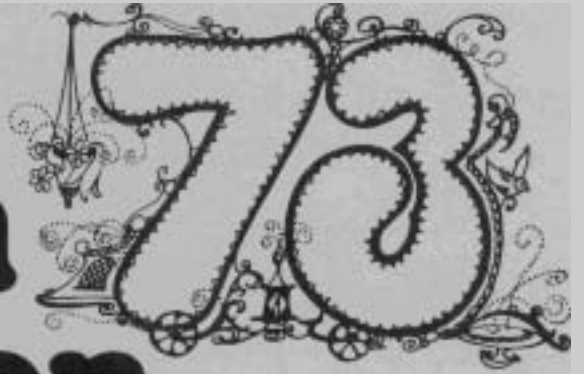


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Committee members:

Chuck Akerlow, Carl S. Anderson, John Becker, George Blessing, Ronald Bouck, Kay S. Cornaby, Lucille Hinmon, Dale Randall, and Jewell Tassie.

Charles R. Gibbs, Exposition Director

Charlene Shaw Robinson, Executive Secretary

The Frawley Phenomenon

His politics are peculiar and his management methods preposterous, but there are signs that Patrick J. Frawley Jr. knows what he's doing. His business empire, based on razor blades, color film, and electric appliances, somehow works just fine.

A curiously insulated man, Patrick Joseph Frawley Jr. often gives his closest associates the feeling that he is in some lonely compartment from which even they are excluded. Switching—seemingly at random—from subject to subject, ignoring pointed questions, leaving sentences half finished and words dangling in midair shorn of their final syllables, Frawley may suddenly complete a thought he had begun and then dropped days or weeks before. He may interrupt a business dialogue to burst into song or veer into a pointed joke on himself, punctuated by an infectious, boyish laugh. He is evasive, elusive, inaccessible to his own executives—sometimes even when he is just across the table from them.

This unusual man has, at forty-two, acquired a fortune of something over \$20 million and runs a most unusual corporate complex with better than \$175 million in sales last year. Three of the corporations he has controlled are household words—Eversharp, Technicolor, and Schick Electric. Yet even within the business community around Los Angeles, where he spends most of his time, Frawley himself is an enigma, unknown and misunderstood.

Much of the misunderstanding arises out of his own insularity. He is, for example, oddly secretive about such elementary matters as the date and place of his birth (he was born in 1923 in Managua, Nicaragua). His three-line biography in *Who's Who in America* states some of his corporate titles, a business address he no longer uses—and nothing more.

Frawley grew up in Managua because his father, a native of Ireland, had a substantial business there that included importing heavy equipment and other merchandise. In 1928, when Pat was five, his father moved him and five sisters to San Francisco; this was to make sure that they received a good English-language Roman Catholic schooling. Pat was eventually enrolled in St. Joseph's Military Academy in nearby Belmont. One summer, before he had graduated, he returned to Managua to spend his vacation working in his father's business. He never did go back to

Early in World War II, Frawley left home to join the Royal Canadian Air Force (he was still a British subject). After a brief stretch in navigators' school, he washed out and spent the rest of his military career performing odd jobs around Canada; these ranged from filing service records to shoveling coal at a post that seems to have been the



R.C.A.F.'s misfit camp. For reasons that are not quite clear, Frawley was discharged (honorably) in September, 1944.

At this point Frawley might well have disappeared into obscurity. He and his wife, Gerardine Ann, whom he had met while stationed in Vancouver, were on their way back to Managua, when they found she was pregnant. Frawley thereupon decided that she should not have the shots required for the trip. She recalled recently, "If it hadn't been for that, I am sure we would be living in Managua today." Instead, they decided to stay in San Francisco where, disregarding his father's advice, he went into the import-export business. His capital was \$4,000 his father had given him for college and \$6,000 put up by his sisters. It was the only equity capital he ever put into the business.

Frawley knew what he was doing. The young man who had earlier been unable to add figures correctly was soon, he recalls, "trading in several currencies and selling this and that"; his line included scarce American cigarettes for Manilla and other markets in the Pacific. The second year he made \$200,000. His wife recalls that he slept only every other night, and that he stayed up and worked until he dropped. He was then twenty-four.

It also took an accident of sorts to get Frawley into the business where he first gained a national reputation. The business was making ball-point pens; they had been developed by Milton Reynolds, but soon imitations were being offered by scores of other manufacturers. Frawley had been lending money to a firm that manufactured pen parts. When the company couldn't pay its notes, it offered him the business instead. By then the market was glutted, prices were falling, and, worst of all, the pens leaked, and often did not write at all.

Instead of cringing at this grim prospect, Frawley decided that he knew how to make money in ball-points. He located a chemist who thought he had a formula for a new ink that would solve the performance problems of the pens. "They all told me to stay away from him, that he was neurotic as hell," says Frawley. "But all I cared about was whether he knew anything about ink." He did, and Frawley was in the pen business. He and the chemist spent a lot of time playing chess, which Frawley is still fond of (he has chess sets in his office and his living room), and sometimes the chemist made ink—as much as he felt like making. The formula remained his own secret.

SCHEDULE OF EVENTS:

All meetings held in the Learning Center of the Exhibit Hall in the Salt Palace.

THURSDAY, SEPTEMBER 20

12:00 P.M.

Check-in, Exhibit set up Late Registration (non-exhibit-or registration \$30 after September 10).

2:00 - 4:00 P.M.

Open Forum — Discussion of Important Topics by Panelists.

Answers to registered participants' questions.

Kay S. Cornaby, Patent Attorney, Chairman.

REGISTERED PARTICIPANTS ONLY

2:00 P.M.

Subject: Protecting Your Idea

Kay S. Cornaby

Panelists: Members Patent Law Section, Utah Bar Association

3:00 P.M.

Subject: University of Utah Aids for Innovators

Moderator: *Dr. Mark L. Money*, Director, Research Park

Panelists: *C. W. (Tom) Martin*, Director, Patent Department, University of Utah

Gene Hansen, Director, Industrial Services Division

Dr. M. Taylor Abegg, Director, Utah Engineering Experiment Station

Jack Dunlap, Director, Bureau of Economic and Business Research, University of Utah.

Dr. Oakley Gordon, Dean, Division of Continuing Education, University of Utah.

4:00 P.M.

Subject: Federal Aid For Innovators

Moderator: *Leonard S. Hardland*, Manager, Invention Program, U.S. Department of Commerce.

Panelists: *Ray White*, Director, Salt Lake Field Office, U.S. Department of Commerce.

Dale Randall, Salt Lake Office, Small Business Administration.

✓ *Isaac Fleischmann*, Director, Office of Information Service, U.S. Patent Office, Washington, D.C.

Norman J. Latker, General Patent Counsel Department of Health, Education and Welfare, Washington, D.C.

✓ *Al Wyer*, Regional Representative, National Aeronautics and Space Administration, Albuquerque, New Mexico.

FRIDAY, SEPTEMBER 21

8:00 — 11:45 A.M.

Late Registration

8:00 A.M.

Call to order — Session No. 1

Charles R. Gibbs, Exposition Director

REGISTERED PARTICIPANTS ONLY

8:10 A.M.

Statement of Purpose

Raymond L. Hixson, Vice President for University Relations, University of Utah.

8:25 A.M.

Introductions by Session 1 Moderator

Ray White, Director, Salt Lake Field Office, U. S. Department of Commerce

8:30 A.M.

When, Why and How to Protect Your Idea

Isaac Fleischman, Director, Office of Information Service, U.S. Patent Office Washington, D.C.

9:15 A.M.

New Product Promotion

Howard Rieder, Manager, Advertising and Public Relations, Revell Inc., Venice, California.

10:00 A.M.

Break

10:15 A.M.

Session No. 2

Moderator: *John Dwan*, Director, Public Relations, Evans Advertising.

10:15 A.M.

Selling Ideas to Big Corporations *Donald Banner*, General Patent Counsel, Borg-Warner Corporation.

11:00 A.M.]

When, Where and How to Obtain Financial Assistance

Blaine Huntsman, President, Huntsman Containers, Associate Professor of Finance, University of Utah.

11:45 A.M.

End Session No. 2

12:00 Noon

Keynote Luncheon

Remarks: *John A. Rencher*, Director Industrial Promotion Division, Utah Development Services Division.

Keynote Address: Turning Ideas into Income

Patrick J. Frawley, Jr., Chairman Board of Directors, Frawley Enterprises.

2:00 P.M.

Official Opening of Exhibits

2:00 — 10:00 P.M.

Exhibits Open to Public

3:30 - 5:00 P.M.

Informal Consultation

Registered participants will have opportunity to consult personally with speakers and subject session panelists.

10:00 P.M.

Exhibits close.

SATURDAY, SEPTEMBER 22

8:15 A.M.

Call to Order — Session No. 3

Moderator: *Charles R. Gibbs*, Exposition Director, University of Utah

REGISTERED PARTICIPANTS ONLY

8:30 A.M.

On Being a Successful Inventor

Marion Trozzolo, President Trozzolo Plastics (First users of Teflon for consumer goods).

9:15 A.M.

Your Man in Government

James A. Rooney, Acting Ombudsman for Business, Office of the Secretary, U.S. Department of Commerce, Washington, D.C.

10:00 A.M.

Break

10:15 A.M.

Call to Order — Session No. 4

Moderator: *C. W. "Tom" Martin*, Director, Patent Department, University of Utah.

Marketing Does and Don't's

Rob Roy, Technical Marketing Operation, General Electric Company, Schenectady, New York.

10:45 A.M.

Operation Boot Strap, *Tom Benford*, San Jose, California.

11:15 A.M.

In summary

Norman J. Latker, General Patent Counsel, Department of Health, Education and Welfare, Washington, D.C.

12:00 Noon

End Session No. 4 — Closing Remarks, *Charles R. Gibbs*.

12:00 - 10:00 P.M.

Exhibits Open to Public

10:00 P.M.

Exposition Ends

SUNDAY, SEPTEMBER 23

All exhibits removed by 12:00 Noon



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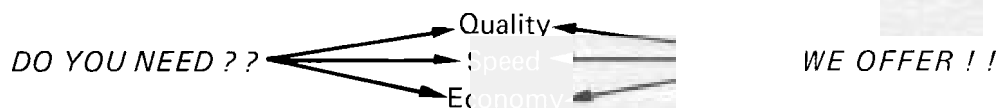
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DONALD W. BANNER

Donald W. Banner has served as general patent counsel of Borg-Warner Corporation since 1964. He joined Borg-Warner in 1953 as a patent attorney.

He is chairman of the sub-committee on patents for the committee on patents, trademarks and know-how in the antitrust law section of the American Bar Association and a board member of Intellectual Property Owners, Inc.

Banner also is a trustee of the John Marshall Law School, Chicago, and is a director of the schools' graduate program on intellectual property law.

He served as chairman of the patent, trademark and copyright law section of the American Bar association from August 1971 to August 1972. He is also a former chairman of the patent, trademark and copyright law section of the Illinois State Bar Association. Banner was a member of the United States delegation to the diplomatic conference on the Patent Cooperation Treaty held in Washington, D.C. in 1970. He also served as a member of the technical advisory board of the Department of Commerce from 1965-1969 and is a former president of the Association of Corporate Patent Counsel.

Banner was graduated from Purdue University in 1948 with a B.S. degree in electrical engineering; he received a juris doctor degree from the University of Detroit in 1952 and a master of patent law degree from John Marshall Law School in 1958. He also attended Northwestern University.

Before joining Borg-Warner, he was a patent attorney for the Square D Company, Detroit.



ISAAC FLEISCHMANN

Isaac Fleischmann, a native of Burlington, Vermont, was graduated from the University of Vermont with a Ph.D. and M.A. degrees.

From 1935 to 1942 served as Educational Advisor with information, educational and media responsibilities with the Civilian Conservation Corps in Vermont and New Hampshire.

From 1942 to 1946 served as Chief of Training and Professional Development of the Office of Lend-Lease Administration, Office of Facts and Figures, Office of War Information, and Region II of the Office of Price Administration.

Joined the U.S. Patent Office in 1946 as Head of the Training Branch; served as Assistant to the Commissioner of Patents on Special Projects from 1954 to 1959; and appointed Director of the Office of Information Services in 1959.

Author of: "Yesterday's Know-How Saves Research Dollars Today" and "The Treasure Trove Open To All" and contributor to *The World Almanac*, *Information Please Almanac*, *National Geographic's* "Those Inventive Americans" and numerous other publications.

Recipient of the Silver Anvil Award from the Public Relations Society of America (1966) for a year long educational-information program celebrating the 175th Anniversary of the Patent System.

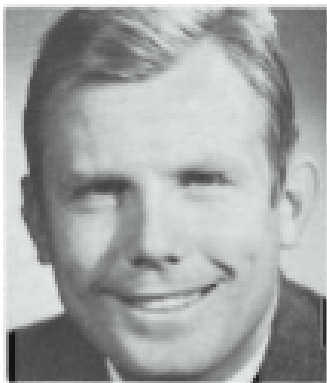
Awarded the Department of Commerce Meritorious Service Award (Silver Medal) in 1953 and the Gold Medal Award in 1959.

Received Superior Accomplishment Awards in 1955, 1965, 1966, 1967 and 1969. Received Quality Step Increases in 1969 and 1972.

Served as Press Officer for the Diplomatic Conference on the Patent Cooperation Treaty, Department of State, May-June 1970.

Received Award of Appreciation from the Patent Law Association of Chicago on January 20, 1973.

Member of Public Relations Society of America, Washington Chapter — PRSA, Government Chapter — PRSA, Government Information Officers Society and National Press Club.



BLAINE HUNTSMAN

Currently: Professor, College of Business (Finance Department) University of Utah. Chairman of the Board and co-founder: Huntsman Container Corporation. Serve on Board of Directors of several corporation including: Continental Dynamics (New York — This company markets non-food items through over 12,000 retail outlets), Telehouse Inc. (New York — one of nation's largest mass media marketing firms), Family Circle Crafts (joint venture with New York Times).

Previous positions: Faculty, Purdue University's School of Industrial Management (1967-1969). Chairman of Board, Continental Dynamics (New York). Consultant for various corporations and trade associations.

Education: University of Pennsylvania (Wharton School) Ph.D. in Applied Economics specializing in Finance. University of Utah, B.S. degree.

Academic recognitions and Honors: Outstanding Educators of America. Recipient of Ford Foundation Faculty Research Fellowship. Recipient of Standard Oil Foundation Fellowship. Recipient of University of Pennsylvania Scholarship. Member, Beta Gamma Sigma, National Scholastic Honorary Society. Granted Honorary Degree from Mortgage Bankers' Association of America.

Other: Co-founder of two corporations and a complex of subsidiaries that manufacture and market nationally and internationally. (Combined sales from these companies currently run in excess of 20 million annually). Director of these and various other corporations.

Member, various academic associations and societies; faculty advisor, College's professional fraternity.

Military: U.S. Navy (1958-1961), assigned to destroyer in Pacific Fleet, duties included year as ship's operations officer.

Publications and Papers (National): "Asset Management and Investor Portfolio Behavior: Theory and Practice: Comment" *Journal of Finance*, May, 1969. "Profits as a Managerial Objective: Some Empirical Evidence." Presented to the Annual Meeting of the *Econometric Society*, New York City, December, 1969. (With W.G. Lewellen).



NORMAN J. LATKER

Mr. Latker, Patent Counsel for the Department of Health, Education, and Welfare, is in charge of the Patent Branch, Office of the General Counsel. This Branch is responsible for administration of the Department patent program and for legal services to the Department relating to and involving patents, inventions, and other forms of intellectual property resulting from the Department's billion-and-a-half dollar annual research and development program. He also advises the Veteran's Administration and the Agency for International Development on an *ad hoc* basis.

He is currently a member of the Executive Subcommittee of the Federal Council for Science and Technology, and Chairman of the Subcommittee on University Patent Policy. He served on the interagency committees which drafted the new patent section for the Federal Procurement Regulations and the GSA Patent Licensing Regulations. He recently served on the patent Task Force advising the Commission on Government Procurement.

In the past he had been Patent Counsel to the National Institutes of Health; served on the Staff, Judge Advocate of the Air Force Systems Command, Washington, D.C.; was Assistant to the Chief Patent Advisor, Army Ordnance Tank Automotive Command, Detroit Arsenal, Warren, Michigan; and was a Patent Examiner in the United States Patent Office.

Mr. Latker was born in 1931 and raised in Chicago, Illinois, where he attended public schools through high school. He received his Bachelor of Science and J.D. in Law from the University of Illinois.

HOWARD E. REIDER

For the past eight years, Howard Rieder has been Manager of Advertising, Sales Promotion and Public Relations of Revell, Inc. As such the complete communication efforts of the world's largest producer of plastic model kits and other hobby products come under his direction. This includes supervision of packaging for some sixty new products each year, development of promotional programs that include an annual promotion responsible for about 10% of the company's annual sales, and the operation of an in-house advertising agency. Rieder supervises a staff of ten, four of whom are assigned to creative, four to administrative and two to handling consumer relations and fulfilling company premium offers, often amounting to a quarter of a million per year.

Prior to joining Revell, Rieder was an Account Executive with the Bowes Company, principally on the Gaffers and Sattler account, and later Financial Federation, for whom he developed a unique program of computer analysis of advertising results.

For eight years prior to Bowes, he was Director of Advertising, Sales Promotion and Public Relations of Thomas Organ Company, one of the largest musical instrument manufacturers, now a subsidiary of Whirlpool Corp. During that time, aggressive promotion and advertising raised Thomas from the beginning to second largest electronic organ manufacturer in the U.S. While there Rieder supervised advertising and sales promotion, trade shows, developed in-store promotion, extensive point-of-purchase display programs, administered a half million dollar a year co-op program, and sweated a lot when the boss walked in.

He began in advertising as a copywriter and media buyer for J.W. Raymond advertising on the Home Savings and Loan and Great Western Savings account.

Prior and correlated experiences took him into radio, TV and recording. He produced two commercial record albums, for Liberty and United Artists, hundreds of demonstration records and lesson plans for Thomas Organ, TV commercials and demonstration films for Thomas Organ. He wrote, produced and acted in many early radio shows on stations in Los Angeles. He holds a BA and MA from the University of Southern California and served in the U.S. Army at the Signal Corps Pictorial Center in Long Island City, New York helping to make Army training films and the Army's TV show "The Big Picture."

JAMES A. ROONEY

James A. Rooney is Acting Deputy Director of the Department of Commerce's Office of Business Assistance. Through the Ombudsman for Business, this office serves as a central place in the Federal government where business men and others can come directly with their request for assistance, service and information.

Mr. Rooney is serving with the Department of Commerce as a Presidential Interchange Executive on leave of absence from the Mead Corporation. Prior to joining Mead in 1969, Mr. Rooney was an officer in the U.S. Navy assigned to tours of duty in Vietnam with the Riverine forces and as a staff assistant in Washington, D.C.

He is a 1966 graduate of the Georgetown University and a native of Massachusetts.

MARION A. TROZZOLO

Trozzolo was born in Italy and moved to Chicago when he was 18 months old. In 1956 Trozzolo moved to Kansas City as a member of the Rockhurst College faculty. He was 30 years old, single and driven by an intense desire to get involved in a business that was stimulating, but a year later Trozzolo married and founded Laboratory Plasticware Fabricators (LPF).

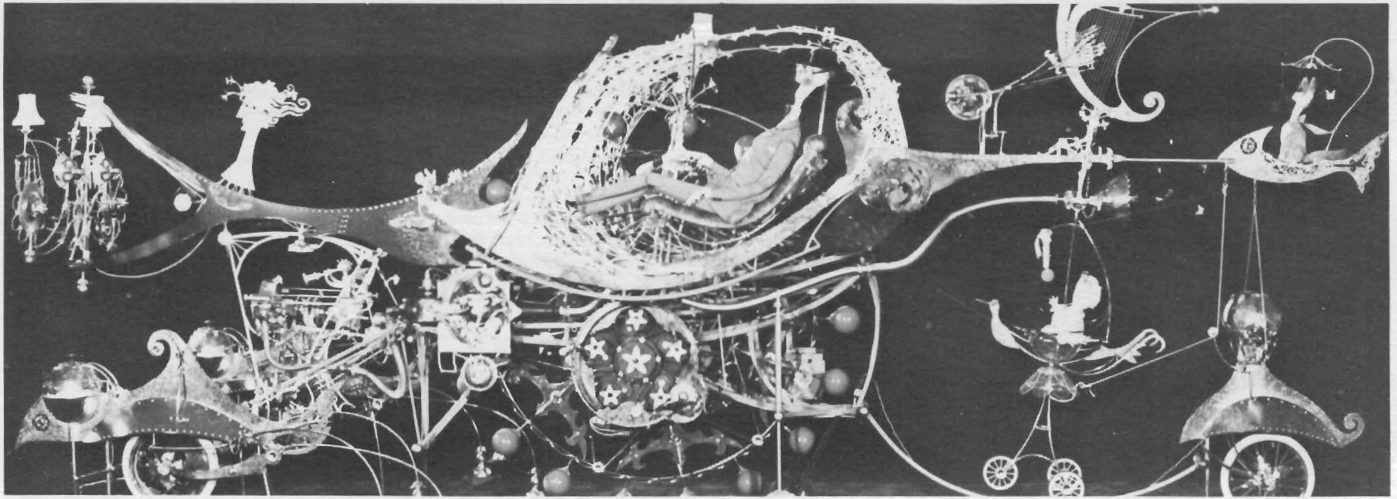
One of the fledgling firm's first products was a line of magnetic stirring rods, deceptively simple appearing devices used in laboratories. They must, however, be made to rather rigid specifications as to purity and balance, and originally, Trozzolo made them all himself by hand.

The company since has evolved certain mechanical processes which speed up the manufacture. However, this production still requires a certain patience and exactness of craftsmanship, and Trozzolo found American workers just shy of these qualities. This is why he sought out foreign born workers, both men and women.

Products today are basically for laboratory customers and are of plastic materials of diverse kind and use. Magnetic spin bar retrievers, power stirrers, jars, bottles, carboys, jugs, tanks, and trays are among the LPF products. Some related items are handled which are made by other manufacturers.

One of LPF's greatest claims to fame Trozzolo says is that "it was the first domestic producer in the United States and probably in the world of teflon coated cookware." Teflon is a Dupont product now widely used, especially in cookware lines.

Teflon is the material LPF uses most extensively in its laboratory apparatus.



WHIMSYSMOBILE — The Borg-Warner Vintage Car of the Future, built with tongue-in-cheek technology and fueled by whimsy, will be displayed September 20-22 at Exhibit Hall in the Salt Palace, Salt Lake City.

THE BORG-WARNER VINTAGE CAR OF THE FUTURE

(A mobile artifact especially designed to grow old gracefully in its own time)

Those who fear that the car of the future will inevitably resemble a wedge-shaped fissionable missile with numberplates can take heart when they contemplate the refinements that this carriage has to offer.

Whilst having a wealth of unique features suitable for decades to come, the carriage is also a joy to behold and will go far to assuage the cultural, homely and artistic longings which may very well be stifled in the relentless onrush of the Pretty Near Future.

With the proliferation of motorways, clover-leaf fly-overs, secondary modern schools and the like, sylvan dells, flowery thickets, and other rural delights will be fewer and farther between, and to combat this the car provides a certain nostalgic rural ambience of its own.

COACHWORK

The bonnet, or hood, is artistically based upon an updated version of that classical sculpture "The Spirit of Future Retrogression" with arms thrust forward to embrace the Headlight Candelabra. Notice the echoes of the Rolls Royce Silver Ghost in the splendid double row of rivets down the spine.

The bonnet fades gracefully into the Passenger Accommodation, which takes the form of His and Hers Flower-bowers, with fine old Chippendale windscreens.

POWER PLANT

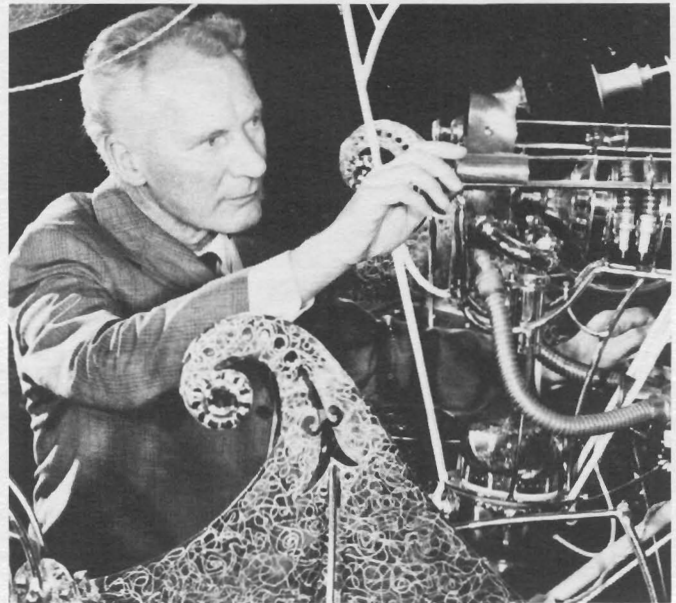
This is a small constant-speed unit, working upon almost unheard-of principles, including a closed circuit of high-pressure vapour (thought to result from boiled after-shave lotion, suitably heated upon a hard gem-like flame).

ANTI-POLLUTION UNIT

Here it is conducted through a rhythmical ballet of mechanically-assisted petunias, or other synthetic blossoms. The effluent first, however, has to pass a small chilled-steel, case-hardened, 5/8" bore Snap-Dragon, which snaps up over-size pollution particles in a deliberate but avid manner.

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The Crystal Ball is invaluable in helping the driver make up his mind and decide what the chap in the car in front is going to do.

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SALT LAKE

COTTONWOOD

VALLEY FAIR

OGDEN

UNIVERSITY MALL

Location: Area bounded by Interstate Highway I-15 on the West: Union Pacific Railroad tracks on the East: 2700 North Street on the North: North Ogden-Plain City exit from I-15 Freeway. 475 acres fully developed.

Highway Service: State Highway on 2700 North Street (4 lane under design) connection with Interstate Highway I-15 on the West and U.S. Highway 89-91 to the East.

Railroad Service: Union Pacific Railroad on the East boundary.

Four major (Class 1) Railroads serve the Golden Spike Empire. The Union Pacific, Southern Pacific, Denver & Rio Grande and Western Pacific are through lines or connecting lines. Weber County, Utah, is the Westernmost point in the nation from which all the Pacific Coast markets may be reached with equal facility.

Domestic Water Supply: Bona Vista Water District. 12" supply line - 90 psi. Weber County has the best potential industrial water resources in Utah.

Sanitary Sewer Service: Central Weber Sewer District. 36" dia. truck sewer existing through park, sewer mains connect to truck sewer. The Central Weber Sewer Facility has a maximum capacity flow of about 44 million gallons of raw waste per day.

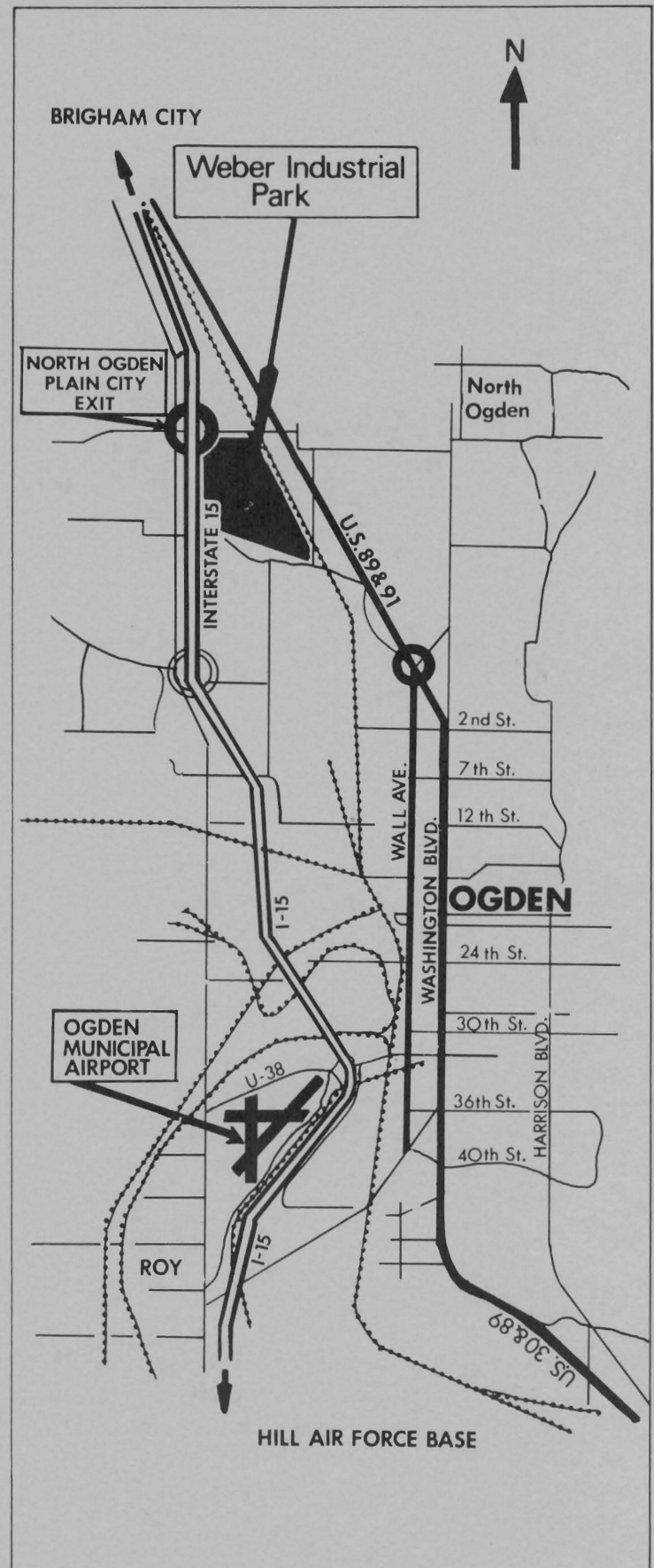
Natural Gas Supply: Pump station and 12" supply line located at 1200 West and Harrisville Road. 10" supply line at U.S. 89-91 and 2550 North. All lines underground.

An adequate supply of natural gas is distributed and maintained for the present and future needs of Weber County by Mountain Fuel Supply Company.

Electrical Service: Available all streets with high voltage. Major transmission lines West of Interstate I-15. Sub-station 138KV. All lines underground. Utah Power and Light Company serves Weber County in the generation, transmission and distribution of electric power.

Acreage for sale, lease and build buy/back. Improvements include streets, gutter, rail spurs and utilities. Acreage will be sold or leased fully developed.

Financing available through county industrial revenue bonds and local institutions.



WEBER INDUSTRIAL PARK

2433 Adams Avenue • Ogden, Utah 84402

General Manager: Nathan H. Mazer, (801) 399-5640