

THE
AMCHEM
NEWS



Good news for metal finishers and frogs



F.P. Spruance, Jr. Retires

Relative to Mr. Spruance's retirement, President E. A. Snyder made the following announcement which was released on January 2, 1973:

"F. P. Spruance, Jr. has elected early retirement in order to pursue new personal business interests and to more actively administer the Spruance family interests.

"Effective January 1, 1973, therefore, he will retire from his position as a Vice President of the Metal Working Chemicals Division.

"Amchem has benefited greatly over the years because of his contributions, particularly his discovery of Alodine®, Amchem's conversion coating chemical, that has contributed to the phenomenal expansion of the aluminum industry in the last 20 years. We most sincerely wish him well in his new activities.

"Amchem will continue to benefit from the wide experience and background of F. P. Spruance, Jr. in his new role as a consultant to M.C.D."

Known intimately to his host of friends, both in Amchem and in the metalworking industry as "Sonny," Mr. Spruance had been Vice President-General Manager, Metalworking Chemicals Division (MCD) since July, 1966. He had been elected Vice President-MCD Sales in September, 1955, being promoted from Assistant Sales Manager at that time.

Born in Philadelphia, Mr. Spruance received his B.A. in chemistry from Swarthmore College in 1937 and his Masters from the University of Pennsylvania in 1939. Following graduation he was employed by Du Pont from 1939 to 1942, and by Daystron Corp., Olean, N.Y., from 1942 to 1944, when he joined Amchem.

In This Issue

The Amchem Pilot Plant	3
New No-Rinse MCD Coating	6
Licensee Bigner Enjoys Growth	8
How Pesticides Save Your Shopping Dollars	11
Service Awards	12
New Audio Visual Farm Presentation	14
Winners in Amchem NACAA Program	16
Amchem Blood Donors	19
Amchem's Cycling Sextet	20
Picture Page	22
News	23
New Employees, Stork Club, Deaths	24

THE AMCHEM NEWS

Vol. 16 No. 1 February, 1973

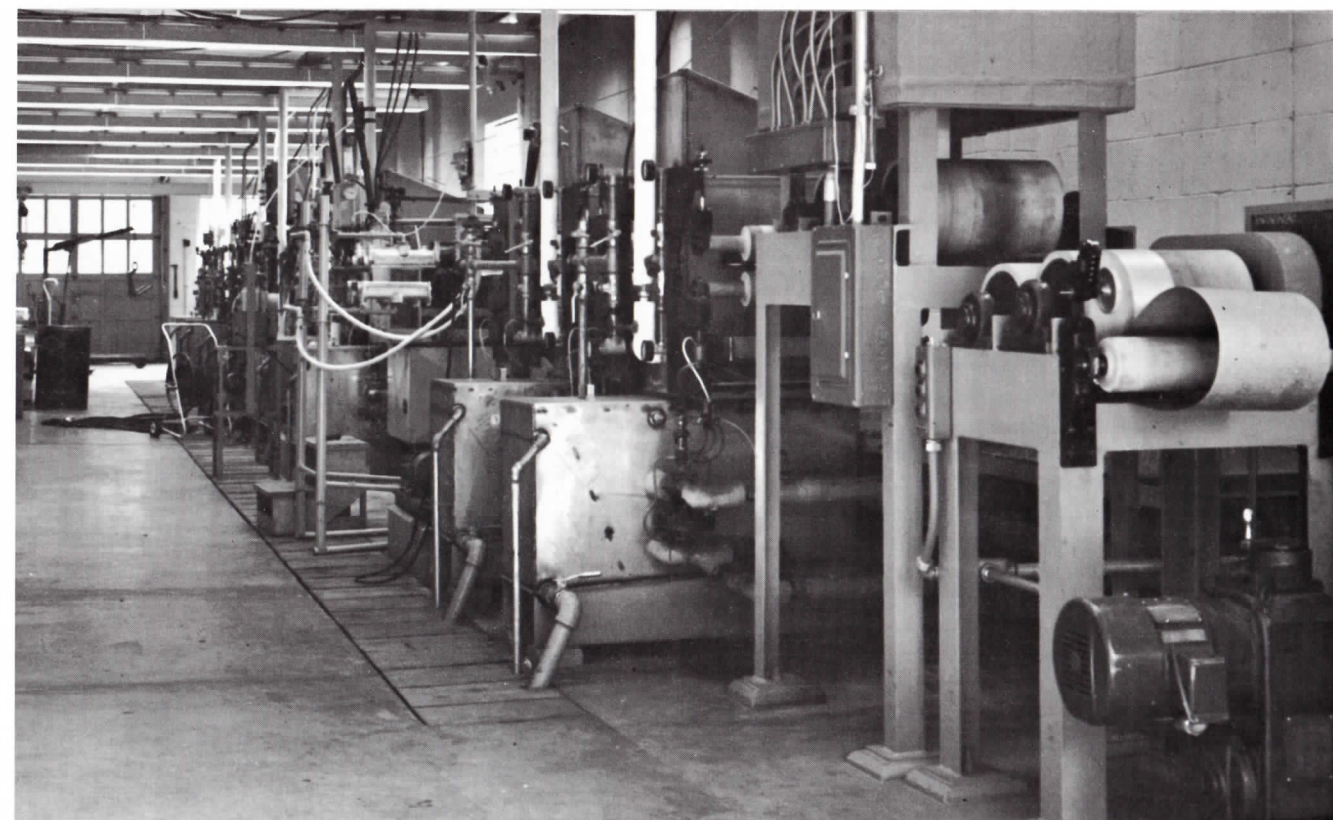
Published by
AMCHEM PRODUCTS, Inc.
Ambler, Pennsylvania

in the Interest of AMCHEM
Employees and Their Families

William A. Drislane, Editor-Art Director

On the Cover

This issue's cover is a reproduction of the artwork in a recent MCD advertisement that promotes a new Amchem non-pollutant metal treating process, Alodine® NR-2. The ad headline reads: "Good news for metal finishers and frogs." For the story on Alodine NR-2 turn to pages 6 and 7.



Strip line or coil coater chemically treats up to 12-inch wide aluminum, steel or galvanized steel in continuous strip.

The Pilot Plant

A Mini of the Pre-Paint Metalworking Industry

"This is a work order for the Rochester Corporation, Culpepper, Virginia. Process nine eight-hundred-foot lengths of point one zero eight-inch diameter high carbon steel wire in the following Granodraw 10B dip cycle. . . ."

We listened while Andy Dendler continued to dictate and complete this message which would later be transcribed and appear as an official work assignment for the MCD Pilot Plant which Andy manages.

The request for this work originated with Bob Steen, Steel Industry Sales Manager. Similar requests pour into the Pilot Plant every day and keep the department's facilities and personnel usually operating at capacity.

Helps Pay for Itself

The Pilot Plant is one Amchem service department that not only performs its numerous functions efficiently, but helps pay its own way in doing it. How can a department that was established primarily to supply customer services gratis be, to a fair extent, self-supporting? The answer is that one of the functions of the Pilot Plant is chemically treating 4 X 12-inch metal test panels and selling them in volume quantities to manufacturers of paints, plastics, film laminates, adhesives and other similar products.

(We assume that all our readers know by this time that all metals have to be chemically treated before final finishes are applied. These chemicals react with the metal to produce a surface that protects the metal from corrosion and also provides a bond to anchor the finish to the metal.) *Continued*

Andy Dendler joined Amchem in August, 1963, as a research chemist-Steel Group. He was promoted to Group Leader and Manager of the Pilot Plant in October 1968. Prior to his Amchem affiliation he spent 10 years as a materials engineer with ACF Industries, Inc., Berwick, Pa., where he was born. A veteran of the Rome-Arno and Northern Appenines campaigns in World War II, he entered Penn State after receiving an honorable discharge in December, 1945. He graduated in June 1951 and spent two years with the Penna. Dept. of Highways in the Williamsport area. Andy is married and is the father of three children.

Firms such as DuPont, U.S. Steel and others of similar stature have constantly found it more expedient and economical to farm out the pre-paint phase of their product finish testing to a thoroughly reliable and competent company like Amchem, the pioneer and recognized leader in the manufacture of pre-finish coating chemicals.

Custom-made Equipment

For this commercial work, as well as for the service tests performed for MCD Research and MCD Sales, such as the request from Bob Steen that we have previously mentioned, special custom-made equipment is required.

Among the installations in the Pilot Plant are two panel-coating machines—one is a six-stage machine used for coating aluminum panels with Amchem Alodine 1200 and galvanized steel panels with Amchem Granodine 108; the other is a larger, seven-stage machine which is used exclusively for coating steel and galvanized steel panels with zinc or iron phosphate coatings.

On the larger machine, which is 55 feet long—including the drying units—there are seven spray compartments in sequence, each equipped with spray nozzles, a set of electric control switches, a temperature gauge, a pressure gauge, and a chemical or water tank reservoir with an attached motor.

The panels that are to be treated are attached at six-inch intervals to hangers suspended from a conveyor which carries them through the seven stainless steel compartments where they are sprayed with chemicals and washed alternately.

Speed Controlled

The speed of the conveyor can be controlled from approximately six inches per minute to four feet in the same period of time. The rate is regulated to suit the requirements of each specific job.

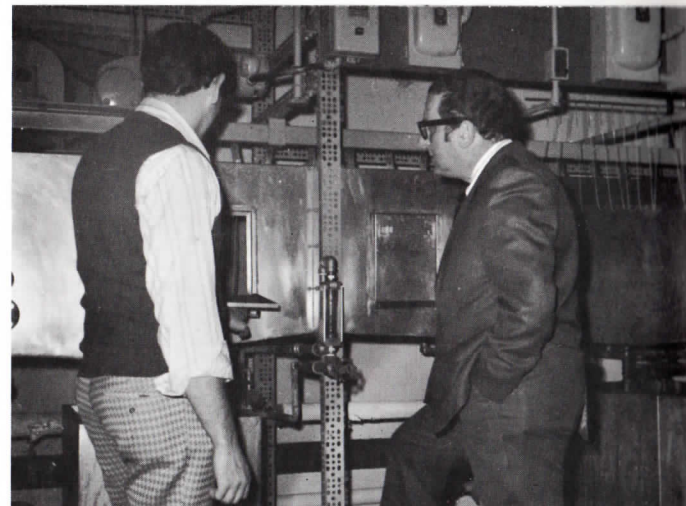
Prior to passing through 14 (seven on each side) electric radiant heat drying units, there are two air blowers that blow off any excess liquid that might remain on the panels. Each unit can be turned on or off individually since the amount of heat required varies according to the specific metal coating being applied and the speed that the conveyor is moving. Each of the reservoir tanks has a capacity of 35 gallons.

The electric motors supply the power to keep the various chemicals or water circulating through the system.

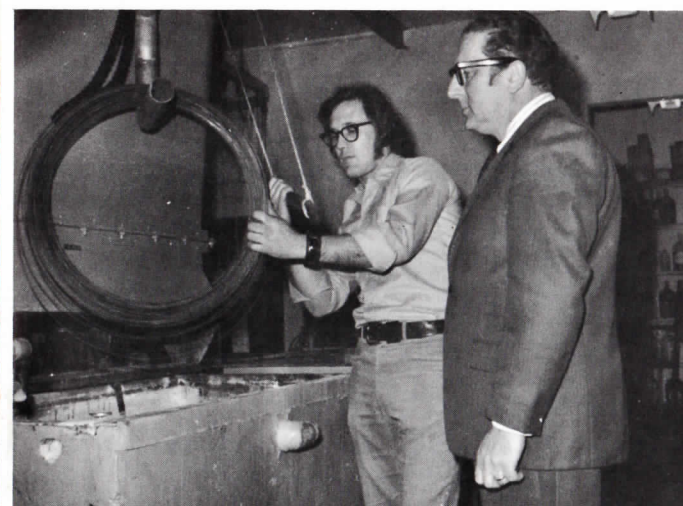
Large Purchases of Panels

Panels are purchased from the mills in quantities of 15,000 in steel and 10,000 in aluminum. Orders received by Amchem for the chemically treated panels are usually in quantities of 1000 to 2000. However, the record order, which was received a few years ago, stands at 6000. The panels are hand-wrapped in waterproof paper, 25 to the package, for shipment to customers.

There is another machine housed in an addition to the Pilot Plant that was specially erected to accommodate this apparatus. It is called a coil coater or strip line because it chemically treats up to 12-inch wide coils of aluminum with Alodine 1200R, galvanized steel with Granodine 97R, and



Bob Reiner (1) with President Snyder at seven-stage panel coating machine.



George Miller about to manually dip coiled wire into 180-gallon dip tank.



Bob Dalrymple with Pilot Plant Manager Dendler examining aluminum coil stock before treatment.



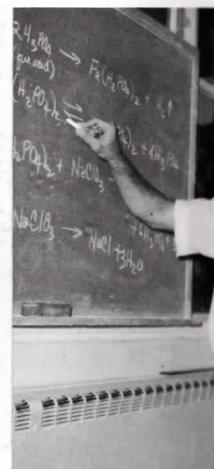
Dendler at dictating machine.



Pres. Snyder with Dendler observe Dalrymple check coil coater for efficiency of operation.



Sales trainee Lewis Goettner shows panels treated in dip tank to Pres. Snyder.



Dendler explains chemical reactions of a process to sales



trainee Vince Cannata.



Sales Trainee Lee Young shows Dendler result of an experimental test on panel.

steel with Granodine 1107R in a continuous strip. The coils are fed into the machine at one end, proceed through the various chemical treatment, rinsing and drying stages, and emerge at the other end of the line where they are automatically recoiled.

This machine applies the chemicals either by roller coating or by spraying the coil horizontally as it travels through the machine, thus demonstrating its versatility and adaptability to specific job requirements.

Also Has 14 Dip Tanks

In addition to this automated equipment that duplicates in miniature the giants used in the metalworking industry, the Pilot Plant has a double bank of fourteen 180-gallon dip tanks (seven on each side) where bulk metal materials, such as the 800-foot coil of wire mentioned in the work order introducing this article, are suspended from manually operated chain hoists, raised and lowered into the various tanks until the cleaning, rinsing, chemical treating and drying sequences are completed.

For assignments involving smaller-sized material, a battery of nineteen 15-gallon dip tanks is available. The accessibility of this auxiliary equipment precludes the interruption of work on the larger, automated machines.

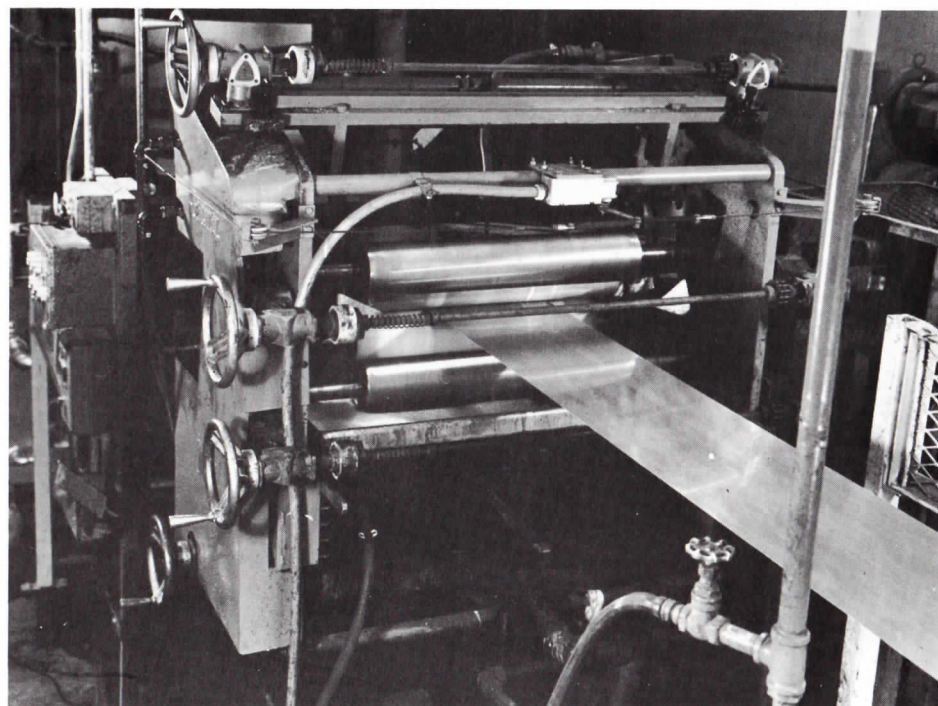
Training Sales Personnel Important Duty

A most responsible function of the Pilot Plant is the training of MCD technical personnel, including salesmen and representatives from Amchem's overseas manufacturing licensees. Here, these trainees are given a five-week (sometimes longer) period of indoctrination covering the formulae, application, and function of Amchem's metalworking chemical processes. "At the end of the program," Dendler says, "I like to feel that the participants have acquired a working knowledge of, and a greater confidence in, the utilization of all of Amchem's metalworking chemicals. Self-evident results more than compensate for the time and effort expended by Pilot Plant personnel in behalf of the trainees."

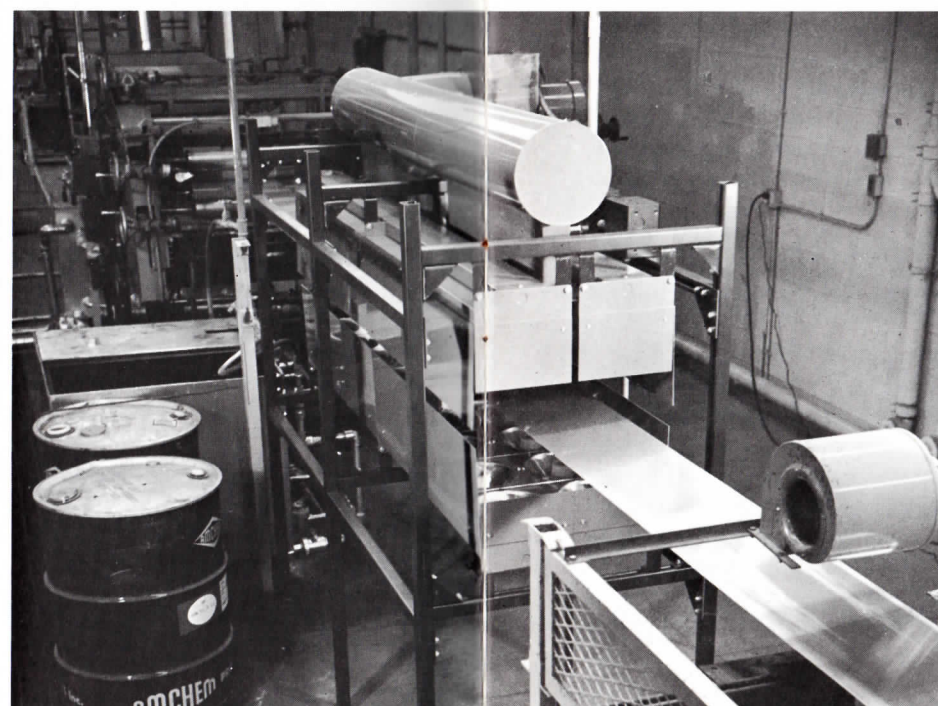
The Pilot Plant, one of the four groups comprising the Chemical Technical Services Department headed by Jack Carroll (see AMCHEM NEWS, October, 1971), has a staff of five technicians plus Pilot Plant Manager Dendler. Andy's official title is Group Leader. Each of the technicians is capable of performing dual tasks, with senior group member Bob Dalrymple skilled in all facets of the operation. In addition to Bob, who has 10 years of Amchem service behind him, and Andy, with a similar service record, the other members of the staff are Ed Gibbons, Rob Reiner, George Miller and Jim Pratt. Jim Wilson, a Technical Service Representative and Lou Goettner, trainee on the two-year Pilot Plant Work Experience Program, constantly lend their assistance when not fulfilling assignments in the field.

35 Percent Output Increase

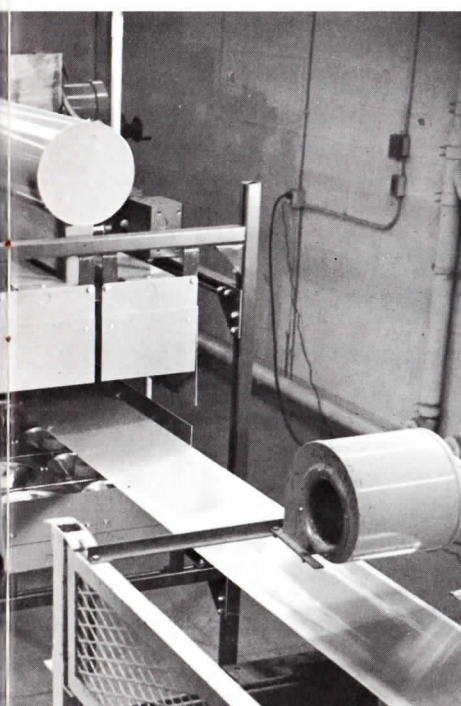
The increased efficiency of the entire operation is best reflected in the output of work which has increased 35 per cent in the period between 1968 and 1972.



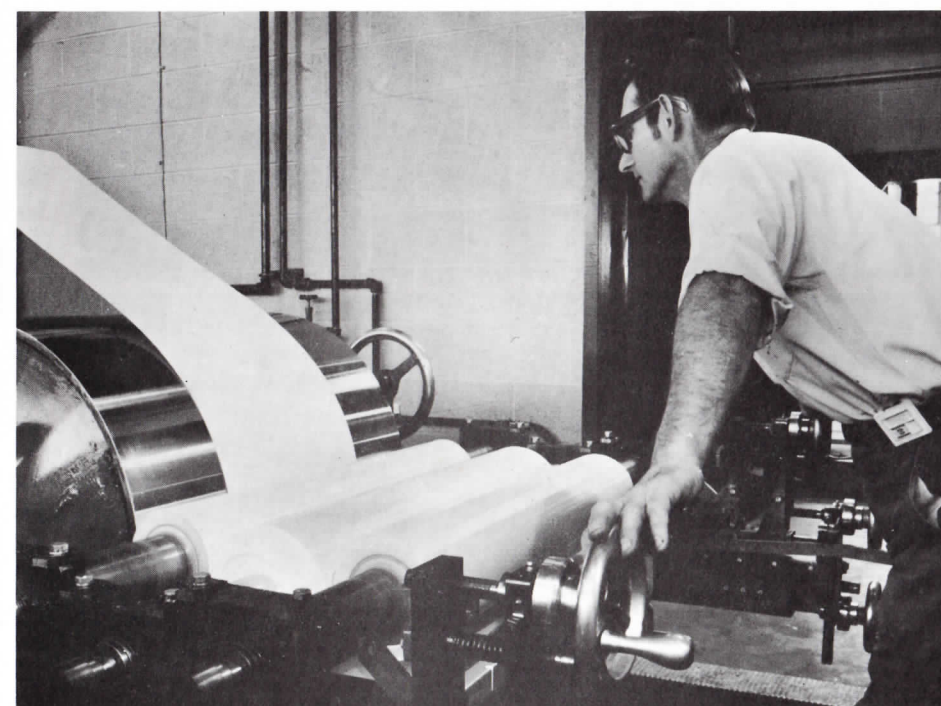
New Amchem Alodine NR-2 conversion coating being applied to coil by the patented Amchem Chemcoater, which applies the solution evenly and at the proper controlled rate.



The dry-off system at Wolverine-Pentronix employs this dryer which has radiant-heat to raise



temperature of coil to 150°F as it passes through at 200 fpm. Air blowers aid drying.



Here the treated coil (in this case aluminum) is being painted by a conventional coater. The coil then passes on to the paint curing oven (500°F).

New No-Rinse MCD Coating Avoids Water Pollution

*Demonstrated
at Wolverine-
Pentronix, Inc.
for Press and
Coil Coaters*

A new no-rinse conversion coating chemical, Alodine™ NR-2, was successfully demonstrated at the Wolverine-Pentronix, Inc. facilities in Lincoln Park, Michigan, December 7, before representatives of the press from the metalworking, automobile, and finishing industries and the coil coating industry itself.

In the demonstration, Alodine NR-2 was used for the pre-finish treatment of aluminum, cold-rolled steel, and hot-dipped galvanized coil without subsequent water or acid rinses.

This new coating is one of the more exciting products that have been emerging these past several months from the Amchem MCD laboratories.

"Not only does this new processing technique give the coil coater complete flexibility in operation, but it also has the major advantage of avoiding water pollution," stated Greg Smith, general manager at Wolverine-Pentronix, Coil Coating Division. He went on to point out that by eliminating the water rinse after application of the conversion coating and a following acid rinse, his company saved some 30% of the space formerly required for the pretreatment process.

The new "no-rinse" process starts with the conventional method of applying the conversion coating—using a Chemcoater roll machine to apply a wet film evenly across the coil surface.

Then, the key difference in the new process is that the water in this film is removed as the coil moves along the line, at speeds up to 200 fpm. This is accomplished with a dryer, using radiant-heat, followed by air blowers. The dryer raises the metal temperature to 150°F, sufficient to evaporate the water and leave the conversion coating on the surface to do its job.

"As coil coaters are all too aware," observed Smith, "various conversion coating processes contain such undesirable pollutants as chromates, fluorides, cyanides, phosphates and other chemicals that are often limited to concentrations of one part per million or less

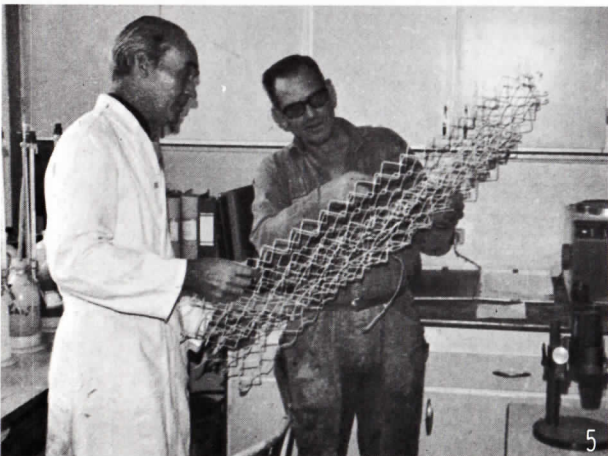
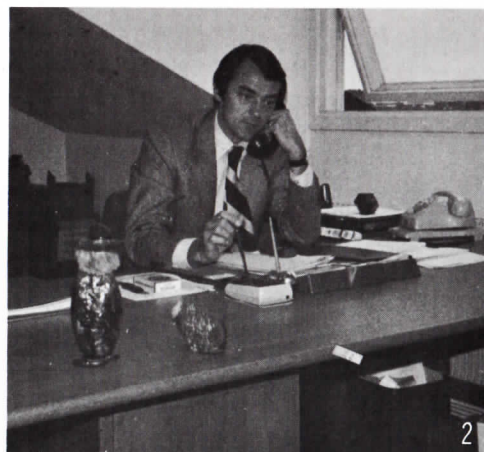
for waste products to be acceptable to municipal sewer systems."

Trial runs at the Amchem pilot plant and production at Wolverine show that the Chemcoater design easily provides variable, desired film thicknesses, and can also be used for differential coatings—i.e. on either the top or bottom or both sides of the strip simultaneously. Amchem is also exploring alternate methods of applying the Alodine NR-2 coating, with a view toward further simplification.

Amchem believes that the new Alodine NR-2 pretreatment of coated metal should prove to be a real milestone in the industry. It is an excellent example of how science can help solve

some of the problems it creates in our modern technological world.

A complete publicity kit was prepared for the press by Amchem. It included a news release; an extract of a paper on ALODINE NR-2 delivered by J. W. (Pat) Harrison, Industry Manager-Coil Coating, at the Fall Meeting of the National Coil Coaters Association; a brief history of Wolverine-Pentronix; a history of Amchem; a proof of the initial advertisement on ALODINE NR-2; several photos of the product's application at Wolverine; and a full-color, 12-page brochure illustrating the manufacturing processes of Wolverine's versatile products and the scope of its services. ♦



(1) Folke Bigner, founder and Chairman of the Board, Bigner & Co. AB. (2) Christian Bigner, President and son of the founder. (3) Management meeting—(left to right): Sten Rajalin, Economics and Purchasing; Angus Berg, Production and Research Director, Folke Bigner, and Christian Bigner. (4) West facade of the Bigner facilities. (5) Angus Berg (1) and Nils Abrahamsson checking Amchem Alodine coating on a section of aluminum fence.

Licensee Bigner Enjoys Growth

*Now Controls 43% of
Metalworking Chemicals
Market in Sweden*

When you mention Sweden to many Americans, especially those who have reached or are nearing the half-century mark, they conjure up visions of the legendary Greta Garbo or the talented Ingrid Bergman in a favorite movie role. But to the personnel in the International Division, as well as Amchem management, Sweden is the country where Amchem licensee Bigner & Company is located and where Stig Sasse, Director of Amchem's European operations, was born.

Founded in 1950

Bigner has been a manufacturing associate of Amchem ever since the company was founded by Mr. Folke Bigner and his brother Olof, both of whom are now retired, in 1950, in the picturesque town of Lidingo, a suburb of Stockholm.

At the time of its founding, the total number of its employees was

five. This figure has now increased to 30, with 12 in administration, six in sales, three in research and development, and nine in the plant. Bigner also uses the services of two independent research chemists on a consulting basis. These men devote 50 per cent of their time to Bigner projects.

Steady Growth

While the original plant just covered 4,000 square feet, today's facilities, comprising four buildings, occupy 30,000 square feet on a two-acre site—an expansion of 750 per cent in 22 years. And Bigner is still growing. One of the main contributors to this growth has been the ever-increasing, world-wide popularity of Swedish quality steel products. This factor has resulted in a growing use of Amchem pre-paint conversion coating chemicals by such companies as Volvo, for instance, as well as a demand for Amchem's drawing processes as used by

firms like Sandvik, SKF and Fabersta.

In addition to manufacturing the entire Amchem metalworking chemicals line under a licensing agreement, Bigner also manufactures over 100 specialty products, including monolithic (seamless) floor toppings, penetrating rust-sealing lacquers, anti-cavitation and speed coatings for commercial marine and pleasure craft, release coatings for rubber manufacturing, special non-abrasive hand-cleaning systems, synthetic rubber jointing compounds and polyester putties. All of these products are marketed to a wide diversity of industries.

Marketing Methods

Metalworking chemicals are sold directly to the automotive industry, to the steel mills and to the manufacturers of steel furniture, office equipment and household appliances. Bigner's other products are sold to retail outlets, such as auto supply

City of Stockholm. Bigner is located in the suburbs of the city. (Photo courtesy of Scandinavian Airlines System).



Older section of Stockholm. (At Bottom): Festival time at Rattvik.



stores, marine, paint and hardware stores, through selling agents and wholesale distributors. Bigner also has marketing arrangements with sales agents, who call on architects and others associated with the construction industry, for the distribution of its building products.

The services of agents, who specialize in supplying the needs of the ship-building industry, are used to market Bigner's extensive line of marine products.

Even though most of Sweden's industries, with the exception of some steel plants, are concentrated in the southern half of the country, Bigner's marketing area is still larger than that of most other European countries. And according to President Bigner, the great distance between the firm's Amchem customers precludes the frequency of client calls and a more intensive coverage of its sales territories. He hopes to improve this situation in the future.

Amchem Separate Department

With a separate department devoted exclusively to the sale of Amchem products, Bigner has captured 43% of the metalworking chemicals market in Sweden. Its nearest competitor getting 38%.

Under the capable direction of President Christian Bigner, the efficient production and the maintenance of high product quality by Production Manager and Research Director Angus Berg—plus the intelligence and the excellent sales efforts of Bertil Christerson and Einar Haglind, Bigner aims to acquire a much larger share of the metalworking chemicals business in Sweden.



Rattvik residents, traditionally dressed for Midsummer Festival.



Strong Financially

In deference to Bigner's status as a privately owned company we are obligated not to reveal its financial standing beyond stating that it is very healthy. This status is due to the sagacious management of Bigner's Board of Directors consisting of Folke Bigner, Chairman; Christian Bigner, President and son of Folke Bigner; Lennart Ramnek, Vice President of HSB, Sweden's largest housing contractor and J. W. Delanty, Vice President-Director of Amchem's International Division. Also contributing to the sound financial structure of Bigner is the economic efficiency of Angus Berg, Production and Research Director, and Sten Rajalin, Director of Purchasing.

It is most gratifying to Amchem Management, and to its International Division in particular, to know that it has such a loyal and successful business associate as Bigner & Company, and it is with complete optimism that Amchem anticipates a continuance of this happy relationship for many years to come.



One of Sweden's best known products lends additional beauty to the Scandinavian scene. (Photos by Eric Osmundson).



The newest view of Stockholm from the 460 ft. high Kaknas Tower, opened in 1967. (Photo—Swedish National Travel Office, Courtesy of SAS).

Broccoli that costs \$14 a pound instead of 60¢. Tomatoes selling for 68¢ a pound instead of 25¢. A head of cabbage at double today's price of 30¢.

Unthinkable? Not if efforts to impose a wholesale ban on pesticides are successful. This warning comes from findings of a farming experiment conducted last summer in Arcola, Illinois. The experiment compared crops grown with pesticides to those grown without the advantages of modern farm chemicals.

Crop yields and projected food costs revealed broccoli costing \$14 a pound would be distinctly possible under a pesticide ban. Tests also confirmed that pesticides, used properly, do not harm man or his environment. The organizers had wanted to refute emotional anti-pesticide arguments by using an actual demonstration to show just what would happen if farmers stopped using pesticides.

The idea for the project originated with members of the Arcola Chamber of Commerce. Support was provided by the co-sponsoring University of Illinois Cooperative Extension Service and the Illinois Department of Agriculture.

How to and How Not to Farm

Last spring a handful of organizers, all agricultural experts, created a three-acre experimental farm. As a site, they chose Rockome Gardens, a tourist attraction in east central Illinois. Under a large sign announcing their project as the "pollution solution plot," they planted nine different crops—soybeans, cabbage, broccoli, tomatoes, potatoes, melons, sunflowers, and two types of corn. Then they proceeded to grow the crops under vastly different conditions.

Each crop was planted in a twelve-row plot. Organizers ignored the first four rows completely, giving them none of the advantages of weed or insect control. This part of the experiment was just for illustration. No commercial farmer would dream of treating plants like that.

The second four rows were to receive mechanical cultivation for weed control. But more than 17 inches of rain in June and July made any significant mechanical control impossible,

HOW PESTICIDES SAVE YOUR SHOPPING DOLLARS \$\$\$\$\$



Everytime you go to the supermarket your dollar seems to buy less. Read how the safe use of pesticides increases crop production, helps control prices and saves you dollars.

and the muddy rows had to be hand-weeded. This resulted in steep labor costs and the incredible \$14-a-pound projected price of broccoli. Still, any farmer using mechanical means rather than chemicals for weed control would have had to bear similar costs if he hoped to bring in any crops. The same four rows also suffered the disadvantage of not being sprayed with insecticides. They had to rely instead on nature's own pest control—birds, and bugs eating other bugs.

The last four rows were given all the advantages of modern agricultural chemicals—herbicides to kill weeds, fungicides to prevent fungi, and insecticides to kill destructive bugs. Herbicides, fungicides and insecticides all fall under the general category of pesticides.

Project organizers began predicting results from the start. And their pre-

dictions held true.

Food or Famine

The four untended rows generally just couldn't be harvested, but there wasn't much there anyway. The mechanically cultivated rows still had quite a few weeds, a lot of bugs, and many scrawny plants that were partially or fully devoured by insects. Observers could easily see that the inefficiency of primitive farming like this on a large scale would probably result both in food shortages and in prices shoppers would refuse to pay.

The pesticide-controlled rows yielded a much greater harvest and were virtually weed-and-insect-free. The healthy crops, because of their abundance, could sell at prices American families would be able to afford.

No Residues

The project's figures on yields and consumer costs were certainly impressive. And so were tests for chemical residues at harvest time. The Illinois Natural History Survey analyzed crops on which pesticides had been used and found no traces of residues at all. Organizers emphasized the reason was that all pesticides had been used according to label instructions.

Pesticides may not be as selective as we would like. But, when used properly in food production, they do not harm man or his environment.

Conserving Natural Resources

The environmental consequences of farming without pesticides present a striking response to anti-pesticide arguments.

Take Illinois' 1970 corn crop as a typical example. During 1970, almost 10 million acres of corn were treated with herbicides. Experts estimate the chemicals increased yields by 30 percent. Achieving the same yield without pesticides would therefore mean farming about a third more land—approximately three million acres.

All the statistics from the experiment at Arcola and from tests at universities and research laboratories boil down to this: Pesticides play a vital role in the world today. Vital because the world needs food, and pesticides are essential to large-scale food production.



Barbara Emerson accepts 25-year Service Award watch from Pres. Snyder. Frank Precopio (l); Stan Fertig (r)



Jim Farrell (c) receives 25-year Service Award watch from Pres. Snyder. Jack Davies (r)



Harry Bailey (c) receives 20-year Service Award from Graham Smith (r). Ray Collmer (l).



Dave Dean (l) accepts 20-year Service Award from Gabe Mancini.

Congratulations!

These are the men and women of AMCHEM who have received Service Award Emblems between September 1, 1972 and January 20, 1973

25 YEARS

Oran E. Crisler Barbara Emerson James J. Farrell Adolf Karcher
Mildred Pierson Donald Van Ittersum C. R. Wirshing

20 YEARS

J. Harry Bailey David Dean Valdo Dragani Edna M. Gauss
Gregory L. Gibson Lester H. Hartwig Herbert Hopwood Charles C. Jack
Edward R. Martin A. J. Sadel Leroy Smith John Thompson

15 YEARS

Lois Johanson Edward R. Krueger Stanley R. McLane, Jr. Thomas J. Paulson
Hirsh S. Segal Elsie Wilkinson

10 YEARS

John Broadbes Gerald A. Conklin Pierce Cook Anson Cooke
Martha Davies Charles Gaskins Thomas L. Hopkins Myron C. Johnson
Leland Kobussen Frank Markley Richard W. Mitchell John M. Nunn
Kenneth Stroud

5 YEARS

F. Kent Bonney Paul Burger Peter Callahan Donald H. Chew
Delbert L. Dyson David A. H'ren John Long John T. Mahoney
Bryon A. Nagle Carmine Nordon Richard J. Polivka Frederick Schmidt
Earl Tate Ernest F. Watts Karl Wundshock



Adolf Karcher accepts 25-year Service Award Watch from Pres. Snyder. Chuck Wirshing accepts 25-year Service Award watch from Pres. Snyder. Greg Gibson (l). Jack Price (r).



Chuck Wirshing accepts 25-year Service Award watch from Pres. Snyder. Greg Gibson (l). Jack Price (r).



Wally Dragani (r) accepts 20-year Service Award from Ray Robinson.



Edna Gauss receives 20-year Service Award from Rudy Grun (l). Clyde Roberts (r).



Greg Gibson receives 20-year Service Award from Pres. Snyder.



Les Hartwig (r) accepts 20-year Service Award from Jack Breen



Herb Hopwood (l) accepts 20-year Service Award from Ray Collmer.



Charley Jack (r) accepts 20-year Service Award from Anson Cooke.



Al Sadel (r) accepts 20-year Service Award from Rudy Grun.



Leroy Smith (r) accepts 20-year Service Award from Ray Robinson.



John Thompson (l) receives 20-year Service Award from Adolf Karcher. MCD Mfg.



Lois Johanson receives 15-year Service Award from Clyde Roberts. Gertrude Scheetz, Carolyn Bright at right.



Ernest Sutton (r) receives 15-year Service Award from Don Chew.



John Broadbes, Pierce Cook, Chas. Gaskins (l to r) receive 10-year Service Awards from Don Foster Plant



Gerry Conklin (r) accepts 10-year Service Award from Bill Dalton.



Helen Davies (r) accepts 10-year Service Award from John Heckler.



Tom Hopkins (l) accepts 10-year Service Award from Sandy Wallace.



Frank Markley (l) accepts 10-year Service Award from Joe Mallozzi.



Dick Mitchell (r) receives 10-year Service Award from John Geyer.



KENT BONNEY
5 years



PAUL BURGER
5 years



DON CHEW
5 years



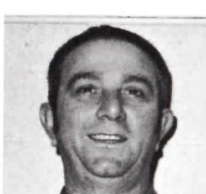
CHARLES KORDICK
5 years



JOHN MAHONEY
5 years



BRUCE NAGLE
5 years



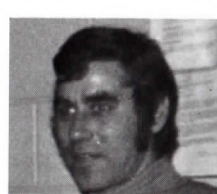
CHAP NORDON
5 years



RICHARD POLIVKA
5 years



EARL TATE
5 years



ERNEST WATTS
5 years

New Audio-Visual Farm Presentation Arouses Dealer,

Farmer Interest



(Above). Rear screen presentation offers unobstructed view of picture as projector and other equipment are in back. (Below). Interviewers went directly to farmers to record comment on the benefits of Amiben.



There's an old axiom that says "if a man makes a better mousetrap, people will beat a path to his door." But this "ain't necessarily so." Amchem makes the best line of weed and brush killers extant, but their merits still have to be uninterruptedly exploited. This is done in many ways, including bringing the message directly to the ultimate user. Visually. And this is exactly what Amchem has been doing for a number of years through its Soybean Clinics (see AMCHEM NEWS, July 1965). But now, these clinics have been superseded by another approach to visual sales promotion: The two-screen rear projection shows.

Here's how Les Hartwig, Manager-Promotional Materials, Amchem Advertising Department, explains these shows: "To begin with, it is customary in the farm market to hold dealer and farmer meetings during the fall and winter months. Sometimes these are held in the daytime, but more often in the evening, and usually after those who attend as our dinner guests have eaten. To broaden the scope of the presentations and to reduce the per capita cost, these meetings are quite frequently held in cooperation with one or more companies selling non-competitive products ... and always in cooperation with a sponsoring dealer, for there's no use promoting our products if we don't have a dealer on hand to go after the orders. And here I'd like to point out that a lot of emphasis is put on promotion to dealers; why dealer meetings are scheduled first—before the farmer meetings—so we can brief them on the uses and advantages of Amiben and Amchem's other weed-killers through the showing of the slides and holding their attention

through comment directed to their specific interests. Many restaurants, even in relatively small towns, have rooms available for holding such meetings. After all, its good business for them.

Over the years we have used 2 x 2 slides and motion pictures to present our products more effectively. We have produced several films on Amiben™ and several on rights-of-way brush control.

"This year, however, to provide a greater impact on our audiences, we have gone to two-screen rear projection slide presentations on Amiben and on our other farm products. We will also have two-screen rear projection shows covering Ethrel® for tomatoes, cherries, walnuts and apples. In addition, we will have a 16 mm filmograph.

"Rear screen projection has several advantages: When a dealer or farmer enters the meeting room, all he sees is the screen. All the equipment for projection is set up behind it. No cords for them to trip and stumble over ... or to unplug accidentally. Two screens make possible a more effective and exciting presentation. The use of slides with one projector is commonplace. With our two-screen shows, we have something out of the ordinary ... a jump ahead of our competition.

"In the past, we furnished our salesmen with slides and a script and they've carried the ball from there. This year all our 90 salesmen have been provided with two trays of slides and a cassette recording of the sales message delivered by a professional narrator trained and skilled in oratory.

"This way we are certain that every important sales point will be covered. Of course, soil and climate conditions vary from state to state ... and even within the same states. So, for our midwest Amiben market, we have 13 localized versions of our master presentation. Farmers have been interviewed and their pictures taken and their voices recorded. Interviews were by appointed farm radio directors, men with whom our respective audiences are familiar. As the taped message ends, a tag line introduces the Amchem salesmen who now has an opportunity to show action slides of his customers in the field which he himself has taken during the summer, further localizing the presentation.

"We have 13 localized versions of our Amiben Farm presentation. We also have two other versions: one for dry bean farmers in Michigan; the other for showing in the Southeastern States. The complete presentation, including all localized versions, was written and produced by the Webb Company, St. Paul, Minnesota, specialists in this type of productions."



BOB BAYNARD



LES HARTWIG



JIM SHUE

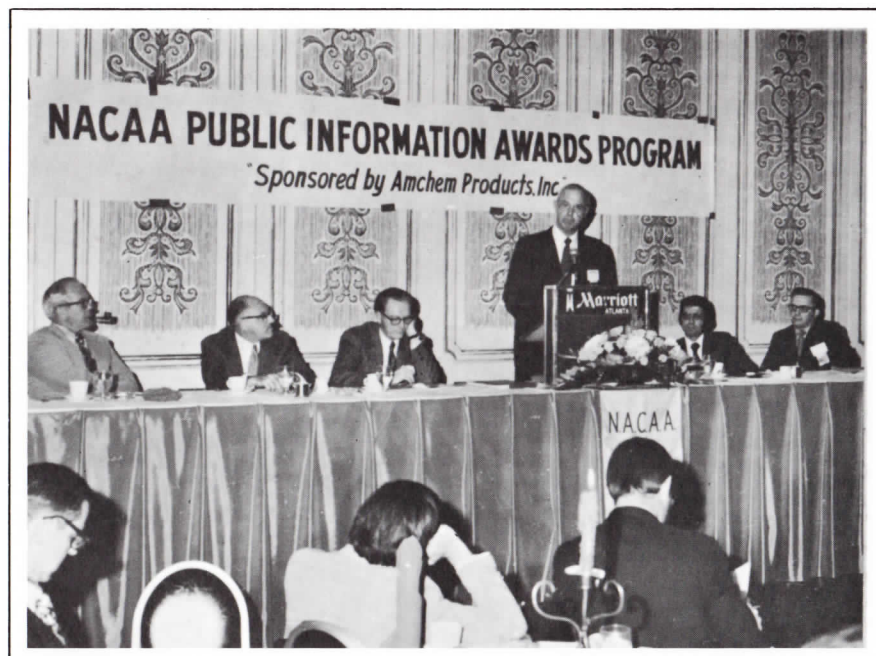
Les informs us that this could not have been done without the technical direction and all-round assistance of Bob Baynard, Product Manager-Amiben, and Jim Shue, Marketing Manager, Farm Chemicals, both of whom devoted weeks of their time and made several trips into the field to assure authenticity in the slides and truthfulness and sincerity in the farmers' comment.

Les further tells us that a unique feature of the presentation is the opening sequence, where a collection of full-color prints of rural scenes is flashed on the screen. These are repro-

ductions of paintings formerly done for the SATURDAY EVENING POST by the renowned American artist, Norman Rockwell. This, we understand, sets the mood for the remaining part of the half-hour program, which consists of 200 to 300 slides, mostly views of soybean fields taken in a wide area of those Mid-Western states where the beans are under various stages of cultivation, and are being treated with Amiben. The slides demonstrate that Amiben is so versatile that it can be applied by various methods of application, including banding, broadcasting, split and "piggy-back." All of these methods are described in the running commentary and also in an illustrated booklet prepared by Webb and distributed at all the meetings.

While the Amiben sales presentations are aimed primarily at farmers who raise an average of 100 or more acres of soybeans, promotion of Amchem's other lines of farm chemicals is not neglected. "Our salesmen are holding more than 1200 farmer meetings, reaching between 10,000 and 12,000 farmers, so we don't overlook a single opportunity to get in a word or two for all our products," says Les. "Our men are also holding 220 dealer meetings previewing our farmer program. We anticipate reaching between 3000 and 4000 of these dealers," he added.

Les has dug his teeth into the two-screen rear projection idea from its inception, for in addition to having served as coordinator of the Amiben program, he has put together a slide presentation on Amchem's Brominal®, the herbicide that controls annual broadleaf weeds in wheat, barley and newly seeded grasses cultivated for sod or seed. The slides, first presented in Eastern Washington, have since been shown throughout the wheat and barley areas of the Far West. These are tasks for which Les is admirably suited through broad experience and formal training, since he was reared on a farm in Minnesota, majored in farm journalism at the University of Minnesota, was assistant agricultural extension editor at Penn State University, chief copywriter for tractor tires at Firestone Tire and Rubber Co., Akron, Ohio, copywriter in advertising agencies, served as advertising manager of a division of the Ralston, Purina Company, St. Louis, and spent 18 of his 20 years at Amchem as a farm chemicals salesman.



M. B. Turner (1) accepts special Distinguished Service Award from NACAA President Douglas Strohbehn. (At top) Dan Chisholm (at rostrum) makes prize presentations.

Winners Announced in Amchem Sponsored NACAA Program

Chisholm Makes Presentations

The names of the six winners in the 1972 Public Information Program of the National Association of County Agents were announced at the Association's Fifth Annual Recognition Banquet held at the Marriott Motor Hotel, Atlanta, Georgia, last November 8. Dan Chisholm, Amchem ACD Trade Relations Manager, made the presentations.

The winners in the various categories: RADIO PROGRAM—Orrin W.

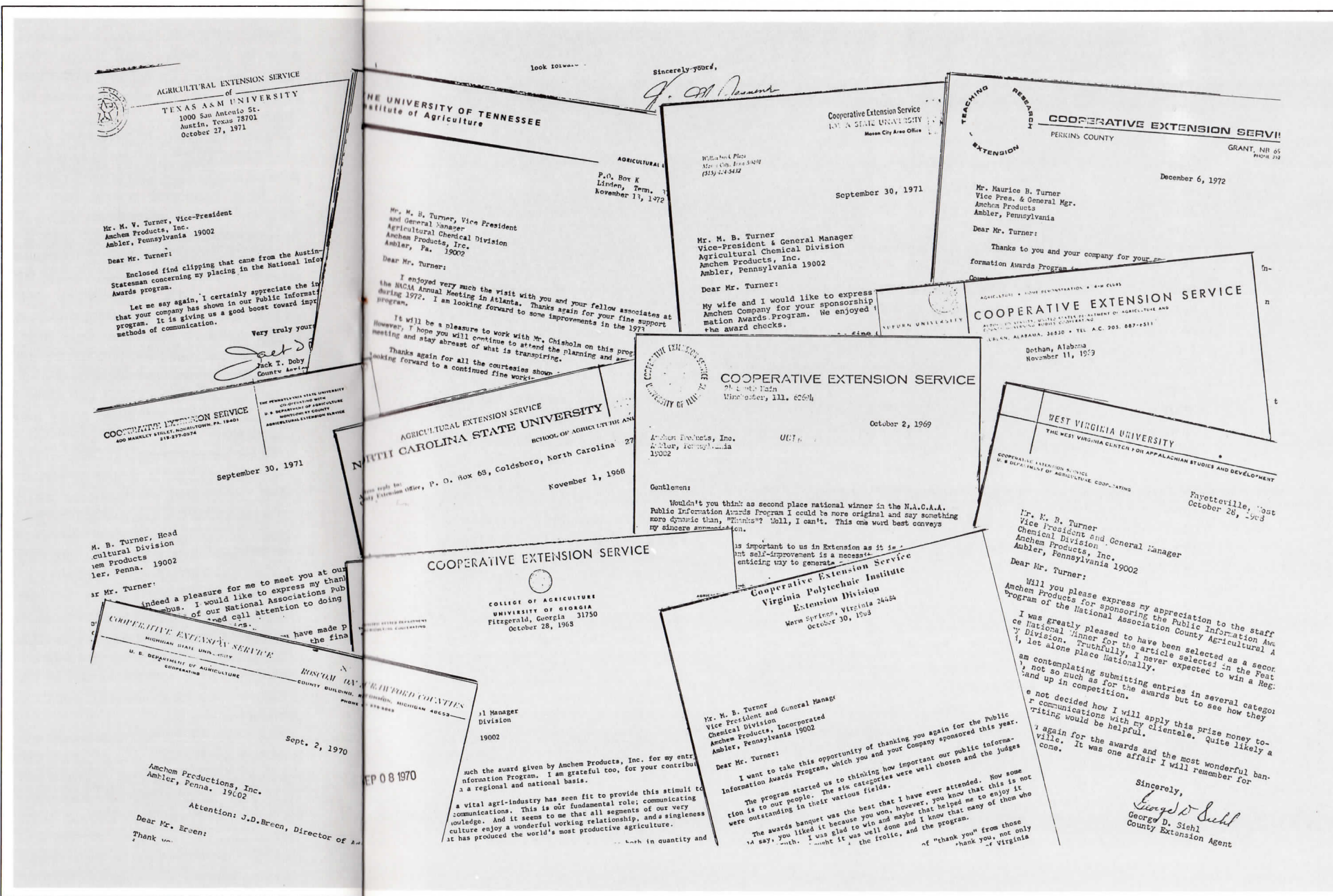
Meyers, Chilton, Wisconsin; SINGLE NEWS PHOTO—David E. Baker, Lincoln, Illinois; SERIES OF COLORED SLIDES—Oliver F. Cook, Manchester, Tennessee; DIRECT MAIL PIECE—Edward E. Neven, Marshalltown, Iowa; PERSONAL COLUMN—Larry D. Hendrix, Grant, Nebraska; FEATURE STORY—R. A. Traband, Bel Air, Maryland. These winners emerged from an original list of 1229 entries that advanced through State, Regional and National levels.

131 Prize Winners
The prizes in each of the above six categories and on the three competitive levels are as follows: STATE—46 Winners of \$25 (total \$1150.); STATE "Best of Show"—43 Winners of \$50 (total \$2150.); REGIONAL—24 Winners of \$50 (total \$1200.).

NATIONAL—6 First Prize Winners of \$125 (total \$750); 6 Second Prize Winners of \$75 (\$450); 6 Third Prize Winners of \$50 (total \$300.). This is a

grand total of 131 winners of prizes amounting to \$6000.

Judging the National Entries were: RADIO—Verne Strickland, Station WRAL-TV, Raleigh, N.C.; SINGLE NEWS PHOTO—Clifford Edom, School of Photography, University of Missouri; COLORED SLIDES—Robert Gilka, National Geographic, Washington, D.C.; DIRECT MAIL—Harry Varner, USS Agricultural Chemicals, Atlanta, Georgia, PERSONAL COLUMN—Gordon Berg, Editor,



Scores of letters of appreciation were received by M. B. Turner following the NACAA awards banquet.

FARM TECHNOLOGY magazine, Wiloughby, Ohio; FEATURE STORY—Emory Cunningham, *PROGRESSIVE FARMER* magazine, Birmingham, Alabama.

The main objective of the Program, sponsored by Amchem since its inception in 1967, is to gain greater recognition for the accomplishments of the 4000 plus County Agents in their use of the six most effective forms of mass communication to the farm population. Another purpose of the Program is to encourage continued participation by the Agents in all activities relating to agriculture and to promote a closer relationship between them and all the other elements pertaining to farming and to farm life.

M. B. (Maurie) Turner, Vice President-General Manager ACD, and Chisholm, a former farmer, as well as a one time professor of agriculture, realized some years ago the somewhat insulated position of the County Agent and decided to do something constructive about it. One of the areas that both men felt was neglected was the distribution of product information to the County Agent, especially that which related to the newest technological developments in herbicides. Supplied with this information, Maurie and Dan decided, the County Agent would be well qualified to give the right answer to a farmer plagued with weed problems.

In his awards presentation speech at the NACAA banquet last November, Chisholm gave this brief history of the NACCA Program.

"We (Amchem) have always wanted to do something special to give tangible recognition for the dedicated service of our County Agents.

"The Company's participation in the NACAA activities from 1964 through 1967 was as an annual donor. It was during the 1967 convention the immediate past president, Mr. G. J. Kunau, called a meeting of the newly elected officers and the board of directors in Omaha to consider another form of participation by Amchem and other companies. Mr. Turner asked me to attend and see what these gentlemen had in mind. On the evening of September 18, 1967, we were given the opportunity to meet with this

group and discuss several possible sponsorships of convention programs.

Amchem Becomes Sponsor

"Our big break came when the public information committee under the chairmanship of Warren Myers asked the NACAA board in Omaha for approval for it to work on an awards program. This public information awards program was developed by this committee following the Omaha meeting. Gordon L. Berg, Editor of *FARM TECHNOLOGY*, worked closely with Mr. Myers, recommending that Amchem be considered as the sponsor of this newly developed program... by some stroke of luck this was brought about.

"Warren Myers spelled out the details in his committee action report in the March 1968 issue of *COUNTY AGENT*: 'The public information awards program got off to a flying start at Louisville, Kentucky, on January 27th, 1968 when the chairman and Regional Vice-Chairman met with representatives of Amchem and the NACAA Board to put the final touches on the program,' stated Mr. Myers.

"My boss, Maurie Turner, has represented us personally on this program and subsequently has had the pleasure of working with Warren (Myers) and Norman Goodwin since the program's inception. Also, I would like to mention that both Maurie and I have enjoyed working with this year's Chairman, Reid Roach."

Letters of Appreciation

How well the Public Information Program is being received by the NACAA members is best demonstrated by the great number of letters that Mr. Turner received following the banquet in Atlanta. We reproduce a few of these letters, mounted in a montage, on these pages.

Each year, the number of entries in the Program has increased, with 1972's record-breaking list of 1229 entries doubling the 1968 figure. Dan and Maurie feel confident that this rate of increase will continue and hope that some day there will be close to full participation by the 4000 NACAA members. ◆



DAN CHISHOLM

What Is a County Agent?

To describe the functions and background of a County Agent we went to Dan Chisholm, who most obligingly supplied the following information:

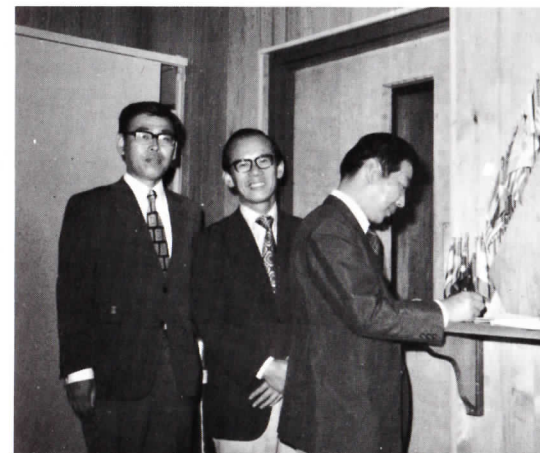
"The County Agent," Dan says, "is a member of the Cooperative Extension Service established in 1914 through the passage of the Smith-Lever Act. This Act provided for the education of all the people, including farmers and their families. The Act stated that County Agents were to take practical information from the Land Grant Colleges and the U. S. Department of Agriculture to 'the people of the United States' in their local environments."

"This educational program for the rural people was placed within the Land Grant Colleges. States were required to meet Federal money to support the program. County financial support soon followed as local farmers began to see the importance of this program in their communities.

"The Extension Agent evolved 58 years ago as a graduate of the various Agricultural Colleges throughout the country. Simply, his basic mission was always to help the people live better and earn a better living. He is the essence of the Extension Programs that are in effect today: 1. to develop and improve the commercial agriculture, 2. improve nutrition and family living, 3. rural development, 4. 4-H youth development, 5. environmental quality considerations, 6. international responsibilities."



On November 21, the American Red Cross Bloodmobile paid its annual visit to Amchem. The above photos show the donor program in various stages of progress. A Blood Donor Role of Honor was presented to President Snyder by John Hansell, Red Cross area director, for exceeding the Company's donor quota. List contains the names of the 113 eligible donors who contributed their blood.

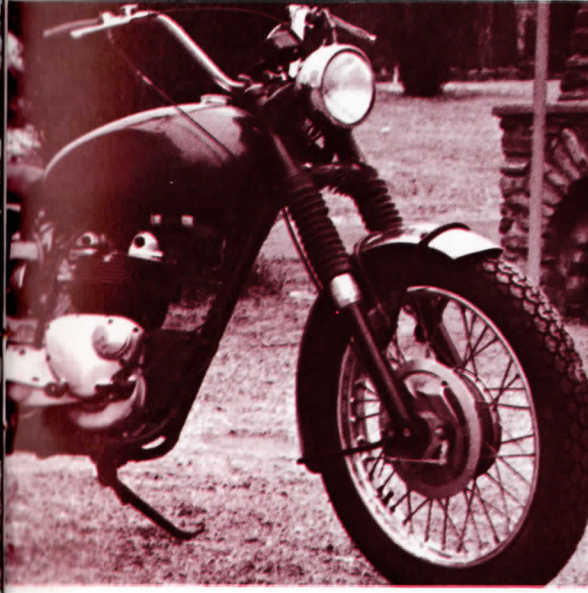


"Will You Sign In, Please." No, these three gentlemen are not participants in a TV quiz show. They're representatives of Amchem Japanese licensees signing the visitors' register in Amchem's International Division. (Left to right): Kiyoshi Nomura, Manager, Technical Department, Kanto Auto Works, Yokosuka; Masaharee Takahashi, Manager, Research, and Takuji Takemura, General Manager, Auto Sales, both of Nippon Paint Company, Tokyo.



J. W. (Bill) Delanty, Vice President-Director Amchem International Division (I) presents a grant of 100,000 pesetas (approximately \$1600) to Jorge Pastor, Director of Servicio de Defensa Contra Plagas e Inseccion Fitopatologica, which is a branch of the Spanish Ministry of Agriculture, in Madrid, last November. The money, originally received by Amchem for the outstanding results obtained by ETHREL® in aiding the Spanish olive industry, will be used for continued study in this field. Delanty reports: "Olives are costly to pick, labor is often scarce and ETHREL offers a means of speeding up the harvest, lessening harm to the trees and improving the profitability of the olive crop."

Lou Hirst shows us his "new" motor bike which he completely rebuilt from the "basket case" parts that Lou and Ron are holding (at right), plus the frame which he had in his garage. Ron and Larry return to parking lot after noontime neighborhood safari.



Amchem's Cycling Sextette

Some Buy
Some Build

Every sport has its own set of rules, its nomenclature—and its own patois. Some of today's most interesting and colorful patois is found between the covers of magazines devoted to the exhilarating sport of motorcycling. Consider these original gems culled from an issue of *CYCLE GUIDE*: "... wick it on for a block or two... while it puts out plenty of beans, it's really thirsty... banged around in the boonies... the air was filled with the booming thunder of the dinosaurs, the four strokers, dicing it out." Or this innovative outpouring from the imaginative cranium of the young genius who writes advertising copy for Harley-Davidson cycles: "There's no neater way to get where you're going. On the road or through the country. A pair of Sprints... the SX, a tough, 350 cc thumper that flat hunkers down and pulls when the going gets rough... and the new SS, the road machine with a winning way. Rapido... the 125 cc two stroke with split personality. And Baja... a 100 cc stick of dynamite that blows the big bores off into the weeds."

For three generations Harley-Davidson has been generally regarded as a synonym for a motorcycle, and through repetitious TV commercials viewers have been introduced to the names Kawasaki, Yamaha and Honda. But unless one belongs to the set that

wears those fiberglass helmets with flip-up shields, one would never know what a "thumper that flat hunkers down" is.

Found—Interpreters

Enamored with this new language we didn't go any further than the area around the flagpole on the Amchem parking lot to find a trio of willing and competent interpreters wearing their fiberglass helmets with flip-up shields. The young men were Ron Gray, draftsman, and Lou Hirst, engineer, both of the Hydro-Fax Division, and Larry Young, Engineering. These three, together with Bruce Leonetti, Systems Engineering, Ed Gibbons and George Miller, both of the Pilot Plant, comprise the cycling sextet that bikes to work, when the weather permits, and who explore the surrounding area on their mounts during lunch hour.

Ron Grey Expounds on Cycles

Since our interest in motor-cycling was aroused solely by the linguistics associated with the sport, we remarked to Ron Gray that it would be far more comfortable to ride to work in an auto than on a bike. "It's like this," replied Ron, "we'd rather be a Willie Shoemaker (the famous horse jockey) than a Stanley Dancer (the equally famous harness race driver). We prefer to

straddle the saddle and guide the cycle than to be strapped to a bucket seat with power steering taking over the piloting. There's a thrill and a challenge in leaning low over the handlebars and heading into the wind—a thrill that only the cyclist can experience.

"It's a marvelous feeling at the end of the day to hop on the bike, rev it up and head for home. That sense of mastery over the cycle and the joy of forward motion into the bracing, fresh air completely relaxes me after nearly eight hours at the drafting board."

Ron Rebuilds 'em

The combination of motorcycling and bike rebuilding is a rather unusual hobby to be taken up by a comparatively matured young man—the father of three girls.

"My love affair with motorcycles dates back to the time I was a little kid," relates Ron, "but I stayed away from them because the word 'motorcycle' had an unfavorable connotation. For some reason or other motorcyclists got 'a bad press.' They were supposed to be kind of outlaws, rebels. But when I found out that this wasn't true, I bought my first bike—or at least the components of a bike—in 1966 for \$50. It was a small 50 cc Benelli, a 'basket case'—just a bunch of engine parts, frame, handlebars, wheels, gas

tank, seat, etcetera. I put \$10 into it in new parts.

He Built Before He Rode

"After I reconditioned the parts reassembled them and polished the completed bike, I realized I'd never ridden a motorcycle, so I took it around the block a few times in first gear. After I gained a little confidence I shifted into second, then high and in about an hour or so I felt right at home in the saddle, and I've been riding ever since—but not on the same bike, for a few months afterwards I sold that one for \$75.

"I've had a succession of bikes since then: a 125cc Yamaha, a BSA 650cc, a Harley-Davidson, another BSA 650cc, a Kawasaki—all 'basket cases,' and somewhere in between these, a brand new Harley-Davidson 250cc Sprint—all of which I've sold.

"I rebuilt and restored all the 'basket cases' to show-room condition, with the exception of the Kawasaki which I sold disassembled to Lou Hirst" (see picture).

Ron's latest acquisition is a completely assembled road-worthy 1971 Honda 450cc which his brother, who has an automobile dealership, took in on a trade for a car. "Of course, I got a good buy," said Ron, proud of this bargain opportunity. Larry Young has

a similar model.

Motocross Competition Popular

Ron informs us that there are various kinds of competitive motorcycling. The most popular for the amateur rider are the motocross and scrambles in which riders compete for trophies on a half mile dirt track laid out with a straightaway and reverse curve. The surface is marked by humps, sand areas or other obstacles to test the skill of the rider. There are several of these tracks within driving distance of Ambler. For the professionals, there are the Daytona type hard surface tracks where competition is strictly for the buck and where riders come from all over the world for the big purses. There are also the half-mile flat, oval, dirt track contests for the pros.

The Amchem cycling sextet steers clear (no pun intended) of competition and rides solely for pleasure. Ron, Larry Young, Lou Hirst and Bruce Leonetti are road riders. Their bikes are designed exclusively for riding on hard surfaces. Ed Gibbon and George Miller ride bikes with "split personalities"—which means they may be ridden on both road and trail.

Lingo Explained

Before the meeting at the flag pole
Continued on page 24



When Bill Cole retired at the end of '72, his co-workers in Maintenance gave him a little informal send-off at the morning coffee break on December 27. The affair featured a huge cake and other refreshments. Later, he was their luncheon guest and the recipient of a handsome gift. Bill spent 22 years at Amchem.



Cake cutting ceremony, (l to r) Retirees Stan Clayton, John Gaines and Al Lear watch Bill do the slicing. Mrs. Mike Carter baked the cake at right for Bill.



'Hair' today, gone tomorrow, back the next. Lou Sabatini's new temple-to-temple top job turns the clock back 20 years. Picture at left was taken in October, 1962; at right, in October 1972. Sorry, we don't have a shot of Lou taken in 1952, when the real thing



sprouted on the Sabatini thinking machine, because Lou didn't join Amchem until 1956. Lou runs Lab. 4. With Lou in picture at left is the late Warren Snyder who died in March, 1971.

At Amchem exhibit at Agway Annual Calvacade, Concord Hotel, Catskills, N.Y., November 7-9: (Left to right) Fred Boyd, Howie Baumann, Ed Horahan, H. Miller, Tony Gambino With the exception of Agway's Miller, all are from Amchem's ACD. According to Horahan, Manager-Lawn and Garden Products, Agway annually conducts a series of marketing seminars and tours of the various product exhibits for its divisional managers and representatives in order to acquaint these men with the newest developments in the various products handled by Agway.

"An important feature of the show," Horahan reports, "is the surprisingly large number of merchandise orders that are written up by manufacturers based on anticipated re-sale by Agway." (For the complete story on Agway see the June, 1972 issue of THE AMCHEM NEWS.)



Rodzewich Gives Three Papers at European Conference, Visits Licensees

Ed Rodzewich, Group Leader, MCD Cleaners and Inhibitors, presented papers at three different sessions of Amchem's MCD Conference for European licensees held in Barcelona, Spain, October 12-15. The first paper was devoted to Organic Corrosion Inhibitors and consisted of a review of the inhibitor requirements of the pickling, chemical cleaning and oil well acidizing industries. Ed highlighted the more important theories concerning the mechanism of inhibitors, placing emphasis on the behavior of inhibitors and their influence on hydrogen embrittlement during the pickling procedure.

He informed his listeners that recent trends in research and industry considered employing the use of hydrochloric acid and the concept of pickle bath extenders.

Ed's second paper, accompanied with graphic data, discussed in detail the behavior of Amchem's new Rodine products. He stated that the information which he furnished was to be used to assist Amchem licensees in the promotion of new products. This information was extensively detailed to enable licensees to answer highly technical questions relating to problems and to make proper decisions when comparing the performance of Amchem's products with those of its competitors.

The third paper delivered by Ed discussed the latest developments in Rodine 7000, aiming at the same ob-

jectives as outlined in his second paper, educating the licensee on the product, its uses and advantages.

Question and answer periods followed all three sessions, including discussions on the status of current research projects.

Visits Licensees

Ed called at the London office of Atlas Preservatives Company (see AMCHEM NEWS, October 1970), Luigi Sciorelli, Milan, Italy, and introduced a new product-Rodine 240-to the Beratherm Company, Zurich, Switzerland. This company, specializing in the cleaning and maintenance of boilers and their accessories were, according to Ed, fascinated not only by the cleaning efficiency of the product but also by the economic factors involved.

Rodine 240, developed by Ed, Jim Anderson and Ed Hayman, is a highly efficient inhibitor for use with hydrofluoric acid in the chemical cleaning of boilers that use very reactive chromium-copper stainless steel alloys in their components.

Ed's European trip lasted three weeks, including his attendance at the Barcelona Conference.

Heath on Louisiana Agricultural Board

Don Heath, ACD Salesman, Louisiana, was elected to the first 13 man board of directors of the Louisiana Agricultural Chemicals Association at the association's annual meeting November 8-9, in Alexandria, La. A 4 X 7 photo of the group appeared.

coating solutions and passivating rinses.

In his abstract he stated: "A major effort is now underway to develop new pretreatment products which can perform as well as or better than the currently used system, but which pollute less. Cleaning chemicals, classically containing high percentages of phosphates, can be formulated phosphate-free; surfactants can be used which are bio-degradable. Conversion coating chemicals could be produced which do not contain such high levels of phosphate or chromate. Non-chromate passivating rinses are now in field use, and will become more widespread. The cooperation of users in accepting and using these new developments can spur further activity towards developing 'second-generation' products with even greater potential." This was Mark's second annual appearance before this Association.

At the Second Annual Anti-Pollution Coating Seminar in Chicago on December 13, John Curran, Group Leader-Coil Coating, spoke on Control of Pretreatment Pollution.

John's talk consisted of an indepth analysis of the pollution situation that faces the processors of aluminum, cold rolled steel and galvanized steel on production coil coating lines, noting in his remarks that a recent introduction of a no-rinse treatment has proved the practicality of completely eliminating the generation of waste chemicals from some of the processing stages of a pre-treatment line. A normal-or standard- pre-treatment line contains five stages: cleaner, water rinse, conversion coating, water rinse, and final rinse chemical solutions. "The no-rinse type of coating," Curran stated, "eliminates the need for the last two stages." He then explained the no-rinse procedure.

Nash Promoted to District Manager

Russell Nash, ACD Assistant District Manager, Midwestern-South District, was named Manager of the District November 1. He succeeds Fred Dosch who resigned, October 31.

The Midwestern-South District comprises the states of Iowa, Kansas, Missouri and Nebraska.

Nash, a resident of Lincoln, Neb., joined Amchem in March, 1963 as an ACD Salesman. He was promoted from Supervisor to Assistant Manager of the Midwestern-South District in October, 1971.

Kuehner, Curran Speak on Pollution Control

The present emphasis on the prevention of pollution in effluents from industrial plants has created a demand for MCD Research personnel as speakers. Group leaders Kuehner, Curran spoke at various conferences this past Fall and Winter.

Mark Kuehner, Group Leader-Steel, gave one of his usual well-structured talks at the Electrocoating Seminar of the National Paint and Coating Association, Inc. last October. His discussion dealt with the general methods of treating alkaline cleaner solutions,

Introducing New Members of the Amchem Stork Club

whose names were not previously published in the NEWS.

MATTHEW DEAN COOPER
August 17, 1972
Father: Dean Cooper
Maintenance

ALISON DIANE LAUFFER
September 3, 1972
Father: John W. Lauffer
International Div.

ROBERT DOUGLAS LUKENS
November 8, 1972
Father: William F. Lukens
Foster

MARK TODD ROBINSON
July 23, 1972
Father: Barrie T. Robinson
MCD Research

PHOEBE SANDERSON
September 9, 1972
Father: Laurie Sanderson
International Div.

BRANDON JAMES SHAW
July 22, 1972
Father: James Shaw
Accounting

MIKE HENRY VAN DYCK
November 8, 1972
Father: Bo Van Dyck
International Div.

ALICIA ANN WILLIAMS
October 9, 1972
Father: Tom Williams
ACD Sales

New Employee Is Grandson of Pioneer

The name Lewis Goettner has been added to the list of Amchem employees. There would be nothing significant about this except that Lewis is the grandson of a pioneer employee, Raphael A. Coia, who had been employed at the founding of the Company and who died in 1946.

Lewis, a 1971 graduate of Villanova University and a former summer employee, is an MCD Sales trainee.

Welcome to Our New Employees

hired between September 1, 1972 and December 31, 1972

Franklin R. Adams, Data Processing; Richard E. Andes, MCD Sales; Frank T. Barlow, Foster Sales; Vincent J. Cannata, MCD Sales; Shirley B. Collins, Secretary, ACD Research Farm; Janice E. Coon, ACD Research; Robert W. Cooper, Foster Sales; John E. Drach, ACD Research; Marion A. Eggleton, ACD Sales; Penny Lynn Geary, Secretary, MCD Sales; Donna C. Geddings, Secretary, ACD Sales; Lewis J. Goettner, Jr., MCD Sales Trainee; Sharon L. Haley, Secretary, Hydro-Fax; Patrick Kiely, Industrial Relations; Kathleen T. Kulak, Purchasing; Ilsun Lee, Foster Research; Char-

lotte B. Liebergott, Maintenance Office; George McMahon, MCD Sales, Canada; Donald P. Maassel, ACD Sales; Joseph A. Moreau, Foster Sales; James F. Munson, Foster Sales; Dennis E. Plaut, Foster Sales; Karin A. Potoshnick, ACD Research; Jerry L. Pruden, ACD Research; Edith T. Scarangelo, ACD Sales Office; Jean A. Schmalenberger, Mail Room; Diana L. Schmoltze, ACD Sales Office; Dorothy J. Semon, Accounting; Helen P. Stuchko, Foster (Phila.) Office; Joan H. Tolliver, ACD Lab; Kurt M. Wiley, Foster Research.

MCD's "All In The Family"

Jim Mecham, who lives in San Jose, Calif., is a Sales Representative in MCD's Western Region. Like the other Amchem sales reps, he spends most of his time on the road. As a result of this situation, an occasional business or service call from one of Jim's customers finds Mrs. Mecham answering the phone in the Mecham home. Here's her account of a recent call:

"One day when my husband was away on business, he had a service call at home.

"The man that called then said, 'well, it is his company, isn't it?' Surprised, and a little confused at what he meant, I questioned him further, he said, 'well, I figured he owned the company, because Amchem is just Mecham

(our last name) with the letters scrambled.'

"He was right! It's a family joke now."

CYCLE Continued from page 21

adjourned we learned from Ron that "boonies" is an abbreviation for "boondocks" or back woods country; to "wick it on" is turn up the throttle to give the engine more gas; a "thumper" is a bike with one cylinder; "plenty of beans" means lots of power; "thirsty", an engine that uses a lot of gas; a "dinosaur" is a large four-stroke engine. When a bike "flat hunkers down" it shows plenty of power at low speeds. And thus we completed our first lesson in cycling linguistics, but this will be the extent of our motorcycling exploits, for when it comes to straddling the saddle, we chicken out.

In Memoriam

John D. Nelson, retiree and former employee of PMO, died December 16, at Suburban General Hospital. Mr. Nelson, a native of Ambler, joined Amchem in October, 1948 and retired in September 1966. He is survived by his wife, Betty.

Willis S. Atherholt died December 5. He was an employee of PMO from July, 1942 until his retire-

ment in January, 1960. He is survived by his wife, Mary, a step-son, sister and a grandchild.

Condolence

We wish to express our sympathy to Micky Krisan, Office Manager, International Division, on the death of his mother on January 12, at Royersford Hospital. Mrs. Krisan lived in Forest Garden Apartments, Ambler.