

# How much are you worth?



Not too many years ago, some chemist estimated that you were worth 98 cents when broken down into the various elements comprising your body.

DuPont analysts have developed a new analysis indicating that your body has an electrical energy potential of 11 million kilowatt hours, now making you worth \$85 billion.

W.N. Schultz, president of the How To Company of Kenilworth, IL, illustrated his motivational talk to a management session during the Chicago meeting with this and other humorous illustrations.

Schultz, a researcher and consultant on what makes people successful, listed optimism, enthusiasm, individualism, and imagination as the four common characteristics shared by successful persons.

Using homilies and adages, Schultz said that successful people look for opportunity to improve every situation rather than dwelling on barriers to achievements.

"The faster you go, the more chance you have of stubbing your toe, but you are more likely to get somewhere," he told approximately 100 persons during his talk "How to Use the Wonderful Gold Mine Between Your Ears."

"Enthusiasm is a way of life for great people," Schultz proposed. "Tom Dooley once said, 'It's not so important

what you do with the years of your life, but it is important to enthusiastically use each hour.'"

Individualism stresses the importance of each person making the most of his ability, Schultz said.

"In all the parks in all the cities there isn't one statue dedicated to a committee," he pointed out. "Beware of shooting down the individual."

"Ideas, like babies, do not choose their parents," he said of imagination and creative thinking. "Find a human need and fill it."

Ten common traits of successful persons listed by Schultz were:

1. Observe with application—look at everything as if you were seeing it for the first and for the last time.

2. Listen with enthusiasm, with creativity, and with your heart.

3. Takes notes—then go back and assimilate the notes to see what synergetic developments you find. Many successful persons keep paper and pencils handy to jot down random thoughts for an informal "idea trap" file that later may yield major dividends.

4. Try to understand a situation before making judgments.

5. Always anticipate achievement.

6. Schedule time to think each day.

7. Organize approaches to problems—narrow and define the factors in each problem to ease the route to solutions.

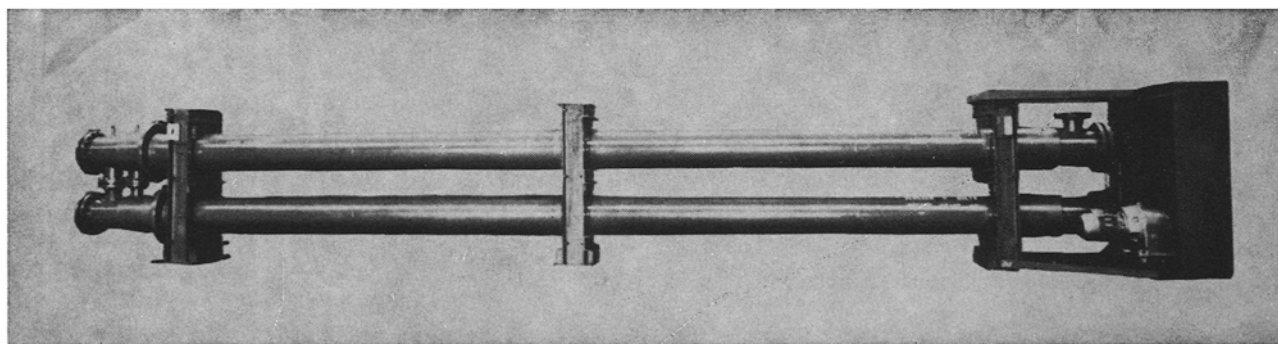
8. Set daily idea quotas—keep asking who, what, when, why, and if.

9. Use spare time wisely to expose yourself to new ideas, new fields.

10. Set goals high. Successful people put deadlines on themselves and aim high. "Reach for the stars and even if you aren't successful at least you won't come up with a handful of mud," Schultz advised.

"The only time you need to be afraid of failing," he said, "is the last time you try."

## ARMSTRONG-CHEMTEC BUILDS FATS CRYSTALLIZERS



For use crystallizing: Tallow fatty acids, tall oil heads cuts and mid cuts, many neutral fats from vegetable, animal and marine sources, and cooling viscous materials.

*Bring us your fats crystallization problems.*

**ARMSTRONG ENGINEERING  
ASSOCIATES, INC.**  
Box 566-J  
West Chester,  
Pennsylvania 19380

**CHEMTEC B.V.**  
Box 52-J  
Soestdijk,  
Holland

**CHEMTEC B.V.**  
Box 3-J, Willowyard Rd.  
Beith, Ayrshire,  
Scotland

**CHEMTEC PTE. LTD.**  
9-J Gul Ave.  
Jurong Town  
Singapore 22

## Erich Baer, Ph.D.

Dr. Erich Baer, head of the Subdepartment of Synthetic Chemistry as Applied to Medicine in the Banting and Best Department of Medical Research, 1948-69, died in Toronto, Ontario, on Sept. 23, 1975.

Dr. Baer was the first recipient of the AOCS Award in Lipid Chemistry.

Dr. Baer was born March 8, 1901, and educated in Berlin. In 1927 he received his Ph.D. from the Friedrich Wilhelm University and subsequently conducted research on the chemistry of carbohydrates at the Kaiser Wilhelm Institute under the direction of Professor H.O.L. Fischer. In 1932, Dr. Baer was appointed Research Assistant in the University of Basel. He remained at this post until 1937, at which time he accompanied Professor Fischer to Canada. Both received appointments in the University of Toronto and for the next ten years Dr. Baer was an assistant professor of research in the Department of Chemistry. In 1947 he joined the Banting and Best Department of Medical Research as an associated professor and he eventually succeeded Professor Fischer as head of the Subdepartment of Synthetic Chemistry. He was appointed a full professor in 1951.

Dr. Erich Baer was a gifted chemist who succeeded in synthesizing and characterizing a series of complex compounds of considerable biological and biochemical interest.

His first outstanding contribution in 1932 was associated with synthesis of optically active 3-carbon compounds (trioses), among which was glyceraldehyde-3-phosphate, commonly known as the "Fischer-Baer" ester. The synthesis of this pure compound by Baer and Fischer was of considerable importance, not only because of the elegant synthetic methods employed, but also because the demonstrated presence of this compound in animal tissues necessitated a revision of the scheme of carbohydrate metabolism accepted until that time.

After this beginning, Dr. Baer used the optically active glycerol derivatives thus synthesized as starting materials for more complex compounds, namely the phospholipids. He worked in this area for over 30 years.

In extensions of this work, Dr. Baer developed synthetic techniques which allowed the placement of specific known fatty acids, either saturated or unsaturated, into each of the available positions on the glycerol backbone of phospholipids.

During the last decade of his life, Dr. Baer turned his attention primarily to the synthesis of phosphonic acid derivatives, i.e. phosphorus-containing lipids in which phosphoric acid has been replaced by phosphonic acid.

His work provided a foundation for future developments in the chemical, biochemical, and physiological properties of all classes of phospholipids in the living cell.

During the last 25 years, Dr. Baer was undisputed dean of experts in the field of optically active glycerophospholipids. His professional life was devoted to this area, with considerable skill and scholarship.

For his outstanding contributions Dr. Baer was honored by a number of scientific groups as follows: first recipient of the Glycerine Research Award of the Glycerine Producers Association (1953), Neuberger Medal of the Society for International Scientific Relations (1961), Chemical Institute of Canada Medal (1962), first recipient of the American Oil Chemists' Award in Lipid Chemistry (1964), Flavelle Medal of the Royal Society of Canada (1966), and Normann Medal (1975).

Dr. Baer was a Fellow of the Royal Society of Canada, Chemical Institute of Canada, and American Association for the Advancement of Science. He was a member of the N.Y. Academy of Sciences, Canadian Association for Applied Spectroscopy, Canadian Biochemical Society, American Chemical Society, American Society of Biological

Chemists, American Oil Chemists' Society, and Verein Deutscher Chemiker. His scientific accomplishments are recorded in some 160 publications. ●

## Henry W. Ladyn dies

Henry W. Ladyn, a vice president and director of Armour-Dial Inc., died Sept. 26, 1976, in Arizona where he had resided the past four years. He was 63.

Mr. Ladyn was vice president of planning for Armour-Dial at the time of his death and had served as a vice president for manufacturing, for operations, and for planning programs and systems during his 39-years service with the firm.

He had aided in the design and construction of some of the largest soap and meat manufacturing plants in the world. He was well known for his ability to develop highly efficient production systems for the manufacture of grocery products, with Dial soap being the best known of these.

Mr. Ladyn was born in Jersey City, NJ. He received a bachelor of science in chemical engineering from Georgia Techn in 1937 and later earned a master's degree from a Brooklyn, NY, institution.

Mr. Ladyn joined AOCS in 1944 and served as president of the Northeast Section from 1951-1953.

Among his survivors are his widow, Ann, of Paradise Valley, AZ; sons, Henry Jr., Donald Eugene, and Lawrence Michael; his mother, Eugenia, and a sister, Romaulda Marcinczakof.

Services were held Sept. 29 in Scottsdale, AZ. ●

---

## New ASTM Publication

The American Society for Testing and Materials (ASTM) is offering a 10-page, soft-cover publication entitled "List of Fluorescent Whitening Agents for the Soap and Detergent Industry—DS 53A."

ASTM says the most important and useful feature of the book is the identification of chemical structure of each FWA by a unique set of letters and numbers. Previously, identification in test methods and in other uses was primarily by trade names. The publication lists the brand names and names and addresses of FWA suppliers who participated in the project. Copies at \$3.50 each are available from ASTM, 1916 Race St., Philadelphia, PA 19103.

## Soybean Protein Next Topic

"Soybean Protein—Uses, Problems and Potential" will be the title of the talk by J.J. Rackis at the Northeast Section program Dec. 8 in The Chemists Club, New York City.

Rackis is with the USDA Northern Regional Research Lab in Peoria, IL. His talk will describe how soybean protein fits into the world food picture.

During the afternoon portion of the meeting a panel discussion on processing and functionality of vegetable proteins will be held, according to Glen Jacobsen, program chairman for the session. Rackis' talk will follow dinner. Reservations may be made with David Berner at Best Foods, Jacobsen said. ●



←New Rutgers Food Science Building

### Northeast Section Meeting Held at Rutgers

Northeast Section members planned their October meeting to include a tour of the new Food Science Building at Rutgers University, New Brunswick, NJ.

Topic for a roundtable discussion at the Oct. 12 session was "The Fate of Carotenoids During Palm Oil Processing" with Dr. S.S. Chang, meeting chairman, serving as moderator.

After a buffet supper, Dr. Chang lectured on "Natural Antioxidants from Spices."

### 1977 Joint Automatic Control Conference Planned for June

A call for contributed papers and for invited sessions during the 1977 Joint Automatic Control Conference has been issued by the American Automatic Control Council.

The meeting will be held June 22-24 at the Hyatt Regency Hotel in San Francisco. Theme of the conference is "Control Theory and Applications in the Service of Local Industry."

Professor George N. Saridis is program committee chairman. He may be contacted at School of Electrical Engineering, Purdue University, West Lafayette, IN 47907. ●

### American Society for Neurochemistry Meeting in March

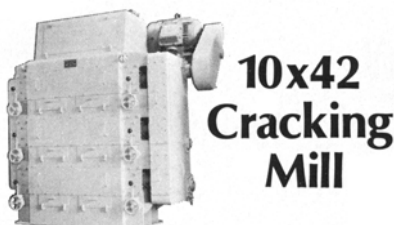
The American Society for Neurochemistry will hold its eighth annual meeting March 13-18, 1977, at the Hilton Hotel in Denver, CO.

Scientific symposia topics will be biogenic amine receptors, the opiate receptor, microtubule assembly and function, the biological function of gangliosides, glycoproteins and cell-cell interactions, and brain specific proteins: their localization and function. There also will be free communications and poster sessions and round table discussions.

Further information is available from the local chairpersons, Dr. S.C. Bondy and Dr. A. Vernadakis, Department of Neurology and Pharmacology, University of Colorado Medical Center, 4200 E. 9th Ave., Denver, CO 80220. ●

# Unmatched

- Ability to hold precise settings—for long periods of time
- Oil extraction efficiency
- Ruggedness



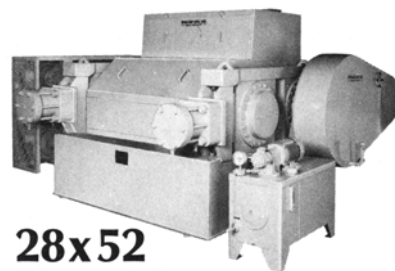
10x42  
Cracking  
Mill

The Roskamp-Langhurst Cracking Mill offers consistently higher conversion through uniform particle size reduction and lower fines.

Three-pair high rated at 340 tons per day; two-pair high at 280 tons per day.

Vibratory feeder; highest quality chilled iron rolls.

Write for Bulletin RC-1042.

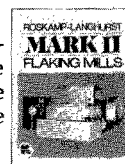


28x52  
Flaking Mill

The extra rugged, extra dependable Roskamp-Langhurst Flaking Mill provides greatest capacity per square foot of floor space.

Five-ton frame — heaviest in the industry; five-ton chilled iron rolls; simple, fingertip operator controls; vibratory feeder.

New 4-color fully-illustrated brochure RL-2852 gives complete details. Write, phone for your copy.



## Roskamp Mfg., Inc.

642 Grand Blvd., Cedar Falls, Iowa 50613 Phone: 319/266-1792