

26
Keeps, June 1957

Bavarian's

NEWS TAP



Bavarian's

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PUBLISHED BY THE EMPLOYEES OF
THE BAVARIAN BREWING COMPANY

Current Staff JACK PENDERY,
ALVERA NIEHAUS, MARY LOU KOEHNE,
AND JERRY KLEIER.

Correspondents

BREWING DEPARTMENT: JACK WERFF
BOTTLE SHOP: HERMAN THAMAN
JOSEPH WALLEY, AND JOHN SCHILLER.
ENGINEERING DEPARTMENT: JOHNNY
MEYERS., **CINCINNATI BRANCH:** DUKE
AUSTIN., **SALES:** BOOTS WUEST,
DELIVERY DEPARTMENT: WILLIAM
HILGEFORT., **PRODUCTION & INVENT-
ORY:** RAY ALLEN, **OFFICE:** URSULA
FIELDING.

Like our Gay New Look?" Mr Retailer and Consumer could offer his comments on the card and mail in to the brewery postage free. Within a day or two cards started to come in and within a week the Sales Department was literally besieged with hundreds of cards commenting on the new label. Such comments as "I like it fine", "At first I thought I picked up the wrong Beer", and "This should increase sales", etc., are representative of the many replies received.

All in all, over 90% of the people sending in the cards expressed approval of the new design. It's another indication that BAVARIAN/S MEANS BUSINESS!

VACATION NOTES

ON THE FRONT COVER

Here is a black and white reproduction of our new label. It has been given the place of honor on the front cover.

If initial response of Bavarian dealers and consumers is any indication, our new Bavarian label should be a rousing success!

When production of the new label started a small post card was inserted into each case by such Bottle Shop employees as: Elmer Willman, Clarence Sanders, Al Baute, Lloyd Gilbert, Paul King, Laurence Veeneman, Paul Repasy, Leroy Harms, Joseph Von Hoene, Lewis Carson, and Herman Kendall. The post card asked, "How do you

Joe Ponzer, Northern Kentucky Sales Manager, spent two entertaining weeks in Florida. Joe visited at the Kenilworth Hotel and had the pleasure of seeing and talking to Arthur Godfrey and Jeanette Davis. The following week Joe stayed at the Santa Anita Hotel, where he visited with the former Sheriff of Kenton County, Bob Besterman, who is now the manager of the Santa Anita Hotel. Joe took in a fishing trip which proved to be an exciting adventure. He came up with a big sailfish. He also visited Tampa where he watched the Cincinnati Redlegs practice and had the occasion of having dinner with Ted Kluszewski.

THE "NEW LOOK"

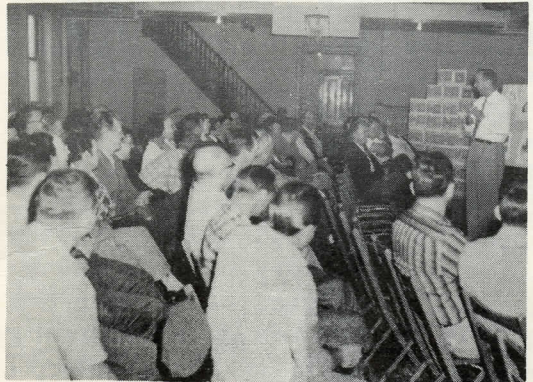
EMPLOYEES - FIRST TO KNOW

Before our "New Look" was released to the public, a series of meetings were held at the Cincinnati Branch and at Turner's Hall in Covington. These meetings informed the employees of the complete new program and introduced to one and all, the attractive "New Look". In the course of the meetings, talks were given on all subjects regarding our "New Look" by Mr. Louis L. Schott, Marketing Director, Mr. Larry Rinck, Advertising Manager, and Mr. Wm. R. Schott, President. The following was given by our President, Mr. Wm. R. Schott:

This month - May, 1957 - is going to be one of the most important dates in our history. Because this is so, I have called this meeting so that I could tell you face to face, why this month is so important.

Over the past year and a half, I have written each of you a series of letters covering the principal problems or developments which have to do with the Company. I have tried in these letters to keep you up to date on the future of the brewing industry and the needs and the future of the Bavarian Brewing Company. In these letters I told you about such things as the need for the consolidation of our two breweries. With two plants in the same city, we were operating

under a handicap. We were doing everything twice since we had to run two brew houses, two fermenting cellars, two bottle shops, and two warehouses. To have continued this double overhead would have proven too great a burden for us to survive. Now we have accomplished this consolidation



LOU SCHOTT, MARKETING DIRECTOR, ADDRESSES EMPLOYEES GROUP.

The combining of the two plants presented us with another problem - that of sufficient warehousing space. Within another thirty days the new building with which you are familiar, should be ready, and this problem will have been hurdled. Because we built this warehouse with the future, as well as the present, in mind, it was designed in line with the most modern principles of warehouse operation, and was made large enough to handle future growth.

These have been major steps We have also made smaller improvements during this time, both in matters of equipment and in ways of doing things, with the object always in mind of improving our quality and controlling our costs

This matter of cost control is a never ending battle While we have made progress in this direction, we must keep at it every day, for every day the costs of the materials and supplies which we must purchase, are increasing. Also, during this period we were engaged in a law suit with Anheuser-Busch to stop them from appropriating our brand name I am happy to say that we have succeeded in securing protection for our name

In all of my letters I kept repeating that the biggest problem of this and every other company, is SALES. I tried to explain how essential a healthy, growing sales volume is to the future of this brewery. Now, at this time, we are ready to attack this, our biggest and most fundamental problem - that of more sales This was the reason I sent you one of our new labels last week, along with some explanation of what this label can mean to you.

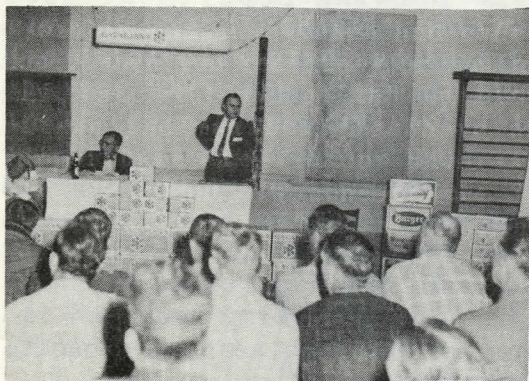
This next week we are going to make our move to meet the challenge of today's competition We are going after a greater sales volume, not only in Covington, Newport, and Cincinnati, but we are going to go after it in other places - Dayton, Lexington, Columbus - to name just a few We are going after more business not

only in the face of the competition of the other local breweries, but also in competition with the big companies To do the job, we must be better than Stroh's, Carling's, Falstaff and the like, not to mention Budweiser, Schlitz and Pabst Whether we like it or not, we are in the big league of competition It is going to be up to us to demonstrate that we have the stuff to meet that competition.

Now perhaps, there may be some of you who feel that this new label - the new packaging - the new advertising - which you are going to see today, is just another advertising campaign. Sure, the label is pretty, and maybe the advertisements are a little different, but after all, I've been around a while - I've seen these things come and go - it's not going to make much difference to me one way or another If anybody feels like that, I am here to tell him that he is mighty wrong. This is a most serious matter for each and every one of us who has any intention of staying in the brewing business in the future We are going to build our future security on this package and the things for which it stands

You will notice that I said "we" What did I mean by that? Just this to meet the competition of today and tomorrow, we have to strive continually to brew a better beer. Our brewmasters must be as resourceful and as skillful as any in the country The men at the kettle must handle each brew in exactly the right way, the men

in the storage cellars have to keep these cellars and tanks up to the highest standards of cleanliness, the men in the bottle shop must see to it that each bottle is perfectly labelled - that the filler is running to perfection that nothing is allowed to lower our standards of quality



LARRY RINCK ADVERTISING MANAGER
EXPLAINS ADVERTISING PROGRAM.

Our sales force - our driver-salesmen - must be prepared and willing to give the utmost in service and courtesy to the customer - they must constantly keep at improving their ability to sell. Each and every one must have the determination to do a good job because we are competing with people in other companies in other cities who are also determined, and who through their success, have proven that they know how to do their jobs competently. It is up to us to do our individual jobs as well, or better, than those jobs are being done in Cleveland, Pittsburgh, St. Louis or Milwaukee, just as we must have as good equipment,

as effective advertising, as low costs as the breweries in those and other cities

The old saying "A chain is no stronger than its weakest link" is still so very true. Each of us is a link - we are joined together for a common cause. If any one of us fails, we all suffer. I truly believe that the things which you will see today will give us great strength in the fields of packaging and advertising. They are links of the total chain. They will not let you down, if you do your part in this effort.

An enormous amount of work has gone into the preparation of what you have just seen. Every one connected in any way with this project has earned our congratulations.

Millions of these bottles are going into the hands of thousands of people whom none of us will ever see or meet. This package will stand for the Bavarian Brewing Company in these peoples' minds. This package stands for something much more important than the bricks and mortar and equipment which are around us. This package stands for something much more important than just the name of a company, it stands for people for living people. It stands for you and me - for each and every person present.

The three flags stand for Time - Tradition - Skill. You are the people who make these words come alive.

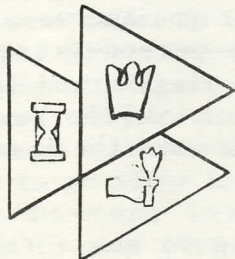
I am going to ask a representative from each department, each

union, to join me In each case, these folks have the greatest length of service with Bavarian, in their department, of any one now with us

In the Draught Delivery Department - Nathan Haustetter and Charles McDonald - both of whom started here on the same day in 1935, Joseph Gerhardt, of the Kentucky Bottle Delivery Department, who started in 1938, from the Bottle Shop - Leonard Tieman, who also started with Bavarian in 1938, in the Brewing Department, Fred Sieverding, who came with us in February 1936, and William Kleier, who came with us in March of 1937, from the Engineering Department - John Meyers, who has been here since 1940, from the Office - Mary Lou Koehne, who has been with Bavarian since 1943

Whether you have been with us one week or twenty years, you are a part of this Company You have a hand in making these words - Time - Tradition - Skill - come alive This package stands for you and your efforts

From now on, whenever you see a bottle, or case, or can of Bavarian's - no matter where - remember this these flags stand for you just as well as for Bavarian's Let's keep them flying proudly and be proud of them!!!



"MEN WHO CARE, SELECT THE BEST HOPS"

The Bavarian Brewing Company takes great pride in producing "A Select Beer" Nothing at Bavarian's is left to chance .. The Brewing Department uses expert. scientific...scrutiny to determine the quality of Hops that is to be used in the brewing of it's beer Hops is a very necessary material for brewing beer. It imparts added flavor and pleasant aroma to beer, increasing the refreshing quality and stimulating digestion Hops assist in preserving beer and improves the foam holding capacity of beer

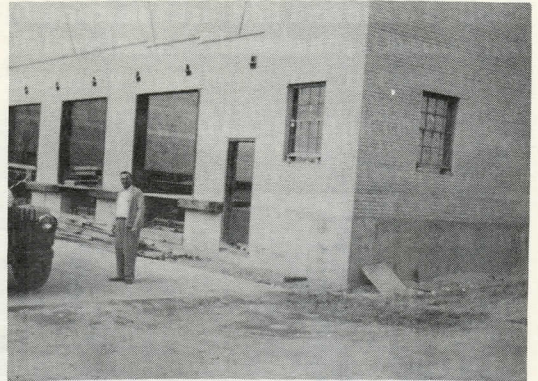
There are many varieties of hops grown, but it takes experts to determine how and what hops to select At Bavarian's a sample of the most important varieties are purchased and placed under extreme tests The Quality Control Laboratory experiments with each variety using all the best and most up-to-date methods and techniques available to determine what Hops Bavarian will use

After many such tests Bavarian then sends these samples of Hops to various Independent Brewing Laboratories to further determine the best hops When the reports from these Independent Laboratories are returned, a summary of all the findings is made and the Hops with the best qualities is selected

Only experts can discern the difference in the qualities of hops, and today at Bavarian's, as in the past, the brewing of beer is handled and produced by experts

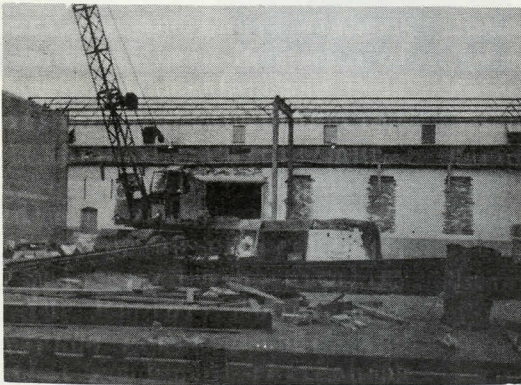
No Brewery anywhere in the world uses any better methods and techniques in the control of it's beer than Bavarian's No other brewery anywhere use better hops, or malt, or grain than Bavarian's So just remember, whenever you have the chance of drinking a glass or a bottle of Bavarian's Beer you are being given an opportunity of enjoying one of the Finest Beers Brewed Bavarian's is not just "another" beer, but a Beer which has all the best selected qualities that nature has to offer

foundation and brick laying is complete and the construction of the roof is underway The addition of these facilities will create more effecient operations due to the 11,000 square feet of storage space this warehouse will



SOUTHSIDE OF WAREHOUSE

PROGRESS .OUR NEW WAREHOUSE



EASTSIDE OF WAREHOUSE

Here is another up to date report and pictures of the progress being made on our new warehouse As can be seen from the pictures the

provide Also the warehouse operations will include the newest methods of loading and unloading The gentleman in the picture is Larry Schrand, Bottle Shop Superintendent, who is looking over the progress being made

OUR NEW TELEPHONE SWITCHBOARD

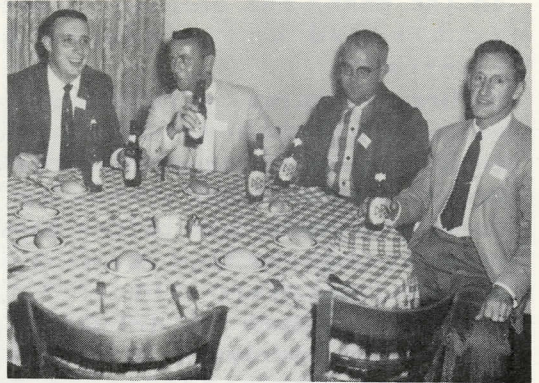
The general office has recently acquired a new switchboard This is a modern and up-to-date PBX-Switchboard having all the newest of features and ease of operation The girls who run the board, such as Grace Robinson, Fern Hess, Mary Lou Koehne, and Margaret Brauch, all agree that the new board is easy to handle. The addition of the new switchboard is another step forward in giving our customers the best of service available

DISTRIBUTORS SEE "NEW LOOK"

On Saturday, May 18, 1957, a meeting was held at Hotel Sinton, where all our distributors were shown Bavarian/s "New Look" The following pictures show some of the people and activities that were part of the Program



BACK ROW: DAVID HARVEY SHORTY FECHER BOB BUBECK. FRONT ROW: ANGELO MONIACI JIM LAWSON ELWOOD MOORE.



PAUL MAGOTO DAVID A. HARVEY ELWOOD MOORE AND RICHARD FLECK.



WAYNE FRY AND GAYLE DENHAM



L. WHALEN K. RUESSEL A. SHELBY W. STUEVE L. TRACY C. WALDREN L. FRAZIER S. FECHER T. PYPER R. REIGELSPERGER C. GANNON I. BENJAMIN AND J. SPANGLER.



DICK BRINKER MILDRED STOUT AND JIM FITZPATRICK.



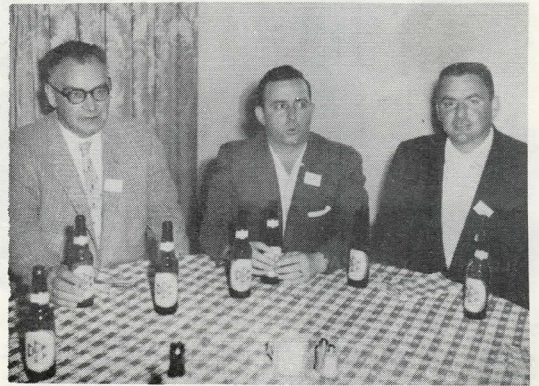
HERB HOBERG KENNETH GIBBS ORVIN
PRINDLE ROBERT RICHARDS NICH
SIEBERT.



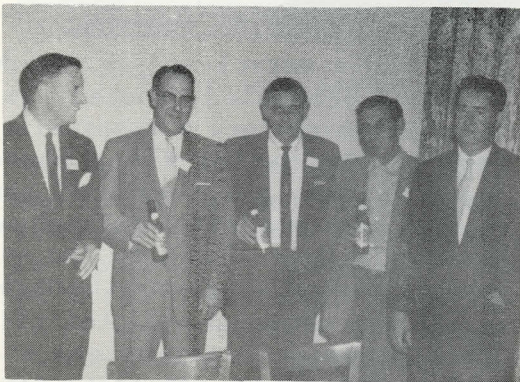
LOUIS SAURER BETTY SICKMEIER
JOSEPHINE QUIGLEY AND GORDON
CHICK' JEFFERIES.



JAMES F. ROWE DENNIS J. CALLAHAN
AND GERALD MARTIN.



HARVEY STATEN HERB INGRAM AND
TOM STATEN.



DAVID OSLER LYLE BAKER JIM
FITZPATRICK RALPH BENNETT JIM
SCOTT.



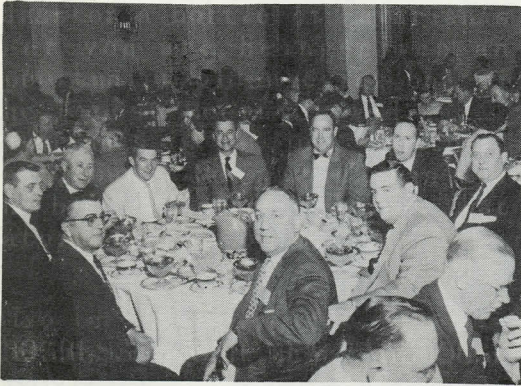
GORDON JEFFERIES, LOUIS W. SAURER
ARTHUR J. WESTRICK AND JIM
GLACKEN.

WHOLESALE BEER ASSOCIATION OF OHIO

Here is a group of Bavarian's Distributors and Bavarian's Sales Personnel at table during annual banquet in Ballroom of Hotel Cleveland, Cleveland, Ohio.

interesting talk as did Mr McFarland of General Motors at the regular business session The luncheon speaker, Bill Gove of E M C Recording Company of St

WBAO - LUNCHEON



Starting with Boots Wuest, front center and going clock-wise "Shorty" Fecher, Jim Fitzpatrick, Andy Holzappel of Wellston, Ohio, Kenny Jones of Wayne Distributing Company, Wooster, Ohio, Chuck Wimberly, Herb Hoberg of Hoberg Distributing Company, Batavia, Ohio, and Lou Schott, Ralph Morrison and Jim Glacken, all of Bavarian/s

Everyone enjoyed the three day get together in Cleveland, during which the Wholesale Beer Association of Ohio put on a terrific program to bring everybody up to date on the happenings in the beer industry. Russ Hopkins, Secretary of the National Beer Wholesale Association gave a most

BAVARIAN/S HOSPITALITY ROOM

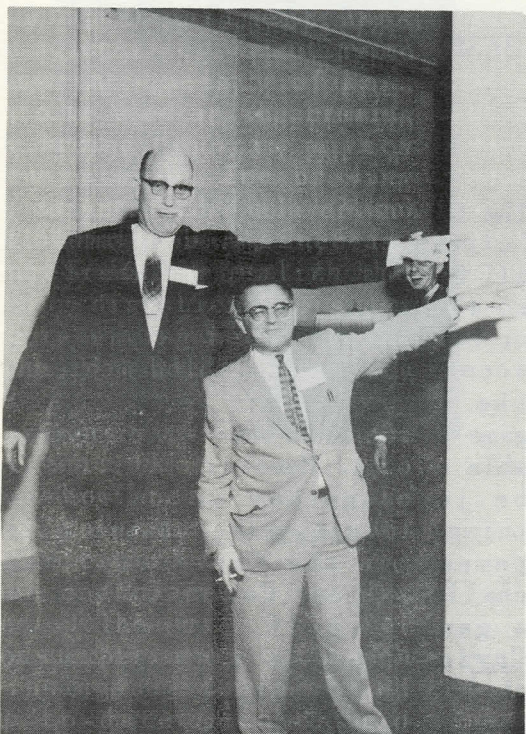


Back to camera, "Shorty" Fecher, Ralph Morrison, and Chuck Wimberly of Bavarian, Irvin Benjamin of United Beverage Company, and Bill Maghes of A-B Distributing Company

Paul, did a marvelous job Aside from the scheduled proceedings, Bavarian maintained a hospitality room on the Parlor Floor where "good friends got together" and enjoyed that wonderful refreshing Bavarian's Beer In fact, the enjoyment lasted long into the night as all who attended will testify Other Bavarian Distributors attending but not in the photo were Irvin Benjamin of United Beverage Company, Dayton, Ohio, Ray Muelhoffer and his wife, of Ideal

Distributing Company, New Philadelphia, Ohio, Bill Maghes of A-B Distributing Company, Cambridge, Ohio, and "Sonny" Spriggs of Spriggs Distributing Company, Ironton, Ohio

THE TALL AND THE SHORT OF IT



SHORTY FECHER AND RONNIE POLAND

Shorty Fecher, Bavarian's salesman in the Dayton, Piqua, Chicasaw area poses with a tall friend in the Bavarian Hospitality room at Hotel Cleveland. Seems that every year, Shorty's tall friend, Ronnie Poland of Springfield Beer Distributing, Springfield, Ohio looks him up to see if Shorty can still walk under his outstretched arm. P S - he can!

THE BAVARIAN BREWING COMPANY EMPLOYEE-FAMILY SAFETY PROGRAM FOR 1957

SAFETY IS EVERYBODY'S BUSINESS

The "Save-A-Life Line" Contests have been coming along fine. Here is a report of the winners for the past few months. In March, Roy Bryson, Tractor Trailer Driver, was the winner, in April, it was Mrs. Charles McCoy, and in

SAFETY COMMITTEE



MARTY BUCHMAN JOHN MEYERS, MARY LOU KOEHNE, CLARENCE SANDERS, AND EDWARD BERKEMEIER.

May, the lucky person was Mrs. Oliver Clark. Each winner has been awarded our monthly Jack-Pot PRIZE of 1,500 Top Value Stamps. Congratulations to all of you. We are now entering our 5th contest and wish to extend to all those who have been taking part A BIG "THANK YOU". You are all making this program a lot of

fun Don't stop now, there is still more to be had
If anyone of you who haven't sent in any entry as yet want to win some of these prizes, just complete the last line of the "Save-A-Life Line" Limerick and send it to us We'll place your name in the Jack-Pot for the monthly drawing. you can be the winner. There are still many contests left and time for everyone to join in and enjoy each and every one When you receive your monthly postcard, fill it in, and drop it in the mailbox You have an opportunity to win our Bavarian Jack-Pot and also one of the 33 NATIONAL CASH PRIZES.

NEWS BULLETIN

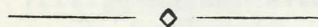
We recently received a letter from Earl J. Canfield who previously was a member of our brewing department. Earl is now convalescing down Florida-way and doing OK Earl asked us to say "Hello" to all the boys and also informed us that he really thinks the News Tap is interesting Thanks for the letter Earl, it is good to hear from you

Jim Schaller, Cincinnati Sales Manager, really has reasons to be proud. Jim became another grandfather, not once but twice within two days. On May 31, 1957, Jim's son, James Jr. and his wife Gale had a baby girl The following day, June 1, 1957, Jim's daughter,

Virginia and her husband Bill had a baby girl Yes Sir, if you see Jim wearing a big smile and smoking a couple of cigars, just remember, he's a grandfather and as proud as they come

BASEBALL CHALLENGE

The Cincinnati Branch Drivers and Helpers have challenged any and all Covington Members of Bavarian to a game of baseball - soft ball or hard ball, it doesn't matter, according to them. They are of the opinion that such a ball game would be an easy and comfortable effort However, this could be just another one of those things Last year, if you will remember, the Cincinnati Men challenged our Covington Men to a game of golf But when the Covington side took up their challenge the Cincinnati sportsmen just kept quiet and played dead. Anyway, this is another year and challenges still are being made Wonder what will happen to this one??? - Who knows we may have a ball game???



One life is all you'll ever have,
Slow down before you lose it
It seems a crime to make good time
And then not live to use it

WINS SAFETY AWARD



FREDDY MOELLER

Freddy Moeller, son of Mr Carl Moeller, Brewmaster, won third place in a Safety Slogan Contest sponsored by the Cincinnati Police Department. There were 300 contestants in competition for honors. Freddy produced the following winning slogan, "Safety minded playing smart, no fatality on a chart." He appeared on WCPO-TV on Saturday, May 19th at which time he was awarded a four speed portable record player. Freddy is 10 years of age and in the 5th grade at Carson, Price Hill, Cincinnati, Ohio. Freddy is also a Safety Patrol Boy.

WINS AUDITION

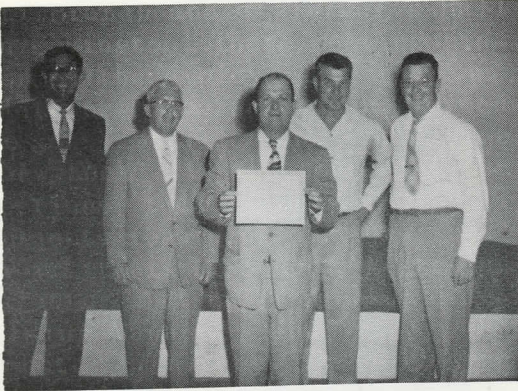


JUDY KAMLEITER

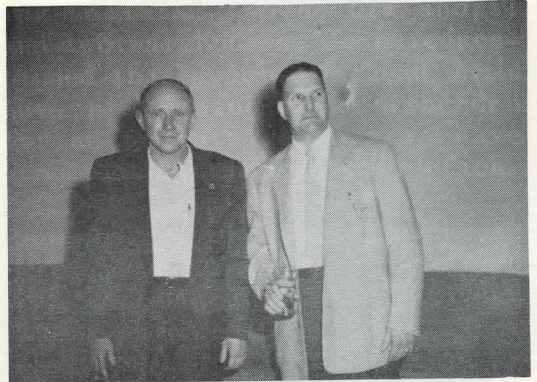
Judy Kamleiter, daughter of Mr. and Mrs. Wm. Kamleiter, Jr. and granddaughter of Bill Kamleiter, Brewing Department, appeared on the Lawrence Welk Top Tunes and New Talent TV Show May 13. She played the piano and organ and her performance was terrific and wonderful. Judy auditioned for the Lawrence Welk Show via Tape-recording. Miss Kamleiter is a student of Miss Alma Betcher and is a veteran performer having appeared with the Cincinnati Symphony Orchestra and other groups. Judy is a junior at Hugh High School.

ANNUAL DRIVER-HELPER SAFETY AWARD DINNER

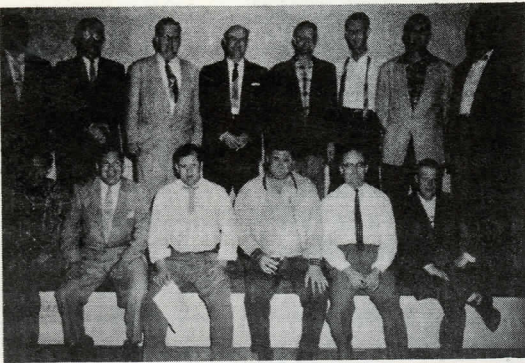
AWARD WINNERS



S. SELBY, A. MEYER, F. ROTH,
R. KEMPLIN, G. TIETMEYER AND
L. LOECHEL.



ROY FRANK AND LAWRENCE LOECHEL



BACK ROW: F. DENTON, A. KRESSER,
J. BAECHLE, F. BRUNE, C. LAMPING,
P. TEISMAN, H. STOEBER, AND T.
BRUE. FRONT ROW: J. GERHARDT, E.
OWENS, R. NOONCHESTER, H. DARIA,
C. STEINHILBER, AND S. BRUNNER.

The Annual Driver-Helper Dinner was held at Hotel Alms in Cincinnati, Ohio on Wednesday, April 24, 1957. The program was high-lighted by the presence of Jim Thomas, The Outdoor Guide, and by officials of the Covington, Newport, and Cincinnati Police Departments. Mr. William R. Schott, President of Bavarian Brewing Company, and Mr. Walter Mills, President of Columbia Truck Leasing Company were the principal speakers of the evening. Harold Wegman, Personnel Director of Bavarian, was the Emcee. Lt. Arthur Mehring of the Cincinnati Police Department provided a very excellent film on Safety and gave every person a worthwhile message.

SAFETY NOTES

Here is the latest report by department of number of actual days worked without lost time injury and date of last lost time injury

DEPARTMENTS	NO OF DAYS	DATE - LAST INJURY
Cincinnati Branch Warehouse	831	February 1953
Draft Delivery	58	January 25, 1957
Cincinnati Bottle Delivery	557	February 1, 1955
Covington Bottle Delivery	77	December 28, 1956
Inter-Plant Hauling	15	April 24, 1957
Engineering	1745	August 7, 1952
Brewery	228	August 24, 1956
Bottle Shop	8	May 3, 1957
General Office	1072	March 27, 1953

Winners of the Safety Quiz for February, March, and April are as follows:

February

George Wear	General Office
Casper Kloentrup	Bottle Shop
Edward Doyle	Brewery
George Bieber	Engineering
Russel Reynold	Cinti. Branch
Robert Meyer	Delivery

The Winners of the Safety Slogan Contest for February was Jack Neuhaus. Jack's winning slogan was, "A Perfect Team, You and Safety". In March the winning slogan was submitted by John Meyers. John's slogan was, "Safety Sense Prevents Accidents" The winner for April was Frank Arnold who submitted the following slogan, "Don't Kid About Safety, You May Be The Goat". This slogan appears on the May Time Cards.

March

Mary Lou Koehne	General Office
Ray Webster	Bottle Shop
Joseph Carl	Brewery
George Scheper	Engineering
Edward Neumeister	Cinti. Branch
Austin Kresser	Delivery

IT REALLY HAPPENED...Joan of Arc was burned at the stake recently, by accident. It happened at Shepperton Studio in London where the movie "St. Joan" was being filmed. Somebody turned on the gas too high and Jean Seburg an American actress was considerably singed. Chained to the stake on top of blazing fagots, there was nothing she could do but scream, and screams were part of the script. Dozens of extras shouting "burn her" did not realize anything was wrong until firemen dashed up with extinguishers

April

Kathy Brietholle	General Office
Albert Resing	Bottle Shop
Charles McCoy	Brewery
Richard Smith	Engineering
Joseph Dedden	Cinti Branch
George Walter, Jr	Delivery

JIMMY and BURRHEAD

By *Dave COLLINGS*

YEP, SURE ENOUGH. BURRHEAD'S IN BUSINESS FOR HIMSELF ALL RIGHT, JIMMY

A BUSINESS OF HIS OWN! WONDER HOW HE OPERATES? THIS I'VE GOT TO SEE!

I'LL PAY HIM A CALL. I MAY LEARN SOMETHING

QUITE A SETUP, BURRHEAD

YESSIR, BOY. YOU ARE NOW TALKING WITH THE AQUABIKE KING... I RULE THE ROOST... NO COMPETITION... THAT'S THE SECRET

BUT THESE AQUABIKES ... THEY'RE GOOD... AREN'T THEY? GOOD QUALITY, I MEAN?

EYAH-YAH-YAH HAW-HAW-HO-HO -HO! BROTHER... YOU'VE GOT A LOT TO LEARN! THEY LOOK GOOD ... THAT'S ALL

BUT I PRICE 'EM HIGH... ALL THE TRAFFIC WILL BEAR, AND THEN SOME. I GET TWICE AS MUCH AS THEY'RE REALLY WORTH. THAT'S MY SYSTEM

HM!

GUESS YOU FILL YOUR CUSTOMERS' ORDERS ON TIME, THOUGH. HUH?

ON MY TIME WHEN I GET GOOD AND READY. LET 'EM WAIT... THAT'S MY MOTTO!

... AND WHAT'S MORE... IF THEY BREAK DOWN, AND THEY USUALLY DO, THAT'S JUST TOO BAD. I'M NOT IN THE REPAIR BUSINESS. I TELL 'EM TO BUY ANOTHER ONE

OH, DON'T PAY ANY ATTENTION TO THAT... JUST A SEASONAL SLUMP. COME ON... LET'S GO OUTSIDE AND MOSY AROUND A BIT

HEY! YOU CAN'T DO THIS TO ME!

NO? WE HEAR THERE'S PLENTY OF ROOM IN THIS BUSINESS ... IF WHAT WE MAKE IS GOOD

... AND THE PRICE IS RIGHT

... AND WE MEET DELIVERY SCHEDULES

WILBUR'S WATER-WAGON
MADE AND SOLD HERE
IF IT'S WILBUR'S IT'S GOOD!

PETE'S PUDDLE PADDLER
AT A PEACH OF A PRICE

... AND GIVE OUR CUSTOMERS GOOD SERVICE

GAMMY'S SURF SLED
ORDER IT... QWINGO... YOU GET IT!

CHARLIE'S SEA CYCL
ABSOLUTE GUARANTEE

I LEARNED SOMETHING, ALL RIGHT BURRHEAD NEVER FAILS ME IN THAT DEPARTMENT