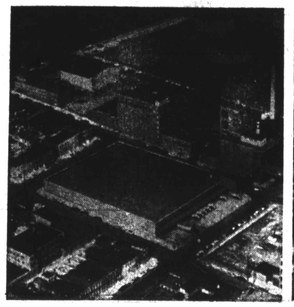
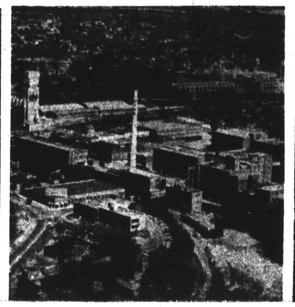
ANOTHER NEW BREWERY...FOR ONE OF AMERICA'S MOST FAMOUS BREWING FIRMS



FAMOUS BALTIMORE BREWERY changes hands. The buildings at Conkling and O'Donnell Streets will shortly display the name "Theo. Hamm Brewing Co." This change marks the first appearance on the eastern seaboard of Hamm's Beer. Plant improvements in the last 5 years cost $7,000,000. Hamm's will spend $10,000,000 more.



ONE OF THE LARGEST breweries in America, Hamm's in St. Paul, Minnesota, now produces more than 2,500,000 barrels annually. In recent years, due to increased demand for its product, Hamm's has had to expand this brewery 7 times. The Theo. Hamm Brewing Co. serves all or part of 16 Middle Western states from this central location.

HAMM'S SAN FRANCISCO PLANT was constructed in 1963. It duplicates many of the unique features and installations of Hamm's famous Minnesota Brewery. The West Coast demand for Hamm's Beer became so great that major additions to the plant were started shortly after the product was first marketed.

A SECOND WEST COAST BREWERY was needed. And this beautiful brewery in Los Angeles was acquired and remodeled in 1958. Hamm's two West Coast breweries serve 7 western states, plus Hawaii and Alaska. Because of Hamm's special methods, the taste, flavor and character of the Hamm's Beer brewed in all plants are identical.

Hamm's Purchases Gunther Brewery; 10 Million Dollar Expansion Starts!

What Does Hamm's Beer Taste Like?

Hamm's Beer has a crisp, clean-cut flavor all its own. A uniquely refreshing flavor that people who appreciate a good glass of beer seem to like.

Why Hamm's Has a Different Flavor

Hamm's brews its beer to its own unique methods. **Hamm's, for instance, has its own "pedigreed" strain of yeast,** developed from a single cell in 1898. This yeast has been used without interruption through the years.

Hamm's uses its own combination of costly imported hops and hops from its own California ranch. These hops have won top honors at the California State Fair for the past ten years.

Careful aging is another reason for Hamm's unique flavor. Not a drop of Hamm's **Beer is permitted to be bottled until its aging requirements** have been fully met.

"When we start brewing Hamm's in our new Baltimore plant, we will use Hamm's methods. Hamm's choice ingredients and observe Hamm's precise quality control standards," Mr. Figge said.

Hamm's To Sell At Local Price Says Goodwin

HERBERT A. GOODWIN
Vice President, Theo. Hamm Brewing Co.

"Throughout the Middle West Hamm's Beer sells at a premium price," Mr. Goodwin pointed out.

"By having a plant in Baltimore we will be able to realize substantial savings in freight.

"We can pass these savings on to our customers in this area in the form of a popular price. This price will be competitive with that of other local brewers.

"Yet Hamm's brewed in Baltimore will be identical in flavor and quality with the Hamm's for which millions of Midwesterners gladly pay a premium price," said Mr. Goodwin.

Hamm's to Offer Complete Line of Packages and Draft Beer

A complete line of packages will be marketed by Hamm's from its Baltimore plant, including all returnable bottles, non-returnable bottles and cans presently sold in this area.

In addition, Hamm's draft beer will be made available through on-sale draft outlets.

Theo. Hamm Brewing Co., St. Paul, Minn., San Francisco and Los Angeles, Calif., and Baltimore, Md.

"We Will Brew Hamm's Beer and Only Hamm's Beer" — FIGGE

Famous "Land of Sky Blue Waters" Beer Coming to this Area Soon

IN A RECENT PRESS CONFERENCE, Mr. Figge gave early January 1960 as take-over date of the Baltimore plant. He said that shortly after the first of the year brewing operations will be discontinued until the plant can be readied for the production of Hamm's Beer. Meanwhile Gunther Beer, brewed by the present Gunther management, will be available until Hamm's is ready for the market. "Hamm's brewed in Baltimore will be identical in every characteristic with the beer we brew in St. Paul, San Francisco and Los Angeles," he said.

Gunther's Will Be Succeeded by One of the West's Most Popular Beers

Refreshing Hamm's Beer From the Land of Sky Blue Waters is now going to be brewed in Baltimore.

Hamm's move into this area was revealed this week by William C. Figge, president of the Theo. Hamm Brewing Co., when he announced the purchase of the Gunther Brewing Co.

At the same time Mr. Figge disclosed that Hamm's expansion plans call for a $10 million remodeling and improvement program over the next five years.

Mr. Figge explained that before Hamm's Beer can be brewed in Baltimore certain plant changes must be made to enable Hamm's to duplicate exactly the brewing methods used in its other plants.

The Theo. Hamm Brewing Co. was founded in St. Paul, Minnesota 94 years ago by Theodore Hamm, grandfather of William Hamm, Jr., chairman of the board of directors. The first master brewer was Chris Figge, grandfather of William C. Figge, now president of the company.

Thus the Hamm and Figge families have been associated in the brewing of Hamm's Beer for three generations and stretching over nearly a century.

From its modest beginning in 1865, Hamm's has grown to be the 7th largest brewery in the United States, despite the fact that to date Hamm's Beer has been distributed in areas with only 29% of the country's population. In this total area, more people drink Hamm's than any other brand.

Baltimore Plant Gives Hamm's Capacity In Excess of 5,000,000 Barrels

Already 7th in sales among the more than 200 breweries in the United States, the acquisition of the Baltimore plant will enable Hamm's to climb even higher in national sales ranking.

Wherever it has been introduced, Hamm's Beer has made an almost instantaneous hit with the beer-drinking public.

For example, Hamm's is the first brand to enter California and sell a million barrels in a single year.

Baltimore was selected as Hamm's first eastern brewery after three years of intensive market research. Reasons: (1) strategic location; (2) the area's rapid growth; (3) the fact that so many people in this area appreciate fine beer; (4) availability of an excellent plant.

Hamm's Primary Marketing Area now includes 23 western states plus Hawaii and Alaska. The new eastern plant will service Maryland, District of Columbia and adjacent marketing areas on the Eastern seaboard.

Hamm's TV Animals Tell the Story of Hamm's Refreshing Flavor

Famous Bear Clowns For Hamm's

Hamm's TV commercials which will soon be seen in this area are built around the pranks and antics of cartoned animals from the wonderland of sky blue waters, the original home of Hamm's Beer.

Bears, beavers, chipmunks, squirrels, racoons and others make up the Hamm's cast of TV performers. This famous animal family was "born" nine years ago. And their success as presenters of the refreshing beer from the land of sky blue waters is marked by the regularity with which Hamm's TV commercials continue to win national popularity polls.

DCAFC set for 8th annual awards fete

The D.C. Amateur Football Conference (DCAFC) will present its eighth annual awards program tomorrow night (Saturday) at the Dunbar Hotel.

Trophies and other awards will go to the champion Stonewalls, the runner-up Cavaliers, the all-conference team, and individual players and officials. The program is set for 7:30 p.m. in the Dunbar's Tropical Room.

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A JOB WELL DONE — Lloyd (Sodie) White second from left, is paid tribute by officials at Carver High School, Baltimore, following his decision to relinquish head football coaching duties. White is handed a faculty plaque by principal Saul Perdue, right, as vice principal Benjamin Whitten, left, and Charley Robinson (between White and Perdue) look on. Robinson succeeds as head coach of the Trainers.

Football awards made to 16 youths

Football medals have been awarded to 16 members of the Baltimore Police Boys' Clubs for their outstanding performance during the club's fall football season.

Throughout the year proficiency awards in seven different sports categories are made to the clubs' members as part of the Gunther award program. This program culminates each June at which time the boy winning top honors for each sport is named.

SOUTHWESTERN CLUB: Paul Keleh, 1336 Hollins St.; Teddy Hardesty, 1948 Sponson St.; Thomas Spafford 1256 Sargeant St.; Joseph Burkhead, 303 S. Woodyear St.

EASTERN CLUB: Charles Byrd, 2404 E. Baltimore St.; Theodore Rukowice, 2008 Gonic St.; Robert Chaney, 822 S. Bond St.; Michael Baccala, 907 Fawn St.

NORTHWESTERN CLUB: Joseph C. Dixon, 1315 N. Calhoun St.; Rodger W. Young, 1319 N. Carey St.; James Brooks, 1358 N. Calhoun St.; James K. Kelson, 1522 Retreat St.

SOUTHERN CLUB: Michael Flynn, 1021 Compton St.; Safiri Hauseman, 139 E. West St.; John Froehlic, 115 E. West St.; George Sheffield, 111 Wohler Way.

Minnie watches game with Fidel

HAVANA, Cuba (ANP) — Orestes (Minnie) Minoso, colorful baseball player who was traded back to the Chicago White Sox by the Cleveland Indians recently, watched a winter league game with Cuban Prime Minister Fidel Castro in Havana recently.

The two top personalities sat side by side at the game. Minoso was on the sideline because of an injured hand. The injury is not serious.

BOXING

RESULTS LAST WEEK

CLEVELAND—Sonny Upton, Philadelphia, bt'd Willie Blackwell, Harlem, 10.

JOPLIN, Mo. — Willie Morton, Kansas City, bt'd Bud Brown, Chicago 10.

RICHMOND, Cal. — Bunny Carter, Seattle, Wash., bt'd Chuck Hopkins, Los Angeles, 10.

LOS ANGELES, Cal. — Bunny Watson, San Diego, bt'd Tony Baez, Sacramento (8).

NEW ORLEANS — Henry Hank, New Orleans, bt'd Jesse Bowdry, Cleveland (10).

NEW YORK — Chuck Bolton, Washington, bt'd Luis Spahr, NYC (8).

PORTLAND, Ore. — Danny Moore, Portland, d. Floyd Adkins, W. Coast.

LOS ANGELES — Bobby Henderson, Los Angeles, d. Sandy Sandoval, Pomona.

PHILADELPHIA — Charlie Scott, Philadelphia, bt'd Willie Vanderpool, Camden, N.J. (10).

Back in harness, Colts eye '59 records, await Giants

THE HAPPIEST SCOTCH IN BALTIMORE
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Four days of relaxation came to an end yesterday (Thursday) for the Baltimore Colts, as coach Weeb Ewbank had the entire corral out and kicking up the turf at Memorial Stadium.

The Hosses returned to work for the first time since sewing up the Western Division title with their 45 - 24 victory over the Rams at Los Angeles Coliseum on Saturday.

For them, the business at hand now is an upcoming date with the rugged New York Giants. The Gothamites invade Memorial Stadium on December 27, for a replay of the game of a year ago in Yankee Stadium — that one referred to by many as "the greatest ever."

* * *

EWBANK AND his assistant coaches spent the early part of the week viewing films of recent Giants games and mapping strategy for the climatic post - Yule meeting with the **Eastern Division champs.**

During their spare moments, club officials also took stock of the many team records chalked up by their chattels enroute to their second consecutive conference crown.

* * *

THE HOSSES light-fingered defensive secondary rewrote the books for the second straight year, intercepting 40 enemy passes. By swiping 11.4 percent of the aerials fired against them the Colts junked an 11.2 mark set in 1950.

Offensively, Baltimore's air attack netted 2,753 yards, topping the 1950 output of 2,687 yards. The Steeds piled up 269 first downs this season to eclipse last fall's total of 253.

* * *

AND WHILE they fell seven points and two touchdowns short of their 1958 count their crop of 50 extra points was two better than a year ago. By clocking for 33 touchdown passes the Colts erased last Year's mark of 26.

Punting only 53 times during the course of the 1959 campaign the Hosses lowered by two the standard previously set in 1955 and 1957.

* * *

IN ADDITION to cracking two season records that had belonged to All - America Conference quarterback Bud Schwenk, completing 193 of 367 passes, Baltimore signal - caller John Unitas also demolished a pair of his own marks by throwing for 2,888 yards and 32 touchdowns.

At the same time, he raised to 37 the number of consecutive games in which he has hurled for six points.

The sweet - slinging Unitas clipped three Colt career standards in 1959 that had been held by Y.A. Tittle, boosting his four - year figures to 611 completions in 1,129 attempts and 8,943 yards gained. He also hiked his lifetime total of TD tosses to 84.

* * *

ON THE receiving end, Raymond Berry, the Steeds' stellar wingman, bettered Lenny Moore's aerial yardage output of 938 last season with a net of 959 yards. Raymond also toppled two marks he created a year ago by catching 66 passes and scoring 14 touchdowns.

Placekicker Steve Myhra got into the act by booting 50 conversions, 9 two more than in 1958. He extended his string of games in which he has tallied to 29. Rookie end Dave Sherer hit the books in a hurry by averaging 41.8 yards with 33 punts while halfback Johnny Sample returned 17 kickoffs a record total of 457 yards.

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Sports at a glance

WEEKEND SCHEDULE
HIGH SCHOOL BASKETBALL
Friday
Calvert Hall at Dunbar
Poly at St. Joe
Edmondson at Patterson
Southern at Loyola
City vs. Towson Catholic at St. Joe
Douglass at Carver
College Basketball
Friday
Hampton at Morgan
PRO BASKETBALL
Saturday
Williamsport at Bullets
Sunday
Cincy Royals at N. Y. Knicks (TV)

THIS WEEK'S RESULTS
High School Basketball
Dunbar 85, Towson Catholic 60
Carver 87, Mervo 48
Poly 38, Edmondson 35
Douglass 46, Bates 11
Kenwood 59, Soldiers 40
Southern 60, St. Jude 39
City 63, Boys Latin 41
Loyola 82, Calvert Hall 47
College Basketball
Delaware 89, Morgan 63
J. C. Smith 106, Md. State 94

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