

# Bavarian's

**NEWS TAP**



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PUBLISHED BY THE EMPLOYEES OF  
THE BAVARIAN BREWING COMPANY

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MILGEFORT.. PRODUCTION & INVENT-  
ORY: RAY ALLEN. OFFICE: URSULA  
FIELDING.

## ON THE FRONT COVER

Here is that jolly old gentleman who will visit all our employees and their families at the Big Christmas Party at Newport, High School, Newport, Kentucky on Saturday, December 14th. Santa is going to have presents for every boy and girl. Santa will make his appearance later in the program due to his large sleigh coming through traffic. However, Mr. Urban "Santa Claus" Reibling, one of our Cincinnati Salesmen, has guaranteed us that jolly old Santa will be there in his traditional colors and jolly laughs with a big bundle-full of toys. Santa Urb has everyone's name and is looking forward to talking to everybody at our Big Christmas Season Party.

## VACATIONS

Larry Schrand recently spent one week vacation taking care of his wife, Charlotte and his new baby boy, David. Larry enjoyed the change of scenery and of special interest was that he played the double role of 'Mother' and Father while his wife was convalescing. Larry stated that such an experience is good and wholesome because housekeeping helps to give one a healthy perspective. As a matter of fact, between Larry and his daughter, Margie, the wife and family were happy to see how the household duties always seemed to be in order and finished on schedule.

Hal Wegman and family recently traveled out West by automobile. They made a western sight-seeing tour and had the pleasure of enjoying a few days at Las Vegas, Disneyland, and spent a couple of weeks in the wonderful state of California. Hal said that it was a terrific experience and the whole family enjoyed the trip.

## ON THE SICK LIST

Bill Hilgefert, Covington Shipping Clerk, is at the V. A. Hospital in Ft. Thomas, Kentucky and making progress. Bill has the opportunity to come home occasionally and enjoys his visits with his folks and friends.

Lawrence Christen, Bottle Shop, who is convalescing at the V. A. Hospital in Lexington, Kentucky recently came home to spend a two week vacation with his folks.

## CONGRATULATIONS

Charles Schroder had an addition to his family on June 14, 1957 when his wife, Evelyn, gave birth to a baby girl at Jewish Hospital. Charles works as a helper in the Covington Bottle Delivery.

Jess Leffler, Fireman, was presented with a baby girl on July 5, 1957. The happy event took place at St. Elizabeth Hospital. His wife, Jerre and daughter are doing fine.

A baby boy was born to Joseph and Jean Dedden on July 13, 1957 at St. Elizabeth Hospital. Joe works in the Cincinnati area as a Bottle Delivery Helper.

Laura Jackson, who was our Service Clerk a few months back and retired to join the ranks of Motherhood, sent her co-workers at Bavarian the good tidings that on September 13, 1957 she became a proud mother of a 9 pound 10½ ounce baby boy. The new arrival was named Gordon Alan. Laura resides in Pennsylvania where her husband, Philip, is employed.

Jack Neuhaus, Shipping Office, was presented with an 8 pound 2 ounce baby boy on July 29, 1957. His wife, Rosemary and son, Herman J. Neuhaus are doing fine.

Ed and Reseda Duve had a 7 pound 8 ounce baby girl on October 2, 1957 at St. Luke's Hospital. The baby was named Cynthia Louise. Ed works in the Bottle Shop.

Larry Schrand, Bottle Shop Superintendent, and his wife Charlotte had a baby boy on September 8, 1957 at St. Elizabeth Hospital. David weighed 7 pounds 9 ounces. Larry reports that Mother and son are doing fine.

Marvin and Edith Watts had a blue eyed baby boy on October 18, 1957 at Jewish Hospital. Dennis Paul weighed 12 pounds. Marvin works as a loader at the Cincinnati Branch Warehouse.

Ray and Marie Ringenback had a baby girl November 8, 1957. Ray reports that Marie and baby are coming along fine. Ray is a Cincinnati Wholesale Salesman.

Cletus "Pete" Martin and his wife Betty had a baby girl on November 12, 1957. The baby was named Cleta Marie. "Pete" reports that both mother and daughter are well. "Pete" works in the Covington Bottle Delivery Department.

DAVE LAMB

ELECTED GOVERNOR



DAVE LAMB

The Toastmasters Club of this area have elected Dave Lamb, Engineering Department, Governor of the Covington area organization. There are seven Toastmaster Clubs in this area over which Dave will preside as Governor. Dave is a member of the Triangle Toastmaster Club in Covington of which he is a past President. The Toastmaster Clubs of this area is one group of many which make up the 2000 Clubs and 60,000 members of the Toastmasters International. This International is the fourth largest service group and has organizational units all over the world. It was organized in 1924 in California with the purpose of providing training in speaking and speech

evaluation. It has tremendous educational value to the membership and has contributed to society a number of excellent speakers. Governor Dave Lamb will work to maintain an efficient organization and to lead the various Toastmaster Clubs under his jurisdiction to greater success in performance and achievements. Daves' friends at Bavarian wishes him the best of luck in his newly elected position.

### DECISIONS

GET upset when you gotta make a big decision? Like whether or not to take a raincoat on a cloudy, threatening day or which old movie to watch on TV or whether to go to bed or read just one more chapter of the mystery book or whether you want french or garlic dressing on your salsd? Some guys who really wrestle with a "big" problem like that will decide without a second thought to do a quick grinding job without eye protection or do a heavy lifting job without asking for help or to wait until they're finished with what they're doing to clean up that little spot of oil that spilled on the floor. Any decision involving safety is an important one. Frequently it's a matter of life or death. If you give too little thought to job safety give some big thought to this...Careful consideration should be given to any decision you make regarding your work methods. The decision you make may stick with you for a lifetime.

### BAVARIAN WINS AWARD IN NATIONAL ADVERTISING CONTEST

At the Brewers Association of America Convention in Chicago, Bavarian was awarded 2nd prize for its newspaper advertising. This was a national contest and more than 100 breweries competed. The development of the various ads were the creation of our new agency, Calkins and Holden of New York. Lou Schott, Vice President, and Larry Rinck, Advertising Manager attended the convention for the company.

With the introduction of Miss Brenda Cotter as the Bavarian Girl of the Year, we have high hopes that this new series of ads will do even better in future competition. We'll tell more about the Bavarian Girl in future issues.

### BREWING INDUSTRY NOTES:

Reported in the Brewers Bulletin, June 1957.

A study of 78 small breweries showed that their average profit was about 60¢ a barrel and total sales of the industry last year, approximately 85 million barrels, were unchanged from the year before.

Per cent of per capita income spent for beer and ale was 1.67 per cent in 1955. while in 1940 this amounted to 2.49 per cent of income, the survey said.

Prices of premium beers have increased about 80 per cent since 1940, and local brands have gone up 35 per cent. "Local Brands, to meet competition, have been forced

to absorb a higher percentage of an increased production cost," it was noted.

### SERVES ON NATIONAL COMMITTEE



HAL WEGMAN

Hal Wegman has been appointed to serve on the Bureau of National Affairs, Personnel Policies Forum. This committee is composed of 200 Personnel and Industrial Relations executives in all types of Industries and in all sections of the country. At regular intervals throughout the year the panel members serve in an advisory capacity on personnel problems being surveyed. Prevailing practices, new ideas, and a cross section of opinion on personnel problems are exchanged and then published by the Bureau.

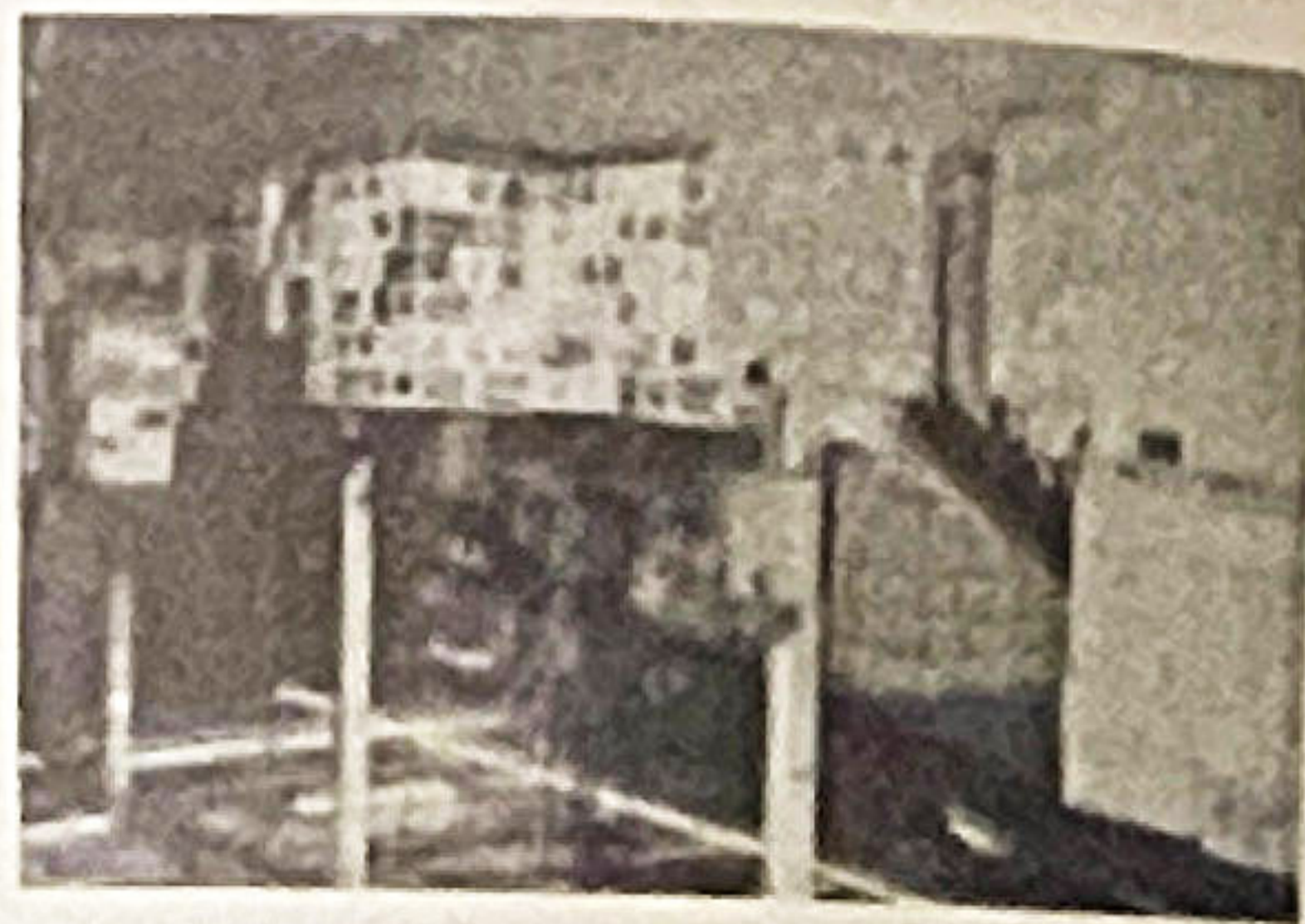
## OUR NEW BOTTLE SHOP WAREHOUSE



L. HARMS WATCHING DEPALLETIZER

Our new warehouse began operations the first week of August and has since proven to be just what our customers ordered...fast and efficient service. With the 11,000 square feet of storage space we can give our distributors and Bottle trucks the best service available. Every person from the janitors to the supervision is to be congratulated for helping to bring about a successful operation.

The internal activities of the warehouse are handled by a giant palletizer which receives case beer by conveyors from the Bottle



INTERIOR OF WAREHOUSE

Shop and automatically stacks the cases in pallets. These pallets are then picked up by automatic loading trucks and placed in the various areas in the warehouse for storage. This is an impressive operation to see, especially, when you consider the amount of work that is accomplished in such a short time. Another fascinating phase of the total operations is a machine called a depalletizer. This is used for breaking down pallets of empty cases. As a pallet of empty cases are placed on the rack by loading trucks the depalletizer automatically picks



LOADING DOCKS



LEROY HARMS AT PALLETIZER

the pallet up and layer by layer disassembles them on a conveyor which in turn delivers them to the Bottle Shop for refilling with more of that delicious Bavarian/s Beer.

The palletizer operators are; Ray Webster, Clasper Kloentrup, Jim Deaton, Leroy Harms, Jerome Kleier, Eugene Granneman, and Paul Repasy. The over-all operations are vastly superior to our previous methods and the benefits of this efficient operation is passed on to our customers because it is another guarantee that the finest and freshest beer made is delivered by Bavarian/s Beer Delivery Personnel.



GERALD HAYES



THOMAS DELANEY

## NEW OPERATIONS

### ATTRACT

### VISITORS

It has been heard that the operations of our new warehouse have become the talk of Greater Cincinnati. On September 6, 1957 the Duquesne Brewing Company of Pittsburgh, Pennsylvania arrived at the Covington Warehouse to observe our depalletizer in operation. The representatives from the Duquesne Brewing Company were Mr. Alvin Lippert, Bottling Superintendent, and Mr. William McCollough, Chief Engineer.

On the same day Bavarian had the proud occasion to display the warehouse operation to a large group from Procter and Gamble. The leader of the P & G group was their Division Engineer, Mr. Glenn Thorne. Both Duquesne Brewing Company and Procter and Gamble were so enthusiastic about the depalletizer operation that they are going to duplicate the entire operation in their plants. The Procter and Gamble group was sufficiently interested to request permission to take moving pictures of the overall operation. P & G intends to use these movies as training films throughout their plants in various sections of the country.

Not only have these various companies shown interest in our new method of handling our product but practically every brewery in this area visited our warehouse operation.

# BAVARIAN/S EMPLOYEE-FAMILY CHRISTMAS PARTY

DECEMBER 14, 1957



BOB BRAUN, EMCEE



DIETER TASSO

The Bavarian Family Christmas Party will again be held at the Newport High School, 8th & Columbia Streets, on Saturday, December 14, 1957. Festivities will begin at 11:00 A.M.; however everyone is urged to get there early for entertainment by Judy Kanleiter at the Baldwin Organ which will start at 10:30 A.M. Hal Wegman has announced many new surprises are in store at this year's party, and the heads of the various committees have been working very hard to get things in shape for a real morning of entertainment for both the young-

sters and the oldsters. Prior to showtime we will be entertained by the antics of Dick Warken, Covington Bottle Delivery; Joseph Having, Cincinnati Shipping; Clayton Boone, Brewery; Elmer Willman, Bottle Shop; and Urban Reibling, Cincinnati Salesman. These fellows will be dressed in different costumes to entertain the youngsters as they come into the party. Of course, Santa Claus will be there sometime during the morning and Urb Reibling of the Cincinnati Sales Department is in charge of seeing that he gets there on time. For entertainment

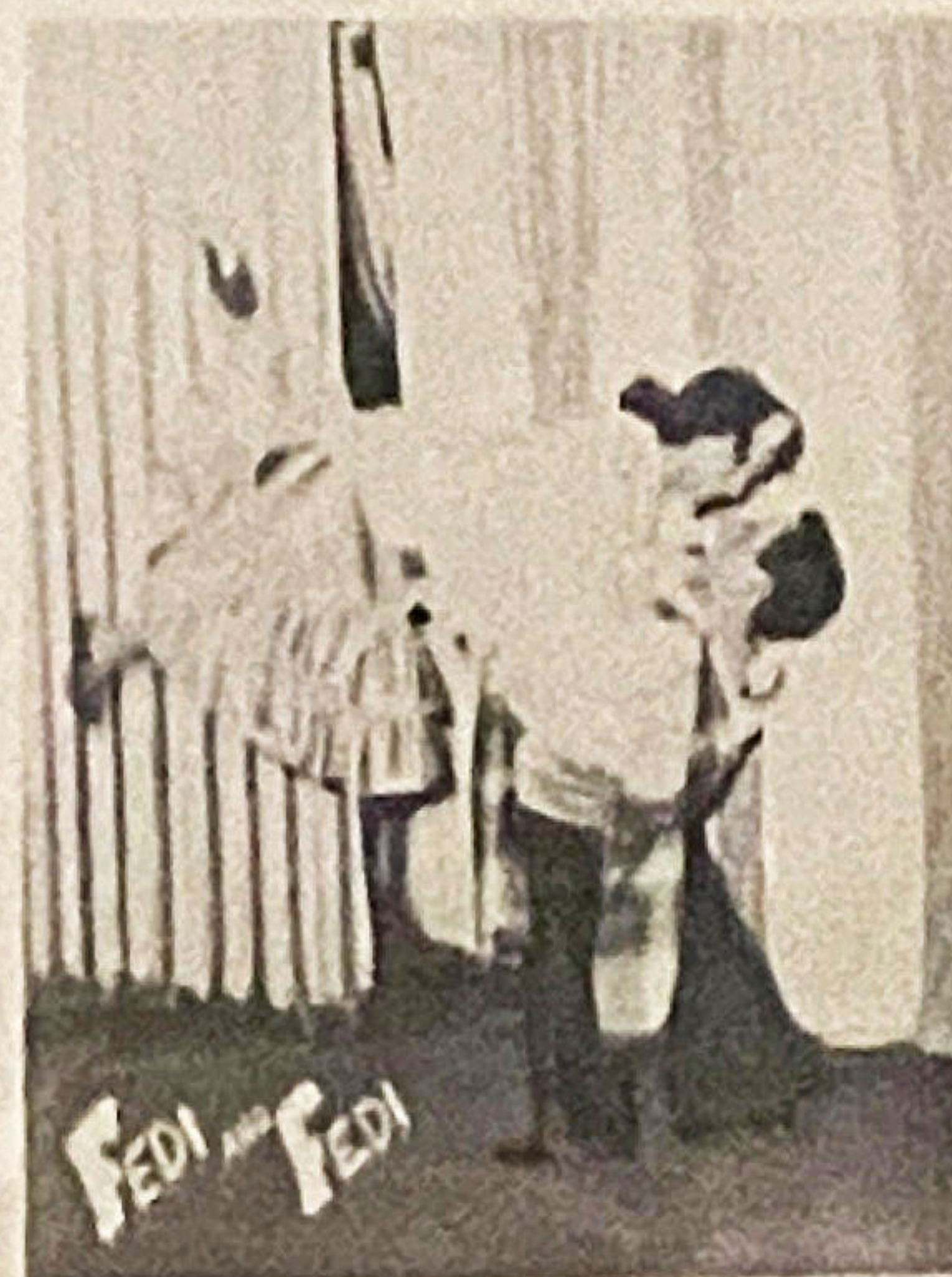


JUDY KANLEITER

a real fine show is scheduled including many acts that have appeared on the Ed Sullivan Toast of the Town Television Show. Bob Braun, one of the Bavarian Announcer's will be on hand to lead the singing and emcee the show and included in the other acts are Dieter Tasso, a juggler with a very unique act; Fedie and Fedie direct from the Casino De Paris in Paris, France who made his first appearance in the U.S.A. on the Ed Sullivan Toast of the Town Show; the Novellos, which provide a new high in thrills in their acrobatic skill along with Toni, the monkey girl. There will be plenty of entertainment for everyone and gifts at the party for all of the children. The Bavarian Gift to the employees will again be given out at the Plant this year on Friday, December 20th. We wish everyone a very Merry Christmas and Happy Holiday Season.



THE NOVELLOS



FEDIA AND FEDIA

## FIRE FIGHTING DEMONSTRATIONS



CAPTAIN WEITHOLTER AT LECTURE TABLE.



LARRY SAALFELD DEMONSTRATES WATER EXTINGUISHER.



E. BERKEMEIER, L. SAALFELD, E. ATKINSON, CAPTAIN WEITHOLTER, D. TRUNNELL, O. CLARK, E. MILLER, AND J. DEATON.



CAPTAIN WEITHOLTER DEMONSTRATES SODA EXTINGUISHER.

On July 17, 1957, Captain Weitholter of the Covington City Fire Department held a lecture and demonstrations on the Chemistry of Fire with representatives of each department. The purpose of this meeting was to supplement our over-all Safety Program by educating all those who participated. Captain Weitholter mentioned that the Safety Programs carried on by companies is one of the greatest assets a community can enjoy. Each Safety Program adds to the effectiveness of the community's Fire Department, Emergency First Aid Centers, and is the best known method of helping people to enjoy an injury and accident-free life. A Safety Program works in places and for people where all other techniques and devices fail. It benefits everyone and in every place, whether at work or at home.

The people taking part in the demonstrations were: Jim Deaton and Clifford Trunnell, Bottle Shop; Edward Berkemeier, Brewery; Pat Clark, Cincinnati Branch; Larry Saalfeld, General Office; and Edward Miller, Engineering.

We are indebted to Captain Weitholter and the Covington Fire Department for helping in making our Safety Program more effective and in making Bavarian a safer place to work.



ED BERKEMEIER DEMONSTRATES CARBON DIOXIDE EXTINGUISHER.

### THE BAVARIAN BREWING COMPANY EMPLOYEE-FAMILY SAFETY PROGRAM

FOR 1957

### SAFETY IS EVERYBODY'S BUSINESS

Here is a report of the "Save-A-Life Line" Contest winners for the past few months. In June, the winner was Mrs. Charles Ruehl; in July, Charles Keenan; in August, Mrs. Paul Wettig; and in September, Martin Buchman. Each winner has received our monthly Jack-Pot Prize of 1,500 TV Stamps. All entries were sent to the National Safety Council for the big National Contest which includes prizes up to \$325.00 Cash.

There are more contests yet to come and plenty of valuable

stamps to be awarded. To those who have participated each month, we asked you to continue and to those who haven't sent in any entries we again invite one and all to join in the fun with us and be a winner. It's so easy and at no cost to you. It will take about three minutes to write a safety line. Drop it in the mail box on your way to the store, school, or work...we'll do the rest. Safety is an everyday affair. Every individual or family has insurance of many kinds whereby they are protected from the increasing costs of sickness, death, and many other hazards that come into our lives. If we all take the time to learn of the Safety Programs and Contests that are created each year, we can be sure that the time spent in safe thinking will be well rewarded.

Our Safety Program at Bavarian/s has the same intentions and strives to develop with each and everyone a habit of safe thinking which will influence all the actions in your life. Remember that the more we think and judge in terms of Safety the better kind of life we'll enjoy. And thinking in terms of "What good is Safety?", we are sure that you can come up with as many or more reasons than we can. So in virtue of this idea...here is a safety contest which can help you to start a habit of safe thinking and with an opportunity of winning a prize also. We'll be looking to hear from all of you in the next Safety Contest. Good Luck and remember, Safety is Everybody's Business...Don't let yourself down.

WINS SAFETY CONTEST



MR. AND MRS. CHARLES BUEHL

The Family-Employee Safety Contest of June 1957 was won by Mr. and Mrs. Charles Buehl. Charlie was a line-man in the Bottle Shop before he retired on May 3, 1955. Charles and his wife Caroline reside at 96 Carlisle, Elsmere, Ky. We telephone Charlie to inform him that his wife won the 1,500 Top Value Stamps and also had the pleasure of talking with him for a few minutes. He stated that they save TV Stamps and is sure their prize will come in handy.



ON TRAFFIC ACCIDENTS

TOP TIPS ON WINTER DRIVING

Here are six tips from the National Safety Council's Committee on Winter Driving Hazards for motorists who have to drive on ice or snow-covered roads:

1. Be Prepared. Winterize your driving techniques and your determination to avoid accidents, as well as your car.

2. Check your tires. Whether you use regular or snow tires, make sure they're in good condition. Use reinforced tire chains for deep or hard-packed snow, ice, and in emergency traction situations. Even with chains, slow down.

GET THE FEEL OF ROAD

3. Make sure you can see. Keep windshield and windows clear. Make sure that wiper blades, heater and defroster are in proper operating condition. Ventilate to keep the inside of car windows from fogging.

4. Get the feel of the road. As soon as you start out (but away from other cars or hazards) try your brakes occasionally to learn road conditions.

5. Don't follow other cars too closely. Following too closely, a year-round hazard, is especially dangerous in winter. Keep well back of the vehicle ahead.

Frank Arnold retired on July 31, 1957. Frank worked at the Cincinnati Warehouse as a loader for 7 years and as a general laborer in the Bottle Shop prior to his warehouse position. Frank's friends at Bavarian wish him the best of luck and health in his retirement.

WORST AID

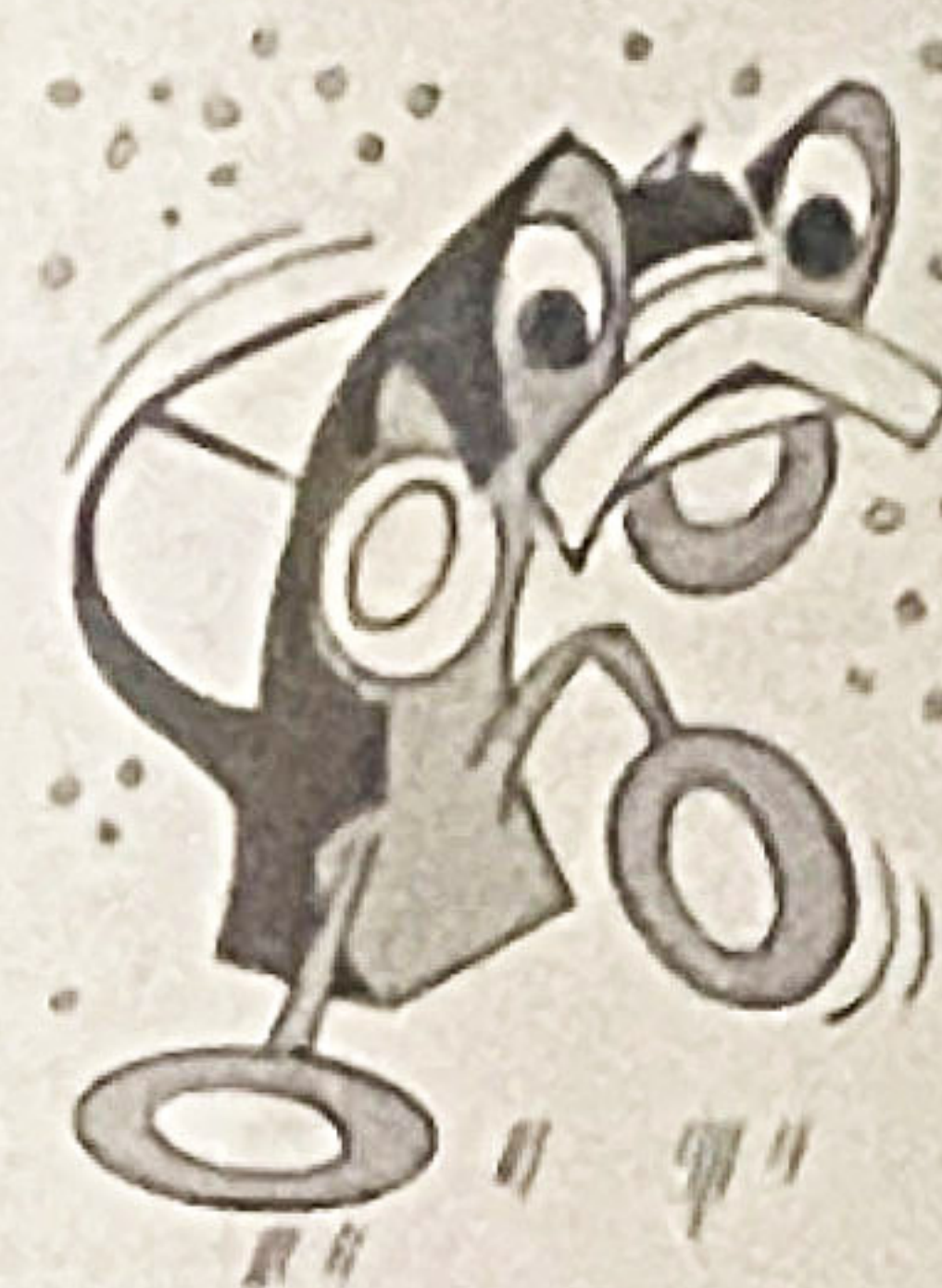
DO-IT-YOURSELF projects are the rage these days. And by carefully following directions, only a guy who thought he had two thumbs, has turned out some pretty good work on everything from lentes to furniture.

Some workers have let the do-it-yourself craze influence them into treating minor injuries like cuts, scratches and puncture wounds. This can lead to serious trouble when wounds are wiped or wrapped with soiled handkerchiefs and rags, slivers picked at with unsterile knives, pins, etc. Ignoring a minor injury is bad enough, but unskilled, careless, "do-it-yourself" treatment, whether on yourself or a fellow worker is worse.

If you suffer any kind of injury get immediate first aid from the nurse or someone especially trained for such things. And keep hands off a fellow worker who has had an injury. Don't be a do-it-yourself doctor, but do urge him to report for competent treatment immediately.

6. For stopping quickly, pump your brakes in a series of quick applications. Jamming on the brakes is certain to lock the wheels and throw a car into an uncontrollable skid.

Above all, the Committee on Winter Driving Hazards says, take it easy.



Take it easy on winter roads. Operate with a speed consistent with the hazards present in winter driving. Slow down when snow's down.

ECONOMICS...It seems the best time to buy anything is a year ago...Nothing deteriorates a car as fast as the neighbors buying a new one.

A wedding usually means showers for the bride and curtains for the groom.

SPORTS ROUNDUP

JOHNNY MEYERS WINS

AT TWIN OAKS



JOHNNY MEYERS

Johnny Meyers of Summit Hills completed the golf tournament season in good style by taking the Harvey Myers Memorial at Twin Oaks with five over par 143. Earlier in the season John won the Spence Kerrow, the Devou and Bluegrass Invitationals and was runner-up in the Metropolitan. John was awarded an individual trophy for his achievement and was presented with the large Myers trophy which will be displayed at his home course for a year. Johnny is one of our engineers and we wish to congratulate him on a very successful season.

BAVARIAN/S SEMIPRO TEAM

WINS CHAMPIONSHIP

Our Bavarian Baseball Team, managed by Elmer Baugh, won the championship series in the Buck-eye Semipro League. The playoff to determine the champs was held at Ross, Kentucky. The series consisted of 3 games and our Bavarian Team took 2 out of 3 by downing the Newport Steelers, 2 to 1 and 7 to 2, to take the 1957 title. Elmer Baugh who managed the team to many other championships continued to control every situation and through his strategy and savvy, he not only kept the Steelers guessing but was able to score those all important runs...the ones that win ball games. Congratulations to all.

**IT REALLY HAPPENED.** In Melbourne, Australia, rodeo rider Reginald Cakebreak tried his niece's rocking horse, fell and broke his collarbone.

**TIMES CHANGE.** Forty years ago when a fellow said something about retiring, he was talking about going to bed.

*Husband (who had forgotten) to wife: "How do you expect me to remember your birthday when you never look any older?"*



BUY U.S. SAVINGS BONDS  
THROUGH PAYROLL DEDUCTIONS

The Payroll Savings Plan is an easy and convenient way to save. It requires no more than signing your name and after that your savings become automatic. As your weekly deductions build up you'll be amazed to see how those interest-earning Bonds grow. So, why don't you get on the thrift Bond-wagon now by joining the Payroll Savings Plan? To become a member just see your Department Head or the Personnel Department will be glad to help you. Here is a schedule of what you can have by saving various amounts:

A lady was looking at rugs in a department store. The clerk showed her many patterns, "How long is the room?" he asked. The woman paused for a moment, deliberated and replied: "Four mop handles, one broom, my husband's slippers, and a short piece of string."

"What do you think I ought to wear with my new green, purple and pink socks?"  
"Have you considered hip boots?"

Happiness depends not so much on position as it does disposition.

The world is divided into people who do things and people who get the credit. Belonging to the first class is easier because there is less competition.

Sunshine is delicious, rain is refreshing, wind braces up, snow is exhilarating. There is no such thing as bad weather, only different kinds of good weather. This was written by an optimist not in the Brewing Industry.

And You Will Have

Save Each Week	And You Will Have			
	In 1 Year	In 5 Years	In 9 Years and 8 Months	In 19 Years and 8 Months
\$ 2.50	\$130	\$ 683	\$1,424	\$ 2,432
3.75	195	1,075	2,137	3,153
5.00	261	1,367	2,850	4,872
6.25	326	1,710	3,564	6,594
7.50	391	2,053	4,277	8,313
12.50	632	3,422	7,131	17,193

**DON'T FORGET YOUR FUTURE...** Buying Bonds through the Payroll Savings Plan will enable you to invest in your America, yourself, and your family. They're your nest egg for the BIG things in your life - for your retirement, your youngsters education, for that new home or new car - or whatever your plans and dreams for the future may be. There is no security available, however large or small, that is safer than U.S. Savings Bonds.

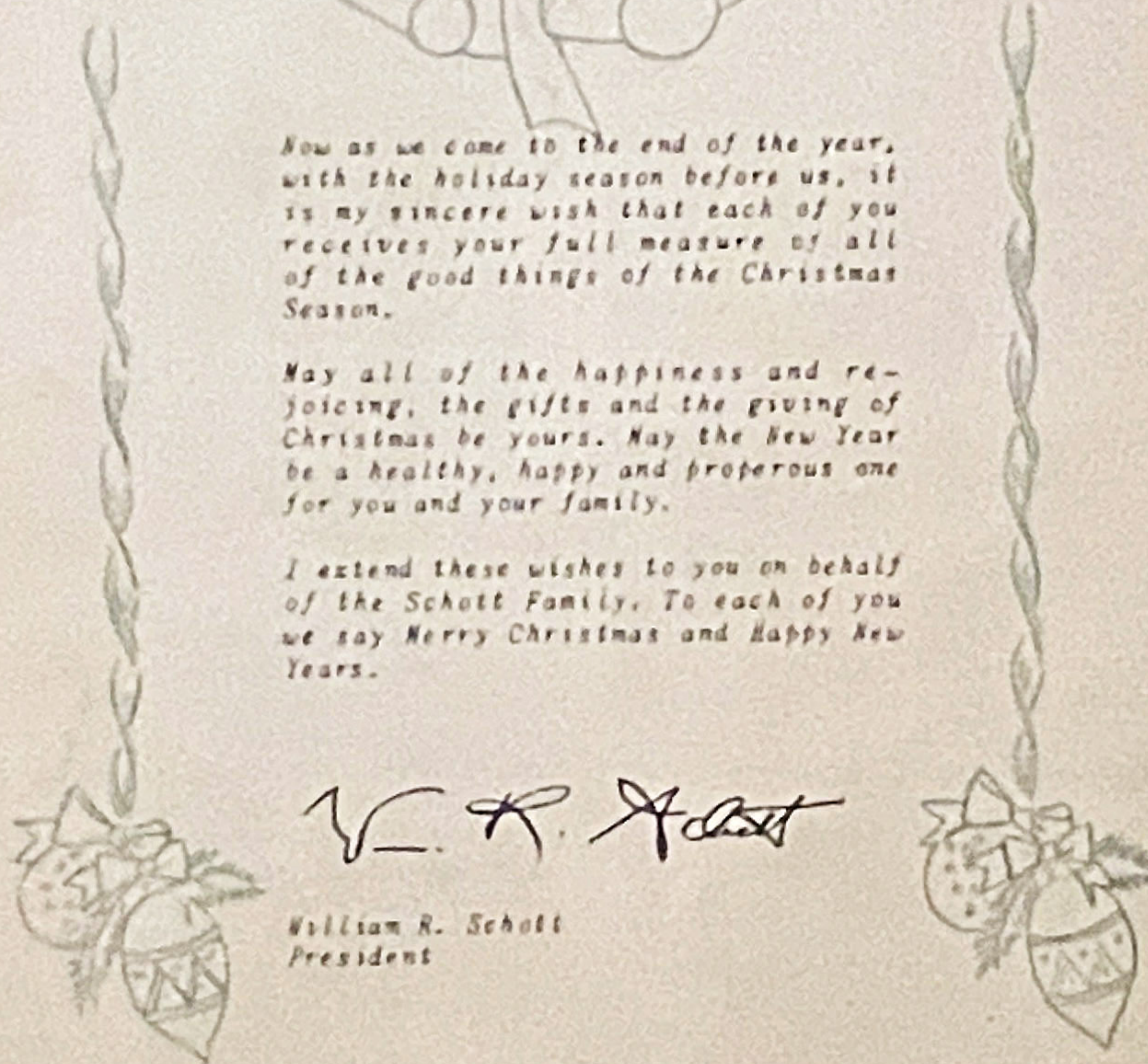




Now as we come to the end of the year, with the holiday season before us, it is my sincere wish that each of you receives your full measure of all of the good things of the Christmas Season.

May all of the happiness and rejoicing, the gifts and the giving of Christmas be yours. May the New Year be a healthy, happy and prosperous one for you and your family.

I extend these wishes to you on behalf of the Schott Family. To each of you we say Merry Christmas and Happy New Years.



*W. R. Schott*

William R. Schott  
President