

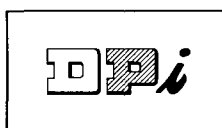


Vitamin A man

Eric McLean is our production manager. You might also call him chief officer in charge of assuring trouble-free vitamin A fortification of food products like margarine. This is easily accomplished with our *Myvax*[®] Vitamin A Acetate or Palmitate, or *Myvax Dry Vitamin A Palmitate*.

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Distillation Products Industries, Rochester 3, N. Y. Sales offices: New York and Chicago • W. M. Gillies, Inc., West Coast • Charles Albert Smith Limited, Montreal and Toronto.



**leaders in research and
production of vitamin A**

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• Hobby Department

THIS MONTH'S STORY is devoted to a pair of fishermen, J.C. Konen (1943), vice president and research director, Archer-Daniels-Midland Company, Minneapolis, and W.O. Lundberg (1944), executive director and professor of agricultural biochemistry, The Hormel Institute, University of Minnesota, Austin, Minn.

It will be told in the words of Mr. Konen, whose memo runs like this. "Walt Lundberg and I started fishing together nearly 15 years ago. Since that time we have made probably more than 125 excursions, attempting to catch trout, small-mouth bass, large-mouth bass, wall-eyes, northern pike, crappies, and even sunfish!



J.C. Konen

"It all started when a mutual friend, Dr. Larry Carpenter, asked me if I would like to go fishing in northern Minnesota with him and his boss, Walt Lundberg. His description of the lake convinced me that I shouldn't pass up the opportunity. I accepted. Friday came, and so did a phone call from Larry, telling me that he had some pigs farrowing and he couldn't come, but Walt would pick me up. This happened, we shook hands, 'pleased to meet you.' I loaded my gear into the car and drove four hours through a glorious autumn afternoon and evening, discussing research, fat chemistry, and other serious subjects.

"Finally we arrived at Walt's cabin, way back in the woods. The night was cold, and the Northern Lights were out in all their glory. When we were unpacked, the cabin door was shut, and a fire was lighted in the stove, I opened my bag with shivering hands and hauled forth a bottle of 'Old 86.' Dubiously I offered it to Walt. That did it! Science was forgotten, and fishing was paramount.

"The next day we caught more than 50 bass and put back all but two. This is the way we like to angle, we are not meat fishermen. Since then we have fished in many states and in several provinces of Canada.

"On our expeditions I do the cooking, and Walt has the beverage and KP duties. So far we have both been satisfied with the arrangement; at least Lundberg dislikes cooking enough so that he never is anything but complimentary about the food. Blueberry pancakes are a specialty, and Hormel steaks of the finest are charcoal-broiled, in spite of mosquitoes. And there is nothing better than fresh trout rolled in corn meal and fried in hot bacon fat."

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must decide whether the type of diversification in the case of that individual firm is of a stable income nature, cyclical with bean-crush profits, or potentially contra-cyclical. If the latter, then each outside division would have to be weighed on its own merits. For instance, contra-cyclicity might appear in certain years in either the mixed feed business or in oil refining or both. Either raw product or both might be helped up by big overseas demand. This might mean big crush profits.

However the high oil prices might put pressure on refining margins and/or on the margin between crude oil and retail prices if final products are sold. High meal prices might hurt domestic consumption as well as mixed feed margins. On the other hand, apparent low profitability might be offset by good domestic meal and oil business at good profits.

So the total picture must be considered. So far this year we have seen very large crush volumes at only very modest profitability. At times like this it is most difficult to guess anybody's earnings as the other divisions may be quite important. Also very important will be how well the firm traded the market during the period. In the final analysis it is what shows up on the income statement that counts, but don't underestimate the real importance of conversion.

JAMES E. McHALE, Merrill Lynch, Pierce, Fenner, and Smith Inc., Chicago, Ill.

• Hobby Department

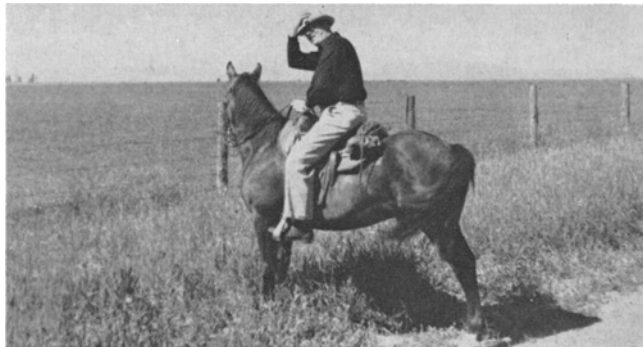
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Then Mr. Konen discusses the merits of fishing for trout and bass. "We prefer trout fishing," he comments, "but in Minnesota and Wisconsin the season is only four months long, and good trout spots are few and far between. So we make as many trout trips as we can and fill in with bass fishing. When the bass won't bite, we fish for anything that swims."

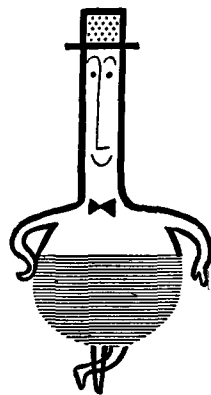
Switching from the Midwest to Montana, Mr. Konen reports that "the high spot of our Waltonite experiences is two trips to Montana, where we packed into the mountains for trout fishing. Each of these trips was of a week's duration, and the weather was perfect, the scenery beautiful, and the fishing fabulous. The only sore point was the miles of travel on horseback. Since both of us are fairly enthusiastic amateur photographers, the mountain fishing trips provided us with an opportunity to take many beautiful 35-mm. color shots. One we shall never forget is the picture of a mountainside so densely covered with bear grass in bloom that it looked as if covered with snow."

On the subject of flies, he indicates that their "favorite bass flies are the Yellow Sally, the Gray Ghost streamers, the Mouse, and cork-bodied poppers. For trout we most often use the Mosquito, the Black Gnat, Brown Bivisible, and the Neversink dry flies. Wet flies we find best are the Woolly Worm, the Black Hoof, the Black Gnat, Blue Dum, a gray hackle streamer, and Ronyak's "Secret Weapon."

Finally Mr. Konen mentions winter activities. "Walt does a bit of fishing through the ice, but I am not an advocate. However we both tie a few flies, read about fishing, and talk fishing. This is where Walt shines; you should hear his story about the trout that baited his hook or his



W.O. Lundberg



Meetings

A.O.C.S. National Meetings

- 1961—St. Louis, Sheraton-Jefferson hotel, May 1-3
Chicago, Pick-Congress hotel, October 30-31, November 1
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

A.O.C.S. Section Meetings

- North Central—bi-monthly at the Builders' club, Chicago, 6:30 p.m.
Northeast—first Tuesday of February, April, and June, at Whyte's Restaurant, New York, 6 p.m.
Northern California—May, September, and November at selected places
Southwest—second Thursday of every other month, beginning January, at Rodger Young Auditorium, Los Angeles, 6:30 p.m.

Other Organizations

- March 27-31—4th Symposium on Temperature, sponsored by Instrument Society of America, Veteran's Memorial hall and Deshler-Hilton hotel, Columbus, O.
April 4-6—3rd Annual Gas Chromatography Institute, Canisius College, Buffalo, N.Y.
April 9-13—American Industrial Hygiene Conference, Sheraton-Cadillac hotel, Detroit, Mich.
April 10-12—30th Annual Meeting of the Inter-Society Color Council, Sheraton hotel, Rochester, N.Y.
April 12-14—26th Annual Chemurgic Conference, Sheraton-Gibson hotel, Cincinnati, O.
May 16-18—Maxwell Colour Centenary, Royal Institution and Imperial College, London, England
May 22-Sept. 18—Nine sessions of Ansul Chemical Company's 1961 Fire School, Marinette, Wis.
June 19-23—Air Cleaning Institute, Harvard University School of Public Health, Boston, Mass.
July 27-Aug. 1—International Symposium on Macromolecular Chemistry, Montreal, Canada
August 2-5—44th Canadian Chemical Conference and Exhibition of the Chemical Institute of Canada, Queen Elizabeth hotel, Montreal, Canada
August 6-12—18th International Congress of Pure and Applied Chemistry, Montreal, Canada

'Ave Piscatores' joke. All I can reply with is the story of my trophy-sized trout that ended in the frying pan by mistake."

Both Dr. Lundberg and Mr. Konen have been active in the American Oil Chemists' Society. The former was elected to the Governing Board as a member-at-large in 1960 and has served on such committees as Bond Award, Fat Analysis, Education, and Journal. The latter was president of the Society in 1958 and has been on such committees as Education, Membership, Fat Analysis, Smalley, Seed and Meal Analysis, Nominating and Election. He was a member of the San Francisco program committee in 1950 and chairman of the Minneapolis convention committee in 1954.