

**PROCEEDINGS OF**  
**THE FORTY-THIRD ANNUAL MEETING**  
**OF THE**  
**AMERICAN SOCIETY OF BAKERY ENGINEERS**  
**1967**



**MARCH 6-9, 1967**  
**EDGEWATER BEACH HOTEL**  
**CHICAGO, ILLINOIS**



# AMERICAN SOCIETY OF BAKERY ENGINEERS

**Proceedings of the Forty-Third Annual Meeting  
March 6-9, 1967  
Edgewater Beach Hotel, Chicago, Illinois**

There is some need for bringing to the member's attention what is available in printed form. For your convenience we have listed as a section of this book subjects discussed during the Annual Meetings from 1955 through 1966. Subjects are listed under general headings for easy reference. We hope this listing will emphasize the fact that many of our members may have information on these subjects of which they are not aware. Review the subject matter in your bound Proceedings from time to time. It pays to be familiar with what is available.

*During the year the business papers in the baking and allied fields generously contributed space to describe the activities of the Society. Many of them not only gave careful coverage to our Annual Meeting, but illustrated it fully with photographs taken during the Meeting, and a number of these publications have graciously provided us with their plates to help us make our Proceedings more attractive. We wish to express our appreciation to all for their splendid cooperation.*

**2 North Riverside Plaza, Chicago, Ill., U.S.A., 60606**

# Table of Contents

| <i>Monday Morning Session</i>   |  | Page |
|---|--|------|
| Introduction .....  |  | 5    |
| Program .....   |  | 6    |
| The Meeting opens .....   |  | 21   |
| Invocation— <i>Clayton C. Daley</i> .....   |  | 21   |
| The President comments— <i>George H. Gugler</i> .....                                       |  | 22   |
| The Secretary reports— <i>Bernard Bergholz, Jr.</i> .....                                   |  | 23   |
| Program review— <i>Frank R. Schwain</i> .....   |  | 28   |
| Annual business meeting .....   |  | 30   |
| Presentations .....   |  | 33   |
| The Secretary Emeritus comments— <i>Victor E. Marx</i> .....                                |  | 34   |
| Greetings from the Associated Retail Bakers of America—<br><i>Arthur E. Pile, Sr.</i> ..... |  | 36   |
| Greetings from the American Bakers Association— <i>John R. Dow</i> .....                    |  | 37   |
| Opening address— <i>The Honorable Dan H. Kuykendall</i> .....                               |  | 39   |
| Report on Ladies Tea .....  |  | 45   |

| <i>Monday Afternoon Session</i>   |  |    |
|---|--|----|
| The session opens .....   |  | 46 |
| Fine breads of the past and present— <i>Chas. McNicholl</i> .....           |  | 47 |
| Discussion .....  |  | 53 |
| Evaluation of newer types of bakery foods packaging— <i>Ted Suess</i> ..... |  | 55 |
| Discussion .....  |  | 62 |
| Theory of mixing— <i>Karl Fortmann</i> .....                                |  | 64 |
| Discussion .....  |  | 70 |
| Dough conditioning— <i>Robert Ferguson</i> .....                            |  | 72 |
| Discussion .....  |  | 78 |
| Report on President's Get-Acquainted Reception .....                        |  | 80 |

| <i>Tuesday Morning Session</i>   |  |     |
|--|--|-----|
| The session opens .....  |  | 81  |
| The case for continuous process bread— <i>Paul Kamman</i> .....                  |  | 82  |
| Discussion .....   |  | 86  |
| The case for batch process bread— <i>William E. Dibble</i> .....                 |  | 88  |
| Discussion .....   |  | 91  |
| Utilization of sweeteners in bread production— <i>James Diehl</i> .....          |  | 93  |
| Discussion .....   |  | 103 |
| Cleaning hard-to-clean equipment— <i>Lois Cole</i> .....                         |  | 105 |
| Discussion .....   |  | 111 |
| Report on Canadian Member Luncheon .....   |  | 112 |
| Report on Oklahoma State University Baking School<br>Alumni Assn. Luncheon ..... |  | 113 |

| <i>Tuesday Afternoon Session</i>  |  |     |
|---|--|-----|
| The session opens .....   |  | 114 |
| Understanding automation in the bakery— <i>Eugene D. Swenson</i> .....    |  | 115 |
| Discussion .....  |  | 120 |
| Factors affecting bread flavor— <i>James W. Pence</i> .....               |  | 122 |
| Discussion .....  |  | 127 |
| What the computer will do for the production man— <i>Dan Abrams</i> ..... |  | 129 |
| Discussion .....  |  | 135 |
| Process quality control— <i>M. P. de Figueiredo</i> .....                 |  | 140 |
| Discussion .....  |  | 145 |
| Report on American Institute of Baking Alumni Dinner .....                |  | 148 |
| Bakery Foods Display .....  |  | 149 |

| <i>Wednesday Morning Session</i>   |  | Page |
|--|--|------|
| The session opens  |  | 151  |
| Gadgets— <i>Evert Kindstrand</i>   |  | 152  |
| Discussion   |  | 160  |
| Variety plant planning in 3-D— <i>Richard L. Morine</i>  |  | 161  |
| Discussion   |  | 166  |
| On-the-job training for maintenance personnel— <i>William M. Schieb</i>  |  | 168  |
| Discussion   |  | 175  |
| Conditioning of sweet-yeast dough for mechanical make-up;<br>production of new varieties— <i>Gordon L. Baker</i> |  | 179  |
| Discussion   |  | 188  |
| Report on High Noon/High Jinx Luncheon   |  | 190  |

| <i>Wednesday Afternoon Session</i>   |  |     |
|--|--|-----|
| The session opens  |  | 192 |
| Labor-management relations— <i>Al Meyer</i>  |  | 193 |
| Discussion   |  | 197 |
| What the production man should know about marketing and<br>merchandising— <i>Laurence V. Johnson</i> |  | 200 |
| Discussion   |  | 208 |
| Production's needs—a purchasing director's viewpoint—<br><i>Donald Davis</i>                         |  | 209 |
| Discussion   |  | 214 |
| Plant communications—up and down— <i>George H. Frey</i>  |  | 217 |
| Discussion   |  | 221 |
| Report on American Association of Cereal Chemists Buffet Supper                                      |  | 222 |

| <i>Wednesday Evening Session</i> |  |     |
|----------------------------------|--|-----|
| Open forum discussion            |  | 223 |

| <i>Thursday Morning Session</i>                          |  |     |
|--|--|-----|
| The session opens  |  | 243 |
| Basic bacteriology for bakers— <i>Orme J. Kahlenberg</i> |  | 244 |
| Discussion   |  | 252 |
| Bakery sewage disposal— <i>Thomas Mulligan</i>           |  | 254 |
| Discussion   |  | 262 |
| Oven finished cakes— <i>Robert R. Gunter</i>             |  | 264 |
| Discussion   |  | 269 |
| Installation of officers                                 |  | 270 |

| <i>Thursday Afternoon Session</i>   |  |     |
|---|--|-----|
| The session opens   |  | 276 |
| Pressure-cut yeast-raised doughnuts— <i>Irwin J. Mathason</i>   |  | 277 |
| Discussion  |  | 284 |
| Practical development of new products— <i>H. J. Alleman</i>   |  | 287 |
| Discussion  |  | 292 |
| The relationship between pie dough formulation and crust quality—<br><i>Frank B. Dietrich</i>                   |  | 295 |
| Discussion  |  | 300 |
| Techniques, operation and engineering aspects of continuous<br>production of cake batter— <i>Walter Bonavia</i> |  | 301 |
| Discussion  |  | 306 |
| Final adjournment   |  | 307 |
| Registration list   |  | 309 |
| Subject index   |  | 329 |
| Subjects covered in Proceedings 1955-1966 inclusive   |  | 335 |



# AMERICAN SOCIETY OF BAKERY ENGINEERS

**Proceedings of the Forty-Third Annual Meeting  
March 6-9, 1967  
Edgewater Beach Hotel, Chicago, Illinois**

There is some need for bringing to the member's attention what is available in printed form. For your convenience we have listed as a section of this book subjects discussed during the Annual Meetings from 1955 through 1966. Subjects are listed under general headings for easy reference. We hope this listing will emphasize the fact that many of our members may have information on these subjects of which they are not aware. Review the subject matter in your bound Proceedings from time to time. It pays to be familiar with what is available.

*During the year the business papers in the baking and allied fields generously contributed space to describe the activities of the Society. Many of them not only gave careful coverage to our Annual Meeting, but illustrated it fully with photographs taken during the Meeting, and a number of these publications have graciously provided us with their plates to help us make our Proceedings more attractive. We wish to express our appreciation to all for their splendid cooperation.*

**2 North Riverside Plaza, Chicago, Ill., U.S.A., 60606**



©Copyright 1967 by The American Society of Bakery Engineers  
Printed in U.S.A.



# Table of Contents

## Monday Morning Session

|   | Page |
|---|------|
| Introduction .....  | 5    |
| Program .....   | 6    |
| The Meeting opens .....   | 21   |
| Invocation— <i>Clayton C. Daley</i> .....   | 21   |
| The President comments— <i>George H. Gugler</i> .....                                       | 22   |
| The Secretary reports— <i>Bernard Bergholz, Jr.</i> .....                                   | 23   |
| Program review— <i>Frank R. Schwain</i> .....   | 28   |
| Annual business meeting .....   | 30   |
| Presentations .....   | 33   |
| The Secretary Emeritus comments— <i>Victor E. Marx</i> .....                                | 34   |
| Greetings from the Associated Retail Bakers of America—<br><i>Arthur E. Pile, Sr.</i> ..... | 36   |
| Greetings from the American Bakers Association— <i>John R. Dow</i> .....                    | 37   |
| Opening address— <i>The Honorable Dan H. Kuykendall</i> .....                               | 39   |
| Report on Ladies Tea .....  | 45   |

## Monday Afternoon Session

|   |    |
|---|----|
| The session opens .....   | 46 |
| Fine breads of the past and present— <i>Chas. McNicholl</i> .....           | 47 |
| Discussion .....  | 53 |
| Evaluation of newer types of bakery foods packaging— <i>Ted Suess</i> ..... | 55 |
| Discussion .....  | 62 |
| Theory of mixing— <i>Karl Fortmann</i> .....                                | 64 |
| Discussion .....  | 70 |
| Dough conditioning— <i>Robert Ferguson</i> .....                            | 72 |
| Discussion .....  | 78 |
| Report on President's Get-Acquainted Reception .....                        | 80 |

## Tuesday Morning Session

|  |     |
|--|-----|
| The session opens .....  | 81  |
| The case for continuous process bread— <i>Paul Kamman</i> .....                  | 82  |
| Discussion .....   | 86  |
| The case for batch process bread— <i>William E. Dibble</i> .....                 | 88  |
| Discussion .....   | 91  |
| Utilization of sweeteners in bread production— <i>James Diehl</i> .....          | 93  |
| Discussion .....   | 103 |
| Cleaning hard-to-clean equipment— <i>Lois Cole</i> .....                         | 105 |
| Discussion .....   | 111 |
| Report on Canadian Member Luncheon .....   | 112 |
| Report on Oklahoma State University Baking School<br>Alumni Assn. Luncheon ..... | 113 |

## Tuesday Afternoon Session

|   |     |
|---|-----|
| The session opens .....   | 114 |
| Understanding automation in the bakery— <i>Eugene D. Swenson</i> .....    | 115 |
| Discussion .....  | 120 |
| Factors affecting bread flavor— <i>James W. Pence</i> .....               | 122 |
| Discussion .....  | 127 |
| What the computer will do for the production man— <i>Dan Abrams</i> ..... | 129 |
| Discussion .....  | 135 |
| Process quality control— <i>M. P. de Figueiredo</i> .....                 | 140 |
| Discussion .....  | 145 |
| Report on American Institute of Baking Alumni Dinner .....                | 148 |
| Bakery Foods Display .....  | 149 |



| <b>Wednesday Morning Session</b>   |  | Page |
|--|--|------|
| The session opens  |  | 151  |
| Gadgets— <i>Evert Kindstrand</i>   |  | 152  |
| Discussion   |  | 160  |
| Variety plant planning in 3-D— <i>Richard L. Morine</i>  |  | 161  |
| Discussion   |  | 166  |
| On-the-job training for maintenance personnel— <i>William M. Schieb</i>  |  | 168  |
| Discussion   |  | 175  |
| Conditioning of sweet-yeast dough for mechanical make-up;<br>production of new varieties— <i>Gordon L. Baker</i> |  | 179  |
| Discussion   |  | 188  |
| Report on High Noon/High Jinx Luncheon   |  | 190  |

| <b>Wednesday Afternoon Session</b>   |  |     |
|--|--|-----|
| The session opens  |  | 192 |
| Labor-management relations— <i>Al Meyer</i>  |  | 193 |
| Discussion   |  | 197 |
| What the production man should know about marketing and<br>merchandising— <i>Laurence V. Johnson</i> |  | 200 |
| Discussion   |  | 208 |
| Production's needs—a purchasing director's viewpoint—<br><i>Donald Davis</i>                         |  | 209 |
| Discussion   |  | 214 |
| Plant communications—up and down— <i>George H. Frey</i>  |  | 217 |
| Discussion   |  | 221 |
| Report on American Association of Cereal Chemists Buffet Supper                                      |  | 222 |

| <b>Wednesday Evening Session</b> |  |     |
|----------------------------------|--|-----|
| Open forum discussion            |  | 223 |

| <b>Thursday Morning Session</b>                          |  |     |
|--|--|-----|
| The session opens  |  | 243 |
| Basic bacteriology for bakers— <i>Orme J. Kahlenberg</i> |  | 244 |
| Discussion   |  | 252 |
| Bakery sewage disposal— <i>Thomas Mulligan</i>           |  | 254 |
| Discussion   |  | 262 |
| Oven finished cakes— <i>Robert R. Gunter</i>             |  | 264 |
| Discussion   |  | 269 |
| Installation of officers                                 |  | 270 |

| <b>Thursday Afternoon Session</b>   |  |     |
|---|--|-----|
| The session opens   |  | 276 |
| Pressure-cut yeast-raised doughnuts— <i>Irwin J. Mathason</i>   |  | 277 |
| Discussion  |  | 284 |
| Practical development of new products— <i>H. J. Alleman</i>   |  | 287 |
| Discussion  |  | 292 |
| The relationship between pie dough formulation and crust quality—<br><i>Frank B. Dietrich</i>                   |  | 295 |
| Discussion  |  | 300 |
| Techniques, operation and engineering aspects of continuous<br>production of cake batter— <i>Walter Bonavia</i> |  | 301 |
| Discussion  |  | 306 |
| Final adjournment   |  | 307 |
| Registration list   |  | 309 |
| Subject index   |  | 329 |
| Subjects covered in Proceedings 1955-1966 inclusive   |  | 335 |

# American Society of Bakery Engineers

---

BERNARD BERGHOLZ, JR., SECRETARY

Room 1921, Riverside Plaza Bldg.

2 North Riverside Plaza

CHICAGO, ILL. 60606

## 43rd ANNUAL MEETING

EDGEWATER BEACH HOTEL

March 6-9, 1967, Chicago, Illinois

### Introduction To The 1967 Proceedings

As customary, the Society here provides each member with a complete record of the 43rd Annual Meeting, held at the Edgewater Beach Hotel, early in March, 1967. This PROCEEDINGS contains copies of all prepared talks, reproductions of all slides used by the speakers, complete transcriptions of all discussions and copies of all printed matter distributed, as well as photographs of many of those present (through the courtesy of the bakery business papers). In addition there are a table of contents, a subject index, and a complete registration list. Also provided is a copy of the program distributed at the Meeting, which serves as a guide to the various sessions.

The final section of the PROCEEDINGS contains a list of the papers presented on the Annual Meeting Programs from 1955 to 1966, inclusive. The name of the person who gave the paper and the year are listed under alphabetical headings for easy reference.

Every participant has been given the opportunity to edit the remarks taken by the reporter at the Meeting; thus, the Society guarantees that the record is correct, insofar as it represents what the speakers intended to say. The statements are, of course, the opinions of those who made them.

Attendance at the Meeting totalled 1570. This does not include the registrants' wives, who received complimentary badges.

Session Reaction Cards were distributed for those present to evaluate each subject and to make suggestions, as part of the continuing effort towards steady improvement of the program presented each year. These evaluations were carefully read and a summary presented to the Executive Committee at the Thursday evening (March 9, 1967) meeting for direction to the Program Committee for next year.

Innovations this year were:

The President's Get-Acquainted Reception on Monday evening, in place of the traditional Engineers' Dinner, and the High Noon/High Jinx Buffet Luncheon, Wednesday noon, which replaced the Early Bird Breakfast, held for many years early Wednesday morning. These special events were well attended, as was the Bakery Foods Display on Tuesday afternoon and evening, which was again a resounding success.

The Bakers Courtesy Club of Chicago again contributed to the smooth operation of the Meeting by its members contributing their time to serve as ushers, serving at the Information Desk, and manning the floor microphones during the sessions. We gratefully acknowledge their help.



The Executive Committee of the Society met on Sunday morning and afternoon (March 5, 1967) and, as mentioned, on Thursday evening, to review current business and formulate Society policy.

The success of the Society's Annual Meeting, which is the largest of its kind in the industry, requires the teamwork of many people pulling together for the common good. The responsibility of the entire effort is, of course, the responsibility of the Program Chairman. Frank R. Schwain, Cincinnati, Ohio, this year's Program Chairman, we believe succeeded admirably in coordinating a program with the interests of the members in mind. Frank was elected to the office of Second Vice President at the time of our 43rd Annual Meeting but it was the Society's misfortune that death deprived us of Frank during his term of office and prior to the time these PROCEEDINGS were published.

This book is in effect a testimonial to Frank's skill and dedication as Program Chairman, and now those who attended the Annual Meeting will be able to review and study the papers in a leisurely manner and those who were not able to attend the Meeting have the same privilege and can read about what happened.

We hope that, when you have evaluated the papers on the basis of how well they are written, and how effectively they are presented, you will find this book a valuable addition to your permanent library on baking and related subjects.

The printed program, distributed to those who attended the 43rd Annual Meeting, is reproduced.



## GREETINGS AND WELCOME

TO YOUR

### 43rd ANNUAL MEETING

"This past year has been a busy one for the entire Program Committee—and we are proud to offer you a group of topics, carefully selected with your interests in mind, to be given by speakers interested in covering mutual problems on the basis of their own experiences.

The "formula" for this Meeting visualizes your "weighing" all the "ingredients" (papers-speakers-special events) in relation to your time here so that the "finished product" is the best "package" you ever bought!

Add to all of this an exchange of ideas on your part both at the end of each paper and again at the Bull Session and we feel you will find this—your 43rd Meeting—one of the most fruitful you have attended.

The entire program has been designed with President Gugler's theme in mind—"Personal Advancement To Progress With The Times."

Yours for an interesting and profitable week.

*Frank Schwain*

FRANK R. SCHWAIN  
PROGRAM CHAIRMAN

*Philip W. Orth Jr. G. N. Bollenback*

PHILIP W. ORTH, JR.  
FIRST ASSISTANT  
PROGRAM CHAIRMAN

G. N. BOLLENBACK  
SECOND ASSISTANT  
PROGRAM CHAIRMAN

### AMERICAN SOCIETY OF BAKERY ENGINEERS

ROOM 1921, RIVERSIDE PLAZA BLDG.

2 NORTH RIVERSIDE PLAZA

CHICAGO, ILLINOIS 60606

*Yours for Personal Advancement  
to Progress with the Times  
George H. Gugler*

## *Creed of the Bakery Engineer*

AS A MEMBER OF THE AMERICAN SOCIETY OF BAKERY ENGINEERS  
IT IS MY DESIRE AND PRIVILEGE

*To* live the ideals of Fellowship, Inspiration, and Education which prompted the forming of this organization.

*To* further the interest and progress of the baking industry in whatever way a greater service may thereby be rendered to society.

*To* be broad and free with the exchange of ideas and information among fellow Engineers.

*To* promote and practice cleanliness in its highest principles; not alone cleanliness of person, shop and equipment, but also of mind and habit.

*To* be ever alert to the advancement of the science of baking.

*To* foster study and knowledge among those engaged with me in the manufacture of baked goods, realizing always that in the enhancement of our profession in the public esteem each individual contributes an important part.

*To* assist a fellow Engineer at any time in his problems, upholding in word and deed the substance of the Engineers's Creed the Golden Rule "All Things Whatsoever Ye Would That Men Should Do Unto You, Do Ye Even Unto Them"

*To* follow this simple Creed in heart and mind, being ever aware of the responsibility that falls upon me as a producer of one of, if not the most important of all foods, and to do honor to the ancient and honorable profession of Baking.



# OFFICERS 1966-1967

# PROGRAM CHAIRMEN 1966-1967



**LAWRENCE E. PILE**  
First Vice President



**WILLIAM F. SCHROEDER**  
Second Vice President



**FRANK R. SCHWAIN**  
Program Chairman



**PHILIP W. ORTH, JR.**  
First Assistant Chairman



**GEORGE H. GUGLER**  
President



**WILLIAM C. KOLLMAN**  
Third Vice President



**BERNARD BERGHOLZ, JR.**  
Secretary-Treasurer



**VICTOR E. MARX**  
Secretary Emeritus



**G. N. BOLLENBACK**  
Second Assistant Chairman

## EXECUTIVE COMMITTEE 1966 - 1967

George H. Gugler, Sun Valley, Calif.  
Lawrence E. Pile, Cleveland, Ohio  
William F. Schroeder, Memphis, Tenn.  
William C. Kollman, Wilton, Conn.  
Bernard Bergholz, Jr., Chicago, Ill.  
Victor E. Marx, Chicago, Ill.  
Irwin O. Rohrbach, Brooklyn, N. Y.  
Zenas Block, New York, N. Y.  
James T. Moore, Detroit, Mich.  
Ray Frink, Chicago, Ill.  
Horst Denk, New York, N. Y.  
Arthur S. Danzinger, Los Angeles, Calif.  
Alois J. Welzenbach, Malibu, Calif.  
Carl C. Hauswald, Jr., Baltimore, Md.  
Myron Van Ness, El Monte, Calif.  
Harry D. Gardner, Albion, Mich.  
Robert C. Brink, Indianapolis, Ind.  
Joe E. Turner, San Antonio, Texas  
George N. Bollenback, Jr., Yonkers, N. Y.  
Frank Torrens, Jr., Winnetka, Ill.

## 1966—COMMITTEE CHAIRMEN—1967

Finance and Investment—J. M. Albright, Park Ridge, Ill.  
Inter-relations—Lawrence Tomskey, San Jose, Calif.  
Publications—Rowland J. Clark, Evanston, Ill.  
Information Service—M. J. Swortfiguer, St. Louis, Mo.  
Manual—H. Alvin Meyer, Jackson, Miss.  
Sanitation—Philip E. Winters, Cincinnati, Ohio  
Index—Paul Holton, Chicago, Ill.  
Nominating—Irwin O. Rohrbach, Brooklyn, N. Y.  
Pan and Related Equipment—Frank Torrens, Jr., Winnetka, Ill.  
Membership—Williard A. Anderson, Atlanta, Ga.  
Steering and Planning—Clayton C. Daley, Rye, N. Y.  
Insurance—E. H. Hartman, Sr., Atlanta, Ga.  
British Affiliate—Fred Weberpals, Queens Village, N. Y.  
Hotel Housing—Charles J. Regan, Jr., Evergreen Pk., Ill.  
Public Relations—L. P. Kenney, Milwaukee, Wisc.  
Research and Study—James M. Doty, North Kansas City, Mo.  
Safety—To be appointed  
Standardization of Terms—E. J. Pyler, Chicago, Ill.  
Z-50—William C. Kollman, Wilton, Conn.  
Atlantic City Booth—R. R. Zimmerman, St. Louis, Mo.

## PROGRAM COMMITTEE

Frank R. Schwain, Cincinnati, Ohio  
Program Chairman  
Philip W. Orth, Jr., Milwaukee, Wis.  
First Assistant Program Chairman  
G. N. Bollenback, Yonkers, N. Y.  
Second Assistant Program Chairman  
William D. Richard, Chicago, Ill.  
Property Manager  
Guy Downer, Tom Harkins, Bruce Bing,  
Don Mathewson and Lyle Woods  
Assistant Property Managers

## SPECIAL EVENTS CHAIRMEN

President's Get-Acquainted Reception—  
Fred W. Nicolai, Oak Park, Ill.  
Bakery Foods Display—  
Joseph J. Viskocil, Franklin Park, Ill.  
Wm. J. Grewe, Chicago, Ill.  
High Noon/High Jinx Luncheon—  
Frank R. Schwain, Cincinnati, Ohio  
Music—Walter N. Clissold, Chicago, Ill.

## SESSION CHAIRMEN

Monday Afternoon—  
R. W. P. Hare, London, England  
Tuesday Morning—  
Louis J. Richter, San Antonio, Texas  
Tuesday Afternoon—  
Charles B. Clark, Athens, Ga.  
Wednesday Morning—  
Lee J. Pergiel, Philadelphia, Pa.  
Wednesday Afternoon—  
Thomas A. Faulhaber, Boston, Mass.  
Wednesday Evening—"Bull Session"—  
Zenas Block, New York, N. Y.  
Thursday Morning—  
Dr. Gerald Reed, Milwaukee, Wisc.  
Thursday Afternoon—  
John A. Mollenhauer, Detroit, Mich.

## PAST PRESIDENTS

1924—Richard Wahl, Silver Springs, Md.  
 1925—C. J. Patterson (deceased)  
 1926 & 1927—E. B. Price, Farmington, Conn.  
 1928—George W. Tassie (deceased)  
 1929—Gordon H. Darnell, Van Nuys, Calif.  
 1930—Louis E. Caster (deceased)  
 1931—Ross E. Anderson, Little Rock, Ark.  
 1932—Robert L. Gerdes (deceased)  
 1933—Carl S. Pickering, San Diego, Calif.  
 1934—Edward M. Joy, Kirkwood, Mo.  
 1935—F. B. Evers, Nashville, Tenn.  
 1936—W. J. Ocken (deceased)  
 1937—John Roberts, Beaumont, Tex.  
 1938—Roger Brandenburg, Grand Rapids, Mich.  
 1939—William Hauck (deceased)  
 1940—Walter T. Molloy (deceased)  
 1941—Cecil C. Cadwell (deceased)  
 1942—Wm. F. Gossadage, Louisville, Ky.  
 1943—Willard H. Geller, Chicago, Ill.  
 1944 & 1945—Albert J. Faulhaber, Philadelphia, Pa.  
 1946—Guy T. Shiverdecker, Kettering, Ohio  
 1947—Jake M. Albright, Park Ridge, Ill.  
 1948—Otto Richter, San Antonio, Tex.  
 1949—Harold T. Moody, Glendale, Calif.  
 1950—Don F. Copell, Northbrook, Ill.  
 1951—Earl B. Cox, Los Angeles, Calif.  
 1952—Fred Weberpals, Queens Village, N. Y.  
 1953—M. J. Swortfiguer, St. Louis, Mo.  
 1954—Wallace K. Swanson, Atlanta, Ga.  
 1955—Martin Eisenstaedt, Philadelphia, Pa.  
 1956—Arthur G. Hackett, Venice, Fla.  
 1957—Harold M. Freund, Glendale, Calif.  
 1958—Andreas F. Reising, New Orleans, La.  
 1959—H. Alvin Meyer, Jackson, Miss.  
 1960—Clayton C. Daley, Rye, N. Y.  
 1961—Robert Nicolait, Santa Barbara, Calif.  
 1962—Robert G. Dibble, Sun City Center, Fla.  
 1963—John A. Wagner, Philadelphia, Pa.  
 1964—Walter T. Gase, Saginaw, Mich.  
 1965—Irwin O. Rohrbach, Brooklyn, N. Y.

## PAST PROGRAM COMMITTEE CHAIRMEN

1929—E. B. Nicolait, Ormond Beach, Fla.  
 1930—G. Cullen Thomas, Minneapolis, Minn.  
 1931—Peter G. Pirrie (deceased)  
 1932—W. E. Doty, Vista, Calif.  
 1933—C. A. McDuffee, Grove, Okla.  
 1934—Ross E. Anderson, Little Rock, Ark.  
 1935—Charles P. Oliver, Daytona Beach, Fla.  
 1936—R. W. Brooks, East Hebron, N. H.  
 1937—W. E. Doty, Vista, Calif.  
 1938—Harold Hall, Port Angeles, Wash.  
 1939—O. S. Otting, New Smyrna Beach, Fla.  
 1940—George T. Carlin, Chicago, Ill.  
 1941—G. Richard Ludlow (deceased)  
 1942—F. J. Coughlin, Cincinnati, Ohio  
 1943—Arthur E. Grawert, Minneapolis, Minn.  
 1944—Henry P. Montminy, Arlington, Mass.  
 1945 & 1946—Carl W. Steinhauer, Albion, Mich.  
 1947—J. H. Debs, Lake Zurich, Ill.  
 1948—Tyler R. Stevens, Gillette, N. J.  
 1949—Glenn E. Hargrave, Shawnee Mission, Kans.  
 1950—Charles E. Riley (deceased)  
 1951—Jack S. Devanny, Lincoln, Ill.  
 1952—Len P. Kenney, Milwaukee, Wis.  
 1953—Elmer F. Glabe, Chicago, Ill.  
 1954—Jones E. Mapes, Wyckoff, N. J.  
 1955—T. E. Lauder (deceased)  
 1956—Len Franzen, Chicago, Ill.  
 1957—Ray Thelen, Minneapolis, Minn.  
 1958—Clifton R. Scarborough, Jersey City, N. J.  
 1959—Lewis P. MacAdams, Dallas, Texas  
 1960—Irwin O. Rohrbach, Brooklyn, N. Y.  
 1961—James M. Doty, North Kansas City, Mo.  
 1962—Harry D. Gardner, Albion, Mich.  
 1963—Ralph E. Manewal, Burnsville, Minn.  
 1964—Lloyd L. Fisher, Hazelwood, Mo.  
 1965—Zenas Block, New York, N. Y.  
 1966—William F. Schroeder, Memphis, Tenn.

## CALENDAR OF EVENTS (In Brief)

|           | SUNDAY<br>MARCH 5, 1967  | MONDAY<br>MARCH 6, 1967   | TUESDAY<br>MARCH 7, 1967   | WEDNESDAY<br>MARCH 8, 1967   | THURSDAY<br>MARCH 9, 1967   |
|-----------|--|---|--|--|---|
| MORNING   | 10:00 Executive and Advisory Committee Meeting<br>Crystal Ballroom   | 8:00 Registration<br>East Lounge<br>9:00 General Meeting<br>Edgewater Room                              | 8:30 Registration<br>Passagio<br>8:55 General Meeting<br>Edgewater Room<br>12:00 Canadian Member Luncheon, So. Terrace<br>12:00 Oklahoma State University Baking School Alumni Assn. Luncheon, East Lounge | 8:30 Registration<br>Passagio<br>9:00 General Meeting<br>Edgewater Room<br>12:00-1:45 High Jinx/<br>Buffet Luncheon<br>Marine Room | 8:30 Registration<br>Passagio<br>9:00 General Meeting<br>Edgewater Room<br>11:05 Installation of Officers             |
| AFTERNOON | 1:00 Registration<br>East Lounge<br>2:00 Executive Committee Meeting<br>Sheridan Room<br>3:00 Ladies Tea<br>Presidential Suite (Room 429)<br>4:00 Program Participants & Session Chairmen<br>American Room | 1:25 General Meeting<br>Edgewater Room<br>6:00-7:30 President's Get-Acquainted Reception<br>Marine Room | 1:25 General Meeting<br>Edgewater Room<br>4:30 Bakery Foods Display<br>Edgewater Room<br>South Section<br>6:30 American Institute of Baking Alumni Dinner, Michigan Room                                   | 2:05 General Meeting<br>Edgewater Room<br>5:00 AACC Buffet Supper<br>East Lounge<br>Evening<br>8:00 Bull Session<br>Edgewater Room | 1:10 General Meeting<br>Edgewater Room<br>3:55 Final Adjournment<br>4:10 Executive Committee Meeting<br>American Room |



## SUNDAY

March 5, 1967

- 10:00 A.M.—JOINT MEETING OF  
EXECUTIVE COMMITTEE AND  
ADVISORY COMMITTEE
- 1:00 P.M.—JOINT COMMITTEE LUNCHEON
- 1:00 P.M.—REGISTRATION DESK OPENS
- 2:00 P.M.—EXECUTIVE COMMITTEE  
MEETING
- 4:00 P.M.—MEETING OF ALL PROGRAM  
PARTICIPANTS AND  
SESSION CHAIRMEN
- 5:00 P.M.—REGISTRATION DESK CLOSES  
(See hotel bulletin board for exact location of  
above meetings.)

### PLEASE REGISTER TODAY

By completing your registration today you will help to keep the Registration Desk open for Monday arrivals, and avoid delaying our Meeting schedule.

In order to facilitate registration on Sunday and Monday we are utilizing the East Lounge, which is located right off the Passagio connecting the two buildings. Please co-operate by keeping doorways clear of crowds, observing printed signs, and when in doubt ask one of the "ASK ME" men.

Lady guests may be registered and badges obtained without charge.

### REGISTRATION AND TICKET FEES

|                                      |         |
|--------------------------------------|---------|
| Registration Fee—Members .....       | \$17.00 |
| Non-members .....                    | \$27.00 |
| President's Get-Acquainted Reception |         |
| Tickets (each) .....                 | \$ 3.50 |
| High Noon/High Jinx Buffet Luncheon  |         |
| Tickets (each) .....                 | \$ 3.50 |

### SPECIAL EVENTS

There are several changes in Special Events which are worth noting. In place of the traditional Early Bird's Breakfast on Wednesday morning, we will have a buffet lunch at noon complete with floor show and under the high flying name of "High Noon/High Jinx." Even the sleepiest member should be able to make this affair!

The Engineer's Dinner on Monday evening is being replaced by a "President's Get-Acquainted Reception" under the chairmanship of Fred Nicolai. This will take place in the early hours of the evening providing an excellent opportunity to meet the officers, to meet and greet new friends, and still allow time for individual plans later in the evening.

## MONDAY MORNING PROGRAM

March 6, 1967

- 8:00—Registration Desk Opens
- 9:00—Assembly in Meeting Room  
Greetings by Meeting Chairman  
IRWIN O. ROHRBACH, Brooklyn, N. Y.  
Introduction of Music Chairman  
WALTER N. CLISSOLD, Chicago, Ill.  
Song Leader—PETER K. LARGE,  
Toronto, Ont., Canada
- 9:20—Entrance of Officers  
Introduction by IRWIN O. ROHRBACH
- 9:25—Star Spangled Banner—God Save the Queen

- 9:30—Invocation  
CLAYTON C. DALEY, Rye, N. Y.
- 9:35—The President Comments  
GEORGE H. GUGLER, Sun Valley, Calif.
- 9:50—The Secretary Reports  
BERNARD BERGHOLZ, JR., Chicago, Ill.
- 10:10—Program Review—The Chairman  
FRANK R. SCHWAIN, Cincinnati, Ohio
- 10:20—Annual Business Meeting  
Election of Officers  
Presentations
- 10:50—The Secretary Emeritus Comments  
VICTOR E. MARX, Chicago, Ill.
- 10:55—Greetings from the Associated Retail Bakers  
of America  
ARTHUR E. PILE, SR., President,  
Cleveland, Ohio
- 11:00—Greetings from the American Bakers  
Association  
JOHN R. DOW, Chairman of the Board,  
Kansas City, Mo.
- 11:05—Opening Address  
THE HONORABLE DAN H. KUYKENDALL,  
Memphis, Tenn.
- 11:45—Adjournment for Luncheon

## MONDAY AFTERNOON PROGRAM

March 6, 1967

### SESSION CHAIRMAN

R. W. P. HARE, London, England

- 1:20—Meeting Room Opens  
Song Leader—HARRY R. VERNON,  
Dallas, Texas
- 1:25—Call to Assembly  
Meeting Chairman  
IRWIN O. ROHRBACH, Brooklyn, N. Y.
- 1:30—Fine Breads of the Past and Present  
"Possible feature ideas to add to your line."  
CHAS. McNICHOLL, San Mateo, Calif.
- 1:50—Discussion Period
- 2:10—Evaluation of Newer Types of Bakery Foods  
Packaging  
"Advantages and disadvantages of the latest in packaging."  
TED SUESS, New York, N. Y.
- 2:30—Discussion Period
- 2:50—Theory of Mixing  
"What happens during the mixing process."  
KARL FORTMANN, Belleville, N. J.
- 3:10—Discussion Period
- 3:30—Dough Conditioning  
"Good and bad points of latest improvers."  
ROBERT FERGUSON, Minneapolis, Minn.
- 3:50—Discussion Period
- 4:10—Adjournment

## MONDAY EVENING PROGRAM

### CHAIRMAN OF THE EVENING PROGRAM

FRED W. NICOLAI, Oak Park, Ill.

6:00-7:30—President's Get-Acquainted Reception  
In the Marine Room

## MONDAY EVENING PROGRAM

March 6, 1967

### PRESIDENT'S

#### GET-ACQUAINTED RECEPTION

FRED W. NICOLAI, Oak Park, Ill., Chairman

6:00-7:30 P.M.—In the Marine Room

President's Get-Acquainted Reception is a new and novel affair being instituted this year. It is designed to permit everyone to become better acquainted not only with the officers of the Society but also with one another.

Hors d'oeuvres

Punch

NANCY CIGLER TRIO

After an hour or so of such fellowship, everyone is free to spend the balance of the evening as they see fit.

*Come and bring your friends*

## TUESDAY MORNING PROGRAM

March 7, 1967

### SESSION CHAIRMAN

LOUIS J. RICHTER, San Antonio, Texas

8:45—Meeting Room Opens

Song Leader—WILLIAM E. BUSSE,  
South Bend, Ind.

8:55—Call to Assembly

Meeting Chairman  
LAWRENCE E. PILE, Cleveland, Ohio

9:00—The Case for Continuous Process Bread

"Reasons why the continuous process is preferred."  
PAUL KAMMAN, Park Ridge, Ill.

9:20—Discussion Period

9:40—The Case for Batch Process Bread

"Reasons why the batch process is preferred."  
WILLIAM E. DIBBLE, Kansas City, Mo.

10:00—Discussion Period

10:20—Utilization of Sweeteners in Bread Production

"Explaining the many sweeteners, and their relationship to one another."  
JAMES DIEHL, Chicago, Ill.

10:40—Discussion Period

11:00—Cleaning Hard-To-Clean Equipment

"Answers to some of sanitation's biggest challenges."  
LOIS COLE, Denver, Colo.

11:20—Discussion Period

11:40—Adjournment for Luncheon

Canadian Member Luncheon  
South Terrace

Oklahoma State University Baking School  
Alumni Association Luncheon  
East Lounge

## TUESDAY AFTERNOON PROGRAM

March 7, 1967

### SESSION CHAIRMAN

CHARLES B. CLARK, Athens, Ga.

1:15—Meeting Room Opens

Song Leader—PAUL E. CLISSOLD,  
Chicago, Ill.

1:25—Call to Assembly

Meeting Chairman  
LAWRENCE E. PILE, Cleveland, Ohio

1:30—Understanding Automation in the Bakery

"Of value to anyone thinking of automating all or part of his operation."  
EUGENE D. SWENSON, Cincinnati, Ohio

1:50—Discussion Period

2:10—Factors Affecting Bread Flavor

"What causes the delectable appeal in bread."  
JAMES W. PENCE, Albany, Calif.

2:30—Discussion Period

2:50—What the Computer Will Do For the  
Production Man

"Helpful in understanding how to apply one of mankind's most useful tools."  
DAN ABRAMS, Montreal, Canada

3:10—Discussion Period

3:30—Process Quality Control

"Control of the process is control of quality."  
M. P. DE FIGUEIREDO, Deerfield, Ill.

3:50—Discussion Period

4:10—Adjournment

4:30-7:30—Bakery Foods Display

The Bakery Foods Display is the outstanding event of its kind in the industry. Thousands of samples will be viewed from every geographical section of the country. A wonderful opportunity for production people to see the various items that are selling, and their attractive packaging, without which a product cannot be merchandised successfully.

Chairman J. J. VISKOCIL  
Franklin Park, Ill.

Asst. Chairman WM. J. GREWE  
Chicago, Ill.

6:30—American Institute of Baking Alumni Dinner  
Michigan Room



## TUESDAY EVENING PROGRAM

March 7, 1967

### BAKERY FOODS DISPLAY

Committee

J. J. Viskocil, Chairman

Wm. J. Grewe, Asst. Chairman

|                        |                    |
|------------------------|--------------------|
| R. F. Anderson         | A. S. Fulford      |
| Donald F. Anetsberger  | William A. Hoffman |
| Gregory L. Anetsberger | Geo. Knaub         |
| E. J. Blanchard        | R. Lutz            |
| Harry Brody            | H. Virnig          |
| H. D. Fortner          |                    |

The Bakery Foods Display has long been one of the highlights of our Engineers Meetings. Attractively displayed and systematically arranged will be the most extensive collection of bakery products assembled anywhere at one time.

We acknowledge, with grateful appreciation, the cooperation of our friends in the allied trades, who collected most of the bakery products for this Display. We also thank the donors of this merchandise. Their help makes this Display possible. Our thanks to our members who sent in samples of their products.

This Display will be opened at the adjournment of the Tuesday Afternoon Session. **ADMISSION BY BADGE ONLY.** Samples on Display are to be **VIEWED ONLY** from opening to 6:30 P.M. It has been decided that visitors at the Display shall have the privilege after 6:30 P.M. of examining, testing and eating any part of the merchandise displayed. At the close of the display, 7:30 P.M., all samples will be turned over to the Salvation Army for local consumption.

## WEDNESDAY MORNING PROGRAM

March 8, 1967

SESSION CHAIRMAN

LEE J. PERGIEL, Philadelphia, Pa.

### 8:50—Meeting Room Opens

Song Leader—WALTER CLISSOLD,  
Chicago, Ill.

### 9:00—Call to Assembly

Meeting Chairman  
WM. F. SCHROEDER, Memphis, Tenn.

### 9:05—Gadgets

"Simple treatments simplifying production"  
EVERT KINDSTRAND, Chicago, Ill.

### 9:25—Discussion Period

### 9:45—Variety Plant Planning in 3-D

"Visualizing plant expansion/building with models"  
RICHARD L. MORINE, Mentor, Ohio

### 10:05—Discussion Period

### 10:25—On the Job Training for Maintenance Personnel

"Increasing job skill in a planned manner"  
WILLIAM M. SCHIEB, Garden City, N. Y.

### 10:40—Discussion Period

### 11:00—Conditioning of Sweet-Yeast Dough for Mechanical Make-Up; Production of New Varieties

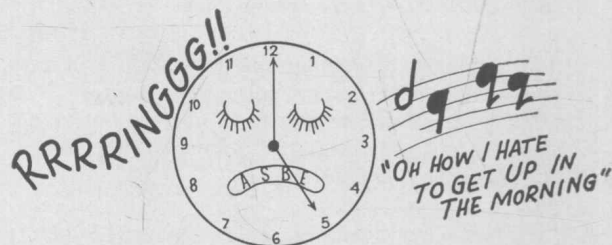
"Getting a sweet dough 'primed' for mechanical handling with some good feature ideas you can use"  
GORDON L. BAKER, Winston-Salem, N. C.

### 11:20—Discussion Period

### 11:35—Adjournment for Luncheon

### 12:00-1:45—High Noon/High Jinx Luncheon

Marine Room  
"Just the change of pace you'll need"  
Fun—Frolic—Food

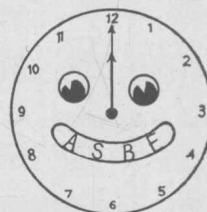


Remember the sleep you used to lose getting up for the

## EARLY BIRD BREAKFAST!

(we felt sorry for you...and for ourselves!)

So we plan to set the alarm for  
**HIGH NOON Wed. March 8th for**



A Real Change of Pace  
with **HIGH JINX**  
in the middle of the meeting

"TWIXT THE FORE AND THE AFT SESSIONS -  
WITH GAY BUFFET AND FUN HOORAY!"  
SEND NO MONEY - but buy your tickets when you register just to be sure you wont wonder what the other engineers mean when they say - "MAN-WHAT A LUNCH HOUR!"

## HIGH NOON/HIGH JINX BUFFET LUNCH

MARINE ROOM

EDGEWATER BEACH HOTEL

12:00-1:45 P.M.

FUN - FROLIC - FOOD

Music—Jim Gross and Orchestra

Song—Patti Carlson

Comedy—Dick Drake

Food—A "MAN'S" Buffet

All for only \$3.50 per ticket

## WEDNESDAY AFTERNOON PROGRAM

March 8, 1967

### SESSION CHAIRMAN

THOMAS A. FAULHABER, Boston, Mass.

#### 2:00—Meeting Room Opens

Song Leader—HARRY D. GARDNER,  
Albion, Mich.

#### 2:05—Call to Assembly

Meeting Chairman  
WM. F. SCHROEDER, Memphis, Tenn.

#### 2:10—Labor-Management Relations

"A top labor executive's point of view"  
AL MEYER, Los Angeles, Calif.

#### 2:30—Discussion Period

#### 2:45—What the Production Man Should Know About Marketing and Merchandising

"What the bakery engineer should under-  
stand and how he can contribute"  
LAURENCE V. JOHNSON, Fullerton, Calif.

#### 3:05—Discussion Period

#### 3:20—Production's Needs—A Purchasing Director's Viewpoint

"The opinions of a top executive in this im-  
portant field"  
DONALD DAVIS, Rye, N. Y.

#### 3:40—Discussion Period

#### 3:55—Plant Communications—Up and Down

"Making the other guy understand you"  
GEORGE H. FREY, Hartsdale, N. Y.

#### 4:15—Discussion Period

#### 4:30—Adjournment

#### 5:00—American Association of Cereal Chemists Buffet Supper

East Lounge

## A.S.B.E. 1967 MEETING WEDNESDAY EVENING PROGRAM

March 8, 1967

### SESSION CHAIRMAN

ZENAS BLOCK, New York, N. Y.

### BULL SESSION

#### 8:00—Meeting Room Opens

Community Singing

Song Leader—WALTER CLISSOLD,  
Chicago, Ill.

Barbara Sellers at the Organ

#### 8:10—Call to Assembly

Meeting Chairman

FRANK R. SCHWAIN, Cincinnati, Ohio

#### 8:15—Bull Session

"Clarifying and amplifying points brought  
up in the program—in an informal way"

—Adjournment (?)

## THURSDAY MORNING PROGRAM

March 9, 1967

### SESSION CHAIRMAN

DR. GERALD REED, Milwaukee, Wisc.

#### 8:50—Meeting Room Opens

Song Leader—WILLIAM E. BUSSE,  
South Bend, Ind.

#### 9:00—Call to Assembly

Meeting Chairman

GEORGE H. GUGLER, Sun Valley, Calif.

#### 9:05—Basic Bacteriology for Bakers

"Tells you what you ought to know about  
bacteria, molds and yeast"

ORME J. KAHLENBERG, Topeka, Kan.

#### 9:25—Discussion Period

#### 9:45—Bakery Sewage Disposal

"Ways and means to reduce and treat  
waste discharges"

THOMAS MULLIGAN, Leonia, N. J.

#### 10:05—Discussion Period

#### 10:25—Oven Finished Cakes

"Labor saving business builders"

ROBERT R. GUNTER, New Orleans, La.

#### 10:45—Discussion Period

#### 11:05—Meeting Turned Over to Newly Elected Officers

#### 11:30—Adjournment for Luncheon