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Mom, What's a UniRoyal?

Ask your father:

Son, your father might think that you're not old enough to understand. But we're going to try to explain it to you so you will understand and participate.

Unisroyal is the new international trademark for the U.S. Rubber Company. (That only sounds complicated. A trademark is kind of like a nickname for companies. And an international trademark simply means that no matter where that company goes in the world, everybody knows its nickname right away without asking.)

Why did we need a new trademark? Because we've outgrown our old one, "U.S. Rubber," the way some kids outgrow their nicknames.

You see, almost all the things we make—such as Royalex® modern plastic that's tougher than steel or Ked® (the canvas sneakers that you wear to play baseball) or even your father's new Royal® golf clubs—are very little to do with rubber. So you can see that the "Rubber" part of our nickname doesn't fit anymore.

As for the "U.S." part, we make a lot of our things in 23 different countries all over the world. So that doesn't fit either, does it? But our new nickname, Unisroyal, fits everything we make. No matter where we make it isn't it all clear now? Could you explain it to your dad tonight? All boy.

A man who actually knows what a UniRoyal is will be on campus soon.

(Recall your placement office for the exact date and time)