

St. Clair came first with Charles Moore

Ex-Diamond Crystal chief dies

By RUTH VIOLANTE

Times Herald

ST. CLAIR — A giant in this city's industry, Charles F. Moore, may have moved to another state, but his heart remained in St. Clair.

"He was like a kid coming back home from camp," said Mr. Moore's son, Frederick Moore. "He never outgrew St. Clair."

Described by friends and family as an honest, hard-working and generous man, the former president of Diamond Crystal Salt Co. died Thursday in Naples, Fla. He was 85.

Mr. Moore became president of Diamond Crystal Salt Co. in 1953 when the family bought the company from General Foods Corp.

It was a momentous occasion for the family because Mr. Moore's grandfather had founded the salt company in 1886.

"It was a great thrill when he got the company back," Frederick Moore said. "He felt a great responsibility — that he couldn't afford to fail."

A recipient of numerous civic awards, Mr. Moore was more than just a good citizen — he was a devoted father and husband, said Frederick Moore.

"Above all else he was a family man," Frederick Moore said. "He loved his family and loved to be around them."



Charles Moore

that company and he made a great recovery."

His keen interest and support of boating resulted in a city harbor named in his honor.

"He was a very warm and generous person. I will remember him for his thoughtfulness and kindness," Frederick Moore said. "My mother died when I was 15 and he was always a father and mother to me. Despite being very active in business, he never left any doubt where his priorities were."

Diamond Crystal Salt Co. was Mr. Moore's personal challenge. When he retired as president in 1971, he said that making the company grow was the most important thing he had done in his life. When Mr. Moore retired, Diamond Crystal was the third largest salt producer in the world.

The company was sold in 1987.

Gerald Emig Sr. remembers Mr. Moore as a good friend whose efforts benefitted St. Clair.

"He was a rather an outstanding man," said Emig.

"He bet his fortune when taking back

He started at the Diamond Crystal Salt Co. in 1913 stapling hoops. He was employed with General Foods from 1930 to 1935. He was a retail salesman in Lansing, a sales assistant in Chicago and a sales correspondent in 1936 in St. Clair.

From 1936 to 1947, he was an assistant to the merchandising manager and was employed in various field sales management positions. In 1946, he became general sales manager. In 1949, he became the general manager and, in 1953, the president of the newly acquired Diamond Crystal Salt Co. He retired March 1, 1971, but remained chairman of the board. In 1978, he was named chairman emeritus.

He was a charter member of the Presidents Professions Association — part of the American Management Association. He was a director of the National Association of Manufacturers, Loomis Sayles Capital Development Fund, Loomis Sayles Mutual Fund, Blue Water Council of Boy Scouts and Mueller Brass Co.

He was a former chairman of the St. Clair Harbor Commission and past commodore of the Old Club. He was active in the Salt Institute and its predecessor, the Salt Producers Association. He was a member of the Rotary Club of St. Clair, was president from 1944 to 1945, and was a recipient of the Citizen of the Year Award. He was also a member of the Free Masons, St. Clair Golf Club, Port Huron Golf Club, Port Royal Golf Club, Royal Poinciana Club, Hole in the Wall Golf Club, Collier Athletic Club and the Naples Yacht Club, where he was a director and former treasurer.

He loved boating, fishing and golf, but most of all, his family.

He is survived by his wife, Barbara; a son, Frederick S. Moore of St. Clair; a daughter, Harriet M. Engelgau of Birmingham; six grandchildren; a sister, Caroline M. Stewart of Naples, Fla.; a nephew, Robert Stephen Moore of Grosse Pointe; a daughter-in-law, Lezlynne P. Moore (wife of Frederick), St. Clair; and a son-in-law, Irwin G. Engelgau (husband of Harriet), Birmingham.

A memorial service will be 2

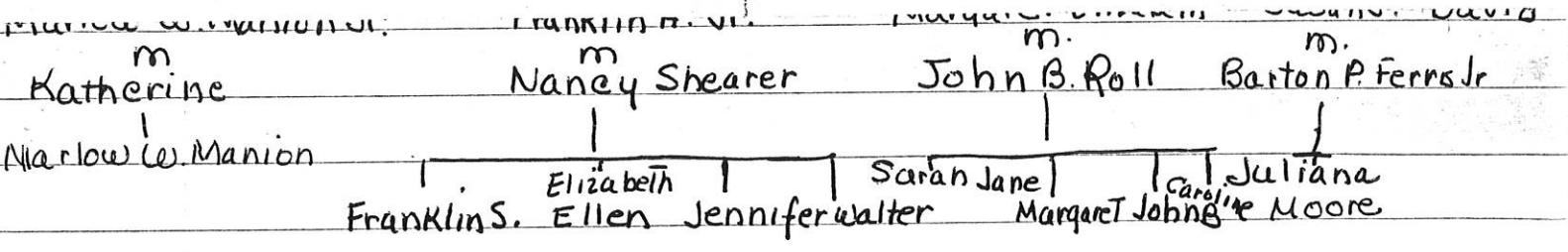
p.m. Tuesday, March 5, 1991, in the First Congregational Church in St. Clair.

Charles F. Moore

NAPLES, Fla. — Charles F. Moore, 85, died Thursday, Feb. 28, 1991, in Naples, Fla. after a long illness.

He was born Feb. 16, 1906, in St. Clair and was a lifelong area resident. He married Barbara Weston Aug. 31, 1957, in St. Clair.

Mr. Moore graduated from St. Clair High School in 1924, Phillips Academy in Andover, Mass. in 1925 and the University of Michigan with a degree in chemical engineering in 1930.



Frederick W.

m. Ida Moore

Charles F.
m. Kristine Salling

Jonathon
m. Margaret Kendrick

Caroline

Harriet
m. Irving Engelgau

Frederick Salling
m. Katherine

Stephen

Kristine Charles Nicholas

Alta m. Rueben m. Annie May

Raymond Rice
m. Eleanor Weeks

Mary Elizabeth
m. Floyd Gustafson

Mary Stuart
m. Sanford Carlisle

Richard Rice
m. Julia Richards

Karen
m. Neil Nelson

Ann
m. Barry Rogers

Kathy
m. John Olsen

Richard Ross Mary Sanford

Hannah

Lisa

Kristin Heather

STATEMENT OF REMEMBRANCE

The family knows each of you will remember Charlie in your own way, reflecting the relationship you had with him. As for them, they will remember him as:

- . Someone who took care of them when they were sick no matter what the cost or personal sacrifice.
- . Someone who brought home little presents when he was away on business trips or they were sick.
- . Someone who never missed a parents weekend or fathers day at school.
- . Someone who gave up his own plans in order to make time available during school vacations or visits.
- . Someone who treated their friends like his friends.
- . Someone who by example set high moral and ethical standards of conduct.
- . Someone who was rarely critical and always encouraging, who gave those he loved a lot of room for personal choice and didn't force his beliefs on them. He didn't have to, for they knew.

In short, they will remember him as a loving, thoughtful dependable, totally devoted father and husband.

Other members of the family may remember him as the one who visited them after church when they were sick, or who they shouted "Uncle Charlie, Uncle Charlie" to when they wanted to go for a ride on the boat. But they will all probably remember him as the one who worked so hard to keep the larger family together by arranging the meetings in Florida each year. They may remember the after-dinner speeches and how he liked to pick out one or two of them to have a little verbal bantering with. And they'll probably all remember him singing "Oh, we're going to the Hamburg Show" and the Michigan fight song. Those meetings were, I'm told, the highlight of his year, especially in recent years.

Those of you who worked with Charlie will probably have different memories. You may remember his as the one who had the vision and courage to buy Diamond Crystal back from General Foods after nearly twenty-five years under its control.

You may recall the determination he had to make the Company successful; you may recall the long hours of work, the personal sacrifices made to ensure the company's success, or you may have shared his sense of personal responsibility for the welfare of the Company's employees and shareholders. He felt he couldn't afford to fail; too many people depended on him and on the Company's success for that to happen. He was driven to succeed.

Those of you who worked with him may remember his walks through the plant, his visits of shut-ins at Christmas time, his words of encouragement, his excitement for the business. Perhaps you participated in one of the annual sales meetings with him. I'm told those were the highlight of his business year. He relished the opportunity to tell the sales people how he felt about them, that they were the best, and that they worked for the greatest salt company in the world. He believed it too. Some of you may remember those meetings and the fun you all had.

Or you may remember the warmth of the relationship he had with his management team. He had a philosophy of surrounding himself with wonderful people, people he trusted, enjoyed and respected, and he was proud of the people he worked with.

Others of you may remember Charlie during his years in Rotary. He served as president of the Rotary Club of St. Clair in 1944/45, and you may remember him as a man who lived the Rotary motto "Service Before Self." Those of you who knew him and worked with him knew he lived everyday by Rotary's Four Way Test:

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Is it beneficial to all concerned?

Those of you who worked with him locally will certainly remember the vision, energy and dedication he had while serving as Chairman of the St. Clair Harbor Commission. In part through his efforts and contributions, the City Boat Harbor was built and is today one of the best and most profitable in the State. He loved boating and few things made him prouder than his involvement with the Boat Harbor, which was recently named after him.

I'm sure there is hardly a person here who cannot tell a story about how he has been touched by Charlie's generosity, trust, confidence, thoughtfulness or love. His life will stir many fond memories in all of us for years to come.