

THE  
**AMCHEM**  
NEWS



Vol. 13, No. 1

January, 1970



## Ed Feather Appointed Manager of Purchasing

A memorandum dated December 15 from Eugene Snyder, Executive Vice President, announced the promotion of Edwin Feather to Manager of Purchasing, effective January 1, 1970.

Ed has been assistant to Snyder since September 1960, when he joined Amchem. He had been employed in the research and development department of Armstrong Cork Co., Lancaster, Pa., for one and one-half years following his graduation in June 1959, from Lafayette College, Easton, Pa., where he earned a B.A. in chemistry and was a member of the R.O.T.C. For a number of years he held a commission in the U.S. Army Reserves in which he attained the rank of Captain.

Ed was born in Schofield Barracks, Honolulu, where his father, a West Point graduate and a U.S. Army Colonel, was stationed. The family moved to Wayne, Pa., when Ed was two. He attended primary and secondary schools in Radnor Township.

Ed is married to the former Mary Eileen Whitman of Wayne. The couple with their five children live in nearby Plymouth Meeting.

### On Our Cover

For well over a year we have been awaiting the opportunity of publishing this picture taken in Tokyo, Japan. The bridegroom, Yoshiharu Jingo, Amchem's Agricultural Technical Coordinator in Japan, and his wife, Kimiko, are cutting the traditional wedding cake, a custom that is evidently observed the world over. Mrs. Jingo is an accomplished violinist, having taken lessons since she was four and later majoring in violin at Ueno-Gakuen Music College. The Jingos, who live in the countryside of Chiba prefecture, a few miles outside Tokyo, have recently become the parents of a baby boy (see page 22). Papa "Yoshi" has many friends here in Ambler, having spent a lengthy period of indoctrination at the Research Farm on McKean Road, Springhouse, in 1967.

### THE AMCHEM NEWS

Vol. 13, No. 1 January, 1970

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

in the Interest of AMCHEM  
Employees and Their Families

William A. Drislane, Editor-Art Director



## Message from the Chairman

When the material for this issue of the NEWS was submitted to me before publication, I was glad to note that some of our MCD personnel had been requested by certain metalworking industry associations to give their views on industries served by Amchem and that the opinions which our men expressed subsequently appeared in leading publications devoted to the metalworking industry.

I have noted, too, in the past, the frequency with which the names of Amchem representatives have appeared as speakers on the programs of various scientific conferences—both metalworking and agricultural—which are constantly held in various parts of the United States and abroad.

I think that this is a fine tribute to the knowledge and ability of these men and that such recognition is an indication of the high esteem in which Amchem is held in metalworking and agricultural circles. Giving a talk to an intelligent, technically informed group is a demanding undertaking, not only involving extensive research to authenticate facts, but also requiring a certain degree of proficiency in forensics. The latter requirement should not be overlooked, for the effectiveness of a talk also depends on how well it is presented. Our men evidently do a complete job and are to be congratulated.

*Gerald C. Romig*

Gerald C. Romig  
Chairman of the Board

## Sternick Dies Suddenly

The sudden death of Michael J. (Mike) Sternick, MCD Sales, on Friday, January 9, came as a distinct shock to all his Amchem associates. He died in Dover General Hospital, Dover, N.J., where he had been taken two days earlier with what had been diagnosed as pneumonia. After a Requiem High Mass in St. Leo's R.C. Church, Irvington, N.J. interment followed in Fairmont Cemetery, Irvington.

Mike had just received a promotion to Sales Manager, Sno-Flake Products, as of January 1. He joined Amchem in February 1957 as an MCD Salesman for the State of New Jersey. He held this position until he was appointed Sno-Flake Product Sales Specialist in January 1968.

Mike was born in Newark, N.J. He attended both St. Leo's Parochial School and High School in Irvington and graduated from Seton Hall University, Newark, N.J. with a B.S. degree in 1952. He was a Navy veteran of World War II.

Mike is survived by his wife Anne, two sons, Michael and Gregory and a daughter, Suzanne.

Jack Price, MCD Sales Manager, attended the funeral and conveyed the sympathy of all Mike's Amchem friends to Mrs. Sternick.

## Four Amchem Ladies Retire After Combined Service of 126 Years

On December 31, Florence B. O'Conner, Anna H. Lucas, Marie E. Sweeney, and Helen C. Taltavull retired, at their own request, after a combined service of 126 years at Amchem.

Miss Taltavull was Assistant Corporate Secretary. A native of Philadelphia, she joined Amchem in September 1929, shortly after receiving her B.S. in business administration from Temple University, where she was president of her sorority, Theta Upsilon, in her senior year. She currently lives with her sister in Elkins Park.

Miss O'Conner was born in Ambler but now resides in Lansdale. She is a graduate of Ambler high school. She, too, has over 40 years' service with Amchem, having been hired by the Company in May 1929. She has al-

ways been associated with the Accounting Department.

Mrs. Lucas started with Amchem in April 1943 as Secretary to F. P. Spruance, Sr. She continued to serve in this capacity with F. P. Spruance, Jr. when he succeeded his father as Vice President-Sales Manager MCD, in September 1955. Mrs. Lucas was born in Philadelphia but moved to Ambler with her parents as a school girl. She received her business training at Strayers Business College, Philadelphia, graduating at age 15, the youngest member of her class, and took a position for the next eight years with Keasby & Mattison as secretary to the financial officer. After marriage she remained at home for 14 years, but when her husband died she joined Amchem. She has a married son and

two grandchildren living in New Jersey.

Miss Sweeney had been secretary to Benjamin Foster, President of Benjamin Foster Co. for the past 20 years. A life-long resident of Conshohocken, she graduated from St. Mathew's (now Archbishop Kennedy) High School in the same town.

About 80 female co-workers of the newly retired ladies tendered them a luncheon in the executive dining room on December 9 and presented each one with a live potted floral arrangement. Chairman Romig paid a brief visit to the affair, congratulated the retirees and thanked them for their long and faithful service. He was accompanied by Vice Presidents Raymond Naylor and Gene Snyder.



Retirees sat with their hosts at various tables at luncheon in their honor on December 9 in Executives' Lunch Room.



# ACD Manufacturing...a Most Important Amchem Function

**W**hen we first came to Amchem a few years ago, we were puzzled when veteran occupants of the offices spoke of "the people across the street". However, we soon learned that these old-timers were referring to Amchem Plant personnel, which includes those employed in Manufacturing, Maintenance, Packaging, Receiving, Shipping and Construction.

Since the nature of our work brings us into constant contact with "the people across the street", we soon found them to be a pretty good crew. That's why when we have an assignment involving plant personnel we approach it with enthusiasm, for we know that whatever attention we give to their activities it is always appreciated. We've had this pleasant reaction after publishing stories on Maintenance, Construction, Packaging and a few years back, on Receiving. We now have a story relating to the group engaged in the manufacturing of Agricultural Chemicals (or briefly ACD Manufacturing).

ACD's manufacturing operations are carried on in Buildings #9 and #14, where the allotment of space and placement of equipment had been strategically planned. For in addition to two areas totaling 4000 square feet devoted to the manufacturing of ACD Products in Building #9, there is a 7500-square-foot section where MCD

Rodine® is made. Also in the same building, space totaling 800 square feet is given over to the manufacture of synthetic plant growth regulators, the Company's first agricultural chemical products. In addition to occupying the entire north end of Building #14, ACD also uses the basement to make weedkillers, this is a total of 7000 square feet in this building.

**N**ow that we've told you the whereabouts of ACD Manufacturing and the square-footage required for its operations, and before we introduce the department's most valuable asset, its personnel, we'll try to describe the equipment and the various processes involved in Manufacturing ACD Products.

The simplest way to describe the manufacture of an ACD (or MCD) chemical is by saying that the preliminaries are similar to those involved in baking a cake. There are "utensils"—mixing tanks and blenders, a "recipe"—the formula for the chemical, and the "ingredients"—the basic chemicals needed to produce the end product. The basic chemicals consist of powders, liquid acids and oils.

If an ACD formula calls for a dry chemical, only powders are used; if a liquid is required, acids or oil are used as surfactants or carriers with the powder. The basic chemicals are pur-

chased from one of the large chemical manufacturers and are systematically ordered according to the prevailing demand. By this method of operation, a heavy inventory, with a consequent tie-up of capital, is eliminated. Whereas, if the Company made its own basics, not only would an inventory of these have to be carried, but additional storage and manufacturing space would be necessary, plus the need for special processing equipment. In chemical circles, Amchem is known as a "blender".

**W**hile it would appear that the manufacturing operation is a one-, two-, three-step operation — pouring the dry basic chemical into a 1000-lb. capacity "cone" blender, rotating it, and then packaging it in 10-, 25-, 50-, and 100-lb. quantities as is the case with dry formulations, or for wet formulations, dumping the basic chemical into a 1000 or 1500-gallon tank, adding a liquid and pressing a button to spin an agitator—there's a great deal more to it than this, just ask any chemical operator. A continuity strip of the manufacturing procedure appears at the bottom of these two pages.

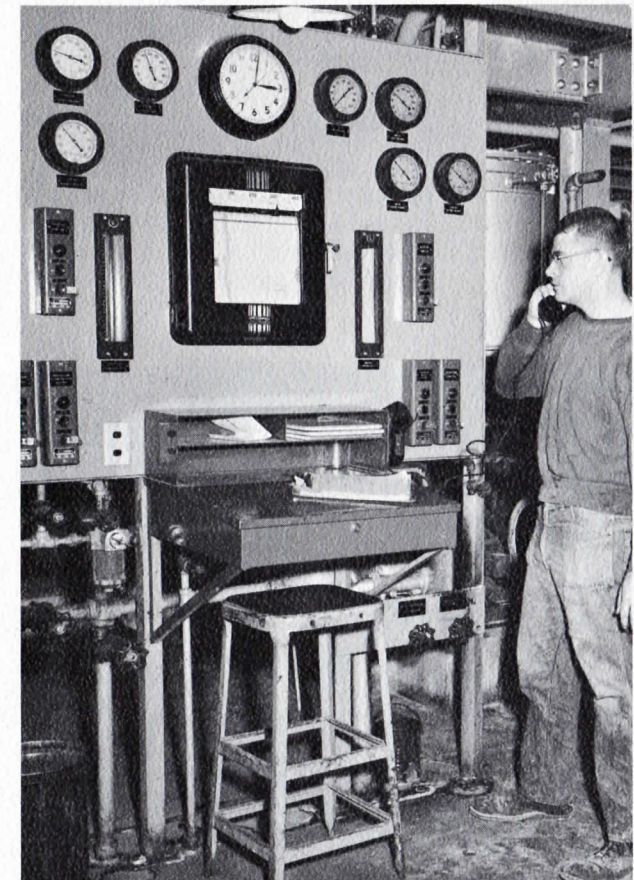
The chemical operator's job requires intelligence, skill, training and concentration. It is a responsible position where negligence could result in a sizable loss of time, money and ma-

terials; where alertness and a sense of anticipation are necessary to cope with an emergency.

Amchem employs six full-time ACD chemical operators whose average years of service is 23. Stu Snyder tops the list with 33 years at Amchem. Stu is followed by Tony Bruno, Joe Alba, Mel Nagle, Bob Applegate and Tom Ryan, in that order. Department Supervisor Frank Boland and Assistant Harry Morris are both in their twenty-second year with Amchem. These long tenures of service reflect the harmonious relations that exist between the worker, his supervisor and management.

Later additions to the MCD Manufacturing staff are utility men Andy Mayersky (January, 1960) and Frank Markley (September, 1962). Last to join the group is Harold Smith, Jr., whose father works in MCD manufacturing. Harold was hired last September 15. Also, on temporary loan to the Department from Inventory is Brian Zimmerman.

**L**ike all smooth-running operations, ACD Manufacturing functions systematically, with an eye to economy of time and motion. Upon completion of a batch of chemicals, the tanks and/or blenders are thoroughly cleaned in order to be ready to process the next Shop Order.



Chemical operator Bob Applegate keeps check on the pressure gauges of the mixing tanks as he communicates with Frank Boland, ACD Manufacturing Supervisor.



Bruno turns valve at top of mixing tank during herbicide manufacture.

**A.** Chemical operator Tony Bruno opens valves to permit flow of basic chemicals in amounts specified in formula.

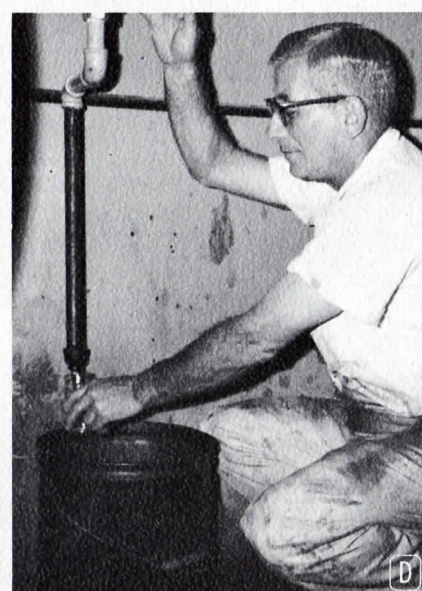
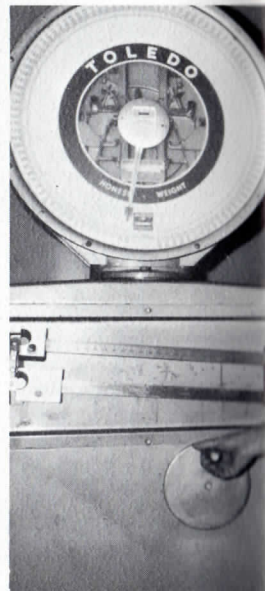
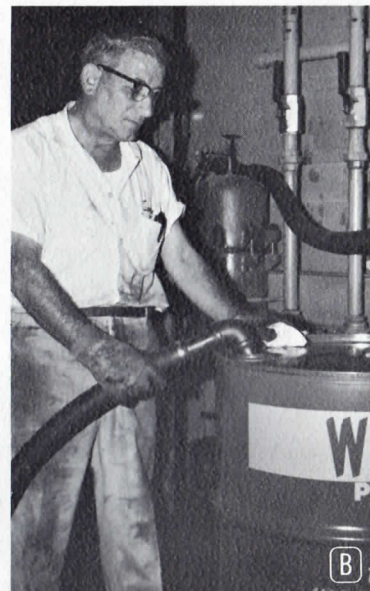
**B.** Operator Bruno draws out emulsifier to determine its correct weight for herbicide formulation.

**C.** Bruno weighs oils used as surfactant in basic chemicals according to formula.

**D.** Before herbicide is manufactured, a sample is drawn and sent to ACD laboratory to be checked.

**E.** Sample approved, manufacturing operation proceeds in blenders as shown above (right). Bruno turns lever to pump finished product into storage tank.

**F.** Bruno fills order pumped from storage tank in yard.





# Wisler Story Covers Continental and Thunderbird Finishing Operations

Norman Wisler, whose ingratiating ways with the public relations lads at some of MCD's MICs (Most Important Customers) have provided him with sources for a number of publicity stores in the past, adds still another to his list.

With an assist from Oran Crisler and Jack Mercer, Norm reached the brass at Ford's Wixom, Mich., plant where those sleek Lincoln Continentals and Thunderbirds are produced. Crisler, who is an old GM man and who has been around gas buggies even before Jack Benny put down a

payment on his Maxwell, is Amchem's automotive sales manager working out of Ferndale. Mercer is the MCD salesman whose constant attention keeps the Ford people in a happy frame of mind. For Jack is a practitioner of the Amchem philosophy succinctly expressed by John Shellenberger, Vice President-Director of Marketing, a couple of years ago: "We (Amchem) believe in service and having our customers depend on us to solve their problems for them."

As a result of this Ferndale interplay, plus some valuable technical

information supplied by Ells Stockbower, Automotive Industry Manager, Wisler came up with a product story on the complete finishing operation of Continentals and T-birds. The story appeared in PRODUCTION Magazine this past September.

The Wisler opus, keyed to the technical interests of PM's readers, gave a lengthy, step-by-step description of the Ford finishing operation at Wixom. It was accompanied by a series of illustrations, a few of which we have reproduced on these pages.

In essence the article stated that by

using Amchem's Ridoline® No. 49, Fixodine® No. 15, Granodine® No. 17 and Deoxylite® No. 30, and by electronically controlling the content of these chemicals in the various pre-paint treatment stages through the use of an Amchem Lineguard® System, Ford is enabled to have the Continental and T-bird bodies in the best possible condition for the painting phase of the finishing operation.

After having read this output of the Wisler cranium, we've come to the conclusion that Norm didn't leave a single journalistic stone unturned in his quest for data. And in addition to

furnishing an abundance of such technical gems as "coating weights averaging 220 milligrams per square foot," and "the dryer is 142 feet long and is maintained at 360° Fahrenheit," Norm applies an interesting methodology in his presentation of these facts. Congratulations, Norm, on a fine professional job.

(Come to think of it, we haven't told you who Norman Wisler is. Well, he's assistant to the advertising director of MCD. He's a quiet, easy-going, unobtrusive chap, who still enjoys single status, an occasional dry martini, and the company of young ladies.)

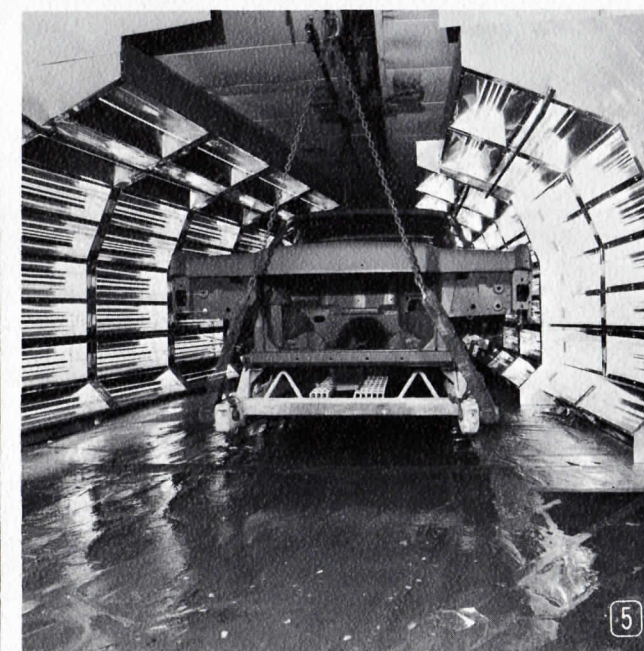
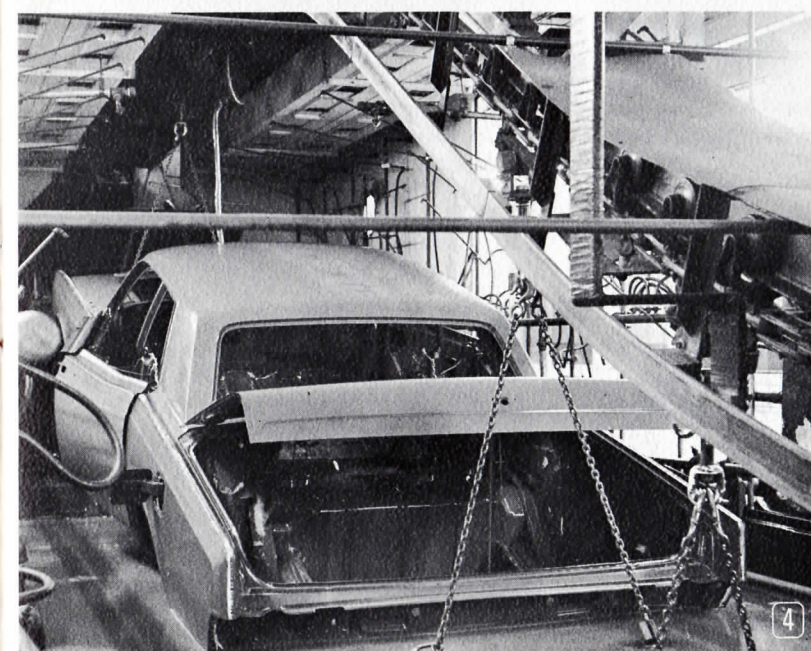
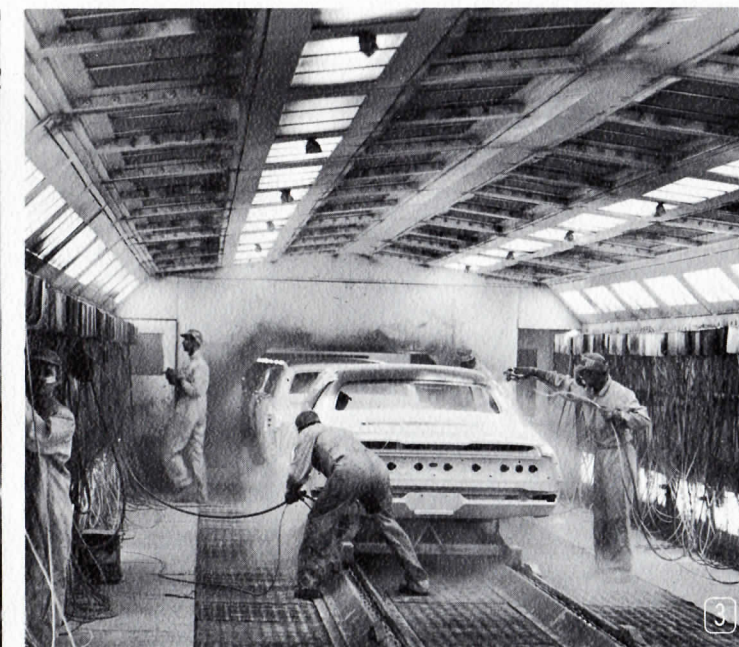
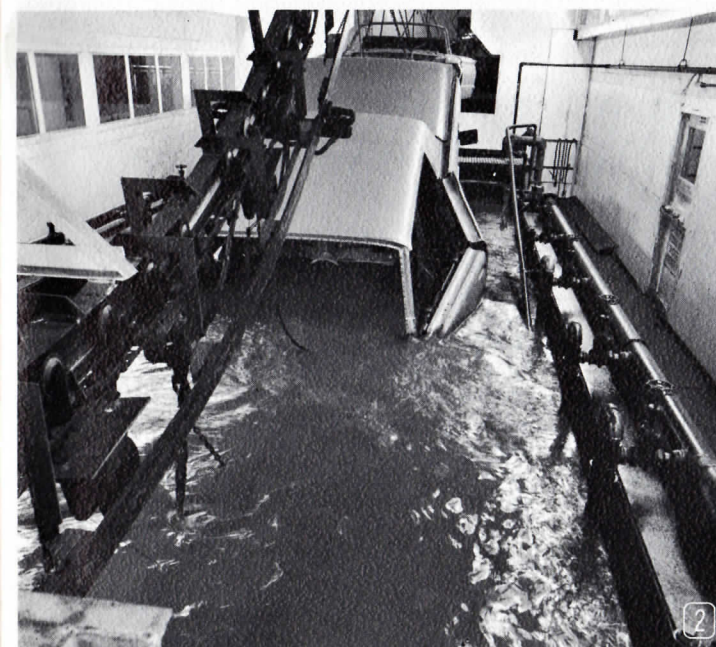
1. At the Lineguard Control Center, Ford Motor Co. Wixom (Mich.) plant are (l to r): Wixom plant Paint Superintendent William Green, Paint Superintendent Eric Little, Lead Paint Superintendent Clayton Varesi and Amchem's Sales Representative Jack Mercer.

2. Body of Lincoln Continental entering electrocoating tank to receive primer paint. Body has already been treated with Amchem conversion coating chemicals for rust-resistance and paint adhesion.

3. After receiving pre-paint treatment and primer, car bodies are spray painted, then proceed to oven for baking and curing.

4. Car body emerging from electrocoating tank prepared for finish enamel coat.

5. Car body passes through Ford's E-coat bake oven before painting.



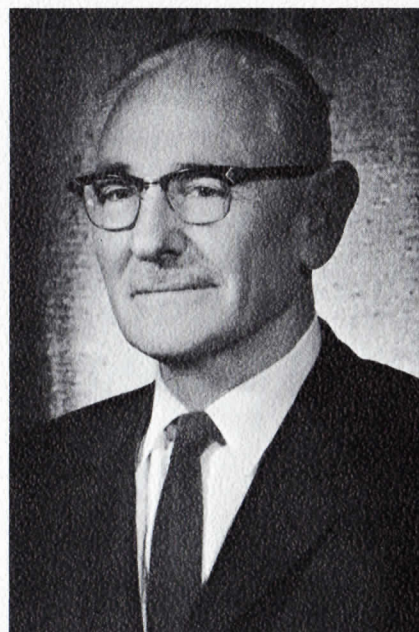


# Tribute To an Amchem Pioneer

While some of the younger attendants at MCD's National Sales Meeting at Seaview (N.J.) Country Club were plodding over the fairways, blasting out of sand traps or gently tapping the little white pellet into the cup, Al Douty, in freshly laundered white athletic shorts (no horrible Bermudas for Al!) and T-shirt, was volleying tennis balls across the net to all in-boundary corners of the court, frequently catching his opponent of more tender years flatfooted. Al would dart from front to back court with amazing agility and grace of movement in what veteran sportswriters customarily refer to as "natural form". With his slim, compact build, closely cropped mustache and hair combed straight back, Al reminded us of the late Clifton Webb when the latter was a dancing star in Broadway musicals.

At the time of the MCD Meeting—August 1967—Al was 68 years old. And what was disappointing to us was that there were no spectators to admire the skill and energy displayed by a man of Al's years—that is, if they had really known Al's true age, for his appearance then and now would lead one to believe that he is in his mid-fifties.

Al has engaged in some form of active sports, for diversion rather than serious competition, ever since he was a 145-pound member of the wrestling team at the University of Pennsylvania from which he graduated in 1919 with a B.S. in chemical engineering. He minimizes his prowess on the mat as well as the importance of "big time" intercollegiate athletics—particularly football. Al believes that if colleges



ALFRED DOUTY

want to maintain football on a highly competitive and elaborate, money-making basis, they should be represented by professional teams. This belief has persisted with Al even though in the era when Penn was contributing its share to the late Walter Camp's annual, one-and-only official All-America team with such legendary figures as J. Howard Berry, Lud Wray, Bert Bell (later the NFL commissioner) and others of equal gridiron stature, Al was a most ardent rooter for his college teams.

But studies always took precedence over every other pursuit. Even when he was a student at Central High School in Philadelphia, he completed the four-year course, which included Ger-

man and French on college freshman level, in three and one-half years, so that he could enter Penn in the fall of 1915.

Al, a native of Germantown, Philadelphia, was reared in a cultural atmosphere, his father, Nicholas Douty, being a well-known vocal instructor, who numbered among his pupils the late Nelson Eddy. Possessing an alert and inquisitive mind, as well as being intrigued by the study of mathematics from early childhood, it is not surprising that Al chose a scientific career in preference to one in the Arts.

In point of service, Al is the second oldest living member of the Amchem family. He is topped in seniority only by F. P. Spruance, Sr. a fellow alumnus of Penn (class of 1908), whose employment with the Company began in 1921.

After appraising career opportunities in a couple of other firms where he worked after graduation from Penn, Al accepted an offer from Amchem's founder, James Harvey Gravell, to become Technical Director of the Company, in May 1923. For five years the position was a one-man, shirt-sleeve operation until he was joined by a willing, studious and very capable young assistant fresh out of Penn State with a master's in chemistry, in June 1928. The young man was Gerald C. Romig, Amchem's present Chairman of the Board. Exactly one year later, another member was added to Al's staff, Albert Saukaitis, who still works for Amchem on a limited schedule. From this modest start, Al has seen Amchem's Research and Development

Department expanded to its present force of 171 people.

Under his direction thousands of patents have been issued to the Company. He and his staff have given hundreds of papers all over the world, and every year Amchem is represented in print by numerous articles written by R. and D. staff members.

Al was never a desk-bound administrator in all the 43 years that he had been Corporate Technical Director. He always felt more at home in a laboratory than in a carpeted office. That's why as Corporate Technical Advisor, a position he assumed when Frank Precopio became Technical Director in August 1966, he could usually be found in a section of the Analytical Research Laboratory, rather than in his panelled office. At these times you would invariably discover him engaged in a research project involving his assortment of electronic instruments. But regardless of the urgency of the moment, he would always find time to exchange a few pleasantries. When time would permit, he would even try to explain, in simplified terms, something as scientifically advanced as the complexities of computerization.

We understand that since the arrival of 1970, Al has been altering the rigidity of his customary working schedule by limiting his appearances in his office and laboratory—a practice he will pursue in the future.

All of us who have come to know Al over the years admire him not only for his outstanding abilities and fund of knowledge, but also for his sterling character, remarkable honesty and sincere affability.

## Amchem's Pal Joey

There is a popular beer commercial that opens with "It all began back in etc. etc. . . ." and to describe Joe Torchiana's first association with Amchem we have to borrow the same formula (not for our brew but for our introduction to this opus). It all began back about 1920 when Joe Torchiana, as an ambitious young trafficker in graphics, sold Amchem's late Chairman, Leon Cherksey, an order for some printing. When the order was delivered, it evidently was a combination of quality workmanship and a genial sales personality that retained Amchem as a steady account for Joe. It also established a friendship between the two principals in that initial transaction that lasted until Mr. Cherksey died in January 1966.

When wartime restrictions curtailed printing production in 1941 and forced Joe to seek a new career, Mr. Cherksey offered him the job of advertising manager of the Chester-Bridgeport ferry, then an Amchem enterprise. Joe enthusiastically accepted the new challenge and, as he himself states, worked 16 to 18 hours a day due to the manpower shortage. "Heck," Joe says, "I sold sandwiches, coke, tickets, took care of the ads, the printing of the tickets, schedules, etc. It was hectic, but we enjoyed it."

With the erection of the Delaware River Memorial bridge below Wilmington after World War II, the ferry business was considerably less than prolific. However, the newly discovered herbicides 2,4-D and 2,4,5-T at Amchem required the establishment of an advertising and sales promotion department for these and other agricultural chemical products and as a result Joe moved his carcass and promotional talents from Chester to

Ambler. Additional new duties included the management of the Lawn and Garden ("Small Package") Products Department.

In May 1962, Joe assumed the newly created position of Director of Graphics Purchasing when the buying of printed matter required full-time attention, Dick Barnes succeeding him as Manager of ACD Lawn and Garden products.

Now that Paul Goetter has been thoroughly indoctrinated in the intricacies of purchasing graphics after a couple of years sitting opposite Joe, the Torchiana family will be seeing a little bit more of Joe at his home in Lansdowne, Pa. for, like Al Douty, he will be coming into his office with less than daily regularity. Paul will now help relieve Joe of some of his

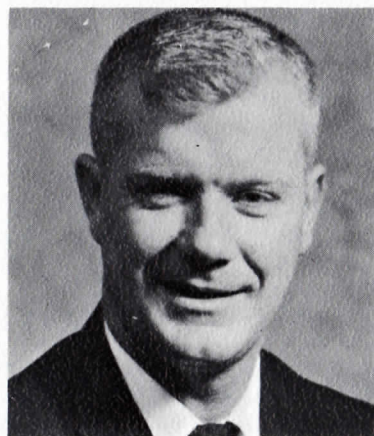


JOE TORCHIANA

responsibilities.

One of Joe's greatest attributes has always been his ability for cultivating the friendship of the younger element. Regardless of the decade, Joe has consistently bridged the generation gap—just ask some of the younger group at Amchem. Oldsters, too, best recall Joe as the vocal leader at any informal song fest, or as the busiest man on the dance floor at any of the Company-sponsored social events—a phase of his life, no doubt, nurtured by weekly visits to Keith's, Fay's, Nixon's, et al. in the era when two-a-days flourished. We're glad Joe isn't calling it quits—we'll still be seeing him, but less frequently.





## Nusbaum Speech Published... Reprints Requested

**A**mchem's first General Sales Meeting, held in the Fall of 1960, had for its theme "Know Your Company, Know Your Product".

Ed Nusbaum, who is MCD's Aluminum Industry Sales Manager, has elaborated on this by adding "Know Your Industry". And as evidence of how well Ed has succeeded in putting into practice the advice contained in his version of this motto, we have only to tell you that he was invited to address the 1969 Aluminum Extruders Council Meeting in Chicago.

Ed chose as the subject of his talk "Painted Aluminum Extrusions\*—Where You Are and Where You Are Going", which, as the title implies, was a complete analysis of the painting phase of the aluminum fabricating industry.

The address was so authentically factual and so well received that Frank Church, Senior Editor of *MODERN METALS* magazine, requested a copy for publication. It appeared, with a by-line and a photo of Ed, in *MODERN METALS*, which has the world's largest circulation among light metal fabricators, foundries and manufacturers of non-ferrous metal products.

Additional requests for copies of the speech from Extruders Council members prompted Amchem's advertising department to order 500 reprints from *MODERN METALS*. Those that remained after this distribution are now being used as sales aids by MCD sales personnel.

At the Extruders Council meeting, Ed illustrated his talk with a series of charts which showed the

yearly production in pounds of painted aluminum extrusions from 1965 through 1969. An output of 225 million pounds was shown for the latter year, while only 50 million pounds were produced in 1965. This was a 450 percent gain for the four-year period. A production of 400 million pounds is predicted by the end of this year.

**A**nother interesting feature of Ed's talk was the presentation of figures comparing the consistently rapid gain of painted aluminum extrusions from 1966 to 1970 (up from 70 million pounds to 400 million) with the very slow rise for anodized aluminum in the same period (220 million pounds in 1966 to 260 million in 1970). Ed's color breakdown showed that white accounts for 90 to 95% of the total of all painted extrusions.

Ed also compiled figures on the cost of an installation of a paint system which could be a guide to those aluminum extruders who contemplate painting their products. Ed estimated that a total expenditure of approximately \$183,400 would be necessary for such a project, with the possible addition of over \$20,000 for the installation of a waste treatment program, because "the requirements are becoming more and more stringent and will become a federal standard in the near future," to quote Ed.

What made Ed's talk rather unique was the complete absence of generalities and digressions, and the abundance of substantiated facts. Ed is a firm believer that those

who take the time and trouble to attend such business conferences as the Extruders Council Meeting are there to learn something about what's going on in their industry rather than to be entertained. "Giving out with the jokes and laying emphasis on histrionics is fine for someone who wants to project his personality at a fraternal or lodge clambake, but business meetings should be what they're supposed to be—BUSINESS MEETINGS.

"As Amchem's Aluminum Industry Sales Manager, I try to keep up with everything that's going on in the industry—and that includes what our competitors are doing. That's why I belong to organizations like the Aluminum Extruders Council, the Architectural Aluminum Manufacturers Association and the American Ordnance Association. I found these associations a tremendous help in gathering information for the talk. People like Alcoa, Reynolds, and Kaiser in the aluminum field, plus the major paint manufacturers, are all represented in these organizations." Ed made these remarks after we complimented him on the excellence of his talk.

**A**rticulate and informed young men like Ed Nusbaum enhance the reputation of Amchem and gain respect for its products and services.

*\*Painted aluminum extrusions are aluminum forms, either straight, ornamental or architectural, which have been painted before they have been drawn or extruded into these shapes.*



## Geyer's Opinions Sought by Trade Press

**A**merican METAL MARKET, the daily tabloid of the metal industries, held a lengthy interview with John Geyer, Vice President-Assistant General Manager MCD, on the immediate and future objectives of the National Coil Coaters Association of which Geyer is currently president.

In the interview, held in Pittsburgh, Pa., Geyer pointed out that the time has come for the coil coating industry to open up new marketing frontiers and "actively" explore new growth areas. As a first step toward this objective, Geyer stated that at the NCCA annual convention in Florida last year, at which he was elected president, he appointed a special four-man committee to study the growth situation and to recommend a specific marketing program of interest to NCCA members and which could be used by the entire coil coating industry. The new program to be aimed at a market not now sufficiently served.

Working as a task force under Peter Connor, Jr., chairman, public relations and marketing committee of NCCA, Geyer explained, the four-man group is charged with choosing the target market and undertaking a survey of the chosen market. While he declined to single out his own choice of a particular

market for the projected marketing drive, he did, however, list the auto industry, large appliance manufacturing, and housing for urban renewal as the three areas getting close study.

Commenting on the reluctance of appliance manufacturers to use coil coated metal, Geyer told Hi Howard, associate editor of *AMERICAN METAL MARKET*, who conducted the interview: "The manufacture of most appliances involves the assembly of many parts and fastening them into a complete, attractive unit. It's difficult to put pre-coated metal parts together without marring the finish. Fastening would appear to be the problem." Geyer indicated that such obstacles are presently being studied and that a solution to this problem is possible sooner than anticipated. He further remarked that fastening was only 10 to 15 percent of the total problem which would require a prolonged study.

**G**eyer did not elaborate any further on the activities of NCCA's four-man committee, but it is expected that a progress report will be submitted at this year's annual convention in May.

Asked by Editor Howard to define his own particular primary objective during his first term as NCCA president, Geyer answered:

"To bring together all that the association has learned and accomplished of standards and information in the coil coating field, and to turn all of these things into greater marketing usefulness."

He defined his second objective as a "continuing effort to get increased participation in Association affairs by member firms and to bring in additional active members."

Geyer concluded the interview by remarking that the Association can do a great deal more to make its members' services and products better known to more potential users. "Once we have the hard background information needed to talk business with anyone who could use coated metal for whatever purpose," he declared, "our members will be in a much better position to broaden their markets."

### Interviewed by MODERN METALS

**I**n an earlier three-page question-and-answer interview with the editor of *MODERN METALS* magazine, Geyer outlined essentially the same marketing objectives and the same aims of the National Coil Coaters Association. In addition, he answered questions pertaining to pollution problems, imports, and mergers.





Tom Crowley (r) receives 25-year service award solid gold watch. Gene Snyder presenting.



John Leuzinger (l) receives 25-year service award solid gold watch. R. E. Ferndale presenting.

## Congratulations!

These are the men and women of AMCHEM who have received Service Award Emblems between June 25 and November 15, 1969.

### ★ 25 YEARS ★

Thomas Crowley      James Thirsk  
John Leuzinger

### ★ 20 YEARS ★

Edward Jacko

### ★ 15 YEARS ★

Thomas Bueter      Clarita Kiff  
John Gallagher      Thomas McCarthy  
Robert Graham      Earl Reinhold

### ★ 10 YEARS ★

Philip Baum      Kenneth Bridge      Mary Lou Carney  
Richard Carson      Harold Collins      Paul Cuppett  
Edwin Nusbaum      Raymond Robinson      Robert Sage  
Thomas Tedesco      Thomas Vogl

### ★ 5 YEARS ★

Richard Barnes      Eric Binns      Thomas Chisholm  
J. W. Delanty      Howard Gunagan      Harley Halderman  
Norton Linsz      Robert Longo      Clifford Redfield  
Alan Slotkin      Peter Russell      Lester Tesch



Jim Thirsk (c) accepts 25-year service award solid gold watch from Chairman Romig. Frank Precopio (l).



Ed Lacko (r) accepts 20-year service award from M. B. Turner. ACD Sales.



Dick Fosse (r) accepts 15-year service award from Stan Fertig. ACD Research.



Robert Graham (r) receives 15-year service award from R. E. Cavanaugh. Ferndale Lab.



Clarita Kiff receives 15-year service award from Al Sattel (l). Clyde Roberts (r). B. F. Div.



Harold Collins (r) accepts 10-year service award from Jack Taylor. ACD Sales.



Paul Cuppett (l) receives 10-year service award from Lee Kobussen. ACD Sales.



Thelma Foy receives 10-year service award from Irv Steltz. B. F. Div.



Tom Tedesco (c) receives 10-year service award from Joe Mallozzi (l) John Heckler (r). Standing are Gertrude Amenth (l) Helen Davies (r). Packaging.



Ed Nusbaum (r) accepts 10-year service award from Jack Price. MCD Sales.



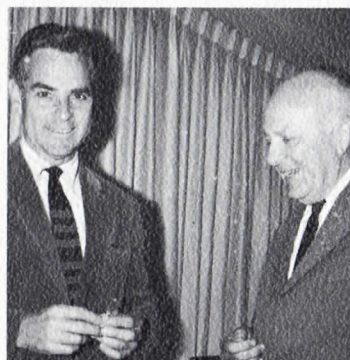
Robert Sage accepts 10-year service award from Irv Steltz. B. F. Div.



Edith Szabo receives 10-year service award from Stan Fertig. ACD Research.



Eric Binns (l) accepts five-year service award from Les Steinbrecher. MCD Research.



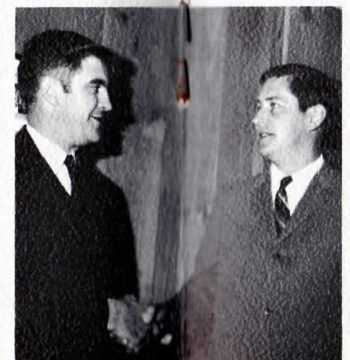
J. W. Delanty receives five-year service award from J. O. J. Shellenberger. Int. Div.



Richard Miller (l) accepts five-year service award from Irv Pintcke. ACD Sales.



Cliff Redfield (l) accepts five-year service award from Dwight Buczkowski. MCD Research.



Pete Russell (r) receives five-year service award from Paul Kern. MCD Sales.



Alan Slotkin (r) accepts five-year service award from Irv Steltz. B. F. Div.



Bob Steen (r) accepts five-year service award from Paul Kern. MCD Sales.



Ed Suttor (r) accepts five-year service award from Irv Pintcke. ACD Sales.



Les Tesch (l) accepts five-year service award from Frank Sherwood. ACD Sales.

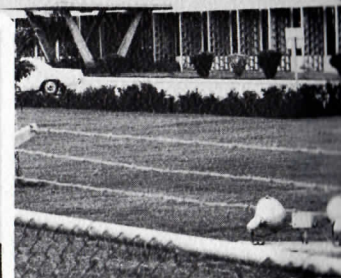




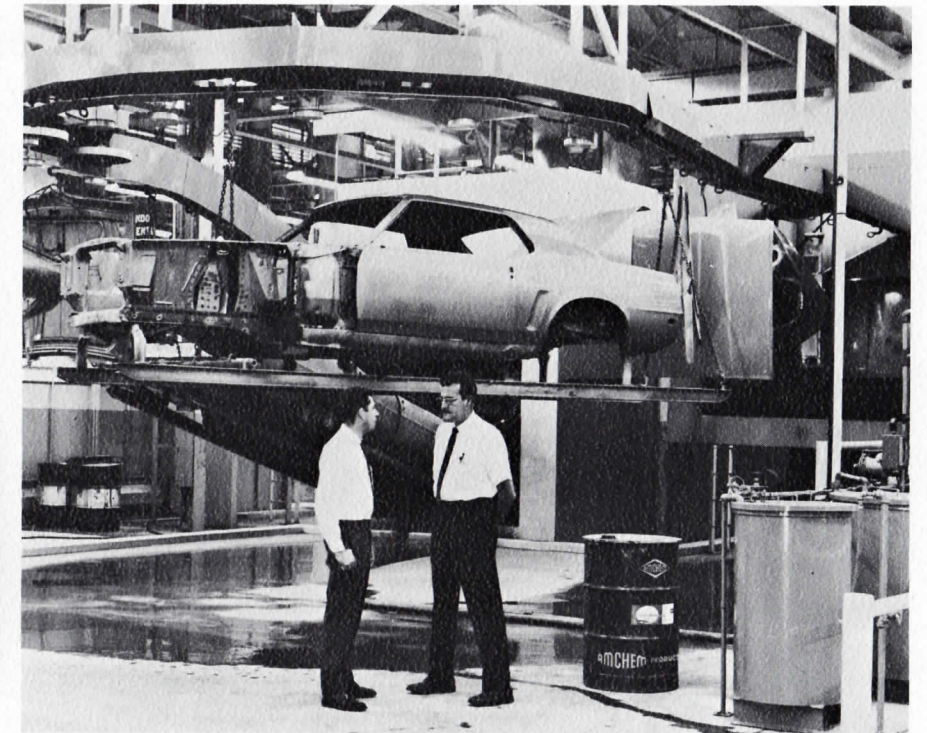
**Friendly Relations.** Mr. Humberto Villa (l), Regional General Manager, DuPont de Venezuela, greeting Mr. and Mrs. E. Mandeville, Jr., General Motors de Venezuela, at a social event which was on the program of a Duvenca business conference in Caracas, Venezuela. Mr. Pedro Diaz (center), Manager of Duvenca's Finishes Department and J. W. Delanty, Amchem International Division (second from left) were also participants in the event.



MIKE ROSENBERG



Ford Company plant in Valencia, Venezuela. Ford is a valued Duvenca customer.



(Above) Mr. Manuel Rios, Ford Quality Control Manager, discusses finishing operation with a Duvenca Technical Representative, in Ford Plant. Note drum of Amchem pre-paint chemical.

(Below) Employees leaving Duvenca plant in Valencia, Venezuela, at the end of work day.

## Energy, Efficiency, Service... Key to DuPont de Venezuela Success

**W**e have a feeling that if Don Page, International Division Territorial Manager for Latin America, had chosen the diplomatic corps for a career, he would have met with universal success, provided he would have been stationed in one of the countries south of the Border.

Don enjoys excellent rapport with all our Latin American amigos, one of whom is DuPont de Venezuela, on whom Don has been calling during his seven years at Amchem. DuPont de Venezuela, familiarly called Duvenca, has been an exclusive distributor of Amchem's MCD chemicals since July 1959, just three years after the company was founded in 1956 and only one year after Duvenca erected a plant to manufacture paints in the industrial zone of Valencia in the State of Carabobo. The plant covers approximately 50,000 square feet on a ten-acre site. Valencia, in a modest sense, is the Detroit of Venezuela, for Ford and Chrysler have plants there, while Fiat, American Motors and Willys are located nearby. General Electric is represented with an appliance factory. Numerous other companies, manufacturing a wide range of metal prod-

ucts for industrial and consumer use, are also located in Valencia.

With an economic development paralleling a rapid growth in population—from 4,985,710 in 1950 to almost 10,000,000 today—a demand has been created for the output of all these factories. This demand has resulted in a market for Duvenca's line of finishing products, which include nitrocellulosic lacquers, aliquid enamels, industrial and household paints, acrylic finishes and Amchem pre-paint conversion coating chemicals.

Largely supporting this expanded economy is Venezuela's production of 3,604,000 barrels of oil a day. Also, according to the Venezuela Department of Tourism, the country ranks sixth in world production of iron and has a wealth of other natural mineral resources that include gold, diamonds, copper, bauxite, nickel and manganese. Its fertile agricultural lands produce coffee, cacao, sisal, tobacco and corn in quantities sufficient to permit exportation; while rice, sugar, cotton and sesame are grown for domestic use. The country's gross national product rose to \$8,505,000,000 in 1967, an excellent figure for a country only

about one-and-a-half times the size of Texas.

By developing and promoting its other natural resources and concentrating on a diversified, modern, industrial and agricultural economy, Venezuela is preparing for the time when there will be a depletion in its oil production and it won't have to depend on petroleum for economic survival. Success is already indicated: Between 1959 and 1966 the production of power from water, gas and electricity increased 115 percent; manufacturing and industrial production by 66 percent, and agricultural and dairy production 45 percent. Private construction leaped 33 percent between 1963 and 1966—just three years.

The capital city of Caracas doubled its population in a little over ten years. It now stands at 1,950,000, a little less than a fifth of the entire population of the country.

In 1950 the population of Venezuela was only 4,985,700.

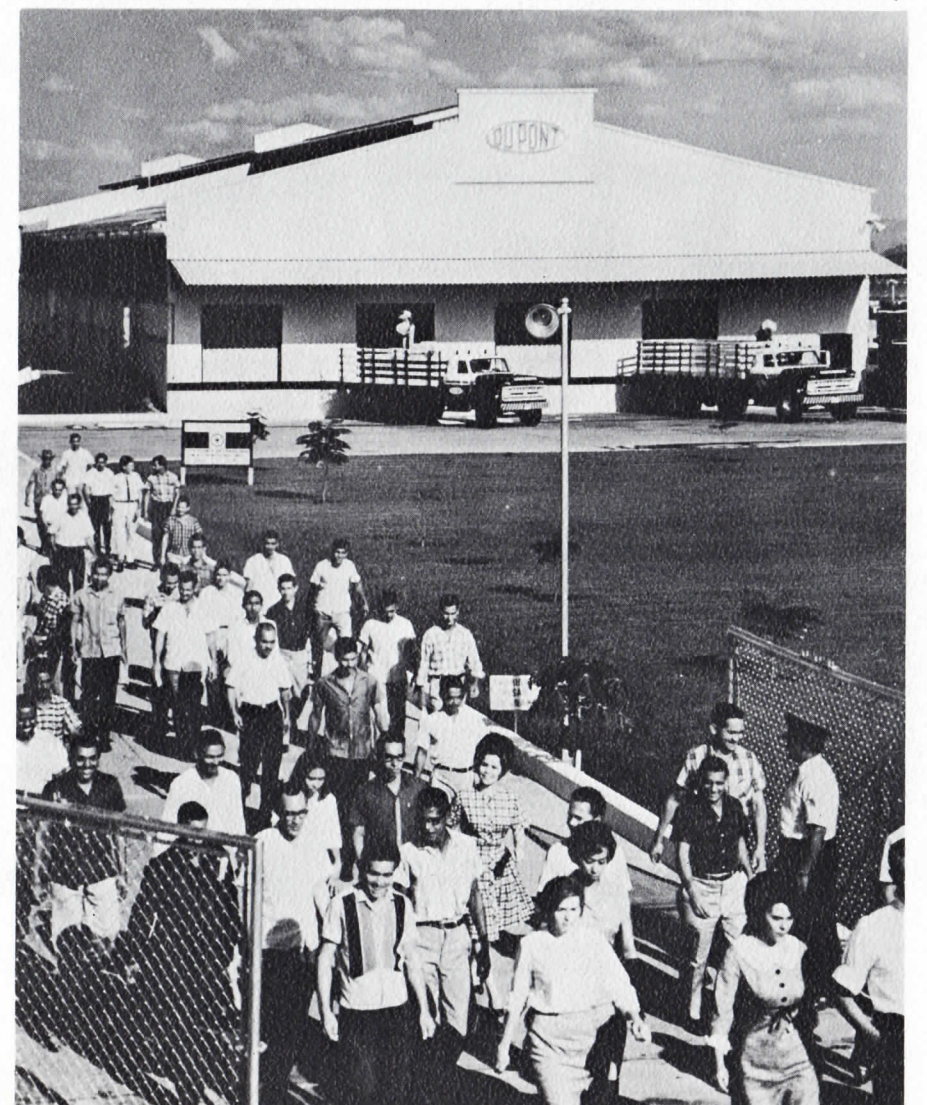
Guided by progressive management and blessed with the services of vigorous and talented Regional Director Humberto Villa, who, incidentally, is

a U.S. citizen, Duvenca is experiencing a sound business growth in the present Venezuelan rising economy. Mr. Villa has had a long and faithful record of 35 years' service with Duvenca and during World War II, he had the important assignment of traffic manager for the super secret U.S. Government Manhattan Project.

Villa's energy and enthusiasm are contagious, for these qualities are found in the personalities of Pedro Diaz, Manager of the Finishes Department; Francisco Cardentey, Manager of Paint Sales, and Mike Rosenberg, Industrial Division Supervisor, who is also in charge of Technical Services for the Amchem line of metalworking chemicals. Benjamin Pirez, a very capable industrial chemist, is a recent addition to Mr. Rosenberg's staff on which he will serve as a technical representative.

Incidentally, Pedro Diaz was educated at the University of Miami, Florida.

The vitality, optimism and marketing ability of this group is reflected in Duvenca's control of 85 percent of the total metalworking chemical pre-treatment business in Venezuela, in-





## Service Awards to Amchem Overseas Associates

Service Awards at  
Quimica Industrial  
Brasileira S.A.



Flavio Cyrino



Rudah Vasconcelos



Joao Alberto O.



Sandra Zuccarello R.



Eugenio Favoretto



Waldir Borghi



Vargas Villa M.



Service Awards at Atlas Preservative Co. Ltd., Erith, England, presented by Warren Weston (fifth from left), Amchem International Division Marketing Manager, and Stig Sasse (third from left), Amchem Director of European Operations. Others in picture (left to right) from Atlas are Messrs. C. K. Swanson, S. C. Hurst, E. C. Cooper, L. R. Davies, T. Petken, R. Drew, A. White, R. Townsend, W. Bridges, F. Kemp, J. Wells, Miss P. Widgeon. Atlas is a Foster licensee in England.



Service Awards at Bigner & Company A. B. Lidings, Sweden. Left to Right: Mr. Olaf Bigner, Mgr. and one of the founders. Mrs. Alide Pohl, Packaging Dept. Mr. Joseph Lindstrom, treasurer, in 20th year with company.



Service Award at Industrial Chemical Products, Johannesburg, S. Africa. Mr. Alexandre Lorant, president and founder of the company, presents award to Mr. E. D. Chalmers, an ICP agent in Port Elizabeth, S. Africa.



Service Award at T. H. Goldschmidt A. G., Mannheim, Germany. Director Hansjoachim Zurbig presents award to Dr. Hess, who has been in charge of BEN. FOSTER products since the beginning.



Service Awards at T. H. Goldschmidt. Employees at Goldschmidt who are involved with Benjamin Foster products received service awards from Amchem's J. W. Delanty (C). L. to R.: Mr. Katzler, Mrs. Fluhrer, Mrs. Schollogel, Dr. Rodewald.

## Pictorial Record of International Activities



Visitors: Messrs. R. Asano, New York Office of Nippon Paint Co., Japan; E. Yoshida and R. Ageta, Yodogawa Steel Co., Japan, with John Geyer, Walt Dudlik and John Lampitt of Amchem at Amchem's Ambler Headquarters.



Visitors: Senor Humberto Lobo (I), founder and president of Protexa S.A., Monterrey, Mexico, with Mrs. Lobo and son, Humberto, Jr. Standing are Don Page (I) and J. W. Delanty.



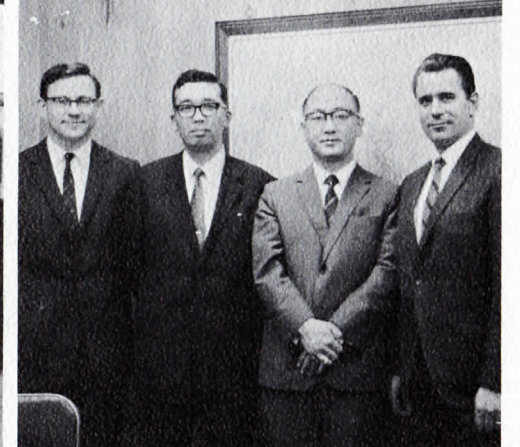
Visitor: Anton Steyl, Industrial Chemical Products, Johannesburg, S.A. (sitting r). Others from Amchem are Bob Replogle (sitting I), back row (left to right), John Lampitt, Miguel Zubillaga, Warren Weston, Fred Heller and J. W. Delanty.



Visitors (I to r): R. Asano, R. Ohta, Mrs. T. Watanabe, and Mr. M. Nagatani, Nippon Paint, Japan. Mr. Ohta was presented with gift upon completion of graduate studies.



India. John Lampitt (5th from I), International Div. (Pacific-Far East Manager), on visit to Agromore, Limited, Bangalore, India, last summer. Others in photo are all from Agromore (I to r) Messrs. R. S. Krishnaswamy, K. R. Shetty, M. A. Partha Sarathy, R. Suryanarayana Rao, P. H. Krishna Rao, B. S. Shetty, M. N. Hari, L. S. Mirle, S. Kumarasamy.



Visitors: Messrs. S. Osakabe (2nd from I) and H. Marumo (3rd from I), of S. Ando & Co. Ltd., Japan, Tokyo distributor for Nippon Paint, with John Lampitt (I) and Walt Dudlik of Amchem.





## Golfers Awarded Prizes Following Tournament and Banquet

The team of Pepe Rocco and Nate Giorgio, winners in Flight I, and the duo of Karl Weigand and Shirley North, winners in Flight II, ended the Amchem Golf League season on August 25 with identical scores of 10 points. The season began April 28. A trophy was awarded to each of the four players at the dinner following the annual one-day tournament, held on October 11 at Montgomeryville Country Club, Montgomeryville, Pa., scene of all 14 league matches. Special prizes were also distributed at the dinner to winners in various other categories during the League season as well as for the October 11 tournament. The complete list of prize recipients and their scores is as follows:

**LEAGUE SEASON WINNERS.** Team Match Play—(Flight I): Pepe Rocco and Nate Giorgio. (Flight II): Karl Weigand and Shirley North.

**Low Gross—9 Holes (Flight I):** Tony Serratore, 35. (Flight II): Robert Dryden, 42.

**Low Net—9 Holes (Flight I):** George Brumbaugh, 43—18=25 Net. (Flight II): John Koerwer, 65—48=17 Net.

**Awards for 18-hole team low net (Flight I):** Tony Serratore-Gary Fuess, 44; Gabe Mancini-Tom Day, 47; Ralph Lelii-George Brumbaugh, 48; Tom Rogers-Bob Goldstick, 48. (Flight II): John Koerwer-Bobbi Long, 37; Frank O'Brien-George Starke, 41; Ed Lacko-Earl Seiz, 42.

**END-OF-SEASON TOURNAMENT.** Low Gross: Gabe Mancini, 84. Other low gross winners: Ed Rodzewich, 86; Jack Campbell, 86; Pepe Rocco, 87; Tony Serratore, 89; Ralph Lelii, 89.

**Low Net:** Ed Lacko, 105—47=58; Gary Fuess, 90—32=58. Other low net winners: Gene Mendlow, 59; Nate Giorgio, 60; George Brumbaugh, 61.

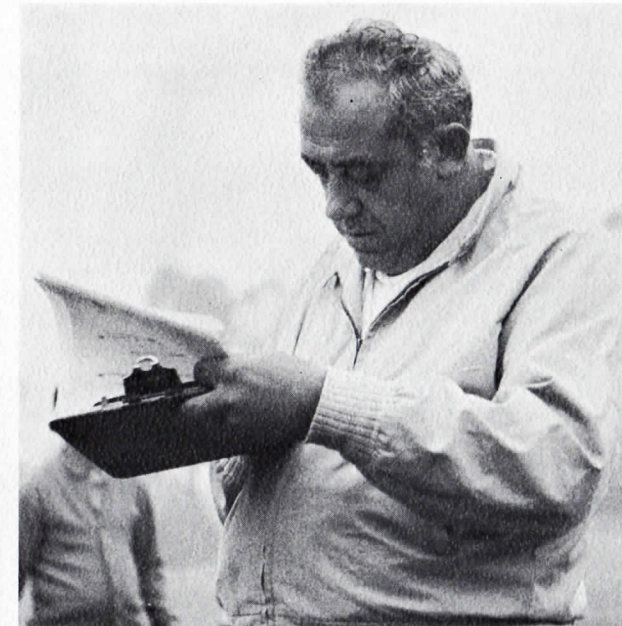
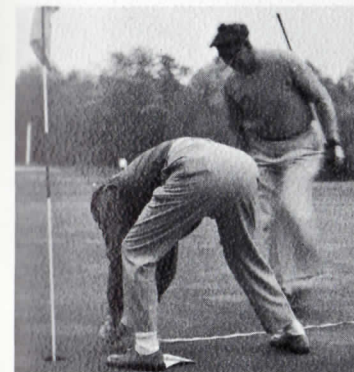
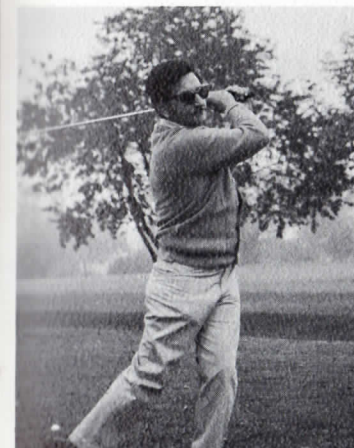
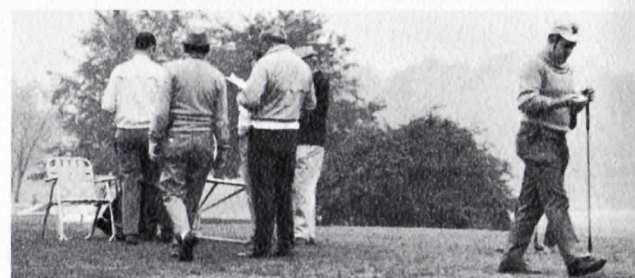
**Buckley:** Ed Rodzewich, +13; Gary Fuess, +10; Jack Campbell, +10; Nate Giorgio, +9; Ed Lacko, +9; George Brumbaugh, +7.

**Closest to Pin—5th hole (par 3):** Ed Lacko; 11th hole (par 3): Andy Ducsik. **Shortest Drive (first hole):** Joe Hudson. **Most Honest Golfer (highest score):** George Starke.

Both the opening and closing dates were marred by rainy weather which prompted Jim Thirsk, the League's prime motivator and most loyal adherent, to refer to the players as the world's greatest "mudders".

Jim also tells us that by tournament time, Gabe Mancini had recaptured his earlier form, which had been halted by a mid-season illness, and that Mickey Marincola's absence, due to hospitalization, was keenly felt at the outing and dinner.

A peripatetic journey over various areas of the Montgomeryville course convinced us that "it ain't no" Whitemarsh, Winged Foot, or St. Andrews. That the Amchem players did remarkably well considering the terrain is stating it mildly. However, there are not many swing-and-swear eighteen-holers where you'll find horses grazing and have a dog for ball retriever (see photo).





# Six Departments Earn Safety Honors for 1968-69

Prizes were awarded last Fall to the six departments that finished with perfect, no-accident records in the 1968-69 safety contest. These annual contests, conducted by Safety Program Director John Horn, begin July 1 and end on June 30 of the following year. Personnel of Maintenance, Farm,

ACD Research Lab, Packaging, Mechanical R. & D., and the Plant Manager's Office were recipients rewarded for their efforts with their choice of valuable household gifts. Pictures of the winning departments with a total of 86 employees appear below.



Maintenance



Plant Manager's Office



Farm



Mechanical R. & D.



Packaging

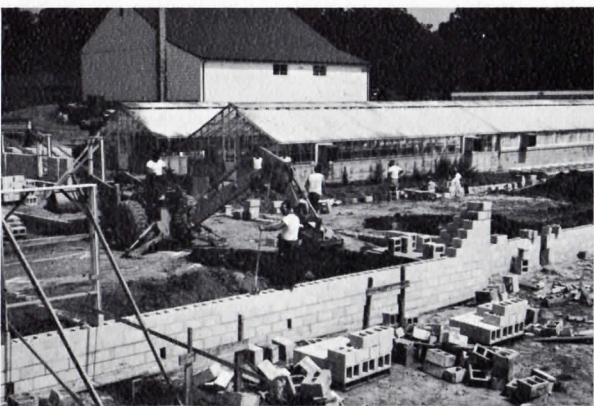


ACD Research Lab

# Picture Potpourri



Amchem, Ferndale, sponsored this team, called the Amchem Aces, in the midjet class of the Ferndale Little League, last summer. Harry McNeely (right—back row), Ferndale Plant, is coach. Sons, Tony and Ricky are on the team. Carl Culver (left—back row), of Ford Motor Company, is co-coach.



New Greenhouse: Picture taken after the torrential rains last summer washed out several courses of cement blocks. But the Construction Department got busy immediately, cleaned the mud and cement off blocks and re-laid them.



Betty Jane Smith interrupted her Windsor Office chores long enough to change her name to Mrs. Ronnie Cole and her home address to Tecumseh, Ontario.



Joe Hudson, International Division (in foreground with hands folded) was presented with wedding gift by the entire International staff prior to his marriage. Two members of the International Division's staff, Don Page and Walt Dudlik were absent. Don was in South America; Walt was on trans-world trip.



Bus Buffs: Linda Goodwin (l) and Shirley Frahm, both of Personnel Office, were last employees to enter "Green Hornet" on its final trip, September 30.



Dan Chisholm, ACD Marketing Manager, Farm Chemicals, turned aerial photographer and took this shot of Amchem's Ambler facilities while piloting his own plane. Dan took picture while approaching complex from Penllyn side. New Distribution Center was in process of being built.



## Amchem Lauded by USDA Research Chief

For over a quarter of a century Amchem has enjoyed a close relationship with the Agricultural Research Service of the United States Department of Agriculture. Gaining recognition from this agency is probably the best way to enhance the reputation of the Company for the superior quality of its products and for the high caliber of its research staff. Spreading this reputation is especially valuable in the areas where the Company markets its products, for farmers rely on this Government agency for sound advice on crop cultivation.

We are, therefore, proud to quote in its entirety a letter from W. B. Ennis, Jr., chief of the Crops Protection Research Branch of the USDA, to Robert Beatty, former ACD Director of Research and now ACD consultant to Chairman Romig. The letter, accompanied by a photograph, is as follows: Dear Bob:

I sincerely appreciated your appearance at the surprise party for me on

May 21. Receiving the award from the Department of Agriculture coupled with the party on May 21 made the week a memorable one. I am most appreciative for this recognition. I especially want to thank you and Dick Otten for taking the time from your busy schedules to come and be with us. I have the highest admiration for you and all your associates in Amchem. You have set high ideals and standards for people throughout your company. This has engendered admiration and a most favorable attitude toward Amchem by all weed scientists. This is indeed a tribute to you.

My wife joins me in wishing you and yours the very best always.

Sincerely yours,

(Signature)

W. B. Ennis, Jr.  
Chief, Crops Protection  
Research Branch



W. B. Ennis, Jr. (r), chats with Bob Beatty (l), Amchem ACD Research, at Surprise party in Mr. Ennis' honor in Washington, D.C. Dick Otten, Amchem, is visible in center of picture.

## Introducing New Members of the Amchem Stork Club

Born before November 14, 1969 and whose names were not previously published in the NEWS.

ALEXANDRA POWELL BUEHLER  
October 19, 1969  
Father: Charles J. Buehler  
(ACD Salesman)

CHRISTINA LOUISE HERNANDEZ  
June 4, 1969  
Father: Donald P. Hernandez  
(St. Joe Plant)

YOSHINAO JINGO  
September 26, 1969  
Father: Yoshiharu Jingo  
(International Division)

DAVID JEFFERY MEYERS  
October 5, 1969  
Father: Carl Meyers  
(Construction)

SEAN G. OWENS March 26, 1969  
Father: Francis J. Owens  
(Salesman B. F. Div.)

FRANCIS MICHAEL RISOLIA  
May 29, 1969  
Father: Francis Risolia  
(Fremont Office)

NEVA MARIE ROBERTS June 15, 1969  
Father: Walter L. Roberts  
(Chemist Steel Group)

MARK JOSEPH VOGL  
MATTHEW JAMES VOGL  
October 7, 1969  
Father: Thomas Vogl  
(MCD Sales)

ANN MARIE DAWN CHARNETSKI  
November 10, 1969  
Father: Robert Charnetski  
(Maintenance)

## F. P. Spruance, Sr. Is Great Grandfather

F. P. Spruance, Sr., Honorary Chairman of the Board is, so far as we know, Amchem's only great grandfather. Mrs. Corlis R. Erb, the former Susan Spruance, and daughter of F. P. (Sunny) Spruance, Jr., Vice Pres.-Gen. Manager of MCD, recently gave birth to a son, Corlis R. Erb, III. The Erbs live in Falls Church, Va.

## Fremont Service Longevity

Frank Risolia, Fremont O.M., tells us that every member of his staff has at least five years Amchem service. Frank himself has been 19 years with the Company—eight at Fremont and 11 in Ambler.

## Appreciative Winners

We are happy to have the opportunity of publishing letters to the Company from two prize-winning county agents in the Second Annual National Association of County Agricultural Agents Public Information Awards Program which was sponsored by Amchem. The agents are members of the Litchfield Connecticut County Extension Service and read as follows:

"Gentlemen:  
I recently won a prize in the 2nd Annual NACAA Public Information Awards Program which was sponsored by Amchem Products, Inc.

The division in which I won was Class 4—Direct Mail Piece. I wish to thank you for sponsoring the Awards Program for the agricultural agents and for the award presented to me.

The award money will be used for educational purposes.

Thank you again.

Sincerely yours,  
(Signature)  
John F. Nye, Jr.  
Western Area Dairy Agent"

"Gentlemen:

As a state winner in the News Columns Division of the Public Information Awards Program, sponsored jointly by Amchem Products, Inc. and the National Association of County Agricultural Agents, I wish to extend my appreciation to your company for this project. I am planning to turn my award toward the purchase of a new tape recorder for use by our County Extension Office. This will be useful not only for myself but for other agents as well.

I think this is a very fine gesture and gives encouragement to all connected with the program.

Yours truly,

(Signature)  
C. Edwin Smith  
County Agent"

## Hudson, Kriebel Forsake Bachelorhood

Since the last issue of the NEWS, two names have been dropped from Amchem's brief list of eligible bachelors. Bob Kriebel, Accounting and Joe Hudson, International Division both changed their personnel chits to "Married".

And from Windsor comes the report that Frank Watts, Shipping, married Betty Joy.

## Coast-to-Coast Hook-up

### Lehman Rewarded for Assistance, Ability

Dick Lehman, ACD Sales, was presented with an expensive fresh water casting rod and reel by the right-of-way inspectors of the Appalachian Power Company, at their dinner given during the West Virginia Weed Control Association meeting in Charleston, late last summer. Only employees of Appalachian are invited to this annual affair, but an exception was made in the case of Lehman.

The presentation was in recognition of Lehman's "follow-up sales ability, willingness to work weekends, interest in (Appalachian Co. weed control) problems and help with (Appalachian Co.) employees' home lawn problems," according to Harold Collins, Manager ACD Sales, Middle Atlantic Dist.

The rod and reel were a personal gift of Appalachian inspectors W. A. Denny, K. Higginbotham, P. Kelley, H. L. Moorehead, C. L. Musselman and A. L. St. Clair.

Commenting on Lehman's efforts, Appalachian maintenance engineer C. D. Ross said: "Richard goes far beyond sales requirements." When apprised of Lehman's efforts, Jack Taylor, ACD Sales Manager, remarked: "A performance like Lehman's is the optimum in public relations and is the surest way to build ACD sales and earn universal respect for Amchem."

## Heirs to Illness

Among recent victims of illness in various forms are Joe Torchiana, Stan Clayton and Adolf Karcher, all of whom had surgery; Dan Shaw, Frank Piacitelli, and Jack Price who suffered from heart attacks; Margaret Gagliani and Leon Bolig are confined at home with illness. Joe, Stan, Adolf and Dan have resumed their daily tasks, while Frank, Leon and Margaret are at home recuperating.

Duvenca — Continued from page 15

cluding virtually all of the automotive market.

While its manufacturing facilities are located eighty miles away in Valencia, DuPont de Venezuela has found it to be more expedient to locate its administrative and sales offices in the Shell Oil Building in

### Bob Minnehan Given Navy Citation

Private First Class Robert D. Minnehan of the United States Marine Corps has been awarded the Navy Achievement Medal with Combat "V" for outstanding achievement in the superior performance of his duties.

He is the son of Mr. and Mrs. William Minnehan, 1307 Hartranft Avenue, Fort Washington. Mrs. Minnehan is receptionist-telephone operator at Amchem.

The citation says in part:

"While serving with the Third Dental Co., Third Marine Division, in connection with operations against the enemy in the Republic of Vietnam from 1 June to 18 November 1968. Private First Class Minnehan performed his duties in an exemplary manner. As a Mechanic and Driver, he displayed outstanding professionalism and initiative despite extremely adverse conditions and the difficulties of a combat environment. Distinguishing himself by his consistently high level of efficiency he materially advanced the operational effectiveness of his unit. Voluntarily participating in numerous truck convoys to Vandegrift Combat Base, to Camp Carroll and to Cam Lo., he provided exceptional motor vehicle support for his command."

Minnehan was cited also for his diligence and "seemingly unlimited resourcefulness."

Caracas.

The Finishings Department, which handles 30 different Amchem metal-working chemicals, employs a total of 116 people. Of this number, 28 are engaged in sales. Considering that Venezuela is only one-and-a-half times the size of Texas, as previously mentioned, this is excellent sales coverage and is indicative of Duvenca's determination to hold on to its 85 percent of the pre-paint chemical business in Venezuela.

"It's most reassuring to me to observe this tenacity of purpose at Duvenca," says Page. "Furthermore, when you blend Latin American graciousness with United States operational efficiency you have the ideal formula for success—and this about summarizes Duvenca's business philosophy." No one should know this better than Don, who is looking forward to a continuance of this most amicable and prosperous business association with Duvenca.



## Welcome to Our New Employees

*Hired since the last issue of the AMCHEM NEWS and prior to November 14, 1969.*

Tom Arnold, H. Lee Bantle, David Bloore, Gail Bruggenwirth, Grace Chiriano, Robert Cirrito, Francis Cody, Harold Comstock, Kenneth Coull, Edward Crouse, Russell Davis, Warren Davis, John DeJarlis, Patricia Delp.

Also, Edward Finneran, William Fleig, Charles Gardner, Gilda Gardner, Gary Green, Karen Halstead, Linda Heubach, Leo Hunt, Eldon Hyle, James Jarka, Edward Johnson, Sidney Johnson, Mark Karasow, Sidney Krebs.

Also, Phyllis LaRuffa, Russell Layman, Cheryl Lequia, Richard Logan, Willie Lott, John Michaelson, David Marchildon, Raymond Miller, Larry

Morris, Leonard Mostek, Larry Neidiffer, Paul Niewoehner.

Also, Marion O'Neill, Sharon Perry, Charles Pope, Ronald Rasch, Lewis Raszewski, Rodney Reeser, Morris Reid, Anne Richards, Jeanne Rourke.

Also, Charles Sager, Frans Schuitemaker, David Shaffer, Patricia Shanley, Harold Smith, Eugene Stouffer, Peter Taylor, Claudette Thomas, George Thompson, Joshua Thompson, Susan Tumolo.

Also, Talbott Van Ness, Billy Watkins, Dale Whitley, McDonald Whitlock, John Wick, Steven Wiedman, William Wiles, Howard Williams, Robert Wilson, Thomas Wise.

## Condolences

The NEWS, speaking for all those who did not have the opportunity of expressing sympathy personally, wishes to convey messages of condolence to the following Amchem personnel on the death of their mothers during the last few months: Hugh Gehman, MCD; Kay Gramm, International; Lois Johanson, Accounting; Mildred Pierson, Finance; Earl Seiz, Shipping; and Vice Pres. J.O.J. Shellenberger; to Joe Rocco, Maintenance, on the death of his father; to Lou Scott, MCD Sales on the death of his wife; to John and William Pistilli on the death of their brother; also to Antoinette McBreen, Packaging, and Joseph Angelichio on the death of their brother.

## In Memoriam

It is with deep regret that we announce the death of three of Amchem's most highly respected European licensees during the past year: Mr. Gerardo Collardin, Mr. Adolf Thomassen, Sr., and Mrs. Josephine Plaut.

### Gerardo Collardin

Mr. Collardin was head of Gerhard Collardin, Cologne-Ehrenfeld, Germany, since its founding up un-



til his retirement in 1955. His association with Amchem covered a period of 40 years and reflected a cordiality rarely experienced in business circles. He had always been a faithful attendant at Amchem's International Conventions, as well as being a benevolent host to the Company's representatives whenever they paid visits to his firm abroad.

### Adolf Thomassen, Sr.

Mr. Thomassen founded N. V. Mavom (Maatschappij Voor Op-

pervlak-en Metalliechneik N. V. or, in English, Company for Surface and Metal Treatments) in Schiedam, Holland, in 1938, as a result of his acquaintance with the late Henry Sontheimer, organizer of Amchem's International Division, who explained the advantages of becoming an Amchem licensee to Mr. Thomassen. Mavom was successful from the start, expansion necessitating a move to larger quarters in Leiden, in 1952, and the opening of still more extensive facilities in Alphen aan den Rijn, this past August.

Amchem is very happy to report that Mr. Thomassen stated upon his retirement at the 25th Anniversary of Mavom, in April 1963, that his company attributed most of its success to Amchem's technical and other forms of assistance, as well as to the friendship and cooperation of Amchem's other licensees



abroad. Upon his retirement Mr. Thomassen was succeeded by his son Adolf, Jr. whose capabilities

have already been thoroughly demonstrated since assuming his responsibilities seven years ago.

### Josephine Plaut

Mrs. Plaut was one of those unusual women who combined a keen business acumen with gracious femininity. She inherited the responsibility of reviving the business of Firma J. Plaut, Vienna, Austria after World War II. The company had been founded by her late husband who had died during the occupation of their native country.

After traveling to the United States with the official records of the company, she returned to Vienna and reorganized the Plaut company in co-operation with her business secretary, Paul Dingeldey, when conditions returned to normalcy. About five years ago Mrs. Plaut retired and sold out her interests in Firma J. Plaut.

Commenting on the loss of these three esteemed members of Amchem's "Overseas Family," J.O.J. Shellenberger, Vice-President-Corporate Director of Marketing, said: "Amchem deems it a real privilege to have been closely associated with Mr. Collardin, Mr. Thomassen and Mrs. Plaut for so many years. To their families we offer our warmest sympathy and we can assure them that the memories of all three will be long cherished by their many friends here in Ambler."