

A Bright Future in Steady Growth

Report of the President 1963-64

(Address delivered by President W. O. Lundberg at the 55th Annual Spring Meeting, April 20, 1964, New Orleans, La.)

AS WE, THE PRESENT officers of the Society, near the end of our year of service in this very useful and productive organization, we feel highly privileged and proud to report to you on the Society's present status and some of its activities of the past year. I shall not make a long and detailed report and thereby abuse this privilege. You already have learned, and will learn more, about the recent progress of AOCs through our excellent *Journal* and through your participation in various events that are scheduled in this convention. My remarks will be limited to a few high points and general observations, coupled with a few thoughts concerning the Society's future.

With each passing year we have an increasing right, I believe, to look upon AOCs as a venerable society. As you know, this is the 55th Annual Spring Meeting, and it is apparent that most of our members were still unborn when the Society was founded. You know also that New Orleans has been host to more of the Annual Spring Meetings than any other city, and that many of the Society's practices and cherished traditions originated in these environs. At the outset I want to extend your thanks, and the thanks of the Governing Board, to R. T. O'Connor and his committee for organizing what promises to be the most outstanding Spring Meeting of the Society ever held in New Orleans. It is evident, from what has been published in the *Journal*, and from the official program, that the technical sessions will be record-breaking, from the standpoint of both the quantity and quality of papers that will be presented. In addition, indications are that we have a record-breaking attendance. We deeply appreciate the excellence of this meeting, not only in its technical aspects, but also from the standpoint of the hospitality and spirit of friendliness that are being extended to all of us.

As is customary, before going on with a report of the more happy developments of the year, I must unhappily remind you about those of our members whom death has taken from us. Since the Atlanta Meeting last spring the following members have passed away: F. G. Byrne, Richmond, Calif.; H. D. Fincher, Houston, Texas; C. A. Gerardi, Pequannock, N. J.; Arthur Loughton, Liverpool, England; R. M. McBride, Palestine, Texas; Emil Ott, Princeton, N. J.; J. S. Rogers, Jr., Chicago, Ill.; P. McG. Shuey, Savannah, Ga.; D. D. Siadimas, Philothei, Athens, Greece; H. R. Suter, Grosse Isle, Mich.; M. H. Thornton, Kansas City, Mo.; E. B. Woods, Kansas City, Kan.; Frank Yeiser, Harrison, N. J. As an indication of our respect and our sense of loss, let us stand with bowed heads for a moment of silent tribute.

I can summarize the Society's progress and its present status in a single sentence, by saying that we have had another banner year, marked by genuine growth and achievement, both quantitatively and qualitatively, in a number of areas. Contrary to what has sometimes occurred in other scientific organizations, our growth and development have occurred without diminution of the warm, friendly, personal relationships that are characteristics of the membership of our organization. Through the efforts of the membership committee, the membership increased to a new all-time high, the latest figures, including all classifications, being close to 3000 members.

The two national meetings of the Society each year are in the forefront of its major activities. This is so because these meetings bring into direct personal contact with each

other many people with common interests, thus providing a far more fruitful interchange of productive ideas than can be accomplished by other means of communication. Additionally, these meetings provide benefits in the form of lasting friendships, whose value, from a professional standpoint, is sometimes underestimated. I have already referred to the record-breaking excellence of this convention, and last fall's meeting in Minneapolis was likewise a record breaker for a Fall Meeting.

Please don't get the impression, from what I have just said, that we are constantly trying to establish new numerical records. In reality, our goal is to strive constantly for greater usefulness and better technical performance by the Society, for the benefit of its members and the institutions they represent. In a world where science and technology are involved in an increasing proportion of the population's productive efforts, it is essential that there be a corresponding development in the scope and the quality of this Society's endeavors.

Another major activity is the publication of our *Journal*. Understandably, it is probable that very few of you read the *Journal* from cover to cover. I trust, however, that most of you examine each issue, not only for technical articles that may be directly related to your own scientific or industrial interests, but also to the news items, advertisements, abstracts, and many other educational and informational features that are published each month. If you do so, you are aware that the *Journal* has been growing markedly, not only in terms of the number of pages and features it contains, but also in terms of technical excellence.

Another enterprise that has become firmly established as a major activity of the Society is the annual Short Course. Last summer an excellent Short Course on "Advances in Soaps and Detergents" was held on the Princeton campus. This area of chemistry, in spite of its importance, is not a direct concern of a majority of the AOCs membership. Nevertheless, there was a record attendance, and the course was outstandingly successful. In the coming summer, the Short Course will be supplanted by a unique Symposium dealing with "Quantitative Methodology in Lipid Research," to be held at Pennsylvania State University. The preliminary program suggests that this course, also, will attract a large number of participants.

At this point I am going to shift gears. In doing so, I want to say that I have realized increasingly the great honor that is involved in serving as president of the Society. If I was proud, when I began my term of office, of having been chosen to serve the Society thus, I want you to know that, as the result of my experience during the past year with the whole-hearted cooperation of the many dedicated people in the Society, I now feel more proud and more honored than ever. To be sure, service in this office entails a very considerable amount of work, but in a sound, well-organized and progressive organization like AOCs, the work is a lot of fun.

Although the president of the Society is involved, in one way or another, in all of the major activities mentioned up to this point, I must point out that, because of the very stable basis on which the Society is organized, and because of the dedication of those who are entrusted with responsibility for these activities, their successful conduct is almost automatic. Having pointed this out, I shall mention a few

(Continued on page 29)



W. O. Lundberg

(Continued from page 6)

other selected observations and activities in which your president has been involved.

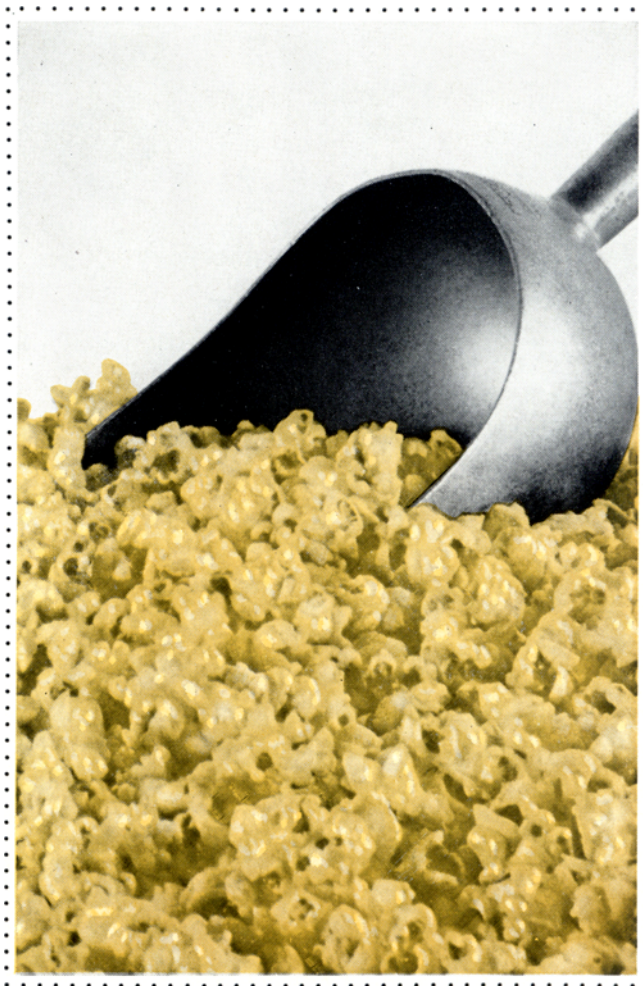
You will be pleased to know that the management and conduct of operations in the AOCS headquarters office in Chicago is better than I have ever seen it during 20 years of active membership in the Society. Several months ago I spent the better portion of a day in the Chicago office for the purpose of becoming better acquainted with its operations. It was apparent immediately that we have a hard-working, smoothly-functioning team there, under the highly capable and efficient management of our executive secretary, C. H. Hauber. He has instituted a number of changes that have improved the services which the office provides for the membership. The quality of these services is especially noteworthy when one considers that the office staff is working under considerable handicap because of limited quarters. Space is at a premium, and every square inch is being used. However, your Governing Board is cognizant of this problem and is now considering proposed ways and means of solving it.

As you know, presently there are four local sections of AOCS. These are the Northeast Section centered in the New York area, the North Central section in the Chicago area, the Northern California Section in the San Francisco area, and the Southwest Section, with its principal focus in the Los Angeles area. My illustrious predecessor, Doc MacGee, was able to arrange his business activities, and possibly his expense account (I haven't interrogated him on this point) so that he could call on all four local sections during his term of office. As a college professor, I was unable to do this. I have had the privilege, previously, of addressing the Northeast and the North Central Sections, and last November I was accorded the privilege of addressing a very excellent turnout of the Northern California Section. The activities carried on by the four existing local sections are becoming increasingly valuable, and it appears likely that, as time goes on, the purpose and functions of AOCS will be implemented and supplemented to an increasing extent by local sections.

The president of the Society is invited or called upon from time to time to represent the Society in connection with the activities of various other organization and institutions. During the past year I was invited to attend inaugural ceremonies for new presidents of academic institutions, dedication ceremonies for new laboratories, and various other functions. It was impossible, of course, to accept all of these invitations, but one of the functions I attended, which was a real highlight in the past year for me, was the Centennial Celebration of the National Academy of Sciences held in Washington over a period of several days last October. The many people who attended this notable conclave included not only representatives of scientific and academic institutions of the United States but also representatives of many scientific societies of foreign countries as well. On one afternoon, following a cap and gown procession, we were privileged to hear a science-oriented address by the late President Kennedy. At several other half-day sessions, fascinating lectures were given by some of the world's best known scientists.

Let us turn now to a few thoughts concerning the future of the Society. Progress involves change, and the Society must meet the challenge of rapidly changing times and changing conditions. At the outset I mentioned that we have experienced a substantial increase in membership. In large measure this growth reflects two changes that are taking place in the Society. First, we have experienced a substantial increase in members who are citizens of other countries. This no doubt reflects a growing interest in the Society and its Governing Board in developing the international flavor of the Society. You will recall that, a year ago last fall, an AOCS meeting was held outside of the United States for the first time, in Toronto. I believe this interest in international relationships represents a very healthy trend and one that should receive continuing emphasis in the future. In the past year we established an

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