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Vol. 17, No. 3

May-June-July, 1974



Harsma Replaces Rakich in MCD Sales

An announcement by Jack Price, MCD Sales Manager, dated April 15, states:

"We are very pleased to announce the appointment of John N. Harsma, as Midwest Regional Sales Manager, effective May 1, 1974. Jack will replace Daniel Rakich, who has resigned, effective April 30, 1974, to accept a position with Diamond Shamrock Corporation.

"By way of a little history—Jack is a graduate of the University of Chicago and prior to joining Amchem in 1956, he represented Studebaker Corporation, as District Sales

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Honors for Alice Washington

Mrs. Alice Washington, who caters the weekly luncheon in the executive dining room, received the Greater Philadelphia Volunteer-of-the-Year Award at ceremonies in the First Baptist Church, 17th and Sansom streets, Philadelphia, on April 23. The Honorable George Romney was guest speaker.

The award is given annually for "dynamic leadership, dedication and valuable contribution to the community and for volunteerism."

New Awards Program for ACD and MCD Sales and Marketing Personnel

A new program has been instituted by President Snyder to reward and bring rightful recognition to Sales and Marketing Personnel, in both ACD and MCD, for top field sales performances. The program, named the President's Honor Club, has been established on a point allotment basis, with different performance criteria required for each of the two divisions.

This situation is due to the difference in the marketing concepts which are used in selling agricultural chemicals from those methods which are employed in selling industrial chemicals to the metalworking industry.

A total of 88 people in ACD Sales, including District Managers, Specialists, Account, Sales and Area Representatives, and the Division's National R.R. Coordinator are all eligible for participation.

MCD has 76 eligible for awards. These include Regional Sales Managers, District Sales Managers, National Industry Team Members, and Territorial Sales Representatives.

The program will be an annual event, with the award year running from January 1st through December 31st of each year. Although the President's Honor Club is just getting started, sales and marketing performances for 1974 are retroactive to January 1st of this year.

Selection Committees have been named for each of the Divisions. For ACD: J. E. Davies, J. H. Kirch, R. E. Baynard, J. P. Taylor and R. F. Tisch. For MCD: G. L. Gibson, J. M. Price, P. R. Kern and J. W. Harrison.

Folders, explaining the significance and requirements for membership, plus a formal invitation, have been mailed and/or distributed to all eligible candidates. The following personal message from President Snyder, with an explanation of the Award, appears on the back page of the 1974 folder:

"Symbolic of membership in the President's Honor Club will be a specially designed Amchem ring, which will be pre-

sented on the first entry into the Club. Subsequent years' awards would entitle the ring holder to have a diamond set in the ring for each year up to five. The man's wife would receive a charm which would be a duplicate of the bezel part of the ring.

"The awards will be presented in February 1975, by

me, at a special award ceremony, which will include a reception and banquet. Following the ceremony, award winners and their wives will be Amchem's weekend guests in the Philadelphia area. Specific details will follow at a later date regarding the historical sites, famous restaurants, theaters and other points of in-

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Patricia Liu—a First in PPS

In looking over the April 1st Personnel Roster Addendum, we came upon the name Patricia Ong Liu (Ong is her maiden name) assigned to Product Performance Services. The name intrigued us, so we investigated and found that Patricia is a new laboratory technician in PPS and the first person of Chinese origin to be employed here at Amchem.

She's a petite, utterly charming and talented addition to the Brumbaugh coterie. She is also the mother of two sons: Stephen, 3 years old, and Stanley, 5 months.

She was sitting at her desk with a series of 4 x 12-inch painted metal panels in front of her when we introduced ourselves. Following the formalities of introduction, we jocularly asked her if she were playing a new kind of solitaire, because the panels had reminded us of oversized playing cards, especially the way they were laid out on her desk. She then explained that one of her required duties was writing reports on the results of tests which had been performed on panels, and recording such data as the panels' resistance to various kinds of elements—both environmental and chemical.

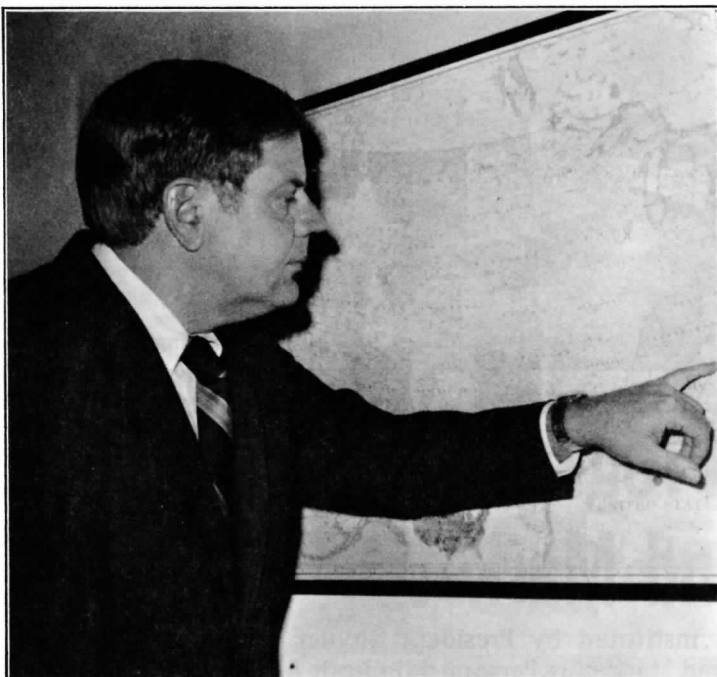
Though a full-blooded Chinese, Patricia was born in



the city of Manila, in the Philippines, where her father is a businessman of varied pursuits, having once owned an ice cream plant, a lumber yard and now a real estate operation.

The success achieved by his uncle, who had emigrated from China some years before, was the magnet that drew Patricia's father to the Philippines. This accounts for her birth, as well as the births of her three sisters and three brothers, all of whom are younger than she, in Manila.

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We are indebted to Greg Gibson, Vice President-Marketing MCD, for taking time out from his busy schedule to write this article on the activities and responsibilities of his Division.

Greg is a veteran employee with 22 years of Amchem service. He advanced to his present status through a series of promotions following his employment as an MCD research chemist shortly after his graduation from Lafayette College in 1952.

At left, Greg points on map to Atlanta, site of new public warehouse.

the ecological demands of our customers, the energy crisis, and changes in our customers' markets, have all tested MCD's basic philosophy in the last year or so, and MCD has risen to the challenge.

In certain marketing areas distribution problems have had a detrimental effect, especially where the smaller "local guy" had a competitive edge. This problem has been compounded by the current business climate and the needs and desires of MCD's customers to reduce inventories.

New Warehousing Policy

Until recently, the distribution system of MCD had not included public warehouses, consequently, all shipments had to be made from Amchem's plants in Ambler, Ferndale, Windsor, St. Joseph, and Fremont. However, it was apparent that we were shipping significant quantities of chemicals to certain limited geographical areas of the country. One of these key areas for MCD was the state of Georgia and the city of Atlanta, in particular. A Traffic Department study revealed that the volume of shipments to Atlanta was such that public warehousing would be economically beneficial to Amchem and to its customers.

Through the cooperation of the Traffic Department, the Ambler Order Department and the local District Manager in Atlanta, the Atlanta Service Warehouse, Atlanta, Georgia, was utilized for warehousing and distribution of 65 MCD products. A nominal warehouse fee is charged to our customers, which is less than, or nearly equal to, the Ambler destination shipping charges. This fee covers our costs and we are thus able to provide better delivery service to our customers, enabling them to reduce inventories. This new distribution method for MCD has gone forward without problems, and is being supervised by the Ambler Order Department.

MCD's Marketing Program Meets the Competitive Challenge Successfully

MCD is engaged in what is best described as a fiercely competitive business. This situation is due to over 100 competitors for a market of approximately \$400,000,000. Of this number only 13 companies have sales in excess of \$4,000,000 each. The remaining companies are small, and serve limited geographical areas.

The underlying marketing philosophy of MCD, that has contributed to its steady growth, has been its ability to provide superior products at fair prices, backed by a superior staff of thoroughly trained technical sales and service personnel, and a proven record of successful innovations that meets the needs of the major users of metalworking chemicals.

Contributing Factors

MCD's history of solid contributions, or "firsts," has not come about by accident. It is the result of extremely close cooperation between the Field

Sales Force, the Marketing Department, and the Technical Department. MCD has a highly trained and respected field sales force. Its technical representatives are sensitive to the needs of their customers, and are capable of adapting existing products to new customer requirements. They also provide a major input of new product ideas to the Marketing Department.

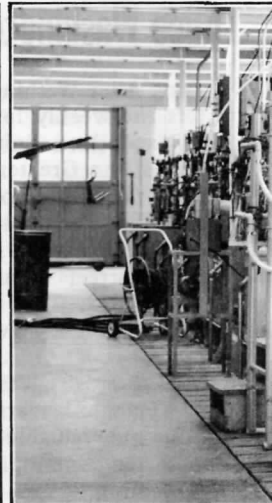
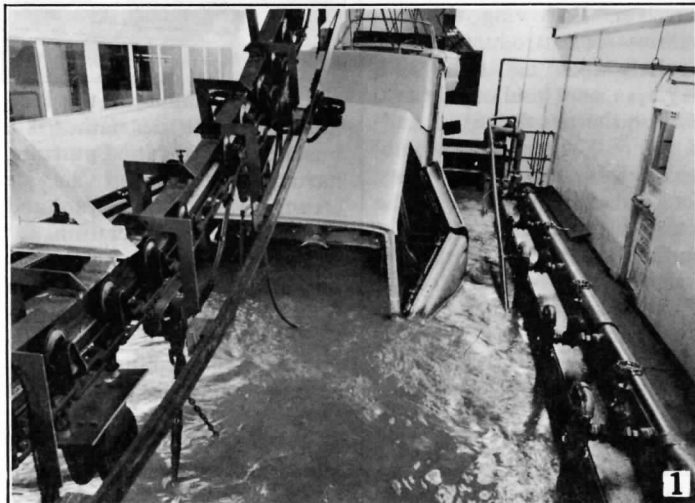
MCD's Marketing Department is a combination of technical, semi-technical and sales-oriented people who develop their own ideas, in addition to those contributed by the field

sales force, and guide the efforts of the Technical Department in the most productive directions.

Technical Assistance

MCD's Technical Department is always available to its customers, and is constantly engaged in solving day-to-day service problems for them, as well as demonstrating the performances of Amchem's new products in customers' plants. Thus, it is a relatively short path from the salesman to the chemist—a must in the specialty chemical business.

Competitive pressures, as well as such external forces as



Marketing is involved in all phases of MCD's operations: 1) customer's plant; 2) research in its own laboratories and 3) pilot plant; 4) selling. Ed Nusbaum (1,

ment. Based on this experience, warehousing in Chicago and Los Angeles is being investigated. If it seems economically feasible public warehouses will be established in these areas.

Combating Pollution

Any company involved in the business of selling conversion coating chemicals to improve the corrosion resistance and paint bonding properties of metal surfaces is selling chemicals which are now classified as pollutants. The demands placed by the various federal and state agencies on our customers to improve the quality of their plant effluents has in turn forced us to be aware of the ecological effect of our products. In order to meet our customers' needs in this area, two different steps have been taken. In one case, the Hydro-Fax Company was formed. Its mission is to provide acceptable methods of disposal for the ecologically unsafe effluents, such as chromates, fluorides, ferricyanides, and heavy metal compounds, produced by conversion coating chemical processes.

The Hydro-Fax Company performs a design and contracting function as well as selling chemicals associated with the waste disposal system.

MCD has recognized that although the effluents from our chemical processes can be adequately cleaned up by proper waste disposal systems, this answer is only a partial one to solving pollution problems. We believe that it is incumbent upon us, in addition to providing waste disposal systems, to provide chemical processes which do not have effluents that are deleterious to the environment.

A number of non-polluting conversion coating chemical processes have been developed to meet the ecological needs of our customers. One of the most common polluting chemi-

cals which MCD sells to customers is chromic acid in various formulations. Chromic acid base materials are commonly used as final rinse material in the conversion coating of steel and galvanized surfaces. DEOXYLYTE® 70A was the first non-chrome bearing material approved by the major automotive manufacturers as a substitute for the conventional chromic acid base material. Chromic acid is also a component of almost all conversion coating processes used to prepare aluminum surfaces for painting.

Alodine NR-2, Another First

To meet the ecological needs of our customers in the coil coating industry who paint aluminum, MCD developed the ALODINE® NR-2 process. While ALODINE NR-2 does contain chromic acid it is used in a manner so that there is no effluent from the process. ALODINE NR-2 is applied to the metal surface by either rollcoat or MISTIFIER® application and is then immediately dried on the metal surface. The solution is not rinsed off the surface as occurs in the more conventional application techniques. This idea of applying a uniform film of conversion coating chemicals and then drying it on the surface is another MCD "first" in the metalworking industry. Our competition is still struggling to come up with a similar process.

New Treatment for Cans

Chromic acid is again a pollutant in the aluminum can industry, where conversion coatings are applied to 2-piece aluminum cans to provide a base for subsequent sanitary and decorative lacquers. To meet our customers' needs in this area, MCD has once again risen to the challenge and developed the first non-chrome bearing treatment for aluminum cans. It is known as ALODINE® 402. This new product was developed during 1973 and existing plants are

being converted to ALODINE 402 as rapidly as possible, while at the same time it is being actively considered where new installations are being made. This successful type of response to the problems of MCD customers in the 2-piece can field does much for maintaining our 90% market penetration in this most rapidly growing segment of the metalworking chemicals industry.

SNO-SOL 184 Reduces Fire Hazard

In the Automotive industry, most automobile bodies are wiped down with a kerosene-type solvent prior to being treated with conversion coating chemicals. The large volumes of solvent being used created several problems, including fire hazards and unsatisfactory working conditions due to the solvent fumes and excessive solvent being carried into the conversion coating washer and subsequently discharged as effluent. MCD's alert field sales force recognized this problem and had it relayed to the laboratory. As a result, another successful new product was born—SNO-SOL™ 184. SNO-SOL 184 is an emulsifiable base material which can mix with water and accomplish the same cleaning as the undiluted solvent previously used. The volume of solvent used is reduced more than 50%, with a corresponding reduction in fire hazard. Improved working conditions are attained because of the greatly reduced concentration of fumes.

RIDOLINE® 120A Saves Heat

The "energy crisis," more recently known as the "energy problem," has caused users of metalworking chemicals to seek ways to reduce their requirements. Operating temperatures as high as 190°F. were commonly used in the cleaning stages prior to the conversion coating of 2-piece aluminum cans. The substantial increases in the cost of fuel combined

with its limited availability made it extremely desirable to develop a method for operating the cleaner stages at lower temperatures. RIDOLINE® 120-A was developed during 1973 as the answer to the problem of high operating temperatures. RIDOLINE 120-A operates at 120°F., thus saving considerable heat input as well as having the added benefit of requiring no chrome additions.

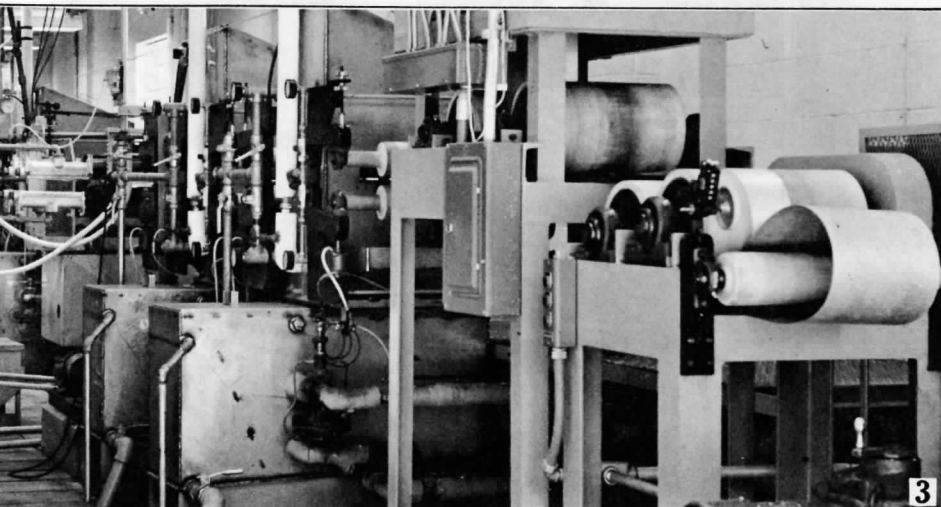
MCD is going to inaugurate an advertising campaign emphasizing those products of the Metalworking Chemicals Division which can operate effectively at lower temperatures and thus result in substantial fuel savings to our customers. Certain of our RIDOLINE® and PREP-N-COTE® products are particularly suited for this purpose and will be highlighted in this campaign.

The Metalworking Chemicals Division has always provided a no-charge engineering service to its customers and prospects in an attempt to insure that the equipment being installed or modified is designed to take advantage of the chemical processes which are to be used.

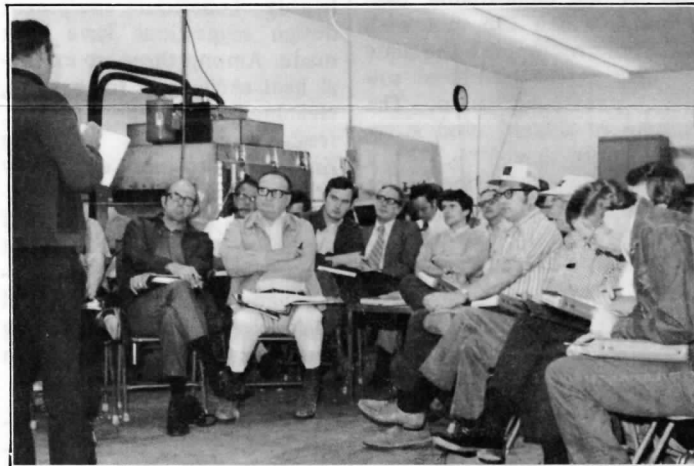
By way of this engineering service, a number of novel and highly beneficial equipment design suggestions have been made. Among these are external heat exchangers for heating, cleaning and coating solutions, fresh water risers following rinse stages to more efficiently utilize water required to overflow and maintain purity of the rinse stages, the rollcoat application of conversion coating chemicals and the actual basic design of the existing washer used in the aluminum can industry.

With the advent of the ALODINE NR-2 and certain inherent difficulties of the rollcoat application method, it became apparent that there was a need for a new method of applying a uniform film of conversion coating chemical that would have less maintenance difficulties than have been existing

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Manager-MCD Mid-Atlantic Region, and John Mahoney (r), MCD Sales Representative, make a sales call on Norman Davis at United Steel Barrel Co., Phila.



First Industrial Sales

Three-day Event Covered Formulations,

Three days of intensified activity marked the first ACD Industrial Sales Seminar for District Managers and Industrial Specialists at Ambler, Monday, Tuesday and Wednesday, April 22, 23, 24. The Conference had a two-fold purpose: (a) to review each of the 45 products in the ACD Industrial Group line from the standpoint of their herbicidal effectiveness, and (b) to familiarize the attendants at the Conference with the various types of equipment and techniques used in the application of these chemicals.

Strong Enthusiasm

The interest shown by the attendants, from the welcoming address by Bob Tisch, ACD Field Sales Manager, to the closing remarks by ACD Vice President-Marketing Jack Davies, was exceedingly enthusiastic.

Architect of the Program and its implementer was Harold Collins, ACD Marketing Manager-Industrial Chemicals, who organized the three-day procedure, which began on Monday with a tour of Amchem's Mechanical R & D facilities at Kulpville, where Collins, Louis Toro, Jack Waldrum and Paul Bishop explained how the spray equipment is manufactured and assembled on the Kulpville site. Demonstrations on the usage of this equipment, which included the Directa-Spra®, Microfoil® and Spra-Disc®, were given by the latter three gentlemen, all attached to the Mechanical R & D, Waldrum being the design-engineer.

Individual Presentations

A closing feature of the first day was the after-dinner series of presentations by each of the attendants. These consisted of a history of the individual's own experiences with the various weed and brushkillers in the specific district in which he operated. This afforded a comparison of results from the various areas in the U.S. and will aid field sales personnel in future sales training programs.

Tuesday's activities were concentrated on field work assignments, lectures and discussions at the Research Farm, including plot installations and evaluation. Everyone profited by a very enlightening paper delivered by Jim Esposito, Group Leader-



Seminar Held by ACD

Equipment Demonstrations, Marketing

Formulation and Technical Services, which was followed by an open question and answer session, and a talk on plant identification by Roy Johnson.

Proper Tree-Trimming

Following a brief time-out for a box lunch, the attendants were motored to nearby Rose Hill Cemetery and were shown the results of proper tree-trimming. The remainder of the day was devoted to discussions on formulations and completion of the attendants' presentations.

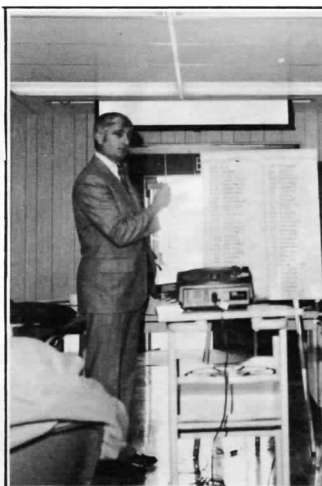
Marketing Segment

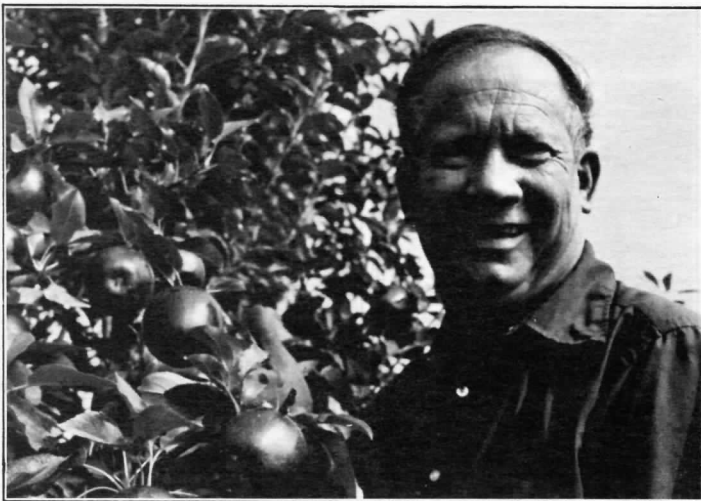
Bob Tisch opened the final day's proceedings on Wednesday, at Holiday Inn, Kulpville, with a talk entitled "The Role of the Industrial Specialist." This and the remaining items on the agenda were slanted to the marketing phase of ACD and the involvement of the District Manager, the Industrial Specialist and the Sales Force in it. Such factors as product availability, pricing, transportation, Federal regulations and a market survey on LO-DRIFT™ were all covered. Participants in this sector of the program, in addition to Tisch, were John Kirch, Product Manager, Group I, Bob DeWilde, Marketing Research Associate, and Collins.

A very enjoyable dinner, at the Spring House Hotel, concluded the three-day Seminar. Closing remarks by Jack Davies, Tisch and Collins were both complimentary and inspiring, thus leaving all attendants in an enthusiastic mood.

There was one unfortunate incident that marred the affair. This was the sudden illness of Joe Paulson, ACD District Manager, Southwest. At this writing, Joe is still in Chestnut Hill Hospital, Philadelphia. In addition to his ACD co-workers in the field, all his other friends at Amchem wish Joe, a 17-year Amchem employee, a very speedy and full recovery.

The entire list of ACD participants in addition to those already mentioned were: Tom Arnold, Hal Comstock, Paul Cuppett, Jim Dewlen, Ed Horahan, Harry Johnson, Ivan Jones, Dave Kirk, Lee Kobussen, Ed Lacko, Don Loutzenhiser, Emory McKeithen, Russ Nash, Paul Niewoehner, Milt Nunn, Joe Paulson, Dave Shaffer, Jim Shue.





A clip from the Ethrel film shown to employees

New Ethrel Film Shown to Employees

After viewing the new film on the plant regulator Ethrel®, and talking afterwards to John Kirch, Manager-Product Group I, who presented the film, we are all the more convinced that Bob de Wilde was right when he predicted that the greatest advancement in horticulture in the seventies would be made in the area of plant regulators. Bob, who is a Marketing Research Associate, made this prediction in the Spring of 1972. The film is an educational medium "to teach growers how to fit Ethrel into their operations," according to Kirch.

There were four showings of the Ethrel film. The first showing was given for Amchem executives following one of their weekly lunches in February. The film made such a favorable impression on President Snyder at that time that he suggested to Kirch that it should be shown to all employees.

Acting upon this suggestion, Kirch showed the film to the Plant Supervisors at their monthly dinner and meeting on March 6. This presentation was followed by showings to several groups of office employees on March 12 and to the Plant personnel on March 13.

The purpose of the showings was to let all those involved in the various phases of the Ethrel program—the chemical operators, the packers, shippers and the office force who process the paper work—as well as all other employees, see how the product is applied and observe the results after its application.

In his preliminary remarks, Kirch explained that the presentation adhered to the same format as those given by ACD Sales Representatives to apple, tomato and nut growers, with each viewer receiving a little 16-page booklet, the same as those distributed to the fruit

and nut growers. The booklet is a guide to the growers on the application of Ethrel.

In a brief step-by-step procedure, Kirch covered the contents of the booklet as they related to the specific crop which was about to be shown on the screen, for there are three versions of the film, one pertaining to the proper application of Ethrel on Western tomatoes, one on apples and another on walnuts and filberts.

Here was indisputable proof of the effectiveness of Ethrel. All crops were demonstrably more abundant, larger and more uniform in size, richer in color. The growth of the plant or tree was controlled, thus increasing the number of plantings per acre.

The program was exceptionally well received by all employees as observed from their remarks afterwards: "I thought it would be dry and boring," remarked a youthful office worker, "but I found it extremely interesting." "I'd never seen apples as beautiful as those in the film," said her companion. "Did you ever see such rich clusters of nuts?" commented another viewer.

Showings were scheduled for every half-hour, but due to the lengthy—and interesting—question-and-answer periods, this schedule could not be strictly adhered to.

The film was made by Lewis and Gilman, Amchem's advertising agency, under the direction of Dennis Eilers who made and directed another film for Amchem, "In Harmony with Our Environment," while employed by Webb and Company, Minneapolis, Minnesota.

In-depth Paper by Brumbaugh at SSPT

In a ninety-minute address before over 100 members of the Southern Society for Paint Technology (SSPT) at its annual meeting, March 15, in Atlanta, Georgia, George Brumbaugh explained in detail the complete pre-paint treatment process for metals, including steel, galvanized steel, aluminum. Also as the process is applied in the coil coating operation of all these three metals as well as on fabricated metals.

Brumbaugh is MCD Manager of Amchem's Product Performance Services.

At the very outset of his talk, Brumbaugh stressed the absolute necessity for a thorough cleaning of the raw metal as the initial pretreatment step. "No matter what else is done to metal," he emphasized, "such as chemical conversion coating, painting, electroplating, etc., the surface of the metal must first be clean, otherwise chemical reactions will be incomplete and interface adhesion of applied coatings will be poor." He went on to explain the various kinds of cleaners employed to obtain the best results.

From this point, Brumbaugh gave a scientific explanation of the chemical reactions that take place on the surface of the cleaned metals following the application of the chemical conversion coatings. Devoting time to each specific type of metal, he cited studies that had been made that stressed the importance of the elements of time, temperature, pressure, environment, etc., showing how these factors could affect the results in this phase of the pretreatment process.

In summation, Brumbaugh said: "There are a number of factors one must consider in establishing a finishing operation for metals to be painted.

1) The metal itself can be an important factor. Sometimes cheap or low-priced metal can be ultimately expensive if it does not clean readily or is passive and will not accept a pretreatment. 2) What soils are present? This will affect the choice of cleaner needed to do the job. In the case of galvanized steel—did it receive a mill passivation treatment? Is aluminum properly scalped before rolling? If not, chemical pretreatment may not take uniformly. 3) What pretreatment should be chosen? Is exposure indoors or outdoors? One can use poorer performing systems for indoor exposure. 4) Are any ecological factors to be considered, such as prohibitives on the use of phosphates,



chromates, etc.? If so, waste treatment must be considered."

The president of SSPT, Mr. John J. Kenney, wrote a letter, dated March 23, thanking Brumbaugh in these words: "Dear George:

I wish to take this opportunity to thank you for delivering such an outstanding paper at our recent convention. Without such outstanding papers, our convention could not be the success that it is.

"We all hope to see you in Atlanta in November at the Federation annual convention.

Very truly yours,"

(Signature)

John J. Kenney
President

Brumbaugh, Jr., Earns Law Degree

George Brumbaugh, Jr. who graduated Magna Cum Laude with a B.S. degree in Accounting from the University of Detroit in 1971, has just earned his law degree from the same University.

Mendlow Aluminum Sales Manager

Eugene (Gene) Mendlow has been appointed Industry Sales Manager-Aluminum, as of May 1, according to an announcement by J. W. (Pat) Harrison, MCD Marketing Manager.

Gene, a graduate of the University of Pittsburgh, started with Amchem in June 1952 as a Sales Representative in Western Pennsylvania. Later he became Sales Supervisor, then Assistant Sales Manager-Eastern Region, and since 1967 Sales Manager-Fabricated Metals Industry.

Patricia Liu

Continued from page 1

All the Ong offspring were educated in their native city. One of her brothers is a graduate mechanical engineer, another holds a degree in business administration and corporate management. Her youngest brother is still in high school. The eldest of her sisters is an accountant, while the younger two graduated this past March from high school, one of whom contemplates enrolling in an American college.

"Kids in the United States think they have it tough when they have to be in school at eight in the morning," she informs us, "we had to be there at seven and we didn't get out until five. We had all our subjects in English in the morning sessions and in Chinese in the afternoon."

What set of circumstances led a Chinese girl, born in Manila and settling in King of Prussia, Pa., to take a position in Amchem? While in Indiana, Pa., she met and eventually married Chang-Mo (Larry) Liu, who was born in Taiwan and holds an M.S. in Civil Engineering from the University of Missouri. At the time of their meeting, Larry was working for the Pennsylvania Dept. of Transportation (Penn DOT) on a bridge building project in the Indiana area. After their marriage they decided to locate in suburban Philadelphia, settling in King of Prussia, Larry having succeeded in effecting a transfer to the St. Davids offices of



(At top) The Liu family home in Manila. (Above) Patricia with three-year-old son Stephen.

Penn DOT.

She is now in her fourth month in the Brumbaugh bailiwick, not playing solitaire with a metal deck but "doing an outstanding job," in the words of Brumbaugh.

The Company wishes her a long and successful professional career here at Amchem.

Bonds for Babies

Although Amchem fathers or mothers have a choice of receiving either a \$50 U.S. Savings Bond or a baby cup on the arrival of a new addition to the family, the gift of a Savings Bond is proving to be more popular—and, we add, more practical.

The Savings Bond is a "present with a future." It could be the nucleus of a fund for the future education of the child while earning continual interest with absolute security.

NEW AWARDS

Continued from page 1

terest in the Southeast Pennsylvania area which has been called the Birthplace of our Nation.

"In addition, announcement cards will be sent to each member's customers and he will be provided with special business cards and stationery which, too, will reflect his achievement.

"A beautiful plaque for home or office as further testimony to a member's top achievement, will also be presented.

"Actual pictures of the ring, the charm, the plaque, special announcements, business card and stationery will be sent to you in the near future.

"In the meantime, set your 1974 sights on the President's Honor Club. Work on the accomplishment of the criteria, and be a Top Field Sales Performer for 1974.

"Thank you and best regards."

Harsma

Continued from page 1

Manager, in the state of Nebraska. Jack started as a Sales Representative in the San Francisco area and Pacific Northwest, later transferred to Seattle, Washington and then to

Los Angeles, California. He has served successively as Sales Representative, Special Sales Assignment—Deoxidizer Introducer, and Sales Specialist—Aluminum Industry. In 1971, Jack was promoted to Sales Manager—Aluminum In-

dustrial and was relocated in the Ambler area.

"Most of you are aware of his fine accomplishments in the Can Industry and we hope you will join us in wishing him the greatest success in his new assignment."



(Above, left) Maintenance shop before removal of overhead power belts. (At right) Machinist Charlie Jones operates new, direct-power milling machine.

ACD Products Featured in Rorer-Amchem Annual Report

A special nine-page report, included in the 1973 Annual Report of Rorer-Amchem, is devoted to Amchem's two principal ACD products, Amiben and Ethrel. Particular emphasis is placed on Amiben due to

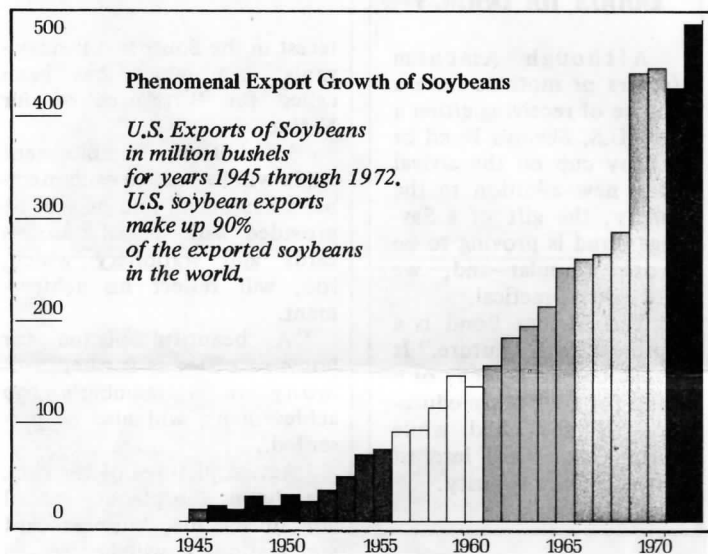
its remarkable effectiveness in killing weeds in soybeans, which are the No. 1 export crop and, according to the report, are currently selling for \$12 per bushel.

The title of the report, namely, *The "New Economics" of American Agriculture*, and the foreword are indicative of the reasons for its publication. The foreword: "Largely pushed aside in the news by the current energy shortage, worldwide food prob-

lems remain an important concern. To help put into perspective Rorer-Amchem's growing role in aiding the farmer to increase his production, we asked two authorities to assess the recent past, present and future of American agriculture, with special emphasis on our two major areas of interest: herbicides and the new plant growth regulators.

these words: "While today's herbicides selectively kill unwanted weeds, tomorrow's plant regulators will selectively stimulate or slow down natural plant chemistry. So far we can speed up maturity, slow down growth, and possibly 'immunize' certain plants from some diseases by triggering natural resistance—somewhat like humans are immunized."

A brief explanation of these benefits is found in six brief paragraphs on the closing page



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"This special report was prepared by Merrill J. Oster, consultant in agricultural economics and president of Professional Farmers of America; and Jerry A. Carlson, former managing editor of the Farm Journal and now a consultant."

The special report is attractively illustrated with photographs pertinent, naturally, to the products discussed.

The accompanying graph, reproduced from the report, shows the phenomenal growth and demand for soybeans abroad in the last 27 years.

The opening paragraph, in the section devoted to Growth Regulators, summarizes the benefits of these compounds in

of the special report.

President Snyder states that any employee may obtain a copy of the Rorer-Amchem Annual Report by contacting Mildred Pierson, Secretary to Chairman of the Board Romig, in Building 18.

Sachs Manager St. Joseph Plant

A notice from R. K. Rockstroh, dated April 1, makes the following announcement:

"We are pleased to announce that Herbert B. Sachs has joined Amchem as Plant Manager of our St. Joseph, Missouri facility.

"Herb is a native of Missouri and received a B.S. and M.S. in Chemical Engineering from the University of Missouri at Rolla, followed by considerable experience in production supervision, process engineering and plant management."

Rorer-Amchem Sales Up 11.8% in First Quarter

At the annual stockholders' meeting on April 23, Rorer-Amchem President John Eckman reported an 11.8% increase in first quarter sales to a record \$67,135,486. Net income of \$7,696,721 was slightly ahead of the first quarter of 1973, with earnings per share unchanged at 55 cents.

Directors declared a quarterly dividend of 20 cents per share, payable on May 31 to shareholders of record on May 10.

Mr. Eckman reminded shareholders they had been forewarned of an anticipated shortage of Amiben that curtailed first quarter expectations. Amiben sales were lower, he said, but these losses were more than offset by compensating increases in both the health care and specialty chemical segments of the business.

Mr. Eckman noted that first quarter results were ahead of budget and added, "We have made ambitious plans for 1974 that call for sales and earnings increases in every part of the business. We have a five-year forecast through 1978 that gives every reason to anticipate a continuation of those gains."

Cashel Elected to Rorer-Amchem Board

William S. Cashel, Jr., president and a director of Bell Telephone Co. of Pennsylvania, has been elected a director of Rorer-Amchem.

Mr. Cashel is also president of Diamond State Telephone Co., a director of the First Pennsylvania Bank and a trustee of the Philadelphia Saving Fund Society and Penn Mutual Life Insurance Company. His community activities include memberships on the boards of the Greater Philadelphia Chamber of Commerce, Pennsylvania Economy League, Greater Philadelphia Movement, the Academy of Music, and the Philadelphia Orchestra Association. He is also a trustee of the Philadelphia area United Fund.



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Ambler, Pennsylvania

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

Tooting the "Safety Horn"

Statistics show that thousands of industrial workers are injured annually because they become too familiar with the daily routine of their jobs. It is a condition that is somewhat similar to that experienced by the automobile driver who becomes a victim of highway hypnosis and crashes involuntarily.

Workers who operate power-energized machines, that relieve them of physical exertion, are especially susceptible to "automation hypnosis" and can become unaware of potential peril.

Workers with consistently good safety records are always aware of the fact that accidents have causes, consequently they stay alert and never daydream on the job.

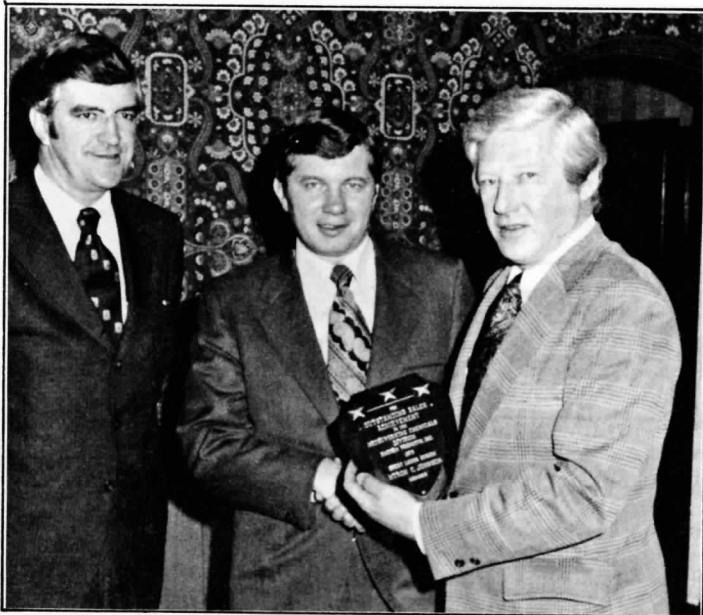
John Horn, Amchem Safety Supervisor, repeatedly stresses the necessity for the avoidance of wearing any type of loose clothing or accessories that possibly could get caught in machinery or moving equipment. Horn also has warned that trafficked areas should always be clear as possible—no "stick-outs," no overhead dangling objects. Spilled liquids, grease or powdered materials should be cleaned up immediately to avoid someone slipping, falling down or even tumbling into a passing forklift truck.

These few safety hints are basic. They are essentially important but are all too frequently overlooked. Horn has a whole repertoire of them in his "safety hat" as reminders to us to stay healthy.

"Such precautions as obvious as the wearing of safety glasses at all times, and gloves, goggles or face shields when making or handling chemicals, are strictly mandatory but their enforcement is for the worker's own protection," states Horn.

Stewart Helps Disaster Victims

In response to the needs of victims of the April tornado in Ohio, Bob Stewart, Ferndale Plant, received donations from his co-workers in the amount of \$75 which he promptly forwarded to the relief fund.



Myron Johnson (c), MCD Sales Manager, Great Lakes Region, whose sales staff established a new yearly all-region sales record, accepts plaque from Jack Price, MCD National Sales Manager, in recognition for this accomplishment. Participating in the presentation is Paul Kern, MCD National Field Sales Manager.

Horahan, Van Deren Attend Conference

Ed Horahan, Product Manager, ACD Specialty Products, and Lee Van Deren, ACD Sales-Western Region, were among the 250 delegates to the Six Vertebrate Conference at the Royal Inn, Anaheim, Calif., May 5-7.

The Conference is held annually by those involved in both animal and vegetation control. According to Horahan,

the California Department of Agriculture recognizes that this factor is essential to the continued well-being of the agricultural sector of the State's economy.

Ed's and Lee's attendance was in the interest of promoting Amchem's Agricultural and Rodenticide Products, since a large number of Lee's customers were present.

Russell Returns to MCD Marketing

After an absence of 11 months, Peter H. (Pete) Russell returned to MCD as Industry Marketing Specialist, Automotive, as of May 6. He reports to Ellis Stockbower and will be responsible for market research and development of AUTOPHORETICTM chemicals.

Pete started in MCD as a Sales Representative, Eastern Region, in September 1964, and progressively became Regional Sales Specialist, National Sales Specialist-Coil Coating and then Industry Sales Mana-

ger of the latter.

He left Amchem to become sales manager of the Atech Division of Wolverine-Pentronix, Inc., processors of painted coil stock.

MCD Marketing

Continued from page 3

with the rollcoat technique.

MISTIFIER in Operation

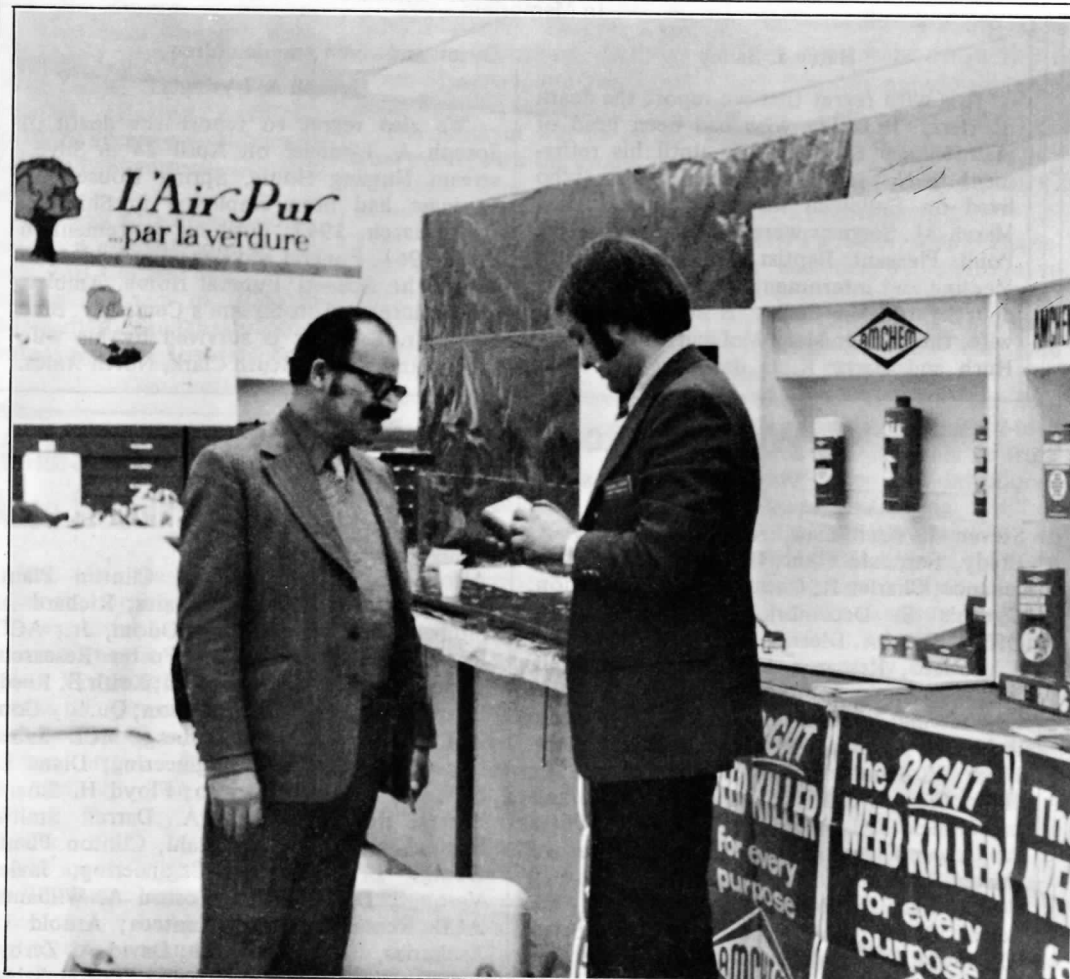
In this case, MCD has cooperated with Amchem's Mechanical R & D Division in producing a unique and patentable new piece of equipment, named the MISTIFIER, used in the application of ALODINE NR-2. The MISTIFIER is now in operation in three production installations. Three more are on order for future installations and delivery. All are manufactured by the Mechanical R & D and are sold by the Metalworking Chemicals Division. MCD is now in a position to take advantage of its equipment expertise and convert it into a profitable sales area. MCD will still provide no-

charge engineering services but is now in a position to augment that service with the sale of its own equipment.

In Summary

This brief review should serve to emphasize the capability of the Metalworking Chemicals Division to define the needs of its customers, and the metalworking industry in general, and develop from MCD's own resources the necessary new products and new techniques to fulfill the needs of our customers. In addition, the new warehousing concept in Atlanta is the first in what we hope will be a more efficient distribution system to provide better service to our customers located at a distance from our manufacturing locations.

Gregory L. Gibson
April, 1974



Voila! L'Etalage d'Amchem

Gerard Caron (r) mans Amchem display booth at Hort Days, 1974, sponsored by the Provincial Department of Agriculture, at St. Hyacinthe, Quebec, last February. With Gerard, ACD's Sales Representative for Eastern Canada, is Joachim Robitaille of Dorobi Nursery, Ltd., Rouyn, Quebec, whom Gerard established as a jobber of Amchem's Weedone[®] line of herbicides.

You will note by the slogan on the sign in the upper left-hand corner of the picture that young Gerard, an Amchem employee since last September, has to be fluent in both English and French. Avec nos salutations pour votre succès, Gerard! Or in other words: "Lotsa luck," Gerard.



Nelson Newhard receives 25-year Service Award watch from Pres. Snyder, Frank Precopio and Les Steinbrecher at right.
MCD Research



Herman Mangum (l) accepts 20-year Service Award from Bill Dalton.
Ferndale Plant



Russ Boyer
5 Years



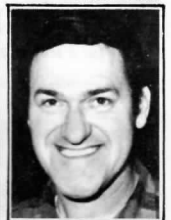
Dick Bailey (l) receives
Award from Jim Dewlin.



10-year Service Award from
ACD Sales
Dennis Dunn (c) accepts 15-year Service Award from
John Geyer, Bruce Foster (r).



Harry Johnson receives
Award from Bob Tisch.



Bob Dahl
5 Years



Tom Henley
5 Years



Joseph Porter
5 Years



Paul Taulien
5 Years



Bob Stevenson
5 Years



Russ Sell
5 Years



John Weaver
5 Years



Edith Young
5 Years

Congratulations!

These are the men and women of AMCHEM who have received Service Award Emblems between March 1, 1974 and April 30, 1974

★ ————— 25 YEARS ————— ★
Nelson J. Newhard, Jr. George Schneider

★ ————— 20 YEARS ————— ★
Herman P. Mangum Warren C. Teel

★ ————— 15 YEARS ————— ★
Douglas S. Blosser Dennis C. Dunn

★ ————— 10 YEARS ————— ★
Dick Bailey Harry Johnson

★ ————— 5 YEARS ————— ★
Russell W. Boyer Joseph E. Porter Paul K. Taulien
Samuel J. Brunson, Jr. Kathleen C. Sarra Carolyn Tyree
Earl J. Clower Albert E. Schilling John D. Weaver
Christel Emerson Russell A. Sell Michael E. Williams
Thomas D. Henley Robert L. Stevenson Edith E. Young



George Schneider (c) accepts 25-year Service Award watch from Frank Precopio, Les Steinbrecher (r).
MCD Research



Douglas Blosser (l) accepts 15-year Service Award from George Brumbaugh.
Prod. Perf.

New Members of the Amchem Stork Club

whose names were not previously published in the NEWS.

JESSICA LYNN CLOWER
February 28, 1974
Father: Earl J. Clower, Jr.
Receiving Dept.

TARA ANN COULL
December 10, 1973
Father: Kenneth Coull
Receiving Dept.

DANIEL de MARTINO
March 12, 1974
Father: Antonio de Martino
Amchem Quimica, Brazil

JONATHAN ROMAN SHAFFER
February 4, 1974
Father: David R. Shaffer
ACD Sales

PAMELA MARIE WILSON
March 9, 1974
Father: Carl F. Wilson
Windsor Plant

ROBERT KENNETH WILSON, JR.
January 8, 1974
Father: Robert K. Wilson
Maintenance Dept.

In Memoriam

Harry J. Bailey

It is with regret that we report the death of Harry J. Bailey who had been head of Maintenance for 24 years until his retirement in November, 1973. Mr. Bailey, who lived on Hallowell Rd., Norristown, died March 31. Services were held, April 2, in the Point Pleasant Baptist Church, Plymouth Meeting and internment was in the adjoining churchyard. Mr. Bailey is survived by his wife, the former Mary McLean, two sons, J. Hurh and Harry K., a daughter, M. Hope

Dyson and seven grandchildren.

Joseph A. Lysinger

We also regret to report the death of Joseph A. Lysinger on April 23 in Silverstream Nursing Home, Spring House. Mr. Lysinger had been employed in Shipping from March, 1947, until his retirement in April 1961. Funeral services were held April 26 at the Schaeff Funeral Home, Ambler, with internment in Boehm's Cemetery, Blue Bell. Mr. Lysinger is survived by his wife Abbie, and a niece, Ruth Clark, North Wales.

Welcome to Our New Employees

hired between February 1, 1974 and March 31, 1974

Steven J. Aschliman, ACD Sales; Mary A. Brady, Ferndale Plant; Ralph Cabibbo, Maintenance; Charles R. Curlett, MCD Production; Cynthia S. Decembrino, Plant Manager's Office; Scott A. Dietrich, Foster Sales; Robert J. Donato, Research Farm; David A. Fell, MCD Research; John A. Gurski, Jr., Systems Engineering; James Henry Harvey IV, Mechanical R&D; Phillip R. Hayes, Clinton Plant; Hugh W. Himmel, ACD Rodine; Frank B. Holle, Clinton Plant; David M. James, Packaging; Donald R. Lawrence, Accounting; William A. Lazcano, Accounting; Elinor F. Leasure, Foster Research Lab; Patricia O. Liu, Product Performance Services; John W. Lovitt, ACD Sales; David G. McDonough, ACD Sales; Theodore L. Magill, ACD Rodine; James T. Marsh, Systems Engineering; Stanley L.

Mayew, Sr., Mechanical R&D.

Also John C. Michaelsen, Clinton Plant; Richard J. Mulder, ACD Sales; Richard A. Munger, Receiving; Ernest Odom, Jr., ACD Rodine; Joan M. Porter, Foster Research; Tulio Quirantes, International; Keith E. Reed, Engineering; James F. Roberson, Quality Control, Dallas; Eileen Rosenberg, MCD Sales; Eugene M. Sawicky, Engineering; Diane L. Self, MCD Sales, Toronto; Floyd H. Smart, Foster Houston Plant; A. Darrell Smith, Foster Sales; Dave A. Stahl, Clinton Plant; George L. Valentine, Engineering; Javier Vasquez, Dallas Plant; Roston A. Williams, ACD Research Farm, Manteca; Arnold L. Zacharias, Foster Research; David A. Zerby, Construction; James P. Zoeller, Foster Sales.