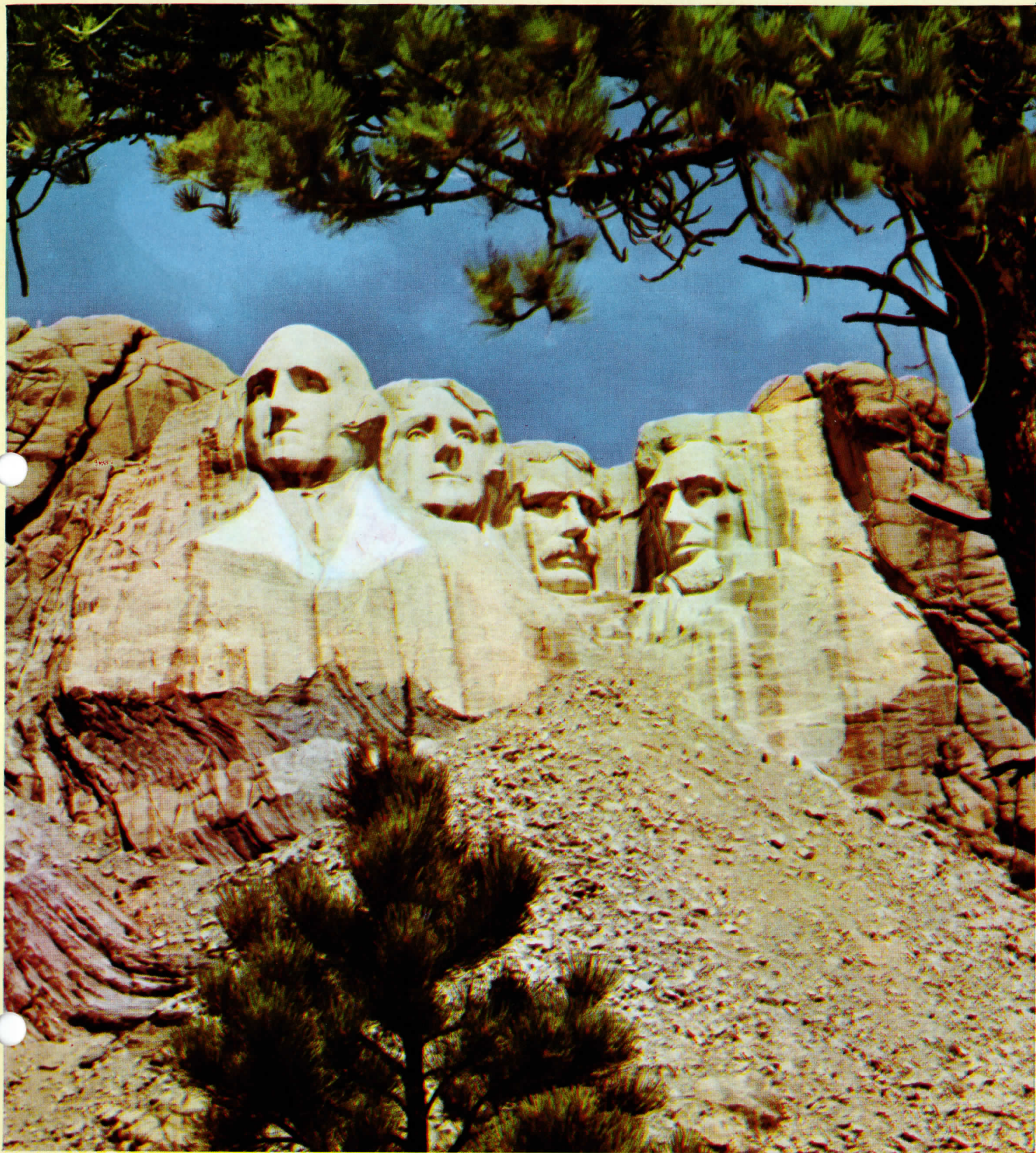


CHEMICALS
ACP
PROCESSES

the ACP *News*

CHEMICALS
ACP
PROCESSES

VOLUME SIX—NO. 1—APRIL, 1958



ACP Adopts a New Corporate Name:

**AMCHEM
PRODUCTS, INC.**

This letter from our Chairman of the Board, Leon Cherksey, crystallizes the basic thinking and finalizes the long months of study and consideration given to a problem which was inescapable . . . discarding a company name which was misleading and confusing. With the approving action of our stockholders on April 1, 1958, we now embark on a new era of accomplishment in our chosen fields of chemistry under a bright new banner inspired by the cable address of the Company for more than a third of a century—AMCHEM. Thus, the familiar international identification for our Company becomes the foremost word in the new company name—AMCHEM PRODUCTS, INC.

The long list of changes on the new name "check list" requires close cooperation by many of our co-workers. It is expected that AMCHEM PRODUCTS, INC., will make a gradual appearance on our literature, our signs, labels, our trucks, our drums and containers, contracts, leases . . . on our forms and our equipment. The target date set for complete coverage with the new name is January 1, 1959.

The word "paint" in our Company name has been questioned many times through the years. My understanding is that originally, when the Company was formed, we tried to register the name "American Chemical Company," and when we found there were several other companies with that name, we adopted the name "American Chemical Paint Company," which could be registered in the several states. The fact that Deoxidine®, our first product, was often applied to steel like a paint, made the name plausible. However, while there have been periods in our history when we manufactured and sold paint, as such, we now are completely out of the paint business, and it is very unlikely that the manufacture and sale of paint could become, in the future, important in our business. Today, more than half our sales are agricultural chemicals, and this segment of the business continues to grow. Also, we continue to add to our line other products which are not paints.

Our salesmen have often been told by prospects "Sorry, we don't need any paint today," and have failed in their attempts to see potential buyers of our products because these people thought we only made paint. I am told that our advertisements are sometimes skipped over because readers are not interested in "paint." We get inquiries for paints which we do not manufacture. Our Purchasing Department loses time in talking to would-be-sellers of paint pigments or paint equipment.

Because of the above reasons, it was decided that the word "paint" should be eliminated from our name. Because of the value of the trademark "ACP," we attempted to clear the name "American Chemical Products Company" which would permit the continued use of the ACP trademark. We found about 19 companies with names starting with the words "American Chemical" and found it would be very costly, if not impossible, to clear and register in every state, a name beginning with the words "American Chemical."

For a great many years, our cable address has been "AMCHEM," a telescoping of the first two words in our Company name, and we found that such a word could readily be registered to do business in all the states. Many of our people felt it desirable to continue the use of the "ACP" trademark and this is possible by changing our corporate name to "AMCHEM PRODUCTS, INC.," which name is now approved. This name does not conflict with any current existing corporate names and can be registered in every state in the United States and the provinces of Canada.

The change in name will not affect, in any way, the capital or corporate structure of your Company.

Yours very truly,
AMERICAN CHEMICAL PAINT COMPANY

Leon Cherksey
Chairman of the Board

Behold the Lowly Label:

By today's efficient business standards it must be a salesman, an educator, a reminder and a policeman. It must be attractive, informative, helpful, easy to read, economical to reproduce and durable within reasonable limits of its individual application. Next time you look at an ACP label at work, give it the respect it has a right to expect. It represents the combined work of a thoroughly integrated team of ACP people.



Basically, a label on an ACP product has a twofold purpose: (1) to identify the name and purpose of the product, and (2) to give specific instructions for its successful use.

It is normal to take labels in general for granted and to react to them in an offhand manner. Everyone does; even those whose specific business it is to design, write and produce labels. This in spite of the fact that labels captured their eyes, opened their pocketbooks, directed their choice of brands, and satisfied their needs and wants.

This attitude toward labels is probably the result of the rapid, push-button tempo of our time. If the name says "Gro-Stuf," the easiest thing to do is just pour it on the flowers and vegetables and "let 'er grow!" If it says "Weedone," just water-can it free and easy like the picture says and the weeds will die just like that! Why read that tiny type? Why try to use the advice of the experts? Why worry about proportions, measurements, timing, methods? This situation is one of the most challenging consumer problems facing ACP Agricultural Chemicals Division. After all, the "directions"

on the ACP container come from the most successful experience of ACP research. To counsel our customers that the best results come from "reading and listening to the advice clearly stated on our labels" is to give our sales effort a terrific boost.

Did you ever think about the evolution of the lowly label over the past half century? In the early days, labels were the "slums of society" in the literary world. Their principal ingredient was uninspired and unauthenticated "information." Outmoded type was their basic framework . . . and illustrations, even on a modest scale, were the rare exception rather than the rule.

With claim and counterclaim they dueled to the death and cared little that their readers were being claimed to death by that literary recklessness. These "Grandpa" labels were real delinquents! What a wonder it is that they begot such interesting and dependable generations of labels since the early 1920's.

The ACP "Weedazol" label, for example, traveled the same route every other label did. It has a place of honor and responsibility in the ACP scheme of things

and is the result of the combined efforts of research, manufacturing, merchandising and advertising. It started with material confirmed by our formulating laboratory personnel and John Kirch, Research Development Brush Specialist, and assembled by Richard (Dick) Otten, of Technical Information Service; it was cleared by Al Doutry, Technical Director, and by R. W. Gannon, Patent Chief. After their serious study, all the copy for the label was sent to the United States Department of Agriculture in Washington, D. C., for governmental approval. In preparation for this approved material, the Advertising Manager of the Agricultural Chemicals Division, Joseph Torchiana, determined the method of reproduction and gathered the mechanical specifications which would govern the designing and typesetting. In time, the "OK" pen was handed to Robert Beatty, Director of Research, to complete the orbit.

ACP labels leap off the presses by the billions, half a million of this one, two-hundred thousand of another, ad infinitum . . . to tell the ACP story on the shelves and in the show windows of thousands of the finest stores in America.



**ACP INTERNATIONAL PEOPLE
are busier than ever
serving our customers with
material and know-how.**

This camera-eye's view of our world-wide friends attending the Ambler Convention reminds us of the enthusiastic support they are giving ACP products and processes in their individual countries and the responsibilities we have to fortify this international group in the typical ACP manner. The convention was considered "exceptionally successful" in 1957, yielding great opportunities to expose the best of our abilities in conferences and in applications in the field for the Agricultural and Metalworking Chemicals Divisions.

Congratulations!



These Are the Men and Women of ACP
Who Received ACP Service Awards
Since the Last Issue of the ACP News:

★ — 15 YEARS — ★

Stanley D. Clayton Anna H. Lucas
George Lodge, Jr.

★ — 10 YEARS — ★

Francis G. Boland Joseph A. Gantz Adolph J. Karcher
Gabriel A. Mancini Howard E. Morgan
Thomas K. Pavlychenko A. Daniel Shaw
Earl C. Wilson

★ — 5 YEARS — ★

Joseph A. Angelichio Raymond L. Belfield
Norman A. Chestnut A. Raymond Collmer, Jr.
Harry Gressang John I. Simpson Walter L. Smith
John Fogel George F. McKinley
Wallace D. MacKinstry Robert F. Leahy
Gordon Collom

JOHN INNES SIMPSON takes a long, thoughtful look at his new Service Award Pin while Vice-President and Director of Marketing JOHN SHELL-ENBERGER artfully changes the subject from congratulations for a successful past to plans for a successful future. Internationally speaking, Innes is an important "team" manager in Shellenberger's ACP league!



ACP loyalty runs deep as BOB BREININGER, Production Superintendent, exchanges a firm handshake and a bright new ACP Service Award for a typical broad smile from FRANK BOLAND, Agricultural Chemical Production Supervisor, who is wearing that pin with pride these days.



"Five happy years . . . and I never felt time go so fast," says NORMAN A. CHESTNUT (left), carpenter in our Construction Department, as he receives his five-year pin and the congratulations of FRANK PIACITELLI, Department Supervisor.



HARRY GRESSANG, of the Maintenance Department (left), wears a big, broad smile as he receives his five-year pin from Department Supervisor HARRY BAILEY (right). "It takes lots of teamwork to keep ACP in tip-top shape," observes Harry.



There's a look of familiar expectancy on the face of STANLEY D. CLAYTON, of the Maintenance Department (right), as he accepts his handsome 15-year service pin from HARRY BAILEY. "It's always an honor to congratulate a 15-year man!"



MARIE ACKERMAN, our loyal ACP News reporter, made all the photo arrangements for the presentation of Service Award Pins by Mr. Williamson, then rewarded her boss with a pleasant smile as the camera recorded the "Thank You" occasion.



HAROLD WENDORF takes his Service Award turn in the Niles office to mark the close of his first five-year enlistment with the Company. He immediately started on his next five years . . . and Williamson smiles a happy approval.

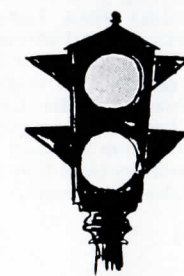


CHARLES WIRSHING, a veteran of 10 years, accepts his bright new Service Award Pin amid the plaudits of the entire Niles office staff, who confirm our vice-president's comments of appreciation at the presentation.

Niles Says "Well Done"
for Loyalty and Teamwork
Through Many ACP Years

GEORGE H. WILLIAMSON, Vice-President and Director of Western Operations, puts plenty of his typical enthusiasm into action as he expresses words of true confidence and appreciation to a trio of West Coast employees. The entire family of ACP people echo and re-echo his words, "Well Done!"

"It's Foggier Than You Think, Brother Driver!"



COLOR-BLINDNESS
8% of men, fewer women, have color-blindness



NIGHT-BLINDNESS
Sub-standard night vision (Vitamin A deficiency) causes smashes



TUNNEL VISION
56% of "accident repeaters" can't see well sideways



POOR GLARE RESISTANCE
After passing headlights, driver travels 73' blind

When you are hitting it up in your car at high speeds, how well can you see? It may surprise you to know that the narrow strip of road is just about all that you can see at high speeds.

Here is the simplest kind of test. At a crossroad is a post bearing half a dozen names of towns and villages, one above the other. How many of the names can you read at 60 m.p.h.? You have remarkably good eyes if you can "grab" even the top one. The others are a blur.

At the next road crossing, drop down to 40 and you can probably read at least two of the names. At 30 you may take in three or four. That proves beyond a doubt that one part of your vision goes to pieces at high speeds. It is the part which includes objects flashing past you at the sides of the road.

Here is another way of making the test. Look straight out of the side window at the scenery. Well, you seem to see that all right! Trees, houses, animals, all are distinct.

But they are only distinct because unconsciously you let your eyes travel backwards with each flying object for a fraction of a second, as you fix on it. That gives time for recognition. If you

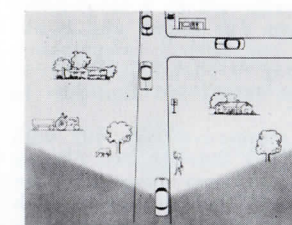
doubt this, try looking out of the window through a cardboard tube, held perpendicular to the line of the car's movement. (Better let someone else drive the car!) You will see nothing but a confused blur because your eyes cannot dwell anywhere long enough to recognize objects.

As you step up the speed, the clear area on each side contracts toward the center. The side areas may not look foggy. All you can say is that at the lower speeds you were recognizing objects far to the right and left without shifting your eyes, whereas now you are not recognizing them.

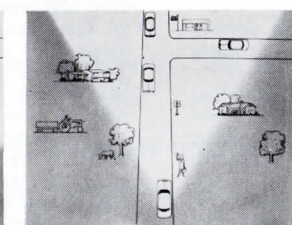
So it turns out to be a startling fact that, at high speeds, you are driving through a kind of self-created visual tunnel, your "corner-of-the-eye" vision virtually demolished and even your direct vision thrown into confusion when the eyes are turned sideways on passing objects. None of your seeing ability remains unimpaired except the look straight ahead down the road.

Set up a new standard for your own safe speed, based on the experiments you have made—when side vision is a blur, step on the brake.

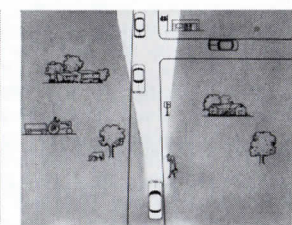
THE NARROWING ANGLE OF DRIVER VISION



MODERATE SPEED



FAST



VERY FAST



Meet Dick Rockstroh

Now Assistant Plant
Manager at Ambler

One of the secrets to managerial success at ACP is the knack of finding just the right kind of manpower material to fill the "Assistant's" shoes throughout the ACP organization. A noteworthy example is the recent appointment of Richard Kurt Rockstroh to the busy spot identified as Assistant Plant Manager working directly for Graham Smith.

It is a pleasure to sketch Dick's background for the ACP News records: Born—September 23, 1928, at East Orange, New Jersey. Was graduated from M.I.T., Cambridge, Mass., after five years of scholarly application with the coveted and much deserved B.S. and M.S. in chemical engineering. Dick met lovely Helen Ketola in Maynard, Massachusetts, and persuaded her to cast her lot with his as Mrs. Rockstroh. They are now the parents of a pair of exciting boys: Kurt, aged six years, and Carl, four and reside at 1122 Washington Ave., Lansdale.

He served from June, 1951, until March, 1953, as a 1st Lieutenant at Fort Dix, Fort McClellan, and at the Army Chemical Center, Maryland, where he was a test officer.

It may have been sunless around other parts of the plant during the early part of this month, but there's been a continuous glow of brightness ever since March 31 in the Agricultural Chemicals Division—for this date marked the return to work of BILL ALLEN, Director of that division.

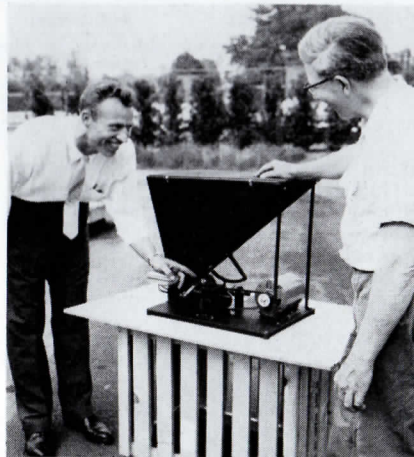
Bill weathered a serious spell of illness after an emergency visit to the Lee Memorial Hospital, Fort Meyers, Florida, the city in which he was vacationing at the time.

His return is welcome news to all his friends throughout the Company. During Bill's absence, RUSS BISHOP and AL SCHNEIDER carried on admirably and are still continuing to lighten his work burden.

Wonderful memories of a whole decade marched across the last day of January this year for the THEODORE SOSCOWSKI family. It was 10th wedding anniversary time highlighted by customary banqueting shared by Theodore, his wife, Sophia, and their four children: Kathryn, Kristine, Paul and Henry. Congratulations to the pleasant storekeeper in our Maintenance Department who came to ACP in 1956.

Along the Party Line

JOHN McNALLY, who works at market studies and new product sales planning for Benjamin Foster Company, is listening for those summer wedding bells. John's engagement to Joann Marie Harrington, of Roxborough, was announced by her parents on Christmas Day. She is one of the prettiest teachers on the staff at the Plymouth-Whitemarsh High School, Plymouth Meeting. John received his degree in chemistry from LaSalle College, attended Notre Dame University and obtained his master's degree at the University of Pennsylvania. His responsibilities at the Benjamin Foster Company cover the introduction of new products from the time they are released by the development laboratory until they are turned over to the sales department.



JOHN WALDRUM shows DAVE McINNES a special feature of a new chemical proportioning device. Tex developed it to solve the problem of regulating the continuous flow of chemicals into an Alodine bath.

Tony Bruno Among Top Five Tossers in Darts

111 hits in 208 times at bat is evidence of big league performance. This enviable record stands beside the name of our own Tony Bruno, of ACD Production, as the end-of-the-season figures name him one of the best five dart players in the North Penn League. Close behind that .533 average comes Johnny Zollo, of Construction. His limber arm is all-important in our softball campaigning. Look for plenty of control in the 1958 season, for he tossed 101 dart hits in 198 "at bats."

The entire team averaged .407 with 873 hits in 2,143 times at bat. Playing in rather fast nine-team competition, the dart boys closed their season in sixth place. All the games were played at the L.R.B. Hall in Ambler.

"ACP and Foster Brothers" Highlight DeVan Wedding

An event like this was sure to happen sooner or later. In this case it was sooner! The pleasant little JUDY FRAZEE who came to us as a Personnel Director secretary prospect in October of 1957 wore that "deep-in-love-look" with the intent to change the name to Mrs. DeVan. The wedding took place on February 1, 1958. The lucky man . . . Michael V. DeVan, a Foster Brothers Sales Trainee, aged 24, with a B.S. in Business from Drexel. He was a member of the Honor Society in Springfield High School, Erdenheim, and won his letter in many sports including football and golf.

As a defense against becoming a "golf widow" on the very first year of her married life, Judy is taking lessons. She says there is no better teacher than Michael, winner in a recent Daily News Amateur Tournament. Their home address: 367 East Butler Avenue, Ambler.

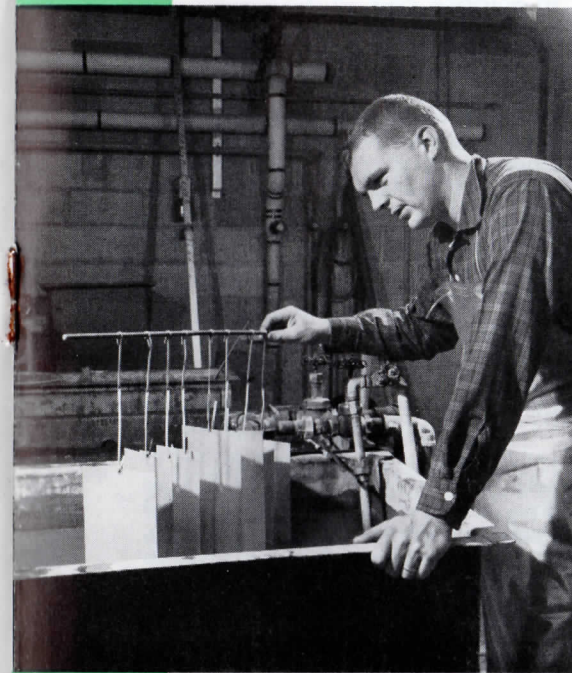


ANN NOLAN, Metalworking Advertising Manager secretary, with her husband, Harry, have announced the engagement of their daughter, Patricia Ann, to Frank Henry Javorka, of Lansdale. This happy event gives your ACP News an opportunity to show how admirably our Ann shared her beauty and her talent with Patricia who is an able secretary for Martin Century Farms. Sincerest congratulations, Ann. Your intended son-in-law will have one of the nicest mothers-in-law ever.

Daddy TOM KIRCHOFF, the Levittowner who joined the ACP Patent staff as a chemist recently, reports that his youngest child, Karen, was extra busy beating off pneumonia germs a while back. "All's well that ends well," says Tom! How true!

ACP Makes Another Important Contribution to Modern Metalworking With

SERSEAL* ... A CHEMICAL BLANKET



These photographs demonstrate the physical advantage of the use of SERSEAL, simply and effectively. In a short, crisp word-picture, we accomplish the same: SERSEAL is a chemical blanket for hot phosphating baths which "seals-in" steam, corrosive fumes and vapors contained in the bath.

SERSEAL was announced by ACP in America with articles in many of a select group of 43 trade and business magazines, by full pages in four trade magazines and with a full-page editorial testimonial which was written by D. A. Paull, Chief Research Engineer of Sealed Power Corporation, for the key publication, Automotive Industries.

This new ACP product, developed in England and licensed to us in America, has the kind of "reasons why" in its selling story to make the sales department ring with a happy cheer for SERSEAL's future.

1. SERSEAL reduces fixed operating costs.
2. SERSEAL reduces the cost and time required for maintenance of heating elements. Heating costs can be reduced as much as 70%.
3. SERSEAL improves working conditions both from comfort and health standpoints. Steam, heat, fumes and vapors are contained within the bath.
4. SERSEAL chemical blanket cuts down heat-up time by conserving heat normally lost in this operation.
5. By reducing the steam, heat and vapor loss, surrounding equipment is

protected appreciably from corrosion. The corrosive elements are retained in the bath by SERSEAL.

6. Less exhaust equipment is required when baths are sealed or blanketed with SERSEAL.

7. By reducing chemical loss, the critical control is lessened in some processes . . . thanks to ACP SERSEAL.

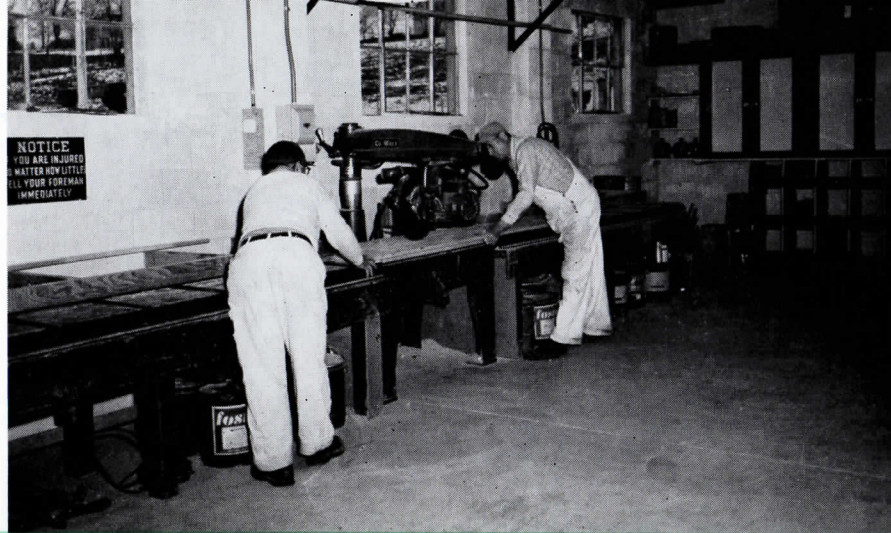
You may wonder why a magazine addressed to employees generally would emphasize the merits of a new product so much in preference to the columns of names and news stories which such a page would accommodate. There is one very important reason which may not be always obvious to everyone. In businesses like ours, new products are never "a dime a dozen." Sometimes a whole year passes without the introduction of a new product to the salesfront. Often it is many years. This, in spite of the constant and extensive research, study and investigation by a great many ACP specialists at Ambler and in the field. When a good product is born, when a sound sales program can be depended on, when a substitute for an old and obsolete, nonprofit item comes our ACP way, everyone benefits. The entire structure of our Company is invigorated and the future of all our jobs is secured.

New products should never be dry reading . . . especially SERSEAL . . . for they are the foundation of the bigger, better, more wonderful American Chemical Paint Company which we all want it to be.

*Trademark.

SERSEAL warrants a salute by all hands and the ACP News is happy to devote a page to its birthday.

BRUCE A. GREEN was the on-location actor who showed the ACP camera how effective SERSEAL really is. Bruce, a Pilot Plant Technician for ACP, wears that fatherly expression for a very good reason: Deborah Ann Green, who scaled exactly 8 pounds at the Chestnut Hill Hospital on March 1.



An Inside Look at Our New "Piacitelli Cottage"

Almost as if by magic, a brand-new and highly efficient building becomes part of the ACP scene at Ambler . . . the "Piacitelli Cottage." In a matter of a few weeks, plans were translated into this completely equipped, comfortable workshop, measuring 30' x 40'. It is 16' high at the peak of the roof. This building gives our construction staff the kind of quarters they really need for prefabrication and advance preparation of alteration units for our offices and plant. By working out all the details and doing as much construction as possible in the "Cottage" under ideal circumstances, the cost of this work will be reduced and the time required for each job should be much less. "Bad weather" will not be such an annoying problem now that the construction people have their own cottage. Rainy weather, cold weather, hot weather or just plain "nasty" weather normally held up many projects around the plant. To quote Frank Piacitelli, Supervisor of Construction, "Now we can stay on the job and do a better job."

In the photo: Bill Pistilli (left) and Norm Chestnut (right) "let 'er rip" as they guide a piece of pine through the new rip and crosscut saw in our "Piacitelli Cottage."

"Young" Bob Smith Takes County-wide Honors in Science Fair

Robert Smith, 17-year-old son of W. Graham Smith, ACP Director of Manufacturing Operations, by his recent prize-winning efforts in scholastic science competition reveals an early inclination to follow in his father's footsteps. Bob's exhibit in the chemistry division at the Upper Dublin High Science Fair was a six-foot glass distillation system ingeniously constructed from glass peanut butter jars which demonstrated the basic design of a bubble cup distribution column. In his successful experiment, Bob took aqueous alcohol and by the use of benzene in the system, extracted the water thereby producing absolute alcohol.

As first-prize winner at the Upper Dublin Science Fair, Bob was invited to enter the Montgomery County Science Fair for junior and senior high school pupils, at Ursinus College, March 29, 30 and 31. His entry was reclassified as an engineering exhibit. Competing against the outstanding young Montgomery County scientists he won third prize—an excellent achievement!

He expects to enroll in Rensselaer Polytechnic Institute, Troy, New York, this coming fall.

THE COVER: As vacation time hurries our way and the call of the open road becomes a part of the majority of ACP People, the cover of this issue of the ACP News seems more than just appropriate. It is one of the great sights and accomplishments of the world, the Mount Rushmore Memorial. The great solid granite lip of the impressive natural peak in the Black Hills of South Dakota portrays the likenesses of four of America's greatest presidents: George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln.

The memorial is the work of Gutzon Borglum, a native of nearby Idaho. He died in 1941 before the project was completed, but his son, Lincoln, brought the Mount Rushmore masterpiece to a successful conclusion, to remind all America that men of devotion and high ideal are constant in their love and service to America and its timeless traditions.

Bob Beatty

Keynoted California Weed
Conference Stressing
"Progress and Promise"

Reviewing the revolutionary discoveries in weed control research over the past decade and the impact of this new knowledge on the agricultural accomplishments of farmers the world over, our Director of Research, Agricultural Chemicals Division, paved the way for the complete range of reports on herbicide industry progress at an important gathering of specialists in San Jose, California, at the invitation of the California Department of Agriculture, in January.

Declaring that previous weed control concepts changed radically following the discovery of 2,4-D and its related compounds, Beatty said that less than ten years after the inception of selective chemical weed control 85,000,000 pounds of herbicides were applied to over 30,000,000 acres of cultivated land in the United States. He further noted that the U. S. Department of Agriculture Weed Investigation Section has grown from a few part time workers to a separately administered unit with 60 full time research specialists.

Although basic physiological studies are bearing fruit in the practical field of weed control, Beatty said that various plant, climatic, and environmental conditions, along with the character of the specific weed killer, cause marked variations in results.

In his talk, he warned "that basic research on the ways in which chemical weed killers affect plants, the study of weed life cycles, and the investigation of weed seed viability lag far behind herbicide screening and field testing programs. Expansion and extension of these studies will contribute greatly to the development of more effective and efficient methods of controlling weeds."

Welcome to our new employees

| NAME | HOME TOWN | ASSIGNED TO |
|----------------------------|---------------------|------------------------|
| PEARL E. BILLINGS | Hatboro, Pa. | Maintenance |
| DOUGLAS C. BROWN | St. Joseph, Mo. | St. Joseph Plant |
| MARJORIE S. BUCK | Hilltown, Pa. | ACD Sales |
| DWIGHT E. BUCZKOWSKI | Ambler, Pa. | Metalworking Devel. |
| KENNETH H. BURDGE | Wathena, Kans. | St. Joseph Plant |
| LYNDA E. BUTTONS | Abington, Pa. | ACD Research |
| KENNETH E. CLAPP | Wilmington, Del. | ACD Chemicals |
| RICHARD P. COLBERT | Upper Darby, Pa. | International Division |
| EMMA M. CONNELLY | Ambler, Pa. | ACD Sales |
| JOHN L. COX | St. Joseph, Mo. | St. Joseph Plant |
| WILLIAM A. DRISLANE | Ambler, Pa. | Publications |
| GLADYS FLYNN | San Lorenzo, Calif. | Niles Office |
| JIMMIE L. GENTRY | St. Joseph, Mo. | St. Joseph Plant |
| ERNEST GUITSON | Ambler, Pa. | Ambler Plant |
| CATHERINE J. HUMBER | North Wales, Pa. | ACD Research |
| LOIS E. JOHANSON | Ambler, Pa. | Accounting—Ambler |
| EDWARD R. KRUEGER | Madison, Wis. | ACP Sales—Detroit |
| BENJAMIN H. LAWHON, JR. | St. Joseph, Mo. | St. Joseph Plant |
| EDNA MAY LLOYD | Lafayette Hill, Pa. | Personnel |
| DR. STANLEY R. McLANE, JR. | Frederick, Md. | ACD Research |
| JOHN PLATT, JR. | Philadelphia, Pa. | Metalworking Res. |
| GARY R. ROACH | St. Joseph, Mo. | St. Joseph Plant |
| WILLIAM L. SMILEY | Rolling Fork, Miss. | ACD Sales |
| SHIRLEY E. STEWART | Elwood, Kans. | St. Joseph Office |
| CHARLES W. THOMAS | Columbus, Ohio | ACD Sales |
| HELEN V. WILDONER | Fremont, Calif. | Niles Office |

A compliment like this makes us all work a bit harder to be worthy of such a compliment. It is a closing paragraph written by Claude Hess, one of our international representatives from 33, rue du General Mangin, Asnieres (Seine), France, to Mr. Cherksey: "Our world is a really intricate one and I do believe that ACP spirits should be sprayed over the world and teach men how to know one another better, how to like each other more."



George A. Weikel

Sales Supervisor, Midwest
Area ACP Metalworking
Chemicals Division

Retired . . .

Sometimes history waits patiently on the news sidelines for a pen that is busy writing the present. Then, of a sudden, the perspective changes and an interesting page reaches deep into the past. George Weikel did just that on invitation to chat about his retirement plans. Instead of plans, he walked excitedly across 31 years with these comments:

" . . . I came with ACP on January 1, 1926 and worked with W. C. DuComb, Midwest Agent, using Detroit as headquarters until 1929, the year I transferred to Chicago for better coverage of the steel mills. In those days, I specialized more or less in pickling with RODINE but handled all ACP products . . . with the coming of CUPRODINE, we were able to hit two birds with one stone. The use of RODINE permitted the bar mills to discontinue bronze chains and substitute steel chains to revolve the bars in the pickling acid.

" . . . RODINE also made it possible for wire mills to replace a three-to-four-hour baking operation with five-to-ten-minute flash bakes and CUPRODINE was the stepping stone to improved copper coating. This ACP product was used to process millions of small calibre steel shell cases during the recent war.

" . . . I like to look back on the time (1928-29) I broke into the steel in-

dustry with a car-lot order for RODINE 107 from U. S. Steel. That practically 'slayed' DuComb in Detroit."

The Weikel pen in strong, easy-to-read, convincing hand, says this in closing: "All in all, this has been an interesting job, full of experiences and with no semblance of monotony."

As George's retirement begins in earnest, this closing paragraph should be an inspiration to the men who will follow close behind him in the service of ACP. New men who want to invest their days well would profit by re-reading the closing paragraph. Older men, who take long looks at the grass growing on the other side of the fence would benefit from the counsel the words extend.

"Here's my pride and joy" says George Weikel: (l. to r.) "Georgia, my daughter, with her husband, William B. Knehl, former Northwestern football fullback; the center group—my daughter, Jeanne, with her husband, David H. Sims, B-29 flight engineer and instructor in World War II and present Chief Development Engineer for Goodyear Aircraft and President of the Engineers Society of Akron, Ohio; my wife, Esther, and yours truly."





ANN HAGENDORF, beams brightly amid the holiday decorations in our new banquet hall as she presents the traditional Christmas gift to LEON CHERKSEY, Chairman of the Board. Representing the whole family of ACP people, Ann portrayed the warm affection and esteem accorded "our Boss" every day of the year. More than 100 employees witnessed the presentation.

★ ★ ★

BILL GANNON, ACP Patent Expert, who has been associated with the Company since 1945, is experiencing more than the normal amount of happiness these days . . . and for a very good reason: his 5-year-old son, John, is making exciting progress following his long and serious illness. The fact that he is able to go "kindergartening" is thrilling proof that there is a silver lining to every cloud in life's sky. Young John has a big brother, Robert, aged 15, and a sister, Lucinda, who is 10.

★ ★ ★

The fair sex of the Accounting Department was represented in toto at the home of MARY ANN BELZER, of Lansdale, last month.

The girls didn't come empty-handed, the occasion being a baby shower for their co-worker, GERALDINE McHENRY, who momentarily expects to be presented with a "bundle of joy" by the BIRD with the elongated legs. Betty Jane Anders, Jean Trovato, Betty Delaney, Deanna Fetterman, Peggy Smart, Franny Valeo, Kathy Wilson, Kay Pitman, Gloria Zylla, Jeanne Janssens, JoAnn Ruffin, Lois Johanson were present.

★ ★ ★

Bethlehem Baptist Church, Penllyn, was the scene of one of the prettiest weddings of the season when JO ANN WASHINGTON said "I do" and became MRS. SANTEE RUFFIN, JR., March 29.

JO ANN is back at her desk in the Accounting Department and reports that even two flat tires en route didn't mar a glorious honeymoon in Canada. Hubby is well known in athletic circles in the Philadelphia area, and is a physical education health teacher in the Philadelphia public schools. Temple University set the stage for their romance, when both were students.

Introducing New Members of the **ACP Stork Club**

WILLIAM GROVER . . . Sept. 25, 1957
The Proud ACP Parent: Malcolm E. McGuire (Representative of Metalworking Sales at St. Joseph, Mo.)

CRAIG ALEN . . . Nov. 5, 1957
The Proud ACP Parent: Sheldon L. Soskin (Pilot Plant)

SHERI KAY . . . Nov. 28, 1957
The Proud ACP Parent: Dwight W. Shaw (Agricultural Sales, Des Moines, Iowa)

CHARLES HARRISON . . . Jan. 3, 1958
The Proud ACP Parent: Charles C. Jack (Manager of the Research Farm)

KATHERINE LORRAINE . . . Jan. 4, 1958
The Proud ACP Parent: Jaroslaw Sweryda (Canadian Plant)

KEVIN WAYNE . . . Jan. 22, 1958
The Proud ACP Parent: Arnold W. Walz (Agricultural Sales, N. and S. Dakota and Minn.)

MARGARET HOUGHTON
Jan. 31, 1958
The Proud ACP Parent: Gregory L. Gibson (Product Development of Metalworking Chemicals)

LAURENCE . . . Jan. 31, 1958
The Proud ACP Parent: Claude Hess (Founder of and owner of the Compagnie Francaise de Produits Industriels of Asnieres, Seine, France)

MARY VIRGINIA . . . Jan. 31, 1958
The Proud ACP Parent: Harvey Peter Ramon (Agricultural Chemical Laboratory)

DEBORAH ANN . . . March 1, 1958
The Proud ACP Parent: Bruce A. Green (Pilot Plant Technician)

VICTORIA MAY . . . March 9, 1958
The Proud ACP Parent: Richard D. Hart (Agricultural Research Chemist at the Farm)

DOUGLAS ALAN . . . March 20, 1958
The Proud ACP Parent: Jacob C. Landis (Chemist of the Agricultural Division)



ACP Products Texas-Bound Via New Sea Trailers:

It's a real thrill to see the big, shining, aluminum SEA-LAND SERVICE trailer trucks eating up the huge shipments assembled at the doors of our ACP loading platform. In addition to proof of the effectiveness of our products and our sales efforts, these trailers show that sound economies are good business practices at ACP. The shipping charges and material handling costs are 'way less because the Company uses Sea-Land Service. The trailerloads go from Ambler to New York . . . "thumbing" rides on ocean-gulf cargo liners . . . and hopping off still fully loaded at the Gulf of Mexico port, Houston. Then it's only minutes until our shipment is on its way to our Houston Warehouse. To be competitive, one must save pennies just as thoughtfully as dollars.

Seaseal, Weedone, Gro-Stuf, Weedazol, Alodine are Registered trademarks of American Chemical Paint Co.

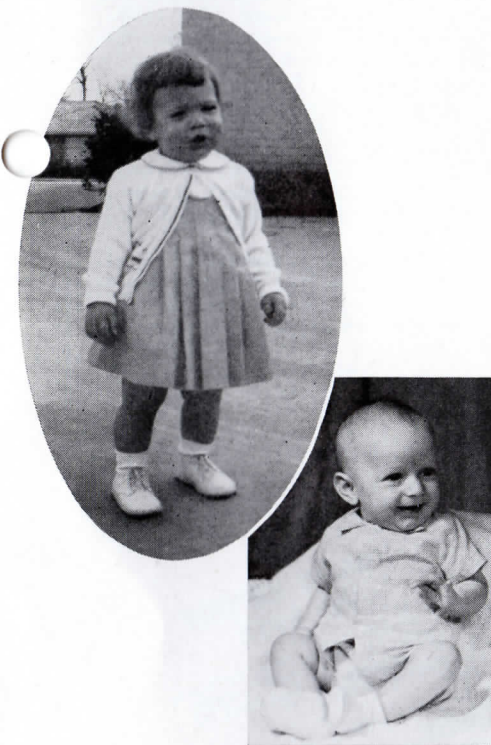
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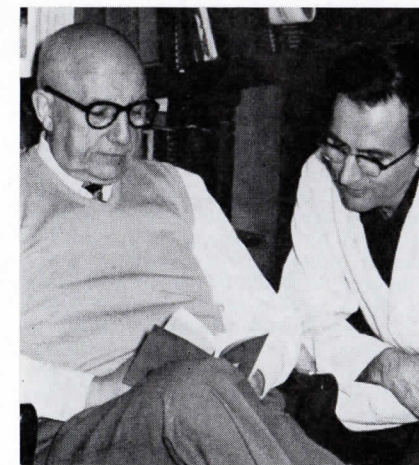
William Drislane
Editor



They surely have pretty babies down Texas way—they start pretty and get prettier all the time. (Upper) This chubby chick is Dianne Elizabeth, 16-month-old daughter of Doris and H. E. Patterson. Daddy (better known as Ed) is the ACP technical representative for our Central District.

(Lower) And look at the exciting 7-month-old William Grover McGuire, who is the center of attraction in Odessa, Texas. Gladys and Malcolm McGuire are the proud parents; Mac is our Metalworking Sales (oil inhibitor) representative in the Central District.

Send Those Retirement Checks to Majorca Island, Mediterranean Sea— MALLORCA ATTENTION: Happy Joe Leaper



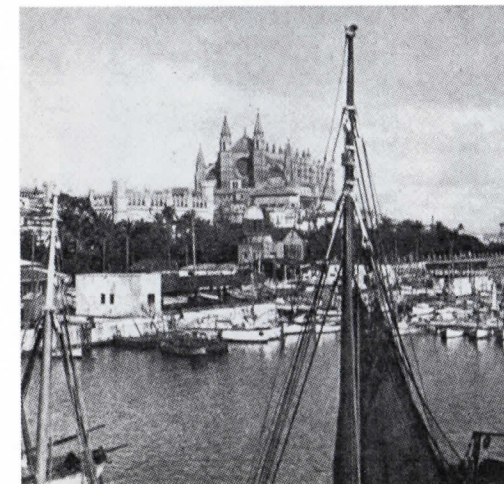
dawn thereafter brought April 23 into clearer focus . . . the day on which he and his wife sailed on the M.S. *Augustus*, of the Italian Line, for Gibraltar and Barcelona. Even as the ink dries on this edition of the ACP News, they are astride the Atlantic planning for the blossoming days which will find them visiting Paris, selecting their new Renault, making the most of their Continental days before the air trip to the crossroads of the Mediterranean—the cluster of Spanish Balearic Isles which have beckoned to so many painters, writers, conversationalists and travelers over the centuries.

On one of the prettiest of the islands, near Palma, which means "Big City," Joe intends to have his own modest chalet. There he will indulge in writing both fact and fiction, fantasy and chemical and biological science . . . toying with words for amusement . . . fitting them with precision mastership with serious intent. As a devotee of Chopin, Joe will share the traditional atmosphere which the great composer knew so intimately during the 1800's.

In this Old World setting, Joe will be available as an authority of note when opportunity requires his services for ACP. He expects to attend the Brighton Weed Conference in England this fall. Thus, "Happy Joe" will combine usefulness with pleasure to his heart's content.

As the calendar took a crisp look at April 1, 1958, Joe embarked on an era rich with anticipation. It was to use the experiences of his youth in the sunlands of Mexico. It was to expose his aesthetic appetite to an artistic fare as varied as time itself. Every

On March 27 more than 40 of the ACP family gathered at Forest Inn to express their best wishes to the hero of this little story and to wish him many years of retired enjoyment in his chosen paradise . . . ¡buen salud, vida alegre y montañas de dinero!



UPPER PHOTO: Joseph Leaper is always generous in the distribution of knowledge. Here he is in conference with Russ Bishop as Dave McInnes, photographer of rare ability, records the example of ACP harmony and accord.

LOWER PHOTO: The harbor of Palma which will greet Joe Leaper and Mrs. Leaper soon.



Safety Is Everybody's Business at ACP

ACP Co-operates With More Than Lipservice to the National and Local Safety Programs and the Results Pay Off in Favor of the Company and Our Employees. "Preaching" and "Teaching" Is Worth All the Effort

This national slogan is a fact rather than a legend at ACP . . . a serious business that requires constant, vigilant attention 365 days in the year.

It takes continuous financial investments by the Company and enthusiastic teamwork by the personnel to write the kind of safety records considered commonplace at ACP. But none will deny that these records are worth their price!

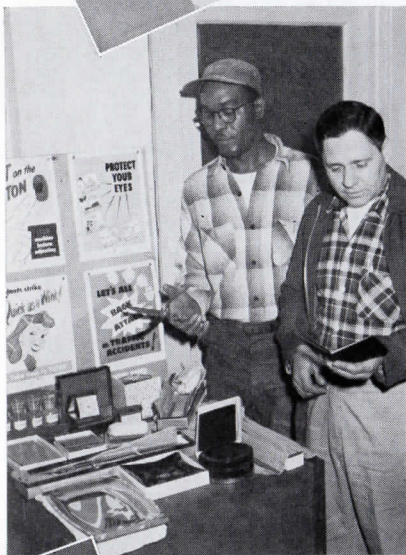
In 1957, it took precision figuring to determine the winners in the two established safety classifications: In the entire Ambler plant among more than 225,000 man-hours of work, only three lost-time accidents occurred. That's a pat-on-the-back for every man and woman working for ACP as much as it is a good reason to keep up the good work. The Shipping Department had no lost-time accidents in 1957 and won top recognition as the department with the lowest adjusted over-all accident frequency.

The ACP Production Department also came through 1957 without a lost-time accident and was awarded No. 1 position as the department with the best improvement over the preceding year, 1956. In keeping with an ACP tradition, valuable gifts chosen from a wide variety were given to each worker in each of the departments specially honored for their 1957 achievements: In Shipping,

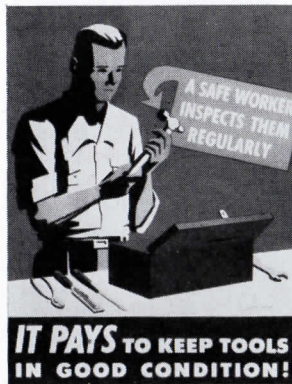
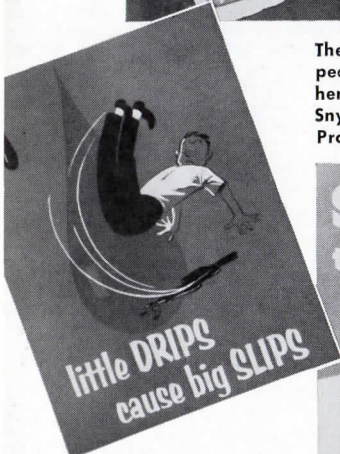
under the supervision of genial Jimmy Roberto with 29 years at ACP. The team members were: Ed Piesciuk (4 years); George Antonacio (13 years); William Snyder (12 years); Joseph Lysinger (11 years); Norman W. Urban (10 years); Emil Stoyanov (8 years); Nicholas Boychuck (7 years); Ralph Wood (5 years); David E. Dean (5 years); Wallace MacKinstry (5 years); George McKinley (5 years); Gabe Mancini (10 years); and Earl Seiz (8 years).

Adolf Karcher with 10 years at ACP supervises the ACD Production winners: William Nelson (33 years); Robert Brown (29 years); Leonard Cooper (32 years); Norman Howard (23 years); Joseph Blessing (23 years); Francis Cahill (15 years); Ralph Lelii (15 years); William Coleman (12 years); Clarence Thompson (12 years); Charles Ball (11 years); Clarence Wood (16 years); Harold Smith (9 years); Charles Olivieri (8 years); James W. Parker (6 years); John A. Thompson (5 years); Raymond Belfield (5 years); and George E. Nelson (1 year).

The ACP Safety Committee meets monthly on the fourth Thursday to discuss ways and means of improving working conditions along the most dependable safety lines and to establish safety practices and habits throughout every department of the Company.



The ACP NEWS camera was waiting for a pair of veteran ACP people to look over the gift display adjoining Lloyd L. Shepherd's desk in the Plant Manager offices. On the right is Bill Snyder of Shipping and on the left is Norman Howard of ACP Production.



| SAFETY REPORT For 1958 | |
|---|---|
| Safety records of departments at the end of February, 1958, listed in order of merit. | Best percentage of improvement since December 31, 1954. |
| 1. Shipping | 1. Maintenance |
| 2. Maintenance | 2. Construction |
| 3. Receiving | 3. ACD Production |
| 4. ACP Production | 4. ACP Production |
| 5. Construction | 5. Receiving |
| 6. ACD Packaging | 6. Shipping |
| 7. ACD Production | 7. ACD Packaging |
| 8. Research | 8. Research |