

THE  
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NEWS

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# A Brief Profile On William H. Rorer, Inc.

In tracing some of the early history of William H. Rorer, Inc., we note that the firm had its founding on South Sixth Street, Philadelphia in 1910, just four years before Amchem (then the American Chemical Paint Co.) was founded a few blocks away at 11th Street and Washington Ave. This was only a mile or so less than the distance that separates the two companies now, 54 years later. There is not too great a difference in their current sales either, after this 54-year period. In his announcement of the proposed consolidation, Chairman Romig reported Rorer's sales for 1967 as \$42,725,667 while Amchem's were \$50,847,039.

William Herbert Rorer, who founded the company that bears his name, was born in Hatboro, Pa. in 1872. He became a licensed pharmacist in Colorado Springs, Colo., in 1896, where his father had moved the family the previous year.

In 1899, following his father's death, he returned to Philadelphia and shortly afterwards joined John Wyeth and Brother (today's Wyeth Laboratories) where he learned the pharmaceutical manufacturing business. This experience prompted him to establish his own firm.

After three years, the company outgrew its premises on South Sixth Street and moved to larger quarters on South Fourth Street, Philadelphia in 1913.

By 1916, the firm began to shift from what was basically a repackaging operation to a full-fledged manufacturing concern. This shift was in response to the need for new and special products, some of which were special formulations for particular doctors, while others were product

combinations developed to meet the need of modern medicine. It is hard to believe that at this early period of the company there were more than 1000 items available under the Rorer label.

The modest quarters on South Fourth Street were vacated in 1956 in favor of larger facilities in the Wayne Junction section of Germantown, Philadelphia. But again, expansion was necessary and Rorer moved to its present 23-acre site in Ft. Washington Industrial Park in 1962. The company had been incorporated in Pennsylvania in 1927.

In the almost seven years since moving to Ft. Washington, additions have had to be made to the office, plant and research facilities, due to business growth. The present buildings occupy approximately 241,000 square feet—equivalent to 5.5 acres. This is the physical growth. The business growth which required this expansion is best interpreted in a comparison of the net sales figures for 1961, which were \$14,935,936, and those for 1967 which were \$42,725,667. If further evidence is necessary to prove that Rorer is a growth-oriented company we have only to note the subsidiary companies it has formed or acquired in very recent years: Kinney & Co. Inc., Columbus, Ind.; Rorer Inter-American Corporation, Fort Washington, Pa.; Rorer Italiana, S.p.A., Milan, Italy; Rorer Laboratories, Ltd., London, England; Rorer de Mexico, S.A. de C.V., Mexico 21, D.F., Mexico; Rorer-Philippines, Inc., Mandaluyong, Rizal, Philippines; Shepard Laboratories, Inc., Fort Washington; Richards

Manufacturing Co., Inc., Memphis, Tenn.; William H. Rorer (Canada) Ltd., Ontario; Laboratories Rorer, France; Rorer G.m.b.H., West Germany.

It is only natural to believe that further profitable acquisitions will be made, for President John W. Eckman of Rorer expressed the Company's

## A List of Major Products of William H. Rorer, Inc.

MAALOX Suspension (antacid)\*

MAALOX No. 1 Tablets and

No. 2 Tablets (antacid)\*

CHARDONNA (antispasmodic-sedative)

FERMALOX (hematinic)\*

PROBUTYLIN (antiemetic)

PAREPECTOLIN (antidiarrheal)\*

ASCRIPITIN (analgesic)\*

FERMATIN (hematinic)\*

ANANASE (anti-inflammatory)

EMETROL (antiemetic)\*

QUAALUDE-150 and QUAALUDE-300 (sedative-hypnotic)

*\*These products are available at your pharmacy without the need for a prescription.*

policy in this regard when he addressed the New York Society of Security Analysts, last November 13: "We (Rorer) have an acquisition policy that defines the degree of our interest in the fields of ethical drugs, veterinary drugs, proprietary drugs, cosmetics, toiletries, specialty chemicals, and even household products. We are not interested in acquiring sick com-

panies, nor do we spend much time on companies that won't add substantially to our sales and profits. In other words, we are vigorously and aggressively looking for companies that have some kind of fit with our business, which are well-managed and, in line with our financial conservatism, can grow with us rather than being a drag on our own earnings growth.

"We look at literally hundreds of companies every year, and, as you'd expect, we see only a few that make any sense for us. . . . Just a few weeks ago we were offered an opportunity to acquire a conglomerate potpourri of unrelated companies whose main attraction was a \$15,000,000 tax loss. This isn't our cup of tea."

These last couple of paragraphs will give AMCHEM NEWS readers an idea of the sound, hard-headed, conservative—but, paradoxically, progressive-thinking that dictates Rorer's business philosophy and guides its operations.

Leading Rorer to success are the following officers of the company: GERALD E. RORER (son of the founder), Chairman; JOHN W. ECKMAN, President; CLAUDE J. NEWHART, Senior Vice President; JOSEPH F. STEHLIK, Vice President—Finance and Secretary; WILLIAM H. RORER III, Vice President—Engineering; WILLIAM S. BENICA, Vice President—Control; JOHN A. FIELDER, Vice President—Production; RAYMOND A. GELINAS, Vice President—Sales; ALBERT MARSILI, Vice President—International; GORDON V. MOYER, Treasurer; ALAN G. KIRK II, Assistant Secretary and Counsel.

Two views of the Corporate Headquarters of William H. Rorer, Inc., on Virginia Drive, Ft. Washington Industrial Park. (Below) The original structure, opened in 1962. (At right) The new office addition completed in 1966, with the original building barely visible at far left in picture.





U. S. Department of Agriculture complex in Washington, D. C. as seen from the Washington Monument in August, 1961. The three buildings in the picture at the left comprise the USDA Administration offices. Note archways connecting the latter to the main structure.

## Dick Otten Brings Us Up to Date on Herbicide Registration

**T**he pesticide manufacturing and distribution portion of the agricultural chemical industry is probably one of the most tightly regulated businesses in the United States today! Last fall, the United States Department of Agriculture—Pesticide Regulation Division (USDA-PRD) files contained approximately 60,000 registered labels. These included labels for herbicides, insecticides, fungicides, nematocides and growth regulators used on crops or around the home. Also, labels for algicides, bactericides and fungicides used in swimming pool filter systems and in the manufacturing of paper, as well as labels for bird and dog repellants. About 200 of these herbicide and growth regulator registrations are Amchem's. USDA-PRD works closely with the Food & Drug Administration (FDA), the Public Health Service (PHS), the Fish and Wildlife Service (FWS) and the many other government agencies interested in pesticides. The "alphabet soup" of government agencies made famous during World War II is still a factor in modern agriculture.

The job of piloting Amchem's labels

through the sand bars, snags and rapids of the registration process is entrusted to Dick Otten, ACD's expert on labeling. Dick is one of the new breed of specialists who have become indispensable to the major producers of agricultural chemicals. They are the men who spend their full time dealing with the intricacies of compliance with the regulations on product registration. In fact, in the past year, Dick has become something of a commuter between Amchem and Washington, D.C.

**W**hen we asked Dick to give us an outline on the requirements, procedures, and problems in the registration of herbicides, he gladly consented by supplying us with a layman's digest taken from a detailed report he and Ken Dunster prepared and which Ken delivered at the 1968 Western Weed Control Conference in Denver.

**P**reliminary toxicity determinations," Dick says, "are usually well under way by the time a chemical is ready for field tests. Concurrently,

breakdown and leaching in soil, residues in crops, analytical techniques, and metabolism of the chemical in plants are all being determined. As soon as definite information is obtained from these tests, long term feeding of chemicals to laboratory animals is begun. If no major problems develop in three to five years, the chemical may be ready for USDA label registration."

Dick sets up the toxicity programs at outside laboratories that specialize in this type of work. The problems of analytical techniques, metabolism in plants, and all of the actual analyses are the responsibility of Hirsch Segal (see AMCHEM NEWS, Dec. 1966).

"After field testing for two or three years," Dick continued, "the decision is made to submit a label for registration. All available experimental data is gathered and summarized for use in supporting the label. Assembling data may take many months, and can be something of a problem.

**T**ake Amchem's industrial chemical labels, as an example, where crops and the FDA are not involved, Amchem wants to have the product in the user's hands by March 15th. To do this, Amchem should ship from its packaging points (Ambler, St. Joseph, Fremont) by February 1st at the latest. Therefore, these locations must have printed labels in their possession no later than January 1st. This means that Amchem, the bag manufacturer, or the can lithographer, should have approved text by November 1st or at least by November 15th. In order to have a registered text by November 1, the label must be submitted to USDA-PRD by September 1. That allows eight weeks for mailing, circulation and review by USDA-PRD, reply, straightening out minor details (if they develop) and getting the label back with its registration number. Again, this is cutting it close. To have the submission ready by September 1, data must be collected by August 1. Rarely have observations been completed or written up in a good orderly manner by August 1. This is a problem with 99 per cent of the research people around the country, including Amchem's own personnel engaged in experimental programs. By August 1, much of the data is not available. However, the package must be in the user's hands by March 15th, and somehow it gets there—most of the time."

**T**he problems are even more complex when dealing with crop uses and the need for obtaining residue tolerances from the FDA before USDA-PRD will register the label. This requires a *Petition* for a residue tolerance. This is the phase of labeling that makes the Xerox people happy, and makes Sam Caterisano wonder at the sudden jump in Xerox paper consumed at the Research Farm. One copy of a petition will involve between 500 and 1,000 pages. Usually, eight copies of a petition are made.

There is a standard format used in petitions for all pesticides—including herbicides—which comprises sections on chemistry, pattern of use, toxicity, residues, the specific tolerances requested and a summary or justification for issuing the tolerance. A minimum waiting period of six months or longer occurs between the time a petition is submitted to FDA until the tolerance is published.

Since taking over the responsibility about two years ago, Otten has overseen the compilation of petitions of TIBA (Floralton label), AMIBEN (Amiben, Amiben Granular, Vegiben and Vegiben Granular labels), and PYRAZON (Pyramin 80-W, Pyramin RB, Pyramin Plus labels). The FENAC petition is partially complete and awaiting additional data. The BROM-OXYNIL and CPA petitions are also in various stages of preparation. In addition, a special compilation of data on Amitrol was made in the last few months. "Fortunately, we are not directly involved in the petitions on our many Weedone 2,4-D, 2,4,5-T, MCPA Silvex, 2,4-DB and MCPB products," says Otten.

**I**n a lot of ways the program is like a golf match," Otten remarked, "there are different problems that must be faced, evaluated, and overcome on every shot. Some are easy; most are tough—and they are continuous until the match is over. The man who gets the most pars and birdies, and makes the fewest mistakes, generally wins the match." Those men who have played against Dick—Jim Thirsk, Merv Hubbard, Dwight Buczkowski et al.—over the years in the Amchem Golf League know him to be a tough, unemotional competitor who gets a lot of pars and rarely makes poor shots, particularly when under pressure. Good attributes to have for the tough job of label registration.



Dick Otten holds the three volumes of information on AMIBEN® which he submitted to the FDA in order to obtain a tolerance label for this Amchem herbicide. Dick earned a B.S. in agriculture in 1952 and an M.S. in agronomy in 1957 from Cornell University. He joined Amchem in the latter year.

# The Personnel Director's Role in Modern Industry

"We just had an addition to the family. This makes four. How much withholding tax will now be taken out of my pay?" "My boy slipped on the ice and hurt his arm. The doctor says he'll have to go to the hospital and have it X-rayed. Is this covered by Blue Cross?" "I'm going to retire in 1969 at 65, but my wife won't be 65 till 1975. How much Social Security will I draw? And how about Medi-Care for her?" These are a few samplings extracted from scores of questions which are now constantly directed to every personnel department, and anyone who thinks that personnel work today consists of appraising a job application form, screening the applicant, agreeing on salary and assigning him to a job where his qualifications are reasonably suited is soundly mistaken.

A glance at the list of subjects discussed at the Breakfast Round Table Sessions and Seminars at the 19th Annual National Conference of the American Society for Personnel Administrators (ASPA) will dispel any pre-conceived notions that one might have that a personnel director's job is a hit-or-miss pursuit. Here are a few of the topics: *Emotionally Disturbed Employees, Are High School Dropouts Employable?, Pre-Retirement Counseling, College Recruiting, Personnel Administration—Changing Trends and Expectations, Social Security and Private Pension Plans in 1977, Integrating the Work Force, Motivation—Role of the Personnel Administrator*, etc.

If further proof is needed, a review of some of the scholarly articles in recent issues of THE PERSONNEL ADMINISTRATOR, the publication of the ASPA, will convince anyone that hiring or directing the hiring, training, maintaining, and retaining of efficient personnel is a uniquely scientific and demanding occupation in present day business and industry.

In his *HANDBOOK OF PERSONNEL MANAGEMENT*, George D. Halsey, nationally known authority on personnel administration, states: "The primary responsibility for sound and effective personnel management rests squarely on the shoulders of the chief executive of the business and on those executives under him who are directly responsible for the operation of the business. It is a line function. But the superintendent, the office manager, the sales manager, and the foremen and supervisors under these executives need advice and assistance in personnel matters just as they do in engineering and legal matters. To give this advice and assistance is the function of the personnel director. It is a staff function. The personnel director should have no line authority except over members of his own staff." From the foregoing it must be assumed that the expert on all personnel matters is the personnel director.

In organizations the size of Amchem, the personnel director is usually, in the words of Amchem's Corporate Personnel Director, F. E. Wilson, a "generalist," i.e. a person who handles the entire functions of a personnel department, with the exception, naturally, of routine chores and clerical detail.

Let us consider some of these functions, but not necessarily in the order of their importance (for this usually depends on the urgency at the moment): The locating and

procuring of competent personnel has to be considered a primary function, because a poor choice is not only costly, but it can also be organizationally disruptive. And when a potentially good choice is made, consider the ingenuity required to eliminate the highly-publicized "generation gap" that frequently exists between an articulate young college graduate and a talented, but adamant-to-change, older executive. There is so much involved in this procedure that to explain it fully would require a great deal more space than is available in this publication. Covering the psychological aspects alone could run into several pages.

In many work categories, when a new employee has been added to the company's roster, it is personnel management's responsibility to see that he is accepted as an individual who increases his own efficiency and effectiveness by taking pride in and deriving a feeling of satisfaction and a sense of accomplishment from his work.

At Amchem, many departments are participating in a program that employs an evaluation system for sales, technical, and other scientific personnel. It functions in the following way: The employee enters a candid self-rating on a printed form. This rating is compared with one compiled by the employee's sales manager, supervisor, or group leader. Professionally this is known as a "self-audit," and is used extensively in business and industry.

In many instances, according to Wilson, when this evaluation system is properly used, individual participants give themselves lower ratings than their superiors have given them. This is because most of these participants are honestly critical of themselves and are sincerely interested in self-improvement.

Now, if there is a converse divergency and a subordinate feels that he deserves a higher rating than he has been given, a deeper study of that individual's case is made and the unbiased result of this investigation determines the final rating.

Spelling out company benefits in a fully understandable way and administering the program is an important function of the personnel director. Included in this are hospitalization plans, pensions, profit sharing, vacations, underwriting all or part of the cost of recreational activities, banquets, etc.

Maintaining sound community relations—especially with educational institutions as a source for future talent by providing scholarship aid (recent issues of the NEWS cites several instances of Amchem's assistance to deserving scholars) and encouraging the expansion of continuing educational programs for meritorious employees are the personnel director's province.

Keeping abreast of and applying state and federal regulations relating to employment is a complicated task that is performed by the personnel "generalist."

Discussing financial problems with those employees who may have them is still another situation which is agreeably undertaken by today's personnel director.

These are but a few examples of the responsibilities entrusted to the modern personnel director. Volumes have been written on the subject. But as previously stated, space does not permit elaboration beyond this point.



F. E. WILSON, Amchem Corporate Personnel Director, became associated with Crown Cork and Seal Company, Philadelphia, as an industrial engineer shortly after attending the University of Pennsylvania. His success in this field, especially as it related to industrial relations, eventually led to his appointment as personnel manager of that firm. With this background, he joined Amchem in May 1953 and organized its Personnel Department under Leon Cherksey, the Company's late Board Chairman, and its Vice President-Finance, Raymond Naylor.



ROY C. EBERZ, Supervisor of Employee Services



HOWARD B. STEINBERG, Supervisor of Employment

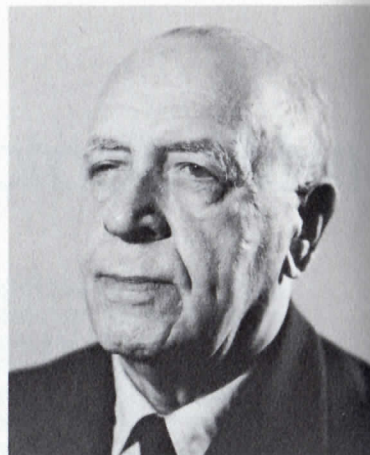


BEATRICE WENDLER, Personnel Dept. Executive Secretary  
LINDA GOODWIN, Secretary  
SHIRLEY TRAUTMAN, Secretary

## Paolo Granata & Co. Is Staunch Member of Amchem's Overseas Family



Mr. Paolo Granata, Chairman



Mr. Pompeo Babini, President

In 1926, Philadelphia put on "a really big 'shew'", the Sesquicentennial, marking 150 years of our country's independence. It was the "Expo 67" of that era, one of the greatest things of its kind up until that year. As would naturally be expected, practically every nation of note in the world—including Italy—was represented by an exhibit.

And while the Italian government, business and industry were making visitors to the "Sesqui" aware of the beauty and charm of Italy—past and present—and the excellence of its products, Paolo Granata, then 36 years old, of Lodi, in Northern Italy, was oblivious of what was taking place in Philadelphia. The reason being that he was too busy trying to solve a rennet shortage in Italy, and a consequent scarcity of cheese, since rennet is an essential ingredient in cheese making.

Paolo was successful to a degree in helping to relieve this situation by founding a company to produce rennet. With the help of a few friends he launched the Company which he called *Società Anonima Paolo Granata & Co.*

Among the "few friends" was Mr. Pompeo Babini who was named president of the company. Today, 42 years later, Mr. Babini is still president, and Mr. Granata is chairman of the board. At the time of its inception, the Granata Company consisted of just three people: Messrs. Granata and Babini and one worker.

Granata evidently turned out a good product, because the rennet—sold under the trade name of *GRACO*—won im-



Mr. Vittorio Antonioli, Manager, Metalworking Dept.



Mr. Glauco Granata, Gen. Manager

mediate and wide acceptance among the reputable cheesemakers in Italy. It has remained a leading seller to this day.

Glauco Granata, Paolo's son and who is now General Manager, supplied the energy and foresight that initiated a program for diversification when he joined the Company in 1948. The program got started under unusual and rather fortunate circumstances: Adrien Hess, Chairman of the Board of CFPI, Amchem's manufacturing associate in Asnieres, France (AMCHEM NEWS DEC. 1964), had difficulty in obtaining a quantity of Amchem Ridoline® 46 for a customer in Italy who needed the Ridoline for wool scouring. Mr. Hess related his troubles to Mr. Babini, who was also director of the Italian branch of the Swedish firm, Alfa Laval. The Granata Company quickly came to the aid of Mr. Hess by obtaining the Ridoline from an unnamed source. This is the situation that introduced the Granatas to Amchem.

After considering the advantages of becoming an Amchem manufacturing licensee, Granata signed a licensing agreement with Amchem in 1955, and since that date the firm has constantly grown. It now numbers 32 people. With the expanding market for metal products in Italy, it is certain that Granata will continue to grow in the future.

In addition to Ridoline, Granata manufactures Amchem Granodines®, Deoxidines®, Duridines® and Alodines®, which it sells throughout Italy. Rapport between Granata and its metal-working customers is excellent. This is due, not only to good product performance, but to the excep-

tionally fine service which Granata gives its customers—a service that duplicates in Italy Amchem's policy of "not stopping with the delivery of a chemical but putting it to work and keeping it working to the complete satisfaction of the customer".

Granata's other business interests include the manufacture of cleaners and lubricants under license from the International Chemical Co., Philadelphia. Granata continues to be strong in the food field, with its line of enzymes, particularly its famous *caglio GRACO* which it supplies to Italy's favorite cheesemakers. The Company is also the distributor for Dairyland Food Laboratories, Inc., Waukesha, Wis., for special enzymes for piquant cheeses.

Granata recently completed a licensing agreement with Compagnie pour Innovations Techniques, Geneva, Switzerland, to manufacture *GALORAN*, a product used in cleaning food machinery.

In addition to the officers already named, Mr. Vittorio Antonioli, who spent several months at Amchem studying the technical and administrative aspects of the metalworking chemicals industry in 1960, is Manager of Technical Services and a key man in the Granata organization.

Like other successful Amchem manufacturing associates overseas, Granata executives keep in close personal contact with Ambler, and it's always a pleasant sight to see Mr. Glauco Granata, Mr. Antonioli, or one of the other Granata executives on one of their periodic visits to Ambler.



Front view of entrance to the Company



Chemicals ready for shipping in Packaging Department



Exterior of Granata's Manufacturing Facilities

# Bethlehem Baptist Educational Center Is Fine Tribute to Human Resourcefulness



(Above) Bethlehem Baptist Church, Penllyn Pike & Wissahickon Ave., Penllyn.  
(Below) Community Educational Center added to church at cost of \$150,000.



"Genuine community is a thing of precious value. Whether it exists among members of a family, citizens of a country, or nations of the world, it is never purchased without great expenditures. The expenditures are often monetary. But by far the greater cost of community is an expenditure of human resourcefulness under the prodding of God.

"Community is born in humility. It is nurtured with patience. It thrives on the expectation of shared joy."

This quotation, taken from an editorial in the *SIGN* magazine a couple of years ago, is uniquely applicable to the little community of Penllyn, that lies almost within a stone's throw of Amchem's Corporate Headquarters, and whose community life revolves around the spiritual and social activities of Bethlehem Baptist Church on Penllyn Pike.

Bethlehem Baptist and its community was truly "born in humility" 80 years ago, for the Church's first congregation, composed mainly of domestic help who worked on near-by estates, assembled for worship in a local dwelling, where the minister was an itinerant preacher.

Through the generosity of Mt. Pleasant Baptist Church in Ambler, a piece of ground—the site of the present Church—was obtained on which a chapel was built in 1891. The Church installed its first minister, the Rev. Caesar A. Edwards, who served the congregation for 43 years. Later, the property was purchased from Mt. Pleasant Baptist and in 1908 the present church was erected, with the little chapel becoming an integral part of the new structure.

That the community "is nurtured with patience" and "thrives on the expectation of a shared joy" is amply evidenced in the realization of a lifetime dream of Bethlehem Baptist's congregation. On Sunday, June 16, 1968, the Church dedicated its new Community Educational Center, at a special service at 11 A.M., with Dr. Toussaint L. Davis, the present minister, directing the dedication ceremonies and the Rev. Dr. Emmanuel C. Kent as guest speaker. Dr. Kent is minister of Mt. Olivet Baptist Church, Richmond, Va.

A week-long series of events followed the dedication, with a special program arranged for every evening, beginning with Sunday at 6 P.M., when the Rev. Michael Hopkins of Mt. Pleasant Baptist Church, Ambler, delivered a sermon at vesper service, and ending at 11 A.M. Sunday, June 23, when the Rev. Leonard Jones of the Zion Baptist Church, Ardmore, Pa. spoke.

Having received an invitation from Dr. Davis for a personally conducted tour of the new Center, F. E. Wilson, Amchem's Corporate Personnel Director, accompanied by John Gaines,

chairman of Bethlehem Baptist's building fund committee and a trustee of the Church, visited the new Center on Tuesday, June 18. Mr. Gaines has been an employee of Amchem for the past 20 years (see p. 12). During the tour of the various rooms, Dr. Davis explained that a primary aim of the Center is to provide a tutoring service—especially in the "new math" and in remedial reading—for children from primary grades through junior high who fall back in their school work. For this work a few teachers have already volunteered their services. Also of major importance in the near future is the establishment of a day care center for children of working mothers. A furnished nursery—including cribs—for this purpose is already set up and will be currently used for the young children of parents attending church services.

It is planned to teach handicrafts to adults, and athletic and recreational programs are in the formative stage.

The new building is an extension of the church proper. It is built onto what was the original chapel, so that the church, original chapel and the new Community Center are one complete unit.

The new structure is 70 feet long by 40 feet wide and contains 4 classrooms, with wide corridor running the length of the building. The layout is similar to that of a small school and is ideal for the purpose for which it was intended. Some of the rooms can be sub-divided through the use of heavy curtain-type folding partitions, in order that multiple events can be scheduled at the same time. The basement seats 250 at dining tables.

Although the need for the Educational Center had been widely discussed in recent years, it was only with the arrival of Dr. Davis at Bethlehem Baptist, a little over two years ago, that the idea emerged from a nebulous state to become an actuality, for Dr. Davis well realized that "by far the greatest cost of community is an expenditure of human resourcefulness under prodding of God". But at this juncture we are reminded by John Gaines that "expenditures are often monetary," too. John should know, for he has devoted most of his off hours to fund raising for the Center during the last year or two, but he says it was well worth it because the community "thrives on the expectations of a shared joy". The joy in this instance, naturally, being Bethlehem Baptist's Educational Center.

(Incidentally, the *AMBLER GAZETTE* in its June 13 edition paid a very nice tribute to Dr. Davis when that newspaper honored him as "Citizen of the Week".)



Rev. Toussaint L. Davis, pastor.

(Left to Right) John Gaines, Rev. Toussaint Davis and F. E. Wilson tour nursery rooms during week of June 16.



Playpens and cribs are provided for children of parents who are attending services in the church.





Stan Clayton (c) accepts 25-year Service Award Gold Watch from Chairman Romig, W. Graham Smith (l).



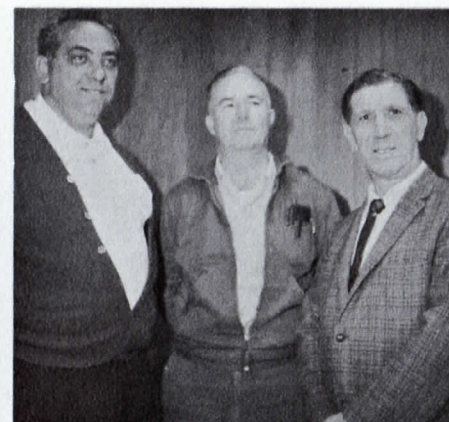
John Gaines (r) accepts 20-year Service Award from Harry Bailey.



Harry Morris (c) accepts 20-year Service Award from Frank Boland, Ray Collmer (l).



Dan Shaw (l) receives 20-year Service Award from M. B. ACD Sales.



Norman Urban (c) receives 20-year Service Award from Jim Roberto (r), Gabe Mancini (l).



Ann Lucas accepts 25-year Service Award Gold Watch from Honorary Board Chairman, F. P. Spruance Sr., F. P. Spruance Jr. (r).



Joe Angelichio (c) accepts 15-year Service Award from Jake Landis (l), Russ Bishop (r).



Ray Collmer (l) accepts 15-year Service Award from Dick Rockstroh.



Gordon Collom (l) accepts 15-year Service Award from Charles Jack, Research Farm.

### Congratulations!

These are the men and women of AMCHEM who have received Service Awards Emblems between March 1 and June 30, 1968.

#### ★ 25 YEARS ★

Stanley Clayton Anna Lucas

#### ★ 20 YEARS ★

John Gaines Daniel Shaw  
Harry Morris Norman Urban

#### ★ 15 YEARS ★

Joseph Angelichio Mickey J. Krisan  
Raymond Collmer Robert Leahy  
Gordon Collom Nardene Minnehan  
Margaret Gagliani F. E. Wilson  
Neretta Gaiser

#### ★ 10 YEARS ★

Dwight Buczkowski Marie Leister  
John Cox Edna Lloyd  
William Drislane

#### ★ 5 YEARS ★

Wilbur F. Evans James McCammon  
James D. Fenton Donald McKeever  
Donna J. Gates Steve Mistysyn  
Wanda Graves Russell L. Nash  
Edward B. Horahan Donald L. Page  
John J. Hoy Daniel Rakich  
Beatrice V. Wendler



Neretta Gaiser receives 15-year Service Award from Al Douty.



Mickey Krisan (l) receives 15-year Service Award from Bill Delanty.



F. E. Wilson (l) receives 15-year Service Award from Chairman Romig.



Dwight Buczkowski (r) receives 10-year Service Award from Dick Reeves, Systems Engineering.



Marie Leister receives 10-year Service Award from Tony Varsaci.



Edna Lloyd accepts 10-year Service Award from Jack Carroll.



Wil Evans (l) accepts five-year Service Award from Stan Fertig.



Jim Fenton (r) accepts five-year Service Award from Paul Kern.



Ed Horahan (r) accepts five-year Service Award from M. B. Turner.



Jack Hoy (l) receives five-year Service Award from Russ Bishop.



Russ Nash (r) receives five-year Service Award from Frank Sherwood.



Steve Mistysyn (r) accepts five-year Service Award from Gabe Mancini.



Don McKeever (c) accepts five-year Service Award from Lou Sabatini (l), Jack Carroll (r).



Don Page (l) receives five-year Service Award from Bill Delanty.



Dan Rakich (r) receives five-year Service Award from Jack Price.



Bea Wendler accepts five-year Service Award from F. E. Wilson.



Lineguard, Champs: (left to right) Bill Neill, Sr., Sandy Wallace, John Troup, Merv Hubbard, Tom Kurtz, Joe Krzaczek, Paul Burger.



Maintenance, Runner-up: (l to r) Ray Robinson, John Heckler, Marie Balestrieri, George Siglin, Marian Calamaro, and Lou Fox.



Officers: (l to r) J. Piacitelli, Pres.; Sharon Noble, Rec. Sec.; Marie Balestrieri, Treas.; E. Binns, V.P. (Absent, Ed Wood.)



Door Prize Winners at the League Banquet: (l to r) Carol Lind, Bill Neill, Sr., Isabelle Martin.



League Pres. J. Piacitelli (who appears in presentations), Mrs. Piacitelli.



Jack Naudasher, high single



Donna Wack, high single



Geo. Brumbaugh (r) high average



Wil. Evans (r) high series



Frannie Cram, high average



Darlene Detweiler, high series



## Lineguard Team Wins Bowling League Play-off

### Prizes Awarded at Banquet

**L**ineguard, top team in the second half, defeated Maintenance, second half winner, two games to one in the playoff for the Amchem Bowling League Championship, April 22, at the Willow Grove Alleys.

Members of the Lineguard team were Bill Neill, Sr., Sandy Wallace, John Troup, Bobbi Nichols, Joe Krzaczek, Tom Kurtz, Merv. Hubbard, and Paul Burger. Those on Maintenance were John Heckler, George Siglin, Marie Balestrieri, Ray Robinson, Lou Fox and Marian Calamaro.

Individual season winners in the various catagories were: Men's high single, Jack Naudasher (245); Men's high series, Will Evans (589); Men's high average, George Brumbaugh (163); Women's high single, Donna Wack (187); Women's high series, Darlene Detweiler (456); Women's high average, Frannie Cram (135); 7 10 Award, David Dean; TriPLICATE Award, Rolf Jacobsen and John Mahoney; Greatest improvement, Lin Chadbourne.

The successful season was climaxed by a banquet and

dance at Casa Continental, Willow Grove, May 4. Toastmaster at the affair, which was attended by 140 members and guests, was League president John Piacitelli\*, who also presented trophies to members of the Lineguard and Maintenance teams as well as to the individual winners. He was the recipient of a gift in appreciation for his efforts in heading the League. The banquet committee of Sue Davis, Marie Balestrieri, Bill Neill, Jr., and Ed Gibbons deserves hearty congratulations for the excellent arrangements that provided a most enjoyable evening for everyone present.

Elected officers for the 1968-69 season are: President, George Brumbaugh; Vice President, Tom Kurtz; Recording Secretary, Sharon Noble (re-elected); Tabulating Secretary, Betty Lou Spence; Treasurer, Marie Balestrieri (re-elected). Outgoing officers were John Piacitelli, President; Eric Binns, Vice President; Tabulating Secretary, Ed Wood.

\*Part way through the season, Piacitelli assumed the League presidency when Andy Kepich had to relinquish the spot due to illness in his family.

(More Bowling League pictures on next page)



Sue Davis, banquet committee



R. Jacobson (l), J. Mahoney, triplicate

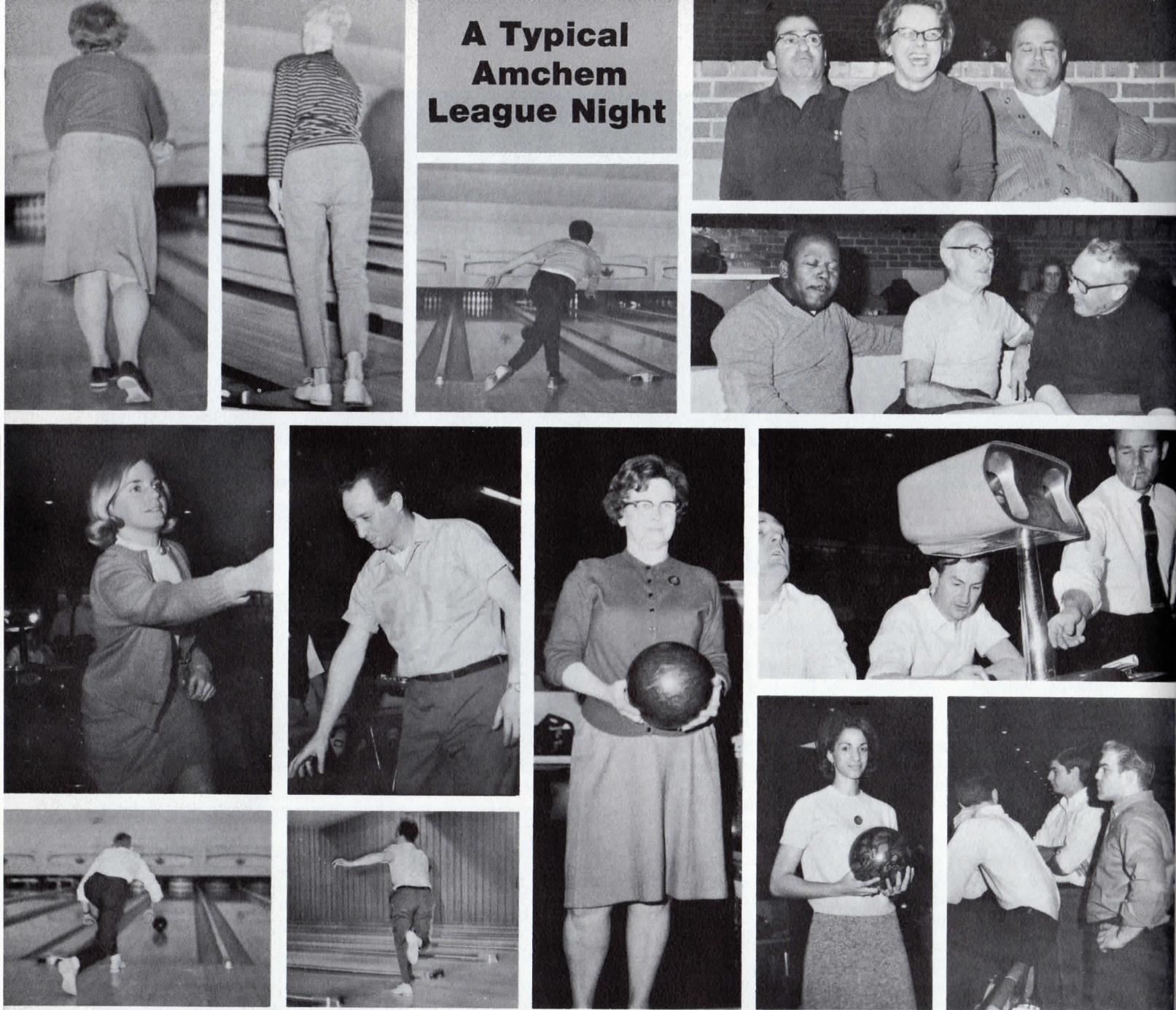


Lin Chadbourne, improvement



David Dean, 7 10 award

# A Typical Amchem League Night



## *foster* Sales Conference Stresses Sales Increases with Profits

(At Left) George Foster putting showmanship into salesmanship with the help of Sid Stone.  
(Below) Foster and Amchem personnel assemble for group picture.



**W**ith the theme, "Protect Pride and Profit," the Benjamin Foster Division's 1968 Sales Conference got under way Saturday, March 30, at the Treadway Inn, St. Davids, Pa. The Meeting lasted through April 5. Forty people attended, including Foster executives.

The initial session was the District Managers' Meeting which reviewed the 1967 sales effort to discover any product line weaknesses that might have existed in the original equipment manufacturers' (O.E.M.) field and could be eliminated in the future. A joint meeting of the District Managers with the Product Planning Committee followed, at which one definite O.E.M. project was programmed that would produce quick sales at an assured profit. Several other projects of a similar nature were discussed and catalogued for future consideration. From this joint meeting emerged the idea that sales increases with profits should be stressed at all succeeding sessions.

The General Session, Monday, April 1, consisted of welcoming remarks by President Benjamin Foster; introductions of new personnel by George Foster, Jr.; comments by Philadelphia Plant Manager, Don Chew; and a dis-

cussion on the entire Foster organization. The Session continued with an analysis of sales costs and the necessity for reducing them. The balance of the Session was devoted to an orientation on Foster products and marketing concepts relating to O.E.M. and the insulation industry. This portion of the program was directed primarily to new salesmen. Succeeding sessions during the week featured the introduction of the 83 Series of Construction Adhesives and the merchandising and pricing policies which govern the distribution of this product line; the sales approach to the O.E.M. market—including the appliance field, automobile, truck, trailer, aircraft, mobile home, aluminum siding and other kindred industries. Amchem MCD Industry Managers participated in this session in order to share the experience which they have gained through contact with these industries. From product presentations, demonstrations and case histories, a fairly accurate sales estimate was made of the O.E.M. market, which indicated potential sales increases in each district.

**I**n connection with the universal emphasis on reducing fire hazards

through the use of products bearing the Underwriters Approved label, booklets were distributed containing the specification sheets of all the U.L. approved Foster Products. Included in the booklets are summaries of these products, plus a guide to proper selection of Foster Products complying with the National Fire Protection Association National Fire Code. These booklets are part of the Foster Fire-Safe promotion which was presented at the meeting.

Other discussion dealt with legislation pertaining to air pollution and how this legislation affects Foster Products and their applications.

**T**o demonstrate the functions of the Foster Planning Committee and how it operates successfully, a "dry run" of an actual 18-month project was reenacted on Thursday, April 4. The product which was developed in the 18-month period is Foster Sealfas G-P-M. Naturally, the time consumed in various laboratory, pilot plant and field test periods had to be ignored as Dr. Frank Precopio, Amchem Corporate Technical Director, led his audience through the successive stages of product development, from inception of the idea to the mar-

keting of the actual product. This was a most effective and dramatic demonstration of how a product can be developed that will have superior features and still cost the buyer no more than the one it replaced.

**S**id Stone, known to millions in the "Golden Age of Television" for his popular "Tell-ya-what-I'm-gonna-do" pitchman's act on the old Milton Berle show, did it all over again—not for Texaco, but this time for Foster. In the words of George Foster, Jr. "with sleeves rolled up, derby hat, diamond tie pin, the works, Sid nailed down every major point presented at the meeting with his great line, to wit: 'Ya say that's not enough, ya want more for your money? . . . Well, how about Sealfas G-P-M, etc. . . etc.'" The theatric touch is now employed to put product sales messages across more effectively and entertainingly by such companies as Bell Telephone, Phillips Petroleum, Goodyear Tire & Rubber, etc. at dealer and other sales meetings.

The Sid Stone act supplied a real element of pleasant surprise to climax what was universally acclaimed to be "the best Foster Sales Meeting in the history of the Company—by far!"



Sid Stone has a Foster product to cure anaemic sales.



Sid shows Irv Steltz quickest way to remove stain on tie.



(Above) "So versatile, my friend, you can use this Foster mastic for a lather."  
(Below) "It'll hold up your socks, pants, the Eiffel tower and it's only half a dollar."



Benjamin Foster welcomes Sales force.



Frank Owens answers questions relating to refractory applications.



J. Lampitt, N. Linsz,



G. Gagne, F. Owens (l to r) check refractory brick.





Visitors to International Division confer with Amchem Agricultural and Corporate executives: (Seated, l to r) Ken Bridge, Amchem; Roberto Canetto, CFPI, Asnieres, France; James Hauteur, CFPI. (Standing, l to r) Bill Delanty, Bob Beatty, Stan Fertig, J. O. J. Shellenberger, Warren Weston—all of Amchem.



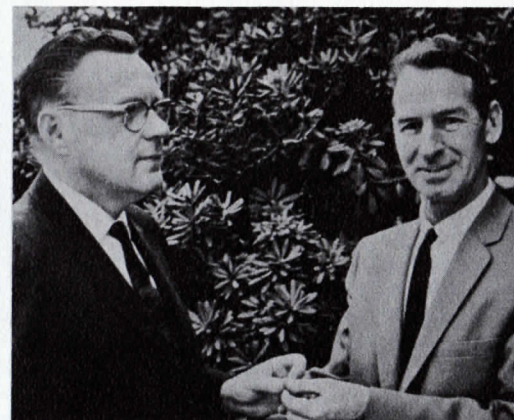
Visitors to International Division: (Standing) R. Asano (2nd from l), Nippon Paint Co.; and K. Noji (r) Sumitomo Match Industries, Ltd., Japan. Others (standing) Bill Delanty and Greg Gibson; (Seated l to r) John Lampitt, Walt Dudlik and Ray Montecino all of Amchem.



Visitor to International Division: (Standing) Norman Hunt (c), Plantations Ltd., Barbados, B.W.I. flanked by Amchem's Bill Delanty (l), Don Page (r) and Warren Weston (seated).



New Plant. Officers and other executives of N. V. Mavom and their wives, together with Municipal and other officials assemble at the driving of the first pile for Mavom's new plant in Alphen aan den Rijn, Holland.



Only three years late but worth recording! Art Ormsby (r, MCD Sales, Zone 1) receives his 10-year service award from Chuck Wirshing; which was presented Feb. 1, 1965.



A weed-free lawn for Abington Hospital. Ted Blichasz and Bill Metz put Weedone® to work on the hospital grounds. Application is by Amchem Meter-Miser.



## Happiness Is a Wedding Day

... and the best proof of this is a look at the smiling faces of the former Bobbi Nichols of Amchem's Accounting Dept. and her husband on their wedding day, March 29. (Amchem News, April 1968.) As Mr. and Mrs. George Russell, Jr. they are now living in Fayetteville, N. Carolina, since George is stationed nearby at Ft. Bragg, N.C. Upon his release from the Army he will enter New England College, Henniker, N. H., this Fall. He spent 18 months in Vietnam. He is the son of George Russell, Sr., Manager of Amchem's Engineering Department, and Mrs. Russell, who live in Gwynedd Valley, Pa.



John Hannam (c), Atlas Preservative Co., Erith, England, manufacturers of Benjamin Foster products under license, confers with Wayne Ellis (l) of Foster, and Bill Delanty of Amchem.



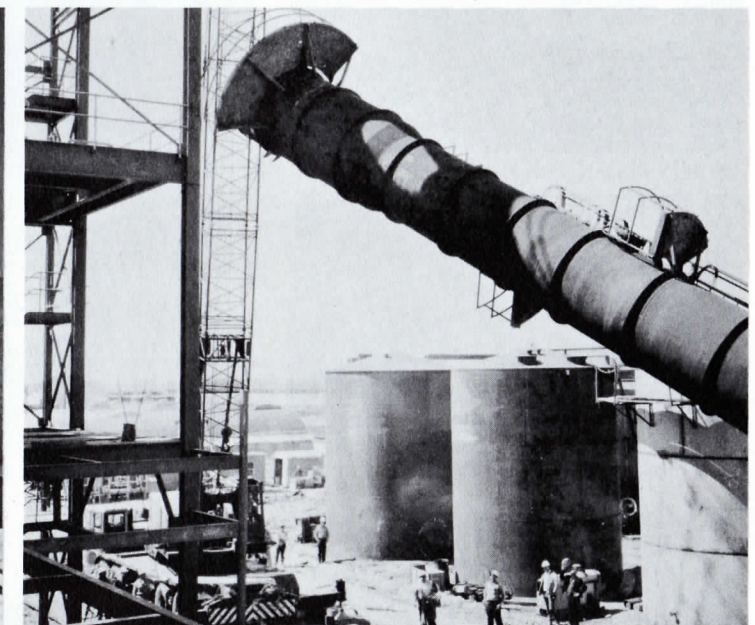
John P. L. Hooper, a Cambridge U. grad, employed by Sanderson, and Co., is temporarily assisting in Amchem's Patent Dept.



Dr. A. Zurcher (l) of J. R. Geigy S.A.A. Basle, Switzerland, a recent visitor to Amchem's International Division, reviews some business matters with Bill Delanty, V. P. Amchem Int. Div.



W. Edwin Dill (c) partner in the firm of Lawrence E. Brown & Co., Amchem's auditors for over 40 years, chats with Vice President-Finance Naylor (l) and Chairman Romig upon Dill's retirement from Amchem's Board of Directors and his appointment as consultant to the Board.



New 35-ton fractionating tower is moved into place at General Aniline and Film Corporation's, Texas City, Texas, facility which will manufacture Amiben®, Amchem's marvelous herbicide for soybean growers. The erection of the 100-foot high unit took place earlier this year and will soon be functioning.

## Service Awards at TECNIMETAL S.A., Machelen, Belgium

(In all instances, J. O. J. Shellenberger, Amchem Vice-President—Director of Marketing, is making the Presentations.)



W. Convents (r), Managing Director; J. O. J. Shellenberger (l).



Pierre Schoenhofen, Tech. Rep. for Amchem products.



Jo Mangeleer, Tech. Rep. for Amchem products.



Georges Boulange, B. Foster products.



Willy Blote, Asst. Managing Dir.



Marie-Louise Van Den Eynde, Sec.



Gustave Verkouter, Administrative.



Germaine Cornelis, Accounting.



Rene Geury, Chief of Lab.



Herbert Schroeder, Chem. Lab.



Gaston Wauters, Norwegian Talc.



Antoine Goeman, Manufacturing.



Joseph Van Mol, Prod. and Shpg.



Jean Bernard, Tech. Rep. Almco

## Amchem's Hirsh Segal Is Science Author

Volume V of "Analytical Methods for Pesticides, Plant Growth Regulators and Food Additives" has recently been released by Academic Press; New York and London, Hirsh Segal, Manager of Amchem's Analytical Research Laboratory, is the author of chapters on Amiben, Bromoxynil, and on Ioxynil, three of the thirty-eight chapters in this volume. The book is a guide to the analysis of formulated products of manufacture and also the



HIRSH SEGAL

analysis of tiny residues of these materials in the food crops treated with them. It updates and supplements the first four volumes and is intended as an aid to both newcomers and experts in this field of analytical chemistry. Volume I dealt with the fundamentals of type analysis; Volumes II, III and IV with analysis of individual chemical pesticides.

Amchem's contributions include original work by M. L. Sutherland, formerly of Amchem's Analytical Research Laboratory, M. D. (Pat) Parkins, Susie Gross and Hirsh, himself, of the Analytical Research Laboratory, as well as J. Russell Bishop, Harvey Raman, Jacob Landis and James Esposito from the Agricultural Chemicals Laboratory. Each of the three chapters gives historical notes, physical and chemical properties, toxicity information, methods of formulation analysis and residue analysis. There are also surveys of related literature. The analytical methods are in considerable detail so they can be used without reference to other sources.

## On Our Cover

There's nothing original about selecting a boy and his dog for a cover subject. But since both the boy and the dog in this instance are especially close friends of Amchem personnel at the Research Farm, we give them a little pictorial recognition. The likable little lad is Charley Jack, son of the Farm's General Manager; the bundle of canine graciousness is "Richard," a thoroughbred golden retriever, the Jack family's household pet and Farm mascot extraordinaire.

## Shirley North on College Dean's List

Dr. Edward C. Scanlon, Dean of Academic Affairs Montgomery County Community College, has just informed Shirley North, Residue Laboratory



SHIRLEY NORTH

Technician, that he (Dr. Scanlon) has placed Shirley on the Dean's List. "It is my very great pleasure," wrote Dr. Scanlon to Shirley, "to inform you that, as a result of your fine academic record at Montgomery County Community College, I am placing your name on the Dean's List for the Spring term."

"Be assured that my congratulations to you are accompanied with my best wishes for your continued success."

Management and co-workers extend congratulations to Shirley on this academic accomplishment.

## Finch Completes Carnegie Course

John P. Finch, ACD Sales, Midwest, received a certificate for completing the Dale Carnegie course in Effective Speaking, Human Relations and Leadership Training, May 27, in Decatur, Illinois, Finch's former home town.

Jack Taylor, ACD Sales Manager, sent John a congratulatory message on his initiative, determination and accomplishment.

## Amchem Researchers Granted Patents

Since the last issue of the AMCHEM NEWS the following Amchem research personnel have been issued patents by the United States Patent Office:

Dwight Buczkowski, Al Douty, Jim Esposito, Will Hall, Jim Harrison, Nelson Newhard, Lou Schiffman.

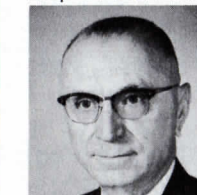
This is not a new experience for this septet: their names have appeared on numerous patents before.

With the exception of Esposito, who is a member of ACD Research Laboratories, all the others are with MCD Research.

All of these men have assigned the patents to Amchem.

## Further Honors for Paul Dresher

In a resolution passed and adopted on May 24, this year, the California State Association County Agricultural Commissioners recognized the contributions of Paul Dresher, ACD Western District Sales Manager, and Amchem to this organization. This is the second time Paul has received honors from the California SACAC. In May 1965, it gave Paul an honorable life membership in this Association.



PAUL DRESHER

The new citation states:

### RESOLUTION

Whereas, for years the personal contributions of Mr. Paul Dresher and Amchem to the benefit of the State Association of County Agricultural Commissioners have long been recognized by this Association; and

Whereas, Paul has been a close friend of each and every member of this Association; and

Whereas, it is the intention of this Association to in some way attempt to express our appreciation to Paul and Amchem; Now therefore be it

RESOLVED, that this Association go on record as recognizing the continuing contribution of this man and his company to the success and enjoyment of the conventions of the State Association County Agricultural Commissioners; And be it further

RESOLVED, that a suitably prepared copy of this resolution be sent to Paul Dresher as an expression of our appreciation.

Passed and adopted on this 24th day of May, 1968, by the unanimous vote of the delegates in attendance.

Sincerely yours,

WILLIAM FITCHEN  
Secretary

## THE AMCHEM NEWS

Vol. 11, No. 2 July, 1968

Published by  
**AMCHEM PRODUCTS, Inc.**  
Ambler, Pennsylvania

in the Interest of AMCHEM  
Employees and Their Families

William A. Drislane, Editor-Art Director

## Introducing New Members of the Amchem Stork Club

Born before June 15, 1968 and whose names were not previously published in the NEWS.

ANGELA JEAN HINRICHS

March 2, 1968.

Father: Shelby Hinrichs (ACD Sales)

MICHAEL CHRISTIAN HONER

November 27, 1967.

Father: George K. Honer (Mech. Dev.)

SHANNON MURPHY

March 20, 1968.

Father: Michael Murphy (Production Windsor)

PAMELA J. SAWYER

April 14, 1968.

Father: George Sawyer (ACD Sales)

KELLY JOLENE STEEN

March 28, 1968.

Father: Robert Steen (MCD Sales)

### Condolence

We wish to extend our sympathy to Mrs. Loura Houseman, MCD Sales office on the death of her husband last month.

Our sympathy is also offered to Dan Chisholm and family on the deaths of Mr. Chisholm's mother and mother-in-law in the month of May.

## Welcome to Our New Employees

Hired since the last issue of the AMCHEM NEWS and prior to June 15, 1968

### NAME

MILDRED ANDERSON  
MARILYNN A. BORDNER  
FREDRICK C. C. BOYD  
KEITH A. BRADY  
JAMES M. COHLMAN  
JOSEPH CORALLO  
CLAIRE R. DOHERTY  
MERLE E. FERRY  
PEGGY ANN FINACEY  
ROBERT H. FORBES  
LINDA GOODWIN  
HERBERT L. GROSHENS  
ELEANORE M. HUNTZINGER  
ROBERT KENNEDY  
THOMAS J. KIEFER  
GEORGE D. KNOTT  
LAWRENCE R. LEMIEUX  
STEPHEN D. LEWIS  
NORMA JEAN MACPHAIL  
EDWARD G. METZLER  
DAVID M. MOYER  
CAROLYN E. PULLI  
LYNNE H. ROSENTHAL  
GEORGE D. SCHOTT  
GLENN A. SCHULTZ  
WARREN B. SHAPIRO  
JAMES E. SHUE  
REINHOLD A. STROBEL  
PAUL F. STROHM  
LEWIS E. THOMPSON  
E. SLOAN WILSON  
BRIAN L. ZIMMERMAN

### HOMETOWN

Hatfield, Pa.  
Ambler, Pa.  
Cherry Valley, Ill.  
Norristown, Pa.  
Fremont, Calif.  
Norristown, Pa.  
Pittsburgh, Pa.  
Ambler, Pa.  
Lansdale, Pa.  
Philadelphia, Pa.  
Doylestown, Pa.  
Glenside, Pa.  
Jenkintown, Pa.  
Roslyn, Pa.  
Ambler, Pa.  
Hatfield, Pa.  
Windsor, Ontario  
Norristown, Pa.  
Windsor, Ontario  
Perkasie, Pa.  
Ambler, Pa.  
Ambler, Pa.  
Maple Grove, Pa.  
Newark, Calif.  
Grand Island, N.Y.  
Philadelphia, Pa.  
Salisbury, North Carolina  
Horsham, Pa.  
Philadelphia, Pa.  
Willow Grove, Pa.  
Cortland, N.Y.  
Ambler, Pa.

### ASSIGNED TO

Plant Manager's Office  
Publications  
ACD Sales  
MCD Research  
Fremont Plant  
Construction  
MCD Sales  
MCD Production  
Accounting  
Construction  
Personnel  
ACD Sales  
Data Processing  
Maintenance  
MCD Research  
Mech. R. & D.  
Windsor Plant  
MCD Research  
Windsor Office  
Mech. R. & D.  
Shipping  
Purchasing  
MCD Sales  
Fremont Plant  
MCD Sales  
ACD Research  
ACD Sales  
Receiving  
ACD Research  
MCD Research  
MCD Research  
ACD Production

## In Memoriam



*The last picture of George F. McKinley (c) taken on April 6, when he received his 15-year service award from Jim Roberto (r), Supervisor, Amchem's Shp'g Dept., and Gabe Mancini (l), Jim's Assistant.*

### George F. McKinley

It is with deep regret that we announce the sudden death of George F. McKinley, an employee of the Shipping Department since April 6, 1953. He was 54 years old.

Mr. McKinley collapsed while fighting a brush fire on a lawn adjoining his home at 336 S. Main St., North Wales, on April 20. After attempts to revive him through artificial and mouth-to-mouth resuscitation, and other methods, he was taken by ambulance to North Penn Hospital where he was pronounced dead on arrival.

A native of Philadelphia, he had been a resident of North Wales for the past 18 years. He was the son of the late John and Elizabeth McKinley. He was a chorister and deacon in the Highway Tabernacle, Philadelphia.

He is survived by his wife, the former Margaret E. Day, a daughter, Sharon Elaine, at home, and a brother, John, Illinois.

After services in Highway Tabernacle, on Thursday, April 25, Mr. McKinley was buried in George Washington Memorial Park, Plymouth Meeting.