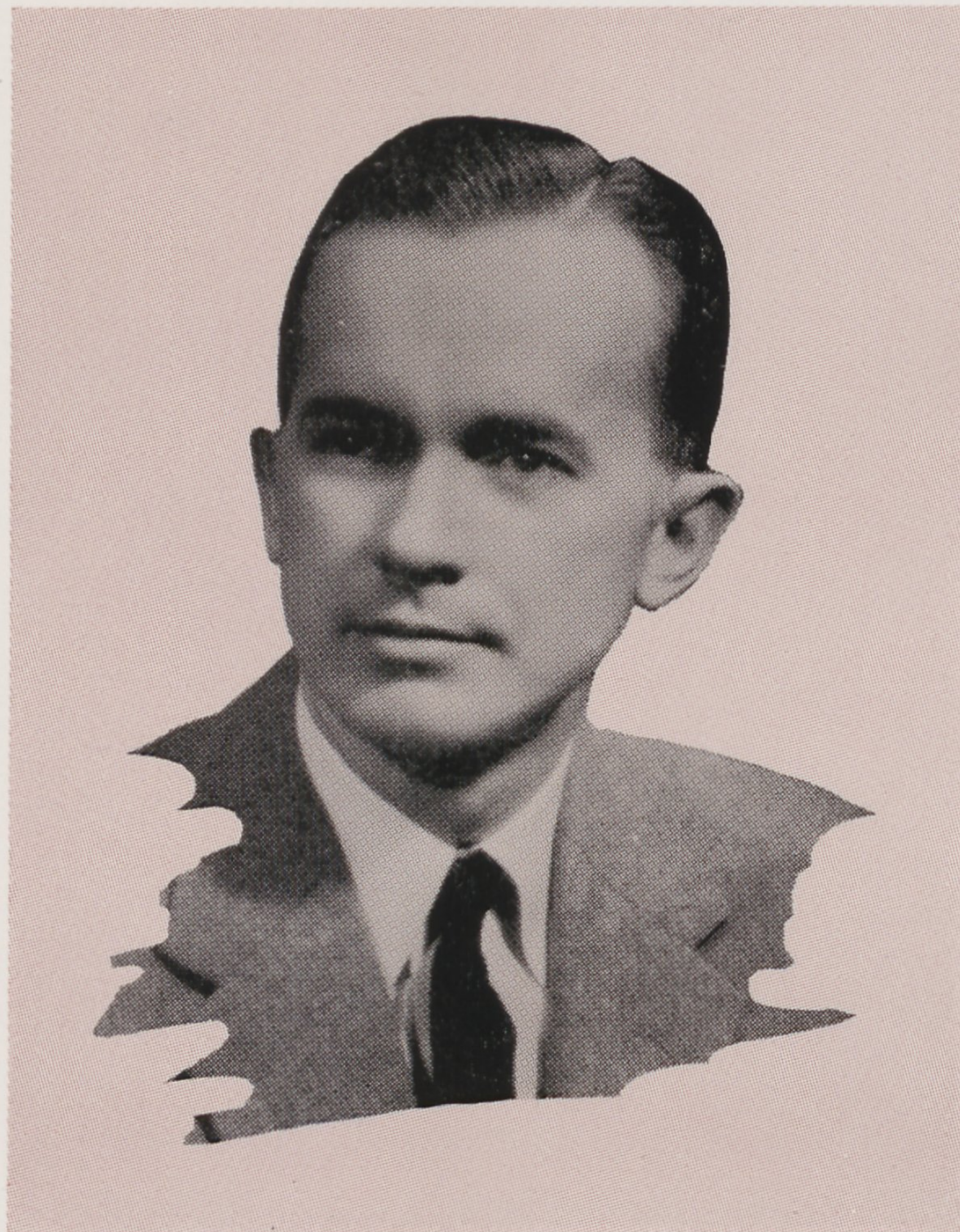


a message from FRANK W. DeFRIECE, JR.



You will be interested in how we see our responsibility as a pharmaceutical manufacturer. Our industry has matured considerably in recent years. Just what do we at Massengill feel is our responsibility?

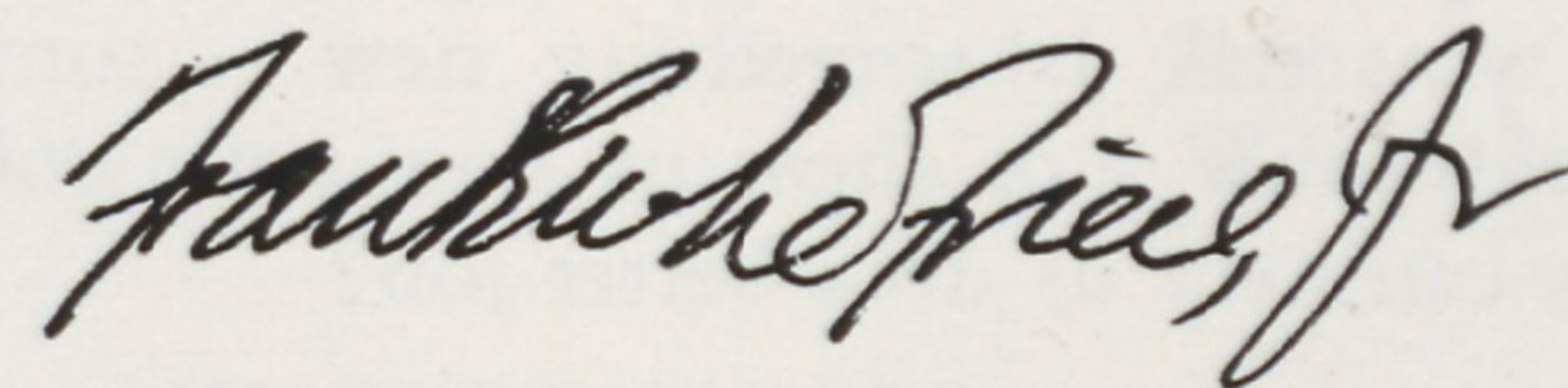
1. To see that our individual and collective actions are governed by the best interests of the people we serve. Public interest will be placed before business expediency.
2. To produce and market established products—and to develop new and improved products—of uniformly high quality. Thereby the physician and patient can have optimum assurance of their safety and effectiveness.
3. To conduct our business efficiently within our capitalist economy. This includes making a reasonable profit—a responsibility we have to our stockholders and employees.
4. To seek ways of reducing the cost of our products to our customers. Despite misleading headlines to the contrary, the pharmaceutical industry has been doing a pretty good job in this regard. The Labor Department's Wholesale Index shows that from 1949 to 1959 wholesale prices—exclusive of farm products

and foods—rose 20 per cent. In marked contrast, the wholesale price for ethical pharmaceuticals (those promoted only to professional people in the health fields) *declined* more than 7 per cent.

5. To make sure physicians and others of the health professions have the full therapeutic picture on each new product—plus supplementary information on established products—as it becomes available. The industry has been accused of failing to do this job well, but the accusations often confuse promotion (active selling) with information.

A pharmaceutical advertisement is not intended to be a textbook page: its function is to remind. Complete information is available to physicians in package circulars, booklets and other printed pieces which all companies supply.

6. To play a more active role in encouraging greater awareness in the social and political scene both in these fine United States and abroad. The pharmaceutical industry must realize that issues in the health field are in the halls of Congress and the public mind, as well as in the media which reach and influence both. Every citizen owes it to himself, his employer and his nation to interest himself in the facts on “national” issues. Only by this—and writing meaningful letters to their lawmakers—can we have a nation that will prosper for all.



Frank W. DeFriece, Jr.
President

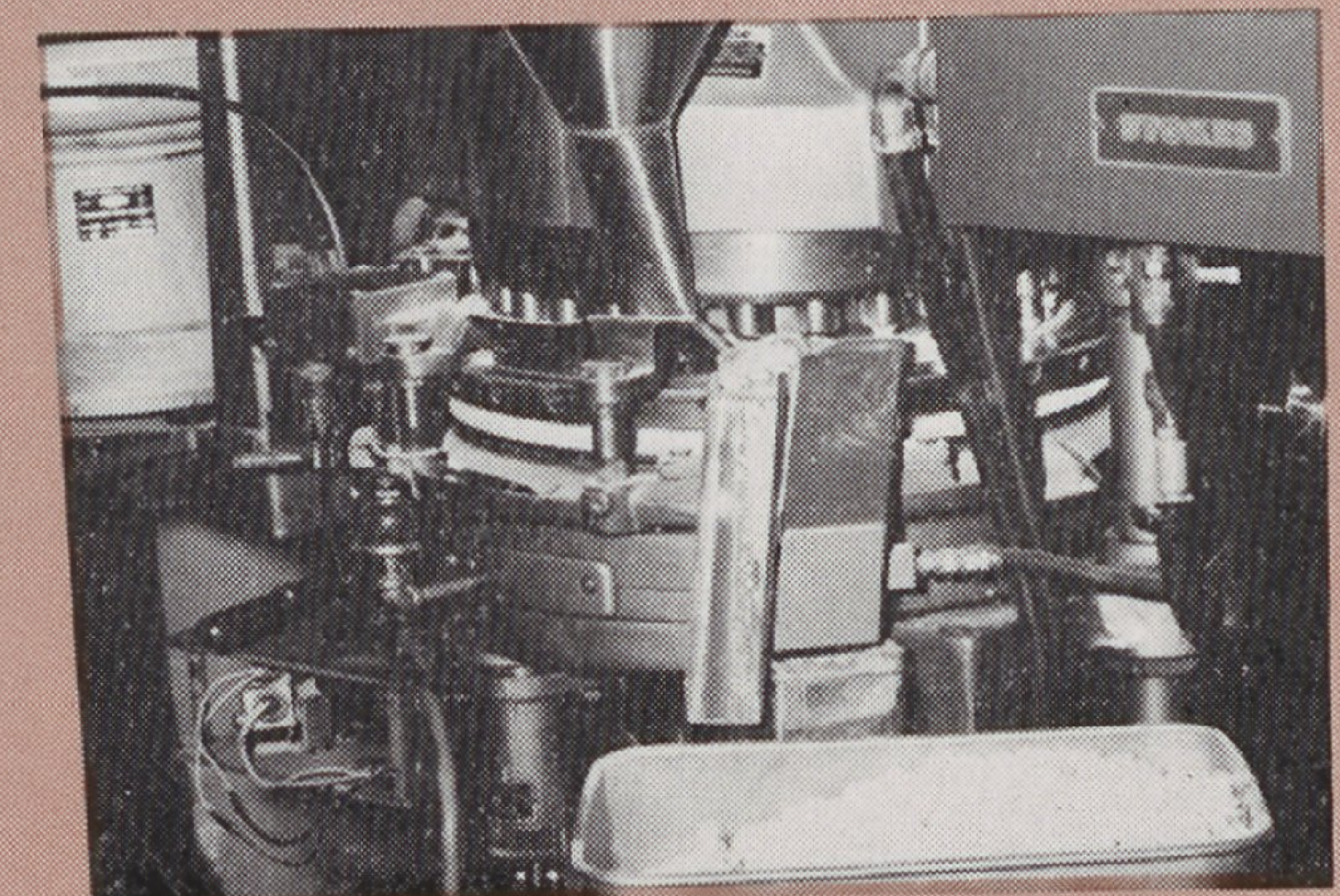
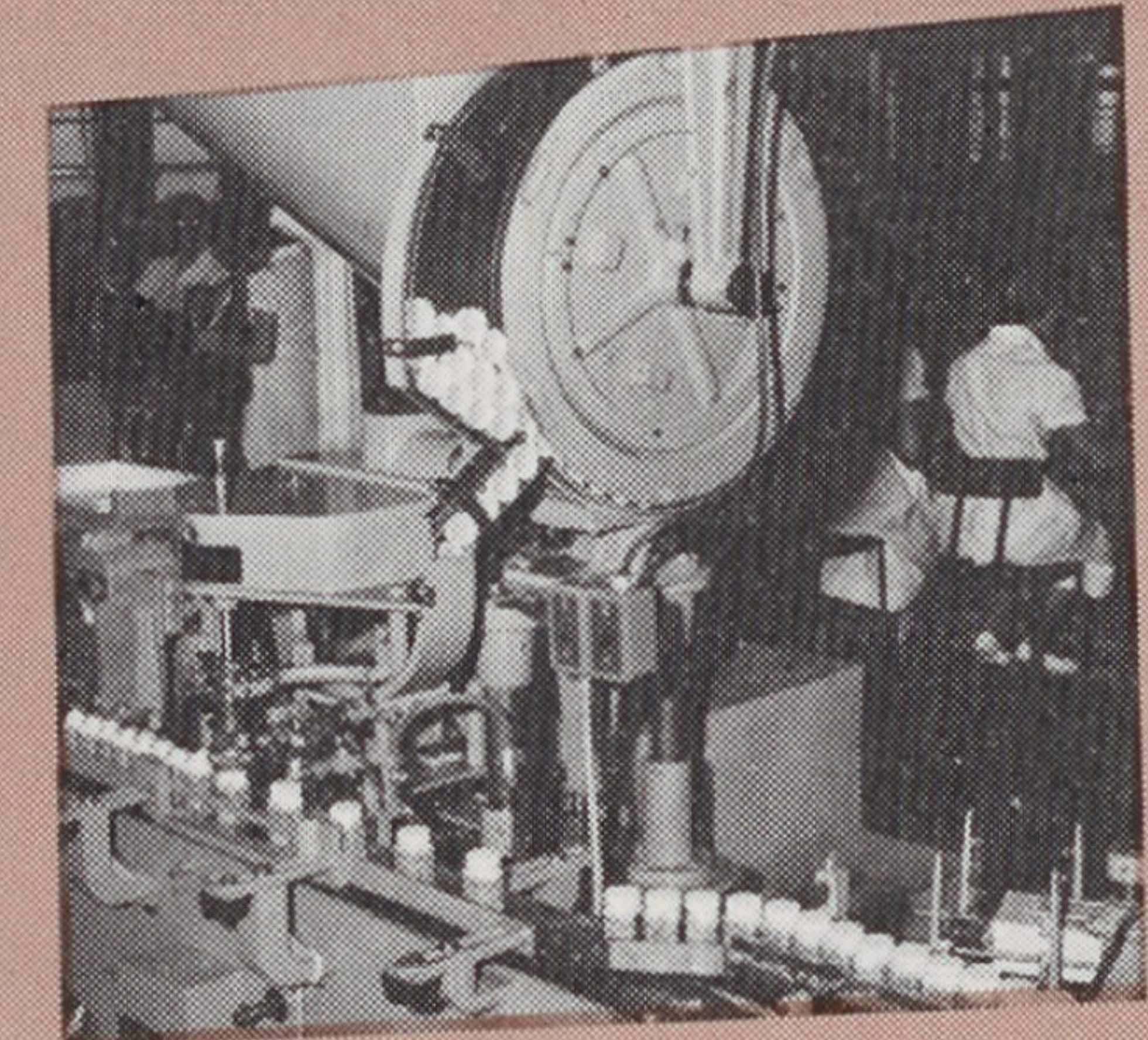
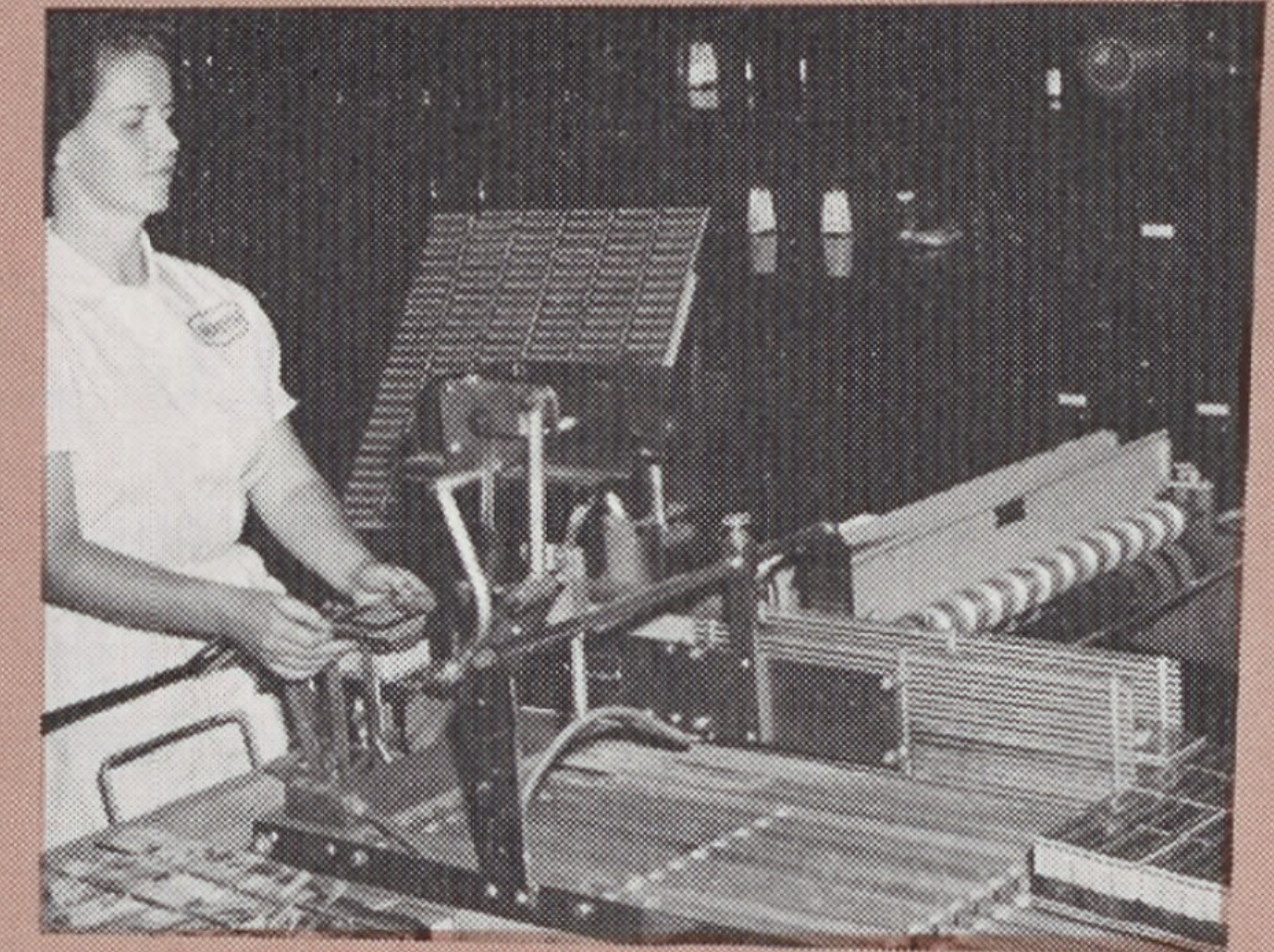
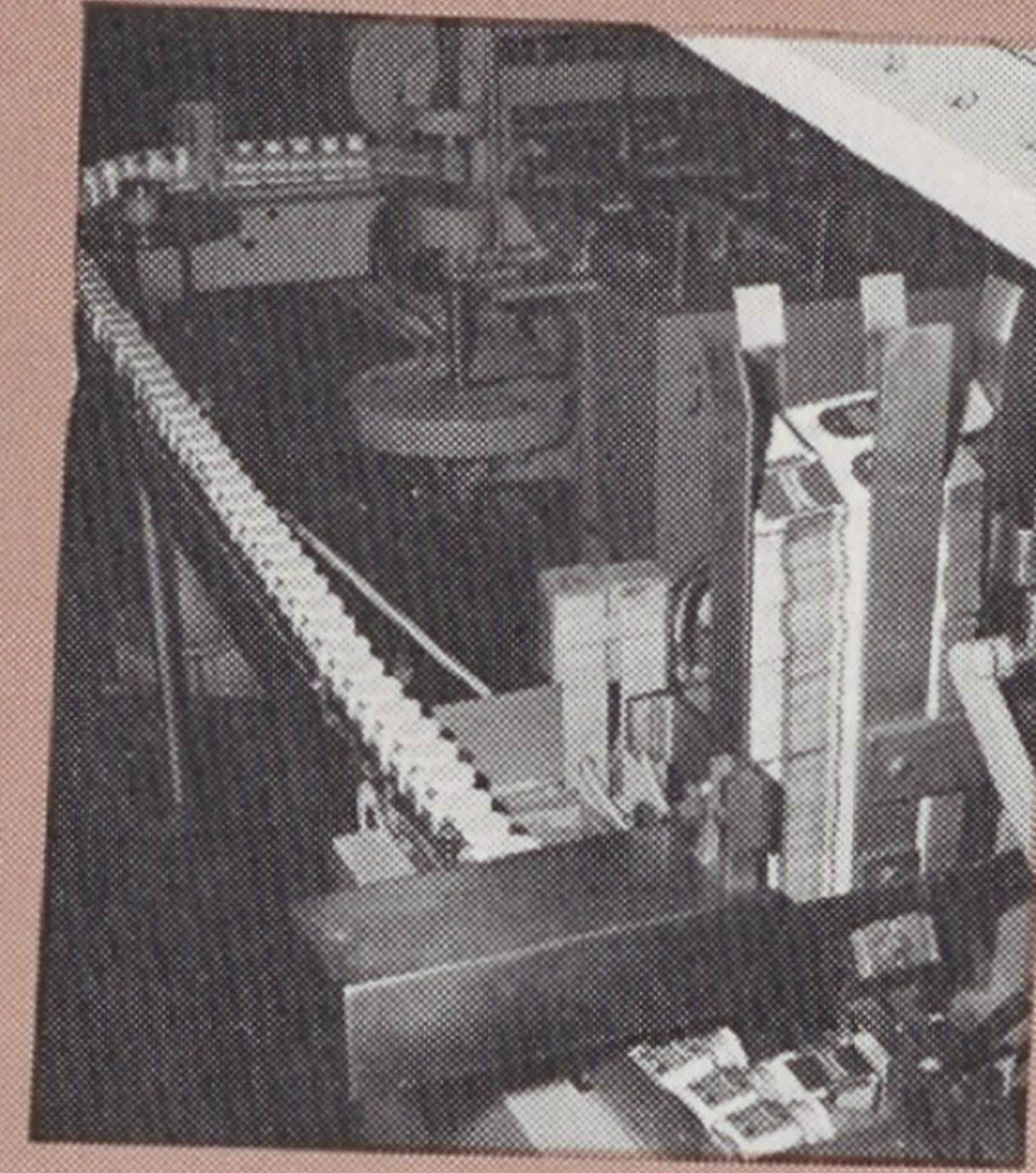
WELCOME to the S. E. MASSENGILL COMPANY

You will receive courteous attention here, for we are mindful that our own representatives are making their calls every day, seeking interviews and business just as you are.

We are glad to have you call, because it is an important part of our business to keep in touch with new developments and changes in products and services. Can you tell us something new – something we should know – or show us how your goods or services can help us do a better job?

If you are new in this locality and want help in locating certain places, we hope the map on page 7 will be of aid.

In this brochure we will give you a brief history of our company, its products and method of operation, as well as a directory of those you may wish to see.



COMPANY OFFICERS

CHAIRMAN OF THE BOARD.....	Frank W. DeFriece
PRESIDENT.....	Frank W. DeFriece, Jr.
VICE PRESIDENT.....	Harry R. Frehn
VICE PRESIDENT - SCIENTIFIC RELATIONS.....	Paul E. Carman
VICE PRESIDENT - EXPORT.....	H. N. Van Nostrand
SECRETARY-TREASURER.....	Pauline M. DeFriece

AT YOUR SERVICE . . .

SALES

Marketing Director.....	M. W. "Pete" Pully
Professional Product Manager.....	Joe Hardwick
Veterinary Product Manager.....	Paul Sells
Advertising Manager.....	Don F. Everett
Regional Sales Manager.....	Norman Massengill

MANUFACTURING

Plant Superintendent.....	F. S. "Bill" Taft
Technical Director and Product Development.....	Myles Duellman
Plant Engineer.....	William "Bill" Angelo
Production Control Manager.....	Lloyd L. Pair
Department Head - Control Laboratory.....	Lee Horning
Department Head - Maintenance.....	Garland Necessary
Department Head - Printing.....	Tom Jones
Department Head - Shipping.....	Asa Lindamood

PURCHASING

Purchasing Director.....	David Massengill
Buyer.....	Howard Prince

RESEARCH

Research Director.....	Bernard J. Brent, Ph. D.
New Product Coordinator.....	Wilbur Jones
Clinical Associate.....	George Grant

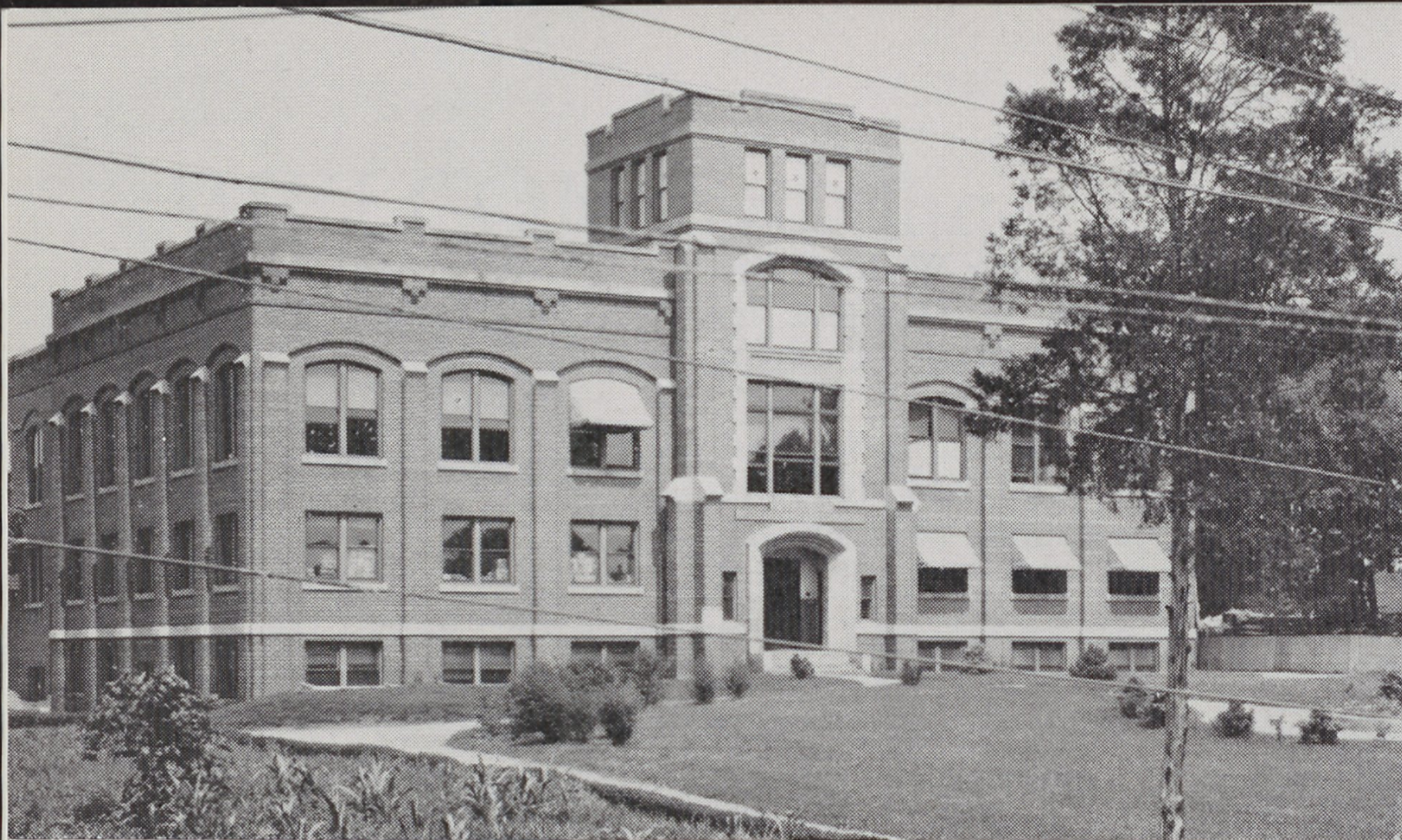
EMPLOYMENT AND PERSONNEL

Personnel Director.....	Horace Barnett
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ACCOUNTING

Admin. and Financial Manager.....	W. M. "Bill" Hepburn
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NOTE: Because it is good business in many instances for salesmen calling on us to see certain of the above personnel in person, the Purchasing Department will help you make these contacts, if mutually desirable.



HISTORY

In 1897, S. E. Massengill, M. D., and his brother, Norman H., founded the Massengill Brothers Company. At that time medications had to be ordered from distant suppliers, and delivery was slow and unreliable. The improved service which the Massengill Brothers gave to physicians of the nearby area was appreciated by them. It brought a steady increase in business, necessitating the employment of salesmen and expansion to larger quarters.

During 1917, a disastrous fire destroyed the stock, building and machinery of the company. The company, however, relocated in the then recently vacated buildings of King College in Bristol. Because of ill health Norman Massengill left the company at this time, and the company name was changed to The S. E. Massengill Company.

The company had embarked on a policy of supplying and having available a full line of pharmaceutical products. In this way doctors could buy all of their medicines from Massengill instead of having to order from several different sources. Sales in the southeastern part of the United States were increasing with the addition of each new salesman, and mail orders began coming in from other parts of the country. For this reason a warehouse and sales office was established in Kansas City, Missouri in 1922. The demand for Massengill products also spread northward, and it became necessary to organize a facility in New York, N. Y. in 1926. Then, in 1934 it became necessary to achieve nation-wide distribution, and a warehouse and sales office was opened in San Francisco.

The business has continued to prosper and today almost 300 salesmen, or "detail men," are calling on physicians for Massengill. We feel that we have made many contributions to the medical profession and have achieved a respected name in pharmaceutical manufacturing.

OPERATION

The S. E. Massengill Company manufactures pharmaceutical products. Refined chemicals and drug ingredients are mixed in the proper manner to give quality products – tablets, capsules, liquids, ointments, powders, suppositories, and sterile ampuls and vials

for injection. Manufacturing operations in all departments are under the supervision of graduate pharmacists and chemists. All product ingredients we use must pass rigid purity and identity tests, by our Control Laboratory, before being processed into our products. The finished products are again checked by our Control Laboratory before being released for packaging. Products must meet all the standards of potency, appearance, taste and sterility.

RESEARCH

The lack of adequate or completely effective treatment for any disease is the challenge of research. The goal of research is to develop such adequate and effective treatment.

Massengill maintains a competent staff of research chemists and is constantly enlarging this group.

Endless hours of chemical laboratory work go into compounding different versions of a proposed new product. Next comes testing on laboratory animals, and it is at this point that many a promising new product fails to live up to expectations and is discarded.

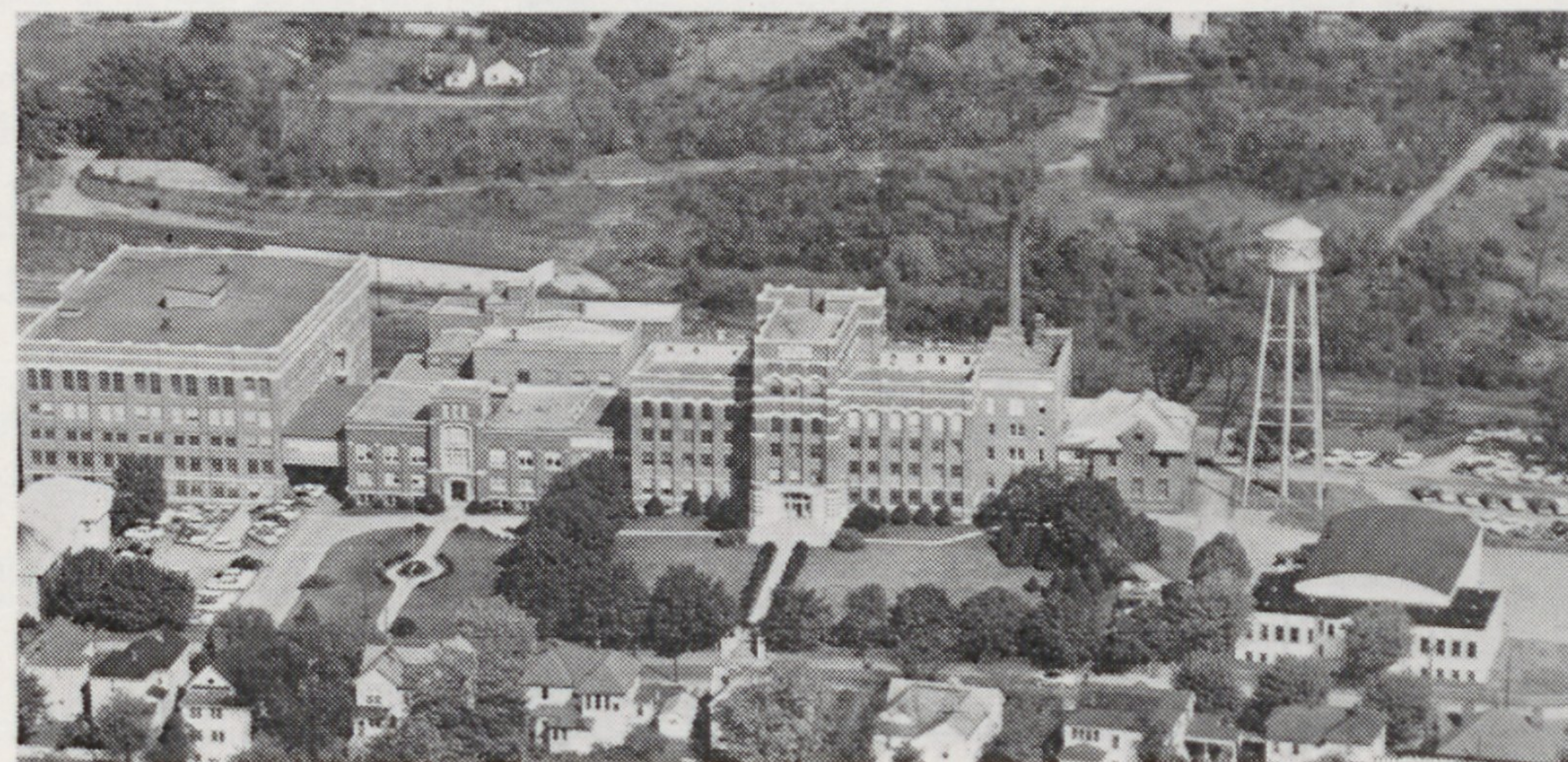
If animal tests show a new drug to be effective and safe, then a thorough clinical test is run on the product. A quantity is supplied to certain doctors, who are outstanding in the particular field being investigated, for use under their careful supervision. This clinical testing often requires many months, sometimes years, because not only the effectiveness of a product must be determined but also the possibility of chronic toxicity or tolerance to a drug must be studied.

The results of these tests may or may not be favorable, and many times they are not; however this type of research by Massengill must be done before a new product ever reaches the marketable stage.

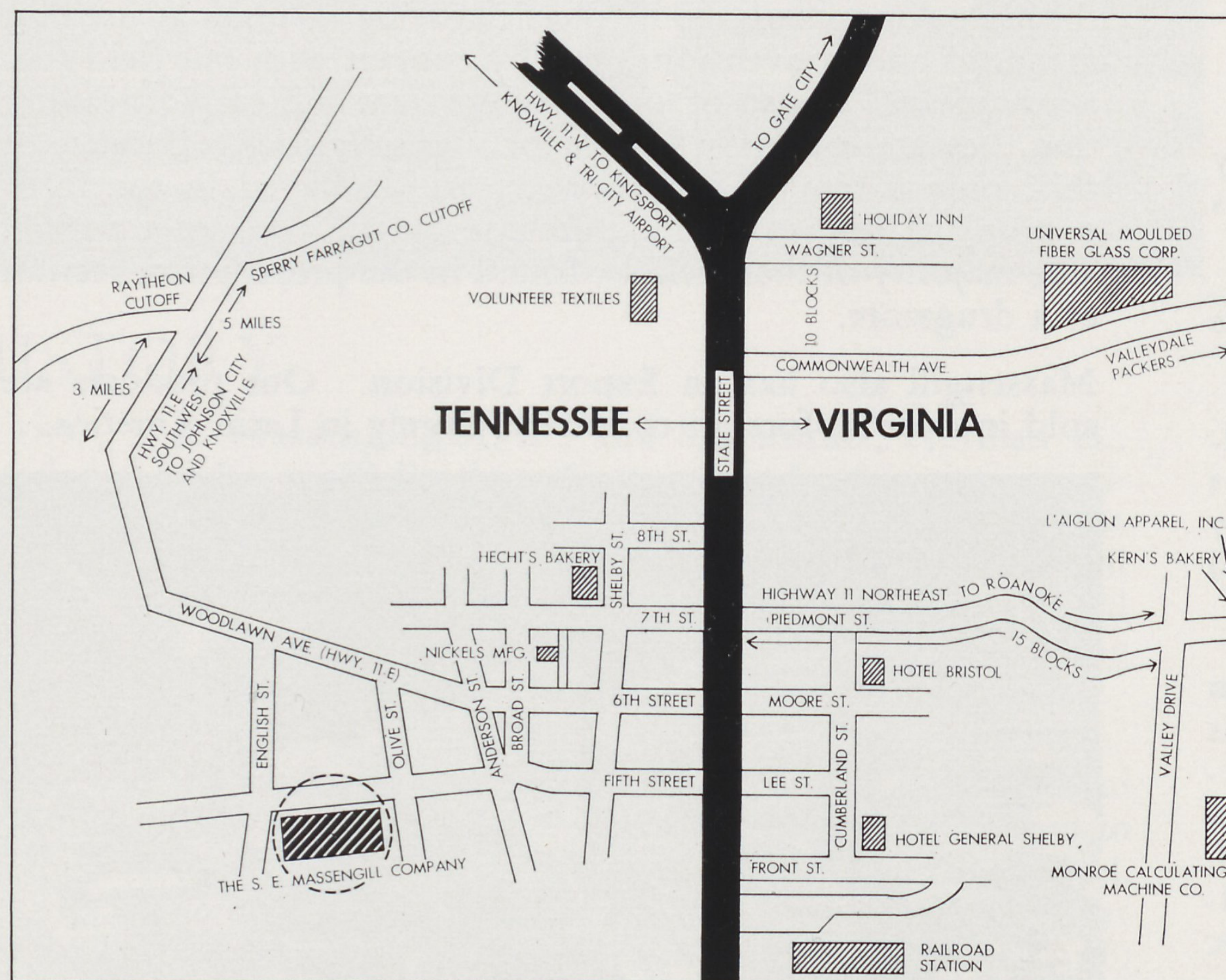
MARKETING

Physicians and pharmacists are informed about our products through advertising in medical and pharmaceutical journals, through direct mailings to physicians, by exhibits at medical meetings and conventions, and by contact with our field representatives. Most of our products are ethical – meaning that they are sold only for doctor's prescriptions. Because of this, only a few of our products are displayed in the front sections of drugstores for purchase by the consumer public. The majority of them will be found in the prescription section of a drugstore.

Massengill also has an Export Division. Our products are sold in over 20 foreign countries, largely in Latin America.



OTHER INFORMATION



TAXICABS

City Cabs.....	NOOrth 9-3181
Radio Cabs.....	NOOrth 9-4101
Airport Limousine.....	NOOrth 9-3721

AUTO RENTALS

Avis.....	NOOrth 9-7241 or FAirview 3-4090
Hertz.....	FAirview 3-5530

AIRLINES

Piedmont.....	SOuth 4-2123
Southern.....	SOuth 4-3149
United.....	SOuth 4-6101

RAILWAYS

Norfolk and Western.....	NOOrth 9-7322
Southern.....	NOOrth 9-7322

AAA

East Tennessee Auto Club.....	NOOrth 9-6125
Location:	520 Cumberland St.

TRAVEL AGENT

Holidays, Inc., 16 Bank St.....	SOuth 4-6146
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For help in making your plane, train, car, or bus schedule and reservation, call the above numbers. You may purchase your airline ticket at the East Tennessee Auto Club or local Travel Agent.

INTERESTING FACTS

ABOUT BRISTOL, TENNESSEE - VIRGINIA

POPULATION: City limits, 35,897; metropolitan area, 48,000; approximately 9 % Negro, 1/10 of 1 % foreign born. The population is almost evenly divided between the Tennessee and Virginia sides of the city.

ELEVATION: Averages 1800 feet, with many points in the city much higher. The nearby Holston Mountains range in elevation from 2,000 to 5,000 feet.

CLIMATE: Because of its cool summer nights, warm summer days and mild winters, it has been rated the best climate in the Eastern United States. The hottest month, July, averages only 75°; and the coldest, January, averages a moderate 38°.

GOVERNMENT: Bristol is famous as a twin city. It is really two cities in two states, with the state line exactly in the center of its main business thoroughfare, State Street. There are 2 Police and 2 Fire Depts., 2 school systems, etc.

Bristol, Tennessee has a Mayor-Commission form of government; Bristol, Virginia, the City Manager form. In all other respects Bristol is operated as one city. There is only one of most civic clubs, one of each charitable organization, and one Chamber of Commerce.

MANUFACTURING: The "Made in Bristol" label appears on a widely diversified group of products important in local, national and foreign markets: mine cars, gears, belt sanders, hardwood lumber and millwork, veneers, caskets, pallets, wood specialties, work clothes, lingerie, hosiery, dresses, cotton and woolen yarns, mattresses, pharmaceuticals, cinder and concrete blocks, paper boxes, paper and cloth bags, bakery products, candy, vinegar, ice cream, antique reproductions, structural steel, trailers, truck bodies, business machines, eye-glass frames, light metal products, reinforced fiber glass products, guided missiles, and others.

RETAIL AND COMMERCIAL: Bristol is the shopping center for a wide area extending into Southwest Virginia, East Tennessee and touching points of Eastern Kentucky and Western North Carolina. Because of this wide trade area Bristol accommodates more than the usual number of business enterprises and has maintained through the years its unrivaled position as "The Shopping Center of the Appalachians."

CHURCHES: Bristol's slogan "A Good Place to Live" is well supported by its 60 churches including every Protestant denomination, Jewish, and Catholic, with Parochial School.

SCHOOLS AND COLLEGES: As the home of three colleges, Sullins, Virginia Intermont and King, and a highly modern public school system, Bristol enjoys a cultural atmosphere that can only come to cities possessed of fine educational institutions.

TRANSPORTATION: City Bus Service: Covers all points of Bristol. Thru Bus Service: Seven bus lines make 75 trips daily out of Bristol. Airlines: Operate from Tri-Cities Airport, 15 miles from Bristol. Served by United, Piedmont and Southern Airlines. 32 flights daily giving direct service to all larger U. S. cities.

Railroads: Bristol is the juncture point of Norfolk & Western and Southern Railways. Connecting for all points - 4 trains South and West, 4 trains North and East daily.

UTILITIES: Electric: City Owned, TVA Power. Operated by Bristol Tennessee Power Board and Bristol Virginia Power Board.

Telephones: Inter-Mountain Telephone Company.

Natural Gas: Bristol Gas Corporation.

Water: City owned and operated systems.

FOR COMPLETE FACTUAL SURVEY OF BRISTOL CONSULT THE BRISTOL CHAMBER OF COMMERCE.



THE S. E. MASSENGILL COMPANY, Bristol, Tennessee

NEW YORK

KANSAS CITY

SAN FRANCISCO