

900 attend World Conference

By every standard, the World Conference on Soaps and Detergents held during October in Switzerland was a success, attracting approximately 900 persons to Montreux.

Technically, the conference achieved its aim of providing a global short course on the latest developments in soaps and detergents. More than 600 persons from more than 40 nations registered for the technical program. Favorable comments were heard from many persons. Twenty-four speakers were from Europe, twenty from the U.S., three from Japan, and one each from Australia and the Middle East.

Socially, the all-conference trip to the historic village of Gruyeres attracted more than 500 persons, while the optional Swiss Folk Party – including alpine horns, yodeling, dancers, a William Tell booth, and a silver-bell bedecked cow – drew upward of 500 persons to the Montreux Casino. Approximately 130 persons registered for the spouses' program that included a trip to Switzerland's capital, Bern, as well as local sightseeing.

The main hall of the Convention and Exhibition Centre in Montreux was filled for the opening sessions on Monday, Oct. 9. Dr. Karl Zilch, general chairman for the meeting, welcomed participants noting that the conference was designed to provide concepts and ideas that registrants could use once they returned home. Also giving welcoming remarks during the opening were Dr. Kurt Gehri, director of the USS Union der Seifen- und Waschmittelfabrikanten der Schweiz, the local chairman for the meeting; Dr. Thomas H. Applewhite, president of the American Oil Chemists' Society; Robert Meier, president of the Union der Seifen- und Waschmittelfabrikanten der Schweiz; Charles van Crefeld, president of the Association Internationale de la Savonnerie et la Détergence; and Raymond Jaussi, attache aux affaires économiques for Montreux.

Opening ceremonies concluded with a choral program of typical Swiss songs by a choir from the College of Montreux including approximately three dozen singers ranging in age from 11 to 16.

A full proceedings of the technical papers will be published in next month's *JAOCs*.

The opening session included papers reviewing the general condition of soap and detergent industries in North America, Western Europe, Asia/Japan, Australia, and Israel. Scheduled speakers from the U.S.S.R. and Africa were unable to attend.

During Session II, on raw materials, delegates were told that natural fats and oils for the industry can be expected

to parallel price fluctuations in the much larger edible oil market and that supplies appear plentiful. The soap and detergent industry provides a larger "added value" to its use of petrochemicals than do other uses and therefore should be able to attract needed supplies, the group was told. Inorganic materials also should be in adequate supply. Other talks covered sodium aluminosilicates and natural as well as synthetic fragrances.

Session III, on technology and function of ingredients, was the longest session of the conference as speakers described properties of potential phosphate replacements, described properties, uses, and limitations of various builders and surfactants, as well as discussing additives such as bleaches, enzymes, fluorescent whitening agents, fabric softeners, and antiredeposition agents.

Session IV on processing and packaging covered everything from sulfonation/sulfation technology to packaging of the final product.

Session V on performance testing covered latest test methods in laboratories through evaluation by consumers after they have purchased the product.

Session VI on health, safety, and environment drew much attention as speakers reviewed how to meet the need for satisfying health, safety, and environmental considerations.

Session VII on development and trends in related industry included suggestions that more synthetic fibers will be used in clothing in the future, the treatment of those fabrics, and a review of how washing machines and dish-washing machines are developing.

Session VII constituted a review of the conference by a panel.

Discussion groups held Monday, Tuesday, Thursday, and Friday attracted strong attendance. Sessions on raw materials and ingredients attracted upward of 100 persons, despite a lack of translation services at the sessions.

Twenty-seven firms were represented in the exhibition center, with more than 100 persons registered to work in exhibit booths. The Museum Club, a Montreux restaurant, catered luncheons three days in the exposition center and also maintained bar service during the exposition. There were many one-day visitors to the Convention and Exhibition Center.

In his closing remarks to the concluding plenary session of the conference, Chairman Karl Zilch expressed thanks to all those who helped make the conference a success, from the program planners and speakers through to the interpreters. ●



AOCs President Thomas Applewhite addresses opening session.



Marv Winquist and Anne Lyng, lower right, were among first persons off plane in Geneva.



Audience listens to opening session of World Conference.



AIS' C. van Crefeld speaks to opening session.



Karl and Dolores Zilch, center, register at World Conference; at right is speaker Robert Hall.



Forty-two member choir provided Swiss songs during opening ceremonies.



World Conference chairman Karl Zilch, right, works for Emery Industries in Cincinnati, Ohio, USA; the Montreux Convention Center, where the conference was held, is on Rue Alexandre Emery in Montreux. At the street sign with Dr. Zilch are Kurt Gehri, local chairman, at far left, and AOCs Executive Director Jim Lyon.



Registration staff at convention included (from left) Liliane Baptista of AIS, Maya Griss of Swiss Soap and Detergent Manufacturers' Association; Gretchen Baumann, and Jo Nelson, both of AOCs Headquarters.



Lew Scharpf, Hans Bouveng, and Marv Winquist at reception for organizers and speakers.

Brief notes

Clouds clung low on the Swiss and French mountains around Montreux when registrants began arriving Saturday for the World Conference on Soaps and Detergents. The cloudy weather continued through Monday morning when M. Raymond Jaussi, economic attache for Montreux, welcomed the conference to the city. "Unfortunately you in your industry have not yet developed something with which we can wash the clouds away," M. Jaussi noted.

Meanwhile, the spouses' tour to Rochers de Naye, some 2,000 meters above Montreux, found a lovely view of clouds, a pleasant inn for lunch, and falling snow.

It was raining lightly on Monday evening during a wine reception provided by the city of Montreux. Official representative of the city was Mme. Livia Bula, president of the council authorities of the city of Montreux.

Peter Strasser of Albright & Wilson, Australia, spoke during the first session Monday on that nation-continent's soap and detergent industry, concluding by pulling a grey handkerchief from his pocket and saying, as he pulled it through his hands, "In Australia, as elsewhere, when you say the magic word 'detergent' a grey handkerchief becomes bright and white," which the handkerchief did. Strasser is an amateur magician.

Canadian Jim Falco, his wife, and Mr. and Mrs. Nick Pellick had taken a taxi one night to a restaurant a few miles up the shoreline from Montreux. Supper concluded, Falco called a waiter to the table and asked, with his hand forming a make-believe telephone, "Can we telephone a taxi?"

"No, no," was the immediate reply, "We never do that."

"Where can we call?" Falco asked.

"Back at hotel," was the waiter's response, his face somewhat aghast.

A second waiter was called who spoke better English and the call was placed. Then Falco asked the second waiter what the problem had been.

"He thought you were asking to call Texas," the English-speaking waiter said.

The star of the Swiss Folk Party, prime social event for the meeting, was a young cow bedecked with a magnificent silver cowbell. Several persons had their pictures taken with the mild-mannered beast, and a few tried to milk the cow — mostly unsuccessfully.

While the mountains provided the most spectacular scenery for first time visitors to Switzerland, also somewhat awe-inspiring were the vineyards covering almost every square foot of neatly terraced steep hillsides. The shorewalk in Montreux is lined with planters containing flowers of every sort — pansies were being planted in mid-October, and such tropical plants as palms were adjacent to the walkway.



Coffee breaks each day provide opportunity for informal visits.



Mayor's wine reception attracted several hundred persons Monday evening.



AOCS President Thomas Applewhite and Mme. Livia Bula, president of Council Authorities of Montreux, exchange greetings at wine reception.



Gruyeres train station as World Conference visitors arrived.



Gruyeres castle and village from valley.



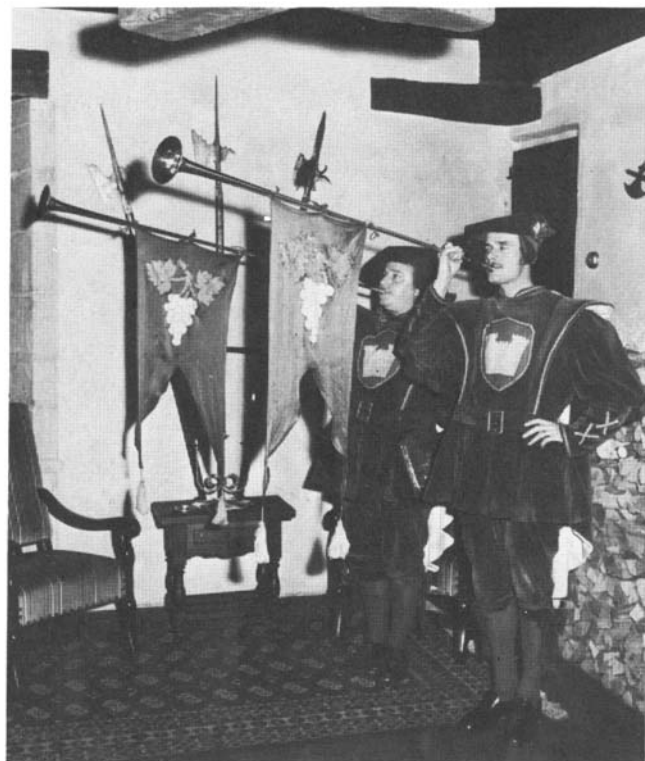
Swiss alpine horns opened Swiss Folk Party entertainment.



Belled cow was one "star" of Swiss Folk Party in Montreux.



Rain-swept banners welcome dignitaries to Sunday supper at Le Chateau d'Oron.



Heralds with trumpets greeted top officials at Sunday dinner.



Robert Meier proposes toast; Meier is president of the host Swiss soap and detergent manufacturers' association.



World Conference Chairman Karl Zilch offers toast at banquet; Dolores Zilch is seated at right side of her husband.



Local Chairman Kurt Gehri and his wife, Francine, occupy end of banquet table.





Kritchevsky receives ACS section award

Dr. David Kritchevsky, associate director of The Wistar Institute of Anatomy and Biology, received the 1977 Philadelphia Section (American Chemical Society) Award during October.

Dr. Kritchevsky, an AOCS member since 1959, was cited for his research in the fields of lipid biochemistry, nutrition, atherosclerosis, and aging. His award address was entitled, "Dietary Fiber—Its Role in Health and Disease." Current work at the institute includes investigating lipid metabolism in aging in a special strain of rats, and studies on the interaction of fiber and fat with animal and vegetable protein. Kritchevsky has been at The Wistar Institute since 1957, and serves as an associate editor of *Lipids*. ●

Waldo C. Ault Dies



Dr. Waldo Clifford Ault, a world leader in the organic chemistry of fats and lipids, died on Nov. 11, 1977. He lived in Glenside, PA, and had spent most of his professional life in the Philadelphia area.

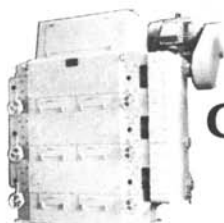
For 25 years, Dr. Ault led the U.S. Department of Agriculture's research on animal fats and their industrial applications. From 1942 to 1966 he was chief of the Animal Fats Laboratory of the Agricultural Research Service's Eastern Regional Research Center in Wyndmoor, PA.

After retiring from USDA, Dr. Ault continued his interest in fat research as a consultant to Applied Science Laboratories, Inc., State College, PA, a position he held at the time of his death.

Dr. Ault was the author of more than 70 publications and 19 patents. He was active in professional affairs and held numerous appointive posts in the American Oil Chemists' Society, serving as an associate editor of the Society's *Journal*. He had served as chairman of the Philadelphia Section of the American Chemical Society; Secretary of the Oil and Fats Task Group of the Presidential Bipartisan Commission on Increased Industrial Use of Agricultural Products; and a member of the Fats and Oils Committee of the Agricultural Board of the National Research Council. He was a member of the Phi Beta Kappa, Sigma Xi, and Phi Lambda Upsilon honorary societies. He had been the recipient of many honors for his research accomplishments. ●

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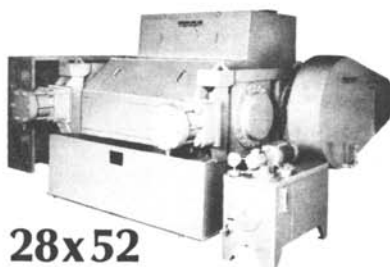
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