

Chemical Abstracts Forms World-Wide Information Panel

Howland Heads Research

To enhance the lines of communication with users of chemical information, Chemical Abstracts Service (CAS) has established a world wide panel of 500 users of chemical and chemical engineering information. According to L. M. Howland, head of CAS market research, the panel will ensure a broad spectrum of information users an opportunity to contribute to the developing CAS information system.

The panel is composed of a representative sample of manufacturers, academic institutions, governmental organizations, independent laboratories and other groups which use chemical and chemical engineering information. The panel will provide facts and opinions which, when carefully measured and interpreted, will strongly indicate the needs of the wide range of organizations that use chemically related information.

Questions to be evaluated by the panel include user problems and needs with regard to technical information, purchasing procedures for information services, and characteristics of user information activities as well as the direction of development of the new CAS services. In addition, the panel will facilitate evaluation of specific new products or product ideas as well as the CAS information packaging concept. Under this concept, the total of the world's chemical information will be offered in computerized form in virtually any combination of information units the user needs.

"In-Depth" Responses to Current CAS Products

The panel, Mr. Howland adds, will provide in-depth responses to questions about current CAS products and will be a sounding body for new pricing plans and marketing methods.

"We are all aware," he stated "that man's store of chemical and chemical engineering information will likely double in size in the next 11-12 years. Information users are already experiencing difficulty in staying current, in searching past literature and in coordinating the many information sources now available. Research and development at CAS is evolving a chemical information system designed to solve these problems by making effective tools available that would have startled the scientist or engineer of a decade ago. And at this crucial stage of development, it is imperative that CAS benefit from the guidance of users."

The new user panel is another step in the series of CAS interactions with

users of chemical and chemical engineering information. The 18-member CAS Advisory Board and the CA section editors will continue to be sources of valuable advice to CAS management as well as avenues of user opinion.

Mr. Howland pointed out that one large user survey alone is not enough to meet all CAS's marketing information requirements. The need, he said, is for a continuing influx of user opinion, especially during the transition of all CAS publications and services to a computer base.

Advantages of New Panel

Mr. Howland noted that the panel will help CAS to build up a large body of data over a period of time regarding a specific group of organizations which represent the full range of users of CAS services and which will allow depth study of group requirements. Further, the panel will allow CAS to isolate trends over a period of time inasmuch as contacts will be repetitive. By virtue of in-depth quarterly contact, the panel will also help CAS to obtain information rapidly as compared with the usual survey and will provide a way of polling a large representative body of users to "discuss" given problems.

Pennsylvania Industrialist Urges World Patent Reform

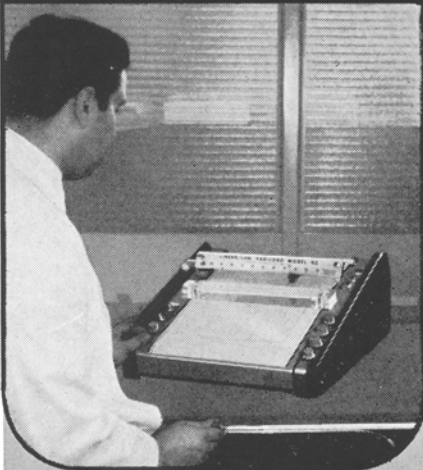
Keynoting the First International Industrial Patents Congress at the Intercontinental Hotel in Frankfurt, Germany, F. O. Hess, president of Selas Corporation of America, Dresher, Pa., said obsolete patent systems are slowing the growth of international trade and impeding industrial progress.

Mr. Hess, an engineer who has received more than 100 patents for inventions involving the industrial use of heat, opened the two-day conference in behalf of the (US) National Association of Manufacturers, whose patents committee he heads. The NAM and a group of similar industry associations from six European countries sponsored the June 7th international congress.

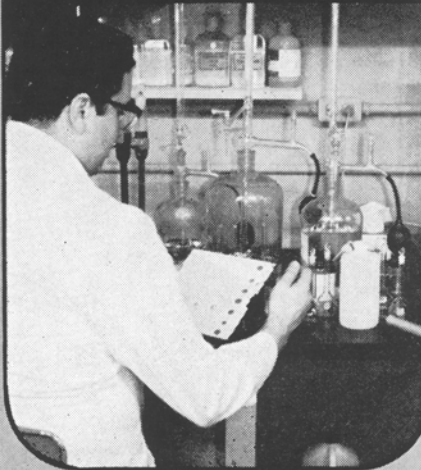
Mr. Hess observed that under today's hodge-podge of antiquated and conflicting national patent systems an individual may have to wait "seven and more years" to obtain international patent protection for his invention.

Successful worldwide patent reform, he said, will require "broad, coordinated, co-operative action" by industry, government and the legal profession on an international scale.

minutes



hours



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