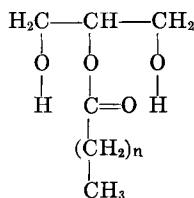


# The chain in the middle

To men who know their fats, it was quite a coup we pulled some six years ago in pushing the mono content of mono-diglyceride emulsifier to 90%—at a price that proved eminently practical for the shortening, baking, margarine, confectionery, and dessert industries.

Aside from the superior purity of molecularly distilled monoglyceride, the reason why it is now in such heavy demand is that it gives more emulsification per dollar spent than do the usual mono-di reaction mixtures.

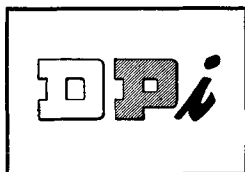
Now it turns out we have been overmodest in claiming only 90% mono. Actually, it's more like 97%. The difference is in 2-monoglycerides—



Hitherto, monoglyceride assays have been counting only monoglycerides with the fatty acid chain on the end.

Within the last few months our laboratories have had the honor of busting wide open this interesting subject of the symmetrical monoglyceride molecule. We are in a position to tell you a lot about it. Also to provide other technical and commercial data about Myverol® Distilled Monoglycerides. Write *Distillation Products Industries*, Rochester 3, N. Y. Sales offices: New York, Chicago, and Memphis • W. M. Gillies and Company, Los Angeles, Portland, and San Francisco • Charles Albert Smith Limited, Montreal and Toronto.

*distillers of monoglycerides  
made from natural fats and oils*



Also . . . vitamin A  
in bulk for foods  
and pharmaceuticals

**Distillation Products Industries**  
is a division of **Eastman Kodak Company**

## People and Products

A new electric thermometer from FISHER SCIENTIFIC COMPANY, Pittsburgh, Pa., controls as well as registers temperatures and combines the low-temperature range of a toluol thermometer with the high-temperature range of a nitrogen-filled mercury thermometer.

A. H. Gee, director of bacteriology and toxicology at FOSTER D. SNELL INC., New York, N. Y., presented a paper before a recent meeting in Chicago of the Chemical Specialties Manufacturers' Association, in which he predicted that there may be a rash of complicated state laws requiring precautionary labelling of consumer chemical specialties.

PRECISION SCIENTIFIC COMPANY, Chicago, Ill., offers a re-designed solvent recovery still for the economical recovery of extraction solvents in laboratories.

New vapor equivalent apparatus offered by CENTRAL SCIENTIFIC COMPANY, Chicago, Ill., is capable of measuring the volume of vapor produced by a unit volume of liquid in approximately 10 min.

The highest award of the United States Department of Agriculture, the Distinguished Service Award, consisting of a gold medal and a citation, has been presented to DANIEL SWERN, Eastern Utilization Research Branch, Philadelphia, Pa., for research in agricultural chemistry leading to substantially increased utilization of surplus fats.

DONALD Q. KERN, professorial lecturer at Case Institute of Technology, Cleveland, O., is serving as professional consultant in the field of heat transfer for Wolverine Tube, division of Calumet and Hecla Inc., Detroit, Mich.

A new pH indicator which shows a pink-to-blue color change at pH 8.2 is offered by DISTILLATION PRODUCTS INDUSTRIES, a division of Eastman Kodak Company, Rochester, N. Y.

THE NATIONAL BUREAU OF STANDARDS, as part of a project sponsored by the Naval Research Laboratory, has produced an all-glass paper eight times as strong as that first made in 1951.

Max A. Williams will retire on October 31 as vice president and sales manager of AMERICAN MINERAL SPIRITS COMPANY, Chicago, Ill.

A new grain Expander-Expeller process for the expanding of starchy grains, such as corn and wheat, is announced by THE V. D. ANDERSON COMPANY, Cleveland, O. In this process the grain is completely decharacterized and converted to a highly assimilable carbohydrate form.

ARTHUR S. LA PINE AND COMPANY, Chicago, Ill., offers complete new lines of polyethylene threaded fittings and sleeve fittings.

An open house was held June 2 in the new fatty alcohol plant of ARCHER-DANIELS-MIDLAND COMPANY, Ashtabula, O.

P. A. WELLS, chief of the Eastern Regional Research Laboratory, U.S.D.A., Philadelphia, Pa., has received an honorary Doctor of Science degree from Monmouth College, Monmouth, Ill., in recognition of his work in research and as a research administrator.

## Appointments

Paul McClay has been elected an assistant vice president of ARCHER-DANIELS-MIDLAND COMPANY, Minneapolis, Minn.

EMERY INDUSTRIES INC., Cincinnati, O., has appointed Karl T. Zilch to the company's research staff.

William J. Stewart is the new director of research and development at Nuodex Products Company Inc., a subsidiary of HEYDEN CHEMICAL CORPORATION, New York, N. Y.

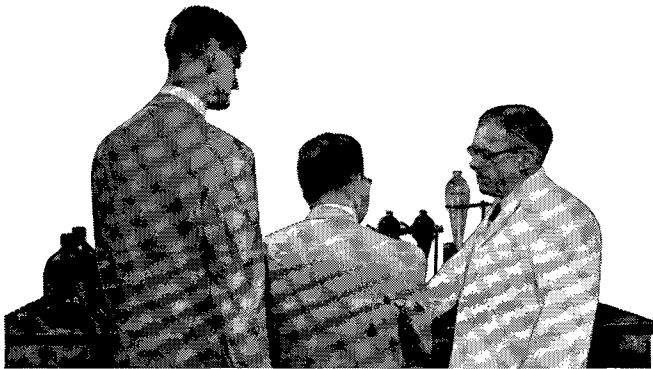
Melvin Hochberg has been appointed director of research and production for the vitamin division at NOPCO CHEMICAL COMPANY, Harrison, N. J.

## Come up and see us

We figure the best thing we can do is make the fortification of margarine with vitamin A as little trouble as possible.

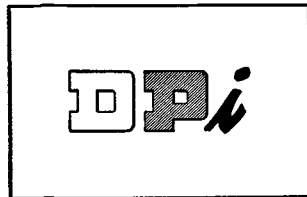
We put it up in cans that you can just empty into a batch and forget. We'll store it for you so you don't have to keep much of an inventory. We'll work out all the details of stability, type of vitamin A and what not for you, if you want us to.

About this last. We have a lot of experienced men working on vitamin A. They include scientists with reputations famous from here to Calcutta, as well as a retired farmer who comes in to feed the rats. They're busy but not too busy to take time out for talking shop with people who look at vitamin A from a different point of view. Come on out for a day or two. Seeing how our men spend their time may refresh your own viewpoint on vitamin A. If you can't do that but have questions about vitamin A fortification of margarine, let's see if we can answer them by mail or phone.



We got to know the margarine business back in the 30's when the idea of fortification with vitamin A first started. We worked out a lot of the fortification problems then, are working out today's problems today. And we've sold a whale of a lot of our vitamin A packaged in pre-measured cans under the trade-mark "Myvapack." Information or a quotation comes from *Distillation Products Industries*, Rochester 3, N. Y. Sales offices: New York, Chicago, and Memphis • W. M. Gillies and Company, Los Angeles, Portland, and San Francisco • Charles Albert Smith Limited, Montreal and Toronto.

*leaders in research and production of vitamin A*



**Distillation Products Industries** is a division of **Eastman Kodak Company**

# Great new and original Roche development



**100% NATURAL COLOR**  
with  
**Total Vitamin A Potency**

## FOR MARGARINE

When you use vitamin A 'Roche' and beta carotene 'Roche' blended in vegetable oil you get *natural color* and *vitamin A potency* in *one* plant operation.

You may have vitamin A acetate or palmitate 'Roche' and beta carotene 'Roche' blended in vegetable oil to your specifications so that your margarine safely delivers the required vitamin A value of 15,000 U.S.P. units per pound and also meets your color requirements. Roche does the blending and delivers the material to you in sanitary tin cans which are especially suitable for batch mixing. Vitamin A and beta carotene 'Roche' dissolves readily in warm margarine oils with uniform distribution throughout the batch.

No more messy mixtures of separate colors are needed. Beta carotene 'Roche' imparts a true natural color without tinge of green. It does not change to a reddish color as do some vegetable pigments during storage.

Beta carotene is the *natural*, non-toxic coloring matter of butter and other dairy products. It gives your food added nutritional value, too.

Adopt this modern Roche method of *fortifying* and *coloring* your margarine in *one operation*. Specify vitamin A with beta carotene 'Roche.' Ample supplies are assured.



Batch size cans of Vitamin A and Beta Carotene 'Roche' blended in vegetable oil to your specifications.

## Beta **CAROTENE** 'Roche'

### FOR SHORTENING and other foods

Beta carotene 'Roche' makes your good foods better because it gives them true, *natural* yellow color and at the same time *adds nutritional value*.

Available in a 24% semi-solid suspension, beta carotene 'Roche' supplies 400,000 U.S.P. units of vitamin A activity per gram. The amount of beta carotene 'Roche' required to color a pound of shortening represents 8000-9000 U.S.P. units of vitamin A.

Processing is simplified. The 24% semi-solid suspension of beta carotene 'Roche' dissolves readily in warm fluid shortening to give you uniform distribution of color and a substantial amount of vitamin A activity.

Plan now to put this new Roche product to work for you. Get the benefits of *natural color* and *added nutritional value* in your shortening.

#### 24% Semi-solid Suspension of Beta Carotene 'Roche'

400,000 U.S.P. units per gram 'Roche' beta carotene in vegetable oils.



33-pound steel pails, double Synthetic lined, with removable-replaceable-leverlok cover.



3-pound tripartite tamperproof metal cans.

## CALL ROCHE FOR VITAMINS

VITAMIN DIVISION • **HOFFMANN-LA ROCHE INC.** • NUTLEY 10, NEW JERSEY  
NUTley 2-5000

Pacific Coast distributor: L. H. BUTCHER COMPANY, San Francisco • Los Angeles • Seattle  
Portland • Salt Lake City

In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West; Montreal, Quebec

# NEWS

## New Members

### Active

Allan H. Altnow, research chemist, Archer-Daniels-Midland Company, Minneapolis, Minn.  
 James H. Benedict, chemist, Procter and Gamble Company, Cincinnati, O.  
 Charles R. Bunting, chemist, Witco Chemical Company, Chicago, Ill.  
 Albert Cera, chemist, Ranchers Cotton Oil Company, Fresno, Calif.  
 Robert D. Dobson, development engineer, Procter and Gamble Company, Cincinnati, O.  
 Eric Engel, research chemist, General Foods Corporation, Hoboken, N. J.  
 Oliver DeP. Gildersleeve, technical adviser, Overseas, Sharples Corporation, Philadelphia, Pa.  
 Robert E. Hall, process food engineer, Procter and Gamble Company, Cincinnati, O.  
 Richard C. Johnson, general manager, Food Industries Inc., San Jose, Costa Rica, C. A.  
 Paul Martin Koren, process development engineer, Procter and Gamble Company, Cincinnati, O.  
 Lester O. Leenerts, applications research supervisor, Purex Corporation, South Gate, Calif.  
 Daniel Anthony Leo, chemist, Durkee Famous Foods, Chicago, Ill.  
 Thomas Hamilton Little, manager, process engineering department, Sharples Corporation, Philadelphia, Pa.  
 James B. Martin, chemist, Procter and Gamble Company, Cincinnati, O.  
 Paul W. Oberman, chemist, Dubuque Packing Company, Dubuque, Ia.  
 Louis L. Richardson, technical sales, Filtrol Corporation, Los Angeles, Calif.  
 Crosby U. Rogers, technical director, Roberts Rouge Company, Stratford, Conn.  
 Nikolaus A. Schonfeldt, chief of research, Berol Aktiebolag, Molndal, Sweden  
 Daniel A. Seedman, director, Los Angeles Laboratory, Pacific Vegetable Oil Corporation, Los Angeles, Calif.  
 William George Smith, plant chemist, Canada Packers Ltd., Vancouver, B. C., Canada  
 Barton F. Teasdale, research engineer, Canada Packers Ltd., Toronto, Ont., Canada  
 L. C. Trescott, consultant, Industrial Raw Materials Corporation, New York, N. Y.  
 Arthur N. Wrigley, chemist, Eastern Regional Research Laboratory, Philadelphia, Pa.

### Individual Associate

Robert S. Bean, chemist, Ranchers Cotton Oil Company, Fresno, Calif.  
 Robert A. McDonald Jr., laboratory technician, Charlotte Refining Company, Charlotte, N. C.  
 Glenna Faye McDougle, laboratory technician, Sweetwater Cotton Oil Company, Sweetwater, Tex.  
 Ralph E. Pruett, chemist, Ranchers Cotton Oil Company, Fresno, Calif.

### Corporation Associate

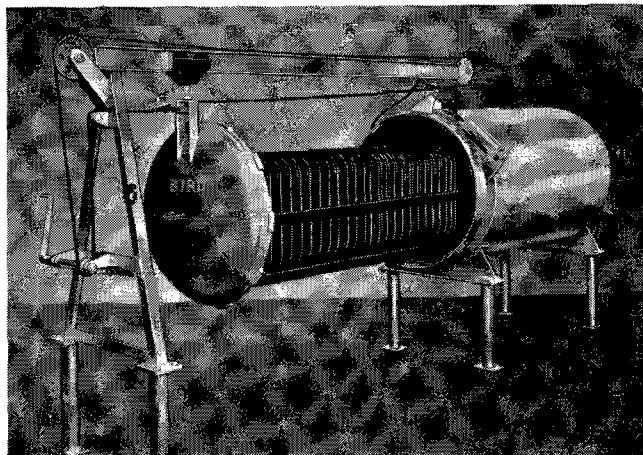
Industrias Unidas de N. Laredo S. A., Tamps., Mexico (or Box 940, Laredo, Tex.)

## CSMA Offers Proceedings

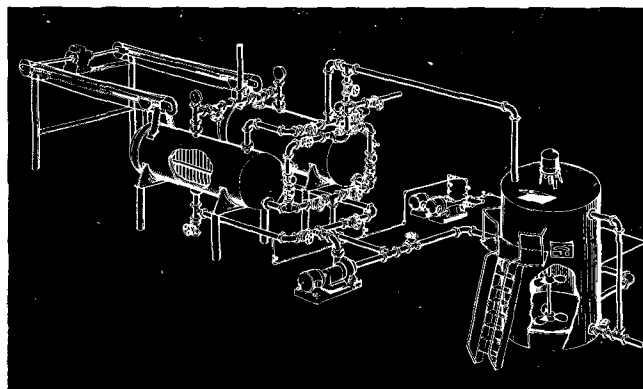
Copies of the proceedings of the 41st annual meeting of the Chemical Specialties Manufacturers Association Inc., held in New York City, are now available from the Association, 50 E. 41st street, New York 17, N. Y. More than 50 technical papers and reports cover aerosols, disinfectants, sanitizers, insecticides, soaps, detergents, sanitary chemicals, waxes, and floor finishes. The 210-page, spiral-bound record is priced at \$7.50 in the United States and Canada, \$8 in foreign countries.

# This BIRD Is The Best FILTER For

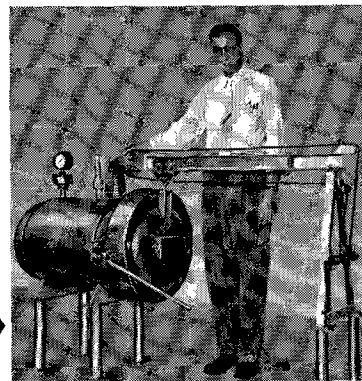
- filtering vegetable oils
- filtering stearins from winterized oils
- removal of bleaching clays
- polishing solvent extraction oils
- recovering nickel catalyst from hydrogenated oils



The Bird Pressure Filter is designed by engineers of long experience in the processing of oils. NEW BULLETIN contains complete information. Let us mail you a copy.



Here is a representative installation of two Bird Filters. Note that the filtrate discharge is at the fixed end of the tank. You don't have to disconnect piping every time the Filter is opened. Only the Bird's exclusive self-sealing filtrate manifold makes this possible.



Pilot-size Bird Pressure Filters complete in every detail are available for accurate performance pre-testing.

**BIRD MACHINE COMPANY**  
 South Walpole · Massachusetts