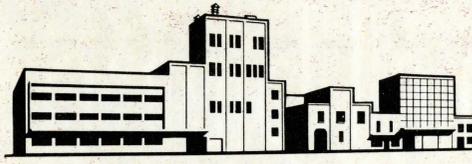


# Heidelberg

## HEADLINER



DECEMBER, 1958



# Heidelberg

## HEADLINER

Published bi-monthly by the Heidelberg Brewing Company for its co-workers at the Brewery, its field force, distributors and staffs who handle Heidelberg products.

Jim Piper

Harold Pike

Stan Drahos

Editor: Will Westlin

Co-editor: Ron Mueller

GUNDERSON-NICHOLL CO.  24

## Constant Improvement Is Goal

(Editor's Note—Perhaps nothing would be able to make the makers, the distributor and the salesmen of Heidelberg understand the brewery's constant effort to maintain the finest beer money can buy than the following digest of remarks made by Bailey Neider, plant manager.)

By Bailey Neider

Major construction, contributing to the expansion of Heidelberg Brewing Company's capacity, keynoted our growth in 1958 and continued to make the plant one of the most modern and sanitary in the United States.

These changes insure that every drop of Heidelberg has the same uniform taste and goodness.

Among the major projects completed the past year were:

Our government cellar, the final resting place of the beer before it is bottled or canned, was completely renovated and modernized. The walls and floors were tiled, all tanks were lined with glass-like material, with access and entry improved.

Also tiled was Cellar C-3, containing the five 700 barrel starting tanks, where the yeast is initially added to the wort from the brewhouse and Heidelberg begins its slow, careful fermentation and lautering.

The engine and boiler room at Heidelberg, unlike most plants, is a place we are proud to show visitors. During the year a terrazzo floor was laid in this area. It is as clean and sanitary as every other spot in the plant. The ammonia refrigeration facilities have been modernized to eliminate any safety hazard and a liquid ammonia pump will be installed before the end of the year.

Major job in progress now is the installation of seven huge Pfaudler glass-lined tanks in Cellar B-1 with a total capacity of over 160,000 gallons. These replace smaller tanks that were installed during the construction of the brewery in 1933. They will give us greater tank capacity for our finishing process and allow us to produce more "Slow Brewed Heidelberg" during the coming season. This cellar will have tiled walls, with only the tank head protruding into the aisles. Beside the usual refrigeration, a well engineered humidity control system is being installed to prevent condensation as the beer will be stored at 33°F.

To make the plant more efficient, the capacity of the bottling lines has been increased.

To facilitate material handling, additional malt unloading capacity has been obtained so that one-third more cars can be handled in the same length of time.

These are only the major projects. Throughout the plant, older equipment is being replaced, control systems installed to insure the uniformity of the product.

Cost of the above major projects was well over a quarter of a million dollars. This follows our established policy of plowing back into the plant the major portion of any profits to insure that we remain competitive and to protect the jobs of all.



Norman Davis

## Heidelberg Headliner Your Paper

Heidelberg Headliner introduces itself via this issue as a special Christmas gift to all the Heidelberg family.

It is your bi-monthly magazine, published as a means of bringing into your homes news and feature stories of the many interesting events at the brewery, on the routes and in the family circle of distributors up and down the Pacific Coast.

You will be able to read in upcoming editions of new developments and progress within the company, plus numerous items relating to the daily happenings in the lives of your fellow workers.

A year and a half ago we launched "What's Brewing at Heidelberg," an informal publication warmly received by all of you. The success of that newsletter prompted us to graduate to Heidelberg Headliner, coming out with it every two months and featuring lots of photos and articles about our employees and current events throughout the plant.

So in keeping with the New Year, here's the first edition of the new publication, dedicated to you with sincere wishes from the management for a Merry Christmas and a Happy New Year.

Don't miss the Christmas party at the Temple Theater December 20th.

# Stockholders Approve Carling Offer

## Brewery Sale Effective On January 1, 1959

At a meeting of the stockholders of the Heidelberg Brewing Co. December 12, 1958, 458 stockholders present and by proxy, representing 90% of the total number of shares outstanding approved the offer by the Carling Brewing Co. to purchase the physical assets of the brewery. The sale is to be completed December 31, 1958.

Mr. Davis told the stockholders that it is anticipated that there will be an initial payment of \$4.00 per share made within 60 days of closing. The corporation will be dissolved and the following have been appointed trustees for the stockholders; The National Bank of Washington, Mr. L. R. McCammant, C.P.A. of Busch & Webb, Tacoma, and Mr. Cassius E. Gates, senior partner of Bogle, Bogle and Gates, Seattle. Under Internal Revenue Regulations, final distribution must be made within one year, which final payment he estimated would be between \$.90 and \$1.10 per share, making a total estimated payment of between \$4.90 and \$5.10 per share after all payments for taxation reserves and costs arising out of dissolution.

Mr. Davis stated "under the Carling operating policy they expect to retain all salaried and hourly employees and to continue the plant operation and all union labor contracts as heretofore." Mr. Davis further stated "Carling will continue with the Heidelberg brand and later produce Carling Black Label beer and Red Cap Ale for shipment throughout the West."

Mr. Ian R. Dowie, President of Carling Brewing Co., spoke to our Heidelberg distributors and employees November 26. Mr. Dowie stated "Heidelberg is an extremely valuable brand name and Carling Brewing Co. will continue to market this brand in the Northwest. Carling will be the first national brewer to produce beer in the Northwest.

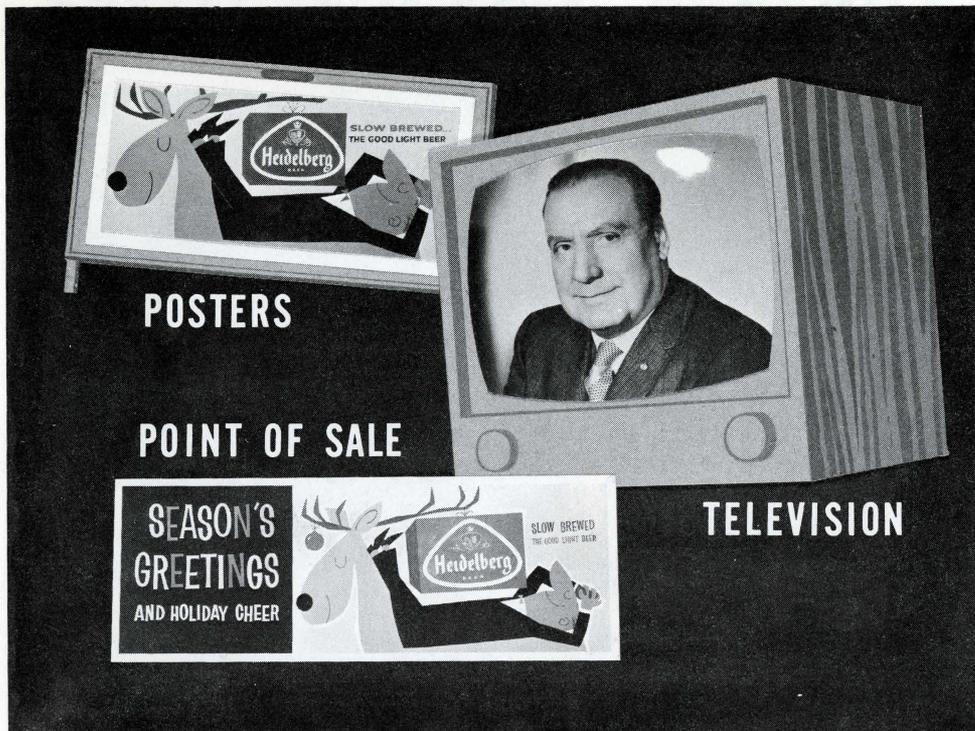
Carling Brewing Co. has 16 plants in Canada, six in the United States, including Heidelberg, and one in Great Britain. The U.S. plants are located in Cleveland, Ohio; Belleville, Illinois; Frankenmuth, Michigan; Atlanta, Georgia, and Natick, Mass.

Ten years ago Carling produced 300,000 barrels of beer, today they produce 10-million barrels. The Cleveland plants, home office, employ 2,600 workers.

As of January 1st the plant will be called Carling Brewing Co. with Heidelberg as a brand name.



DISCUSSING MARKETING plans for 1959 are, left to right, Art Murtens, vice president and marketing manager for Carling Brewing Co.; Jim Kramer, Tacoma advertising manager; George Short, marketing manager for the Tacoma plant; Bob Garrettson, Carling vice president in charge of advertising; Gerald Davis and Tommy Thompson, general sales manager. Below, Mr. Ian R. Dowie, president of Carling Brewing Co., is shown shaking hands with Mr. Norman Davis over the sale of Heidelberg Brewing Co. to Carling. Mr. Dowie stated "Heidelberg is an extremely valuable brand name and Carling Brewing Co. will continue to market this brand in the Northwest."



**HEIDELBERG'S WINTER ADVERTISING** is shown above. The brewery will sponsor Colonel Flack starring Alan Mowbray in 14 Northwest markets beginning next month. The new TV series will be shown in Washington, Oregon and Idaho. In addition to the new television schedule the brewery will continue with its 100 per cent poster showing. During the holiday season the point-of-sale material shown above is being displayed by Heidelberg accounts.

## HEIDELBERG TO SPONSOR COLONEL FLACK TELEVISION FILM SERIES IN NORTHWEST

Colonel Humphrey J. Flack has joined the Heidelberg family.

Col. Flack is a new television program, starring Alan Mowbray (as Col. Flack) and Frank Jenks, veteran character actors. Scheduled to begin in fourteen Pacific Northwest markets January 1, it is a hilarious comedy series about a modern day Robin Hood who somehow makes the strangest situations turn out right for the right people, including himself.

The new series will commercialize Heidelberg's new round triangle, currently being featured on the Heidelberg stubbies, quarts and cans (both 12-ounce and 16-ounce).

Titled "Colonel Humphrey J. Flack," the program will be sponsored by Heidelberg in Seattle-Tacoma, Bellingham, Yakima, Ephrata, Pasco and Spokane, Washington; Portland, Eugene, Roseburg, Medford and Klamath Falls, Oregon; Boise, Lewiston and Idaho Falls, Idaho.

In addition to the new TV sponsorship, the brewery will continue with 100 per cent poster advertising in all markets throughout Washington, Oregon and Idaho.

The January point-of-sale promotion features a large cut-out of a Heidelberg

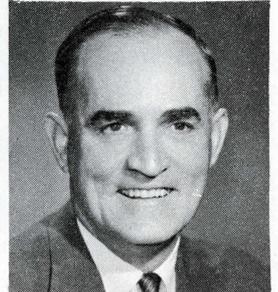
quart and a cardboard basket. Quarts can be shown with great sales appeal in this package.

## Directors Name Short to Board

George Short, long on marketing know-how and experience, was named Vice-President recently by the brewery's board of directors.

The Heidelberg Director of Marketing has a vast and varied background. Before joining the Heidelberg family, he was a marketing director for the Guild, Bascom and Bonfigli Advertising Agency, formerly Southeastern sales manager for the American Tobacco Company, and sales executive for General Foods.

Mr. Short will be in charge of the Heidelberg marketing, sales and advertising program.



In making the announcement, President Norman Davis said: "We are extremely pleased to have George Short with us. All of us on the board of directors heartily welcome him into the Heidelberg organization."

A graduate of University of Oklahoma, Mr. Short is a past president of the Oakland Sales Executive Club, California. While living in the Bay Area, he was active in youth movements, such as the Boys' Club.

His fraternal affiliations include the Lions and Masonic Order.

### BEST BEER RECIPES

By Verna Cook

There is virtually no limit to the many ways you can make use of Heidelberg Beer to add flavor and zest to your cookery. Try this month's special recipe, for instance:

**Spice Cake With Beer**

Preheat oven to 350 degrees, grease and flour pan, 8" x 8" x 2".

- 1/2 Cup Shortening
- 1 Cup Brown Sugar
- 1 Egg
- 1 1/2 Cups Sifted All-Purpose Flour
- 1 Teaspoon Salt
- 1/4 Teaspoon Soda
- 1/4 Teaspoon Each: Ground Cloves, Cinnamon and All-spice.
- 1/8 Teaspoon Ground Ginger (if desired)
- 1 Cup Heidelberg Beer
- 1 Cup Chopped Nuts

Cream shortening and brown sugar until fluffy and beat in egg. Sift flour, baking powder, salt and spices. Add to creamed mixture alternately with the beer. To obtain accurate measure let beer stand until the foam disappears. Stir in nut meats. Turn into greased pan. Bake at 350 degrees for 35 minutes.

Then, when your guests arrive, slice, serve and stand back for the compliments.



**BOAT CLUB OFFICERS** recently elected include, seated left to right, Helen Myers, secretary; S. W. "Swannie" Swanson, outgoing Commodore; Rudy Holan, newly-installed Commodore; and Ernie Rota, Vice-Commodore. Standing, left to right, Marv Payne, board member; Harold Pike, treasurer; Les McKeen and Jim Lovejoy, board members. Membership in the club is open to all Heidelberg personnel and the organization has expectations of increasing its membership to 200 this coming year.

## Heidelberg Boat Club Announces New '59 Officers

The Heidelberg Boat Club, reputed to be the first brewery boat club in the Pacific Northwest, recently elected new officers for 1959.

The incoming Commodore is Rudy Holan; Vice Commodore is Ernie Rota; secretary is Helen Myers; and treasurer is Harold Pike.

Board members are: Jim Lovejoy, Les McKeen, Red Halley, Marv Payne, and outgoing Commodore S. W. "Swannie" Swanson.

The organization is one year old. S. M. (Swannie) Swanson, past Commodore, spearheaded the move.

Swanson points out that membership is open to all Heidelberg personnel and their families. More than 130 members now belong and the club is pushing for a membership of more than 200.

Meetings are held on the second Monday of each month at the guest house. The sessions include movies and talks relating to boating and outdoor recreation. Cruises for next Summer are already in the planning stage.

## Company Creates Public Goodwill

When Heidelberg Brewery goes modern, everybody benefits. Testifying to this is the fact that the company, stressing its policy of creating public goodwill, is donating nine 8,000-gallon tanks to the volunteer fire departments of Gig Harbor, Home, Fife, Puyallup, Orting, Riverside, and Summit, Washington.

The huge containers will be used to store reserve water. Fife recently lost two buildings by fire because of the lack of water reserves.

Heidelberg could have sold the nine tanks for a very handsome figure.

Replacing the old tanks will be seven glass-lined containers which will provide the brewery with an additional storage capacity of 62,000 gallons.

Paul Marten, our head engineer, observed: "The new tanks are just a part of our continued modernization program."

## ADVANCEMENTS IN SALES DIVISION ARE REVEALED

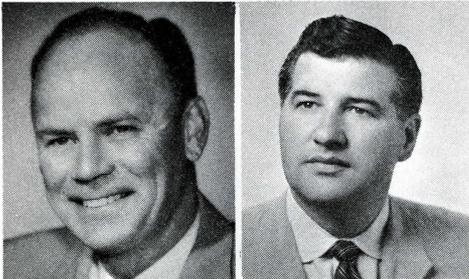
The final quarter of 1958 found seven men moving up in the Heidelberg Brewing Company's sales division. G. P. (Tommy) Thompson, brewery sales chief,

of Heidelberg's Eastern Washington territory, and more recently in charge of the metropolitan Seattle and Northwest Washington markets. McNamara was similarly employed by Gallo Wines of California.

Jim Moore, the brewery's Southwest Washington supervisor, has been upped to sales supervisor for the entire Western Washington market. Dick Rausch, ex-sales manager of Crispie Foods, Stockton, California, takes over as the Southern Idaho supervisor.

Jack Jurgensen will be the assistant sales manager of Oregon, with headquarters in Portland. He graduates to the position after four years as Heidelberg supervisor of Northwest Washington and the Yakima Valley.

Rod Hager, formerly with the Borden Company, and Nels Hinton, well-known Portland man, have been added to the Oregon staff as salesmen.



Don McNamara

Nick Sorich

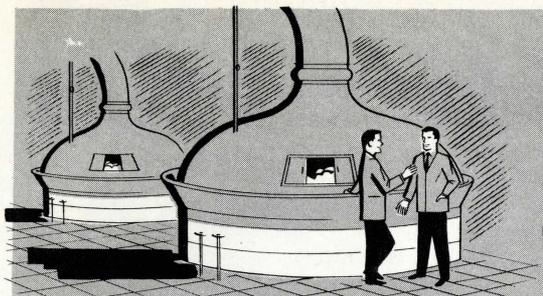
announced the elevation of Nick Sorich, Don McNamara, Dick Rausch, Jack Jurgensen, Rod Hager, Jim Moore, and Nels Hinton to important posts in the Washington, Oregon and Idaho areas.

Sorich is the new sales manager for the State of Washington, McNamara for Oregon. Sorich was formerly supervisor

## Employees Celebrate Wedding Anniversaries

Two Heidelberg employees celebrated their 18th and 31st wedding anniversaries recently.

Mr. and Mrs. Harlan Lake observed their 31st on November 5, while Mr. and Mrs. Einer Hansen their 18th on October 4th.



# ...WHAT'S BREWING

## HUNTING HIGHLIGHTS . . .

Ernie Rota bagged a four-point deer near **Graham** last month. He had a good angle on a two-pointer and missed. Then along came the four and he hit. How's that for luck . . . **Chet Zydek** and **Frank Roeter** got a 450-pound elk in the **Scatter Creek** area **November 14th**. **Chet** brought down the big cow at **8:00 a.m.** and it took until dark to pack it out. Next time chase it closer to the road before you shoot, **Chet**.

## KEGLING KOMMENTS . . .

**Glen Rogers'** 16-year-old son, **Jerry**, posted a **211-165-224** series recently in the **Lincoln** junior league. His dad boasts of teaching him the finer points of the game . . . The boys in the **Friday** night bowling league really have something to shoot at now. **Bob Bacon** increased his high series and high game last month with a **204-255-244** score. On **November 14th** **Bob** received a certificate for a new ball from the **Heidelberg** bowling league for serving as president for the third year.

## HEIDELBERG HEADLINERS . . .

**Harold Pike** is having a new boat built for summer cruising on **Puget Sound** . . . **Stan Drahos** is running for recording secretary in the **Teamsters'** election . . . **Carl Klewin** celebrated his youngest son's wedding in **Seattle** last month . . . **Don Rulli**, **Portland** salesman, has been ordered to rest under doctor's orders . . . **Joe Salatino** is again officiating high school and college basketball in the **Puget Sound** area.

## ROLLER RAMBLINGS . . .

The **Roller** boys, **Emil** and **Adolph**, took the money, marbles and chalk at the **November** card party. **Emil** won the cribbage game and a drawing prize while **Adolph** won the pinochle and jackpot prizes. **John Solheim** took first place in pinochle with a **2010** score. He had the high hand of the evening with **470**. Other pinochle turkey winners besides **Roller** and

**Solheim** included **Glen Rogers**, **Bob Kingman** and **Harold Michelson**. Turkey winners in the cribbage game in addition to **Emil Roller** were **Homer Benefield** and **Ed**

**McGowan**. Some of the regular favorites, **Nick Keller**, **Jim Piper** and **Dal Lewis**, went down to defeat in a gentlemanly manner, claiming the opposition to be lucky.

## 25-Year Employees Gather

Nostalgia prevailed at the brewery on the evening of **November 5th** when members of **Heidelberg's** select 25-year circle joined together for a steak dinner and to celebrate their quarter of a century with the company.

In point of service, **Albert Messmer** won honors as the brewery's oldest employee—29 years.

"Life around here was slightly different when I joined the company in 1925," **Messmer** recalled. "About 15 men produced 200 barrels of **Near Beer** weekly. This in comparison to 2,000 daily now—and not **Near Beer** either."

**Messmer** was the only engineer at the company in those days, an era when the brewery was using steam-driven machinery and wood-fired boilers. Oil was not used until 1932.

"Eleven trucks, with hard rubber tires, distributed the beer in wooden kegs. Unlike today's kegs, which have to be constantly refrigerated, those old wooden containers kept the beer cold all day."

Another **Quarter Century Club** member, **Harold Pike**, a cellar lead man, remembers the day when "wets" went wild and "drys" wept. That was the day when **Near Beer** was buried.

"In **Tacoma**," he recollected, "thousands jammed streets with cars and milled around the **Columbia Brewery**, singing such songs as 'Happy Days Are Here Again.' And **Federal** men kept watch on the 3.2 brew so that no one would sneak a snifter before the clock tolled 12."

The good old days.



**SELECT CIRCLE** of **Heidelberg** employees with the company for 25 years are shown above, left to right: **Anton Rauh**, **K. Mechhoff**, **Dal Lewis**, **Albert Messmer**, **Mike Kneip**, **Ray Quinlivan**, **Ed Keller**, **Harold Pike**, **Roy Funk** and **Harold MacPherson**.



## DISTRIBUTOR OF THE MONTH:

# General Beer Continues Growth

(Editor's Note: Each month, Heidelberg Headliner will honor a Heidelberg distributor. The spotlight is focused on General Beer Distributing of Tacoma this issue.)

The tale of General Beer Distributing of Tacoma is a story of continuous upward climb to growth and success beyond its owners' dreams.

When Jack Walters and Frank Ruffo, great names in West Coast sports circles, launched their company some years ago, they had only four trucks and five men working for them. At last count, there were eleven trucks and 17 people on the payroll.

The key to this growth? "Our driver-salesmen," testifies Frank Ruffo. "We have always operated on the theory that they are our closest contacts with the customers. They carry a major responsibility and we depend upon them."

To stress the importance of its driver-salesmen, General Beer has established a profit-sharing program in which all employees participate.

"Tommy" Thompson, Heidelberg sales manager, praised Ruffo and Walters loud and clear.

"They're to be congratulated," Thompson said. "Not only have they built their company into a real going concern, but they have contributed richly to the city and county as a whole. Both have been active in the community's civic life, an excellent form of public relations."

Walters and Ruffo are no strangers to West Coast sports fans. Jack has captured more golf honors than you can shake a stick at. Consider the facts:

He has won the Tacoma city championship no less than a half-dozen times.

He won the Tacoma Open once.

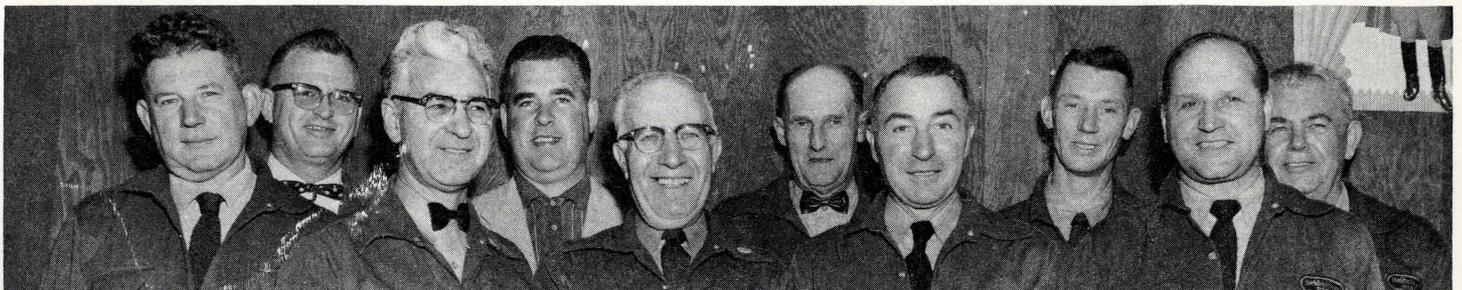
In 1953, he won the National Left-handers' Title.

Frank comes from a family of noted athletes. He excelled in football and baseball at St. Leo's, College of Puget Sound, and Santa Clara. An injured knee ended his college football career at Santa Clara and he turned to semi-professional baseball in this area.

Frank attracted the eyes of several Pacific Coast League scouts in his younger days, but, in 1946, he quit the game to devote all of his time to business—in this case, the General Beer Distributing Company.

It has been a splendid and profitable union, this partnership of Jack Walters and Frank Ruffo.

'Twas only natural for a couple of champions to team up with Alt Heidelberg—the championship brew.



HERE IS THE GENERAL BEER team of driver-salesmen which has played a part in the growth and success of the Tacoma distributing firm. The upper pictures show co-owners Jack Walters and Frank Ruffo with an exterior shot of the company's building. The lower picture shows the gang

which keeps the establishment humming. Top row, left to right, Rusty Wambacher, Ronnie Hume, Marty Zehnder, Dick Carter and Arthur Madsen. Front row, left to right, Leo Booth, Louis Costant, Johnny Mazzuca, Henry Sorgi and George Carovano.

**HEIDELBERG  
CALENDAR GIRL**



Reina Dougherty of Tacoma strikes a fetching pose preparatory to an afternoon in the snow. Heidelberg's pretty calendar girl of the month reminds employees of the following important events:

- December 20: Christmas Party**
- December 20: Boat Club Christmas Party**
- January 12: Boat Club Meeting**
- January 26: Card Party**

**Brewery Truck  
Delivery Fleet  
Has New Look**

The Heidelberg delivery truck fleet, 200 strong, is preparing for a new look in Washington, Oregon and Idaho.

In line with the color motif of the company's beer cans, the city delivery trucks will be painted yellow and gold.

The decals, featuring the same round triangle as seen on the cans and bottles, will be yellow, gold and red.

Jim Kramer, advertising manager, points out the importance of the new look. "The city delivery trucks are traveling billboards," he explained. "They are seen by hundreds of persons daily. Therefore, it is imperative that we keep our vehicle fleet modern and clean-looking at all times."

Kramer estimated that it will take several months to complete the job.

**Arthur Ayrault Retires As Company Executive  
After 7 Years As Public Relations Director**

Arthur Ayrault is retiring to a life of leisure after 33 years of active naval service and seven years in private business as vice-president of the Heidelberg Brewing Company.

Ayrault was director of public relations and personnel here. He will continue to serve as a director on the company's board to assist on planning and procedures.

His retirement was made official at a dinner held in his honor in November. President Norman Davis presented him with a movie camera, projector and a 35 MM camera and projector on behalf of all Heidelberg employees.

Arthur Ayrault served as a Rear Admiral in the U. S. Navy and since coming with Heidelberg has been quite active in Tacoma civic affairs. He served as Armed Forces Day chairman and vice-

president and director of the Chamber. He was president of the 1958 Pierce County United Good Neighbor drive.

**Heidelberg Xmas  
Party Scheduled**

Santa Claus is coming to town in a big way to entertain the Heidelberg family this holiday season. On December 20, at Tacoma's Temple Theater, the brewery stages its annual Christmas party.

The doors will open at 9:30 a.m. and the program starts at 10 o'clock sharp.

This year's stage show will feature such outstanding acts as Stan Boreson, the Jumping Jacks Trampoline Trio, the Mellish Dog Act, and Tolo the Clown.

Some additional surprises also are on the bill.



RETIRING TO A LIFE OF LEISURE after 33 years of active naval service and seven years in private business as a Heidelberg vice-president, Arthur Ayrault is shown above receiving a movie projector from Norman Davis. Ayrault was honored at dinner this past month given by fellow Heidelberg employees.

**HEIDELBERG BREWING CO.**  
P. O. BOX 1517, TACOMA, WASH.

**Gerald Davis**  
521 Borough Road  
Tacoma 3, Wash.

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