

# The Challenge of the Future

## Report of the President—1961-62

(Address delivered by AOCs President A. R. Baldwin, at the 53rd Annual Spring Meeting, May 6, 1962, New Orleans, La.)

THIS HAS BEEN A challenging and interesting year and I believe the Society has moved forward in every area of interest. The wonderful help and cooperation from many members made it much easier than it otherwise might have been. Therefore, I wish first to thank all those who so generously contributed their time and experience to the continued growth and improvement of our Society.

The affairs of the Chicago office were in a state of flux during this past year. Mrs. Hawkins, who for 17 years was our executive secretary and office manager, retired on June 1, 1961. We had depended very much upon her for publication of the Journal and for low cost operation of the Society office. We all send best wishes to her.

Mr. T. L. (Ted) Rettger, an emeritus member of the Society, became executive secretary on an interim basis for the next 10½ months. Miss Doris Kann, on whom Ted depended so much for experience with publication and with Society affairs, became office manager. The Journal continued to come out on time and the Society's business was carefully transacted. Believe me, we owe both Ted and Miss Kann a special vote of thanks!

Howard Black's Chicago Office Liaison Committee continued to look for a permanent executive secretary. They were successful. Mr. Carl Hauber began to take over his new duties on March 15 last. Ted remained until the middle of April to expedite the change of hands.

IN SPITE OF THE additional expenses incurred this year, the financial status of the Society remains strong. The auditor's report again showed that we operated in the black during 1961 with a gain in equity of \$7,572. This sum was added to the previous reserves for possible times that might not be so favorable. Membership continued to increase during the year to 2,759 as of January 1, 1962.

Advertising income, on which much of the Society's operations depend, reach another new high of \$56,480. The advertising page volume also increased in spite of a 7½% increase in rates effective July 1. It is apparent that advertisers continue to regard our Journal as an outstanding medium for reaching potential customers in the fats, oils and many related fields. Also, the increase in advertising is proof that our many loyal members enthusiastically recommend the Journal to potential advertisers.

A new approach will be taken this year in regard to our advertising solicitation in the Midwest area. The Governing Board decided that we were not being adequately represented in the Midwest by our "contract salesmen." The contract was cancelled last August and now Mr. Hauber will be responsible for the advertising. This is the first time that our Society employees have been responsible for direct selling of Journal advertising. We feel that it is a positive step forward, and with the wonderful assistance of the Advertising Committee I believe our advertising volume will continue to grow. Mr. Mohrman, of course, will continue as contract salesman for Journal Advertising in the East. We are not currently being represented on the West Coast.

Our publication is still serving as the foremost scientific journal of its kind in the world. Last year the 1216 Journal pages included 744 pages of scientific and technical literature, abstracts and technical letters to the editor, 300 pages of informative advertising and 172

pages of news about members, the industry, products or processes, and items concerning universities and institute activities.

THE SOCIETY HAS MANY busy committees, all of which functioned well this last year. Even so, a special committee with Bob Bates as chairman was appointed to survey the entire committee organization. They have proposed that our committee organization be rearranged into more effective groups to simplify their functions. This will be done in the coming year. Since so much of the world's supplies of fats and oils are traded on the basis of analytical methods developed by these committees, any improvement in the functioning of the committees will increase the contribution which the American Oil Chemists' Society is making to the entire industry. We are all greatly indebted to the several hundred members who serve on the Society Committees and especially to the chairmen who carry much of the burdens of these committees.

Another special committee with T. H. Hopper as chairman was appointed to review the need for changes in the Constitution and By-Laws. It reported back at the Chicago meeting that no changes seemed to be necessary at this time.

Local sections continue to play an important role in Society affairs. Many are technical papers were presented at the evening Section meetings. The Northeast Section this year had the first all-day section meeting. They conducted a very fine technical program, and the entire meeting was a great success. We all

take our hats off to this spirited group in the Northeast! They tell me they plan to have another such symposium next year.

It was my privilege to visit each one of the four local sections this year. Everywhere there was exhibited an abundance of the typical enthusiastic friendly spirit which characterizes all AOCs meetings. With such support as I saw, this Society will surely continue to grow and to serve its worthy purpose.

One of the most successful short courses in Society history was held in Rochester, New York, last July. The subject "Newer Methods of Lipid Analyses" was of wide appeal and of particular interest to many who are doing fundamental research on the effects of fats in the diet. The 129 pages of lectures which were printed in the Journal form one of the most important reference works in the field. The Education Committee with John Cowan as chairman and all those associated with the course (especially Noel Kuhrt and Ray Reiser) deserve our hearty thanks. Another fine course is planned for 1962 on the subject of "Industrial Fatty Chemicals." It will be held at Lehigh University.

The Chicago meeting last fall was the usual fine success which the Chicago Convention Committee manages. The annual meeting last spring was held in St. Louis. There, the small but energetic local committee did an outstanding job, and the program with 78 papers and over 500 registrants attests to their fine planning. In regard to conventions, Al Kapecki and his committee have completed and published a "Convention Manual" covering the details of convention planning.

With regret we note the passing of twelve of our friends and colleagues: R. A. Decker, M. L. Degavre, J. T. R. Andrews, James H. Brawner, Heinel Waterman,

(Continued on page 6)



A. R. Baldwin

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Oscar N. Anderson, August C. Orthmann, Donald F. Moran, John C. Ingram, L. M. Blaylock, Jr., Bernard A. Roll and Thomas C. Law. Mr. Law was a charter member, president in 1916, and active in many Society and civic affairs. We will miss Mr. Law and all these other friends.

IT WAS THE PLEASURE and privilege of your president to participate this past April in the meeting of the International Society for Fat Research in London. It will be recalled that the American Oil Chemists' Society assisted financially seven years ago in the first meeting of this international organization. At the Sixth Congress this year the attendance of 500 scientists from more than 20 countries to hear over 80 scientific papers is evidence of the importance of this new Society. The I.S.F. serves to increase the dissemination of knowledge, to improve the mutual understanding of scientists in many countries, and to create many new friendships among fellow workers in the field of fats and oils. I hope this group can find it practical to meet in the United States—possibly as a joint meeting with the American Oil Chemists' Society.

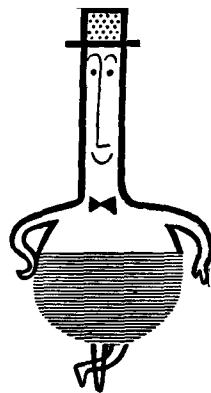
As high speed transportation continues to shrink our world and to make close neighbors of former strangers, AOCS will play an even greater part in international fats and oils activities. In fact, this year plans have been well laid for the first meeting of our Society outside the United States. Sven Young and his committee in Canada promise us a fine convention in Toronto this October.

Most AOCS members realize that profound changes are being made in the industries that we serve. Biochemical and nutritional research on the effects of various dietary fats on physiological responses has come to be one of the most important basic research programs all around the world. The results of these investigations may have significant effects upon the edible fat and oil industry. The downward trend in the use of drying oils in the protective coatings industry continues to be of concern as much research is being aimed at reversing the trend. We are all familiar with the decreased use of fats in soaps and the increased use of fats in feeds. The European Common Market will demand the use of uniform methods of analyses acceptable to traders in many countries. Oils are changing in relative significance—soybean oil has increased phenomenally, safflower oil is increasing in importance, there is much research on other new oilseed crops—and analytical methods must continually be reviewed for applicability.

Our Society is prepared to serve all these interests with review symposia and presentation of original research results at its national meetings, with committee activity to standardize analytical methods, with short courses as training sessions for younger chemists or as refresher courses for the more experienced, and with a scientific journal to serve as the most important means of communication among those doing either fundamental or applied work in the field of fats and oils and their many allied or related products. I feel sure that the AOCS will become important in the standardization of biochemical methods as it has been in the standardization of methods used in industry. It seems to me that this specific area of our activities should be reviewed and increased because the subject is vitally significant to all of us. For example, it would seem equally important to have standardized methods of analyses for free and combined cholesterol, phospholipids or neutral lipids in blood as for free fatty acids, refining loss or neutral oil in a crude vegetable oil. There is a well recognized need here. The AOCS is the logical group to take the lead in more collaborative work in biochemical methods of lipid analyses.

As you can see, our Society has had a great year; its accomplishments have been very satisfying—but the challenges of the future in all our areas of interest will require the best we can give.

A. R. BALDWIN



## Meetings

### A.O.C.S. National Meetings

- 1962—Toronto, Royal York Hotel, October 1-3
- 1963—Atlanta, Atlanta Biltmore Hotel, April 22-24  
Minneapolis, Radisson Hotel, September 30-October 2
- 1964—New Orleans, Roosevelt Hotel, April 19-22  
Chicago, October 12-14
- 1965—Houston, Shamrock-Hilton Hotel, April 25-28  
Cincinnati, October 11-13
- 1966—Los Angeles, Statler Hilton Hotel, April 24-27  
Philadelphia, Bellevue-Stratford Hotel, October 4-6
- 1967—New Orleans  
Chicago

### A.O.C.S. Section Meetings

- North Central—May 23, at the Builders' Club, Chicago, 6:30 p.m.
- Northern California—At a selected place.
- Northeast—June 5, at Whyte's Restaurant, 145 Fulton street, New York. On April 4, 1962, Newark, N. J.

### Other Organizations, 1962

- June 11-August 31, 1962—Gordan Research Conferences for 1962, Colby Junior College, New London, N. H.; New Hampton School, New Hampton, N. H.; Kimball Union Academy, Meriden, N. H.; and Tilton School, Tilton, N. H.
- June 18-21—The Agricultural Institute of Canada, 42nd Annual Conference, Ottawa, Canada
- \*June 24-29—Statler Hilton Hotel, New York, N. Y., American Society for Testing and Materials Annual Meeting
- July 24-27—International Conference on the Biological Problems of the Lipids, Birmingham, England.
- Sept. 8-16—Fifth International Food Congress and Exposition, New York Coliseum. For information write James Muckell, Secretary, 527 Madison Avenue, New York 22, N. Y.
- September 17-29, 1962—International Course on Chromatographic Methods, Milan, Italy
- Sept. 18-21—First International Congress of Food Science and Technology, Imperial College of Science and Technology, London, England. Address: Francis J. Griffith, 14 Belgrave Square, London, S.W. 1, England
- September 20-30, 1962—Seventeenth International Exhibition of Preserved Food and Packaging Materials, Parma, Italy
- \*Sept. 26-28—American Society for Testing and Materials general meeting on "The Practice of Gas Chromatography," at the Kellogg Center for Continuing Education, Michigan State University.
- \*Sept. 30-Oct. 5—Pacific Area Meeting of ASTM, Statler Hilton Hotel, Los Angeles, Calif.
- \*Oct. 3-5—Gas Chromatography comprehensive course, West Haven, Conn.
- Oct. 15-17—International Congress on Plastics and Problems of Choice, Amsterdam
- \*Oct. 15-17—Federation of Societies for Paint Technology Annual Meeting, Chase-Park-Plaza Hotel, St. Louis, Mo.
- \*Oct. 16-19—Annual Meeting of the American Council of Independent Laboratories, Edgewater Beach Hotel, Chicago, Ill.

\* Additions to previous calendar.