

news a- poppin'

NOW YOU CAN USE NATURE'S YELLOW- **beta CAROTENE** **FOR POPCORN** **SEASONING**

Roche 22% Beta CAROTENE HS provides a "butter yellow" color with maximum retention.

- Odor free
- Oil soluble, easy to use
- Protected from rancidity
- Safe, approved, economical

Beta CAROTENE Roche means constant color intensity. Widely used by food processors. Packed in 1, 3, and 33 pound containers or custom packed in sealed, batch-size, sanitary cans.

Like a demonstration? Ask a Roche salesman to call, or write for a generous free sample and instructions for use.

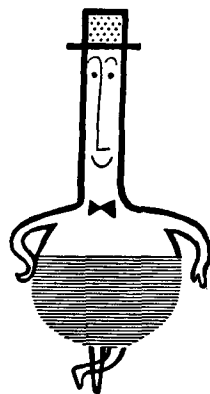
The proof's in the **poppin'**

FINE CHEMICALS DIVISION
HOFFMANN-LA ROCHE INC.
NUTLEY 10, NEW JERSEY
North 7-5000 New York: OXford 5-1400

In Canada: Hoffmann-La Roche Limited,
1956 Bourdon Street, St. Laurent,
Montreal 9, P. Q.

ROCHE ®

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Meetings

A.O.C.S. National Meetings

- 1962—New Orleans, Roosevelt Hotel, May 7-9
Toronto, Royal York Hotel, October 2-4
1963—Atlanta, Atlanta Biltmore Hotel, April 22-24
Minneapolis, Radisson Hotel, September 30-October 2
1964—New Orleans, April 27-29
Chicago, October 12-14
1965—Houston, Shamrock Hotel, April 25-28
Cincinnati, October 11-13
1966—Los Angeles
Philadelphia, October 4-6
1967—New Orleans
Chicago

A.O.C.S. Section Meetings

- Northeast—Dec. 6, 1961, Feb. 6, 1962, June 5, 1962, at Whyte's Restaurant, 145 Fulton Street, New York. On April 3, 1962, Newark, N. J.
North Central—bi-monthly at the Builders' Club, Chicago, 6:30 p.m.
Northern California—Nov. 17, Claremont Hotel, Berkeley
Southwest—Nov. 9, 1961, Jan. 11, 1962, March 8, 1962, and May 10, 1962, at Roger Young Auditorium, Los Angeles, 6:30 p.m.

Other Organizations

- Nov. 27-Dec. 1—28th Exposition of Chemical Industries, New York Coliseum, New York
Dec. 3-6—American Institute of Chemical Engineers, Hotel Commodore, New York
Dec. 4-6—48th Annual Meeting of the Chemical Specialties Manufacturers Association, Roosevelt Hotel, New York.
Feb. 1, 1962—Annual Conference of the American Association for Textile Technology, Hotel Commodore, New York
April 9-13, 1962—VI Congress of the International Society for Fat Research, London, England
May 10-12, 1962—International Symposium on Food Protection, Department of Dairy and Food Industry, Iowa State University, Ames
Oct. 15-17, 1962—International Congress on Plastics and Problems of Choice, Amsterdam

• Obituaries

Heinl Waterman (1946) Nieuwe Plantage 63, Delft, Holland, died February 3, 1961. Dr. Waterman was with the Laboratory of Chemical Engineering of Delft University.