# Challenge of the Baking Industry . . .

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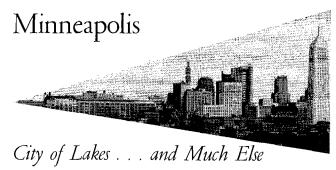
for automation in the bakery. The need is greatest in the large commercial or wholesale bakeries but is also as important to the small shop. Continuous cake and bread manufacturing machines are being installed by many. The technology of shortening crystallization and emulsifiers has contributed greatly to the development of highly specialized shortenings for highly specific uses. Fluid shortenings which can be poured or pumped have been developed to meet the requirements for shortenings that can be used in today's mechanized bakery operations. Special icing shortenings with improved eating qualities and increased aerating abilities and water-binding properties have led to more stable icings and fillings. Special shortenings for use in preparing very stable whipped toppings and pie fillings have been developed for use in the frozen pie industry. Many more examples could be cited.

The challenge of automated baking operations will undoubtedly lead to an almost complete changeover to fluid shortenings. This appears to be almost inevitable, since the physical properties of plastic shortenings and their dependence upon proper crystalline form for optimum baking performance tends to eliminate them from practical considerations in the mechanization of bakery operations.

As bakery processes are automated, new demands are placed upon the shortening systems employed. In some cases new shortenings are needed for production of currently marketed products. In other cases, new bakery products will be developed as a result of the flexibility provided by mechanized processes, and perhaps these will also, in turn, make new demands upon the shortening systems employed.

Automation and specialization are thus the current challenges of the bakery industry to the edible fats and oils industry. The next decade should see the development of stimulating new shortening and emulsifier technology.





The 37th Fall Meeting of the AOCS will present a Technical Program which is to draw many hundreds of members to Minneapolis, Minn. Due to the demanding schedule characteristic of these Fall Meetings, the hours for recreation and relaxation are of prime importance to the registrants. Anticipating that you may wish to consider these factors as you plan your trip, we offer a few words about the "City of Lakes" . . . and much else. Minneapolis bills itself as the City of Lakes, and with

reason. Inside the city limits are 22 lakes and 16 bathing

There also are 153 parks, encompassing 6,000 acres, 5 municipal and 11 private golf courses, 208 tennis courts, 65 playgrounds, and a 63-mile-long "Grand Round" system of parkways and boulevards sauntering through the city's more scenic areas.

For convention-bound AOCS members whose interests are less than fulfilled by streams, ponds, waterfalls, canoes, sailboats, fairways, softball and the like, Minneapolis happily offers other (but more expensive) recreational outlets.

Sports enthusiasts will find the September 30-October 2 AOCS meeting bracketed by four major football games. The Minnesota Vikings-National Football League professional team—will play the San Francisco 49'ers on September 29 and the St. Louis Cardinals on October 6. Both games will be at the Twin Cities' \$8.5 million Metropolitan Stadium.

The University of Minnesota "Golden Gophers" will play Nebraska's "Cornhuskers" on September 28 and

Army on October 5 at Memorial Stadium.

Those intent on seeing the Minnesota Twins baseball team—second in 1962's American League final standingsmust content themselves with watching TV September 28, or listening on radio the 29th, as the club concludes the regular season against the Yankees in New York. Should the more optimistic Twins supporters' predictions prove accurate, however, the World Series will begin in Metropolitan Stadium during AOCS convention week.

Playgoers will find it possible to see a different performance in a different theatre every night, without even sampling all that is available. Most prominent is the Tyrone Guthrie repertory theatre—opened in May this year—in which a gaggle of recognizable Broadway names are presenting four plays (Hamlet, The Miser, Death of a Salesman, and Three Sisters) of some repute. Other stage plays run nightly at the Old Log Theatre—a sumptuous summer stock emporium near Lake Minnetonka-Theatre in the Round, Edyth Bush Theatre, Moppet Players, and gridiron-like parodies are provided at Dudley Rigg's "Brave New Workshop," a coffee house.

Worthwhile art galleries include Walker Art Center (adjacent to the Guthrie theatre), Minneapolis Institute of Arts. American Swedish Institute of

Arts, American Swedish Institute, and the University of Minnesota art gallery. Interlarded through these are several downtown commercial galleries with offerings of vary-

ing value.

Museums? By all means. The Hennepin County Historical Society, the Minneapolis Public Library (which also offers a planetarium), and the Minnesota Museum of Natural History.

Devotees of the "down in front" schools of modern dance will find a broad offering of the twist, bossa nova, and other less refined but more basic undulations performed in

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## Wood and Williams Capture MacGee Awards

#### Nominations Being Accepted for Fall Meeting

R. D. Wood, Department of Biochemistry and Nutrition, Texas A & M College, and L. D. Williams, Department of Food Science, Michigan State University, both doing graduate work in the field of fats and oils, were the first two students to be recognized under the new MacGee Award System. Each was the recipient of an expense-paid trip to the 54th Annual Spring Meeting in Atlanta last April. The award included round trip air fare, registration and activities fees, hotel room, and meal expense.

Designed to stimulate interest in the field of fats and oils at the graduate level of study, and to award outstanding students with the opportunity of hearing an AOCS Tech-



Looking proud and happy are the winners and those responsible for the MacGee Award. Left to right: N. H. Kuhrt, Education Committee Chairman; Winner R. D. Wood; A. E. MacGee, for whom the adward is named; Winner L. D. Williams, and S. S. Chang, MacGee Award Committee Chairman.

nical Program, the MacGee Award is under the sponsorship of the AOCS Education Chairman, N. H. Kuhrt, Chairman. The MacGee Award Sub-Committee, under the direction of S. S. Chang, received nominations from 31 professors and 22 colleges and universities in this, the first of a series of semiannual competitions. Messrs. Wood and Williams were nominated by their respective advisors, Raymond Reiser and A. M. Pearson.

Nominations were based upon 1) research in the field of fats and oils, average time spent in this research, and number of years student has been conducting research of this nature; 2) accredited course in this field, the number of credit hours compiled, including subjects indirectly related to fats and oils; 3) publications in the field of lipids to which the nominee has contributed as either senior or co-author; and 4) actual working experience, either academic or industrial. Final selection of the winners is based upon a combined gross scoring system for the foregoing categories.

Nominations for the Fall Awards, which will bring several winners to the 37th Fall Meeting in Minneapolis to hear an outstanding Technical Program, are now being received. Any faculty member of a college or university may nominate students for the award. Those who have attended at least one AOCS Meeting or have published at least one technical paper in JAOCS are especially invited to nominate. Requests for information and nomination forms should be sent immediately to S. S. Chang, Food Science Dept., Rutgers, the State University, New Brunswick, N. J.

### • Obituaries

P. McG. Shuey (1918), Savannah, Ga., died suddenly of a heart attack May 5, 1963. Mr. Shuey was President and Manager of Shuey & Co., Inc., Savannah, Ga.

H. D. Fincher (1941), Houston, Texas, died of a heart attack May 14, 1963. Mr. Fincher had been employed as Process Engineer, Oil Mill Department, Anderson, Clayton & Co., since 1947.

## City of Lakes . . .

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several neon-identified terpsichorean palaces along lower Hennepin avenue. Performers include such notables as Kandy Kane, Halloween, and the world's smallest exotic, Lily Put-Put.

Gourmets can gorge themselves straightaway into eestatic obesity. Among the better-known eateries are Charlie's Cafe Exceptionale (winner of 11 consecutive Holiday magazine awards), the Hotel Dyckman's Chateau de Paris (unquestionably the finest French food between Chicago and the West Coast), Murray's (butter-knife steak a specialty), Harry's (three floors of atmosphere and excellent eating), Schiek's (first-rate German fare plus a singing sextet), di Napoli (Italian), John's Place and the Nankin (Cantonese), McCarthy's, Fuji-Ja (Japanese), and on and on. There are menus for tastes Mexican (La Casa Coronado), Polynesian (Wakiki Room), Kosher (Lincoln Delicatessen), and plain American (Becky's Cafeteria). For those on a budget, a White Castle is at 13th and Nicollet, just south of downtown.

There are countless night spots. Many offer floor shows and one (Davey Jones's Locker) offers an underwater performance (through glass windows level with a pool's bottom). Perhaps most "in" is the Normandy Village piano bar. Most "up" is new Capp Towers, overlooking the skyline. A host of other posh hotel and motel-connected facilities make it possible to enjoy an evening in gracious surroundings. Less gracious surroundings also can be located with reassuring ease.

Movie fans will likely seek out Lizzendick's "Cleopatra" at the Academy, and the latest Cinerama showpiece at the unusual, circular Cooper.

Wives will find it an easy matter to bankrupt their husbands by patronizing the succession of fashion houses on Nicollet avenue scattered from Power's and Donaldson's on Sixth street to Peck and Peck on Tenth. Some will find worthwhile a trip to Southdale Center, the world's largest shopping center under one roof, in which more than 70 shops and stores compete for attention and dollars.

There is, of course, more. Sightseers will go to the Foshay Tower's thirty-second floor for an aerial inspection of the city. Animal fanciers may travel to the Como Park Zoo. Hot-rodders can visit the New Brighton drag strip.

Whatever the "off hours" activity sought, odds are that those attending the Fall Meeting will find it in Minneapolis—City of Lakes and a lot of other things too.

Oh yes, and meeting facilities are excellent also! And rightly so. Future issues of JAOCS will bring you news of a Technical Program designed to surpass all those which have gone before. We will expect to see you!

### • New Products

BRINKMANN INSTRUMENTS, INC., Great Neck, L. I., N. Y., has announced their new Sartorius Model 2623 Balance for analytical research and control laboratories—the first to offer mechanical taring. It eliminates calculations (for vessel weight) and there is no manual adjustment of small tare weights.

PHOENIX PRECISION INSTRUMENT Co., Inc., Philadelphia, Pa., has announced the availability of new chromatographic columns featuring a unique bottom connector with removable porous teflon disc to eliminate difficulties often encountered with permanently fused sintered glass disc type columns. This means low cost, fast and convenient exchange of discs, easy removal of resin from columns, and convenient interchange of effluent capillary lines.

BIO-RAD LABORATORIES, Richmond, Calif., have made available, for the first time by an American manufacturer, a complete line of Thin Layer Chromatographic materials and corresponding column materials. It includes adsorbents and ion exchangers such as silicic acid, alumina, and cellulose, as well as custom adsorbents.

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