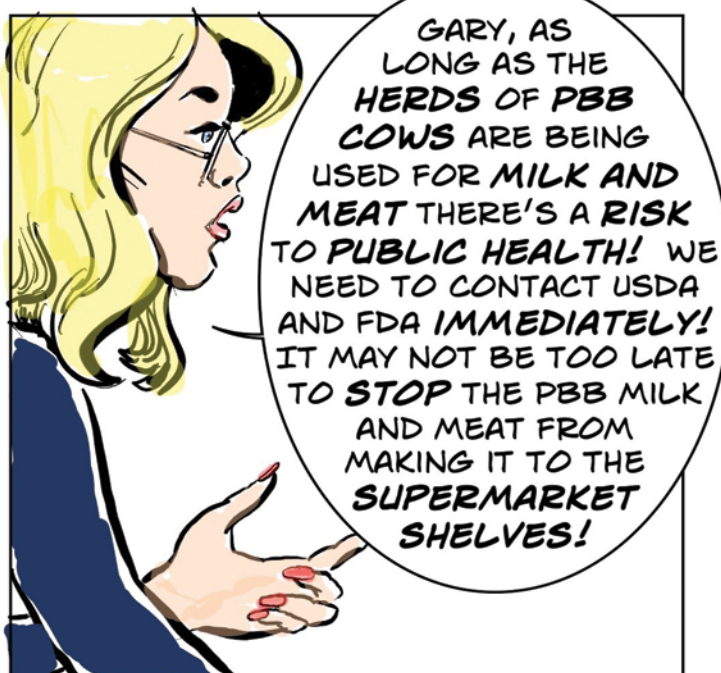
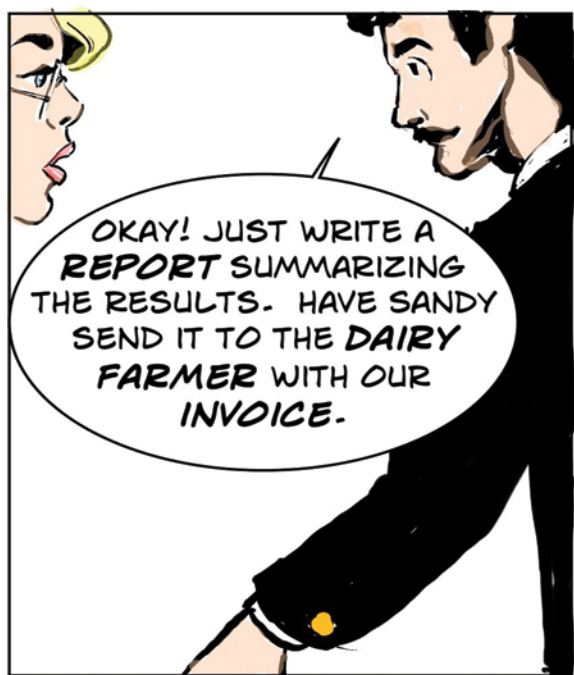
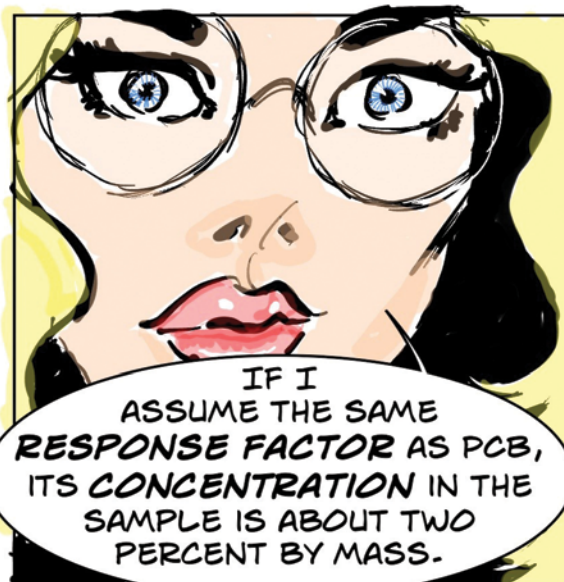
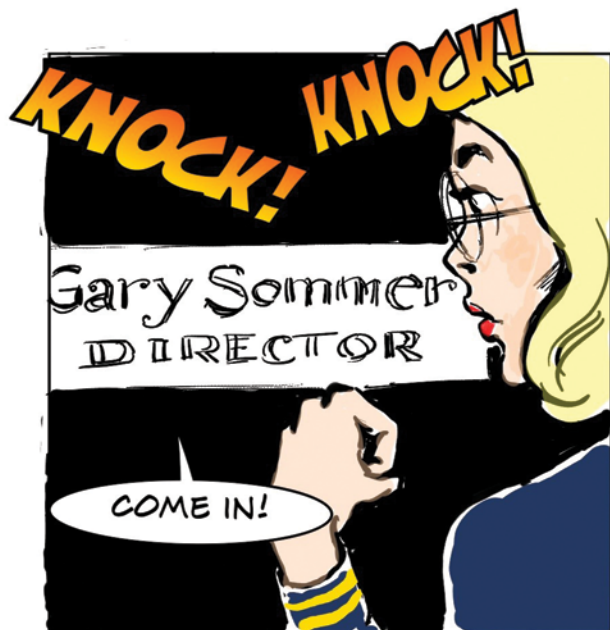
CLICK!

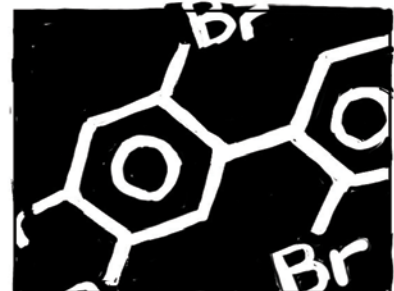
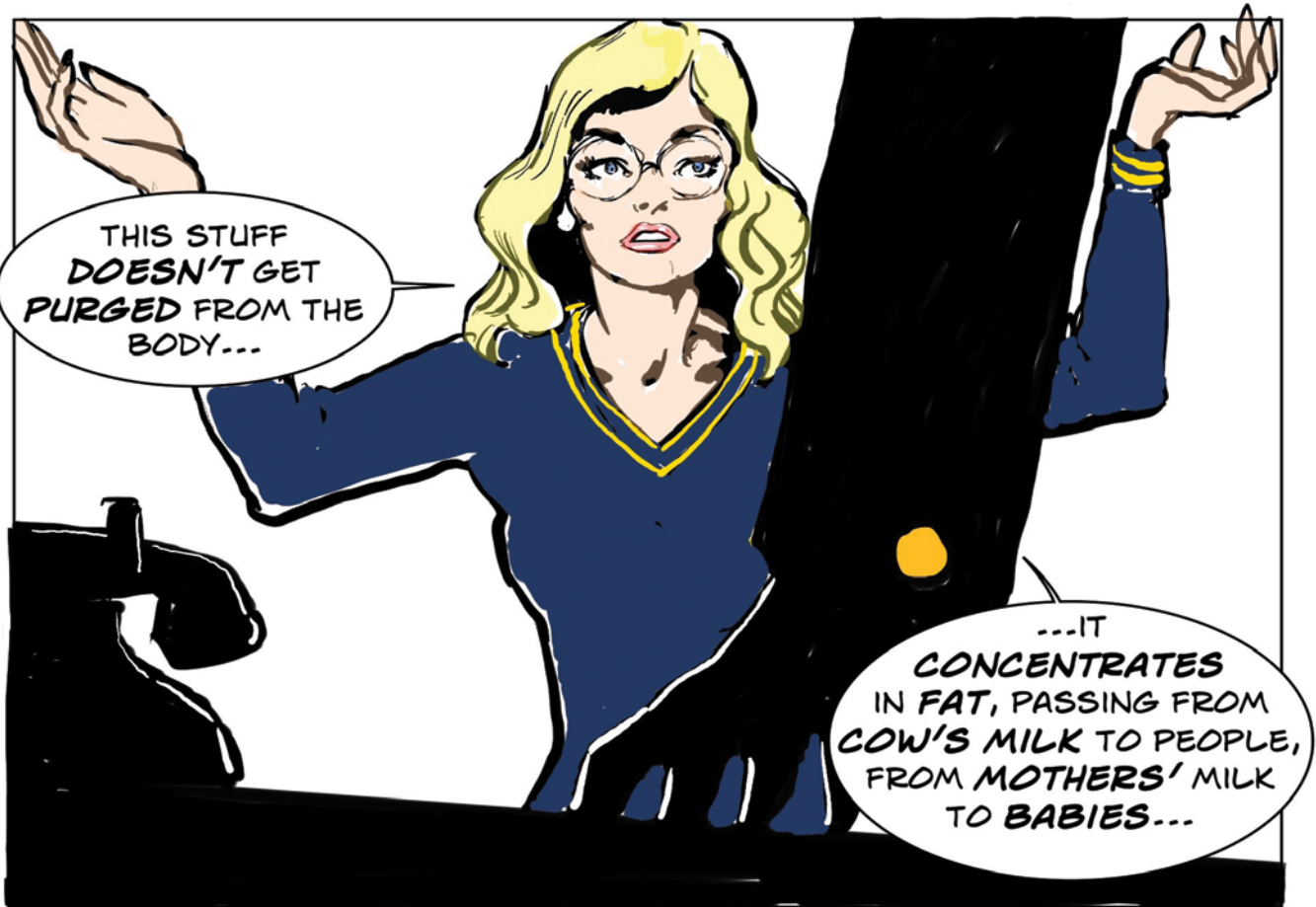


Br Br
Br Br
Br Br

PBB

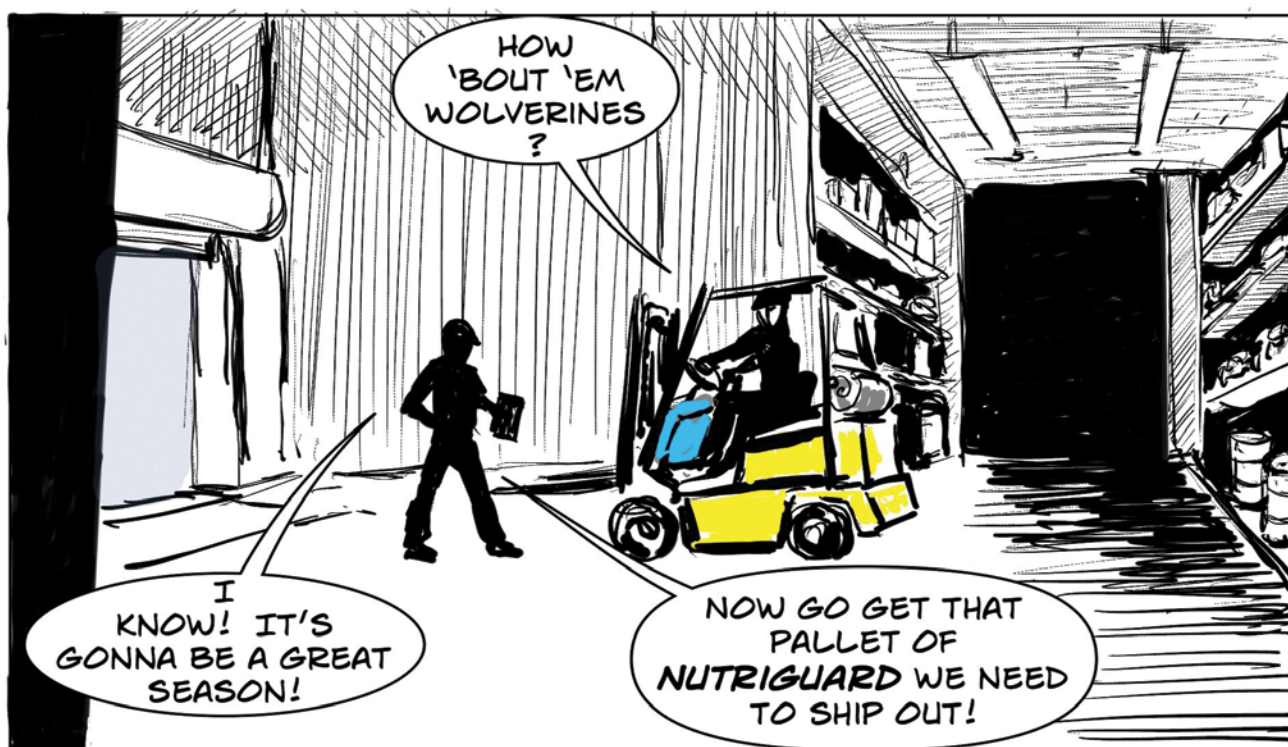
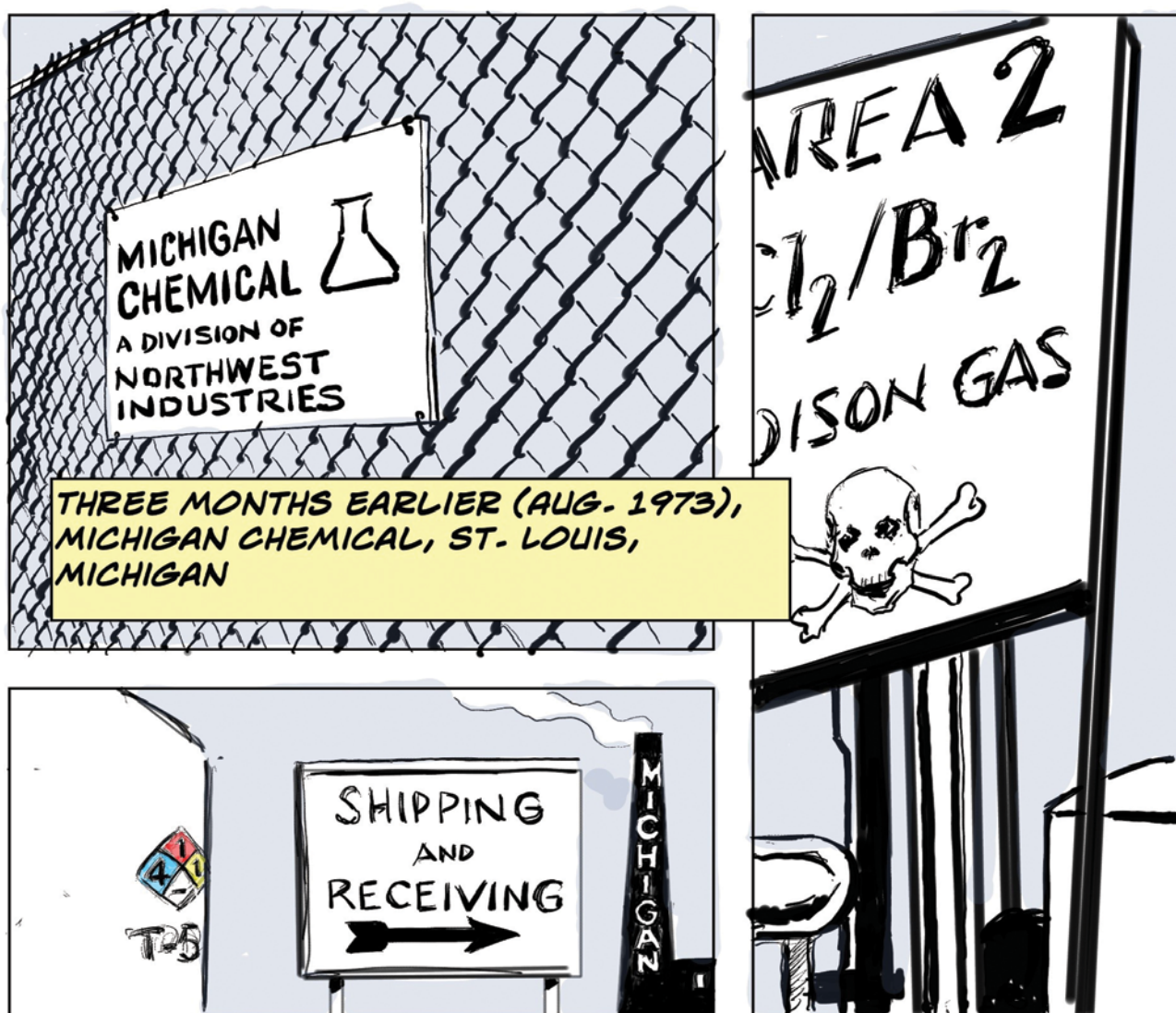
POLYBROMINATED
BIPHENYL! WHAT IS THAT USED
FOR?? AND WHAT THE HELL IS IT
DOING IN ANIMAL FEED?



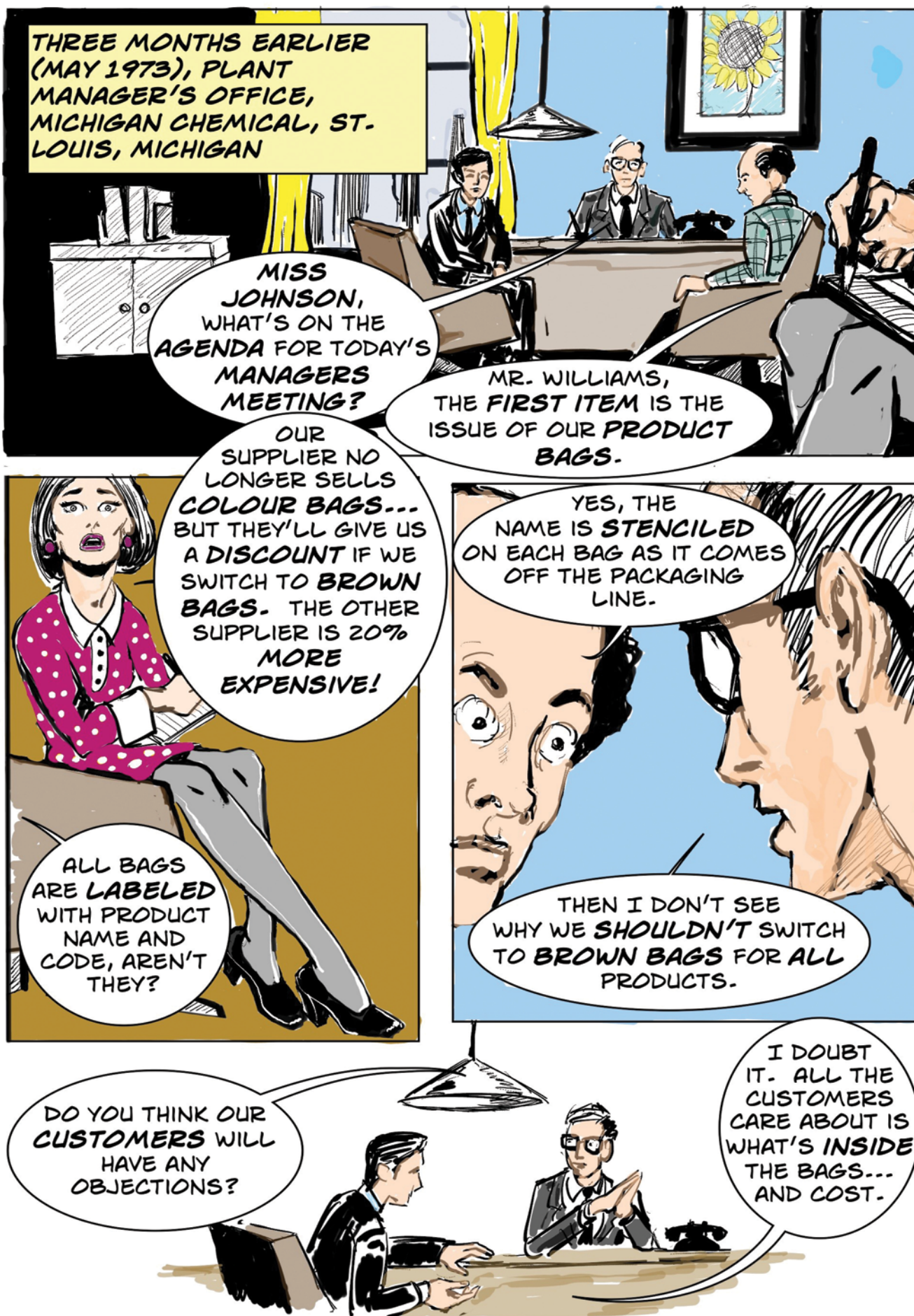














TWO YEARS EARLIER (MAY 1971) AT THE NORTHWEST INDUSTRIES ANNUAL SHAREHOLDERS MEETING, CHICAGO.

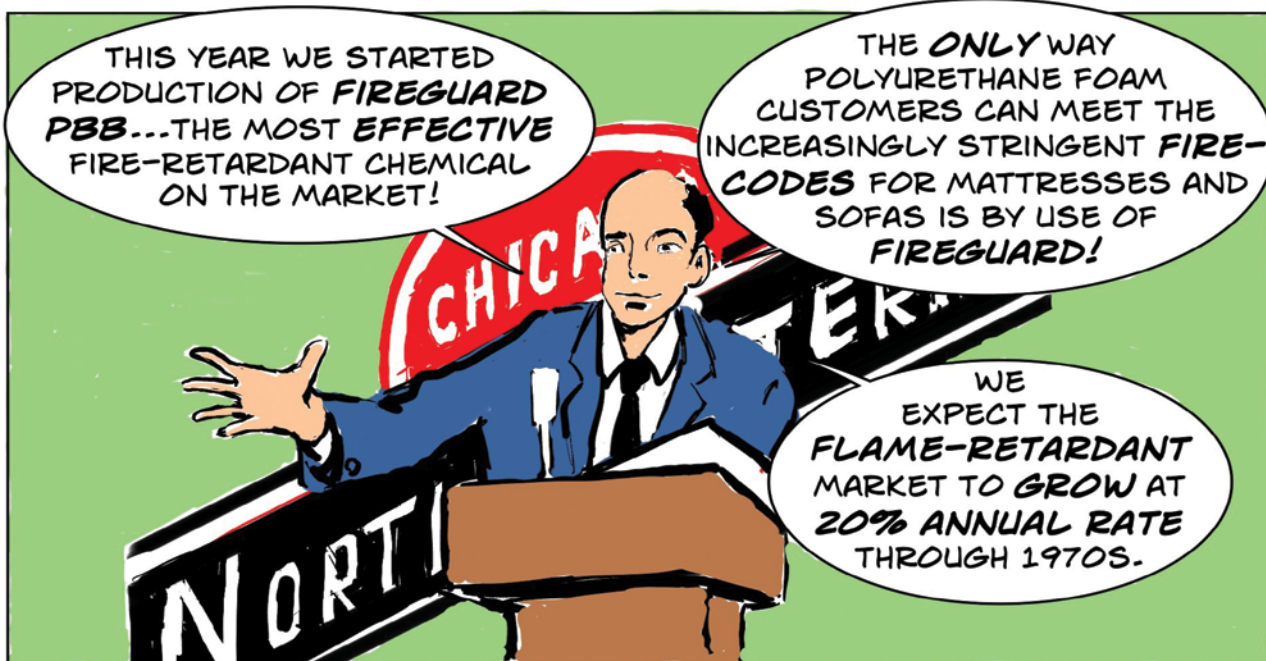
LET'S NOW MOVE TO OUR **CHEMICALS** OPERATIONS, VELSICOL AND MICHIGAN CHEMICAL.



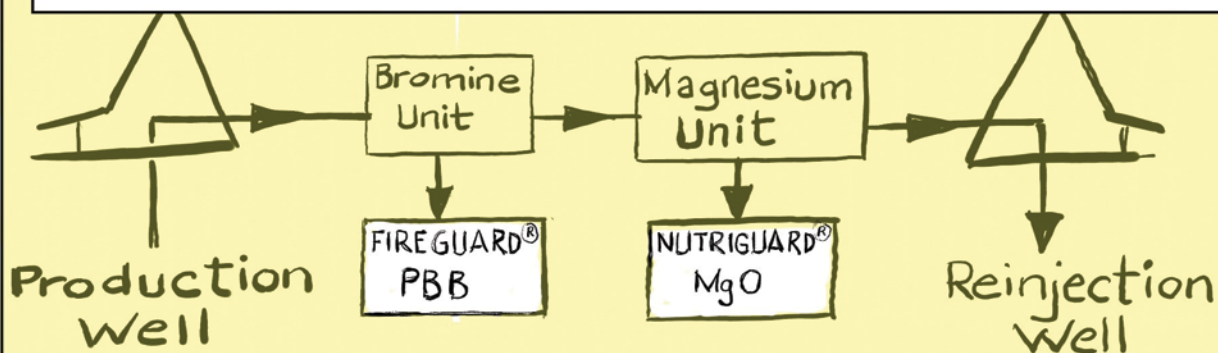
THIS YEAR WE STARTED PRODUCTION OF **FIREGUARD PBB**...THE MOST **EFFECTIVE** FIRE-RETARDANT CHEMICAL ON THE MARKET!

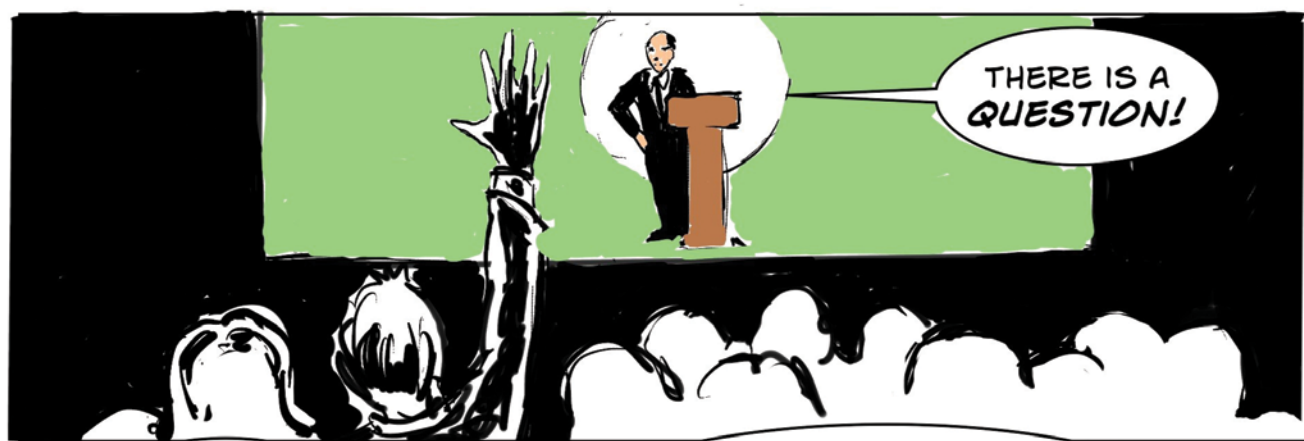
THE **ONLY** WAY POLYURETHANE FOAM CUSTOMERS CAN MEET THE INCREASINGLY STRINGENT **FIRE-CODES** FOR MATTRESSES AND SOFAS IS BY USE OF **FIREGUARD**!

WE EXPECT THE **FLAME-RETARDANT** MARKET TO GROW AT **20% ANNUAL RATE** THROUGH 1970S.



"WITH PRODUCTION OF **PBB**, WE ARE NOW **FULLY** EXPLOITING THE **BRINE** RESOURCES AT OUR MICHIGAN PLANT. THE RECOVERED MAGNESIUM, CALCIUM, CHLORINE, AND NOW BROMINE ARE TRANSFORMED INTO **HIGHER VALUE** PRODUCTS RANGING FROM PESTICIDES TO FOOD AND FEED ADDITIVES... LIKE OUR **NUTRIGUARD** MAGNESIUM OXIDE. SLIDE PLEASE!"





MR. MORRIS- ARE THERE ANY **RISKS** WITH HAVING **BOTH** THE **FOOD** ADDITIVE AND THE **TOXIC** **CHEMICAL** PRODUCTS MADE IN THE **SAME PLANT**? I MEAN, ISN'T THERE ANY **RISK** OF **CROSS-CONTAMINATION**?

THESE PRODUCTION UNITS ARE **PHYSICALLY SEPARATE**- NOT ONLY DIFFERENT **EQUIPMENT** BUT DIFFERENT **BUILDINGS**. THE RISK OF A TOXIC CHEMICAL ENDING UP IN A FOOD ADDITIVE IS VIRTUALLY **NON-EXISTENT**.

NEXT QUESTION?

THE END