

## RESEARCHERS JOB IS TO PICK IDEAS THAT COUNT

**A**MERICAN researchers are not running out of ideas. Their big job is to pick the ideas that count. So said Dr. Fred Olsen, Vice President for Research of Olin Mathieson Chemical Corporation, at a recent talk before the Chemical and Allied Industries Conference of the Controllers Institute in Chicago.

Dr. Olsen pointed out that in Olin Mathieson Chemical Corporation a system of checks and balance has been set up, aimed at securing the biggest returns from our research dollar.

"About 80% of the research dollar is spent on projects of immediate or short-range concern and related to the reduction in cost of manufacturing processes, to the improvement in product quality, and to such new products as are logical expansions of established product lines.

"The remaining 20% of our research budget is devoted to Basic and Exploratory Research," Dr. Olsen said. "This research is in the hands of a very small group of top-flight scientists. Completely new types of chemical reactions and new

types of products are dreamed up and given preliminary trial in the laboratory. As soon as scientific feasibility is indicated, an estimate is made of the market potentials for the new product. If favorable, the project, even in this early stage, is turned over to the Commercial Development Department which studies the profit-earning possibilities of the project and decides if the new product is compatible with the expansion policies of top management."

Dr. Olsen concluded by saying that he and his associates feel that Research takes and indeed, should take "a strongly prejudiced view favoring its own inventions." In other words, researchers must be optimists. But for this very reason, Research needs a "jury of our peers," as Dr. Olsen calls it, in this case the Commercial Development Department, whose members are impartial and can, without prejudice, pass upon the commercial soundness of a project. Thus, in turn, it protects Research from wasting its energies in fields which are not going to prove acceptable either economically or for reasons of management policy.

## CONSTRUCTION OF NEW CELLOPHANE PLANT TO START IN MARCH, 1955.

Construction of the second plant to manufacture Olin cellophane is expected to start about March 1, 1955 on a site to be known as Olin, Indiana, located on the Wabash River between Covington, Indiana, and Danville, Illinois. The announcement was made by M. L. Herzog, general manager of the Film Division of Olin Mathieson Chemical Corporation.

The plant will be engineered and constructed for Olin Mathieson under contract with E. I. du

Pont de Nemours and Company. Olin's first cellophane plant at Pisgah Forest, N. C., has been in operation for over three years.

Preliminary site clearing and grading have started. Peak labor force during the construction period will be upwards of 1,000.

In making the announcement, Herzog said it was expected that the plant would be in operation in the last half of 1956 and that approximately 600 persons will be employed at full production.

## OLIN MATHIESON ACQUIRES INTEREST IN AIRCRAFT COMPANY

Acquisition by Olin Mathieson Chemical Corporation, through an arrangement with Laurance S. Rockefeller and associates, of a substantial interest in Marquardt Aircraft Company of Van Nuys, Calif., was announced jointly today by John M. Olin, chairman, and Thomas S. Nichols, president, of Olin Mathieson, and Roy E. Marquardt, president of Marquardt.

Mr. Rockefeller continues as one of the principal stockholders in Marquardt Aircraft, which is a leader in the development of supersonic ramjet engines for guided missiles.

The new relationship will offer many advantages

to both companies and will especially add to the resources and facilities available to Marquardt Aircraft for expansion into other major projects related to the national defense, according to Mr. Marquardt.

Mr. Olin and Mr. Nichols stated that the acquisition by Olin Mathieson rounds out further its activities in the field of propulsion for guided missiles and supersonic aircraft. In addition to its own operations in the development and production of high energy fuels, Olin Mathieson has a major interest in Reaction Motors, Inc., of Rockaway, N. J., a developer and producer of rocket engines.