

FILE NAME: Fruehauf (FRU)

DATE: 1966 Sept 10

DOC#: FRU011

DOCUMENT DESCRIPTION: Published Article from Trade Journal with
Advertisement

RECEIVED
SCIENCE LIBRARY

SEP 12 1966

Southern Methodist University

CHEMICAL WEEK

A MCGRAW-HILL PUBLICATION 50 CENTS SEPTEMBER 10, 1966

Frehanf p14



MAGNET MAKERS TURN UP THE HEAT..... 101

Corfam goes to work in the manufacturing plant... 43

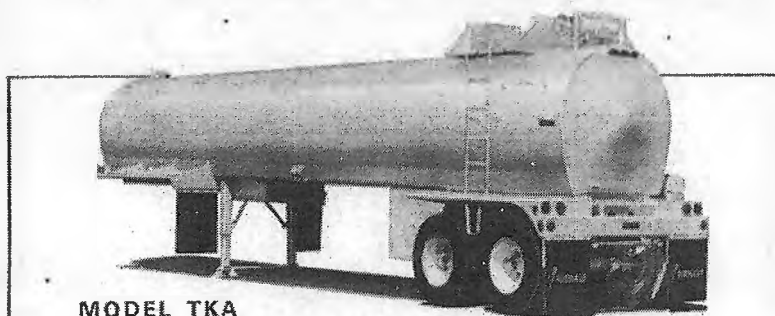
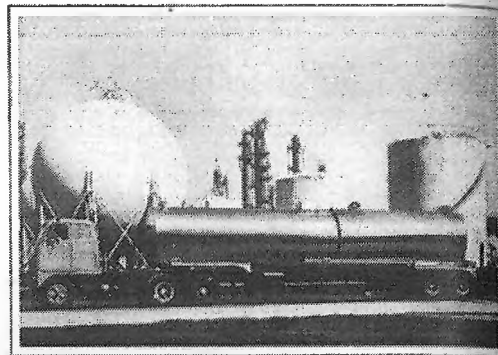
Second chance for syndets-from-sugar process?...

SOUTHERN METHODIST UNIVERSITY
SCIENCE LIBRARY
DALLAS 22 TEXAS
SEP 12 1966
C-4-63

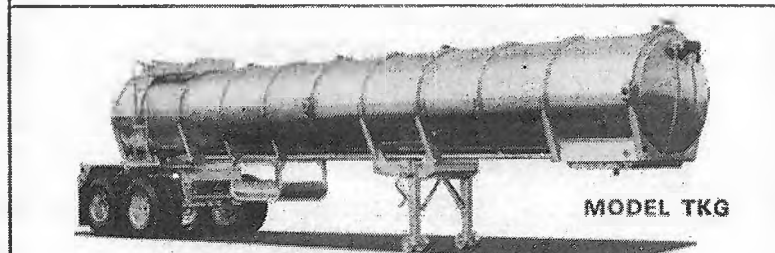
How's this for versatility?

You name it—FRUEHAUF has a stainless steel chemical tank-trailer to move it swiftly, economically!

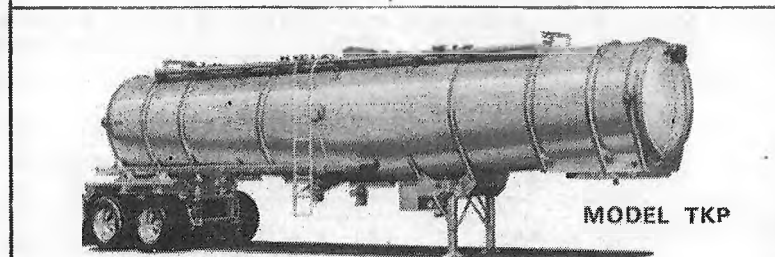
Choosing from Fruehauf's complete line of Stainless Steel Chemical Tankers is the easiest way to solve your specialized liquid hauling problems—and at the lowest possible cost. Just state your requirements: insulated or non-insulated—single or multi compartments—for regulated or non-regulated commodities—pressure or non-pressure service. Stainless steel's high resistance to corrosion means low maintenance costs. Fruehauf's four basic models are pictured below. See your local Fruehauf Branch for details, or write to: Fruehauf Division, Fruehauf Corporation, 10948 Harper Avenue, Detroit, Michigan 48232.



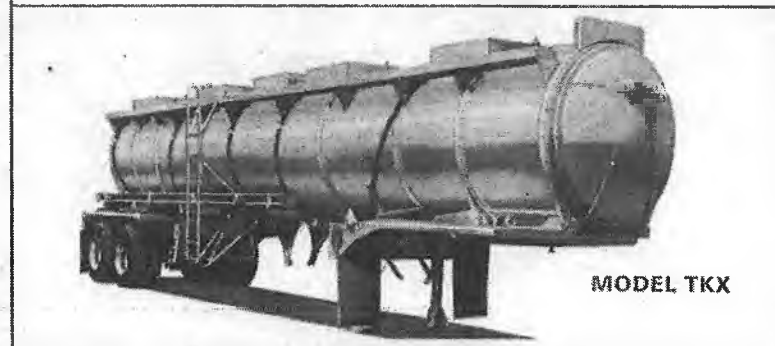
MODEL TKA



MODEL TKG



MODEL TKP



MODEL TKX

MODEL TKA—specially designed for dangerous and corrosive liquid chemicals, this single-compartment unit features 3" of Ultrafine insulation and nine thermo panels for steam or hot water heating when hauling such commodities as phenol.

MODEL TKG—for hauling non-regulated products such as acetic acid, glycerin, urea and fuel oil. Readily convertible to handle jet fuel, solvents, paint driers and other flammable products. Single compartment model shown.

MODEL TKP—a 4-compartment model with heavy gauge, deep dished bulkheads, this unit is designated for pressures to 25 p.s.i.g. With proper emergency valves, venting and pressure relief equipment, it's ideal for regulated products like naphtha, alcohols and acetones.

MODEL TKX—a sophisticated, 5-compartment model with options available to modify it for a variety of high-purity chemicals as well as synthetic sweetening agents used in low calorie food products. Easy to clean.



*Leadership in ENGINEERED
TRANSPORTATION Since 1914*

Taking Giant Steps

Two chemical process companies took giant steps toward diversifying into the oceanography field last week, and two paper companies with combined sales of nearly \$1 billion/year reached a tentative agreement to merge.

(1) Bendix Corp. (Detroit) expanded its oceanic activities by acquiring for an undisclosed amount of stock Marine Advisers (La Jolla, Calif.), producer of oceanographic instruments for petroleum and utility companies, state and federal agencies, and firms engaged in scientific programs.

(2) Fluor Corp. (Los Angeles) and B. L. McFarland and Associates (Fort Worth and Midland, Tex.), a group of five companies involved in offshore and onshore drilling operations, have agreed to merge, subject to stockholders' approval. The McFarland group operates five offshore drilling rigs in the Gulf of Mexico.

(3) A tentative agreement to merge has been reached by U.S. Plywood Corp. (New York) and Champion Papers, Inc. (Hamilton, O.). It is subject to both directors' and stockholders' approval. The corporate identities of both companies will be preserved.

Reducing Gas Rates

The Federal Power Commission has ordered El Paso Natural Gas Co. and Transwestern Pipeline Co. to reduce by \$17 million/year the price of natural gas in the southern California market.

The rate cut stems from the July 26 decision in which FPC turned down the application of Gulf Pacific Pipeline Co. (a Tenneco subsidiary) to supply gas to the Los Angeles area (*CW*, Aug. 6, p. 20). Gulf Pacific last week filed for a rehearing.

El Paso and Transwestern were told they would have to lower their rates to reflect the lower costs resulting from the bigger deliveries possible in the expanded system. At the same time, FPC said it would conduct further proceedings to decide if customers should get additional benefits resulting from more liberal depreciation allowances.

FPC has given the companies 45 days to show cause why the reduction should not take place.

Sources of airborne asbestos

Asbestos-lined ducts used in centrally air-conditioned buildings.

Asbestos ducts and insulation in home central-heating plants.

Motor vehicle brake linings and clutch plates.

Auto undercoatings.

Asbestos ceiling and floor tiles.

Asbestos shingles and sidings.

Construction and demolition

Fitting, cutting, and removing asbestos-filled wallboards and floorings, piping and insulation.

Incineration of asbestos-filled scrap.

Improperly filtered effluent from asbestos processing plants.

Asbestos: Awaiting 'Trial'

The asbestos industry—whose end products are valued at more than \$500 million/year—may be in for a shake-up. It could come in the form of federal legislation limiting the use of asbestos, because asbestos has been accused—though not yet “convicted”—as a significant health hazard. Probable contender for asbestos markets: plastics.

Recent studies have convinced U.S. Public Health Service specialists and other medical authorities that about 40% of all Americans have mild, chronic cases of asbestosis, even though most of them never worked directly with asbestos.

Unlike other airborne dust particles, asbestos fibers have the ability—almost as much as activated carbon—to absorb polycyclic hydrocarbons and arsenicals. Furthermore, says USPHS, in the past 30 years the asbestos-related cancer rate has increased sixfold.

The Inferences: While the average asbestos worker is well protected, the man on the street is not. The 3x1-micron asbestos fibers in his lungs can come from a variety of sources (*table, above*).

And medical experts say there's no way to assess hydrocarbon content in those lung deposits.

American Cancer Society researchers feel certain there is a synergistic relationship among airborne asbestos, smoking and lung cancer. They reason that the nondegradable, hydrocarbon-soaked fibers may well be a constant source of lung irritation.

PHS officials think it may take them up to five years to establish asbestos' true role as an air pollutant. However, Congress may act before the research is finished. Says Representative Robert Watkins (R., Pa.): “We've seen enough evidence already. Asbestos will never get a clean bill of health. With just a little more data we'll move for controls and strict ones.”

Some form of asbestos control is in the offing, public health officials are certain, if only part of a larger clean-ambient-air program. However, there is the danger that Congress may enact rigorous controls on the quantity of asbestos that could be used.

In that case both Canada and U.S. asbestos products manufacturers would be hard hit. Of the five forms of asbestos mined today, chrysotile asbestos holds the predominant market position because of its insulating and processing qualities. Canada produces more than 80% of the chrysotile asbestos used in the U.S. In both countries, a number of serious dislocations would occur.

At present, there is no known material that could fill all of asbestos' strategic roles. On the other hand, should federal controls merely call for higher standards for binders and shieldings, that would spark a rise of new products, with plastics taking the lead.

Reason, say industry spokesmen, present polymer technology could easily turn up products to replace asbestos in most end-uses.

ON THE COVER: Operator peers into reactor as trickle of magnetic material drops from the opening. New markets are opening up for ceramic permanent magnets as designers perfect smaller and lighter magnets with higher coercive force (p. 101).



CHEMICAL WEEK

Vol. 99, No. 11

SEPTEMBER 10, 1966

THIS WEEK IN BUSINESS

- 5 **VIEWPOINT:** Cold light on the hot subject of advertising costs is shed by study showing yearly change of such costs as a percentage of GNP.
- 27 Trade balance may trigger new economic policies for '67. White House worries about the relatively rapid increase in imports.
- 29 An end to the 7% tax credit? Process industries—which have benefited by several hundred million dollars in four years—ponder new project-payout formula.
- 29 Allied Chemical sets up new Industrial Chemicals Division, consolidating former corporate offshoots of three of Allied's five original predecessor companies.
- 30 Continental Oil-Consolidation Coal merger set for next week; Pitt-Consol Chem is included, but potash and activated carbon stock holdings will be spun off.
- 30 Antitrust action in the U.S.: General Dynamics indicates it will appeal ruling by federal court in New York that it must divest its Liquid Carbonic division.
- 31 Antitrust proposal for the world: Global-minded business men consider implications of Senator Hart's plan for agency to probe international mergers, cartels.
- 32 New opportunities on the horizon for plastics producers: Medical research on air-borne mineral fibers could lead to restrictions on asbestos in major uses.
- 74 Canada's Prairie farmers begin a record wheat harvest, are expected to follow up with another fertilizer splurge—raising sales 20% next year.
- 82 Manhattan's Park Avenue is becoming the fashion address for chemical companies lured by modern offices, easy commuting, and good communications.
- 112 There will be 250,000 fewer housing starts this year. Mortgage money is short, although housing demand factors (family formations and income) are good.

DEPARTMENTS

Business Benchmarks	112
Business Newsletter	23
Countdown	107
Engineering	53
International	74
Key Changes	84
Letters	16
Management	82
Market Newsletter	79
Meetings	16
National Roundup	37
Production	47
Research	47
Specialties	101
Technology Newsletter	89
Viewpoint	5
Washington Newsletter	33
World Roundup	69

THIS WEEK IN TECHNOLOGY

- 43 Du Pont's Corfam finds its first use in process equipment as a long-lasting packing and seal material for pumps, etc.
- 47 Armour will build plant for new series of amines derived from petroleum-based materials and made by a new catalytic process.
- 53 Nebraska seeks patents on a new process for making surface active agents from sucrose and beef tallow, will offer process free to those who'll build in state.

THIS WEEK IN SPECIALTIES

- 101 Specialty magnet market will double in the next 10 years—from \$50 million to \$100 million. Auto industry will take lion's share.

ALLEGHENY INDUSTRIAL CHEMICAL DIV. AMERACE CORP. Agency— W. L. Towne Co., Inc.	62	ILLINOIS CENTRAL R. R. Agency—Geyer, Morry & Ballard, Inc.	74
ALLEN-BRADLEY CO. Agency—Fendholt Adv., Inc. 2nd cover		KELLOGG CO., THE M. W. Agency—Fuller & Smith & Ross, Inc.	6
AMERICAN CAN COMPANY. MARATHON CHEMICAL PRODUCTS Agency— J. A. Cornick Advertising	54	LA BOUR PUMP COMPANY Agency—Craigle & Paulsen, Inc.	65
AMERICAN MAIZE-PRODUCTS CO. Agency—Rosston, Kremer & Slawter, Inc.	75	LUCIDOL DIV., WALLACE & TIERNAN, INC. Agency—Barber & Drollard, Inc.	109
AMERICAN MINERAL SPIRITS CO., A DIV. OF UNION OIL CO. OF CALI- FORNIA Agency—Leo Burnett Co., Inc.	7	LUMAMUS CO. Agency—Conahay & Lyon, Inc.	2
AMERICAN SMELTING AND REFINING CO. FEDERATED METALS DIVISION Agency—Clyde Maxon, Inc.	95	McKEE & COMPANY, ARTHUR G. Agency—Mills Advertising Agency	71
ARCHER DANIELS MIDLAND CO. Agency—Cooper, Strack & Scamelli, Inc.	36	MINERALS & CHEMICALS PHILIPP CORP. Agency—Wilk Advertising, Inc.	26
ARIZONA CHEMICALS CO. Agency—Pamper & Associates, Inc.	15	MINERAL OIL REFINING CO. Agency—Thoburn & Associates	96
ARMOUR INDUSTRIAL NITROGEN DIV., ARMOUR AGRICULTURAL CHEMI- CAL CO. Agency—Lillier, Neal Battle & Lindsey, Inc.	18	NATIONAL CASH REGISTER CO. Agency—McCann-Erickson, Inc.	12
BANKERS' TRUST CO. Agency—Doyle, Dane, Bernbach, Inc.	10	NATIONAL ENGINEERING CO. Agency—Russell T. Gray, Inc.	91
BASF, COLORS & CHEMICALS, INC. Agency—Arthur Falconer Associates	103	NEW JERSEY ZINC COMPANY Agency—Marsteller, Inc.	45
BASIC INC. Agency—Schell Adv. Agency	107	OHIO CORRUGATING COMPANY Agency—Meek & Thomas, Inc.	66
BENNETT INDUSTRIES, INC. Agency—Stanton Advertising	88	OWENS ILLINOIS, FOREST PRODUCTS DIV. Agency—Howard Swink Adv- ertising Agency, Inc.	20
BORDEN CHEMICAL CO., THE Agency—Conahay & Lyon, Inc.	1	PFAUDLER DIV. OF RITTER PFAUDLER CORP. Agency—Rumill-Hoyt, Inc.	64-65
CABOT CORPORATION, OXIDES DIV. Agency—J. G. Kaeton & Co.	72-73	POTASH CO. OF AMERICA, THE Agency—Clinton D. Carr & Co., Inc.	84
CATALIN CORP., DIV. OF ASHLAND OIL & REFINING CO. Agency— Walter J. Gallagher Adv.	16	PRIOR CHEMICAL CORP. Agency—Robertson Martin Adv.	84
CHEMICAL CONSTRUCTION CORP. Agency—Ted Peck, Inc.	40-41	PROCTER & GAMBLE CO., INDUSTRIAL SOAP & CHEMICAL PRODUCTS DIV. Agency—Compton Advertising, Inc.	100
CHEMICAL MFG. CO. Agency—Rosston, Kremer & Slawter, Inc.	44	PULLMAN-STANDARD, DIV. OF PULLMAN INC. Agency—Young & Rubi- nson, Inc.	78
CHEVRON CHEMICAL CO., ORONITE DIV. Agency—Batten, Durstine & Osborn, Inc.	52	RC DIVISION, HOOKER CHEMICAL CORP. Agency—Dunwoode Associates, Inc.	11
CLARK BROS. CO. DIVISION OF DRESSER INDUSTRIES Agency— Charles N. Craft & Assoc., Inc.	59	REICHOLD CHEMICALS, INC. Agency—Basford, Inc.	106
CRANE COMPANY Agency—Vic Melitand & Assoc., Inc.	50-51	ROHM AND HAAS CO. Agency—Arndt, Preston, Chapin, Lamb & Keen, Inc.	67
DARLING & CO., GLUE DIVISION Agency—Reincke, Meyer & Firm, Inc.	96	SHELL CHEMICAL CO., INDUSTRIAL CHEMICALS DIV. Agency—Ogilvy & Mather, Inc.	13
DORR-OLIVER, INC. Agency—Basford, Inc.	55-58	SHEPHERD CHEMICAL CO. Agency—Strauchon & McKim, Inc.	76
DOW CHEMICAL CO., THE Agency—MacLennan, John & Adams, Inc.	77	SHELL INC., FOSTER D., A SUB. OF BOOZ-ALLEN APPLIED RESEARCH Agency—Rosston, Kremer & Slawter, Inc.	46
DOW CORNING CORP. Agency—Church & Galsawrite Adv., Inc. 60-61, 83		STAINLESS & STEEL PRODUCTS CO. Agency—Revere Advertising, Inc.	49
EASTMAN CHEMICAL PRODUCTS INC., CHEMICALS DIV. Agency—Fred Wittner Co., Inc.	98-99	STAUFFER CHEMICAL CO., INDUSTRIAL CHEMICAL DIV. Agency—Clyde Maxon, Inc. Adv.	29
EMERY INDUSTRIES, INC., ORGANIC CHEMICAL DIV. Agency—Northlich, Stolley, Inc.	92-93	STEPAN CHEMICAL CO. Agency—Frank C. Naisner, Inc.	81
FARREL CORPORATION Agency—Gassaway Advertising Agency	9	SWIFT & CO. Agency—Howard H. Monk & Assoc., Inc.	39
FMC CORP., INORGANIC CHEMICALS DIV. Agency—Muller, Jordan & Herrick, Inc.	22	TITANIUM METALS CORP. OF AMERICA Agency—W. L. Towne Co., Inc.	97
FRUEHAUF DIV., FRUEHAUF CORP. Agency—The Allman Co., Inc.	14	TITANIUM PIGMENT CORP., SUB. OF NATIONAL LEAD CO. Agency— Buchan Advertising, Inc.	25
GENERAL ANILINE & FILM CORP. Agency—Hazard Advertising Co., Inc.	4	UNION CARBIDE CORP., SILICONES DIV. Agency—J. J. Lane, Inc. 104-105	
GLYCO CHEMICALS, INC. Agency—Pasternak Associates	48	UNITED STATES STEEL CORP. Agency—Batten, Durstine & Osborn, Inc.	86-87
GOODYEAR TIRE & RUBBER CO. Agency—Tatham, Laird & Kudler, Inc. 3rd cover		USS PRODUCTS DIV. OF UNITED STATES STEEL CORP. Agency—Batten, Durstine & Osborn, Inc.	76
GOODRICH CHEMICAL CO., B. F. Agency—The Griswold-Eshleman Co.	8	VIRGINIA CHEMICALS INC. Agency—Gray & Rogers Adv.	21
GREAT LAKES CARBON CORP., GRAPHITE PRODUCTS DIV. Agency— Davis-Parsons & Strohmeyer Adv.	63	VULCAN CONTAINERS, INC. Agency—Sander Allen, Inc.	103
HERCULES INCORPORATED Agency—Fuller & Smith & Ross, Inc.	46	WASHINE CHEMICAL CORP. Agency—Rosston, Kremer & Slawter, Inc.	42
HESS OIL & CHEMICAL CORP. Agency—Wilk Advertising, Inc. 4th cover		WEATHERLY CO., THE D. M. Agency—Kirkland, White & Schell, Inc.	35
HOUSTON LIGHTING & POWER CO. Agency—Ritchie Advertising Agency ..	17	WEST VIRGINIA PULP & PAPER CO. Agency—Fuller & Smith & Ross, Inc.	62
		WEYERHAEUSER PULP DIV. Agency—Cole & Weber, Inc.	68
		WYANDOTTE CHEMICALS CORP. Agency—Ross Roy, Inc.	95

CHEMICAL WEEK (including Chemical Specialties and Chemical Industries) is published weekly by McGraw-Hill, Inc., 330 West 42nd St., New York, N.Y. 10036. Founder: James H. McGraw and financing by second-class mail postage paid at Philadelphia, Pa. All rights reserved. Member of ABC and APP. Printed at Philadelphia, Pa. 19104 (3rd St. EXECUTIVE, EDITORIAL, CIRCULATION AND ADVERTISING OFFICES: McGraw-Hill Building, 330 West 42nd St., New York, N.Y. 10036; Telephone, 971-3333; Teletype, TWX, N.Y. 212-640-6035. Cable, MCGRAWHILL, N.Y. OFFICES OF MCGRAW-HILL PUBLICATIONS: President, Joseph H. Allen; Executive Vice-President, Bayard E. Sawyer; Vice Presidents: J. Elton Tuohy, operations manager; John R. Connelley, general manager; Douglas C. McGraw, Jr., marketing; John W. Holden, marketing services; Huber M. Gammon, circulation; Angelo R. Venezian, production; Robert M. Williams, controller. OFFICERS OF THE CORPORATION: Donald C. McGraw, chairman of the board; Sholton Fisher, president; L. Keith Goodrich, Hugh J. Kelly, Robert E. Slaughter, executive vice-presidents; John J. Coste, vice-president and secretary; John L. McGraw, treasurer.

SUBSCRIPTIONS: Chemical Week is available only by paid subscription. Subscriptions are solicited only from management men in the Chemical Process Industries in administration, production and plant operation, design and construction, research and development, and purchasing. Position, company connection and nature of company's business, products and approximate number of employees must be indicated on subscription application. Publisher reserves the right to refuse nonqualified subscriptions.

United States and United States possessions subscription rate for individuals in the field of the publications, \$5 per year; single copies, 50¢. Foreign subscription rates per year: Canada, \$5; other Western Hemisphere countries, \$15; all others, \$25, payable in advance. UNCONDITIONAL GUARANTEE: The publisher, upon direct request, agrees to refund the part of the subscription price applying to the remaining unfiled portion of the subscription if service is unsatisfactory. Our primary aim is to provide subscribers with a useful and reliable publication. Comments and suggestions for improvement are encouraged.

SUBSCRIBERS: SEND CHANGE OF ADDRESS NOTICE. CORRESPONDENCE REGARDING SUBSCRIPTION SERVICE, OR SUBSCRIPTION ORDERS TO FULFILLMENT MANAGER, CHEMICAL WEEK, P.O. BOX 430, HIGHTSTOWN, N.J. 08520. SUBSCRIBERS SHOULD NOTIFY FULFILLMENT MANAGER PROMPTLY OF ANY CHANGE OF ADDRESS, GIVING OLD AS WELL AS NEW ADDRESS, AND INCLUDING ZIP CODE OR POSTAL ZONE NUMBER, IF ANY. IF POSSIBLE, ATTACH ADDRESS LABEL FROM RECENT ISSUE OF CHEMICAL WEEK. ALLOW ONE MONTH FOR CHANGE TO BECOME EFFECTIVE.