

PROCEEDINGS OF
THE FORTY-FIRST ANNUAL MEETING
OF THE
AMERICAN SOCIETY OF BAKERY ENGINEERS
1965



MARCH 8-11, 1965
EDGEWATER BEACH HOTEL
CHICAGO, ILLINOIS

AMERICAN SOCIETY OF BAKERY ENGINEERS

Proceedings of the Forty-First Annual Meeting

March 8-11, 1965

Edgewater Beach Hotel, Chicago, Illinois

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

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American Society of Bakery Engineers

BERNARD BERGHOLZ, JR., SECRETARY

Room 833, Riverside Plaza Bldg.

2 North Riverside Plaza

CHICAGO, ILL. 60606

41st ANNUAL MEETING

EDGEWATER BEACH HOTEL

March 8-11, 1965, Chicago, Illinois

Introduction To The 1965 Proceedings

This book, the PROCEEDINGS of your Society's 41st Annual Meeting, is a complete report of that Meeting, held at the Edgewater Beach Hotel in Chicago in March, 1965. We cannot stress enough the importance of retaining this valuable record of the Meeting in your permanent reference file on baking and related subjects. We urge all members, who receive copies of the PROCEEDINGS as a privilege of membership, to read through it carefully for the many ideas, innovations and basic information it contains on problems vital to production people.

Copies of all prepared talks, reproductions of all slides used by the speakers, complete transcripts of all discussions, copies of all printed materials distributed, as well as photographs of many of those present (through the courtesy of the bakery business papers) are included. Every participant has been given the opportunity to edit the remarks taken by the reporter at the Meeting. The record is correct, insofar as it represents what the speaker intended to say. The statements, of course, are the opinions of

those who made them. In addition there is a table of contents, a subject index and a complete registration list.

The final section of the PROCEEDINGS contains a list of papers presented on the Annual Meeting programs from 1955-1964, inclusive. The name of the person who gave the paper and the year are listed under alphabetical headings for easy reference.

Attendance at the Meeting totalled 1754. This does not include the registrants' wives, who received complimentary badges.

The special events were well attended. These included the Engineers Dinner, the Bakery Foods Display, the Early Bird Breakfast and the Bull Session.

One of the reasons for the smooth operation of the Meeting is the fine contribution made by members of the Bakers Courtesy Club of Chicago. This club made up of Chicago allied men served as ushers, giving information, taking messages, and manning the floor "mike" at the sessions. We are indebted to them for helping in a thousand ways.

The Executive and Advisory Committees normally meet jointly twice a year. One of the meetings is on Sunday preceding the Annual Meeting. About 50 were present this year, when President Gase called the Committee Meeting to order at 10:00 A.M. General policy matters of the Society, including reports from the various committees, were brought up for consideration. Those present were invited to contribute their suggestions and criticism. At about 1:00 P.M. the Committee Meeting recessed for luncheon after which the Executive Committee reconvened to make its decisions on the matters presented in the morning, and to take up other Society policy matters relating to organization. Again, on Thursday evening, the Executive Committee met so that retiring members, in-coming members and hold-over members could all meet together to give continuity to the work of this all-important committee.

In baking, as in every other industry, technology involves new product development, new processes of production, and new uses for existing products. The impetus to further technolog-

ical progress stems from the consumers, who cast their votes daily in choosing the product of one producer, as opposed to another. Competition among producers for these votes thus makes practically certain constant innovation to achieve new and better products and the least-cost technology of production.

The process of growth is inherently one of change. Therefore we emphasize the importance of retaining these published PROCEEDINGS as record and reference of the technological changes taking place in the baking industry.

We gratefully acknowledge the unselfish participation of those who had part in the Program and the confidence and interest of our membership, which make our Society a useful instrument for the good not only of its members but also of the entire baking industry.

The Program is reproduced here for the benefit of those who were not present at the Meeting and to make the record as complete as possible. Also, it may be used as a reference and as a partial index to the sessions on which particular subjects were presented.



OFFICERS 1964-1965



IRWIN O. ROHRBACH
First Vice President



LLOYD L. FISHER
Second Vice President



WALTER T. GASE
President



GEORGE GUGLER
Third Vice President



BERNARD BERGHOLZ, JR.
Secretary-Treasurer

PROGRAM CHAIRMEN 1964-1965



ZENAS BLOCK
Program Chairman



WILLIAM F. SCHROEDER
First Assistant Chairman



VICTOR E. MARX
Secretary-Emeritus



FRANK R. SCHWAIN
Second Assistant Chairman

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.



GREETINGS AND WELCOME TO THE 41st ANNUAL MEETING

What are we here for?

To learn—from one another. Why? Because we take pride in what we do and because we want to do a better job.

This year your Program Committee has tried its best to bring you a program which will offer you the most about those subjects which are of most interest.

We have tried to get outstanding speakers for each subject, and we believe we have succeeded in doing so.

The most important ingredient that you can supply to make this meeting a success is—questions.

Through your questions, your comments and the speakers' responses, the material presented can become more direct and more meaningful to everybody. Our speakers have been selected because they have the capacity, not only to prepare and deliver papers, but to respond out of depth of experience and knowledge to your questions.

Zenas Block
ZENAS BLOCK
PROGRAM CHAIRMAN

AMERICAN SOCIETY OF BAKERY ENGINEERS
ROOM 833, RIVERSIDE PLAZA BLDG.
2 NORTH RIVERSIDE PLAZA
CHICAGO, ILLINOIS 60606

EXECUTIVE COMMITTEE 1964 - 1965

Walter T. Gase, Saginaw, Mich.
Irwin O. Rohrbach, Brooklyn, N. Y.
Lloyd L. Fisher, Hazelwood, Mo.
George H. Gugler, Sun Valley, Calif.
Bernard Bergholz, Jr., Chicago, Ill.
Victor E. Marx, Chicago, Ill.
John A. Wagner, Philadelphia, Pa.
Ralph E. Manewal, Burnsville, Minn.
W. C. Kollman, Wilton, Conn.
William U. Funk, Duncan, S. C.
Lawrence E. Pile, Cleveland, Ohio
Frank R. Schwain, Cincinnati, Ohio
James T. Moore, Detroit, Mich.
Ray Frink, Chicago, Ill.
Irving E. Savin, Tillamook, Ore.
Robert E. Kenkman, Mercer Island, Wash.
James S. Fulton, Spokane, Wash.
William K. Heins, Los Angeles, Calif.

PROGRAM COMMITTEE

Zenas Block, New York, N. Y.
Program Chairman
William F. Schroeder, Memphis, Tenn.
First Assistant Program Chairman
Frank R. Schwain, Cincinnati, Ohio
Second Assistant Program Chairman
J. D. Shogren, Chicago, Ill.
Property Manager
Guy Downer, Joe Janos, Don Mathewson and
W. D. Richards, Assistant Property Managers

SESSION CHAIRMEN

Monday Afternoon—
Carl C. Hauswald, Jr., Baltimore, Md.
Tuesday Morning—
Artie Strauss, New York, N. Y.
Tuesday Afternoon—
Donald F. Fuhrmann, Wyckoff, N. J.
Wednesday Morning—
Robert J. Baeuerlen, Park Forest, Ill.
Wednesday Afternoon—
T. Robert Wolfe, Navarre, Ohio
Wednesday Evening—
"Bull Session"—Clayton C. Daley, Rye, N. Y.
Thursday Morning—
Andrew Wolf, Deerfield, Ill.
Thursday Afternoon—
George D. Pappas, Roselle, Ill.

SPECIAL EVENTS CHAIRMEN

Engineers Dinner—John A. Revord, Evanston, Ill.
Bakery Foods Display—J. J. Viskocil, Chicago, Ill.
W. H. Laug, Chicago, Ill.
Early Bird Breakfast—Zenas Block, New York, N. Y.
Music—Walter N. Clissold, Chicago, Ill.

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, Detroit, Mich.
1942—Wm. F. Gossadge, 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, Pittsburgh, Pa.
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, Palos Verdes Estates, Calif.
1962—Robert G. Dibble, Kansas City, Mo.
1963—John A. Wagner, Philadelphia, Pa.

CALENDAR OF EVENTS (In Brief)

	SUNDAY MARCH 7, 1965	MONDAY MARCH 8, 1965	TUESDAY MARCH 9, 1965	WEDNESDAY MARCH 10, 1965	THURSDAY MARCH 11, 1965
MORNING	10:00 Executive and Advisory Committee Meeting Edgewater Room	8:00 Registration East Lounge 9:00 General Meeting Edgewater Room	8:30 Registration Passagio 8:55 General Meeting Edgewater Room 12:00 Canadian Member Luncheon, So. Terrace 12:00 Oklahoma State University Baking School Alumni Assn. Luncheon, East Lounge	7:00 Early Bird Breakfast Edgewater Rm.—South 8:30 Registration Passagio 9:30 General Meeting Edgewater Room 12:15 American Association of Cereal Chemists Luncheon East Lounge	8:30 Registration Passagio 9:00 General Meeting Edgewater Room
AFTERNOON	1:00 Registration East Lounge 2:00 Executive Committee Meeting Sheridan Room 3:00 Ladies Tea Presidential Suite (Room 429) 4:00 Program Participants & Session Chairmen American Room	1:25 General Meeting Edgewater Room 7:30 Engineers Dinner Marine Room	1:25 General Meeting Edgewater Room 4:30 Bakery Foods Display Edgewater Room South Section 6:00 American Institute of Baking Alumni Dinner, Michigan Room	1:40 General Meeting Edgewater Room Evening 8:00 Bull Session Edgewater Room	1:25 General Meeting Edgewater Room 3:30 Installation of Officers 4:00 Final Adjournment 4:10 Executive Committee Meeting American Room

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, New York, N. Y.
- 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, Chicago, Ill.
- 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.

1964—COMMITTEE CHAIRMEN—1965

- Finance—John C. MacAlpine, Jr., Philadelphia, Pa.
- Inter-relations—Lawrence Tomskey, San Jose, Calif.
- Publications—Rowland J. Clark, Evanston, Ill.
- Information Service—M. J. Swortfiguer, St. Louis, Mo.
- Manual—Victor E. Marx, Chicago, Ill.
- Sanitation—Philip E. Winters, Cincinnati, Ohio
- Index—Paul Holton, Chicago, Ill.
- Nominating—John A. Wagner, Philadelphia, Pa.
- Pan Committee—Frank Torrens, Jr., Highland Park, Ill.
- Membership—(To be appointed)
- Planning and Steering—Clayton C. Daley, Rye, N. Y.
- Anglo-American Student Exchange U. S. —
Elmer F. Glabe, Chicago, Ill.
- Insurance—Charles E. Riley, Chicago, Ill.
- Investment—John C. MacAlpine, Jr., Philadelphia, Pa.
- 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—Patrick S. Sirois, South Miami, Fla.
- Standardization of Terms—E. J. Pyler, Chicago, Ill.

SUNDAY March 7, 1965

- 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" boys.

Lady guests may be registered and badges obtained without charge.

REGISTRATION AND TICKET FEES

Registration Fee—Members	\$17.00
Non-members	\$27.00
Single Engineers' Dinner Ticket*	\$12.50
Guest Tickets (Seven Only)* Each	\$12.50
Early Bird Breakfast Ticket	\$ 3.50

*Available to Those Registered Only.

THE ENGINEERS DINNER

In order to make this event more enjoyable, each registered member will be permitted to purchase one ticket and seven extra tickets for guests (so long as the supply lasts).

Arrangements have been made for admission to the Dining Room in orderly fashion. Ticket stubs will be collected at the door and one entrance only will be open.

All seats are reserved. No dinner service after 8:30 P.M.

MONDAY MORNING PROGRAM

March 8, 1965

- 8:00—Registration Desk Opens
- 9:00—Assembly in Meeting Room
Greetings by Meeting Chairman
JOHN A. WAGNER, Philadelphia, Pa.
Introduction of Music Chairman
WALTER N. CLISSOLD, Chicago, Ill.
Song Leaders—WM. E. MAIER, Reading, Pa.
and PETER K. LARGE, Toronto, Ont., Canada
- 9:20—Entrance of Officers
Introduction by JOHN A. WAGNER
- 9:25—Star Spangled Banner—God Save the Queen
- 9:30—Invocation
LAWRENCE E. PILE, Cleveland, Ohio
- 9:35—The President Comments
WALTER T. GASE, Saginaw, Mich.
- 9:50—The Secretary Reports
BERNARD BERGHOLZ, JR., Chicago, Ill.
- 10:10—Program Review—The Chairman
ZENAS BLOCK, New York, N. Y.
- 10:20—Annual Business Meeting
Election of Officers
Presentations
- 10:50—The Secretary Emeritus Comments
VICTOR E. MARX, Chicago, Ill.
- 11:00—Greetings from the Associated Retail Bakers
of America
JOHN P. JORGENSEN, Secretary, Chicago, Ill.
- 11:05—Greetings from the American Bakers
Association
RICHARD A. WEST, Treasurer,
Indianapolis, Ind.
- 11:10—Inspirational Address
DR. JOHN R. MCCALL, S.J.
Weston College, Weston, Mass.
- 11:50—Adjournment for Luncheon

MONDAY AFTERNOON PROGRAM

March 8, 1965

SESSION CHAIRMAN

CARL C. HAUSWALD, JR., Baltimore, Md.

- 1:20—Meeting Room Opens
Song Leader—HARRY D. GARDNER,
Albion, Mich.
- 1:25—Call to Assembly
Meeting Chairman
JOHN A. WAGNER, Philadelphia, Pa.
- 1:30—Accelerating Batch Process Bread Production
"Entirely new methods and techniques will
be covered"
COLIN H. HALL, Southall, England
- 1:50—Discussion Period—Batch Process Bread
- 2:10—Progress Report on Continuous Process Bread
"Latest techniques for improving physical
and flavor characteristics"
JOSEPH M. LIND, Los Angeles, Calif.
- 2:30—Discussion Period—Continuous Process Bread
- 2:50—Production of Rye Bread
"Formulation and production techniques
from sour to wrapper"
HORST G. DENK, New York, N. Y.
- 3:10—Discussion Period—Rye Bread
- 3:30—Scheduling of Variety Bread Production
"How to handle the complicated scheduling
program of many bread varieties"
HENRY L. MILROY, Franklin Park, Ill.
- 3:50—Discussion Period—Scheduling Variety Breads
- 4:10—Adjournment

MONDAY EVENING PROGRAM

- 7:30—Engineers Dinner—Dance, and Floor Show—
Marine Room
JOHN A. REVORD, Evanston, Ill.
Chairman

MONDAY EVENING PROGRAM

March 8, 1965

ENGINEERS DINNER

JOHN A. REVORD, Evanston, Ill., Chairman

Marine Room

- 7:30—DINNER (Lou Breese Orchestra)

MENU

- Fresh Shrimp Supreme on Colored Ice
Iced Celery Hearts - Rose Radishes
Carrot Sticks - Mixed Jumbo Olives
Sliced Tenderloin of Beef,
Old French Market, Bourguinenne
Cooked in Rare Burgundy Wine, Garnished
with Pomme Burdure, Decorated with Rosette of
Peas Puree and Imported Baby Belgian Carrots
Hearts of Romaine, Limestone, Sliced Avocado and
Quartered Tomato Salad, Vinaigrette Dressing
Baker's Special Surprise with Macedeine of
Fresh Fruit Marinated in Swiss Kirsch,
Sauce Peche
Assorted Rolls - Butter

Coffee

No Dinner Served After 8:30 P.M.

9:30—FLOOR SHOW

Featuring Lou Breese and his Orchestra
Lou Breese — M.C.
Kirk Stevens — From the Concert Halls of London — Scottish and Irish Songs
Goetschi Brothers — International comedy team from Switzerland who have appeared on national TV shows
Lou Breese — Internationally famous artist of the banjo
Curry, Byrd & Le Roy — The surprise comedy show
Music and Dancing 'till 11:00

ALL SEATS RESERVED

See page 7 of your printed program for details about reservation of seats for the dinner, tickets, etc. Ushers will seat you and your party upon arrival. Please cooperate with these men in order to expedite service and add to your enjoyment of the evening.

TUESDAY MORNING PROGRAM

March 9, 1965

SESSION CHAIRMAN

ARTIE STRAUSS, New York, N. Y.

8:45—Meeting Room Opens

Song Leader—VERNON J. DEBO,
Kansas City, Mo.

8:55—Call to Assembly

Meeting Chairman
IRWIN O. ROHRBACH, Brooklyn, N. Y.

9:00—Advances in Flour Technology

"Impact of air classification, agglomeration and new chemical treatments"
HOWARD C. BECKER, Omaha, Nebr.

9:20—Discussion Period—Flour Technology

9:40—New Developments in Conveyor Design

"Practical aids in applying new conveyor systems in the bakery"
CHARLES O. SCHMIDT, Montebello, Calif.

10:00—Discussion Period—Conveyor Design

10:20—Effective Preventive Maintenance Schedule with Special Emphasis on Ovens

"Practical guide to prevent lost time due to equipment failure"
R. L. MORINE, Mentor, Ohio

10:40—Discussion Period—Preventive Maintenance

11:00—Portion Packaging of Bread

"How to produce new and growing bread package"
H. A. LESHER, Wilmington, Del.

11:20—Discussion Period—Portion Packaging

11:40—Adjournment for Luncheon

Canadian Member Luncheon
South Terrace
Oklahoma State University Baking School
Alumni Assn.
East Lounge

TUESDAY AFTERNOON PROGRAM

March 9, 1965

SESSION CHAIRMAN

DONALD F. FUHRMANN, Wyckoff, N. J.

1:15—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—European Baking Equipment Today

"A trip through other countries to learn what equipment is used in the baking industry"
KURT KREISKY, London, England

1:50—Discussion Period—European Baking Equipment

2:10—Liquid Nitrogen Freezing—Comparative Economics and Practices with Other Freezing Methods

"Very recent information developed just before this meeting"
DOUGLAS L. MCINTYRE, Wareham, Mass.

2:30—Discussion Period—Liquid Nitrogen Freezing

2:50—Interviewing our Visitors from Other Countries

TYLER R. STEVENS, Gillette, N. J.

3:05—A Program For Preventing Food-Borne

Illness from Bakery Products
DR. GAIL DACK, Chicago, Ill.

3:25—Discussion Period—Preventing Food-Borne Illness from Bakery Products

3:45—New Practices in Bulk Handling of Materials with Special Emphasis on Instrumentation Controls

"Bulk handling in the automated bakery"
H. G. HAGEDORN, New York, N. Y.

4:05—Discussion Period—Bulk Handling

4:25—Adjournment

4:30-7:30—Bakery Foods Display—Edgewater Room

South Section
Chairman J. J. VISKOCIL
Chicago, Ill.
Asst. Chairman, W. H. LAUG
Chicago, Ill.

6:00—American Institute of Baking Alumni Dinner

Michigan Room

TUESDAY EVENING PROGRAM

March 9, 1965

BAKERY FOODS DISPLAY

Committee

J. J. Viskocil, Chairman

W. H. Laug, Asst. Chairman

Donald F. Anetsberger	William A. Hoffman
Gregory L. Anetsberger	Milton Larson
E. Blanchard	R. Lutz
H. D. Fortner	E. J. Pyler
Wm. J. Grewe	

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, all samples will be turned over to the Salvation Army for local consumption.

WEDNESDAY EARLY MORNING PROGRAM

March 10, 1965

Edgewater Room—South

THE FAMOUS EARLY BIRD BREAKFAST (NO RESERVED SEATS)

6:30—Doors Open

6:45—7:15—Lively "Sing-A-Long"

Your Music Committee

WALTER N. CLISSOLD, Chicago, Ill.,
Chairman

WILLIAM E. MAIER, Reading, Pa.

PETER K. LARGE, Toronto, Ont., Canada

HARRY D. GARDNER, Albion, Mich.

VERNON J. DEBO, Kansas City, Mo.

HARRY R. VERNON, Dallas, Texas

ARTHUR W. MENGEL, Louisville, Ky.

E. H. HARTMAN, SR., Atlanta, Ga.

JACK I. YURMAN, Los Angeles, Calif.

PAUL E. CLISSOLD, Chicago, Ill.

GEORGE W. FASCHING, Fresno, Calif.

7:00—Breakfast—Served from 7:00 to 7:45 only
HELEN GAINES at the Organ

8:00—Introduction—Program Chairman
ZENAS BLOCK, New York, N. Y.

Entertaining Acts in the FRED COBB tradition:

BUD DINWIDDIE TRIO

MAX COOPER — Comedy impressionist

CELESTE EVANS — Sophisticated sorcery

9:15—Adjournment to the Meeting Room

Please be prompt in returning to the Meeting Room for the Wednesday Morning Session which starts at 9:30.

WEDNESDAY MORNING PROGRAM

March 10, 1965

SESSION CHAIRMAN

ROBERT J. BAEUERLEN, Park Forest, Ill.

9:20—Meeting Room Opens

9:30—Call to Assembly

Meeting Chairman

LLOYD L. FISHER, Hazelwood, Mo.

9:35—Essentials of a Successful Labor Relations Program

"What the Plant Manager can do to assure more successful labor relations"

EARLE K. SHAW, Baltimore, Md.

9:55—Discussion Period—Labor Relations

10:15—Organizing a Practical Safety Program

"Key check points, ways to measure effectiveness, and ways to put over a safety program in the bakery"

PATRICK S. SIROIS, South Miami, Fla.

10:35—Discussion Period—Safety Programs

10:55—Ideas in Leadership Development

"Some truly new concepts applied to management development"

W. C. FERGUSON, Philadelphia, Pa.

11:15—Discussion Period—Leadership Development

11:35—Progress in Bread Wrapping

"Every year new materials and new techniques are developed. This paper brings us up to date"

J. P. HUMPHREY, San Leandro, Calif.

11:55—Discussion Period—Bread Wrapping

12:15—Adjournment for Luncheon

American Association of Cereal Chemists

Luncheon—East Lounge

WEDNESDAY AFTERNOON PROGRAM

March 10, 1965

SESSION CHAIRMAN

T. ROBERT WOLFE, Navarre, Ohio

1:30—Meeting Room Opens

Song Leader—ARTHUR W. MENGEL,
Louisville, Ky.

1:40—Call to Assembly

Meeting Chairman

LLOYD L. FISHER, Hazelwood, Mo.

1:45—Sanitation in the Cake Plant

"Special problems of sanitation control in cake plant disclosed"

ROBERT C. BRINK, Columbus, Ohio

2:05—Discussion Period—Sanitation

2:25—New Developments in the Wrapping of Cake and Sweet Yeast Raised Products

"Application of packaging technology to the highly specialized products of cake and sweet yeast raised products"

VIRGEL O. SMITH, Stratford, Conn.

2:45—Discussion Period—New Developments in Wrapping

3:05—Emulsifiers Made Understandable to the Baker

"A review paper to make clear many substances now being used for emulsification purposes"

ROBERT H. JOHNSON, New York, N. Y.

3:25—Discussion Period—Emulsifiers

- 3:45—What the Bakery Production Man Should Know About Food and Drug Labeling and Regulations
 "How the FDA looks at bakery labeling problems, and what we can do about those labeling problems"
 JOHN H. GUILL, JR., Chicago, Ill.
- 4:05—Discussion Period—Food and Drug Labeling and Regulations
- 4:25—Adjournment

A.S.B.E. 1965 MEETING

WEDNESDAY EVENING PROGRAM

March 10, 1965

SESSION CHAIRMAN
 CLAYTON C. DALEY, Rye, N. Y.

BULL SESSION

- 8:00—Meeting Room Opens
 Community Singing
 Song Leader—E. H. Hartman, Sr., Atlanta, Ga.
 Helen Gaines at the Organ
- 8:10—Call to Assembly
 Meeting Chairman
 ZENAS BLOCK, New York, N. Y.
- 8:15—Bull Session—Open Forum
 A free-swinging discussion to remove doubt, obtain answers, and move from opinion to fact.
- 10:00—Adjournment

THURSDAY MORNING PROGRAM

March 11, 1965

SESSION CHAIRMAN
 ANDREW WOLF, Deerfield, Ill.

- 8:50—Meeting Room Opens
 Song Leader—JACK I. YURMAN, Los Angeles, Calif.
- 9:00—Call to Assembly
 Meeting Chairman
 GEORGE H. GUGLER, Sun Valley, Calif.
- 9:05—New Product Development in Cakes, Sweet Yeast Raised Products and Cookies
 "Procedures for developing new products"
 JOSEPH F. KILL, Glen Rock, N. J.
- 9:25—Discussion Period—New Product Development

- 9:45—Cake Formula Balance
 "Results of research with new shortenings and emulsifiers"
 HARRY W. LAWSON, Cincinnati, Ohio
- 10:05—Discussion Period—Cake Formula Balance
- 10:25—Formulation and Production of Brownies and Other Oven-Finished Products
 "A variety new to most bakers completely described"
 F. D. SCHOONOVER, New York, N. Y.

- 10:45—Discussion Period—Brownies and Other Oven-Finished Products

- 11:05—Latest Formulas and Techniques For Fondant and Icing Production
 "New information, new materials of major importance to the industry"
 DR. GEORGE N. BOLLENBACK, Yonkers, N. Y.

- 11:25—Discussion Period—Fondant and Icing Production

- 11:45—Adjournment for Luncheon

THURSDAY AFTERNOON PROGRAM

March 11, 1965

SESSION CHAIRMAN
 GEORGE D. PAPPAS, Roselle, Ill.

- 1:15—Meeting Room Opens
 Song Leader—PAUL E. CLISSOLD, Chicago, Ill.
- 1:25—Call to Assembly
 Meeting Chairman
 WALTER T. GASE, Saginaw, Mich.
- 1:30—Selection, Maintenance and Protection of Frying Fats
 "Suggested practices, in light of new knowledge about frying fats"
 JOHN H. MOYER, Garden City, N. Y.
- 1:50—Discussion Period—Frying Fats
- 2:10—Make-up Procedures for Roll-in Coffee Cake Production
 "This is a paper on how to make danish"
 VERNON F. DAVEY, Morro Bay, Calif.
- 2:30—Discussion Period—Roll-in Coffee Cake Production
- 2:50—Formulation and Production of Fried Pies
 "Another new variety completely described"
 MIKE HARDING, Winston-Salem, N. C. and BOB G. STARWICH, Winston-Salem, N. C.
- 3:10—Discussion Period—Fried Pies
- 3:30—Meeting Turned Over to Newly Elected Officers
- 4:00—Final Adjournment