THE

## AMCHEM

NEWS

Vol. 15 No. 3

October, 1972

#### In This Issue

Don Page on Amchem's
S. E. Asian Operations 3-5
J. O. J. Shellenberger Retires 6-7
Brumbaugh Proving Grounds 8-10
Foster OEM Sales Meeting 11
Service Awards
Ingenious Photography 14-15
Dust Collectors 16-17
Bowling League Winners 18
Safety Awards
News 20-22
New Employees: Births 23
F. P. Spruance Sr. Obituary 24

#### On the Cover

Chan Yan Hiong, Field Technician, Amchem South East Asian Operations, taking latex sample from ETHREL® treated rubber tree. Latex will be analyzed for dry rubber content. For more information on Yan Hiong and other Amchem S.E.A. personnel and their responsibilities turn to pages 3, 4, 5.

#### THE AMCHEM NEWS

Vol. 15 No. 3

October, 1972

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 President

Recently newspapers and magazines throughout the country announced Amchem's participation in a venture to build a \$21 million sheet steel products plant in the Soviet Union. In view of the size of the contract and the involvement of the Soviet Union, the announcement was greeted with much interest. You, as a member of the Amchem team, may be interested in more information.

The plant is to be built at Chelyabinsk, Siberia, about 1800 miles east of Moscow. When in operation in 1975, the plant will process coils of Russian steel sheet into formed panels and fasteners for use in constructing buildings in Siberia, part of Russia's efforts to develop industry there. Amchem will supply technology for chemical pretreatment of the steel before painting and forming.

The other partners in the consortium are H. H. Robertson of Pittsburgh and its British subsidiary, Simon-Carves Division of Simon Engineering Ltd., Redman Heenan Process Engineering Division of Redman B & K, Ltd., and Berger Paints, Ltd., all of Great Britain.

Knowing the constructive purpose for which this plant will be built, all of us can be proud to be a part of this venture. As you know from the news, the United States and Russia are attempting to increase their peaceful cooperation to the benefit of both. In past years the countries of Western Europe have supplied most of Russia's imports. German, French and American competitors of Amchem also bid for the Chelyabinsk plant and our International Division personnel deserve our congratulations in their success.

We hope this will be the beginning of closer business relations with all countries in Eastern Europe who wish to develop their industries for peaceful purposes.

Hougher President

# Don Page Tells Us About AMCHEM'S S. E. Asian Operations

Malaysia, Thailand, Indonesia and a few other countries in that part of the world may still be "the mysterious Orient" to many of us, but to a small band of Amchem employees they constitute the Company's South East Asian marketing and research operations.



Ex-Amblerite Don Page at his desk.

Secretary Juliet Mok (now Mrs. Steve Chiong) at her desk.

Heading this operation, with regional offices presently at 14 A, Pesiaran Ampang, Kuala Lumpur, Malaysia, is Don Page. As noted in the July, 1971 issue of the *NEWS*, Don, together with wife Gwendolyn and two small daughters, took up residence in Kuala Lumpur, in May of last year. Don succeeded Ken Bridge, who is back at Amchem's Research Farm, Spring House.

After a year of steady prodding from the editor's desk, Don penned the following most interesting letter, from which we have omitted the



Mrs. Gwen Page with daughters Ann (6) and Julie (5) in downtown Kuala Lumpur. Quite a change from North Wales, Pa.

opening paragraph:

"... The Southeast Asian office was established officially last year. Originally the primary purpose was to develop Ethrel Latex Stimulant in the rubber producing areas of Southeast Asia. Prior to the establishment of the Southeast Asian office, Ken Bridge spent 18 months here doing the initial ground work, and doing it well. In the year that followed, we devoted all our talents and a great deal of time to Ethrel Latex Stimulant, and the product is now well known throughout the rubber producing areas of

Southeast Asia. More recently, we have been increasing our efforts on non-rubber uses for Ethrel and in getting an even larger herbicide program underway.

"The office has a staff of five, plus our secretary, Miss Juliet Mok (now Mrs. Steve Chiong), and we cover Malaysia, Indonesia, Thailand, India, Ceylon, South Vietnam, Cambodia, Burma and the Philippines. As a result, travel schedules are heavy and our technical people spend a minimum of three weeks per month in the field. Depending upon the area travelled,

this usually means experiencing living conditions which are quite primitive by U.S. standards. You must be a bit of an adventurer to be successful in this area. For example, our people in the field routinely eat in roadside shops lacking both running water and electricity. The territory we cover falls within 20° north latitude and 10° south latitude, having typical equatorial or tropical monsoon climates. West Malaysia and the rubber areas of Thailand are generally covered by car, with the remaining rubber areas reached first by air and then by Land

Arof Noordin, resident expert on tropical agriculture.



Will Evans with "homework."



Consultant Bill Newall.

Rover or jeep. The ever-present equatorial thunderstorms and seasonal monsoons provide their share of thrills the year round when using the relatively light aircraft required to get into many of the rubber areas.

"Kuala Lumpur, the base of our operations, is a clean and modern city of moderate size. It is nestled in some hills 40 miles east of the Straits of Malacca, in very green and pleasant tropical surroundings. The average daily temperature is 82°F almost the year round, although it cools down somewhat during the rainy season in November and December. The average annual rainfall is about 120 inches.

"I'll give you a bit of background on each of the individuals working for our organization here.

"Starting with our secretary, Miss Juliet Mok, she is 25 years old and engaged to be married this summer. She joined our staff a year ago. Aside from keeping the office operating efficiently while the rest of us are travelling, she keeps the place bright with lovely arrangements of orchids or other exotic tropical flowers. And in spite of much recent teasing about her domestic talents, she serves a pretty good cup of tea.

"Arof M. Noordin has been em-

ployed in Southeast Asia by either Weedone Products (Malaysia) Sendirian Berhad or Amchem for over ten years now and we consider him our resident expert in tropical agriculture. He is equally proficient in rubber, African oil palm, cocoa and paddy rice. He is currently responsible for Ethrel sales development in the northern third of Malaysia and throughout Thailand. Additionally, he supervises most of the herbicide development work currently underway in Malaysia.

"You already know Will Evans. As you are probably aware, he was one of the original developers of Ethrel and has his name on the patents along with Dr. Anson Cooke. Will has overall technical responsibility for the nine countries covered by this office. While in Malaysia, he concentrates his efforts on Ethrel sales development in the southern third of the country and Singapore, in addition to organizing and supervising the continuing research and development in rubber.

"Bill Newall is currently employed by Amchem as a special consultant. He has many years experience as a rubber planter and was formerly manager of Weedone Products (M) Sdn. Bhd. He is presently Chairman of the Editorial Board of "The Planter" magazine, the official organ of the Incorporated Society of Planters and probably the most widely read publication dealing with rubber and oil palm in the world. He is responsible for Ethrel sales development in the central part of Malaysia and in northern Sumatra, this latter area representing the world's second largest market for Ethrel Latex Stimulant.

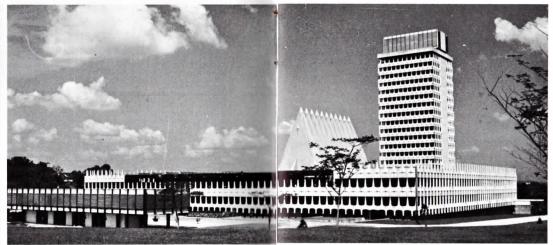
"Finally, we have our young field technician, Chan Yan Hiong. He is 21 years old and joined our staff as a field technician trainee about 18 months ago. He was recently promoted to Agricultural Research Technician and he is responsible for supervising the chemical applications on our numerous rubber experiments and recording the results both from the standpoint of volume and dry rubber content. He is a young man of remarkable dedication to his job, and generally spends seven days a week in the field.

"According to a recent International Division organizational chart I am listed as 'Director — Agricultural Operations — Asia'...."





Business district in Kuala Lumpur.



New Parliament Building in Kuala Lumpur.



Noordin (1) and Evans "take a breather" outside Amchem office.

### Shellenberger **Closes Dedicated** Career at **Amchem**

At an age when most of us would be contentedly contemplating the past and speculating on the joys of a life of leisure, Amchem's former Vice President-Corporate Director of Marketing, I. O. J. Shellenberger, has very few open dates on his retirement schedule. Activity is an essential part of his make-up; idleness is unknown to him. Thus it came as no surprise to learn that months before his retirement on August 4, he had launched, in his offduty hours, a pithy little newsletter, THE UNITED STATES HERALD, that gives a rather complete summary report of current economic and political events in America. It is published monthly and is mailed to about 200 subscribers overseas, and about 60 in this country.

This venture, he insists, is more a labor of love than an ambitious undertaking for monetary gain. Journalism, you see, scored high in his own multiple choice vocational test; so high, in fact, that with cash equivalent only to what would entitle you to a modest evening on the town by pre-depression days standards, I. O. I., in partnership





On August 4, a farewell luncheon was given to Mr. Shellenberger in the Executive Dining Room at which he was presented with a silver tray from overseas licensees, which was enscribed with a fitting testimonial. Mr. Shelienberger (above) makes acceptance speech. Mr. Romig pays tribute to J.O.J.S.

with an equally optimistic fellowgraduate of Lafayette College, established the EASTON (Pennsylvania) HERALD, a weekly which covered the local scene more thoroughly than its daily competitor. The enterprising duo, plus a staff of six to eight other hopefuls, put their press on stream in 1932 with "Elect-Herbert-Hoover" pennants flying from the masts. The launching was a surprising success, the HERALD sliding down the ways into untroubled waters, where it sailed smoothly for a couple of years. And while there were no sea wolves howling at the gunwales, the embryonic William Allen Whites soon discovered that the main ingredient in a successful journalistic formula is not factual reporting of local doings but pieces of paper, 2-5/8" x 6-1/8" with pictures of past Presidents on the face, bearing the signature of the Secretary of the Treasury and printed in green on the

Prior to the appearance of the HERALD on the publications horizon, J. O. J. compromised a bit with the exhortative pleading of another famous journalism personality, Horace Greeley, by going just as far west as Cincinnati, where he lived in an Ivory (Soap) tower belonging to Procter and Gamble for a couple of years until the depression convinced, P & G that somehow it could struggle along without his services.

When Amchem determined to create an advertising department in 1935, there was no one in the organization available for heading up the new department, so the Company advertised for someone. The successful applicant was J. O. J. Thus began his Amchem career on August 15, 1935.

Ad budgets in those days for companies the size of Amchem (less than 100 employees) were rather low and, consequently, the volume of advertising was in ratio to the amount of money available. The result: a light advertising schedule.

With a degree in chemistry, in addition to his experience in publishing and advertising, Amchem management diverted the Shellenberger talents into new channels, where the knowledge acquired in the college classroom and laboratory was put to use supervising the installation of chemical processes in customers' plants. At the same time he continued to attend to his advertising chores.

In 1939, Henry Sontheimer, who had founded, managed and became Vice President of Amchem's overseas operations, suffered a heart attack necessitating his withdrawal from business activities. As a result of this unfortunate incident, Management assigned J. O. J. to assist the late F. P. Spruance, Sr., Vice President-Sales, MCD, in handling the international business, succeeding Mr. Sontheimer.

J. O. J. demonstrated his versatility by doing such a thoroughly successful job that after his release from the U.S. Navy, in which he served from 1942 to 1945 attaining the rank of Lt. Commander, he became permanently involved in the overseas end of Amchem's business.

Chairman Romig reminded us that among I. O. I.'s finest achievements at this period was his success in reestablishing business relations with former Amchem licensees in Europe, after communication had been cut off during World War II. In one instance, Mr. Romig relates, J. O. J. renewed a licensing agreement with an Amchem manufacturing associate on one side of a line and I. O. I. on the other in the middle of a bridge. The line served as the boundary between two countries. Neither J. O. J. or the customer being allowed into each others country.

All these affected companies paid

up the royalties that had accumulated during the War years and which were due Amchem. This gesture, not only was a tribute to their honesty, but an indication of the respect they had for J. O. J. and the Company's integrity.

By 1951 Amchem's licensing business, under the guidance of I. O. I., who by now was Export Manager, had developed at such an accelerated pace that it became necessary for him, with approval from Management, to establish a completely staffed International Division. This business expansion was due largely to Amchem's discovery of 2, 4-D and 2, 4, 5-T herbicides and the appointment of licensees overseas to manufacture these products. This was a most active period in the life of J.O. I., who was elected Vice President-Director of the International Division in June 1952, and logging more air miles than Henry Kissinger does now.

As Vice President-Corporate Director of Marketing, to which post he was appointed in 1955, he continued to have control over the International Division's marketing program even after he was succeeded as manager of the division by Ennis Simpson, Warren Weston and J. W. Delanty, in that order. In the 31 years that he was engaged in overseas business operations for Amchem, J. O. J. has acquired scores of clients for the

Company and has been serving on the Board of Directors of six of these firms for a number of years: Compagnie Française de Products Industriels, France; Tecnimetal, S. A., Belgium; Industrial Chemical Products, Ltd., South Africa; Agromore, Ltd., India; Ivon-Watkins-Dow, Ltd., New Zealand and Weedone Products, Malaya, Ltd. In April 1965, he was elected to Amchem's Board of Directors and to Rorer-Amchem's Board after the merger of the two companies in 1968. He will continue to serve on the latter two boards as well as on the board of I.C.P. He was also Vice President of Rorer-Amchem, Inc. but has relinquished this office.

Although Mr. Shellenberger was born in Cape May, N.J., the son of the late John O. J. and Frances A. Shellenberger, he spent his boyhood and early adult life in Germantown. After marriage to the former Nancy L. Bertolet of Reading and his release from the U.S. Navy, he moved to Dovlestown. Pa. Currently Mr. and Mrs. Shellenberger are living on St. Andrew's Road, Chestnut Hill, with their four children: John O. J. III, 28, a practicing attorney; James, 25, who has just taken his bar exams and will be working for Philadelphia District Attorney Arlen Specter; Nancy, 21, a Junior at the University of Oregon; and Ann Virginia, 18, who will be a Freshman at Lafayette this fall.

Mr. Shellenberger is a member of the Philadelphia Cricket Club. When time permits he plays an occasional round of golf and a few sets of tennis. In college he played on the soccer

(Below, left) Mr. Shellenberger reads testimonial enscribed on tray, which was presented by the many licensees with whom he had had very happy business relations over the years. Also reading the inscription are Chairman Romig, Mrs. Shellenberger and J. W. Delanty. (Below right, clockwise) Ann Hagendorf, Rudy Grun, Mildred Morris (partially hidden), Warren Weston (former Int. Div. Mgr.), J.O.J.S. (the honored guest), Chairman Romig, Mrs. Shellenberger and J. W. Delanty, who is eulogizing Mr. Shellenberger for his immense contribution to the International Division's success. Mrs. Hagendorf and Miss Morris were responsible for the luncheon arrangements.





# The Brumbaugh Proving Grounds

#### Where Amchem's Product Performance Services Department Puts Products Through Their Paces

Pres. Snyder, in addition to his administrative and executive responsibilities, still retains his interest in the technical aspects of Amchem's operations by paying a visit to the Product Performance Services Department.



Andy Kepich explains Oleson Cup Test to Pres. Snyder. Test determines paint adhesion after finished metal has been deeply indented through severe impact.



Jim Pratt shows Pres. Snyder how PPS measures the resistance of appliance finishes to laundry detergents.

There's a framed re-print of an MCD advertisement mounted on the partition outside lack Price's office. The ad, which appeared early this year in CANADIAN MACHINERY & MET-ALWORKING and CANADIAN PAINT & FINISHING magazines, was written and prepared by Lewis & Gilman Advertising Agency. The teaser headline asks "How do you remove paint from Granodine® 108-tested galvanized coil?" Amchem isn't looking for an answer to this question, although the first line of the copy, which says "You tell me," would lead the non-initiate in the mystical world of metalworking into believing that it (Amchem) is really seeking an answer.

The purpose of the ad was to offer proof of the indestructible paint bonding qualities of Amchem Granodine® 108 when this prepaint chemical is applied to galvanized coil steel. In illustration and copy, the ad shows how galvanized metal panels, coated with Granodine 108 and painted with every kind of today's sophisticated finishes, were submitted to various kinds of torturous tests-including exposure to salt spray, humidity, bent to 180° and squeezed in a press; crosshatch surface scratching, impact-and proved their invulnerability. These tests were conducted by Amchem's Product Performance Services Department under the supervision of George Brumbaugh, Department Manager. While these tests were made specifically for an advertisement, such tests are routine and are a continuous day-to-day project in the "Brumbaugh Proving Grounds" at the far end of the Pilot Plant.

#### Department Responsibilities

"A primary responsibility of this Department", states George, "is the continuing surveillance of the Company's products in actual use by customers. A second important function is to evaluate, by accelerated means, the anticipated performance of new formulations developed in the MCD Research Laboratories."

A typical example of the Department's primary responsibility is the Routine Quality Control program for the automotive industry. In this program, sets of 4 X 12-in. raw steel panels, cut from the same type of stock as used by Amchem's automotive industry customers, are coded and sent to an Amchem sales representative. He, in turn, delivers them to his customer where he supervises the processing that duplicates the finishing of an automobile steel body, using the same pre-treatment chemicals and finishing materials. The panels are then returned to Amchem and submitted to a series of tests, including exposure to a fog containing a 5% salt solution at a

temperature of 95°F in an enclosed chamber; exposure in a cabinet where the humidity is 100%; immersion in a tank of deionized water at 100°F. A number of panels are returned that have not been painted but have been cleaned, rinsed and coated with Amchem pre-paint conversion coating chemicals. The chemical coatings on these panels are weighed by a scientific method to insure that the amount of coating is equal to or exceeds the minimum coating weight requirements of the customer.

The above are known in the metalworking industry as "wet tests" because the metal samples are exposed to liquids in various forms, from deionized water to detergent solutions. However, there is still another kind of testing done in PPS Department. This is called "physical testing," in which samples of different metals that have been chemically pre-treated and painted (such as the Granodine 108-treated galvanized coil mentioned in the first paragraph) are purposely distorted by controlled devices in order to measure paint adhesion. In one instance, the metal is impacted with a falling steel ball, or is extruded with a ram-driven ball, to create a cup-shaped dent in the metal. In another form of physical testing, the metal is bent around a cone-shaped steel rod, blasted with gravel or the surface scratched. At the completion of these tests, the metal is carefully examined for perfect paint adhesion.

#### Reports made on Tests

At the conclusion of all tests, a report of the findings is issued to Amchem's Marketing, Sales, and Research Departments. If the results are not up to Amchem's rigid performance standards, measures are taken to investigate the cause and correct the situation at the customer's plant.

There are approximately 30 chemists in Amchem's MCD labs engaged in the development of new, or in the improvement of old, products. Before these formulations are marketed, they are subjected to no-holds-barred tests in the Product Performance Services Department, with Brumbaugh acting as a kind of "Devil's Advocate," detecting any deficiencies that might



Department Manager George Brumbaugh introduces MCD Sales trainee Gray Lang to the functions of PPS.



President Snyder listens attentively to Nate Georgio's (r) explanation of PPS' salt spray corrosion resistance test. Sam Firman (I) is interested observer.

develop later should the product find its way into a customer's metal-working operation. Each of these tests is conducted under conditions duplicating those in the particular industry where the product would be used. "Weak performing formulations are screened out before they are ever field tested," reports Brumbaugh.

"Calculate the large number of MCD customers and the various types of metals that they fabricate for hundreds of uses-from bottle tops to house trailers—and you'll appreciate the volume of work we turn out here in Product Performance," he added. Continuing, George said: "Of course, we have to keep up with the newest developments in the industries which we serve. For instance, one of the newest advancements is the use of powder coatings, largely because of air and water pollution problems. In this system, paints are microscopically ground into a talcum-like powder that is conveyed by an air stream through an electrically charged gun where it is polarized and sprayed on metal objects. The objects must be grounded to attract the electrically charged powder to the surface in a uniform pattern. The powder will adhere to the surface until the objects are placed in an oven where the powder fuses to the objects, thus forming a paint coating similar to that achieved by a liquid paint, but eliminating the offensive, pungent odor of the solvents that exist in the latter."

#### **Conducts Customer Seminars**

In conjunction with this phase of the Product Perfromance operation, Brumbaugh conducts seminars for paint company representatives at technical conferences and also for students at colleges and universities, in order to acquaint these audiences with the best and newest methods for cleaning and treating metal prior to the application of paint. The informational material for these conferences is prepared from the combined studies of the Research and Development Department and the Product Performance Services Department.

Brumbaugh has made seven such presentations so far in 1972, including one at the first American Conference on Powder Coatings, in Cincinnati. Later in the year he will deliver talks at the University of Missouri and at Cleveland State University.

#### Reports to Precopio

Brumbaugh, who reports directly to Dr. Frank Precopio, Corporate Technical Director, has been with Amchem 27 years, 19 of which have been spent in his present position. He had first been employed as a salesman in MCD. Presently, he heads a staff of five technicians, one of whom is a part-time worker. The consistancy of their performance is reflected in a statistical study that showed their reproductability in evaluating tested samples approximated 99%, when their work was compared. George attributes this equality in performance to experience and cooperation among his staff. "The average length of service is close to nine years, and this does not include my 27 years," he concluded.



PPS Personnel. Back row (I to r) Sam Firman, George Brumbaugh, Isabella Martin (Dept. Secretary), Nate Georgio. Front row (I to r) Andy Kepich, Jim Pratt, Doug Blosser.



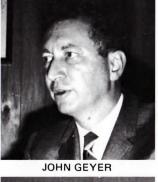
Doug Blosser demonstrates newest technique for applying organic (paint) coatings in powder form by electrostatic spray.

# Foster OEM Sales Meeting Had Full Scale Agenda

An extensive agenda featured the three-day sales meeting of the OEM segment of Amchem's Foster Division. The meeting, held June 21, 22, 23 at the George Washington Motor Lodge, Willow Grove, was conducted by Bruce Foster who heads OEM. The agenda consisted of 28 different subjects, including commentary on new and established products, new, aggressive approaches to marketing with long-term projections, analyses of competitors' products and methods, advertising etc.

The meeting was opened by a welcoming speech by John Geyer, General Manager of the Foster Division on Wednesday and closed at noon on Friday, with a general discussion and review of the three-day program.

Candid shots taken at the Foster Division OEM Sales Meeting





FRANK OWENS



JIM PALMER



(Above) Bruce Foster expounds marketing status of Foster line.





Informal product discussion (left) Bill Golightly, John Threlkeld, Jim Palmer. (Right) Irv Steltz, Bob Replogle, Vic Barlow, Bill Lukens.





Els Stockbower (c) receives 25-year Service Award from Pres. Snyder. Greg Bob Applegate (I) accepts 20-year Service Award from Jake Landis (I) accepts 20-year Service Award from Bob Meech (I) accepts 20-year Service Award



MCD Sales Joe Mallozzi.



ACD Mfg. Ray Collmer. ACD Mfg.



from Ray Neilson. Ferndale



Gene Mendlow (I) accepts 20-year Service Award from Paul Kern. MCD Sales



Mel Nagle (I) receives 20-year Service Award from Joe Mallozzi. ACD Mfg.



Tom Rogers (I) accepts 20-year Service Award from Jack Price.

MCD Sales



Stan Blichasz (r) receives 15-year Service Award from Ray Robinson. Maintenance

Shirley North (r) accepts 15-year Service

Award from Hirsh Segal. ACD-MCD Research



Dale Bush (r) accepts 15-year Service



Award from Stan Fertig. ACD Research



Henry Sansom (r) receives 15-year Service Award from H. E. Patterson. MCD Sales

#### Congratilations! These are the men and women of AMCHEM who have received Service Award Emblems between May 1, 1972 and September 1, 1972.



	13	LAND	
Stanley Blichasz	Dale A. Bush	Roy R. Johnson	Shirley North
Henry C. Sansom	Hirsh Segal	Stig Sasse	<b>Ernest Sutton</b>
	Merwin Swisher	Robert Williams	

-10 YEARS -Robert J. Dalrymple Roy C. Eberz Harry Haldeman Alfred L. Herrera Donald M. Herrington Maxine P. McCleary Florence T. Michener Richard A. Montella

Matthew Sienko

5 YEARS

Sharon Christensen Loretta Elmes Donna Hildebrand Sterling Johnson Anthony R. Macri Raymond Miller George Siglin J. Ronald Strain

Gary B. Fuess Thomas Kapushinski Cynthia Nippins Edison Thompson

Andrew J. Hamilton Clifford Kingsley Walter L. Roberts **Arnold Zacharias** 



Eleanor Greenway receives 15-year Service Award from Don Chew. Foster-Phila.



Roy Johnson (I) accepts 15-year Service Award from Stan Fertig. **ACD Research** 



Hirsh Segal (r) receives 15-year Service Harry Haldeman (r) accepts 10-year Service Award from Frank Precopio. Research Award from Ed Feather.





Roy Eberz (c) accepts 10-year Service Award from F.E. Pat Hopkins (r) receives 10-year Service Wilson. Steve Einfalt (r).



James Best

Stanley Harrison

Frank Leathers

Michael J. Sebell

Personnel Award from Don Chew. Foster-Phila.



vice Award from Geo.Sawyer. ACD Sales Rogers. Al. Saddel (I); Greg Gibson (r).



Maxine McCleary accepts 10-year Ser- Flos. Michener accepts 10-year Service Award from Tom Helen Schnur accepts 10-year Award Mat Sienko (I) receives 10-year Service





MCD Sales from Leo Damskey (I). G. Barger (r). Award from Herb Hopwood. Receiving



JIM BEST 5 Years



**GARY FUESS** 

















LEON SCOTT



MICHAEL SEBELL GEO. SIGLIN



ED. THOMPSON 5 Years

12

5 Years

5 Years

5 Years

5 Years

STAN HARRISON STERLING JOHNSON TOM KAPUSHINSKI FRANK LEATHERS 5 Years

RAY MILLER 5 Years

5 Years

5 Years

5 Years

5 Years

# The Fine Art of Ingenious Photography

o obtain the desired effect in an illustration, such as the one that appeared in a recent advertisement in TRAILER BODY BUILDER magazine for Amchem's Foster Division products, requires a great deal more imagination,

resourcefulness, ingenuity, photographic technical skill and knowledge than placing a male model, feigning a "tummy" ache, on the side of a bed and shooting the scene for a TV commercial.

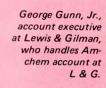
The assignment given to Eric Hall, art director of Lewis and Gilman, Amchem's advertising agency, was to show realistically and convincingly in a photograph, the ten different places on an aluminum truck body where Foster's line of Bondseal<sup>TM</sup> adhesives, sealings and coatings can be applied. Eric accepted the challenge enthusiastically.

everal factors—such as achieving believability through realism, motion with legibility, creating that 'They-Drive-by-Night' atmosphere for dramatic impact etc.—had to be considered before any action could be taken," Eric informs us.

Though it would appear to the contrary, Eric tells us that the use of an actual, full-sized, operable tractortrailer with driver would have been less expensive than employing a small model truck. However, several physical problems presented themselves and the idea of using a real truck had to be discarded.



Eric Hall, art director at Lewis & Gilman, Inc., Amchem's Advertising Agency, who designed ad.





- A. Main exposure (Filter # 20 B 10M): F.32, 8 seconds
- B. Mini-spot on side of truck 10 seconds at f.32
- C. Expose riding lights on truck 10 secs before moving entire road bed for 15 secs at f32 (Front and back mini-spots on. Go-bo front mini to side of truck)
- D. 2 short pulls on road bed at f.16 to blur guard rail.
- E. Paint headlights 40 secs at f.16
- F. Expose lettering for IO secs. at f.16 then continue to expose as road bed moves to finish (25 seconds total).
- G. Expose grain of wheat lights in box to represent distant headlights as they move across entire set – f.22 for 40 secs.

That's all-

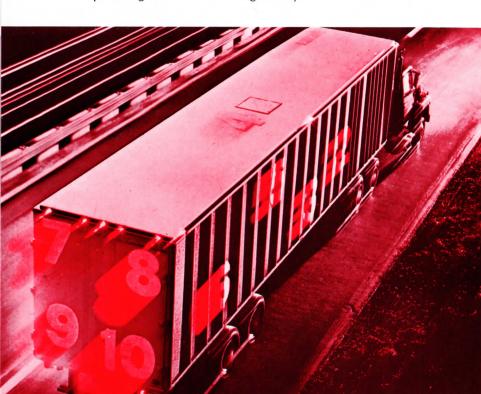
These problems were (1) the inability to photograph the Scotchlite numerals on the truck, since Scotchlite only reflects light back to the source, resulting in zero degrees; (2) the placement of the camera at a rather high angle in order to show the roof, back and one side of the truck to equal advantage (provided a method could be found to photograph the numbers); (3) finding a location where the normal flow of traffic would not interrupt the shooting; (4) obtaining the cooperation of the police to control traffic movement at the chosen site; (5) making the necessary photographic test

runs for exposure, angles, etc. "Having found the proper site-an unfinished overpass with a broad highway underneath—we arrived there in a station wagon fitted with test numbers, the day before a holiday weekend," Eric relates. "We were accompanied by a police escort. But, to our consternation, we discovered that between the time we had found the site and the time of our arrival for shooting, the contractor had used concrete pillars to block the ramps to the overpass, from which we were to shoot the picture of the truck below on the highway, in order to abort any notions that ambitious dragsters might have of converting the unfinished overpass

into a drag strip.

hen we were informed that it would cost \$1,000 for men and equipment to remove the pillars, and since our deadline was creeping up on us, we discarded the idea of using an actual truck in an outdoor setting in favor of a model truck in a studio," Eric concluded.

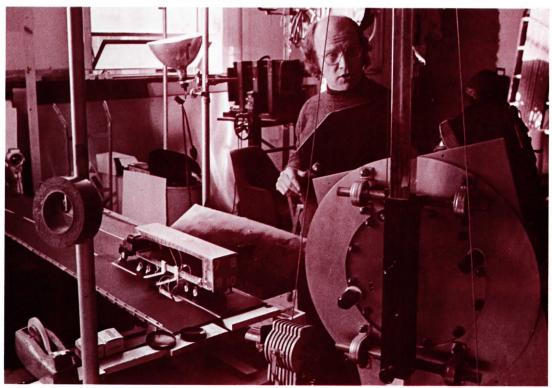
Accompanying this article is Eric's description, in diagramatic form, of the studio set-up and the equipment employed in producing the photograph of the model truck. In the actual photo of the studio, a few of the components, including the model truck, can be recognized. And for the camera buff readers, he records on another card the technical procedures involved. We also have to acknowledge the excellent airbrush retouching job done on the original photo by the Lewis and Gilman art department. Since we're in a credit-dispensing mood, we don't want to be remiss in handing an accolade to George Gunn, account executive, at L & G, who looks after Amchem's advertising interests at the agency and another to Norman Wisler, Amchem Advertising Manager, who obtained the photographs and other illustrative material from L and G.



This looks like a shot of a fast-moving truck on a highway at night. The story on these two pages tells how simulation was successfully obtained.



This photo of model truck, used in picture at left, was taken in Bruce Foster's office where truck sits on window sill. Other side of the model is open.



The complicated and ingenious set-up in studio includes props and equipment used in shooting truck scene. Many are recognizable from diagramatic drawing above.

Interior view of loading platform showing the various loading stations.

# **Jet Dust Collector Clears Air in Building 23**

Prior to entering Building 23 to take a Service Award picture recently, we stopped to look at a metal structure adjacent to the door on the eastern side of the building.

Because it reminded us of a small grain-hopper we wondered what its function was. In such circumstances we usually go to George Russell, head of Amchem's Engineering Department, for the answer, and this is exactly what we did.

Sitting down with George and Paul Burger (see July 1971 AMCHEM NEWS), in the Engineering Department Office, we learned that the structure is a Wheelabrator ultra jet dust collector that was installed to suck up

the air-borne chemical particulates that result from loading the mixing equipment and filling the drums with the various kinds of powdered chemicals at the loading and discharge stations in the production areas in Building 23.

This air-cleaning system consists of various components, one of which is a 40 HP electric motor in the collector. This motor operates a fan that sucks up the air from the filling stations and conveys it through a series of pipes and duct work, ranging in size from six inches to 24 inches in diameter, to the main pipe at the collector. The air is then drawn through 6-inch diameter X 9-foot long dacron tubes located in the

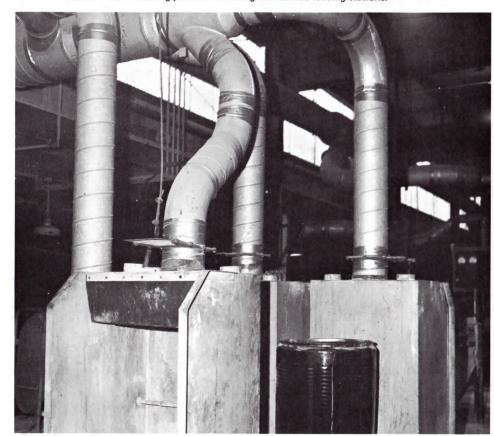
through huge main pipe to hopper.

collector. These tubes extract the chemical particulates and deposit them in drums at the bottom of the collector, which exhausts 25,000 cubic feet of air per minute. Periodically, the filled drums are hauled away and the contents disposed of safely.

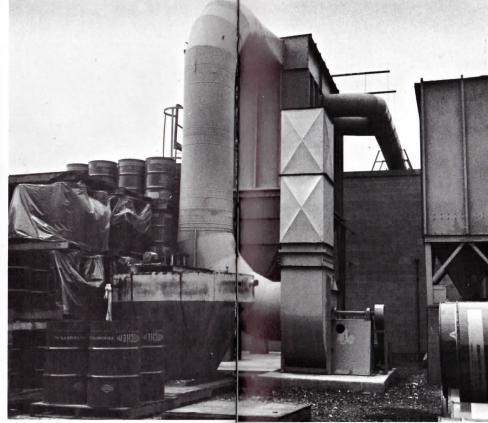
In winter, or on other occasions, when the doors in Building 23 are kept closed and the building is fairly airtight, the air that is drawn out in the dust collecting process has to be replenished. For replenishing purposes, an ITT Reznor direct-fired make-up unit, using a 10 HP fan, has been installed to force fresh air into the building. This unit has a capacity of 1,900,000 BTUs per hour.

A little over a year ago, Paul Burger made an analysis of the exhaust and air replenishment conditions in Building 23, then designed the present system. Joseph Devlin and Associates, Paoli, Pa., specialists in this type of engineering work, assembled the dust collector and installed both it and the essential duct work. The foundation for the structure was put in by Amchem's own Construction Department, while the electrical system was installed by the Maintenance Depart-

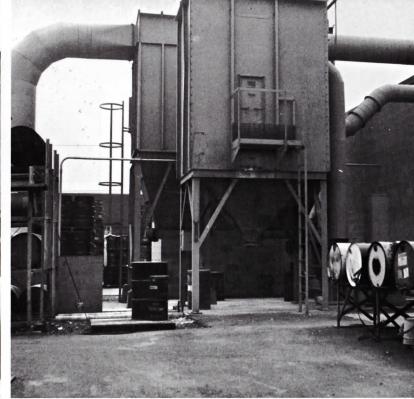
The result of this up-to-date, sophisticated installation is a more comfortable and safer environment for the personnel who work in Building 23.



Particulates are drawn up by air suction from stations where basic chemical ingredients are loaded for Suction fan that draws air-laden particumanufacture according to formula.



lates from building and conveys them



View of original dust collector that hides new jet collector. Latter automatically discharges

#### **Purchasing Dept. New Bowling Champs**

#### Dragani, Swisher, Seiz, Bette Spence Take Individual Honors



Champs. (L to r) Tom Day, Bette Spence, Donna Hildebrand, Harry Haldeman. Absent:

Purchasing, first half winner, defeated Research, second half leader and last year's champ, for top honors in the 1971-72 Amchem Bowling League. The margin was a hefty 168 pins. The play-off was rolled May 1, at the Willow Grove Lanes.

Members of the winning team were Captain Paul Goetter, Tom Day, Harry Haldeman, Bette Spence, and Donna Hildebrand. Bowling for Research were Captain Andy Dendler, Dick Reeves, Harry Bailey, Bud Carter, Shirley North, and Andy Kepich.

Men's awards for the season were made to Wally Dragani, season high triples of 617 and 612; Mark Swisher, high single-254; high average, Earl

Seiz-171. Runners-up were Bob Bottorf-581; Chappie Nordon-235; Andy Kepich-166 respectively.

Women's individual awards for the season were made to Bette Spence, high triple-654; high single, Karen Halstead-210; high average, Pat Wilson-127. Runners-up were Jean Brantly-481; Rose Jackson-182; Marie Balestrieri-114 respectively.

Other trophy winners were Jim Johnson, for most improvement, men -16 pins; and Eleanor Huntzinger, women-18 pins.

In recognition for having served as treasurer of the league for the past five years, Marie Balestrieri was presented with a lovely ceramic canister set as a Continued on page 22



Individual trophy winners. Top (I to r). Bette Spence, Pat Wilson, Karen Halstead. Front (I to r). Mark Swisher, Earl Seiz.



Runner-up: Research. (L to r) Bud Carter, Andy Dendler, Dick Reeves. Absent: Harry Bailey, Shirley North, Andy



Bob and Mrs. Applegate (in foreground); Karen Halstead and escort (at right) polish off



(L to r) Bob Applegate, Mrs. Joe Rocco, Joe Rocco, Mrs. C. B. Francis and C. B.



Ann Metz, Diane Dryden, Bob Dryden, Bill



Marie Balestrieri Benninghoff with gift.





Bud Carter and Mrs. are no stranger to the dance floor. All they needed was good music.







en\* Departments were winners in the 1971-72 Safety Program-the largest number since the inception of the Program. Participating personnel of these departments received prizes of their choice on August 25. Awarding the prizes was John Horn, Safety Supervisor, who warmly congratulated the winners.

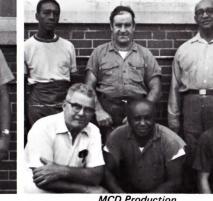
\*Product Performance Services was also among the winners. The picture of this group appears on page 10.



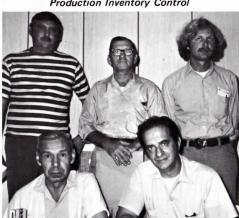


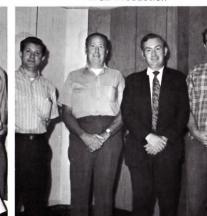






**MCD Production** 







#### **Dolphin Paint Displays Amchem Resale Products**

In a new point-of-sale counter display, Dolphin Paint Co., Toledo, Ohio, features Amchem Alumiprep® No. 33 and Alodine® No. 1201 as a pre-paint treatment with Dolphin's Dolfinite Modified Epoxy Paint for a lasting fin-

ish on aluminum boats.

Dolphin has been in business since 1885 and has a network of distributors nationwide who will be handling Amchem's Resale Department Products.

#### Penn Chemists Laud Al Douty Deceased

THE PENN CHEMIST, publication of the Association of University of Pennsylvania Chemists, an alumni group, paid Amchem's former Corporate Technical Director, the late Al Douty, an inspiring tribute in its July 1972 issue. The testimonial reads:

"A year ago, we reminded you proudly that Alfred Douty was to become President of our Association. Shortly later, on August 16, 1971, he passed away, a victim of leukemia. He had been in a period of remission when we wrote you and we were greatly shocked by his relapse and death. Both before and after his death, we received many letters from those who knew him best testifying to his brilliance, his excellent professional achievements, his many talents, and, above all, to his exceptional understanding and compassion for people of all walks of life. Memory of him inspires us to make the Association of Penn Chemists the organization he wanted it to be."

#### Famous Author at Seiz Alumni Dinner

James Michener, world famous author and fellow alumnus of Earl Seiz, Amchem Traffic Department, at Doylestown High School, was guest of honor and main speaker at the reunion of the 1932 class, of which Earl was a member. The reunion was held Saturday night, June 24, at the Doylestown Country Club. Earlier that day Mr. Michener had delivered the commencement address at Penn State University.

Mr. Michener based his talk at his alma mater, on observations he made during his latest tour of Russia, China, South Africa and Rumania. Author Michener told his audience: "No longer can we arrogantly say to other nations 'We have the solution and you should do it our way.'

"I have just come back to the United States from traveling in five major capitals in the world. In any of these great cities you can walk around on the streets at 4 a.m. and be safe. You will not be mugged, held up or murdered.

#### Turner Defends Pesticides in Print

NAC Newsletter, the printed mouthpiece of the National Agricultural Chemicals Association, publishes the following paragraph authored by M. B. Turner, Vice President-General Manager ACD.

"In the frenzy of present-day affairs, when we are kept busy just trying to fend off the thrust of one group after another, the real reason for existence of a pesticide manufacturing industry becomes more and more obscure. More and more frequently I get the impression the general public's view is that pesticides are not here because they are needed . . . rather they are here because of a powerful industry which makes huge profits out of the business of peddling poisons that disrupt our ecology, polute our environment, and bring misery to mankind. It's time to get the picture back in focus. Insects outnumber people many times over. There are more weed seeds in an acre of soil than a farmer can ever plant in the way of crop seed. Plants, like people, are attacked by disease and unless man administers medicine to fight the disease, the plants die. These are inescapable facts. Trading off an abundant, wholesome supply of food for promises of a cleaner environment is hardly a bargain, yet it is a real threat unless the American public can be made to realize that man's enemies are formidable."

#### Amchem Scholarship Winners Announced

Brian Gilbert, Betsy Lane, Ambler and Lynn Jewell, Kurt Drive, Blue Bell have been the recipients of the 1972 Amchem scholarships. Brian will attend the University of Delaware and Lynn Gettysburg College. We congratulate both winners.

"I noticed two things," Michener said, "that sensible people all over the world are working hard to solve the problems that face them."

Seiz is proud of the fact that he has such a distinguished brother alumnus as the author of "Tales of the South Pacific," "The Drifters" (Mr. Michener's latest opus), and the other works that brought fame to the Bucks County resident.

#### Moyer Rorer-Amchem Vice President

Directors of Rorer-Amchem, Inc. have named Gordon V. Moyer to the additional post of vice president. He also continues as treasurer and a director of Wm. H. Rorer, Inc.

Mr. Moyer joined William H. Rorer in 1962 as controller. He was named assistant treasurer in 1964, treasurer in 1966, and vice president in 1969, a position he continues to hold. He is a director of Rorer, and serves as a senior officer and director of the principal Rorer subsidiaries, including Richards Manufacturing Co., Dyonics, Inc., and Dermik Laboratories, Inc.

A 1942 graduate of the Wharton School of the University of Pennsylvania, Mr. Moyer also earned his M.B.A. and served on the faculty there. He was a lieutenant in the Navy during World War II.

Mr. Moyer, his wife and five children live in Haverford, Pa.

#### Marsili President Of Rorer International

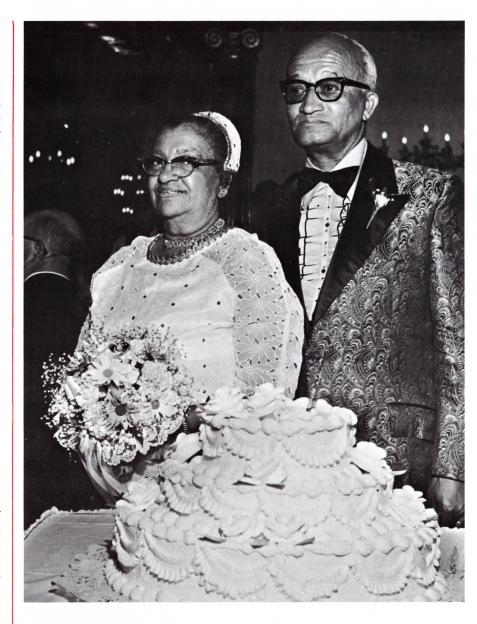
Directors of William H. Rorer, Inc. have named Albert Marsili president of Rorer International. He retains his title of vice president of Wm. H. Rorer, Inc.

John W. Eckman, president of Rorer-Amchem, noted that Mr. Marsili's promotion to this new post reflects the rapidly growing importance of the company's foreign pharmaceutical business

Mr. Marsili, 43, joined Rorer in 1961 as sales manager of its international division. He became director of international operations in 1965 and vice president-international in 1968. He is an officer and director of Rorer's overseas subsidiaries, and in 1971 was elected to the Rorer board of directors. Mr. Marsili lives in Penllyn with his wife and three children.

#### **Sound Advice**

Love and marriage may go together like a horse and carriage—but so do money and marriage. Plan ahead with Savings Bonds . . . through Payroll Savings.



#### **Golden Wedding Anniversary for the Williamses**

On June 10, retiree George Williams and Mrs. Williams re-enacted their marriage ceremony on their 50th wedding anniversary in Emanuel A.U.M.P. Church, North Street, Ambler, the same church in which they were married. A reception followed at the Golden Chariot Restaurant, Montgomeryville, Pa.

Among the approximately 125 guests at the ceremony were the following from Amchem: Chairman G. C. Romig, Pres. E. A. Snyder, Vice Pres. Manufacturing W. Graham Smith, retired Vice Pres. J. O. J. Shellenberger, Lloyd Shepherd, chemists Wilbur Hall, Louis Sabatini and Frederick Heller, all of whom were accompanied by their wives.

The celebration was arranged by the four sons and three daughters of Mr. and Mrs. Williams, with the aid of the respective wives and husbands of the former. Mr. and Mrs. Williams also have 21 grandchildren and four greatgrandchildren.

Mr. Williams, who retired last year after 47 years with Amchem, is a native of New York City. At the time of his retirement he was the second oldest employee in point of service with the Company, being exceeded only by F. P. Spruance, Sr., who has since died. His last position was custodian of current technical publications. Mrs. Williams is the former Mary Elizabeth Smith of Philadelphia.



Ann Hagendorf and John H. Lucas, 3rd, grandson of Mrs. Lucas, were present for the presentation of the stereo-zoom microscope to the Institute for Cancer Research. Ann is secretary to Chairman Romig, who supports the work of ICR. Mrs. Romig is corresponding secretary of the Institute's women's board.

#### **Memorial to the Late Ann Lucas To Aid Cancer Research**

Relatives and friends of the late Anna H. (Ann) Lucas, who died of cancer, and the parents of the late Jean Hetrick, who was also a victim of cancer, were two of the principal contributors to a fund that purchased a stero-zoom microscope in the memory of the departed and presented it to the Institute for Cancer Research, Philadelphia.

As most of our readers will recall, Mrs. Lucas died last January 20. She had been an Amchem retiree since December 31, 1969, after 26 years with the Company.

Mrs. Lucas was first employed as secretary to the late F. P. Spruance, Sr. in 1943. She continued in this posi-

tion until Mr. Spruance was succeeded by his son, F. P. Spruance, Jr., in September 1955, to whom she also served as secretary until her retirement (see AMCHEM NEWS, Feb. 1972). At the time of her death she lived at the Spring Garden Apartments in Ambler.

The gift of the microscope is a valuable contribution to cancer research for according to Dr. Darrell Q. Brown of the Institute, the new microscope will enable the staff to identify and photograph the cancerous properties of cell colonies when such properties are present, and to identify more clearly the early mechanisms leading to the cancerous change.

Continued from page 18

wedding gift by her fellow league members. Marie, who has since become Mrs. Roy Benninghoff, requested that this announcement serve as her acknowledgement of their thoughtfulness and generosity.

All awards were made at the banquet and dance held Saturday night, June 3, at the Sheraton-Pike Hotel, Fort Washington. A varied program of dance music was furnished by "The Rondells," a combo that went short on intermissions but long on the music.

The arrangements committee, composed of Paul Goetter, Bob Dryden, Bette Spence and Bill Metz, has to be congratulated for having provided a delightful dinner and evening of entertainment.

#### In Memoriam

Alexander A. Chalmers, Jr.

Alexander A. Chalmers, Jr. a salesman in MCD, died June 5, a victim of cancer at age 27. Alex joined Amchem on June 1, 1969



and was assigned to the Middle Atlantic Region. He was a sincere, conscientious worker, devoted husband and father. It is especially hard to report such a sad event in view of his youth and popularity with his fellow salesmen.

At the time of his death he resided at 168 Marvin Road, Middletown, N.J. with his wife and a small daughter.

Following a Mass of the Resurrection on June 8 at Our Lady of the Lake R. C. Church, Verona, he was buried in Holy Cross Cemetery, North Arlington, N.J.

To Mrs. Chalmers and his other survivors we offer our sincere sympathy.

#### Daniel Feckno

Daniel Feckno, retired employee, died on August 22, at age 86. Mr. Feckno worked in Maintenance from November, 1950 until his retirement in June 1961. He was the father of Joseph Feckno Maintenance Dept. electrician.

Mr. Feckno, a widower, lived at 256 N. Spring Garden St., Ambler.

A Mass of the Resurrection was celebrated Friday, Aug. 25 in St. Joseph's Church, Ambler, with burial in Holy Sepulchre Cemetary.

In addition to his son, Joseph, Mr. Feckno is survived by three daughters, Mrs. Julie Heath, Mrs. Ann Saldutti, and Mrs. Mary lanucci, ten grand-children and one great-grand-child. To all of his survivors we offer our sincere sympathy.

#### Introducing New Members of the Amchem Stork Club

whose names were not previously published in the NEWS.

TRAVIS ALLAN AUSEN April 24, 1972 Father: Charles A. Ausen ACD Sales



MICHAEL JAMES CLARK, JR. May 1, 1972 Father: Michael J. Clark MCD Sales



MELISSA JEAN FOX November 22, 1970 Father: Gene D. Fox ACD Research



MITCHELL JOHN KREBS June 6, 1971 Father: Sidney F. Krebs ACD Sales



RYAN NEIL SHAFFER April 24, 1972 Father: David R. Shaffer ACD Sales



TIMOTHY DANIEL VOGL April 13, 1972 Father: Thomas H. Vogl MCD Sales



MARGARET ANN WILES June 16, 1972 Father: William R. Wiles Packaging

#### Weddings

From far off Kuala Lumpur comes the news that Juliet Mok, Secretary in Amchem's Southeast Asia Regional Office was married on June 7 to Steve Chiong. The entire SEARO staff attended the reception.

Locally and one week later, attractive Marie Balestrieri became the bride of Roy Benninghoff in St. Joseph's R. C. Church. Ambler.

#### **Welcome to Our New Employees**

hired since the last issue of the AMCHEM NEWS and prior to September 1, 1972

Carin V. Bell, ACD Research; Gary J. Bliss, Foster Sales; Janet Boughter, MCD Sales; Robert J. Brock, Accounting; Michael A. Brooke, St. Joseph Plant; Francis R. Buechler, Analytical Research; Dominic J. Carotenuto, Maintenance; William P. Chaney, St. Joseph Plant; William R. Cole, Jr., Mechanical R&D; Joan M. DeLeo, MCD Sales; William R. Dixon, ACD Lab; David L. Drummond, St. Joseph Plant; John Duffy, Foster Research; Robert L. Dunlap, ACD Sales; Gary M. Every, Receiving; Ronnie M. Erwin, Houston Plant; Warren E. Gant, Mailroom.

Also John H. Gast, ACD Sales; Samuel L. Good, Foster Sales; Kenneth Haldeman, MCD Production; Richard D. Houghton, ACD Research; Kenneth W. Jones, St. Joseph Plant; Jerome B. Kedley; John J. Kelly, Ambler Plant; James W. Kincaid, MCD Sales; Gary E. Lange, Jr., MCD Sales; Marla J. Maiorano, Plant Managers Office; William L. Mansfield, Purchasing; Matthew F. Martin, Maintenance; John J. Masington, International; Maureen Metzler, Credit & Collections; Rex E. Nygren, Analytical Research.

Also Berry Roberson, Ferndale Plant; Rafael R. Rodrigues, Dallas Plant; Harry E. Rosenberger, Maintenance; Andrew C. Rossell, MCD Sales; Virgil L. Shoemaker, St. Joseph Plant; Margaret M. Smith, International; Susan J. Smith, ACD Sales; Francis J. Snow, Mechanical R & D; Donna R. Stinnard, MCD Sales; Jerry E. Vosatka, Clinton Plant; William L. Vance, Houston Plant; Craig Washington, Foster Plant; Carl F. Wilson, Windsor Plant; James G. Wilson, Technical Service Group.

Ferndale Plant personnel held informal farewell party for retiree Eli Sumner, who is seen in foreground with party cake. Others are (front row, I to r) Gerald Conklin, Harry McNeely, Pat McClatchey, Cliff Smith, Jake Williams, Bob Stewart, Herman Mangum; (Back row) Lewis May, Berry Roberson, Dave Marchildon, Ed Thompson, Charles Barger.



#### Personnel from Plant, Foster, Ferndale Retire

Joseph Blessing, Supply Room, 37 years service; Earl Wilson, Night Force, 24 years service; Lloyd Shepherd, Plant Manager's Office, 21 years service; Thomas Ryan, ACD Manufacturing, 15 years service; John Toomey, Laboratory Technician, Foster Division, 35 years service; and Eli Sumner, Ferndale Plant, 20 years service, all retired within the past few months. Their combined service totals 152 years for an average of 25 years per man—an excellent tenure of employ-

mer

John Toomey, Foster's first laboratory technician, chose early retirement due to ill health. He is eligible for a disability pension under the Amchem Pension Plan. Commenting on Toomey's retirement Wayne Ellis, Foster Technical Director stated: "In the course of more than 35 years of loyal service John Toomey has proved himself a conscientious, dependable, and hard worker—an example to all his colleagues."

We have a short note in our files, dated April 23, 1970, that reads: "Mr. F. P. Spruance, Sr. asked that I forward the attached data to you and ask that you destroy the previous data submitted. Mr. Spruance stated that this information is for the AMCHEM NEWS at such time as it will be needed and also may be released to the newspapers, if needed. Mr. Spruance said you have a picture on file of him which may also be used at such time as it is needed." The note was signed by

When we received the note we were hoping it would be a very, very long time before we would have to use the "attached data," for the latter was a brief autobiography that Mr. Spruance requested be

used in his obituary.

Mr. Spruance's secretary.

As all of our readers must know by now, Mr. Spruance died on Wednesday, June 14, at his home in Jamison, Bucks County, Pa. and it is with deep regret that the time has arrived when material from his autobiography is needed.

Mr. Spruance was Honorary Chairman of the Amchem Board at the time of his death and was the first and only employee to have celebrated 50 years with the Com-

Although he announced his retirement from Amchem in September, 1955, at which time he relinquished his position of vice president-sales manager, Metalworking Chemicals Division, Mr. Spruance had continued to serve on the Amchem Board of Directors which had elected him Honorary Chairman in April, 1966. Until recently he had spent several hours each day in his office, where his vast experience had proved invaluable as a consultant to younger members of the Company's Metalworking Chemicals sales group.

Mr. Spruance became associated with Amchem (then the American Chemical Paint Co.) in 1921 as a one-man sales force through his acquaintance with the Company's president and founder, the late Harvey Gravell.

#### In Memoriam



F. P. SPRUANCE, SR. 1887-1972

Seven years earlier, while working as assistant to Mr. Gravell in the experimental department of the Hale & Kilburn Co., Philadelphia, manufacturers of interior trim for railway and trolly cars, Mr. Spruance was invited by Gravell to join him in the founding of the American Chemical Paint Co. He declined Gravell's invitation at that time with the remark that the responsibilities of a new home, a wife and two children, he was in no position to either invest in a new company or to give up a steady job to gamble on that company's future, even though the prospects looked unusually bright.

Mr. Spruance was first employed

#### Condolence

We wish to extend our sincere sympathy to Marion O'Neil, daughter, and Marilynn Bordner, granddaughter of Mrs. Helen Kramer who died July 28, 1972.

Marion is secretary in the Engineering Department; Marilynn is Receptionist.

as an engineer-draftsman by the Baldwin Locomotive Works, Philadelphia, after his graduation from the University of Pennsylvania with a B.S. in mechanical engineering in

He was born in Philadelphia, the son of the late Frank and Laura Bailey Spruance, April 22, 1887. He was valedictorian of his graduating class at Northeast High School, Philadelphia, 1904.

He was a member of Abington Friends Meeting and several historical groups including the National Trust for Historic Preservation, the Bucks County Historical Society and the Falsington Historical Society.

Mr. Spruance is credited with having initiated the current project of removing the historic Friends Meeting House at 20 S. 12th St. to the grounds of George School, an upper-grade Friends School in Bucks County.

It was announced earlier in the year by Richard P. Moses, president of the Central Philadelphia Monthly Meeting of the Religious Society of Friends that Mr. Spruance and his wife, the Former Helen Sensenderfer, and other members of their family were donating \$400,000 to defray the costs of the project.

In addition to his wife, Mr. Spruance is survived by a son, Frank P., Jr., Vice President-General Manager, Amchem-MCD; a daughter, Mrs. Mary Spruance Alden; 12 grandchildren and 13

great grandchildren.

Memorial services were held at 4 P.M. Sunday, June 25th, at Abington Friends Meeting, Meetinghouse Rd. and Greenwood Ave., Jenkintown, Pa. which were attended by several of Amchem's officers, executives and other personnel, as well as officers of Rorer-Amchem, Inc.

All of us at Amchem will miss Mr. Spruance, especially for his genuine humility, exceeding kindness, and affability. To all his survivors, and in particular to Mrs. Spruance to whom he had been married for 62 years, we offer our sincere sympathy.