

Welcome to St. Louis, Convention City

INASMUCH as St. Louis has been chosen as the convention city for the 1961 spring meeting, it is felt that this editorial should deal with a presentation of background information pertaining to the St. Louis area, which will result in a more enjoyable visit by the delegates to our city.

In 1904 the attention of the nation was focused on St. Louis and the Great Louisiana Purchase Exposition, the precursor of the glittering world fairs of today.

In celebrating the growth of St. Louis and the Middle West, the Exposition presented a panorama of world prosperity and plenty in that era. In the present day of prosperity and plenty there is a great need for exchange of ideas on technical developments in our industry. Our convention presents an unparalleled medium for such an exchange of ideas, which will benefit all members of the Society.

Just as St. Louis prospered from the great success of the 1904 Exposition, we believe that all delegates will benefit from their attendance at the spring meeting of the Society in May.

The convention is ideally situated in downtown St. Louis, with the Sheraton-Jefferson hotel designated as headquarters. It is located on 12th street, giving easy access to the downtown and midtown areas of the city.

WHEN the delegates assemble in St. Louis, they will find themselves at the traditional gateway to the west, with a colorful background unexcelled by any other city in the midwest. Today St. Louis, which is Missouri's largest city and the nation's eighth largest, takes pride in its variegated history which weaves together the Indian lore of early America with the exploits of intrepid missionary explorers and the vision of colonial fur traders.

In 1700 an original attempt to settle on the site of St. Louis was made by the Jesuit Mission of St. Francis Xavier. In 1763 Pierre Laeclde Liquest, junior partner in the New Orleans firm of Maxent, Laeclde, and Company, which had been granted exclusive rights to

the Indian trade in the Missouri Valley and all the country west of the Mississippi, established the first permanent settlement.

Shortly thereafter came the historic expedition of Lewis and Clark, the riverboat traffic, and the influx of immigrants from Europe, which established St. Louis as the original gateway to the west. This designation, gateway to the west, could today be changed to the crossroads of the nation.



E.L. Metcalf

In the county, city, and east side (metropolitan St. Louis) the population totals about 2,000,000. St. Louis is the No. 2 motor-carrier center of the continent. More than 5,000 trucks, operated by some 300 common carriers, roll into and out of St. Louis daily. The Union Station with its 42 tracks is a part of the largest unified terminal in the United States. St. Louis ranks second in the United States as a rail center. It is served by three transcontinental highways and two important north-south routes. There are 22 bus lines and nine scheduled airlines. This metropolis on the Mississippi has become truly a hub.

ST. LOUIS and St. Louis County are legally two separate entities, but by culture and economy they are one. The county covers 497 square miles from the Missouri river on the north to the Meramec river on the south. In this fast-growing outlying area are

96 municipalities and 650,000 residents.

Generally, the city proper rises gently from the river bank above high-water levels. To the west and south in St. Louis County are rolling hills, a sample of the neighboring Ozarks.

In the middle of the city, near its river-front birthplace, is "Downtown," the main business and shopping section, within a few blocks of the site of the convention hotel. Residential districts fan out to the north, west, and south and into the county. Neighborhood shopping centers dot both county and city. Industry has spread from the river-front into several outlying locations.

While there is a heavy population of those of German descent and the settlements of many nationalities, St. Louisans generally speak with the characteristic inflection of the midwest. Through the influence of the world-famous Shaw's Garden and the Jewel Box in Forest Park, citizens of St. Louis and St. Louis County have become versatile cultivators of the backyard garden and fine flower beds. Spring and autumn temperatures average 56.9°, summer 77.1°, and winter 33.6°. Winters, while at times severe, are short, leaving a good nine months of outdoor weather each year.

St. Louis is one of the world's great medical centers. Two of its medical schools, St. Louis University and Washington University, are ranked among the best.

St. Louis University, founded in 1818, was the first university west of the Mississippi. It is the second oldest Catholic university in the United States. An institution of more than 10,000 students, St. Louis University is comprised of 18 separate schools and colleges. It was the first university in the world to have a department of geophysics (1925) and the first university to operate a radio station (1921). This radio station, WEW, was the second station licensed in the nation. The library at St. Louis University is the exclusive repository, outside Rome, for the micro-

(Continued on page 6)

Edible Tallow

SOME YEARS AGO as it became more apparent that domestic use of tallow in soap would decline, packers engaged in a broad research program to chase up new uses for tallow. Better rendering techniques were one result, and these methods produced a much improved, edible beef fat that lacked only one thing, a market. At roughly the same time shortening manufacturers were in the process of perfecting ways of improving the characteristics of lard as economics dictated that a blended animal/vegetable shortening should be marketed. When the lard breakthrough was made, the next step, to edible tallow, was not difficult. Usage expanded rapidly.

Today there are numerous shortenings on the market that contain considerable edible tallow, and some are composed entirely of it. The full tallow shortenings are sold mostly on strong price-appeal. Many other shortenings contain moderate amounts of edible tallow with an apparent tendency to cluster around 25% of the total fat (of those that contain it at all). Factory people like to work with edible tallow. It poses few handling problems, once they are used to it, although it is a bit tricky at first. Hydrogenation problems and expense are a shade less than with other items although deodorization time and loss are a shade higher. Satisfactory stability is easier to obtain than with lard, and texture problems are considerably less than with lard.

The suitability of edible tallow is not the same in all shortening applications however. It probably works best for deep-fat frying and as a general-purpose "family" shortening. It is unsuitable for some commercial applications, notably bread and soda cracker manufacturing. In these latter uses it appears that its solidity over a considerable temperature range tends to make for uneven dispersion in large batches. Census Bureau figures indicate that upwards of eight million pounds a year of edible tallow are consumed in margarine. I suspect that a considerable portion of this is experimental although that sounds like too much experimental oil. Most manufacturers who have tried margarine mixes with fair percentages of edible tallow have been disappointed with results.

Inherent problems seem to be presented. The plastic range of tallow requires the addition of so much "soft" oil that a considerable portion of the economic advantage is lost. This is particularly true when lard and edible tallow are about the same price. In addition, consumer reaction is unimpressive. Taste panels seem to be able to detect samples with edible tallow, especially when used, say, on hot rolls. These two problems probably preclude widespread usage in margarine in the foreseeable future.

The price movements of edible tallow are closely, but not wholly, related to those of lard. As pointed out above, although the two are similar, lard is more flexible and probably always should command a small premium. In recent years there has been a strong tendency for edible tallow prices to gain on lard. In 1959 they were so close in price for such a long period that it appeared to many observers that from then on the two would be as inseparable as

Siamese twins. This has not turned out to be the case. A slight increase in cattle slaughter this year plus a slight decrease in hog slaughter caused a mild but persistent tendency for tallow to lose ground. This served to underline the above-noted greater flexibility possessed by lard.

The current (early March) discount of 1¼¢ under lard however may be too large. The edible tallow price also has to be related to the price of fancy inedible as both are much the same item. Edible production costs more as it requires special handling. An exact cost is impossible to estimate. It depends, for instance, on the age and type of equipment available and the plant labor-supply. It may also depend on how long the plant has been opened; an old plant is likely to have entrenched union work rules, which means that a larger crew is required for this task than in a newer plant. A 1 to 2½¢-a-pound range over inedible is probably a reasonable guess. As the spread passes over 2½¢ above edible, production is likely to increase. As it dips below 1¢, edible production is likely to be cut.

In recent months there has been a noticeable pick-up in exports. Overseas buyers may be getting the message that edible tallow is a reasonable substitute for lard, especially when the discount is attractive. One place that the message is not getting through is in the Food for Peace administration, which currently is involved in buying considerable quantities of shortening for overseas donations. The specifications call for 20% cottonseed oil and 80% soybean oil. Their shortening costs would be a lot less. There is no reason to suppose, as yet, that donations will go to areas where animal fat is taboo.

In years to come, as newer plants are built, edible tallow is likely to become of increasing importance in the domestic fat picture. Unlike lard, it has no direct consumer market. This means that it will compete with lard for that all-important shortening demand. Currently cattle on farms and cattle on feed are at a very high level. This means edible tallow production will be moving up.

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

• A.O.C.S. Commentary

(Continued from page 4)

filmed record of the entire manuscript collection of the famed Vatican Library.

Washington University, incorporated as a seminary in 1853, has grown to international fame, and in recent years has become noted for its contributions to research in the field of atomic energy. Under the leadership of its past chancellor, Arthur Holley Compton, a Nobel prize-winning physicist who was a key leader among the atomic scientists, the university gained acceptance as the "M.I.T. of the Midwest."

ST. LOUIS is the home of the National Baseball League's Cardinals, champion Hawks of professional basketball, and the national champions in soccer. It is a brewing center, home of Anheuser-Busch and other well-known local and national breweries.

Ralston Purina is headquartered here at the world-famed Checkerboard Square. The research laboratories of Purina are true show places, as is the Ralston Experimental Farm, 50 miles to the west of the city.

St. Louis is famous for its zoo with the daily animal shows, which rival any commercial professional circus exhibitions. The city prides itself on the Veiled Prophet parade and its social activities; the busy river-front with its boat traffic is another very interesting point. The St. Louis city parks are show places well known throughout the country.

St. Louis is an ideal convention city; in close proximity to the convention hotel are many and diversified shopping and fashion centers. Theatres, night clubs, and restaurants present excellent entertainment.

The St. Louis convention will give its visitor-guest-delegate what he asks for: new ideas for more effective operation, fine accommodations, and the best of divertissement.

E. L. METCALF, general chairman

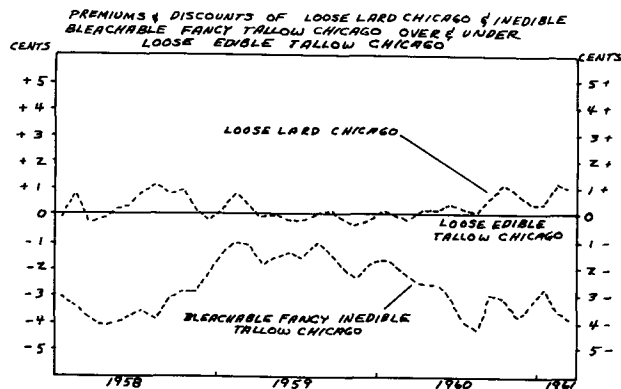


FIG. 1.