

CHEMICALS  
**ACP**  
PROCESSES

# *the* **ACP** *News*

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PROCESSES

AMERICAN CHEMICAL PAINT COMPANY

Vol. 5, No. 1

MAY 1957







SERVICE



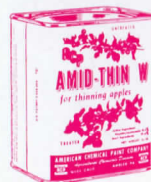
AWARDS

The ACP News congratulates the following employees  
who have received Service Pin Awards:

- 20 YEAR PINS: Laylond C. Diehl, Ferdinand P. Heller, Samuel L. Ottey  
15 YEAR PINS: Joseph M. F. Leaper, Clarence C. Wood  
10 YEAR PINS: Joseph A. Lysinger, Walter G. MacLaughlin, John M. Rossi, George A. Russell, Joseph Torchiana  
5 YEAR PINS: Joseph V. Alba, Christian Andersen, Harvey R. Burrell, Olga J. Cahill, Donato Calvano, Dan W. Chisholm, Elton K. Garritt, Robert R. Godorecci, Esther M. Hopwood, Allen T. Johnson, Joseph S. Landon, Angeline J. Palermo, James W. Parker, Eugene A. Roche, James A. Rupton, Frances Valeo, James R. Welch

### BLOSSOM TIME IS THE "GET BUSY" SIGNAL FOR ACP AGRICULTURAL PRODUCTS

The bee's eye view of a tempting array of apple blossoms shown on the cover of this issue of The ACP NEWS points up the unique characteristics of one of our most interesting products—AMID-THIN.<sup>®</sup> The ingenious action of this naphthylacetamide spray formulation actually thins the fruit crop more thoroughly than hand thinning—to assure better fruit size, color and quality. In contrast, another ACP hormone formulation, including naphthylacetamide, FRUITONE,<sup>®</sup> sets fruit—such as tomatoes, beans, holly, etc. Orchardists, farmers, nurserymen plus untold thousands of suburbanites with gardens on their properties, are learning that ACP products have an important place in their agricultural vocations or hobbies.



the **ACP** News

Vol. 5, No. 1

May 1957

Published by the  
American Chemical Paint Co.  
Ambler, Pennsylvania  
in the Interest of ACP Employees  
and Their Families

#### Reporters

Barbara H. Emerson.....ACD Research  
Dorothy DiLauro.....ACD Sales  
Andy Duesik.....Ambler Plant  
Nellie Niblock.....Gen. Accounting Office  
Chris Anderson.....International Div.  
Wilbur Hall.....Metal Working Research  
Anne Lucas.....Metal Working Sales  
Toni McBreen.....Packaging  
Harry Croll.....Pilot Plant  
Blanche VanBuren.....Detroit Territory  
Frances Adamac.....Windsor  
Marie Ackerman.....Niles  
Virginia Chequer.....St. Joseph

John R. Miller  
Editor



JOSEPH M. F. LEAPER, receiving his 15-year pin from Gerald C. Romig. A graduate of the Royal University of Ireland and Oxford University, Mr. Leaper is widely recognized for contributions to the development of optically active derivatives of plant hormones and for his work with special rodenticides. His hobbies include chess and the piano.



JOSEPH TORCHIANA, veteran advertising manager in the Agricultural Chemicals Division, poses proudly for the camera as he wears his 10-year pin for the first time. The presentation was made by Raymond M. Naylor. Joe is a specialist in the graphic arts and is well known in the national advertising field. Among all his hobbies, none compares with lusty singing of popular tunes and familiar Irish ballads. His repertoire is tremendous!

the **ACP** News



George H. Williamson



Helen C. Taltavull

## Our Board of Directors Elects Two New Officers

Initiative and ability are outstanding characteristics of **GEORGE H. WILLIAMSON**, newly elected vice-president of our Company, and key executive selected to supervise manufacturing at our Niles plant and sales throughout the ten state area known as our West Coast district. He became a full-fledged member of the ACP family in 1935 when he joined the Detroit sales staff, specializing in the development of new business in our rust proofing chemicals and processes. Within a year, he became sales manager of the Midwest Sales District. He concentrated much of his sales talent on THERMOIL-GRANODINE,<sup>®</sup> the heavy manganese phosphate wear resistant coating which has become a basic and highly respected product with almost universal usage throughout the automotive field.

Armed with 17 years of service at Detroit, George was ready to tackle new fields for ACP and was transferred to Niles, California, in 1952, where metalworking on the West Coast was growing rapidly and the aviation industry was practically limitless in its potential. It was not surprising, therefore, that he and his teammates operating "west of the Rockies," met with consistent success and that manufacturing and sales of ACP products won the coveted "well done" commendation year after year.

The Company has confidence in George, in the type of leadership he demonstrates, and in the enthusiasm he engenders with co-workers and customers alike. Now, as vice-president, he is setting even greater goals of accomplishment on behalf of ACP.

**HELEN C. TALTAVULL'S** promotion to assistant secretary is an expression of confidence typical of our Company's policy of rewarding loyalty with loyalty.

Miss Taltavull still wears the same pleasant smile which came to work with her the very first time she reported to the bookkeeping department more than 10,000 days ago. Armed with a diploma scarcely dry, and a spic-and-span B.S. degree from Temple University, she had come to Ambler to accept a modest position described as a "nice job with a nice boss." That boss was the assistant treasurer of ACP. In 1956 he was destined to become the Chairman of the Board of our Company, even as Helen's name was to be included with the Officers of the Company.

In retrospect, Miss Taltavull chuckles quietly as she compares the present facilities and personnel of the Ambler plant and offices with those which greeted her back in 1929. Then there was but one building. It was the plant, the warehouse, the laboratories and the offices and "her" department included only 6 girls. "It was fun then . . . and it is still fun," says our new assistant secretary. "In my new duties, I am specializing in confidential accounting and I find it exciting and challenging." If any subject makes Helen's face light up more than talking about ACP, it is her Theta Upsilon Sorority. As a senior at Temple, she was elected president of the active group; as a respected and talented alumnus, she is secretary of the sorority Alumnae branch and she serves as financial advisor time and time again.

Helen resides in Elkins Park, forsaking her native Philadelphia 13 years ago. It is logical to observe that, with loyalty like hers, it is natural to want to live nearer the place that likes her so much.

## ACP JOINS THE FIGHT AGAINST POLIO!

Your Company is glad to cooperate with The National Foundation for Infantile Paralysis in its concerted effort to have as many adults under fifty years of age as possible vaccinated against polio before this coming summer. In Ambler, arrangements have been made with a group of local doctors to provide this vaccination at no cost to our employees. In other areas, arrangements for this service are to be made through the various District Offices. Vaccination will consist of two individual injections of Salk Vaccine four weeks apart.

For those employees who are desirous of receiving Salk Vaccine injections, but would prefer to receive the injections by their own family physician, the Company is prepared to provide a \$3.00 allowance per injection.

If you wish to be vaccinated under this program contact your immediate superior and procure the necessary form.

**SAFETY REPORT**  
for 1957

Safety records of departments at the end of March, 1957 listed in order of merit	Best percentage of improvement Since December 31, 1954
1. Packaging	1. A.C.P.
2. A.C.P.	2. A.C.D.
3. Receiving	3. Shipping
4. Construction	4. Receiving
5. A.C.D.	5. Packaging
6. Maintenance	6. Maintenance
7. Shipping	7. Construction



## WELCOME TO OUR NEW EMPLOYEES

	HOME TOWN	ASSIGNED TO
DALE A. BUSH	Lincoln, Nebraska	Midwest District
ALVA K. CASSELL	Ambler, Pa.	Carpenter—Ambler
MANUEL E. CORDENIZ	Niles, California	Plant—Niles
JOYCE G. COLLOM	Ambler, Pa.	International
EDITH A. COSTELLO	Ambler, Pa.	Engineering
JAMES F. DRAKELEY	Philadelphia, Pa.	Accounting (IBM)
ALVIN GRAY	Sheridan, Wyoming	West—Agricultural
RALPH HALLMAN	Ambler, Pa.	Maintenance—Ambler
CHARLES S. HALLOCK	Pennsauken, N.J.	ACD Sales (Rodenticides)
JENINA R. HARKINS	Lansdale, Pa.	Personnel Department
MARGARET G. HLAVATY	Ambler, Pa.	Plant Manager's Office
WILMA HURST	St. Joseph, Mo.	Central District Office
JOHN H. KIRCH	Hatboro, Pa.	Agricultural Research
CARL H. LEE	St. Joseph, Mo.	Plant—Central District
WILLIAM T. MOWRY	Willow Grove, Pa.	Receiving—Ambler
FRED J. MOSER, JR.	Cincinnati, Ohio	Midwest—Technical
ROBERT P. MURPHY	Havertown, Pa.	ACD Sales
GEORGE E. NELSON	Ambler, Pa.	ACP Production—Ambler
CIRO J. ORLANDO	Niles, California	Plant—Niles
ELMER H. OTTMER	Ambler, Pa.	Shipping—Ambler
RICHARD J. OTTEN	Ambler, Pa.	Agricultural Products
FRANK A. REISNER	Montreal, Canada	MW Sales—Canadian
MANUEL R. SILVA	Niles, California	Plant—Niles
MARGARET M. SMITH	Gwynedd, Pa.	International—Agr.
MICHAEL J. STERNICK	Newark, N.J.	MW Sales—Eastern
MAURA L. STEWART	Montgomeryville, Pa.	Secretary to Technical Director
JOANN E. WASHINGTON	Ambler, Pa.	Accounting
ROBERT R. WILLS	Canonsburg, Pa.	MW Sales—Eastern

### WHO IS REALLY YOUR BOSS?

He is usually the person who "sits" on the other side of your desk rather than at the next desk. He is not on the ACP payroll and owns no voting stock but his decisions are knit closely with the work you do. Nevertheless he has the most important title of anyone whom you serve—he is a "customer" of ACP. The fact is he is The Boss of everyone in the ACP organization.

■ When you are fully aware that the very keystone of our business is service, it is easier to get along with your real boss.

■ He expects value in merchandise—and in service.

■ He is easily influenced by prompt attention to his problems.

■ When he uses ACP products in the sense of his customers, he expects us to work hand in hand with him.

■ He has a right to think of ACP as a leader and pioneer in the Metalworking and Agricultural Chemical field equipped with the brains, the energy and the willingness to make it easy, pleasant and profitable to do business with us.

■ He is *not* interested in our problems but he insists on our interest in his.

■ Since he doesn't sign a "life contract" with ACP when he is "sold" on our products and our processes, it is our constant responsibility to keep him "sold" on us. If each of us is customer-minded every day—we can count on our real boss to be loyal to us and good to us.

## THE ROVING CAMERA . . . . .



**Jack P. Taylor is  
Appointed Manager of  
Industrial Chemical Sales, ACD**

After more than four busy years as assistant to the sales manager in the Agricultural Chemicals Division of our Company, Jack has been selected to spearhead the sales effort in the expanding field of industrial use of our agricultural chemicals. This forward step is a natural sequence to his special interest in industrial brush control with ACP and his research work at Virginia Polytechnic Institute where he earned his Master of Science degree in chemical engineering.

He joined the American Chemical Paint Company in January 1951, as sales representative in the southeast, serving accounts in North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Tennessee.

Originally enrolled as a student in Roanoke College, Virginia, Jack interrupted his schooling to spend three years in the armed forces.



**Ellsworth A. Stockbower  
Appointed Manager of  
New Product Sales, MCD**

The unique blending of sound technical experience with alert understanding of the "selling" side of our business has turned the promotion spotlight on Ellsworth A. Stockbower. On April 1st, he received "top level" instructions to prepare to relinquish managership of the Technical Standards Department, a job which he held since 1953. New assignment: Manager of New Product Sales!

Ells—as he is known by all of his friends—joined ACP in August, 1947. He worked on RODINE® research, hydrogen embrittlement research and on cholesterol production, in our research laboratories, our Sales Department, Technical Service, Metalworking Chemicals. Then for a two year period, 1951 to 1953, Ells wore the title of "chief", Technical Service Metalworking Chemicals Division.

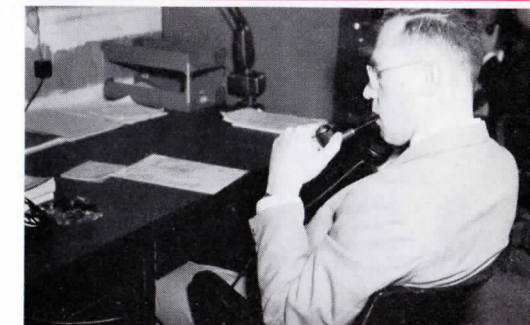
Golf and chess are included among Ells favorite pastime hobbies.



Dorothy Snyder, snowed under on a Spring morning, in the Billing Department.



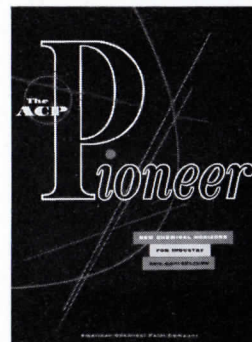
Danny Shaw, of Agricultural Chemicals Sales, chuckling over a humorous bit of correspondence. His secretary, Mrs. Olga Cahill is enjoying it, as you can see.



Richard Rockstroh, process engineer, puffs away on his pipe while "conferring" on a metal research problem.

## The ACP PIONEER Goes Globe-trotting; Brings Home Compliments for YOU!

It is quite obvious that the ACP PIONEER represents a prime investment by your Company. Nearly a year in the making, edited to appeal to the layman and the professional, it mirrors the past, present and future of the American Chemical Paint Company. It tells others exactly what ACP stands for, highlighting the great need for the products we make and the processes we have developed. Here are a few of the many comments which were prompted by the charter issue:

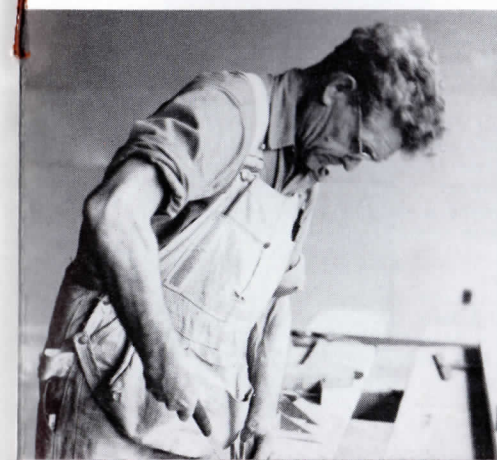


**QUOTES:** "YOUR booklet was certainly designed to acquaint one with the things which American Chemical Paint Company is doing and the extent of their far-reaching activities. I have enjoyed reading it very much and, as a matter of fact, have not heretofore realized that you were so active in so many things." ★ ★ ★

"BEFORE reading 'THE PIONEER,' I thought I knew quite a bit about the American Chemical Paint Company, but now I realize I had hardly scratched the surface. After reading it I am more proud than ever about the association between our companies." ★ ★ ★

"IT is an excellent publication and a splendid introduction to your company and its products . . . it is the best I have read in the field of applied chemistry in Industry and Agriculture." ★ ★ ★

"THIS is a very well done magazine and one which is a credit to the American Chemical Paint Company. With your permission, I intend to circulate it to a number of people in our company."



Ferdinand Lieke, of our Construction Department working on the new ACP Board Room.



Jenina Harkins weathering a busy afternoon in the Personnel office.



Richard Otten, technical writer, deep in thought in the Agricultural Research offices.



## METALWORKING SALES PLANS FOR 1957

Five ACP Sales Districts were represented in Ambler last December for a "refresher" course in sales strategy when the advantages of all our important products and processes were reviewed in detail. ► The ACP camera was on hand between sessions: (Front row, reading left to right): George L. Smith, Midwest District; Jack M. Price, Staff Assistant, Metalworking Sales; Kenneth L. Wilber, Eastern District; Eric H. Grayston, Canadian District; Ellsworth A. Stockbower, Manager, New Product Sales. (Back row, reading left to right): Howard W. Schroeder, Midwest District; John Fogel, Central District; Malcolm E. McGuire, Central District; John N. Harsma, West Coast District; George E. Brumbaugh, Development Department; Robert E. Murphy, Development Department.

### Henry Sontheimer Will Celebrate 75th Birthday in June

We are happy to report that Henry Sontheimer, the original ACP export manager and former vice-president of the Company is greatly improved in health since suffering a heart attack on New Year's Eve. He will celebrate his 75th birthday on June 14; and November 27th will make his 50th wedding anniversary. Congratulations and best wishes from the entire ACP family!

### Dr. Fritz Simion Was "Three Score and Ten" on April 23

This veteran European patent attorney has been associated with our Company for more than 20 years and has contributed much to the smooth operation of our International Division. Greetings from this side of the Atlantic to Dr. Simion in London.

Incidentally, the "grapevine" reports that he expects to enjoy a pleasant vacation soon in Baden-Baden, Germany.

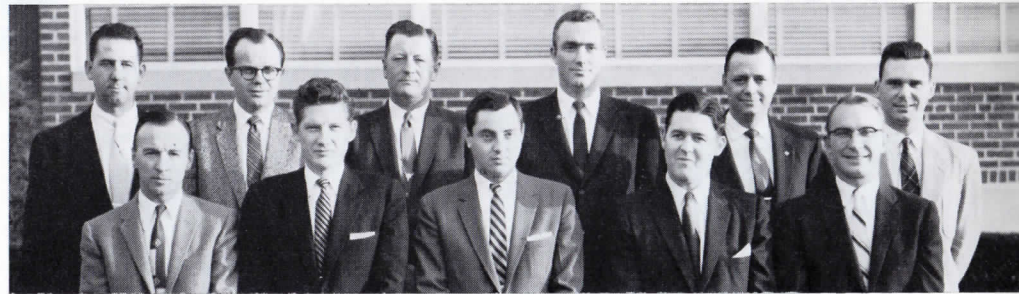
### Dr. Pavlychenko Lauded For His Scholarship

Dr. T. K. Pavlychenko of Saskatoon, authority on plant ecology, with three other Ukrainian Canadians, was praised for scholarly achievements at a special session of the Ukrainian Free Academy of Sciences, UVAN, held at the Ukrainian National Home in Winnipeg.

The other three honored were Metropolitan Ilarion Ohienko, Canadian head of the Ukrainian Greek Orthodox church, who has translated the Bible from Greek and Hebrew into Ukrainian; Dr. J. Pater-nak of Toronto, and Peter Zvorych of Vegreville, Alta., an agricultural pioneer.

Dr. Pavlychenko's friends at ACP will be happy to hear that he is well on the way to recovery from his recent illness. He is "at home" after a sojourn at the hospital. Sincere regards and best wishes!

St. Valentine's Day lived up to its traditional reputation for "Vonnies" Berky, Metalworking Sales secretary, for it became "engagement" day for her. E. Herbert Koeger, of Warrington, Pa., popped the question. The wedding date is set for September 21st.



### THIS AND THAT ON THE "PARTY LINE"

Love, the real thing, paid a visit to our Metalworking Research Department recently when research technician ROGER BEAMON persuaded Helen Hedrick, of Lansdale, to take the first step in the direction of the altar via the "engagement" route. The wedding is scheduled for August.

Wedding bells rang out on February 23 for CATHY BLENX, of International Division fame, when she became the happy bride of Joseph LaPenna. They "honey-spooned" at Miami Beach under the magical Florida moon. Their "Mr. and Mrs." address is Conshohocken, Pa.



Jack Meyers, the capable young pitcher on the Phillies baseball team makes a tour of the ACP Ambler Plant with commentary by LEON CHERKSEY, friendly Chairman of the Board. This looks like a good example of National League public relations as it is well-known that Mr. Cherksey is an avid American League fan.

The untimely death of CHARLES MORRIS on February 19, came as a distinct shock to his many friends in the Ambler plant and offices. His principal responsibility was Maintenance Department records in all their complicated classifications. Sincerest sympathies are extended to his family.

JOHN G. BARANOWSKI, who has nine years of service with ACP, is recovering from a heart attack suffered on April 4 while working in our Maintenance Department. Thoughtful cards from his friends will do much to cheer John during the long days of inactivity.

There were 25 "candles on the cake" on January 23rd for our genial friend, GEORGE ANTONACIO, of the Ambler Shipping Department. The reason: a gala wedding anniversary. Here's hoping you will enjoy many, many more.

Comments from NILES: First impressions for all our visitors are especially pleasant because Mrs. PATTI SHIPE is our West Coast receptionist. She came to us from "Westvaco" and resides in Newark where her three small daughters keep things on the go! : : : MARIE ACKERMAN, Niles' "girl Friday" has returned from a motoring vacation down the coast into Mexico. The cards and souvenirs proved she had a good time : : : CHUCK WIRSHING is "poppin'" his buttons with pride over his black and white Ford convertible. It's quite an eye-ful : : : Thank you, "Ambler" for promising to have our property fenced in. This will be a blessing in disguise . . . deterring the "gentlemen of the road" and the village animals who took a special liking to our property : : : :

June 29th is the fateful day for BEVERLY LOVE, of ACD Research Department, for it will be the happy wedding day on which she becomes Mrs. Jerome T. Potter. The lucky groom is finishing his senior year at Moravian College in Bethlehem, Pa., Beverly's Alma Mater. He was co-captain of the 1956 football team, and hails from Vestal, New York.

When the Bethlehem Bach Choir presents its annual spring festival this month, two popular fellow employees will be included in the world famous group. HUGH GEHMAN, of metalworking development, and DON SMALL, of the ACD Research Laboratory, report that this year's program includes the B Minor Mass, The Magnificat, several cantatas and a motet. Bach devotees from many states make a musical pilgrimage to attend these concerts every year.

One of our newcomers in ACD research, JOHN H. KIRCH, became a daddy on March 22. His wife, Janet, presented him with a new manager for his Hatboro home . . . Bruce Walter Kirch.

Congratulations to Mr. and Mrs. H. E. PATTERSON, Central District, who announced the birth of a daughter on December 7, 1956.

## the ACP News

DON'T LET ANYONE get the idea it is an easy job to keep our Company in high gear year after year. Salesmen are working world-wide every day to make sure the "home fires" are busy. Sales aids and service manuals are prepared and distributed by the hundreds of thousands and publicity appears with regularity in more than 80 magazines.

These "tools" represent a tremendous investment in good-will. The average number of readers exposed to these ACP messages is way over 30,000,000 monthly! That means more than a third of a billion impressions annually!

Here's the media list used by the three divisions of our Company. Did you realize how many kinds of businesses have a genuine need for the chemicals we manufacture? The truth is that in our own "home lives," we depend greatly on the efficiency of ACP products—from the most routine breakfasting to the monthly payment on our cars—or the maintenance of our homes.

### SHELTER PUBLICATIONS

The American Home  
Better Homes & Gardens  
Flower Grower  
Florida Homemaker and Gardener  
Horticulture  
House Beautiful's Practical Gardener  
House and Garden  
Household  
Living for Young Homemakers  
Pacific Gardens & Homes  
Popular Gardening  
Saturday Evening Post  
Sunrise Magazine of Southern Living  
Sunset Magazine  
And More Than 100 Metropolitan Newspapers

### TRADE PUBLICATIONS

Agricultural Chemicals  
American Fruit Grower  
American Nurseryman  
Appliance Manufacturer  
Architectural Record  
Automotive Industries  
Aviation Age  
Better Fruit  
Business Week  
Corrosion  
Cotton Trade Journal  
Croplife  
Delta Farm Press  
Design News  
Eastern Fruit Grower  
Farm power  
Finish  
Garden Supply Merchandiser  
Hardware Age  
Hardware Retailer  
Iron Age

### TRADE PUBLICATIONS (Cont.)

Materials & Methods  
Modern Metals  
New Jersey Farm & Garden  
Oil & Gas Journal  
Pacific Coast Nurseryman  
Park Maintenance  
Pest Control  
Pocket List of Railroad Officials  
Product Engineering  
Products Finishing  
Purchasing News  
Rural Electrification  
SAE Journal  
Seed Trade News  
Seedmen's Digest  
Seed World  
Steel  
Southern Seedsman  
Texas Farming & Citriculture  
Western Fruit Grower  
Wire & Wire Products

### INTERNATIONAL PUBLICATIONS

Agricultura de las Americas  
A Fazenda  
East Africa and Rhodesia  
Empire Cotton-Growing Review  
La Hacienda  
World Crops

### FARM PUBLICATIONS

American Agriculturist  
Arkansas Farmer  
California Farmer  
Capper's Farmer  
Colorado Rancher & Farmer

MORE THAN  
**30 MILLION**  
READERS EVERY MONTH  
ON OUR 1957  
ADVERTISING SCHEDULE



### FARM PUBLICATIONS (Cont.)

Dakota Farmer  
Farm & Ranch  
The Farmer  
Farm Journal  
Georgia Farmer  
Idaho Farmer  
Indiana Farmer's Guide  
Michigan Farmer  
Montana-Farmer-Stockman  
The Ohio Farmer  
Oregon Farmer, The  
Pacific Northwest Farm Quad, The  
Pennsylvania Farmer  
Prairie Farmer  
Rural New Yorker  
Successful Farming  
Utah Farmer  
Wallaces' Farmer and Iowa Homestead  
Washington Farmer  
Western Farm Life  
Wisconsin Agriculturist and Farmer



Meet Joe Blessing, operator on the charging floor, ACP production. He has been with us for 22 years.

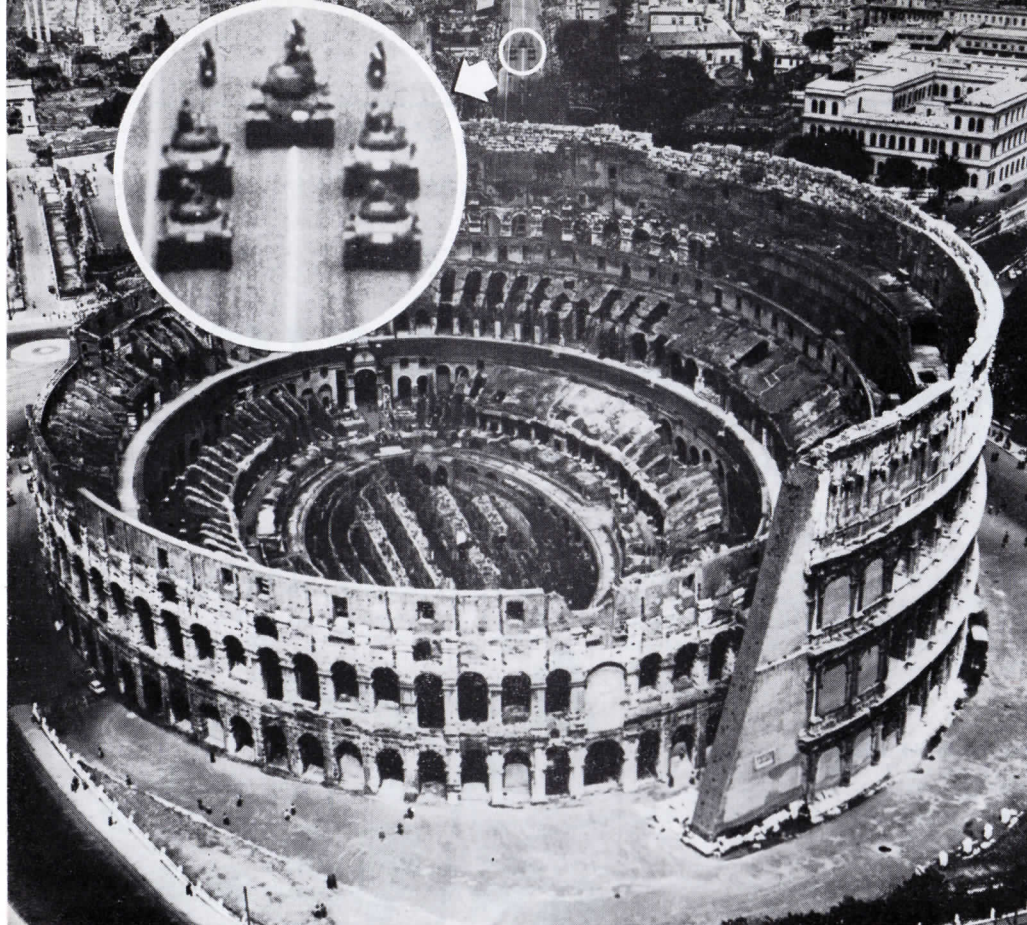


Arthur Carter, Jr., (left), and Ralph Lelli, (right), dispatching lab results relative to order servicing and production schedules. Arthur is a 3-year man; Ralph has 14 years of ACP experience.



Wendell Johnson takes a message at the phone by the "Rodine" sign in the ACD production department. He has 8 years service with ACP.



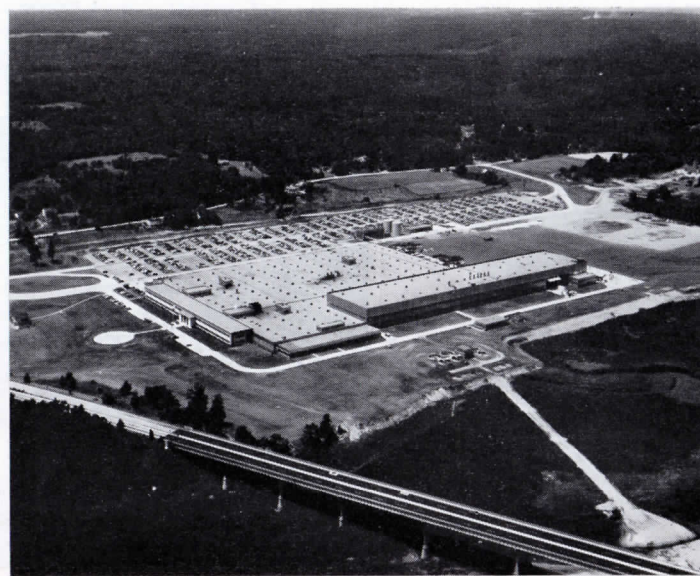


**PHOTO BY THUNDERFLASH** of Rome's historic Coliseum and the surrounding area provides proof of the practicality of President Eisenhower's "Open Skies" peace proposal. This photo was taken from 440 feet altitude by a REPUBLIC RF-84F THUNDERFLASH reconnaissance fighter flying 550 miles an hour. It is part of a photo of a larger area, yet minute details on the ground are clearly visible. The insert enlargement of Italian tanks taking part in a parade near the Coliseum shows how intelligence experts can spot significant military objects from blow-ups of the aerals.

## *Climb Aboard!*

A sure cure for short-sightedness in the value we put on our individual jobs is to take a long view of our products at work. Like enjoying a leisurely ride in a Sikorsky helicopter—or "red carpeting" across the continent. If that is too tame for you, try a Republic RF-84F Thunderflash reconnaissance fighter.

The aviation industry at large makes good use of many ACP products: **ALODINE®**, **DEOXIDINE®**, **RIDOLINE®** and **LITHOFORM® Z**. By building more quality into these chemicals and our ACP processes, you are contributing your talents and energies to one of the most important segments of our economy and our national defense. In addition, you help build the ACP reputation. That's a job no one can afford to neglect.



A photo-view of the Stratford, Connecticut, Sikorsky Aircraft plant . . . evidence of the increasing interest in rotor aircraft.

The helicopter is no longer a novelty: from submarine hunting and rescue operations on land and on sea . . . to cargoing men and materials on business missions the world over, the helicopter is proving itself a hard-working, flexible, and highly dependable member of the American air transportation team.