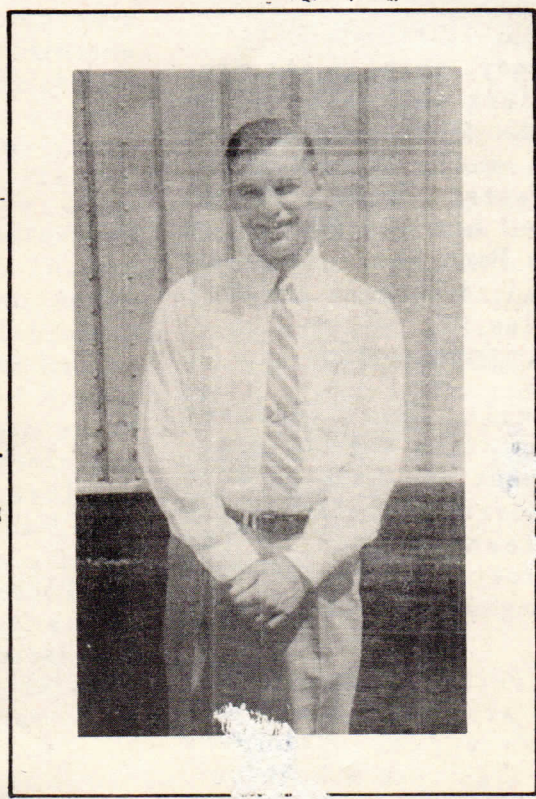


"Keep" "Sinst" "Bills" "Pictures"  
are in here

1956  
Aug. 2

# Havarian's

## NEWS TAP



# Bavarian's

NEWS TAP

PUBLISHED BY THE EMPLOYEES OF  
THE BAVARIAN BREWING COMPANY.

Current Staff: GERTRUDE GILDEA,  
ALVERA NIEHAUS, GLORIA PRETOT,  
HAROLD CONRADY, AND JERRY KLEIER.

## Correspondents:

BREWING DEPARTMENT: JACK WERFF,  
BOTTLE SHOP: HERMAN TAHMAN,  
JOSEPH WALLET, AND JOHN SCHILLER.  
ENGINEERING DEPARTMENT: JOHNNIE  
MEYERS., CINCINNATI BRANCH: DON  
VANN., SALES: BOOTS WUEST.,  
DELIVERY DEPARTMENT: WILLIAM  
HILGEFORT., PRODUCTION & INVENT-  
ORY: RAY ALLEN.

## ON THE FRONT COVER

Harold Conrady, Chief Sales Sta-  
tistical Clerk was selected to  
appear on the front cover of our  
first issue as the winner of the  
"Name the Paper" contest. Harold  
has received his \$25.00 series  
"E" Savings Bond and intends to  
save it until it reaches its full  
maturity value.

## VACATIONS NOTES

James Caldwell, Chief Engineer  
and Dave Lamb from the Engineer-  
ing Department are back at work  
after a wonderful vacation spent  
in New Orleans attending the  
National Grotto Convention from  
July 2 through July 8.

Eleanor Horstkamp, Budget and  
Cost Clerk, with her sister spent  
a two weeks vacation touring  
Canada and also took a boat trip  
to Quebec and of course on the  
return trip viewed magnificent  
'Niagara.'

## ON THE SICK LIST WE HAVE

Lawrence Christen, Bottle Shop is  
still at his home, 241 West 8th  
Street, Covington, Kentucky.

Nora Lentz, Accounting Office, is  
back at home now but still recup-  
erating.

Joseph Klems, Bottle Shop, is at  
home after falling and breaking  
his wrist.

Frank Arnold, Cincinnati Branch  
Warehouse, is some improved and  
we hope he will be back at work  
soon.

Charles Becker, Inter-Plant Help-  
er, is still at home, 3720 Kessen  
Avenue, Cheviot, Ohio. 'Charlie'  
expects to be back at work soon.

Edward Schneider, Draft Delivery,  
is ill at St. Mary's Hospital for  
some time and we know Eddie would  
certainly appreciate a visit from  
his fellow workers.

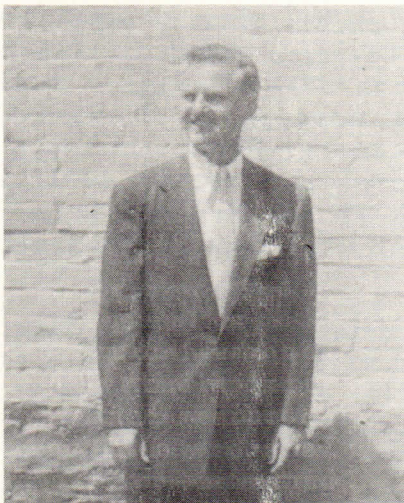
## VACATION NOTES

Evidently Gertrude Gildea, per-  
sonnel Assistant, ran out of  
money on her vacation in Fort  
Lauderdale, Florida and could not  
afford stamps for the post cards  
Alvera Niehaus, personnel clerk,  
Kathy Breitholle, sales account-  
ing clerk and Hal Wegman, Person-  
nel Director, Jo Quigley, Secre-  
tary, and Marge Brauch, Statis-  
tical clerk received notice from  
the Postmaster of Fort Lauderdale  
to send one cent and a self  
addressed envelope to his atten-  
tion if they wished the card to  
be forwarded.

Ursula Fielding, Sales Accounting  
Clerk, back from a two weeks  
vacation in Wisconsin.

## PERSONNEL CHANGES

At the Cincinnati Branch, Duke Austin has been promoted to a position as delivery Supervisory and will be working with Jack Shannon in this new area. Pat Clark has been promoted to Manager of the Cincinnati Branch being responsible for the Warehouse operations. Josephine Owens is a new-comer to Bavarian Brewing Company replacing Miss Evelyn Ledeen as Sales Statistical Clerk. Evelyn left the Company in order to start her own dress shop in the Western Hills Business Section. On the Covington side two new bright additions are Miss Alvera Niehaus and Mrs. Fern Hess. "Alvera" is handling all the insurance problems in the Personnel Department and "Fern" is a replacement in the Payroll Department. Added to the Executive group is our new Advertising Manager, Mr. Larry Rinck. "Larry" will assume the Advertising functions formerly handled by our President, Bill Schott.



LARRY RINCK

## BAVARIAN'S NEWS TAP HAROLD CONRADY CONTEST WINNER

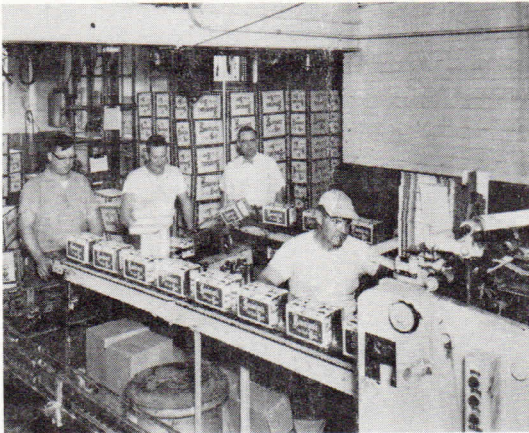


HAROLD CONRADY      LOU SCHOTT

Bavarian's News Tap was selected by the Contest Committee for the name of our new employee publication. This name was submitted by Harold Conrady, Chief Statistical Clerk in the Marketing Division. There were fifty-five entries in all and the Committee composed of Wm. R. Schott, President, Louis L. Schott, Secretary-Treasurer and Dick Peck from the Advertising Agency had a difficult time choosing from the excellent list of names.

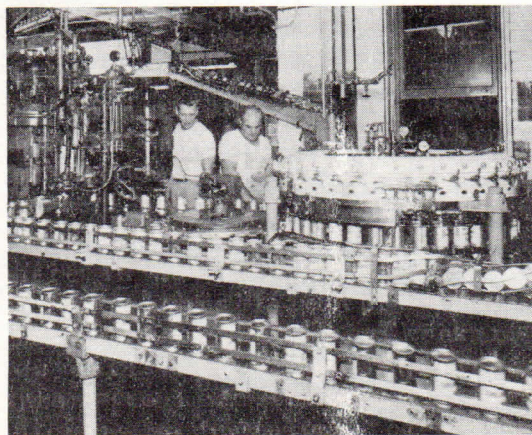
Given honorable mention was "Hot Wort" submitted by Mrs. Mel. Aichholz, wife of Controller Mel Aichholz and "What's Brewing" submitted by Frank Arnold from the Cincinnati Branch. We hope everyone will be pleased with the new format and will look forward to seeing their names in "Bavarian's News Tap".

## NEW FLAT TOP CAN LINE INSTALLED



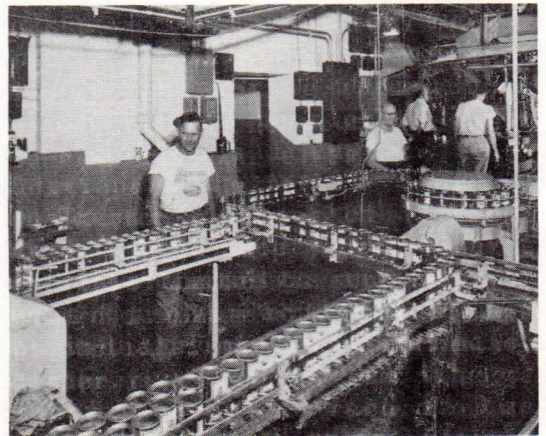
HERMAN THAMAN, LEROY HARMS, LARRY SCHRAND AND CARL EIFERT.

On Thursday, July 12, Larry Schrand, Bottle Shop Superintendent threw the switch to start the new Flat Top Cans rolling off the production line. The installation of the new Flat Top Can line is another step forward in the Company's program to provide the very best in meeting consumers preference. The use of the cone top can was continued in the past because it was felt that having the only cone top in the area



CLIFF TRUNNELL & CHARLES CHAPPIE.

gave us a competitive advantage even though the cost of the cone tops exceeded the cost of a Flat Top Can. Recent Marketing surveys made by the Company proved that generally there was consumer preference and dealer preference for the Flat Top Can. When this became apparent the decision to install the new equipment was made even though the new equipment is a substantial new capital investment.



CLARENCE SANDERS, JOHN THYEN, LEW KUMMER, CLIFF TRUNNELL.

The sales promotion of the Flat Top Can has already started with our Dealers, and Radio and Television advertising is sending this message to thousands of consumers. Every employee can also be a promoter by letting each of his friends know that this new package is now available.

### WEDDING

On September 15, 1956, Jack Neuhaus will be married to Rosemary Mueller of 2515 Homestead Avenue, Westwood, Cincinnati, Ohio at St. Boneventura Church, Queen City Avenue. Reception will be held at St. Benedict's School, Covington.

## HARRY DUDDEY RETIRED



HARRY DUDDEY    LARRY SCHRAND

On Thursday July 19, Harry Duddey Bottle Shop Employee, reaches his 65th birthday and on Friday July 20th, he completed his last day of work in the Bottle Shop. Harry came to Bavarian in 1943, and over a period of time has worked on about every position in the Bottle Shop. Prior to Harry going into industry in 1936, he had his own farm and now he plans to go back to farming again. He especially plans to raise sugar corn and has promised to bring some selected ears out of his first crop back to the boys in the shop. Harry says he appreciates his income from the pension plan and combined with his social security he will make out okey. His first days off of work will be spent repairing the roof at home and shopping for a new tractor.

The boys in the Bottle Shop gave Harry a few gifts. Among them a billfold with 100 Bucks in it (play money?), a tie clasp, a box

of cigars and tobacco. There were two other gifts of which Harry would not disclose the contents. One box was marked 1915, and the other 1956. Everyone is very happy for him and his wife and wish him many years of happiness in his retirement. His smile and congeniality will be missed.

## BAVARIAN SPONSORS

### LIVE WRESTLING SHOW

One of Larry Rinck's first moves as advertising manager was to sign up a live wrestling show for Bavarian.

Wrestling's back in Cincinnati and Bavarian's got it!!!

Beginning Friday, July 13th, Bavarian sponsors LIVE wrestling for a solid hour, over WCPO-TV 9:00 to 10:00 P.M., direct from Parkway Arena, and featuring many of the top name wrestling name attractions.

Remember the howl of wrestling fans some months ago when the stations cut off all live wrestling? We think this type of show has a terrific following among a large segment of fine beer drinkers. Only now have we been able to clear time and bring a live wrestling show to the area.

Here then is a sales situation on which we can capitalize. Make sure you mention this new wrestling show to each of your friends. Remind them to tune in the show themselves and see how Bavarian not only offers them the finest flavor ever brewed, but also top flight television entertainment to go along with it.

## ANNUAL DRIVER-HELPER SAFETY AWARD DINNER

The annual Driver-Helper Dinner was held at the VFW Hall in Covington, Kentucky on Wednesday, May 16, 1956. The program was high-lighted by the presence of our radio and television personalities and by officials of the Covington; Newport and Cincinnati Police Department. Mr. William R. Schott, President of Bavarian Brewing Company and Mr. Walter Mills, President of Columbia Transportation were the principal speakers of the Evening. Harold Wegman, Personnel Director acting in his dual capacity as Safety Director performed the master of ceremony function for the evening. Lieutenant Art Mehring of the Cincinnati Police Department provided a very excellent film on Safety and gave every person

present a worthwhile message concerning our responsibilities to each other on the highway.

A fine meal was served and the dinner lasted late in to the evening with many barber shop quartets developing on the spur of the moment and a few people trying their luck at a hand of cards. The annual Driver-Helper Safety Award Dinner is co-sponsored by Bavarian Brewing Company and Columbia Transportation. It began some six years ago and it's purpose is to stress the important role of Safety and to pay homage to those individuals who have maintained outstanding Safety records. Safety Award Pins which are displayed on the driver's caps were awarded as follows;



WM. C. SCHOTT, WM. R. SCHOTT, HAL WEGMAN, WALTER MILLS, JAKE POHLMAN, CHIEF GEORGE GUGEL, LT ART MEHRING, LT. SANDERS AND LT. SMITH.

### ONE YEAR AWARDS

James Cope  
Jos. Hedden  
Henry Grimme  
Herman Fendall  
Louis Marcuso  
Peter Nuss

Phil Rotte  
Robert Spanier  
Walter VanGorder

### TWO YEAR AWARDS

Wallace Angel  
Herman Laria

Elmer Haney  
William Jobe  
Will Kemper  
Harry Kessler  
Vincent Ruwe  
Stanley Schorsch  
Joe Schmeh

Jack Schwaller  
 George Sund  
 George Walter  
 John Watts  
 Fred Weibel  
 Paul Will  
 Reinhardt Wind

FOUR YEAR AWARDS  
 Charles McDonald  
 Robert Meyer  
 Walter Scholl  
 Reginald Thomas

SIX YEAR AWARDS  
 James Baechle  
 Anthony Brue  
 Sylvester Bruemmer  
 Fred Brune  
 Frank Denton  
 Joseph Gerhardt  
 Fred Habertheir  
 Herman Herzog  
 Austin Kresser  
 Robert Kuehling, Jr.  
 Edmund Lamping  
 Larry Loechel  
 Matt Lovett  
 Ray Noonchester  
 Eugene Owens  
 Robert Piper  
 Ed. Schneider  
 Andrew Steffen  
 Carl Steinhilber  
 Harry Stoeber  
 Paul Teisman

THREE YEAR AWARDS

Hy Berling  
 Richard Bodde  
 Stewart Hulsman  
 Robert Kuehling, Sr.  
 Cletus Martin  
 Carl Ponzer  
 Jul Schneider  
 Harry Schorry  
 Charles Schroder  
 Thomas Shannon  
 Edward Weise

FIVE YEAR AWARDS

Jack Bailey  
 Robert Johnson  
 Robert Kemplin  
 Arthur Meyer  
 Edward Neumeister  
 Douglas O'Brien  
 Fred Roth  
 Stewart Selby  
 George Tietmeyer  
 Richard Warken  
 Wilbert Wendling  
 Ben Wright



ED HILLMAN, DICK PECK, COLIN MALE, BOB BRAUN, WARREN THOMAS, DARYL PARKS, ED KENNEDY, REX DALE, LYLE BAKER AND DIETZ DETERMAN.

WINNERS OF THE JULY  
 SAFETY QUIZ

Fern Hess  
 Fred Siverding  
 Don Vann

Charles Brauning  
 Fred Brune  
 Anna Carroll

Betty Sickmeier, from the General Office, was the winner of the Safety Slogan submitted in June.

'A LITTLE CARE EACH DAY KEEPS DOCTOR BILLS AWAY!'

WILLIAM R. SCHOTT  
ADDRESSES DRIVERS AND HELPERS AT SAFETY  
DINNER



Wm. R. Schott



Walter Mills

Mr. William R. Schott, President of Bavarian Brewing Company and Walter Mills, President of Columbia Transportation Company were the principal speakers at the annual Driver-Helper Safety Award Dinner.

Mr. Schott emphasized the importance of Safety to all employees and families of the Bavarian Brewing Company. Walter Mills presented statistical data on drivers performance and gave us a target to shoot at for safety



LYLE BAKER, DIETZ DETERMAN, JIM SCHALLER, CHUCK WIMBERLY, BOOTS WUEST,  
JOE PONZER, LOU SCHOTT, WM. C. SCHOTT AND WM. R. SCHOTT.



performance in 1956. The text of Mr. Schott's speech follows:-

At our annual safety award meeting for our driver-salesman, I asked the question: 'Why do we have safety meetings, and just what is Safety'?

We all know that Safety is a six-letter word, spelled

## S-A-F-E-T-Y

Here is what I believe this word means, letter by letter:

*THE "S" STANDS FOR SELF-PRESERVATION.*

A safe driver stays alive. If a man is not interested in living, he is not interested in safety. I know that there is no such individual working for Bavarian, so safety is important to each of us.

*THE "A" STANDS FOR ATTENTION.*

Self-preservation takes constant attention. It requires open eyes, clear thinking, concentration on the job at hand.

*THE "F" STANDS FOR FAMILY.*

There is no bigger reason for self-preservation than your own family. Dead, you are only worth what your life insurance money will bring your family. If injured, they suffer as much as you yourself, and this is something you don't want to do to your family.

*THE "E" STANDS FOR EFFORT.*

There is no good or beneficial thing in this life that comes without effort. Call it work if you will, but it does require effort to keep that attention which is so big a part of being a safe worker.

*THE "T" STANDS FOR THE OTHER FELLOW.*

It stands for his life, his bodily well being, his family and his children. All of these are just as dear to him as yours are to you. Safety stands for consideration of the other fellow.

*THE "Y" STANDS FOR YOU.*

Every man and woman in this Company is only as safe a driver or as safe a worker as he or she wishes to be. This is the big reason why we have safety meetings and safety contests and awards. They bring individual recognition to people who have done a good safety job. The individuals who receive awards, or who are a member of a group making a good safety record have done this themselves and deserve recognition. Each of you, as individuals, make the record - whether it is good or bad. A good safety record is a record of a good job.

The Bavarian Brewing Company is constantly trying for better safety records and safer working conditions. As a Company we can provide the tools. You men and women who make up the Company are the ones who use these tools and you are the ones who make the record. Safety is part of your job. As a member of the management of the Company I want to give every help that I can in assisting and promoting SAFETY. You are the ones who are the safe drivers and the safe workers.

SAFETY - you see is a big word, an important word, and a good word. SAFETY - means a lot to all of us.

JOHNNY MEYERS REACHES FINALS IN METROPOLITAN GOLF MATCH



JOHNNY MEYERS

Staging a comeback, that for a while, looked like he was going to have his second Metropolitan Golf Championship. Johnny Meyers, Engineering Dept., was nosed out in the final round by Joe Turner, Jr. of Ft. Mitchell.

Johnny, a former "Met" Champion, who won the crown in 1951, was off with his putting. John was also handicapped by a sprain in his left hand, which occurred on the practice tee before the match started. The pain from the sprain lasted through the third hole.

Joe Turner won three of the first four holes, of the morning round, but from there on the play was close. Turner's morning card

showed a 72 and Johnny Meyers had a 78. Going into the afternoon round, Johnny's tournament savvy and all around ability began to close the lead and the last 16 holes were real drama packed events. The match finally finished with Turner four over par for the day and Johnny Meyers seven over par. All of the gang at Bavarian were really rooting for Johnny and win or lose we know he is a great champion.

GOLF CHALLENGE ? ? ?

In the last issue of the Bavarian News we reported a golf challenge that was issued by George Tiettmeyer, Paul Will, Will Wendling, Fred Roth and Ed Weise, Drivers and Helpers from the Cincinnati Branch. The challenge was immediately accepted by John Meyers, Bill Knox, Tom Delaney, George Kallmeyer and Jim Caldwell from the Covington side and the notice so posted at the Cincinnati Branch. To this date no more has been heard of the pending match. Could Johnnie Meyers' name on the list have been enough to scare them off? We were just wondering.

BAVARIAN TRIMS SWEENEY IN FIRST ELIMINATION GAME

The first elimination game was played Sunday July 22, at Martz Grove and Bavarian came out on the winning end by a score of 6 to 5. Bavarian is the defending champion having won the elimination series in 1955.

## BAVARIAN BASEBALL TEAM SECOND IN SEASON PLAY



KNEELING LEFT TO RIGHT:- DICK KAUFMAN, P., HAROLD MCKINLEY, P., WHITEY BROWN, 3B, HAROLD WIGGINS, RF, GEO. DITTUS, 1B, MYRON RINEHARD, CF, STANDING LEFT TO RIGHT:- ROBT. HEBBELER, TOM RYAN, C, TOM ENGLEBRINK, LF, AL MAIROSE, 2B, TED STEGEMAN, SS, HERMAN LORENZ, P, DICK URLAGE, C, EARL HEMBURG, 1B, BUD CONNOR, COACH, ELMER BAUGH, MANAGER AND JOE PONZER.

The Bavarian Baseball Team finished second in the Buckeye League season play with an 8 won and 5 lost record.

Milford won the pennant finishing in first place and having defeated Bavarian in both games during the season. In other games Bavarian beat the Steelers and Sweeney in single games and defeated Hudepohl and Riggle twice. Beside the losses to Milford, Bavarian lost to Robke, the Steelers and Deer Park.

The season was high lighted by the fine pitching of McKinley, having won four and lost one

The season play is really considered as a warm up session before the elimination series. The elimination series started Sunday, July 20, and all teams go in even. A team is not eliminated until it has lost three games and the elimination series is the process of determining the real champions for the year. We still have high hopes for our team, and are sure that they will give a good account of themselves in the next series. Play will continue on Sunday afternoon, however, a schedule cannot be printed as play is determined by a weekly drawing.

# JIMMY and BURRHEAD

By *Doc WALLING*

DON'T GO AWAY, JIMMY. LET ME TELL YOU ABOUT THAT PLACE WHERE I USED TO WORK. (WORK?... HEH, HEH!) WOW! WHAT BEAUTIFUL RECOLLECTIONS

THERE WAS ALWAYS SOMETHING TO DO... AND SOMEBODY TO DO IT TO... IF YOU GET WHAT I MEAN.

z-z-z  
z-z-z  
z-

THE "FRONT OFFICE" BOYS THOUGHT WE WERE A NEST OF BUSY LITTLE BEES.

BUT WHAT THEY DIDN'T KNOW WAS HOW WE FOXED 'EM. OH, WE SPENT MOST OF OUR TIME COOKING UP FOOLERS LIKE THIS.

YESSIR! WE THOUGHT UP MORE WAYS TO WASTE TIME THAN THERE WAS TIME TO WASTE

THE TOP BRASS DID ITS SHARE IN THE "GOOF OFF" DEPARTMENT, TOO.

GREAT TIME-KILLER, J.B. THIS TIDDLEY-WINK GAME

QUIET PLEASE, F.R. - YOU'RE DISTURBING MY SIESTA

TOO ENERGY SAPPING, F.R.

z-z-z

MANAGER

...AND OUR RESEARCH STAFF!... WE OWED PLENTY TO THEM FOR GIVING US NOTHING TO DO.

...AND OUR SALESMEN... THEY KNEW HOW TO TAKE CARE OF THEMSELVES --

SALES DEPT.

OUT TO LUNCH BACK? \$64,000?

DON'T GET ME WRONG... WE DID TURN OUT A LOT OF WORK... SUCH AS IT WAS --

REJECTS

BOY, OH BOY! WAS THAT A REAL DREAM SPOT TO WORK IN - WHAT I MEAN A...

YEAH? WHY AREN'T YOU STILL WORKING THERE...

ARE YOU KIDDING? THEY'RE OUT OF BUSINESS NOW! BUT IT WAS A GREAT PLACE WHILE IT LASTED!

OH, ME! SOME GREAT PLACE