C.J. Patterson

C.J. Patterson may have entered the milling and baking industry at a time when chemistry's relevance to those fields was not fully appreciated, but his impact on those industries left no doubt of its importance, nor of his own.

Mr. Patterson's entry into the chemistry profession was initially through the Procter & Gamble Manufacturing Co. and its Kansas City, Kas.-based soap plant. He had recently graduated from the University of Kansas at Lawrence, where he had gained experience by working in the laboratory of the state food and drug inspector. His superiors at the soap plant were so impressed by his ability in the lab that it was often said that he would one day work at "Ivorydale," the principal laboratory of the Procter & Gamble Co.

The praise was in fact so widespread that it reached the attention of A.N. Budd, an old acquaintance from the University of Kansas, who has working in the laboratory of the Ismert-Hincke Milling Co. At the time, Mr. Budd was chemist in charge in the laboratory, one of the first to be installed by a milling company, but planned to resign. He encouraged Mr. Patterson to apply for the position of his assistant so that once he resigned Mr. Patterson could assume his responsibilities. Theodore Ismert, president of the Ismert-Hincke Milling Co., was persuaded to hire the young chemist, without knowing of Mr. Budd's planned resignation. Three weeks later, Mr. Budd resigned. It was 1913, and the 24 year-old Mr. Patterson was in charge of the lab.

At the time Mr. Patterson became a cereal chemist for Ismert

Hincke, the laboratory was then, as a 1925 profile of Mr. Patterson in *The Southwestern Miller* put it, an "uncertain adjunct of flour milling, and the cereal chemist had not yet demonstrated his worth." Mr. Patterson would change that, and fast.

His first significant contribution to cereal chemistry came when he challenged the criteria by which wheat mixes were bought and blended. At the time, this analysis was based upon results of dry gluten tests. Mr. Patterson asserted that the buying and blending of wheat mixes should instead be based upon protein content, an idea that was quickly and universally adopted.

In 1917, Win Campbell and M. Lee Marshall, both of the Campbell Baking Co., visited the Ismert-Hincke laboratory and were impressed by Mr. Patterson. Shortly thereafter, they asked him to join Campbell as the officer in charge of research, purchasing and production.

Just as they had at the Ismert-Hincke Milling Co., people at Campbell questioned the rationale of investing in research. Mr. Patterson's response came in the form of the development of Paniplus, an oxidizing dough conditioner that prolongs the keeping qualities of bread and increases the loaf yield of flour. It was reported that the success of the product was such that it generated enough earnings to cover the expenses of the Campbell laboratory, again proving the value of research.

During his career as a cereal chemist at the Ismert-Hincke Milling Co., the Campbell Baking Co. and the C.J. Patterson Corp., Mr. Patterson proved both his own and cereal chemistry's value to the baking industry.

In 1924, Mr. Patterson took his expertise and founded a general service organization for millers and bakers called the C.J. Patterson Corp. The organization was incorporated in 1945 and initially operated several wholesale bakeries as part of its Consumer Foods Division. Both the Holsum and Mrs. Carver's brands' baked goods were produced by the company. The Specialty Chemicals Division produced emulsifiers, stabilizers and conditioners for the baking industry and other food processors, as well as chemicals for the cosmetic and pharmaceutical industries. The company also continued to focus on research and Mr. Patterson developed additional bakery ingredients, among them Fermaloid, a dough strengtheners and Verv and Emplex, both dough conditioners.

In addition to founding his own company, Mr. Patterson helped found and guide several organizations. In 1914, along with fellow chemists at Ismert-Hincke, he formed the American Association of Cereal Chemists, now known as AACC International. In 1917, Mr. Patterson was chosen as that organization's third president. He was also the chairman of the board of governors of the Midwest Research Institute and its library is named in his honor. In 1924, he helped found the American Society of Bakery Engineers, which is now the American Society of Baking. In 1925, he served as the organization's second president.

Mr. Patterson died in 1959 leaving his company in the capable hands of his sons Robert M. Patterson and Curtis J. Patterson Jr. Today the C.J. Patterson Co. continues on, now as the American Ingredients Co., and many of Mr. Patterson's innovations are still utilized in baking.