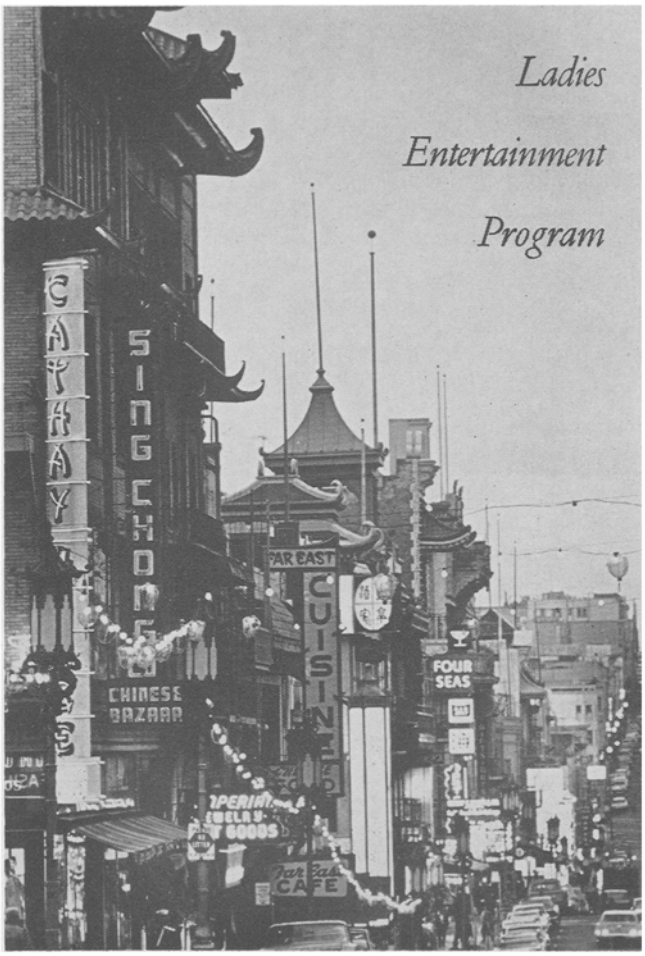

Ladies' Hospitality Headquarters
California Room—San Francisco Hilton Hotel

The Ladies' Hospitality Committee welcomes you to the "Cable Car City" where many of your friends will be on hand for the 60th Annual National Meeting in April. We have arranged a program as full as we dared, feeling that you would want some free time to do those things that appeal to you individually.

It will be our pleasure to make you feel at home in our city, so we invite you to use the California Room of the San Francisco Hilton Hotel as a social center where you may meet old friends and make new friends while relaxing over a cup of coffee. One or more of our local hostesses will be on hand to greet you and assist in making your stay a memorable one.

We heartily recommend that you pre-register to avoid irritating ticket lines and to assist us in early completion of program details.

Climate and Dress in San Francisco for April

April is an exciting time in San Francisco. The newness of Spring is everywhere, and the shopping center of the city blossoms forth with its colorful daffodil festival. Few can resist stopping at one of our sidewalk flower stands for a sprig of daffney or a bunch of fragrant violets. The days will be sunny and clear, with an average maximum temperature of 62 and an average minimum of 49.

There's a bit of Boston and/or London in San Francisco's couture habits. The ladies will want to bring lightweight wools and those wonderful, packable wool or orlon knits for daytime wear. Suits are ideal for adapting to the temperature changes. If you prefer dresses, remember to include a lightweight coat, and, interestingly enough, fur jackets or stoles are seen on San Francisco streets all year round. Hats are optional. Head scarfs are handy when taking a cruise on the Bay. Gloves are a must!

Committee

Mrs. Thomas H. Applewhite, Chairman

Mrs. Lee F. Avera	Mrs. Glenn Fuller
Mrs. Lowell O. Cummings	Mrs. Arthur J. King
Mrs. Frank J. Cygan	Mrs. Francis R. McKenna

Mrs. Frank E. Sullivan

Our men prefer the more conservative, light to medium weight wool suits, and are not given to the gay and sometimes flashy sport clothes so often worn in other California cities.

San Francisco is a compact and exciting city and you will undoubtedly do a lot of exploring, so be sure to bring a comfortable pair of shoes. Spring visitors should be forewarned that they are apt to feel out of step in white shoes. These are worn in surrounding suburbs only.

A lightweight wrap is essential for both men and women. Rain is a rarity at this time of year, but we suggest that while you're packing, you tuck in an umbrella and/or drizzle boots, just in case.

Sunday, April 20

2:00– 5:00 PM—We will be looking for you in the California Room. Come in, relax, have a cup of coffee and select the Tuesday tour ticket of your choice. Remember, there is a 180 limit for the Jackson Square tour. We will also have available all do-it-yourself brochures.

6:30– 8:00 PM—Traditional AOCS Mixer, Imperial Ballroom.

Monday, April 21

9:00–11:30 AM—Kaffee Klatsch and Fashion Show in the California Room. Please don't miss this as it will be an opportune time for renewing old acquaintances and making new friends. The fashion show is the highlight of the morning that we are excited about. Knits, cottons, something for everyone will be shown. See you there!

Noon—No luncheon has been arranged as we thought you might want to have a quick bite in the hotel or surrounding area in order to board the tour bus promptly at 1:00 PM.

1:00– 4:00 PM—Deluxe Tour of San Francisco. To acquaint you with the uniqueness of our city, we could think of nothing better than a comprehensive tour taking in, and stopping at, the many sights you have read about: the Golden Gate Bridge, Mission Dolores, Golden Gate Park and the Japanese Tea Garden, Palace of Fine Arts, Presidio Military Reservation, and Fisherman's Wharf. Those of you who wish to leave the tour at the Wharf and make your way back to the hotel by cable car may do so.

Tuesday, April 22

8:45 AM—Continental Breakfast, California Room.

9:45 AM–1:30 PM—Conducted Tour of Jackson Square (limited to 180). Jackson Square is an interior design center, located in what was once part of the Barbary Coast area, an elegant combination of antique brick warehouses converted into dramatic showrooms. In addition to the establishments catering exclusively to the wholesale and interior decorating trade, there are handsome retail shops and galleries. The entire area has that look of seasoned elegance which symbolizes taste.

You will leave the hotel by bus and will return by bus. The last bus will leave the Square at 2:00 PM. Those of you who wish to stay and explore a bit may do so. See the do-it-yourself brochure for ideas and a list of restaurants for lunch. Buses leave the hotel promptly at 9:45 AM.

(Continued on page 92A)

• *San Francisco, Ladies Program . . .*

(Continued from page 86A)

9:30– 1:00 PM—Conducted Walking Tour of Union Square. Shopping in San Francisco is a woman's dream! The City is so compact most of our loveliest shops are located within a four-block radius of Union Square. Arrangements have been made for a "behind the scenes" excursion to some of these diversified showplaces.

After breakfast those who join this tour will divide into small groups and leave for the first shop. So that you will enjoy every minute, do wear comfortable shoes. There will be no opportunity to make purchases during the tour (husbands, please note!) but we hope the ladies will return during their free hours, if they so wish.

The afternoon is left free for relaxing, hair appointments, or additional browsing.

8:00 PM—Banquet, Continental Ballroom, The San Francisco Hilton.

Wednesday, April 23

9:15 AM—Continental Breakfast, California Room.

10:00 AM–3:45 PM—Tour of "Acres of Orchids" followed by Luncheon at the Alta Mira Hotel in Sausalito.

This is an exceptionally exciting day! Buses will take us to South San Francisco where we will tour one of the largest orchid collections in the world. During our tour we will see every kind of orchid imaginable. Truly, this will be an experience never to be forgotten.

From the nursery we will go over the Golden Gate Bridge to the artistic community of Sausalito. Luncheon will be served at the Alta Mira Hotel with a magnificent view overlooking the Bay and San Francisco.

Following luncheon an hour has been set aside for browsing in the fascinating shops at Village Fair and the unique little shops for which Sausalito is noted.

We will bus back between 3:30 and 3:45 PM.

Thursday, April 24

9:00–11:00 AM—Coffee, California Room.

The Committee felt it advisable to leave this day free for your own personal pleasure, a day for that last sightseeing trip, a visit to your favorite shop or museum. Our hostess in the Hospitality Room will gladly assist you in making suggestions for this day.

You might consider. . .

* Browsing among the antique shops on Union Street.
* Exploring the shops and then lunching in picturesque Ghirardelli Square.
* Looking at the decorators' salons in Jackson Square, and viewing the Golden Gateway Center.
* Picking up delightful children's gifts in Chinatown.
* Viewing the Brundage Collection of Asian Art in the DeYoung Museum, Golden Gate Park.
* Indulging in the bargains at Cost Plus, then lunching at nearby Fisherman's Wharf.
* Shopping or browsing in the famous shops in the downtown Union Square.

This is what we've planned for you. We hope to see you in San Francisco in April.

(Continued from page 91A)

cholesterol level, the absence of triterpenic alcohols indicates absence of animal fats and a low ratio of *beta*-sitosterol to campesterol + stigmasterol reveals the presence of 5–10% soybean or corn oil in olive oil.

IMITATION CREAM CHEESE SPREAD CONTAINING POLYUNSATURATED FAT. G. D. Elenbogen and M. Baron (Vitamins, Inc.). *U.S. 3,397,994.* A dietary spread resembling cream cheese and containing 15–40% of a highly unsaturated fat, 5–13% phosphoprotein solids and water is made by homogenizing the three ingredients at 160F. A lactic acid producing culture is added and incubated to pH 4.6. The mixture is heated to 165F, a vegetable gum is added and the mixture is again homogenized.

EDIBLE DIETARY SPREAD AND METHOD OF MAKING SAME. G. D. Elenbogen (Vitamins, Inc.). *U.S. 3,397,995.* A method is described for producing an emulsified edible spread resembling cream cheese, homogeneous at room and refrigerator temperatures, uniformly spreadable and having a ratio of polyunsaturated to saturated fats of 3:1 to 9:1. The method includes admixing homogeneously 15–40% by wt. of fat, 0.1–2% of a stabilizing vegetable gum, 5–13% of phosphoprotein solids and 0.2–3% of lactic acid, the balance being water.

OLEAGINOUS GEL COMPOSITION. C. H. Japikse (Procter & Gamble Co.). *U.S. 3,397,997.* An oleaginous gel composition having a stable beta crystalline phase with a solids particle size up to about 10 microns is prepared by rapidly crystallizing triglyceride solids to beta phase by rapidly chilling to below 85F in less than 60 seconds a melted mixture of 92–99% of liquid glyceride oil having an I.V. of 107 or greater and 1–8% of solid triglyceride having an I.V. not exceeding 12 and consisting of a 1:4 to 4:1 blend of a beta-phase-tending hardstock and a non-beta-phase-tending hardstock.

METHOD FOR PRODUCING POURABLE REFRIGERATED MARGARINE. W. E. Fricks (Fricks Foods, Inc.). *U.S. 3,397,998.* A method of converting conventional margarine which is normally solid at room temperature into a form which is pourable at less than 40F comprises mixing for 1–10 minutes equal amounts of conventional margarine, solid at 40F, and of edible vegetable oil, liquid at 40F, and refrigerating the mixture thus formed to 38–40F.

LIQUID SHORTENING. R. G. K. Strobel (Procter & Gamble Co.). *U.S. 3,404,985.* A liquid shortening useful for baking contains about 0.5–15% by wt. of an alpha phase crystal tending emulsifier such as propylene glycol monostearate and about 0.25–2% of preformed oil-soluble stannous or polytitanyl salts of saturated fatty acids having 14 to 22 C atoms.

EMULSIONS OF FATTY ACIDS. H. P. Taylor and B. A. Pethica (British Bewoid Co. Ltd.). *U.S. 3,404,991.* A composition of matter is claimed, consisting essentially of a stable pourable oil-in-water emulsion of a straight or branched chain, saturated or unsaturated aliphatic C_8 to C_{22} fatty acid, the emulsion containing at least 10% by wt. of the fatty acid and including as an emulsifier a minor proportion of a soap of a rosin Diels-Alder adduct.

CHROMATOGRAPHIC SEPARATION OF GAMMA-LINOLENIC ACID ESTERS. J. E. Pike (The Upjohn Co.). *U.S. 3,405,151.* A process for the separation of gamma-linolenic acid lower alkyl ester from its mixture with associated unsaturated fatty acid lower alkyl esters of substantially the same molecular weight but different number of double bonds, comprises contacting 1 part by wt. of the mixture with 3–10 parts by wt. of an adsorbent impregnated with 5–40% by wt. of silver nitrate, based on the weight of the adsorbent, and eluting the gamma-linolenic acid lower alkyl ester from the adsorbent.

• Fatty Acid Derivatives

THE ALTERNATING PROPERTIES OF ALIPHATIC AMINES. II. POTENTIOMETRIC TITRATION FOR THE ANALYSIS OF HIGH MOLECULAR WEIGHT ALIPHATIC AMINES. H. Kraus and G. Glastetter (VEB Deutsches Hydrierwerk, Rodleben, Germany). *Tenside* **5**, 283–7 (1968). The potentiometric titration method for analyzing high molecular weight aliphatic amines with respect to their contents of primary, secondary and tertiary amines is described. Mathematical treatment and graphic methods are also discussed.

SULFIDES OF HIGHER FATTY ACIDS. G. M. Calhoun (Shell Oil Co.). *U.S. 3,400,139.* Novel oil soluble dithioethers of an es-