

Olympia...

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Sales Promotion Manager Steve Carrier calls the show "better than 45 billboards."

Custom-designed billboards are another facet of localized advertising, Renderer said.

Remember last summer's billboard showing Olympia beer pouring from its can against a blue sky? It was designed especially for Nebraska, according to Renderer. Next came the winner—somebody carrying an Olympia can in the back pocket of his Lee jeans.

According to Renderer, the billboard made money for Olympia in more ways than one. In 1971, he said, Olympia decided to scale down the billboard to poster size. The first 25,000 "sold like crazy," he said. Then the Lee people adopted the poster and printed an additional 25,000, adding their own slogan: "Put your can in our pocket."

And next football game at Memorial Stadium, cast your eyes upward. You might see a plane pulling a banner inviting the fans to take "time out with Oly."

Oly's campaign is "for the people, by the people," and the friendly folks in the ads are there in Tumwater, all right.

There really is a Tumwater Fire Dept., and the firemen are Olympia Brewing Co. employes. No wonder. The brewery is only a block from the firehouse.

And Doc Snyder, Oly's gardener? Sure. He's there. And his grass and flowers are just as green and pretty as you might imagine. They should be. After 24 years as greenskeeper for Olympia, Doc retired at age 62—a month late because he had become quite an attraction at the brewery.

Doc said he's not paid for being in the commercials.

"I figure I haven't lost anything because I've made a lot of nice friends by it," Doc said, adding that many people recognize him now when he walks in downtown Olympia. Getting cards and letters and staying an extra month in the brewery to meet visitors are about as far as fame has gone, he said.

Being in the Oly ads seems to hold a little more

excitement for Bob York, 62, who drives Union Pacific engine No. 1095 in the ads and in real life.

"It was the first time I could buy Playboy magazine," he said, pointing out the ad's insertion in the magazine gave him a good excuse.

York said what they say in the commercial about the water in the steam engines is true. In the days of steam engines, Tumwater's water really did make upkeep easier because the boilers overflowed less, he said.

But all the advertising in the world can't sell products people don't want, marketing experts say. So how did a beer some people say is too watery make its way to near the top of the market in a state that takes its beer as seriously as its football and politics?

Oly met a demand that hadn't been met in Nebraska, according to Wilma Crumley, UNL professor of journalism. An advertising specialist, she said when people like a product not readily available to them—such as a light beer—a space develops in the market for a new product like it.

"For a beer like Olympia to sell in a particular market," she said, "there has to be a place for a product with that kind of image and with that kind of taste."

For years a certain Colorado beer, known for its light taste, has been crossing Nebraska state lines hauled in by thirsty consumers—but has never entered the beer market. Now many people are wondering: Why Olympia instead of Coors?

Rumor had it years ago that two gentlemen from Nebraska and Colorado shook hands, one Adolph agreeing to keep his Storz out of Colorado, the other Adolph agreeing to keep his Coors out of Nebraska.

Lynn Weaver, assistant public relations director for Coors Brewing Co., said he's heard the story a thousand times but added that there never was such an agreement.

Coors was sold in parts of western Nebraska from the mid 1930s until grain rationing in World War II made Coors close its Nebraska market. Storz was sold in Colorado from 1947-1949, he said.

After the war, Weaver said, Coors never had enough beer to market again in Nebraska. Today in Texas, Weaver said, the brewery can't keep its distributors supplied. He said he doesn't foresee expansion into Nebraska before 1980.

Supply was a problem for Olympia, too, when it first came to Nebraska, according to Schmidt, the marketing vice president.

"We thought we had an adequate supply, but the demand exceeded it. It either makes me a bum forecaster or the people of Nebraska are great, and I like to think it's the latter," he said.

Leo Frohman, owner of Alliance Service Beverage in Alliance, said in the first two weeks in May he sold his entire first shipment of Oly. Max Beyer Distributing in Lincoln ran dry from Sept. 1 to 4, according to General Manager Bob Russell.

Olympia is a premium-priced beer at about \$1.50 per 12-oz. six-pack in most retail stores. Schmidt said Olympia distributors don't give case discounts or make deals.

The company's 1972 annual report states that Olympia would like to charge more than the going rate for beer in order to increase earnings, but can't if it wants to compete with national beer shippers.

The report showed a \$10 million sales loss in 1971, due in part to rail, longshoreman and Seattle distributor strikes that year. The year 1971 marked

Oly's expansion into North Dakota, followed by South Dakota and Colorado in 1972. Nebraska and western Iowa are states No. 14 and 15 on Olympia's list, with Iowa the easternmost state.

A \$3 million brew house completed in 1970 at the brewery's only plant, in Tumwater, was another reason for expansion into Nebraska, according to Schmidt. The brewery produces 360,000 gallons of Olympia a day, making it the fifth-largest single plant and the 12th-largest brewery in the United States.

The original brewhouse still stands on the Deschutes River in Tumwater, 600 feet north of the present brewery. Built in 1896 by Leopold Schmidt, founder of what was then the Capital Brewing Co., the tiny brewery made beer with artesian waters found in nearby Tumwater Valley.

Today, golfers on the three-year-old brewery-built Tumwater Valley Recreational Complex have unusual hazards to contend with. Twenty-one artesian wells dot the course, covered by tiny brown houses.

From 1896 to his death in 1914, Leopold Schmidt brewed Olympia Pale Export. In 1902, the company's name was changed from Capital Brewing Co. to Olympia Brewing Co.

According to one of Leopold's grandsons, Truman "Blink" Schmidt, the word "Tumwater" is English for Tumchuck, the lower Puget Sound word for falling water. Tumwater, population 5,700, is adjacent to Washington's capital of Olympia. The total population is about 27,000, including another suburb east of Olympia.

Some of those 27,000 people are ex-Nebraskans. Fourteen brewery employes hail from Nebraska, according to Bob Heath, director of personnel.

"They sure are a loyal bunch," he said. "Maybe it's because of 'Go Big Red.'"

John Heelan is one of them. A 1952 graduate of Valentine High School, Heelan and his wife Eileen live on a farm five miles south of Olympia. As merchandising manager, Heelan visited Nebraska last year with the Olympia inspection team.

"We finally had to quit wearing our Oly jackets because people, and not usually distributors, began to approach us wanting to place orders," he said.

"We had advice from one man who told us 'if you paint your cans red, they'll really sell,'" he said.

Olympia is the home of the Olympia oyster, found nowhere else, and Olympia-Tumwater's main industries are lumber, beer and government.

The Weyerhaeuser Co. makes boxes there and the Continental Can Co. makes cans.

Area residents say they like living there because it's small, but they say the weather is the most unpleasant feature. It's not exactly the land of sky-blue waters.

But the population is growing by about 700 persons a year, according to Olympia and Tumwater officials, and residents are unhappy about it.

"Every day I shudder when I see hoards of people pouring into our state," said Grace Bauer, clerk at Olympia City Hall.

It's no surprise. There is no pollution in the southern Puget Sound community. Green, green grass and pine trees nourished by five-month-long winter rains spread as far as the eye can see in every direction.

You can sail on the Sound or ski in the nearby Cascade Mountains. And, according to market analyst Murphy, you can go home at night and relax.

Olympia. The beer that made Tumwater famous.

Zumberge to speak to ASUN Senate

The "Sweater Speech" of UNL Chancellor James Zumberge to the Faculty Senate will be one of the topics he will discuss when he meets with the ASUN Senate at their weekly meeting Wednesday.

The chancellor is scheduled to speak to the Senate in Nebraska Union 202 at 6-30 p.m.

The Chancellor indicated he is "hopeful the session will be a two-way experience" and that students and senators will volunteer questions and comments.

Zumberge is scheduled also to speak on LB 362, which would place restrictions upon the use of student fees; the Residence Hall Association and ASUN's lawsuit against the Board of Regents; and the status of the PACE program, a scholarship program for low-income students.

The session is open to all students.

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pictured above, Armetale mug

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