



## 43rd Fall Meeting— Minneapolis, Minnesota

Leamington Hotel  
Oct, 5-8, 1969

### Plenary Sessions—A 1st for AOCS

The opening session of the Fall Meeting in Minneapolis will feature two talks. G. R. Grange, Deputy Administrator of Marketing Services of USDA will discuss the Codex Alimentarius in a plenary session of the American Oil Chemists' Society on Monday morning, October 6, 1969. In a second plenary address on Monday morning, the Lipid Chemistry Awardee will be announced by Leo Goldblatt and will then address the Society on his field of research specialization.

Other societies hold plenary meetings on a regular basis, but the scheduling of such a session is new to the American Oil Chemists' Society. For that reason it might be well to give some explanation: For many years, anywhere from two to as many as five simultaneous sessions have been scheduled at our national meetings; as a result no paper has been addressed to the entire membership. Quite simply, in a plenary session, the speaker can address himself to all who are present at a meeting without competition from other talks. Such plenary meetings must be reserved for subjects of unusual import and widespread interest. Most certainly, the two plenary addresses scheduled for the Minneapolis Meeting meet these two requirements.

#### The Plenary Talks

The Codex Alimentarius Commission is an international task force to develop standards for food products. Mr. Grange, who has participated as Chairman of the United States Delegation in the Commission's deliberations, will outline the objectives of the Codex Alimentarius and the procedures which have been developed to assure workable and meaningful international standards.

The Codex Alimentarius Commission was formed by the Food and Agriculture Organization and the World Health Organization in 1963. The task of the 64 member countries is to iron out differences in their national food standards and regulations. There are many variations in such factors as composition, adulterants, labeling or permitted additives which are a great hindrance to international trade. In fact, variations in test methods alone cause serious problems. If our standards can be brought into better alignment with those in other countries, it would be extremely beneficial to the U.S. food industry and to its suppliers. The Commission has now approved over 30 standards which will be sent to member governments for consideration. Actions over the next two or three years in modifying national standards in order to achieve maximum uniformity will be critical in determining the outcome of this international project.

The Lipids Award is the most cherished and prestigious honor bestowed by the AOCS. It is most fitting that the winner of the Award should address the Society in a

plenary session to outline the research on which the award is based.

#### Monday Morning Program and Announcement of Awards

The opening session of the 43rd Annual Fall Meeting in Minneapolis will start with a Call to Order by G. C. Cavanagh, President of the AOCS and Greetings from D. H. Wheeler, General Chairman of the Fall Meeting. After a Welcome by the Mayor of Minneapolis, a Business Meeting will be held, highlighted by a Presentation by Past President, Ron Stillman, of the vote on the revised by-laws for the Society.

After Mr. Grange's plenary address on the Codex Alimentarius, the winners of awards will be announced. Honored Student Awards will be presented by Ralph Holman; Gerald Feldman will announce the winner of the Bond Award; Past President J. C. Harris will describe the Society's newest award, the Award of Merit, and will present the first recipient; finally, Leo Goldblatt will present the Award in Lipid Chemistry, following which the awardee will deliver his plenary address.

### Margarine Centennial Celebration

Centennial celebrations are rare. By definition, they can occur only once in a hundred years! A Margarine Centennial Symposium on Monday afternoon, October 6, 1969, will be a highlight of the 43rd Annual Fall Meeting in Minneapolis as a reminder that this product was invented a hundred years ago. The century that has elapsed since margarine was first conceived has been dominated on the political side by controversy and on the technical side by solid achievement leading to today's flavorful, sophisticated product.

Following the Napoleonic Wars, a ravaged Europe struggled to regain a peace-time economy while large armies were maintained to insure national sovereignty. The French poor, like those elsewhere during much of the nineteenth century, existed on a subsistence diet. Fats frequently were not available, and butter production could not keep up with the demands of growing populations nor with the needs of the growing class of industrial workers. Against this background of need and with the prospect of further wars doubtless in mind, Emperor Napoleon III offered a prize in 1868 for the invention of a butter substitute.

Mège-Mouriés, a pharmacist who turned chemist, had as his major interest the improvement of foods and had accumulated an impressive number of patents and honors involving his work on wines, fruits, dried vegetables, bread, flour and other food products. Within a year of the prize offer by the Emperor, Mège-Mouriés developed a product

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which was considered satisfactory in terms of flavor and nutrition and which won the endorsement of French health authorities.

The great Chevreul identified "margaric acid" (a combination involving stearic acid) during the course of his explorations of fats and fatty acids. Mège-Mouriés adopted the root name "margarine" and added "oleo" (from the Latin *oleum*, for beef fat) because his invention was based on purified fat derived from cattle.

Margarine production spread through the butter consuming nations. A United States patent was granted to Mège-Mouriés on December 30, 1873, and within a few years commercial manufacture was under way. Now, a hundred years later, the flavorful, modern product with its closely controlled consistency range and delicately balanced vitamin fortification has become the dominant fatty food spread in the Nation.

### Symposium

The Centennial Symposium will open with a Welcome by S. F. Riepma, President of the National Association of Margarine Manufacturers. Stanley Miksta of Kraftco will present a Keynote review of margarine, following which Edward Ahrens of Rockefeller University will review the Diet-Heart Problem. E. A. Day will speculate on Margarine Flavors of the Future; Benjamin Borenstein will summarize Vitamin Fortification of Margarine; and G. M. Burditt, an attorney, will conclude the Symposium with a consideration of the Problems and Outlook in Evolving Food Regulation.

### Ladies Program Completed

Mrs. Samuel B. Crecelius, Ladies Program Chairman for the Fall Meeting, her Co-Chairman Mrs. Kenneth E.



Mrs. Bettye Crecelius  
Ladies Program Chairman

Holt, and a dedicated and hard-working Committee have been as busy as beavers. The program is complete, the coffee pot is on, and the local ladies are eager to welcome you to Minneapolis!

When Bettye Crecelius discussed the program with your publicist for the Minneapolis Meeting, he suggested that with such a program to look forward to, most of the ladies would be as sweet as apple pie for the rest of the summer and early fall so that their husbands would be sure to invite them to come to Minneapolis in October.

### Schedule

#### Sunday Afternoon

Koffee Klatch from 2:00 to 5:00 in the Land-O'-Lakes Lodge of the Leamington Hotel. Renew old friendships, make new acquaintances as you sip a cup of coffee, and sign up for one of the Wednesday tours. In the evening, the Traditional AOCs Mixer will offer further opportunity to meet and greet late comers as you munch a canapé and toast the men of the Society.

#### Monday

Bright and early there will be a Continental Breakfast and more opportunity to say "Hi" to the lovely Texas girl you met in New York or perhaps the chic Cincinnati who attended her first Oil Chemists' Convention in hospitable San Francisco. Following the breakfast, buses

will whisk the entire group to St. Paul, where two sight-seeing treats, one old and one new, will vie for attention.

The first stop will be the more than a century old Livingston-Griggs House on famous Summit Avenue. The 41 room "Italian-style" villa was built on a bluff overlooking the Mississippi by James Burbank, a Vermont Yankee whose fortune was made from a network of stage-coach and steam packet lines. In the late 1920's, Mrs. Griggs remodeled much of the house, transforming it into a virtual museum of European decor. Entire rooms, walls, doors and floors were imported from Italy and France, and were then decorated with authentic furniture of the sixteen-hundreds. In 1967, upon the death of the 90 year old Mrs. Griggs, the house and furnishings were given to the Minnesota Historical Society.

The gleaming Osborn Building, home of Economics Laboratory, offers a study in contrast. Dedicated two years ago, the 22 story office building is a functional, handsome structure that has been described as 'the most cleanable building in the world.'

Monday's luncheon will be held at Diamond Jim's, a private club on the banks of the Mississippi. In the event of an early frost, which is not unusual in the river valley area, the view will be something to behold, with the evergreens standing out amid the vivid colors of the turning leaves.

In the afternoon, the trip will wind through historic Mendota (Meeting of the Waters) to see the Sibley House, home of the first Governor of Minnesota, and the Faribault House, home of a pioneer fur trader. Upon return to the hotel in downtown Minneapolis, the buses will take the long way back to view some of the 22 lakes, which are the pride of Minneapolis.

On Monday evening the ladies will want to join in celebrating the Sixteenth Anniversary of the Distillation Products Industries-Eastman Chemical Products' reception and cocktail party. The department stores are open on Monday evening, allowing extra time for browsing or shopping.

#### Tuesday

After the Continental Breakfast, it's back to the road for an unusual styleshow called "My Fair Lady Through The Years." This show contrasts the past with the present from the bustles of the Gay Nineties to the sequined flapper gowns of the Roaring Twenties to today's miniskirts.

Luncheon will be served in the unique setting of St. Mary's Greek Orthodox Church on the Shores of Lake Calhoun. Two Protestant missionaries built a cabin on this site in 1834. It is the first house erected in the City of Minneapolis—and it served as a mission for the Dakota Indians who camped on the shores of Lake Calhoun and nearby Lake Harriet. The present church on the original mission grounds has numerous articles of historic and artistic interest. The Dining Hall and Garden Court overlook the Lake.

After luncheon, all are free to pursue their own activities, resting, shopping or preparing for the annual banquet and dinner dance.

#### Wednesday

The Continental Breakfast offers the last leisurely opportunity to reminisce about Minneapolis and make plans to get together again in the Spring in New Orleans. There is a choice of two morning tours: Tour 1, the Betty Crocker Kitchens, is a must for those who have not been there and a surprise for those who have. The Kitchens have been remodeled completely and offer seven test kitchens of the world, each having its own function and decorated in the motif of a different country. Tour 2, the Hennepin Country Historical Society, offers the opportunity to contrast the nostalgia of yesterday with the bustle of today. Housed in a beautiful old mansion, the displays feature the Country Store and Post Office, the Old School Room, the Old-Fashioned Kitchen, and many other memorabilia of a more peaceful and simple era.

And the rest of the morning and afternoon, why, shopping of course!