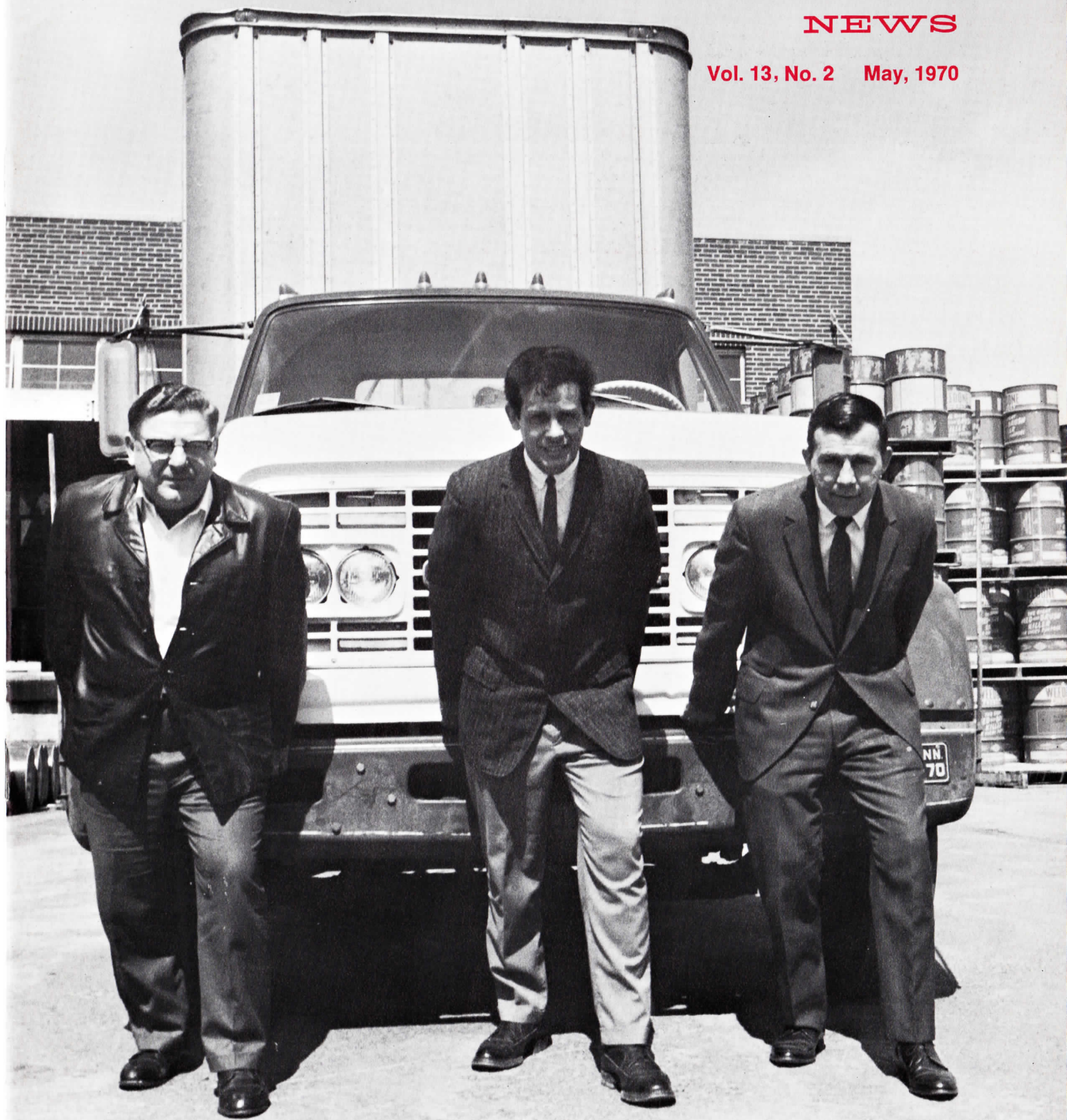


THE
AMCHEM
NEWS

Vol. 13, No. 2 May, 1970



E. Snyder Elected Amchem President



As announced in the "Message from the Chairman" on this page, Eugene A. Snyder is the new President of Amchem Products, Inc. Gene has been Executive Vice President of the Company since May, 1969. He first became a Vice President in September, 1965. Mr. Romig continues as chairman and Amchem's chief executive officer; while Gene is now chief administrative officer.

Gene's Amchem career began in the MCD laboratories in 1941 where, in addition to research projects, he worked in the field as technical adviser to the Company's sales staff. He was appointed Director of Purchasing in the summer of 1955. He has also carried out numerous special assignments for Chairman Romig.

Gene was born in Philadelphia and graduated from Simon Gratz high school. He graduated with honors from the Towne Scientific School of the University of Pennsylvania with a B.S. degree in chemical engineering.

Gene is known as an affable, articulate, "square-shooter" on whom one can depend for a straight answer. He is a family man, who enjoys a game of golf when time permits and the puff of a good cigar—anytime. He is more vocal about his wife Norma's artistic talents (examples of which decorate his office) than of his own success.

Gene, Mrs. Snyder and their three children, Paul 17, Laurie 15 and Michael 8, reside in Wyncote, Pa.



Message from the Chairman

It is my pleasure to announce the elevation of Eugene A. Snyder to the office of President of Amchem Products, Inc. His election took place at the Amchem Board of Directors Meeting, May 12.

Gene's career at Amchem has been somewhat similar to my own. Both he and I started out as apron-wearing, working chemists in the Amchem metalworking chemicals laboratory—I in 1928; Gene in 1941. We both eventually transferred to the business side of Amchem's operations.

Several factors have contributed to Gene's success. Among these are the many years he served in the dual capacity of Director of Purchasing and Chairman of Amchem's Pricing Committee. Astute purchasing of raw materials, a keen awareness of operating and research costs, and a knowledge of prevailing marketing conditions and fluctuations in prices—all have been Gene's concern in recent years.

This experience, plus his academic accomplishments, native leadership abilities and administrative talents have also contributed to the qualifications necessary for his status as Amchem's President.

Another important asset that we shouldn't overlook is Gene's ability to get along with people. In this regard his popularity with all segments of the working force at Amchem is ample evidence of this.

I know that all our Amchem personnel will give Gene their fullest cooperation and that all join with me in congratulating him and wishing him long years of success in his new office.

Gerald C. Romig
Chairman of the Board



Jim Roberto, Head of Traffic and Shipping.

The TRAFFIC DEPARTMENT

- *Answers Questions*
- *Moves Products*
- *Saves Money for Amchem*

The busiest phones in Amchem are probably those in the Traffic Department. Spend a few minutes there and you'll conclude that Traffic's operations consist of a series of uninterrupted, over-the-wire conversations consisting of questions that require definite, and mostly immediate, answers. Accuracy is paramount, guessing costly, and the best way to realize this is by reflecting on the type of questions that Traffic answers all day long. Here are a few examples:

"We have ten damaged pails of Amiben at the Minneapolis warehouse. What should we do with them?"

"The Purchasing Department is getting worried about the low inventory

on phosphoric acid. Can we locate the carload shipped from Kearny, N.J., last week?"

"Now, about that new tank car movement scheduled from Nadeau, Texas, to St. Joseph and Clinton. Have we started rate negotiations with the railroads yet?"

"A customer would like to pick up 500 bags of Amiben at St. Joe. What should we tell the Sales Department?"

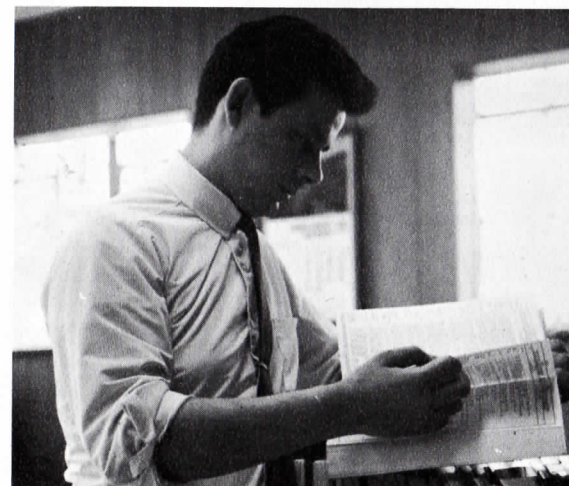
It takes intelligence, patience and years of experience to give the correct answers to these and a hundred other similar questions that the Traffic Department continuously is called upon to answer.

The phenomenal demand for

Amiben in the past five years is largely responsible for revealing the capabilities and functions of this Department, for the control of all movement of this product, from all Amchem plants and public warehouses, is entrusted to Traffic in Ambler.

Function of a Traffic Department

"There are 21 functions that a capable traffic department ordinarily should perform in serving its company." So stated C. A. Lando, eastern division traffic manager of Kraft Foods, New York City, at a meeting of the New Jersey chapter of the International Material Management Society,



Tony Della Donna audited 19,835 bills in '69.



Jim O'Donnell negotiating with transportation company for best freight rate.

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in the Interest of AMCHEM
Employees and Their Families
William A. Drislane, Editor-Art Director

Member
of



On the Cover

The Herculean action depicted on the cover is purely symbolic of the constant efforts that Jim O'Donnell, Earl Seiz and Tony Della Donna put into their work in Amchem's Traffic Department. For the complete story of Traffic's operations please turn to pages 3, 4 and 5.

a couple of years ago.

Of these 21 functions, Amchem's Traffic Department performs 18, according to Jim O'Donnell, Amchem's Assistant Traffic Manager. Of the remaining three functions, two—the operation of private truck fleets, tank cars, barges, planes, and the movement of household goods—are functions which are outside Amchem's sphere of operations. The third function—the handling of passenger reservations—is performed at Amchem by a separate department exclusively. The 18 functions as outlined by Mr. Lando are:

First and foremost, arrange satisfactory delivery service.

Negotiate with carriers to obtain lowest costs consistent with service.

Select modes of transport — rail, truck, water, air, package service, etc.

Select specific carriers within modes.

Furnish transportation information to purchasing department, including help with terms of purchase and favorable points of origin.

Furnish transportation information to marketing department, including costs to help in pricing, setting lead-times, establishing break-points as to discounts, volume allowances, and minimum sales.

Advise on locations of producing plants and distribution centers.

Establish geographical boundaries from plants, distribution centers and warehouses.

Arrange for public warehousing and

negotiate rates and services with public warehouses.*

Establish consolidation centers for supplies and raw materials.

Expedite inbound and outbound shipments.

Advise on packing changes.

Inaugurate damage prevention programs.

Audit freight bills.

Audit freight costs on vendor invoices.

File loss and damage and over-charge claims.

Establish average weight agreements.

Insure compliance with company vehicles and records with Department of Transportation and state regulations.

After attending to these functions,

it's easy to understand that Jim, and Earl Seiz and Tony Della Donna, his two assistants, don't have time to swivel, rock and dream at their desks all day.

Transportation is Big Business

In the country as a whole, transportation accounts for the third largest cost of doing business, which means that more than every \$1 out of \$5 that is spent in the United States is directly or indirectly tied to the movement of goods or people. At Amchem there is no exception to this financial ratio and no one realizes this more than O'Donnell. His Traffic Department report for 1969 reflects his concern for an economical and efficient operation.

Through the application of efficacious watchdog methods, Jim and his staff have effected savings totaling thousands of dollars.

Included on the report was a complete summary of performances which so accurately reflects the diligence and thoroughness that Traffic applies to its operations.

Smooth Operation

A surprisingly quiet and efficient orderliness pervades the Traffic Department despite the constant ringing of the phones. "Each of us has his own specific list of responsibilities",

O'Donnell told us. "For instance, Earl (Seiz) here, among other things, handles all claims—and he does a mighty good job when you look at the dollar recovery on the report. Tony (Della Donna) specializes in quoting rates (a total of 7,565 quotations last year) and auditing the freight bills, with notable savings in '69 through his audit of 19,835 bills.

Jim was a little too modest to talk about himself. However, a quick glance at the Traffic Report will reveal the money he saved the Company through negotiations with the various freight carriers last year—the negotiations having taken place over a two-year period.

Smart Trio in Traffic

According to Stephen Tinghitella, Editor-in-Chief of *TRAFFIC MANAGEMENT* magazine, there are two things that characterize a traffic manager's exceptional ability to contribute to his company's profits, they are brains and creativity. "Without courage to use these gifts," Mr. Tinghitella tells us, "they are like treasures in the attic." When we asked Jim Roberto, top man in Traffic and Shipping, and to whom O'Donnell reports directly, how he'd grade Jim on the Tinghitella chart, he said, "I'd give him an 'A' plus. And Earl and Tony are right behind him also."

La Salle College Graduate

O'Donnell, a former U.S. marine, holds a B.S. in Economics from La Salle college. He also is the possessor of a certificate in transportation and traffic management from the Academy of Advanced Traffic, Philadelphia, and he has also completed a course in law relating to Interstate Commerce Commission. As a member of the ICC Practitioners, he is authorized to file damage claims in all areas relative to the transportation and storage of products.

Earl Seiz is a 20-year veteran of Amchem's Traffic Department. Earl attended Doylestown (now Central Bucks) high school with the celebrated author, James Michener.

Tony Della Donna is a native Amblerite, a product of the town's high school and, like Jim O'Donnell, he earned a certificate in transportation and traffic management from the Academy of Advanced Traffic in Philadelphia.

There is one function in Traffic's operations that could easily be overlooked and that is the heavy volume of typing that is necessary. Jim O'Donnell informs us that Judy Hoffman, secretary in the Plant Manager's Office, is the obliging young lady who gets this job done with the utmost efficiency.

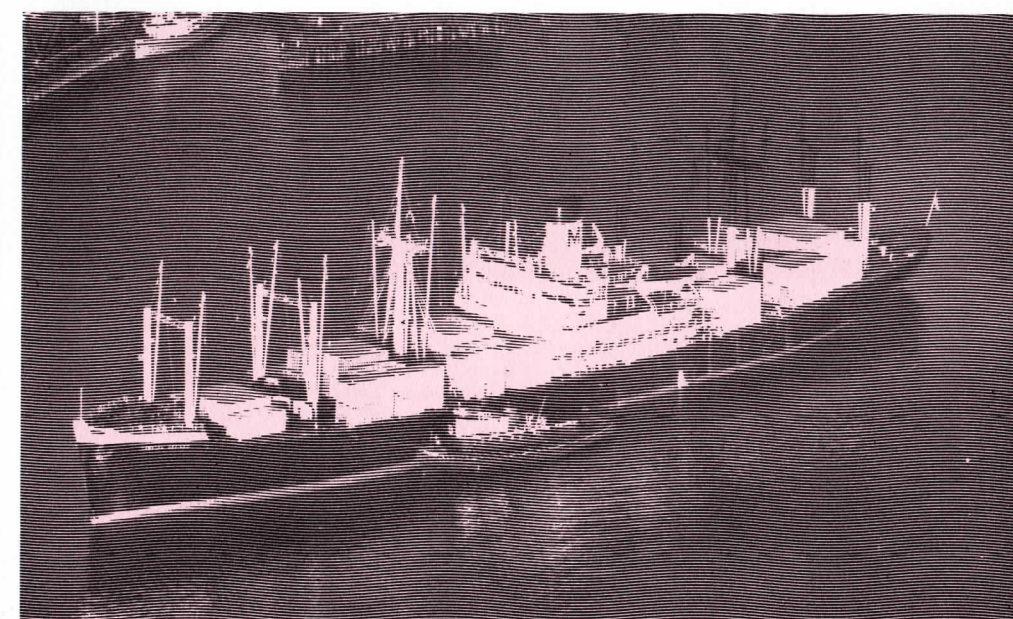
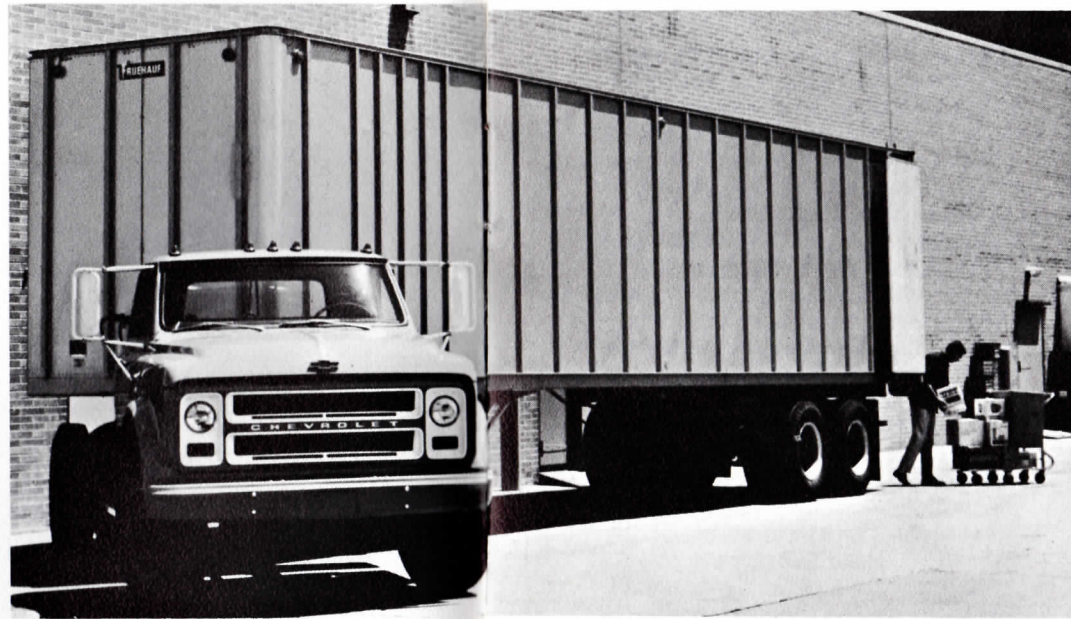
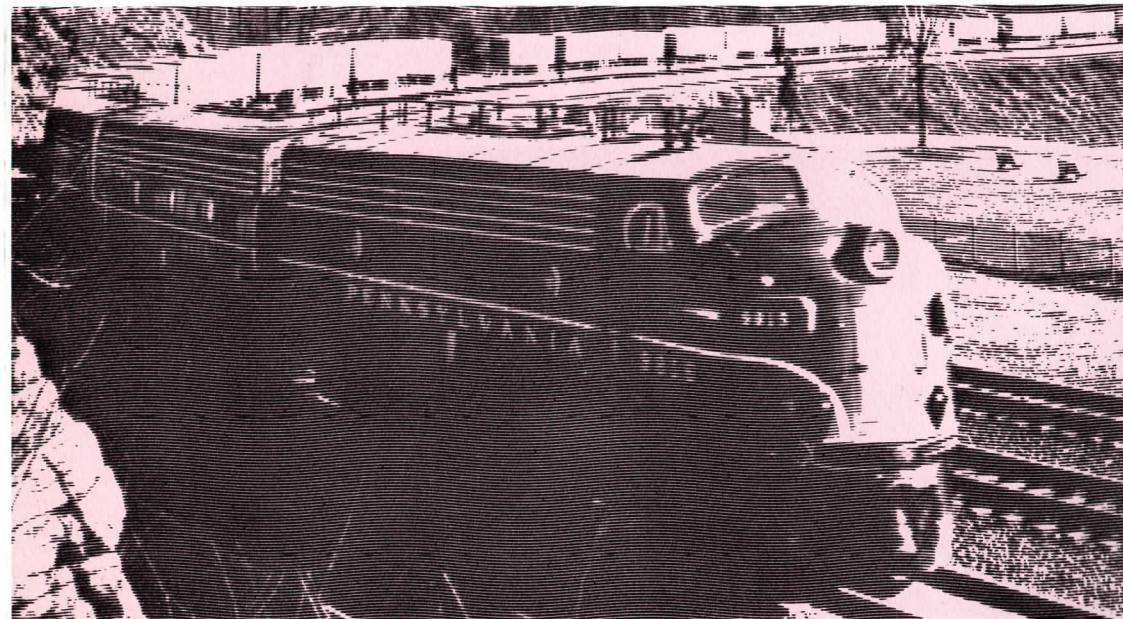
*At Amchem these duties are shared with the Inventory Dept.



Earl Seiz recovered thousands on claims last year.

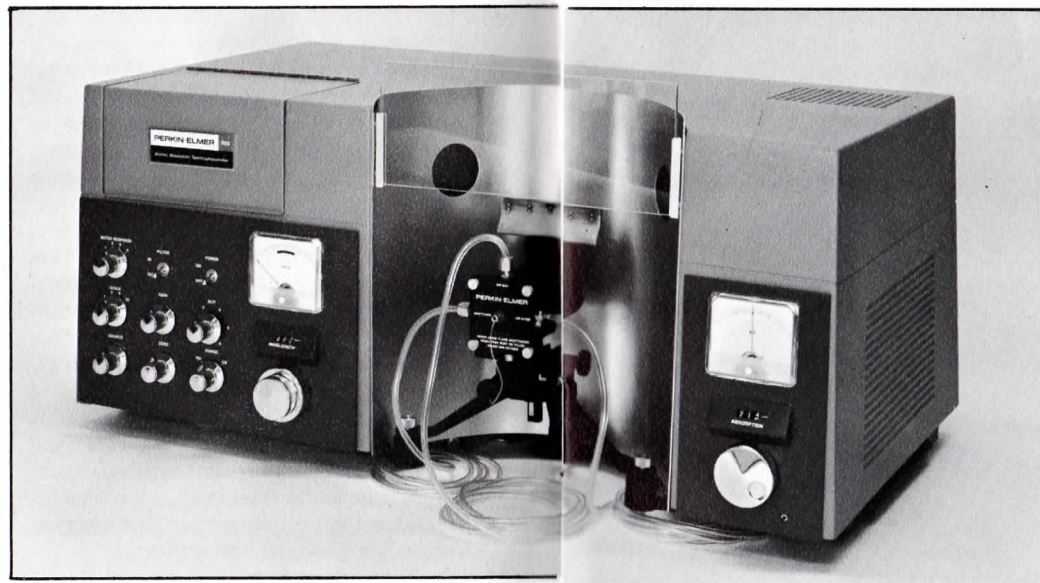


Traffic's operations involve use of air, rail, highway, sea.





Chief analytical chemist Lou Sabatini with chemists Don McKeever and Warren Snyder (counterclockwise) are adjusting the controls on the spectrophotometer to attain its maximum sensitivity prior to making a waste water sample analysis. This new Perkin-Elmer Atomic Absorption Spectrophotometer electronically measures contaminants in quantities of less than one part per million. According to Sabatini's explanation, the spectrophotometer functions as follows: A liquid sample is aspirated (carried or projected) into a flame. The flame-dissociated (or separated) atoms absorb radiant energy emitted by a hollow cathode tube which is specific for the particular element being sought. Comparison is then made, by a detector, of the total energy radiated by the tube with the total energy less the amount absorbed by the atoms of the element being determined. The results are revealed to the analyst on a digital readout system. With this information, the analyst is able to compute ppm (parts per million) of an element in a sample submitted for analysis.



Geyer Explains HYDRO-FAX Pollution Control System

On March 18, John Geyer, Vice President-Assistant General Manager MCD and Head of Amchem's Hydro-Fax Division, addressed the Aluminum Extruders Council Annual Meeting, held this year in Freeport, Bahama Islands, B.W.I. The major portion of this talk, *A Plan for Meeting Clean Waste Water Requirements in the Extrusion Finishing Industry*, was authored by John himself, with Dr. Richard (Dick) Reeves, MCD Director of Research, contributing an important segment at the end.

Geyer traced public awareness of water pollution back to the time of ancient Greece and Rome, through the Middle Ages, and on up to the present time when the metalworking industry is faced with the problem, which Geyer told his audience can be solved through the installation of a

waste water purification system.

Without once mentioning either Amchem or Hydro-Fax, but through his introduction of color slides, Geyer was subtly suggesting that the way for a metal-treating plant to obtain waste water purification would be through the use of a Hydro-Fax system—and without going into all the ramifications of the pollution problem, we'll confine our journalistic efforts to an explanation of what a Hydro-Fax Waste Water Purification System consists of.

According to Geyer, the Hydro-Fax Division of Amchem supplies a chemical and engineering service, which it sells to metalworking producers and fabricators, that will purify the waste water discharged from in-plant operations before this water runs into public sewers, rivers, streams or over land areas.

This chemical service consists of a quantitative and qualitative analysis of the chemical components of the water coming into a plant. This incoming water is called the influent.

After this analysis is made in a special laboratory at Amchem, a sample of the waste water (the effluent) together with a complete record of its use in a plant, is submitted to the same laboratory for a similar analysis. The usage record of the water is an abso-

lute must, for the divergence of the water to additional usage could easily vary the discharged, or effluent, water's chemical content. "Not only," says Geyer, "are we required to know what basic elements are contained in the waters, but we must also know how these elements are modified into compounds during processing operations. Quantitative information must be gathered and physical sources of the various materials must be identified." These studies, Geyer tells us, cost between \$2,200 and \$5,200, depending on their complexity.

The next phase is the supplying of diagrams which show how various water pollutants are to be gathered, destroyed and disposed of in compliance with existing local regulations and requirements. Contract costs for this step vary between \$400 and \$800, plus the cost of equipment. At this point it is necessary to obtain the written approval of the local authorities for all the preceding work, including certification of the quality of the discharged waste water, before Hydro-Fax engineers can draw plans for tanks, piping and other related equipment. The costs here vary from \$400 to \$1,600, with the lower figure being more common. Contractual costs for the engineering services, involving the



In conjunction with an assignment from Amchem's Hydro-Fax Division, Analytical chemists Snyder, McKeever, and Sabatini (left to right) are performing quantitative analyses of waste water samples before and after these samples had been treated for removal of contaminants. Analyses were made on the atomic absorption spectrophotometer (shown at left) which was recently installed in Lab 4.

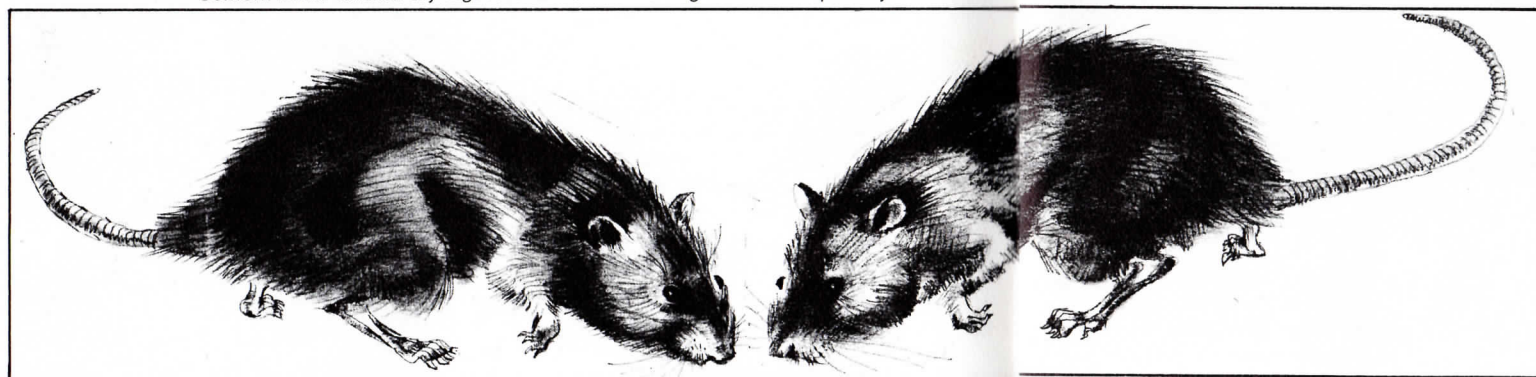
designing and drafting of a Hydro-Fax system based on the foregoing information, approximate \$600, with material and installation charges costing from \$24,000 to \$65,000, again depending on the complexity and extent of the installation. These are the figures quoted by Geyer at the Extruders Council Meeting for a waste water purification system installed in an aluminum extruder's plant.

In addition to the above outlays, there are additional charges for the wide range of chemicals employed, in both the initial and replenishment stages, and once again, the volume of waste water to be treated dictates the costs, which range from \$3,000 to \$14,000 a year.

Accompanying the installation and the start-up phase of an Amchem Hydro-Fax waste water purification system, is a monthly analytical service to which a company may subscribe. In view of its comparatively low cost, Geyer stresses the necessity for such a monthly inspection service to satisfy all anti-pollution, law-enforcement agencies. A signed certified report is a subscriber's proof of the purity of the effluent from his plant, and with this assurance he may use the water over again or let it flow as waste water into public outlets.



Cement mixer churns dry ingredients as farmers bag and check quantity.



Two-County Effort Makes War on Rats

Horahan Article Describes Success of Columbia and Montour County Agents Rodent Control Program

Ordinarily, most of us would be oblivious of atmospheric pollution and of the toxic contaminants in waste water flowing from a factory, but recently various responsible agencies are imprinting on our consciousness a very clearcut message of the deleterious effects of both types of pollution. Much less emphatic, however, are the efforts to make us aware of the omnipresent rat. But what resident of a decaying neighborhood hasn't encountered that big, fat, furtive rat in his hallway and watched it dart past him to disappear into the abandoned dwelling across the street.

And what farmer can claim that his harvested crops and outbuildings, or perhaps his home, are rodent-free.

To Ed Horahan, though, the rat is never further from his mind than the Fumarin® price list on his desk. Even when he is not expounding on the qualities of Fumarin® to county agents, farm supply dealers and commercial pest controllers, Ed writes about the commodity. Ed is manager of Amchem's Rodenticide Department.

Two of his articles recently appeared in print—one in *PEST CONTROL* magazine and the other in *FARM TECHNOLOGY*.* The article that

appeared in the latter publication is extremely interesting because it tells how farmer groups working in consort, under the guidance of county agents, successfully controlled rat population and markedly cut down on crop loss which, according to published government figures, amounts to \$20 per rat per year. Mr. Rat consumes and destroys the equivalent of the entire production of 200,000 average farms, or about \$4 billion worth annually.

For the ninth year in a row, the farmers in Columbia and Montour counties organized a rat control pro-

gram directed by Harvey Gipe and Richard Little, agents of the two counties respectively. According to Horahan, the program followed this plan:

The two county agents, through their news letters or other forms of communication, invited the farmers and other interested people to two organizational meetings.

At the first meeting a committee was formed and the preliminary plans drafted for the program. At the second meeting all plans were finalized. These involved the purchasing of the rodenticide and the grains, oil and sugar with which the rodenticide would be mixed. The buying of bags and the procuring of a concrete mixer to mix the ingredients into bait form were two other essential functions which were decided at the second meeting. Also, arrangements were made for soliciting the cooperation of local business and civic organizations as well as the support of the press and radio. The names and telephone numbers of committee members who would take orders for the bait were published.

The committee decided to use Amchem Fumarin®-22 as the rodenticide. Horahan received the order for the 1250 lbs. of Fumarin and for 6,000 ten-lb. bags. These bags had complete dispensing instructions printed on them. A local grain dealer was given the order for the other ingredients.

The busiest day was the mixing day, Horahan tells us, when the big truck pulled up to the mixing site in Bloomsburg, the county seat of Columbia county, and started churning the 3,000 pounds of ingredients which had been poured into its massive belly at each of the seven batches. Baggers were busier than a bucket brigade at a fire as they filled the 10-lb. bags with the bait as it flowed down the trough from the mixer. Because this operation is both laborious and unrelenting, the baggers received monetary compensation, even though some were members of the rat control committee.

The end product—the packaged bait—was then stored over night at the mixing site and was picked up the next day and paid for by those who

had previously placed orders. Provision was made for emergency demands by having a supply on hand exceeding the original amount, which had been based on the initial orders.

The mixing day operations at Bloomsburg this year lasted from 8 a.m. in the morning until 4 p.m. in the afternoon. An innovation was the inclusion of suggestions for placing bait in easy-to-build bait stations. Hints were given for household items which could be used as bait stations, as well as information on sanitary and repair measures to eliminate future rat problems.

Cost of the campaign was borne by the farmers through their purchase of rat bait the previous year. Although the bait is sold at about cost, a fund is maintained to implement the campaign the following year, and proceeds are usually donated to the local 4-H Club.

"Rodent control means more than just putting out poison bait", Gipe told *FARM TECHNOLOGY* magazine. "It means a plan for eliminating the conditions which will support a rodent population, and includes proper sanitation, rodent proofing and depriving the rats of their sources of food."

"The community campaign is the only way to control rats successfully," Gipe added. He pointed out that if only one person kills rats on his farm or his home, it's only a matter of a month or so when he will have a reinfestation from as close as 100 feet.

However, with all the members of a community working together, rats can be controlled and rodent depredation kept to the barest minimum.

"Bloomsburg farmers believe in this campaign against the rat," Gipe explained. "The Extension Service accepts this as a mandate for battle action. That's why we take the initiative in waging the annual campaign against the rat."

*FARM TECHNOLOGY is published by Meister Publishing Co., Willoughby, Ohio, and is circulated among county agents and agricultural specialists. Its editor is Gordon L. Berg.



Earl Seiz (r) accepts 20-year service award from Jim Roberto. Traffic



Emil Stoyanov (l) receives 20-year service award from Gabe Mancini. Shipping



Al Sinclair (c) receives 25-year service award solid gold watch from Chairman Romig. Jack Price (l). MCD Sales.



Marie Sweeney accepts 20-year service award from Benjamin Foster. Foster Division.



Jaroslav Sweryda (l) receives 20-year service award from Michael Murphy. Windsor Plant.



Lloyd Brecht (r) accepts 15-year service award from Tom Bueter. MCD Sales.



Jack Breen (l) accepts 15-year service award from J.O.J. Shellenberger. Advertising.



Tom Bueter (r) accepts 15-year service award from Leo Damskey. MCD Sales.



David Dollman (l) receives 15-year service award from Nelson Newhard. MCD Research



Tom McCarthy (r) accepts 15-year service award from Jack Price. MCD Sales.



Art Ormsby (r) accepts 15-year service award from Jack Harsma. MCD Sales.



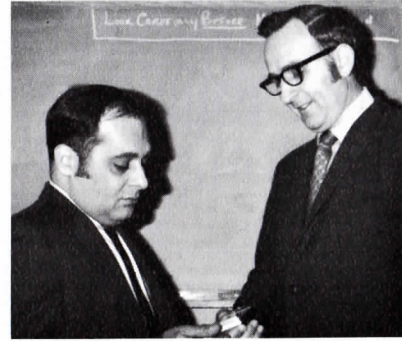
George Blattner (r) receives 10-year service award from Harry Bailey. Maintenance.



Mary Lou Carney received 10-year service award from Frank Risolia. Fremont Office.



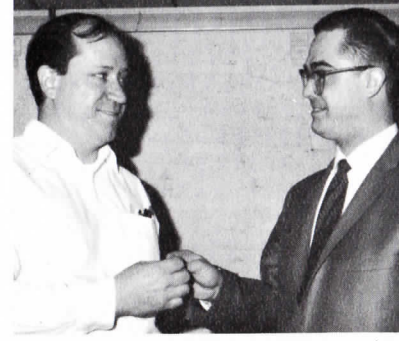
Tony Della Donna (r) accepts 10-year service award from Jim O'Donnell. ACD Research.



Jim Esposito (l) accepts 10-year service award from Russ Bishop. ACD Research.



Alice Freund receives 10-year service award from Clyde Roberts. Accounting



Joe Myers (l) receives 10-year service award from Dwight Buczkowski. Systems Engineering.



Ray Robinson (l) accepts 10-year service award from Harry Bailey. Maintenance.



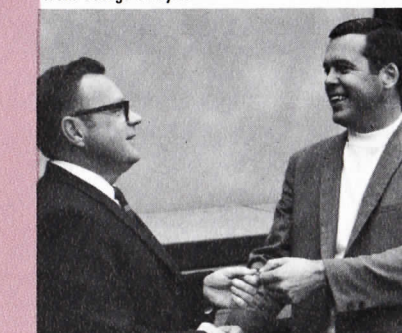
Tom Vogl (r) accepts 10-year service award from Charles Wirshing.. MCD Sales.



Louena Crosby (l) accepts 5-year service award from George Sawyer. ACD Sales.



Gerry Fontaine (r) receives 5-year service award from Michael Murphy. Windsor Plant.



Bob Longo (r) accepts 5-year service award from Charles Wirshing. MCD Sales.



William Neill, Sr. (l) accepts 5-year service award from Dwight Buczkowski. Systems Engineering.

Congratulations!

These are the men and women of AMCHEM who have received Service Award Emblems between November 16, 1969 and April 20, 1970.

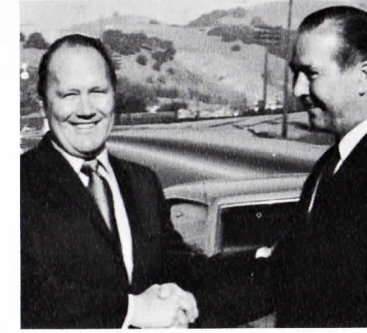
★ ————— 25 YEARS ————— ★		
Al Sinclair		
★ ————— 20 YEARS ————— ★		
Earl B. Seiz	Emil Stoyanov	Marie Sweeney
	Jaroslav Sweryda	
★ ————— 15 YEARS ————— ★		
John D. Breen	Lloyd J. Brecht	David Y. Dollman
Wilbur Hall	Kenneth C. Kramer	Arthur Ormsby
★ ————— 10 YEARS ————— ★		
George Blattner	Anthony Della Donna	Andrew Mayersky
Robert Coleman	James Esposito	Joseph Myers
	Alice Freund	
★ ————— 5 YEARS ————— ★		
Louena Crosby	Mark A. Kuehner	Robert H. Pritchett
John P. Finch	Josephine Laszlo	James Lee Van Deren
Gerald Fontaine	William H. Neill	Joan B. Walimaa



Howard Gunagan (r) accepts 5-year service award from Adolf Karcher. MCD Mfg.



Mark Kuehner (l) accepts 5-year service award from Nelson Newhard. MCD Research.



Jim Lee Van Deren (l) receives 5-year service award from Jim Dewlen. ACD Sales.



Joan Walimaa accepts 5-year service award from Gene Barger. Ferndale Office.

Q

What Does a Corporate Counsel Do?

A

Certain essentials to Amchem's operations are unknown to the majority of the Company's employees. One of these little-known essentials is the work carried on by the Corporate Law and Patent Department. This department plays a key role in protecting the corporate interests, safeguarding its operations and generating a sound proprietary position for new products resulting from Amchem's extensive research activities.

The main job of the Corporate Law Department is one of service. The corporate counsel, or house counsel as he is often referred to, exercises his legal skills most effectively in preventive law. Amchem's house counsel, as most of you know, is Ernest (Ernie) Szoke. A corporation such as Amchem does not have legal problems; rather it has business problems with legal aspects, and it is in counseling in the legal aspects of business problems that a house counsel has the greatest opportunity for fulfilling the preventive law function.

Corporate Counsel Involvements

Some of the areas of particular concern to the house counsel are matters involving conflicts of interests, anti-trust considerations in purchasing, marketing and sales, product liability and insurance, unfair trade practices and trade regulations as they affect the Amchem product line—particularly its pesticides — contracts and licenses, new legislation in areas relevant to the Company's business and a very important area of intellectual properties, including trade secrets, patents, trademarks and copyrights.

At Amchem, patents and trademarks are of paramount importance owing to the highly competitive and patent-conscious nature of the metalworking and agricultural chemicals industries, as well as the coating and sealants

trade serviced by the Company's Foster Division.

The competitive advantages afforded by a sound patent position covering commercial production or process are among the most valuable business assets of any company. The acquisition of patents begins with the inventor. Nearly all of Amchem's patents originate with members of the technical department through organized research and development. Nonetheless, any Amchem employee who



ERNEST SZOKE

makes an invention on the job is an inventor and should submit it for patent consideration.

What Legally Is an Invention?

Just what constitutes an invention is difficult to define. The concept of invention is perhaps best paraphrased by saying that invention must be a sort of unexpected leap into new territory. In contrast, further developments of those things which already exist, and

which are fairly obvious next-steps, are not inventions. There is, therefore, a subjective element in the concept of invention which presents a difficult problem requiring a careful analysis in each instance. Furthermore, not all inventions can be patented.

What, then can be patented? This depends upon the patent laws, and since Amchem operates in an international sphere the answer will vary from one country to the next. Generally, the essential pre-requisites for the granting of a patent can be summarized as follows:

- There must be an invention which is, strictly speaking, something new or novel;
- The invention must be defined in the form of a patent application with a clear, concise, complete and accurate description of a working embodiment;
- The invention must be in a field of applied science, having a commercial usefulness.
- For most of the commercially important countries the invention must be nonobvious and represent technical progress.

The job of determining whether an invention is a nonobvious advance is one of the most difficult questions to resolve.

U.S. Patent Office Decides

In the ordinary course of events the question of patentability in the United States is ultimately resolved by the U. S. Patent Office in Washington, D.C., only after a patent application has been filed. In applying for a patent there is a need to be selective to assure that proper protection will be sought for all important inventions and primarily for those which look like money makers. The decision to file a patent application must be based on economic as well as technical and legal considerations. In order to provide a high degree of objectivity this function is performed at Amchem through a systematic review of all inventions by the Patent Review Committee, with participation by members of management, research, marketing, patents and manufacturing.

After the committee selects the important inventions, patent applications are prepared. These applications and the acquisition of patents must be handled by an attorney with an inti-

mate knowledge of the specific technology, since at this stage factual questions are more important than legal considerations.

Other phases of the patent function require that the attorney conduct a search of the related patent literature, conduct liaison with the inventor, write a specification describing the invention and draft claims defining it. The attorney must prosecute the patent application once it has been filed, which means he must prepare amendments, conduct interviews with the Patent Examiner in Washington, write appeal briefs and argue at oral hearings.

For granted patents he must make studies of the scope, strength and significance; and must express his conclusions clearly and effectively. He must make right-to-use and validity opinions with firm recommendations. He must handle conflicts with competitive applications through interference proceedings in the patent office and he must deal with litigation as it may arise.

Good Record-Keeping Necessary

Acquiring patents in the U.S. and throughout the world requires that invention disclosures, applications, patents and related matters be coordinated and administered within the framework of widely different systems, thus creating a heavy burden for efficient, effective and reliable record-keeping systems. In servicing the Company's technical department there must be, in addition to patent acquisition, a continuing review of the department's research activities and the patents both of Amchem and its competitors. This, too, requires readily available, accurate information which can result only from a good record-keeping system.

While the early phases of patent acquisition require a strong technical base, the latter stages of patenting and the problems in licensing and enforcement, particularly where court action becomes necessary, involve broader corporate concern with more purely legal considerations. The troublesome matters of protecting trade secrets and licensing of all types of proprietary information require both general and patent/legal skills. Attorneys servicing these functions must have a well-founded understanding of technology

and the law involved, together with a sound appreciation of the overall business framework.

Registration of Trademarks

Hand-in-hand with establishing and maintaining a good patent position for new products is the job of obtaining, maintaining, protecting and defending Amchem's trademarks and advising and counseling with respect to their registration and use. The introduction of a new product entails choice of a trademark which will not conflict with the marks of others and which can be protected for Amchem.

The trademark operation serves the needs of marketing. In the course of his daily responsibilities the attorney handling trademarks has to be prepared to solve a wide variety of problems such as whether, and to what extent, to limit a specification of goods in a trademark application, whether to file an opposition, whether to litigate a controversy or try to negotiate a settlement of it. In all of these instances the attorney must exercise sound discretion and judgment as to what decisions he will make on his own responsibility and what decisions he shall pass on to management. As with patents, international operations multiply many times over the work involved in discharging the trademark function.

The entire work of the Amchem Law Department, but particularly the patent and trademark operations associated with licensing, involves a tremendous amount of record-keeping. And we repeat: The establishing and maintaining of good records is a vital part of the departmental operations. Good legal advice is rooted in specific facts for which good records, not only in the Law Department but throughout the Company, are essential. Everyone should be aware that every piece of paper and every file may someday be retrieved with legal consequences. Careful monitoring of what goes into files in the first instance is the best means of avoiding later difficulties. One of the greatest contributions that a corporate counsel can make is to focus continuing attention on the need for a regular and rigorous program for documentary review and disposition, thereby reducing or eliminating legal risks for the

company.

Also Consults Experts

This brief review of the major functions of the Law Department illustrates that the law is an extremely broad and intricate field. Consequently, the house counsel cannot always be expected to answer questions immediately but must have time to do research. Also, some question may require the assistance of outside law firms staffed with experts specializing in specific categories of the law. This is particularly true in the field of litigation.

The amount of time needed to conduct any sort of effective litigation is so substantial and unpredictable that imposing such a load on the corporate law department could hamper it seriously in its performance of day-to-day responsibilities.

Litigation is a costly business, not only in direct expenses but in terms of the time and energies of company personnel, particularly executive talent which is thereby diverted from other productive activities. It is in this area of avoiding costly litigation through practice of preventive law that corporate counsel has the greatest opportunity for effecting savings to the company.

When litigation does become necessary, or for other reasons it is necessary to use outside counsel for additional legal services, an important role for house counsel is to structure questions for referral, and where litigation is involved to serve as effective liaison in preparing the case and keeping management advised. Certainly, in litigation and other fields requiring in-depth expertise Amchem will continue to draw upon the distinguished law firms which have served the Company so well for many years.

Is a Lawyer an Employee

The Corporate Law Department serves the Company by putting the law to the service of Amchem. Corporate counsel is both a lawyer and an employee. His job is not only to bend every effort to reduce or eliminate legal risks through clear, concise and timely advice; but in the words of President Nixon to "put life into what is in the law" by showing to the Company the benefits that are in the law and how to get them.

Texas Firm Acquired by Foster Division

Amchem officially acquired Arenco, Inc., Dallas, Texas, on January 30, after several months of negotiation. With the signing of the transfer papers, which took place in Dallas, Arenco, a manufacturer of extruded semi-solid sealing compounds, became an integral part of Amchem's Foster Division.

According to George Foster, Jr., General Manager of the Foster Division, the acquisition was prompted by Foster's desire to add a top grade extruded sealant to its widely accepted line of over 100 high quality liquid and semi-liquid sealants, adhesives, and specialty finishes, which this Amchem division offers to the OEM (original equipment market) and to the thermal insulation industry through its nation-wide sales organization and its 15 manufacturing licensees overseas. Arenco's business operations had been

confined to the southwestern part of the United States. In addition to Dallas, other distributing points for Arenco sealants are the Foster Division plants in Philadelphia, Houston, Chicago and Amchem's Fremont plant.

The purchase of this company was the most expedient and most economical way for Foster to enter the extruded product phase of the sealant business.

Mr. Foster informs us that the use of extruded semi-solid sealants, where applicable, is a proven time and trouble saver, similar to the employment of dry-wall panels instead of wet plaster for interior walls in building construction.

The principle of the Arenco extruded sealant construction is similar to that of drywall, too, with the semi-

solid sealant being sandwiched between two strips of paper. But here all similarity and usage end. The Arenco product is pliant and comes in widths of 1/4-in. to 1 3/4-ins. by 1/16-in. to 1/8-in. thick in ribbon or roll form. These ribbons normally run 25 to 40 feet in length.

The sealant is used principally to seal the joints in both domestic and industrial buildings made of aluminum or other metals. It is also used extensively in the mobile home manufacturing industry.

The sealant is applied by removing the paper from the underside of the roll, pressing the sealant into the joint, then removing the paper from the top side. The result is a permanently tight, waterproof and weatherproof joint. The product has excellent market po-

tential.

Arenco was founded by V. E. Barlow, as president; Will E. Golightly, as vice president-treasurer; and William A. Weidenbenner, as secretary, in 1962. All three men, as well as William Golightly, plant manager, and the remaining 11 employees have been retained by Amchem.

The Dallas facilities, consisting of an office, plant and laboratory, occupy an area of 20,000 square feet near Love Field, the Dallas Airport.

Arenco's annual sales, at the time of acquisition, were reported to be approximately one million. With Foster Division coast-to-coast and international distribution, extruded sealant sales should easily exceed this figure in the immediate future.



(At left). Two views, taken from opposite positions, of the Arenco facilities in Dallas, Texas.

(At far left). Will E. Golightly (l), Arenco, and John Geyer (r) Amchem, consummated the acquisition with a handshake. Others at the formal signing of the transfer are (left to right): Albert Sadel, Amchem, William Golightly, William A. Weidenbenner, V. E. Barlow, all three of Arenco, and George Foster, Amchem.



M. B. Turner, Vice Pres. Gen. Mgr. ACD (c), awards Amchem Scholarships to six national winners in the 4-H Field Crops Science program at the National 4-H Congress in Chicago. Each youth received a \$600 educational scholarship from Amchem.

They are: (left to right) Paul Geist, 18, Yoder, Colo.; Keith Martin, 18, Loysville, Pa.; Wayne Funk, 18, Auburn, Ind.; Roger Kirby, 18, Lamont, Okla.; Ulysses Wilson, Jr., 18, Silverstreet, S.C. and Philip Glashoff, 19, Suisun, Calif.



Angelo Gilardoni celebrated five years with Paolo Granata, Amchem Licensee in Italy.

Chairman's Chair is presented by Amchem to its New Zealand Licensee, Ivon-Watkins-Dow Ltd., New Plymouth. Making presentation last October to Chairman Wilfrid G. Watts (l) is alternate director Tom G. Hull, who substituted for Amchem Vice President J. O. J. Shellenberger. Mr. Shellenberger is on IWD's board of directors. Mr. Watts retired this past February and has been succeeded by Dan A. Watkins, Managing Dir.



Promoting Amchem Alodine® at Aluminum in Architecture Exposition and Seminar, Chicago, Ill., March 3, 4, 5, were the following Amchem personnel: Ed Nusbaum, Sales Manager—Aluminum Industry; Fred Unger, Engineer,

Hydro-Fax Division; Norm Wisler, MCD Advertising Manager; Tony Cook, MCD Sales Representative; Bob Longo, Sales Specialist—Aluminum Industry. Picture was taken in front of the MCD and Hydro-Fax Displays.



Gus Oleson, Manager, Amchem Resale and Industrial Distribution Dept. adds Dolphin Paint and Chemical Co., Toledo, Ohio, to his list of accounts. Dolphin is an 85-year-old supplier of products to the marine trade. The Dolphin display booth

at last Marine Trades Exhibit in Chicago featured Amchem Resale Products. At booth are (l to r) Oleson, J. Walters, Dolphin vice pres., and Jon Juhasz, Dolphin's national sales manager. Marine trade offers a rapidly expanding market.

Service Awards Overseas

ICP South Africa



Ezrom Mnguni (l) accepting; Bob Replogle presenting.



George Makhalemele (l) accepting; Replogle presenting.

ICI Do Brasil South America



Herve Magalhaes (r) accepting; Morris Kantor presenting.

Rorer-Amchem Appoints Corporate Insurance Manager



S. PELLE ROSENQUIST

The appointment of S. Pelle Rosenquist to the newly created position of Corporate Insurance Manager of Rorer-Amchem, Inc. was announced by Joseph F. Stehlik, Vice President and Secretary of Rorer-Amchem, Inc., on February 6.

For the past three years, Mr. Rosenquist had been employed by Smith Kline and French Laboratories, Philadelphia, as an insurance administrator. Before joining SK&F he spent eight years as an administrative superintendent for the Insurance Company of North America.

Mr. Rosenquist is a graduate of the Academy of the New Church College, Bryn Athyn, Pa., where he earned a B.S. degree in 1956. A native of Bryn Athyn, he and Mrs. Rosenquist still reside there. They are the parents of a two-year-old boy and an infant girl.

Super Sales Effort by MCD's Tony Macri

Paraphrasing the old song, MCD says, "God bless you and keep you, Tony Macri," for his excellent sales performance at Lennox Industries, Inc., Marshalltown, Iowa.

A note to this effect was penned by Gene Mendlow, Sales Manager-Fabricated Metal Industry, in which he says, "You may want to consider the professional sales effort that one of our newer salesmen, Tony Macri, performed at Lennox as the subject of an article for the AMCHEM NEWS.

"He utilized a 'total selling job' approach on this new customer, who has gone into an entirely new way of finishing with the use of electro-deposited paints. Tony first gained the confidence of the project engineer; assisted him in the preliminary test effort; helped in the design of the proper equipment; made all the right chemical recommendations; was of invaluable assistance in an almost trouble-free start-up; and even sold him on the merits of leasing a Lineguard® #8000 unit to further insure top quality on Lennox residential furnace end product.

"The professionalism exhibited, along with the uniqueness of the electro-deposited paint application might make good copy. Incidentally, the customer has pictures of his new installation available and we can, no doubt, get a picture of the newly-installed Lineguard unit in place. This Lennox finishing facility will be featured in the May issue of APPLIANCE magazine."

Wisler Promoted to MCD Ad Manager



NORMAN WISLER

Norman Wisler, Assistant to Director of Advertising Jack Breen since February 1967, when he joined Amchem, was promoted to MCD Advertising Manager as of April 1. He will be responsible for the advertising and public relations of the Metalworking Chemicals Division.

Norm is a graduate of the Charles Morris Price School of Advertising and Journalism, Philadelphia, where he was awarded the school's Alumni Award in 1964. He still serves the school as a student advisor. He also attended Temple University.

Since 1967, he has been a member of both the Association of Industrial Advertisers and Eastern Industrial Advertisers, serving on the program, seminars and clinics committees of the latter association.

A native of Philadelphia, Norm has been a resident of Hatboro, Pa., since 1949, where he currently resides at 300 Hatboro Pike.

Valuable Metalworking Treatise by Kuehner

Mark Kuehner, MCD Research Chemist, has authored a most comprehensive treatise on the pre-finishing of metals. The article, which appeared in the March 5 issue of MACHINE DESIGN magazine, is an ideal example of how intelligence, knowledge and experience, coupled with organizational methodology, can produce a superior end product. The title of the article is "Selecting Conversion Coatings for Protection and Appearance".

From the introductory paragraph, which states briefly the basic functions of conversion coatings, to the sound advice on the care of metal joinery given in the concluding remarks, the entire work is a compendium of indispensable information for anyone interested in metalworking, whether commercially or in the classroom. The information, incidentally, is largely compiled from actual experiences, both in the laboratory and in the field, with Amchem's extensive line of metalcoating chemicals.

The importance of the Kuehner work warranted the printing of 1500 rerun copies which are now being judiciously distributed to the metalworking trade. Any AMCHEM NEWS readers who may desire a copy should contact Mark by phone (house 346; Bell 306).

Al Douty Honored

Al Douty, Senior Technical Adviser and former Corporate Technical Director, was one of 12 fifty-year members of the Philadelphia Section of the American Chemical Society who were honored guests at a social hour and dinner at Whitecar Hall, Philadelphia College of Pharmacy and Science, on April 16. The 12 honored guests were presented with 50-year membership certificates and pins commemorating their longevity in the Society. Nationally there are just 179 fifty-year members in ACS.

Nusbaum on Committee

EXTRUDINGS, the monthly newsletter of the Aluminum Extruders Council, reports the election of Ed Nusbaum, MCD Sales Manager-Aluminum Industry, to the chairmanship of the Extruders Associates Committee.

Louena in New Role

Ex-show biz celeb Louena Crosby (AMCHEM NEWS July 1969) emerged as a culinary queen when she appeared at the National Sweet Potato Convention at the Sheraton-Deauville Hotel, Atlantic City, N.J., last February 2.



Louena, secretary to Dan Chisholm, ACD Marketing Manager, Farm Chemicals, was an honored guest at the Convention by reason of her exploration of the gastronomical possibilities of the humble sweet potato. The result of her findings produced three delicacies: Sweet potato cake, sweet potato pie and sweet potato cookies. The cake was served as dessert at the Convention luncheon; the cookies as a tasty tidbit at coffee breaks. Recipes for all three were in demand and were distributed at the Amchem display booth. Compliments to Mrs. C were both lavish and numerous.

Here is the recipe for sweet potato cake. (Anyone wishing copies of the recipes for sweet potato pie or cookies should call Mrs. Crosby on 345 house phone, or 362 Bell, or write to her at Amchem headquarters here in Ambler.)

SWEET POTATO CAKE

- 4 eggs well beaten
- 2 cups sugar
- 1 cup Wesson Oil
- 2 cups flour
- 2 teaspoons soda
- 2 teaspoons cinnamon
- 1/2 teaspoon salt
- 2 cups mashed sweet potatoes (mashed with 1/2 cup orange juice)

Preheat oven to 350°F. Flour and grease a 13 1/2" x 2 1/2" pan. Mix first seven ingredients together, beating well after each addition. Add sweet potatoes and mix well. Pour in greased and floured pan and

Agromore Director is Pesticide President

Of particular interest to Amchem's International Division and to the ACD Research staff was the announcement in PESTICIDES magazine published in Bombay, India, of Mr. M. A. Partha Sarathy's election to the presidency of the Pesticide Association of India.

Mr. Sarathy is Managing Director of Agromore Ltd., Amchem's Manufacturing Licensee in Bangalore, India, which was founded by his late brother, Mr. M. A. Sreedhar, in 1954, and who died two years ago while serving as Industrial Adviser to the World Bank in Washington, D.C.

Mr. Sarathy, a graduate of Mysore University, Bangalore, earned his Master's degree in Business Administration and Industrial Engineering at the University of Notre Dame, South Bend, Indiana.

Bonney Engaged

On March 28, Kent Bonney, Amchem's Mr. Public Warehouse, slipped a sparkler on the fourth digit, left hand, of Irene Galley, a native of Harrisburg, Pa., but now a legal secretary in Boston, Mass. A gold band will be added November 28 when she and Kent will merge.

Two-Way Security

By putting part of your savings away to work for America, you can provide some of the economic strength it takes to run this great country of ours. And, of course, you'll be helping yourself at the same time. Because Bonds bring interest and security . . . and a little old-fashioned American pride.

bake in 350° oven for 35 minutes.

ICING

When cake is completely cool ice with the following:

- 1 8 oz. pkg. Philadelphia Cream Cheese
- 1 stick margarine or butter
- 1 box confectioners sugar
- 2 teaspoons vanilla

Let cheese and butter stand at room temperature until soft. Add sugar and vanilla and mix well.

Amchem's presence at the Convention was in the interest of promoting Amiben as a weed killer in sweet potato crops.

Farm Show Had New Interest for Bishop

Russ Bishop, Manager of the ACD Research Lab, had more than a professional and bucolic interest in the 54th Annual Pennsylvania Farm Show held in Harrisburg earlier this year. In addition to knowing that a few of the award-winning farm products could have owed a margin of their success to the weed-killing properties of Amiben and some of its herbicide kin that had their inception and incubation in the Bishop clinic, Russ' daughter, Jane Halteman, was covering the Harrisburg event for the PENNSYLVANIA MIRROR the daily published for the citizenry of the State College, Pa., area.

With camera, note pad, pencils and other tools of the journalistic craft, not to mention a degree in journalism from Kent State (Ohio) University and an apprenticeship on the weekly newspaper in her native Souderton, Jane invaded the vast Harrisburg arena with the aplomb of a Walter Cronkite, got herself a series of interviews and came away with a collection of pictures that would do justice to a LIFE magazine free-lancer.

Jane is now a permanent staffer on the MIRROR and has been rewarded with a "by line." Feature articles are her specialty but frequently she takes on reportorial assignments which she

also thoroughly enjoys. The MIRROR, incidentally, is a surprisingly sophisticated sheet, its content probably being influenced somewhat by the cultural collegiate atmosphere in which it is published.

Jane joined the MIRROR when husband Jim enrolled in the Graduate School at Penn State University, last September, where he is aiming for a doctorate.

Russ tells us the Haltemans reside in a mobile home a short distance from the PS campus. He considers this the ideal way for young couples to live who are in situations similar to Jane's and Jim's.

Introducing New Members of the Amchem Stork Club

Born before April 15, 1970 and whose names were not previously published in the NEWS.

JENNIFER GRILLEY
February 3, 1970
Father: Alan Grilley
Tech. Ser. MCD Dev.

JAMES FREDERICK HARRISON
September 18, 1969
Father: James W. Harrison
Industry Manager Strip Lines

ELIZABETH RANEY KIRK
August 13, 1969
Father: David Kirk
ACD Salesman

MARK FREDERICK KRUEGER
January 2, 1970
Father: Edward R. Krueger
MCD Salesman

WILLIAM F. LUKENS, JR.
December 2, 1969
Father: William F. Lukens, Sr.
Foster Division

GREGORY ROBERT GEO. MERCER
November 17, 1969
Father: Jack O. Mercer
MCD Salesman

COLLEEN LYNNETTE SMITH
March 21, 1970
Father: Clifford L. Smith
Ferndale Plant

TRACI LEE THOMAS
February 10, 1970
Father: Carl H. Thomas
Mechanical Division

THOMAS ANTHONY VOTTA
February 26, 1970
Father: Thomas J. Votta
Foster Research Lab.

Golf Season Under Way

Jim Thirsk has furnished us with the complete facts on the 1970 season of the Amchem Golf League of which he is secretary. Included are the list of officers, amended constitution, ground rules, player match-ups, and schedule.

There is a total of 26 two-man teams competing in the four flights. Starting date was April 27, a few days after the NEWS went to press.

This year's officers are: president, Jake Landis; secretary, Jim Thirsk; treasurer, Frank O'Brien. Golf committee: Landis, Thirsk, O'Brien, Gabe Mancini, Ralph Lelii, Tom Day, Ed Rodzewich, Merv Hubbard.

Welcome to Our New Employees

Hired since the last issue of the AMCHEM NEWS and prior to April 15, 1970.

Travis Adaway, William Anderson, Victor Barlow, Monica Baum, Joan Black, Walter Bright, Earl Cain, Duncan Cameron, Patricia Cappuccio, Juan Cardenas.

Also, Reynaldo Castillo, Richard Chamberlain, Gene Coleman, William Crawley, Larry Crump, Joan Damico, Chester Davis, Barbara Deturo, Salvatore DiGrande, Barbara Dillon.

Also, Octavio Esquivel, John Evans, Walter Everett, Sheela Fertig, Jose Garcia, Robert Garrett, Elaine Germer, Eileen Giroux, Willard Golightly, Rose Harkins.

Also, David H'ren, Daniel Ioli, Gary Jessop, David Kanuck, Frances Koller, Joseph Kromdyk, Donl Lane, Louis Lendvay, Madeline Maines, Corrado Marvasi.

Also, John Mercaldo, Michael Mitchell, Frederick Neidiffer, Lawrence Newberry, Ronald Newberry, Tony Nuchia, Mary Patterson, John Pellicciotta, Lewis Perry, Patsy Racine, Donald Richardson.

Also, Edward Smith, Jack Smith, Walter Smith, Mary Stephenson, Emmitt Stubbs, Veronica Van Fossen, Billie Wallace, James Washington, William Weidenbenner, Thomas Zielinski.

George Foster Named Division Vice President



George W. E. Foster, Jr., Sales Manager and acting head of Amchem's Foster Division since the retirement of Benjamin Foster at the first of this year, was elected Vice President and named General Manager of this division at the Amchem Board of Directors Meeting, May 12.

As most of our readers know, the Benjamin Foster Company, founded in 1909, was acquired by Amchem, as a wholly owned subsidiary, in 1956. The company became an integrated division of Amchem as of July 1, 1969.

A former army captain, George served in Europe from 1941 to 1946. He began his business career with the Morse Twist Drill & Machinery Co. in 1949. In February, 1951, he joined the Benjamin Foster Company as Vice President-Sales.

George is married and lives with Mrs. Foster in the Georgetown Apartments, Penllyn, Pa. The couple has one daughter.

Len Cooper Retires Had 44 Years Service



Leonard Cooper, chemical operator, who joined Amchem in 1926, just two years after the company moved to Ambler, retired on January 30, thus completing 44 years' service. Len and Mrs. Cooper reside at 12 Forest Ave., Ambler.

Condolences

We wish to express our sympathy to Frank Boland, ACD Production; Valdo Dragani, Maintenance; and Janet Winning, International, on the deaths of their mothers. Also to Miguel Zubillaga on the death of his father.