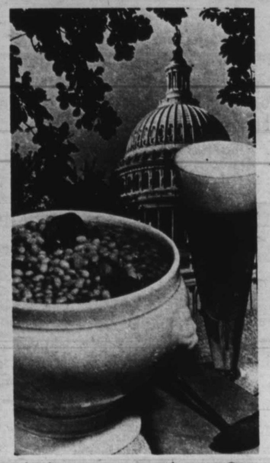
Senate Bean Soup

Bean Soup is one item that remains constant in the U.S. Senate. This famous soup is on the menu everyday and is probably the most popular item served.

There are several theories on the origin of this soup. One story has it that Senator Fred Thomas Dubois of Idaho, who served in the Senate from 1901 to 1907, when chairman of the committee that supervised the Senate Restaurant, gaveled through a resolution requiring that bean soup be on the menu every day.

Another account attributes



the bean soup mandate to Senator Knute Nelson of Minnesota, who expressed his fondness for it in 1903. These are two stories on the U.S. Senate menu.

We've taken the original recipe for Senate Bean Soup and added the mellow brew for that extra special ingredient flavoring. Navy beans, beer, ham and onions simmer for hours to make this flavorful soup.

Bean brew

2 pounds small Michigan Navy Beans
10 cups water
3 cans or bottles (12 oz. each) beer
1½ pounds ham hocks
1 medium onion
Salt and pepper to taste

Wash beans thoroughly with hot water. Put in large pot with water, beer and ham hocks. Cover and bring to a boil. Brown onion in butter or margarine and add to soup. Cover and boil slowly approximately 3 hours.

Coming

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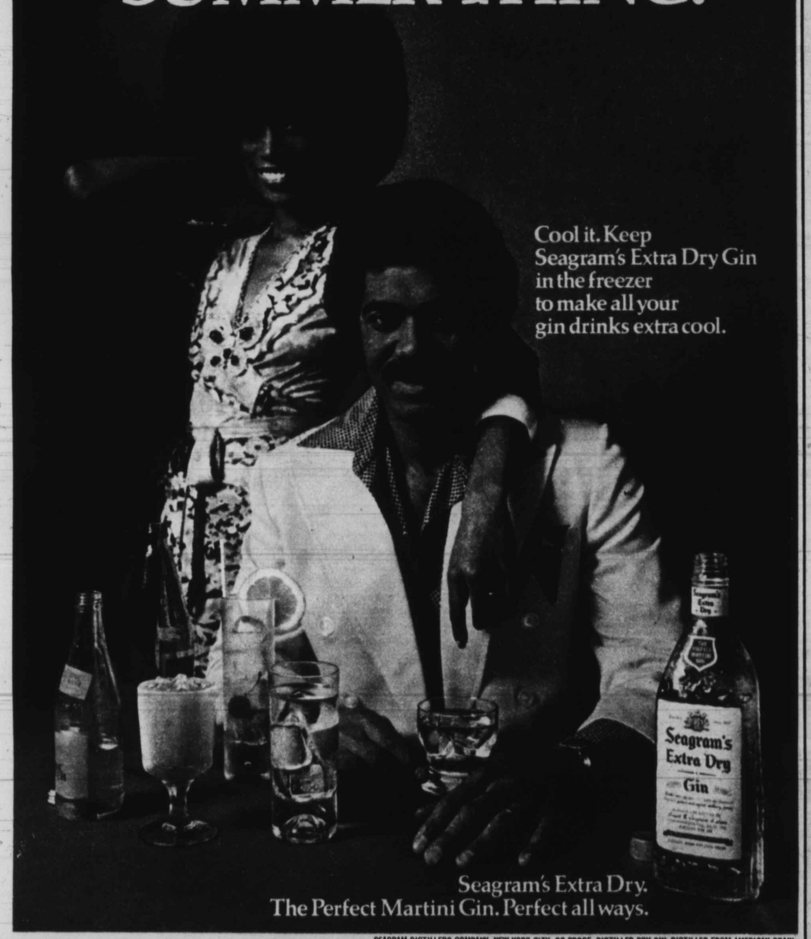

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—$ Million Company

(Continued from Page 5)

as an executive with a large Midwestern dairy company.

Mrs. Robichaux, who took her degree in education from Chicago Teachers College, brought to the company her experience in public relations and marketing; she had worked with the public relations firm of Charles Davis & Associates and as representative for the Betty Crocker Home Service Department of General Mills.

Prior to the Robichaux's purchase of Baldwin, however, Mrs. Robichaux had been out of the job market and was beginning to chafe at not being involved in meaningful work.

Her husband noted her restlessness and grew concerned.

Mrs. Robichaux recalled the day he 'phoned her and said, "You know what I'm gonna do? I'm gonna buy you an ice cream company." In essence that's just what he did, although Mrs. Robichaux began her tenure working in the general, not the executive offices where, fortunately, she was able to get a broad and comprehensive view of the company's operations.

In those first years the company continued to grow and to prosper. Under the Robichaux's care, the company increased the number of branch stores to seven and, undertook further wholesale expansion. Mrs. Robichaux's familiarity with the company ledgers led her to observe that for dollars and manhours invested the yield from the wholesale division was greater than from the retail outlets albeit both were profitable. She brought her findings to her husband's attention but no resolution of the matter was reached before his sudden death in 1971.

Faced with the responsibility of running the business herself, Jolyn Robichaux had to marshall all her own managerial resources, experiences and instincts.

At first she was short-handed, so it was necessary to scale the operation down to manageable size. She decided that, in order to maximize the company's profitability, she would phase out the branch retail stores and intensify the drive for more effective penetration of the wholesale market.

This was the decision that caused her to call on those executives who had scorned her declaration of intent to run the business. In time they realized that they had misgauged the mettle of the lady in the driver's seat at Baldwin.

Her analysis of company weaknesses lead her to reorganize the information and reporting systems in order that decisions might be based on hard data rather than intuition. This analysis also revealed the need for an in-service program to aid employees to better perform their assigned tasks.

And somewhere during those early years as chief executive officer she found the time to meet the requirements for a certificate in ice cream technology from Pennsylvania State University and become the first—and probably only—black woman in the world qualified to operate a commercial ice cream facility.

Welcome help finally arrived when her sister Mrs. Charlotte Logan succumbed to her pleading and joined the firm as vice president and director of sales.

One of their early and most telling innovations has been the redefinition of the driver-salesmen's self-image. Whereas in the past the drivers saw their role as that of merely making deliveries, on-the-job-training and field experiences have proved to them that they are critically important representatives of the company and that what's good for the company is good for them, too.

It might easily be charged that the Baldwin Ice Cream Company is a family-run enterprise and no one in its management sees that as a pejorative description. For while several persons in the firm are related, it is their skills, not nepotism, that won them placement and assures their tenure.

Among the relatives aboard at Baldwin is Mrs. Margaret Braddix, the mother of Mrs. Robichaux and Mrs. Logan. Mrs. Braddix works in the finance department handling receipts and maintaining fiscal records.

A measure of corporate continuity is provided through the presence on the board of directors of Mrs. Roberta Baldwin, widow of the founder, and Mrs. Nettie Hayden, Mr. Baldwin's sister. Mrs. Hayden left the company's employ in 1974 after 32 years of service, during which she filled virtually every administrative position in the company.

Mrs. Hayden's husband Fred also worked for the company from 1951 until 1968 when he opened his own barber shop. In 1974 the Haydens opened Nettie's Ice Cream Nook on the far south side of Chicago, fulfilling a life-long dream of Mrs. Hayden's. Of course they sell Baldwin ice cream!

But the sense of family is allpervasive at Baldwin, much of it stemming from the company's personnel policies, which are liberal and competitive with practices at other, larger corporations. Faithfulness and meritorous service are rewarded by a pension plan, profit sharing, paid life insurance, commissions for store managers, bonuses for high-level production by store clerks and a variety of incentive awards.

Those are but a few of considerations that have endeared the company to its employees. There are other gestures of thoughtfulness that are unexpected, like the bouquets received by the driver-salesmen's wives on Valentine Day.

The personal lives of Mrs. Robichaux and Mrs. Logan are not as similar as their daily vocations; one enjoys an active extracurricular life after work, the other seeks the peace and contentment of home and family in leisure hours.

Mrs. Robichaux's two children—Sheila Veronica, 19, a junior at the University of Iowa, and Joseph, 11, seventh-grader at a boarding school—are not home during the week and she therefore can indulge her passion for golf and to participate in a wide range of business, civic and charitable activities. When not engaged in golfing or preoccupied by causes, Mrs. Robichaux enjoys travel—short trips of a few day's duration. One more leisurely recent trip is still fresh in her memory: a sojourn in Rome with her children and her mother-in-law, Mrs. Zenobia Robichaux, her mother Mrs. Braddix, and Mrs. Agnes Williams.

The highlight of the trip was an audience at the Vatican with Pope Paul VI at which the elder Mrs. Robichaux was presented with the Papal Medallion.

Mrs. Logan, on the other hand, is a home body after work. Home is a relatively quiet place these days since the marriage and departure of two daughters—Mrs. Leslie Beard and Mrs. Lynn Moore.

Asked if they had their lives to live over they would elect to be involved in the management of the company each replied affirmatively. They have worked hard to put the company on its present successful track and are justly proud of what they have accomplished and look forward to guiding the company into new avenues of growth and achievement.

After years of diligent application of innovations—the brushstrokes of business—she likes the picture that's emerging on the canvas that is the Baldwin Ice Cream Company.