

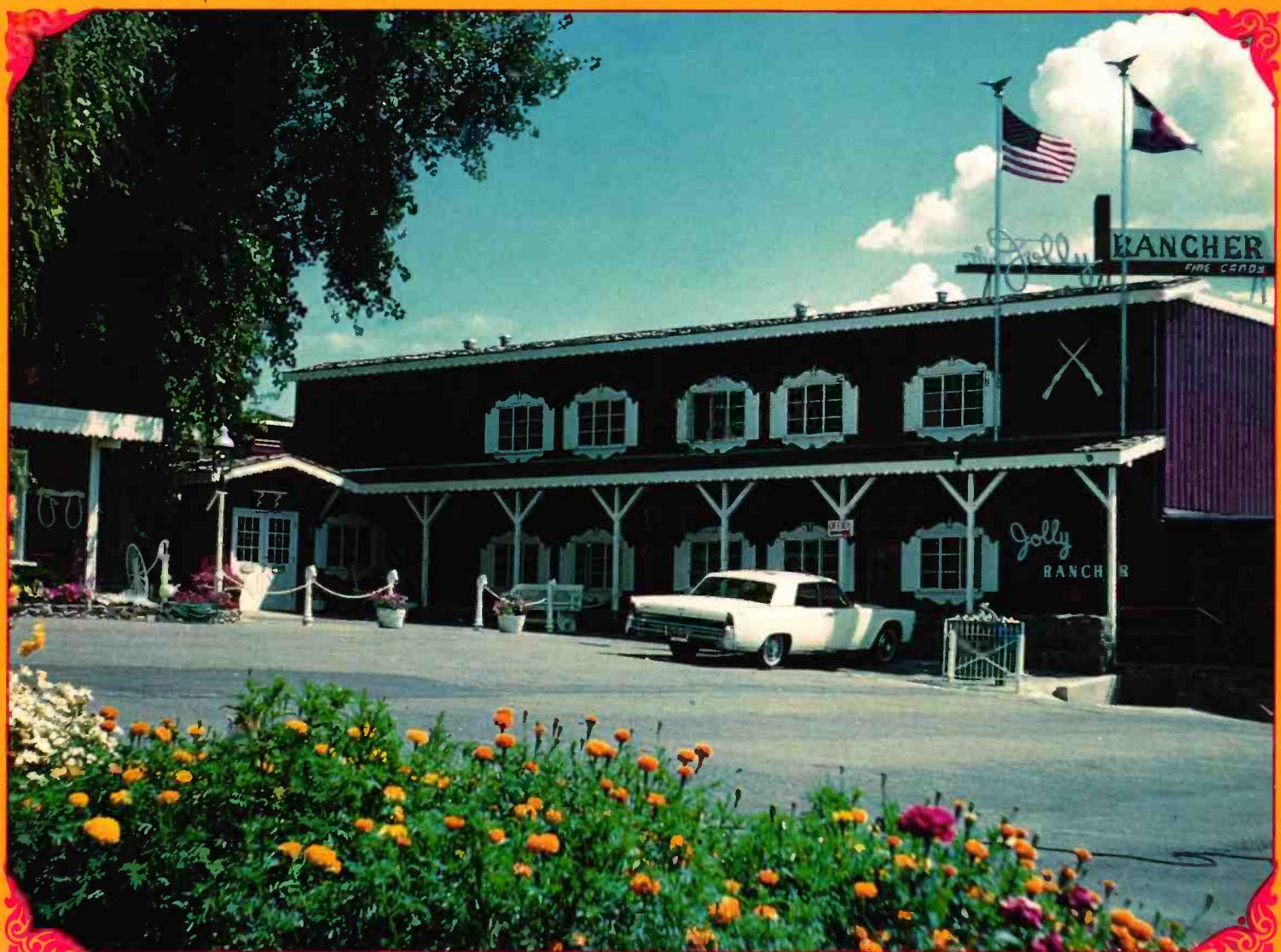
JOLLY RANCHER OUR STORY

FIC 2018.11

Jolly Rancher

Our Story... The First 30 Years

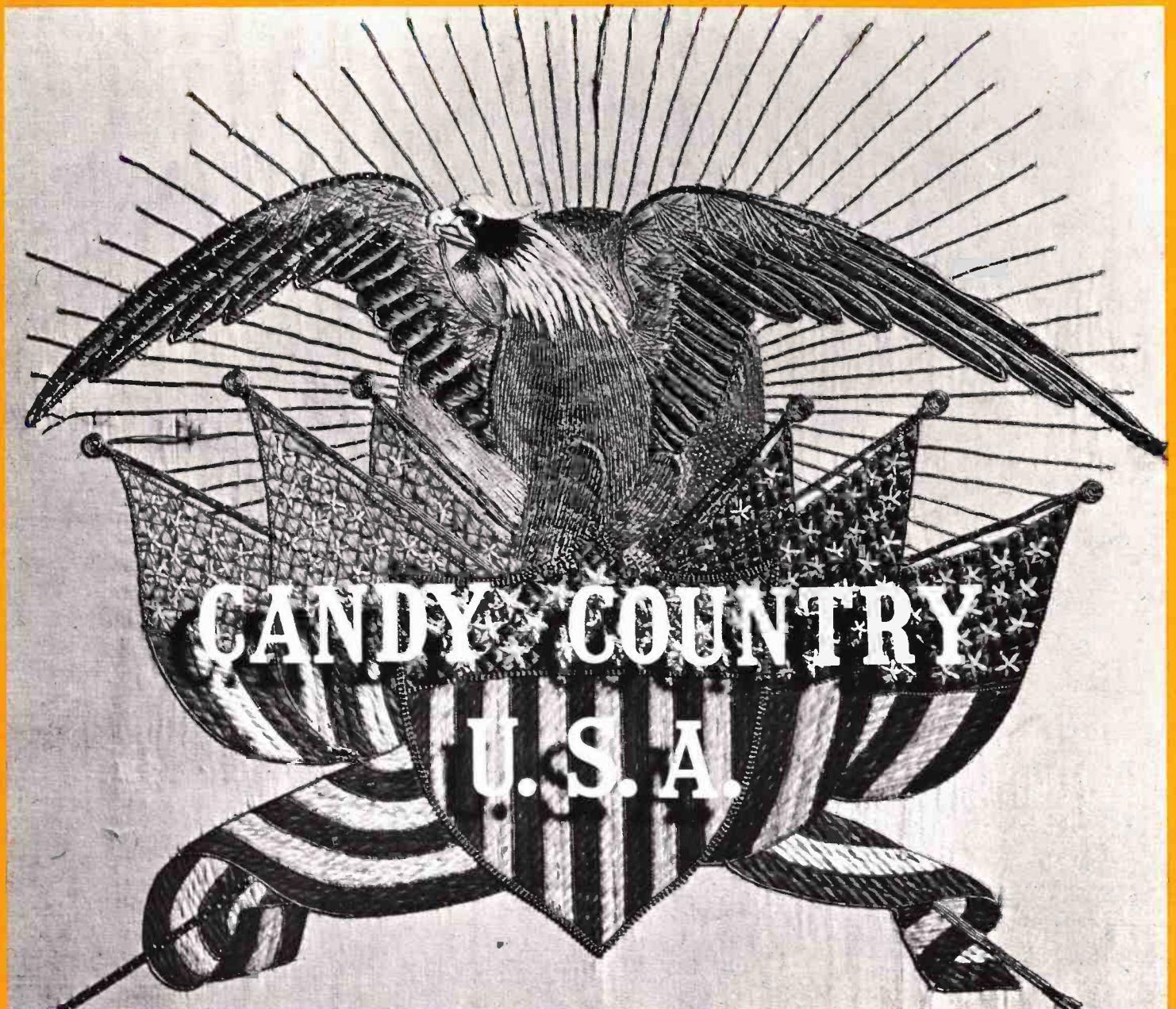
By Dorothy Harmsen



Sugar Bar Ranch

1965 View of Jolly Rancher Plant

Wheatridge, Colorado, USA

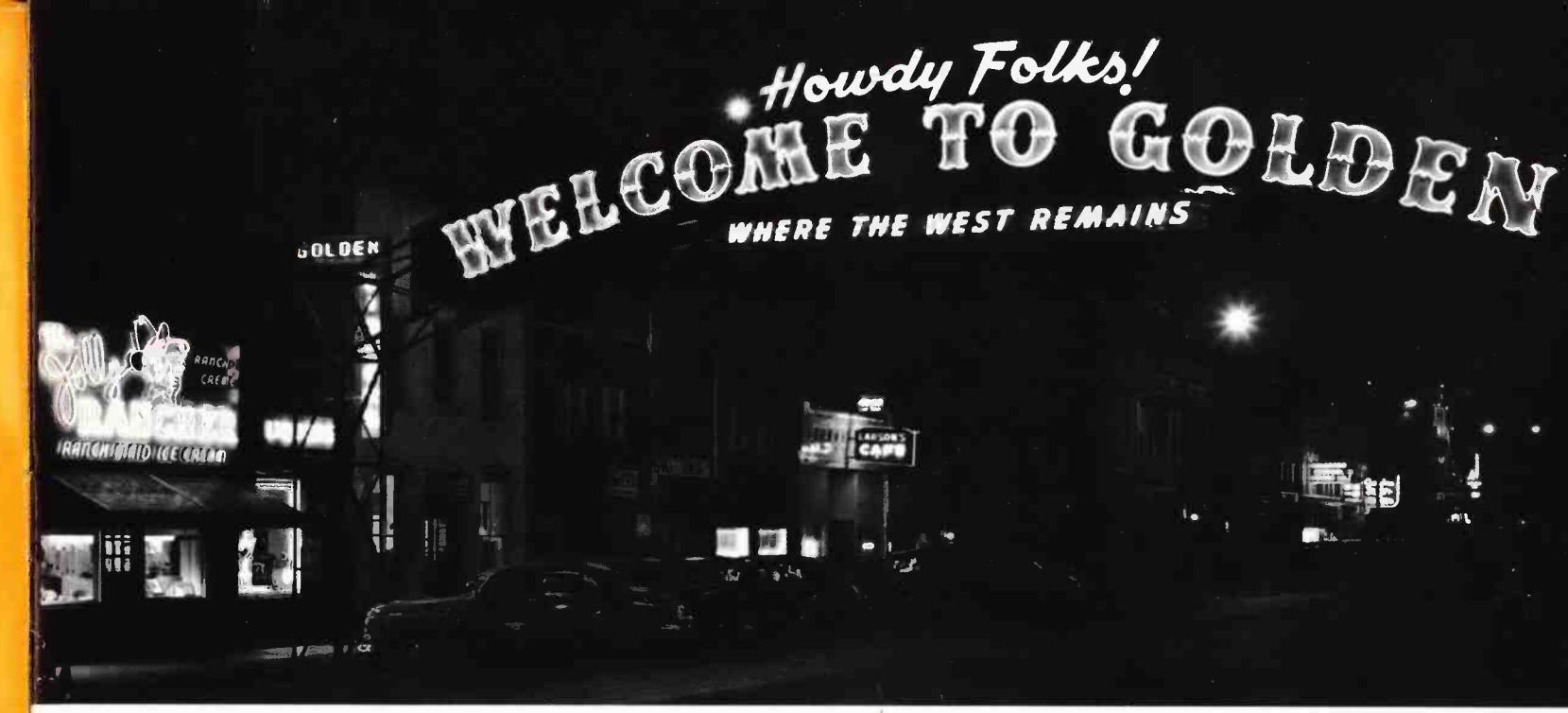


Antique silk embroidered emblem, ca 1880, used as a title background for one of the Jolly Rancher movies.



*Jolly Rancher is the only candy
Guaranteed to be positively superior
to any other you have ever eaten!*

Company motto on which the Jolly Rancher policy was built.



The Pot of Gold at the end of the Rainbow. 1949 night photo of original JR store at left of the Welcome Arch which spans the Main Street in Golden, Colorado.

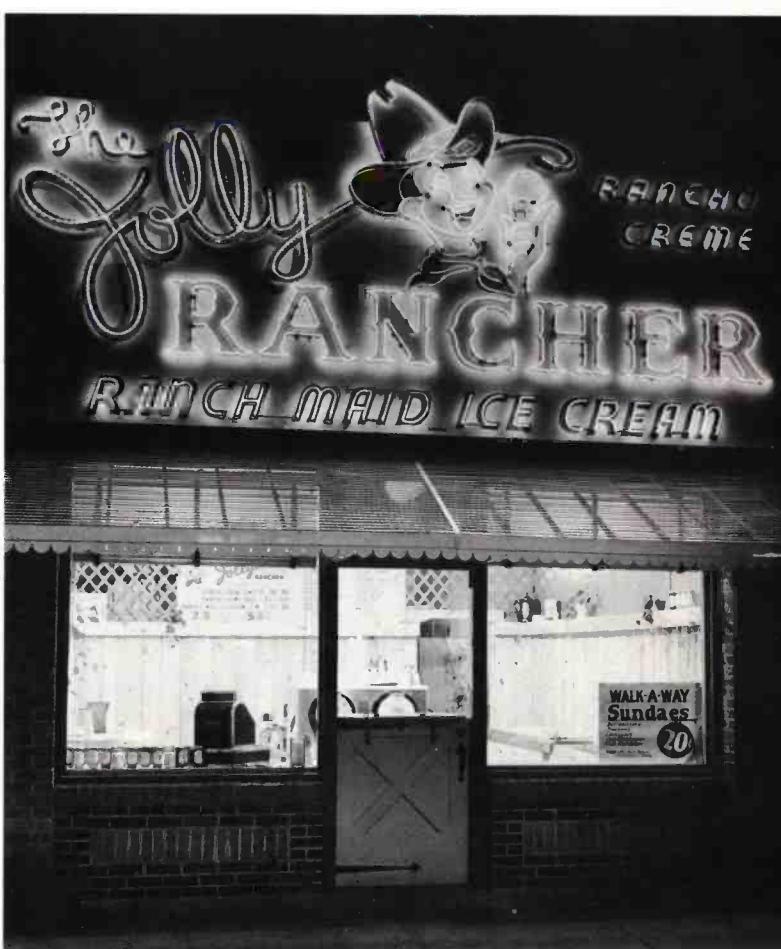
Our Story...

In 1942 Bill and Dorothy Harmsen, with a year old son, Bill, Jr., moved into a seventy-five year old farm house on an acreage they had acquired west of Denver. It was quite an undertaking for two urbanites from Minneapolis, Minnesota, with no working knowledge of farm life. But to live in Colorado had long been their desire, and when Bill became a pilot for Continental Airlines and the Harmsens were able to purchase ten acres of this colorful state at the foothills of the mountains, it was a seemingly impossible dream come true.

The barn was the primary feature that sold the old place to Bill, who saw its future industrial possibilities, in spite of his wife's lament over the dismal, just barely modern, farm house.

After their son, Robert, was born two years later, the Harmsens assumed the

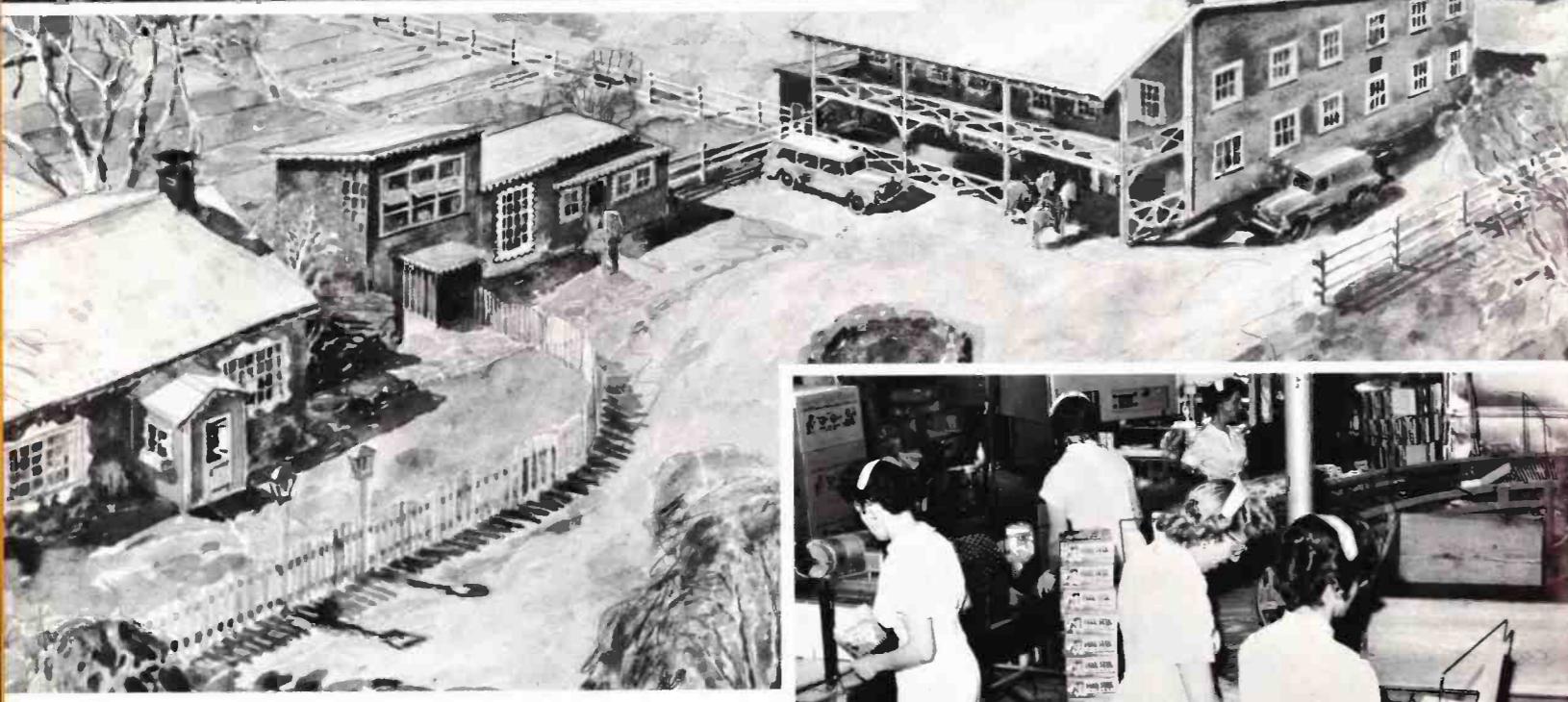
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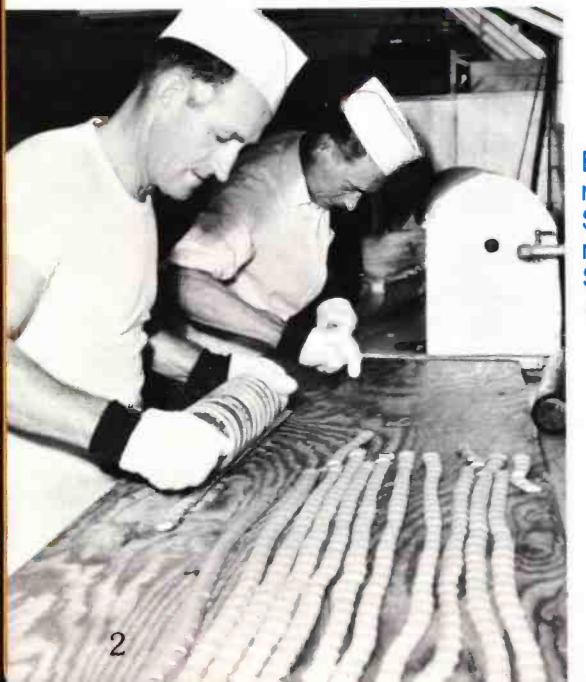
The first Jolly Rancher store opened in May, 1949.



The red barn, where the candy factory began in 1951.

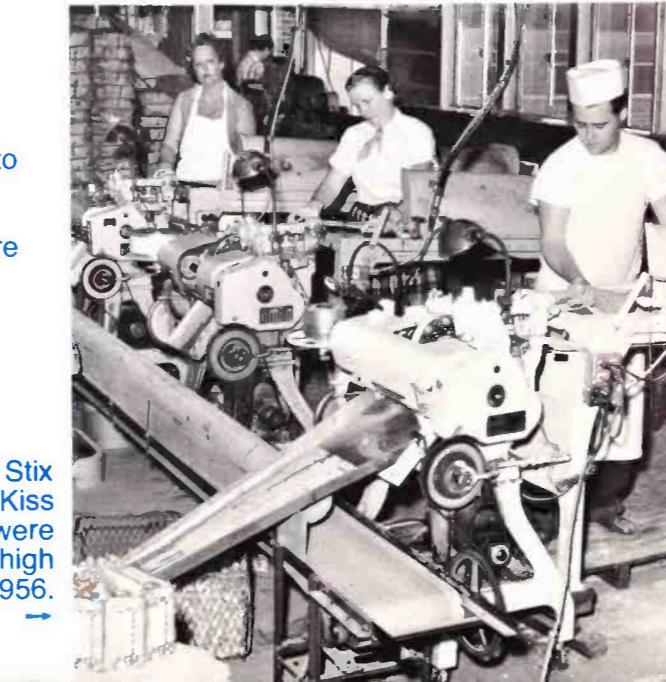


1954 watercolor of Sugar Bar Ranch by artist Otto Kuhler. ↓



Boxing Fire Stix Kisses by hand, 1956. ←

Early day candy makers. Left to right—Paul Cox and Carl Shaffer, using the primitive methods of manufacturing Fire Stix bars. 1951 photo. ←



First semi-automated Fire Stix Kiss line, using Model K Kiss machines. Many more were added, until replaced with high speed modern wrappers. 1956. →

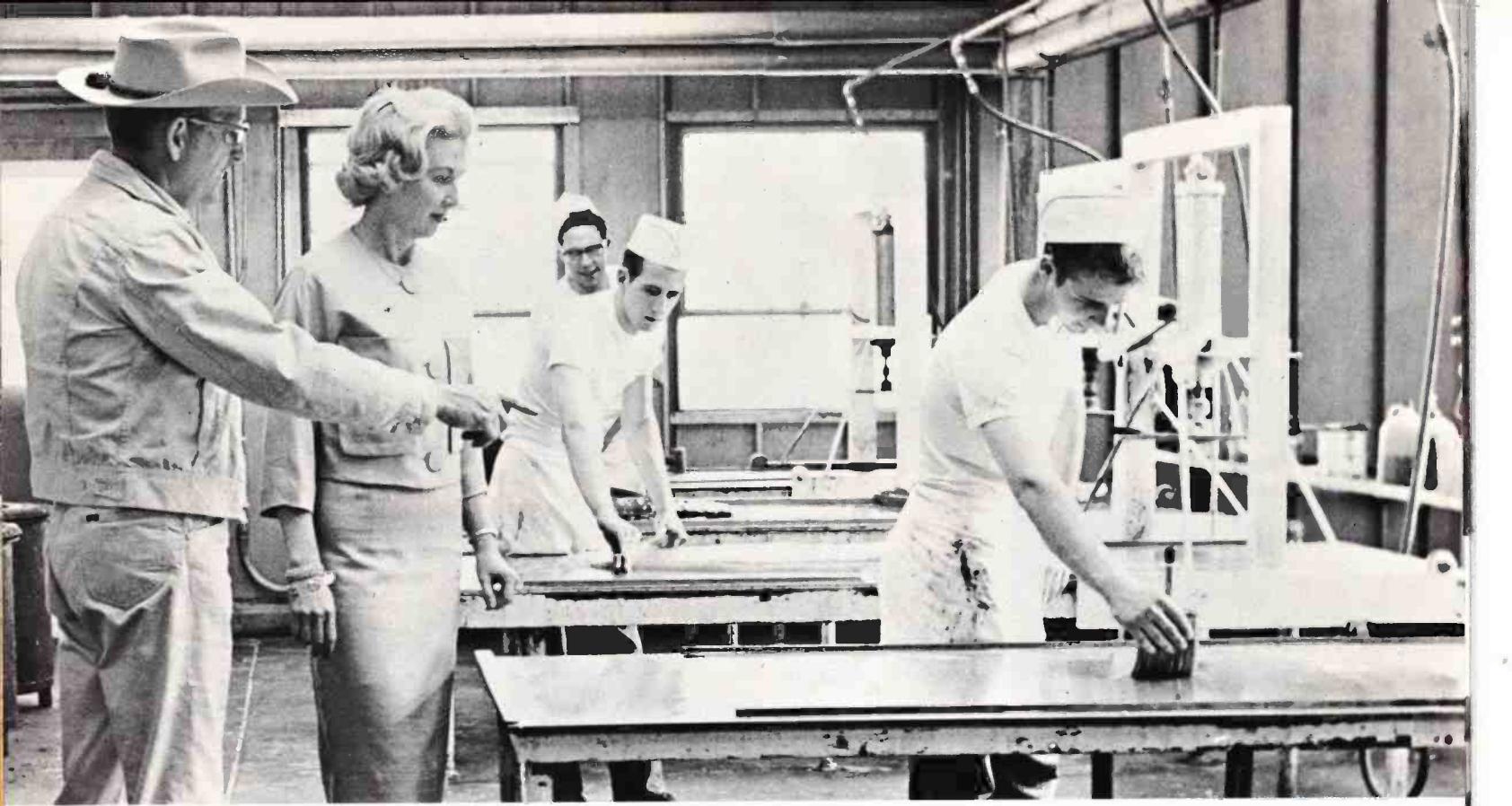


President Bill Harmsen preparing for the daily round of deliveries. 1952.



The Jolly Rancher Family of Fine Employees, below, top row — children, too — Bill, Jr., Mike, Bob, Bill, Sr., and Candy Cowboys. Left below — Dorothy Harmsen and attractively uniformed Candy Cowgirls. Sabre, the guard dog. 1954. ↓



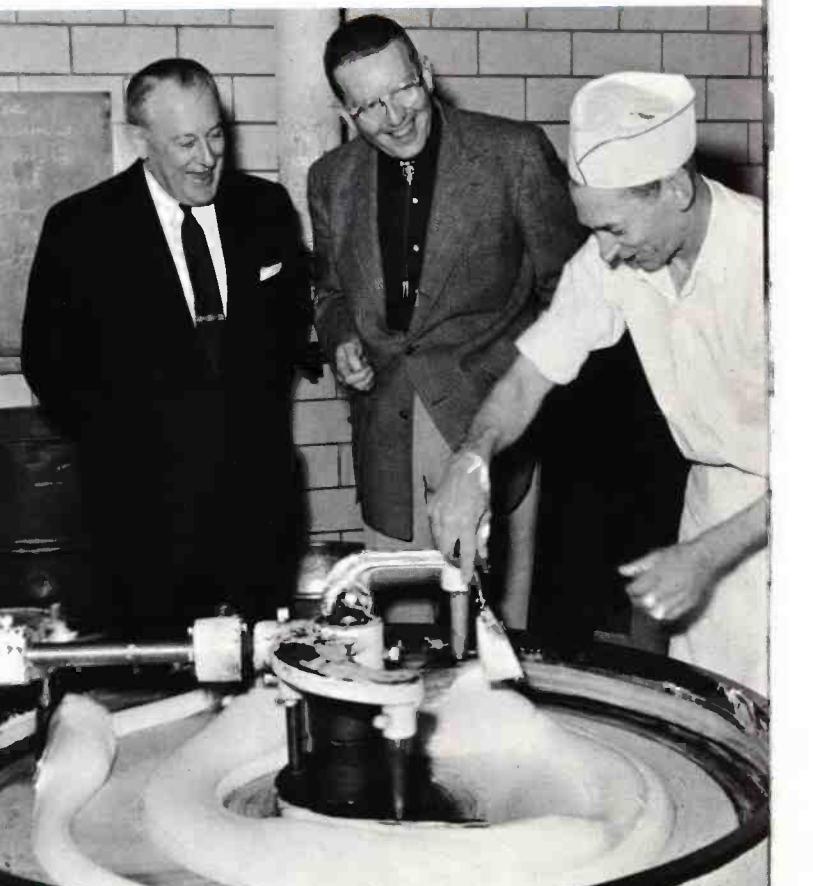


Bill and Dorothy Harmsen pondering the possibilities of changing the pneumatic kneaders to a more modern method. 1960.

management of the farm, raising the perennial fruit and flower crops, which previously had been leased out. Finances being of the utmost, Dorothy ran the farm operation for two years, while Bill continued his flying. A near disastrous fire started by hot ashes from a monkey stove in the basement, that was used to heat the household water, nearly ended their farming adventure before it started.

Undaunted by this experience, Dorothy soon learned what a sixteen hour work day meant—overseeing a crew of workers who harvested the gladioli, peonies, raspberries, strawberries, and apples for market. In addition, she kept the old Model "A" truck running with daily trips to the wholesale florists in Denver, with little Bill and Bob at her side requiring her attention also.

After the mortgage on the farm was paid off, Bill's interest again turned to the barn. The hay loft was transformed into a woodworking shop to make doll beds and cocktail trays, which were shipped into



August Merckens of Merckens Chocolate Co. and Bill Harmsen admire the candy making skills of Carl Shaffer at the cream center mixer.

several states and to Hawaii. When Bill was out of town, Dorothy supervised the eight employees, but the venture was unsuccessful due to material shortages. The equipment was sold and the money was used to rebuild the woodshop into a modern apartment, a room was added to the bunkhouse, and both were rented.

With time on her hands, Dorothy produced another son, Michael. Being very lonely and frightened in the sparsely populated area in which they lived, she prevailed upon her husband to give up flying in favor of an occupation that would change their lifestyle.

Rumors that the soft ice cream business in the summer was very lucrative, affording winters in Florida, lured the Harmsens into opening the first Jolly Rancher Ice Cream Store in 1949 in nearby Golden, Colorado, at the foot of the Welcome arch which spans the main street. The name "Rancher" seemed suitable for a western motif and "Jolly" had a hospitable, inviting connotation—thus the name "Jolly Rancher" was copyrighted.

The stories of great wealth were completely unfounded. After the first summer the Harmsens discovered themselves with more liabilities than assets, and the four thousand dollars borrowed against the farm had been invested in inefficient ice cream manufacturing equipment. Survival during the next winter months was accomplished by adding a high quality line of bulk and boxed chocolates. The store prospered and several franchised candy and ice cream shops were opened in Colorado, Wyoming, and Nebraska.

Two years later, after the Golden store was sold, the Harmsens still were responsible for supplying the franchise stores with a quality line of chocolates provided by a candy manufacturer in Denver, who could no longer meet the demand. At the same time requests for the five cent hot cinnamon

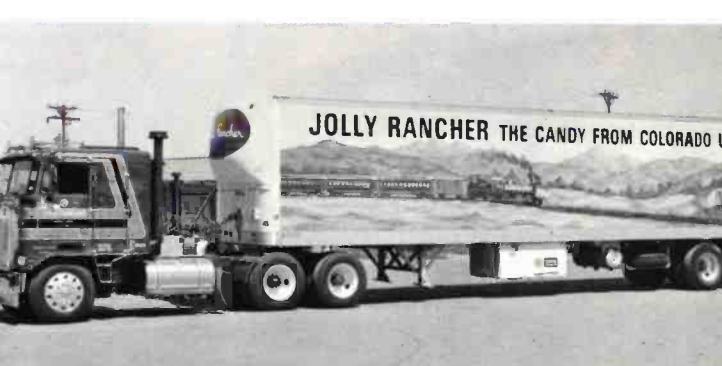
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The Jolly Rancher logo displayed on delivery van used for city deliveries. 1960.



Helicopter service to Sugar Bar Ranch—advertising promotion. 1960.



One of the latest of 21 of the company-owned fleet of semi-truck trailers. 1979.



Denver artist Bob Cormack, who designed the first Jolly Rancher boxes and cartons in 1951, drew the above map to Sugar Bar Ranch in 1963. As he once said in his Western drawl: "I don't want any of the candy customers missin' the turn and gittin' lost." So far we haven't lost a customer yet, but we lost Bob. He died in 1970.



It was a hot Fire Stix that burned for 30 years to the mutual benefit of Jolly Rancher and the Harry N. Nelson Co. of San Francisco, the first brokers representing JR. Pictured above are Bill Harmsen, Sr. with Page Gray and Rill Brainard of the Nelson Co. warming their hands over the heat of the fire created in the candy industry by the Fire Stix bars and kisses. 1953.



Pony team and cart at National Western Stock Show.



In 1963 JR commissioned Bob Cormack, a former Walt Disney artist to draw six pistols of various models that were used in taming the West. These litho drawings were included—one in each issue of Sugar and Spice—as a Christmas gift to the customers. Bob also did extensive research for a short story about the history of each gun.

Below—Otto Kuhler painting, 1957, of downtown Denver candy store. The store was designed by the artist.





John Kennedy visits Denver during his election campaign. He is warmly greeted by Dorothy and Bill Harmsen with gifts of cowboy hat, candy, and boots. Kennedy's plane, "The Caroline," is in the background. 1960.

Jolly RANCHER Presents . . .

The **FIFTY-NINER**
NUTS, CHIPS, CHEWS
AND NOUGATS

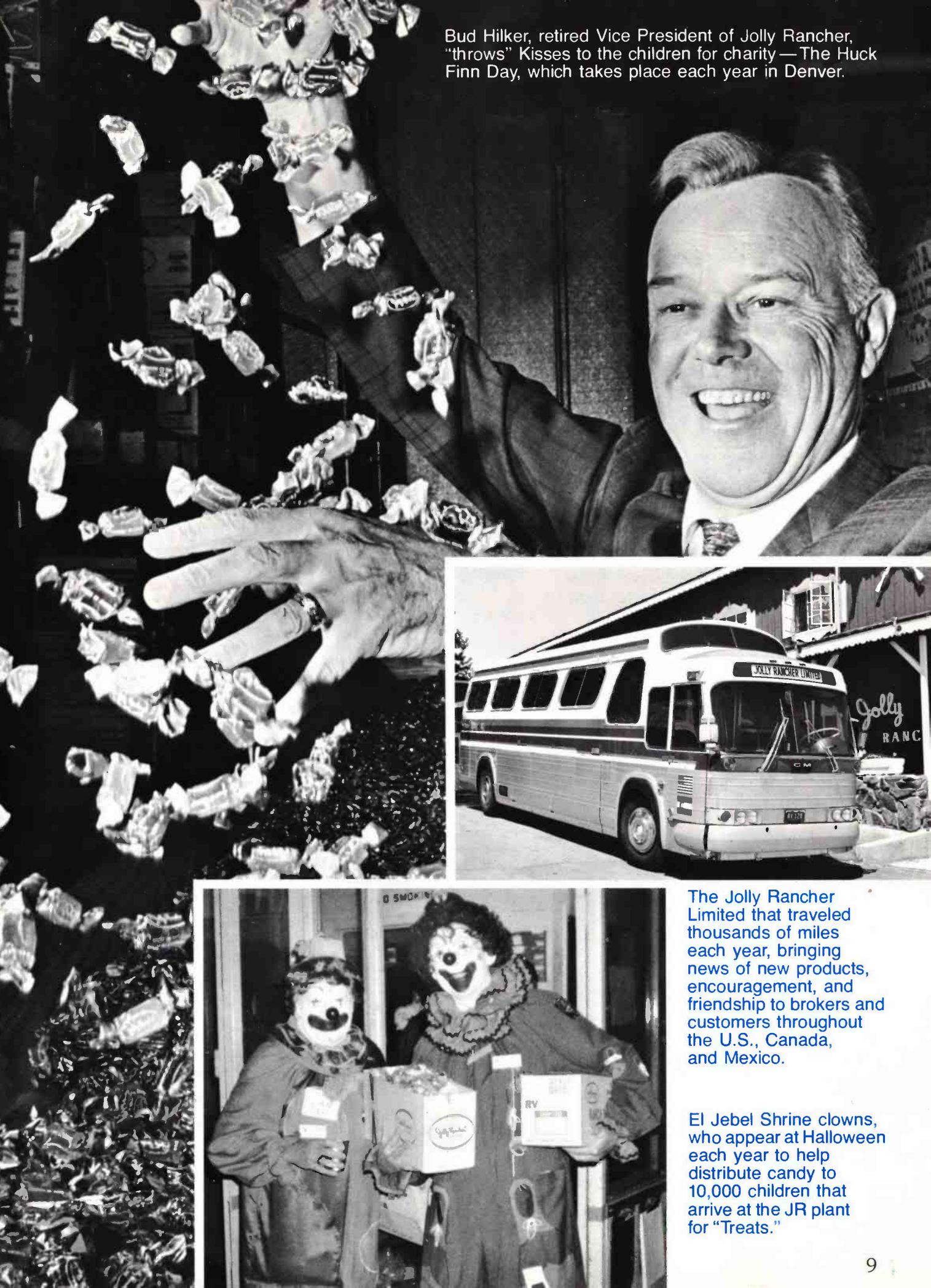
A New Chocolate Assortment
Commemorating
**COLORADO "Rush to the Rockies" CENTENNIAL
1859-1959**

FOR INFORMATION, CALL OR WRITE
JOLLY RANCHER, Inc.
Sugar Bar Ranch
5060 WARD ROAD, WHEAT RIDGE, COLORADO
PHONE: HARRISON 2-1456

Advertisement appeared in The Rocky Mountain Druggist, January, 1959.



Jolly Rancher Easter celebration at Sewall House for Crippled Children. Dorothy Harmsen presents little patient with huge egg. 1963.



Bud Hilker, retired Vice President of Jolly Rancher, "throws" Kisses to the children for charity—The Huck Finn Day, which takes place each year in Denver.

The Jolly Rancher Limited that traveled thousands of miles each year, bringing news of new products, encouragement, and friendship to brokers and customers throughout the U.S., Canada, and Mexico.

El Jebel Shrine clowns, who appear at Halloween each year to help distribute candy to 10,000 children that arrive at the JR plant for "Treats."



Early unusual pictures published in Sugar and Spice and republished as a montage in 1971.



→
Left to right—Mildred Uhlig, Bud Hilker, and Dorothy Harmsen are the Sugar and Spice staff. Sugar and Spice has been published since 1961. Photo 1971.



Representatives of Price Waterhouse present Dorothy and Bill Harmsen with the first Profit Sharing Plan check in 1961, for the benefit of all employees. It was the beginning of a retirement fund that grew to a very substantial amount.

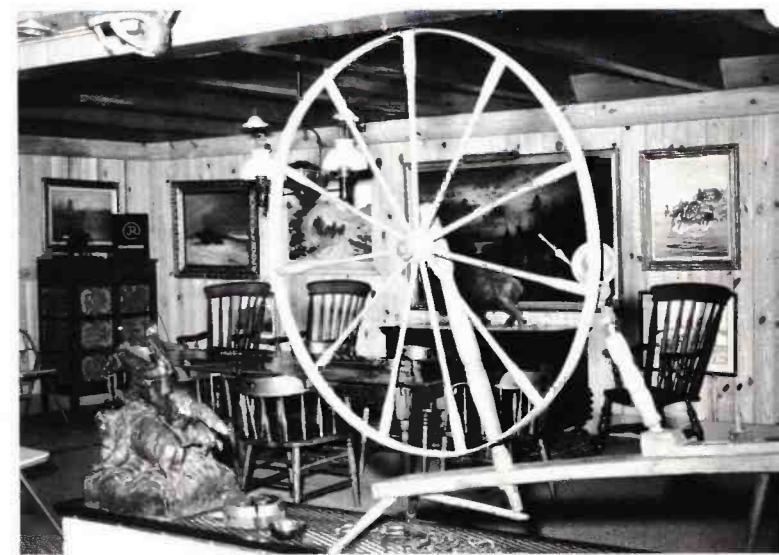


Jolly Rancher was indeed a Harmsen family endeavor. Left to right—Michael, 16, now ex-Marine, Vietnam veteran, and manager of Sweeteners, another family owned company; Dorothy; Bob, 19, now president of Jolly Rancher; Bill, Jr., 21, now District Attorney at Montrose, Colorado; Bill, Sr., retired president of Jolly Rancher, and poodles Yancy and Yum Yum. 1962 photo.

1963 brings Progress and the Liberated Woman.

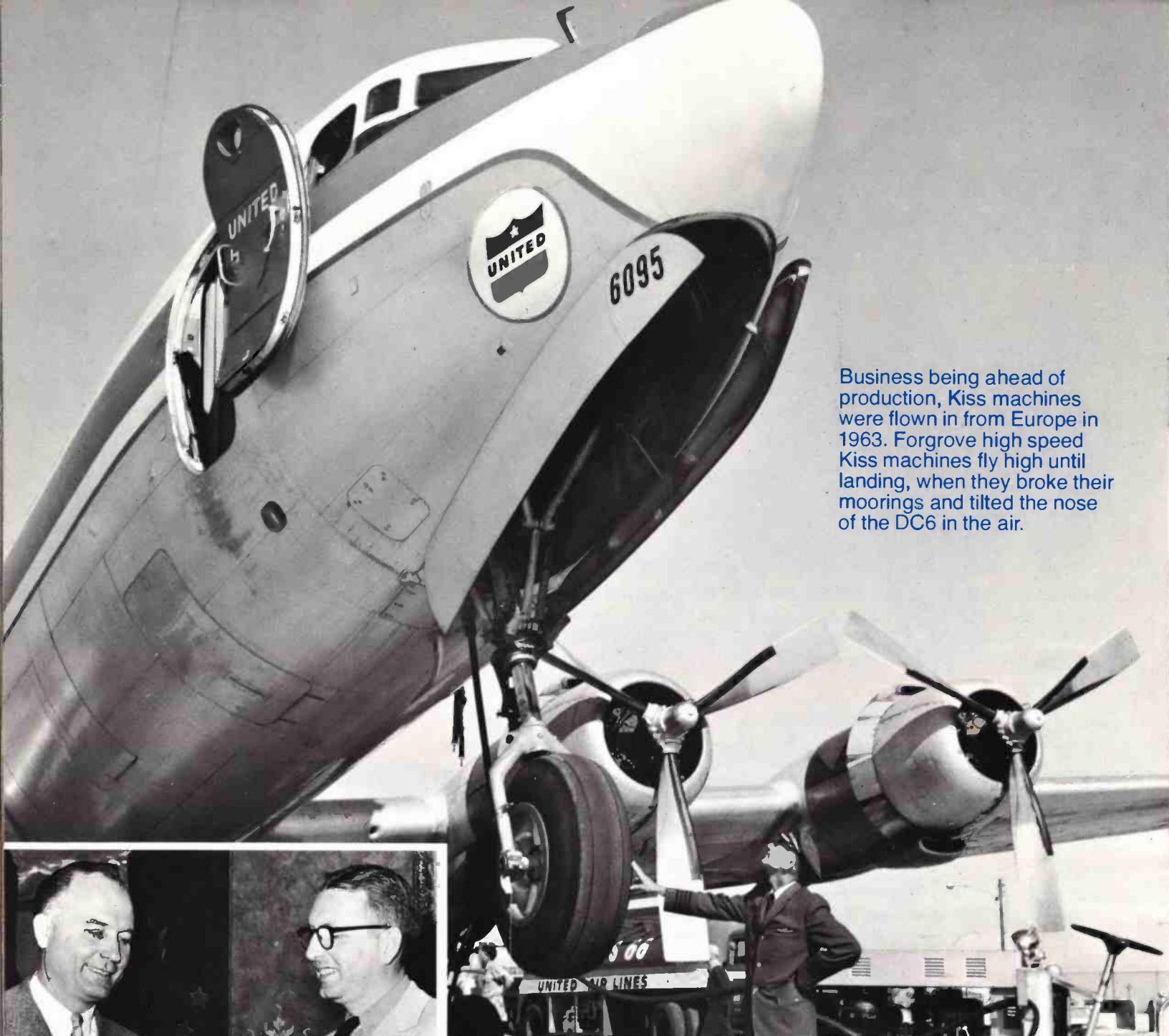


Jolly Rancher office Conference Room.



taffy stick, now known as "Fire Stix" (the recipe had been developed by the Harmsens while in Golden), became so numerous that Dorothy and Bill realized they had a "red hot" opportunity, and decided to do something about it. Out came the stalls and stanchions in the barn. In three months they had moved a few walls, completely renovated the building inside and out, tiled the floors, installed air

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Business being ahead of production, Kiss machines were flown in from Europe in 1963. Forgrove high speed Kiss machines fly high until landing, when they broke their moorings and tilted the nose of the DC6 in the air.



← Governor Dan Thornton, left, is accepting from Bill Harmsen 47 boxes of the "Governor's Choice" assortment of chocolate candies which the Governor ordered as Christmas gifts for each governor in the other forty-seven states. The 47 acknowledgments received by Governor Thornton were given to the Harmsens as a gift for the company archives. 1954 Photo.

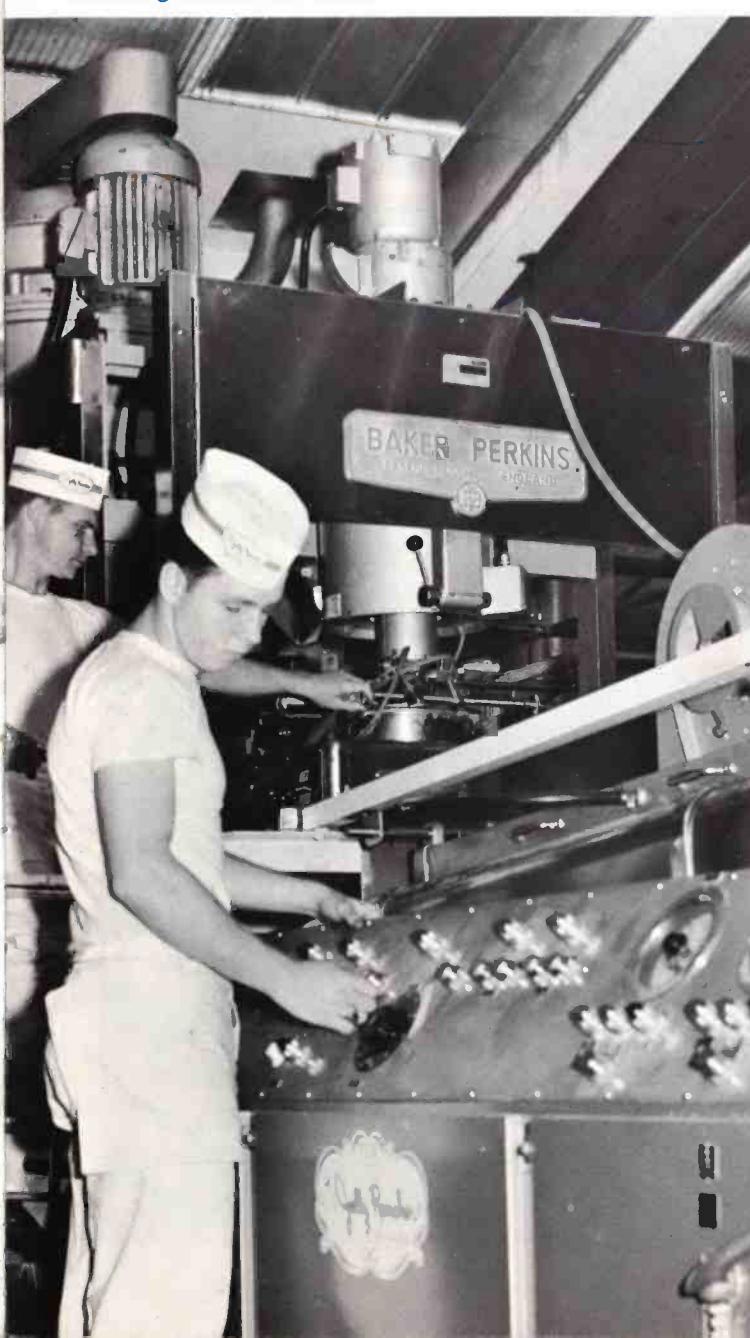
conditioning, gave the renters notice, bought candy making equipment, hired a candy maker and dipper, and hung up a sign, giving the ten acres a new name, "Sugar Bar Ranch."

Eventually, the flowers and fruit had to make way for a parking area and the new kitchens that were added to the barn. The

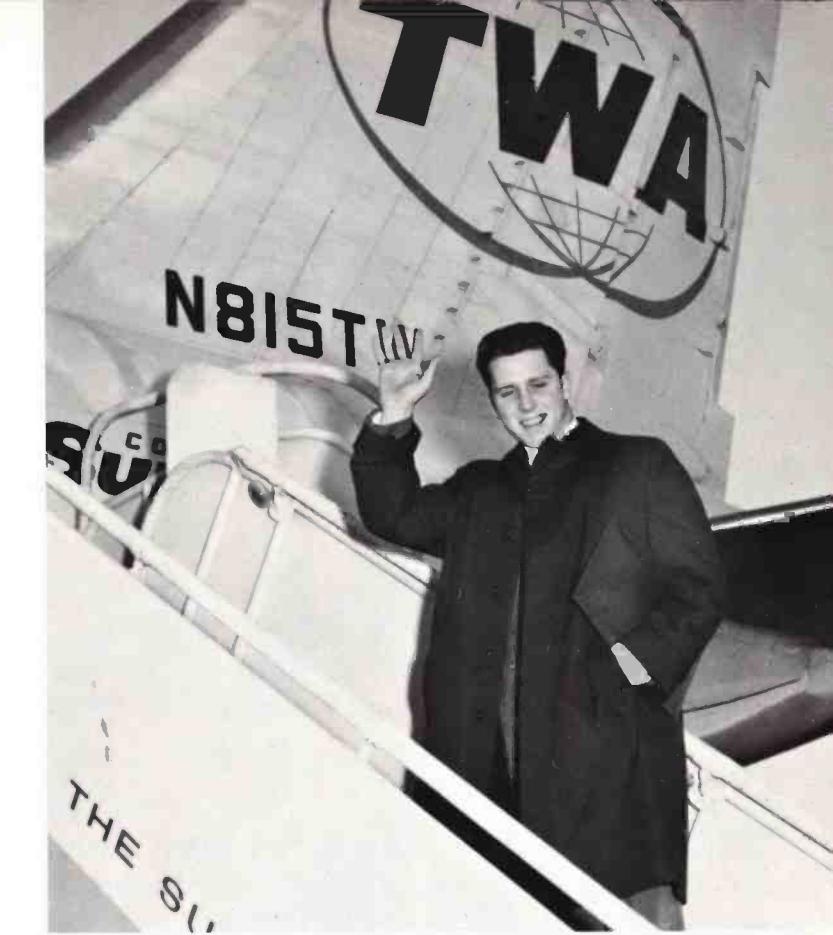
bunkhouse became the office and a later addition connected it to the plant. The remodeled house remained the Harmsens' home, but it adjoined the office with a spacious bedroom, constructed with the idea that it could easily be converted into office accommodations when the need arose. All of the additions to the barn were



Bob Harmsen as boy mechanic. 1962.



Bob operating completely automatic hard candy making machine. 1963.



Boarding a flight to Europe, Bob Harmsen served a year's apprenticeship in candy manufacturing equipment plants in several countries. 1964.

built and decorated to maintain the atmosphere of the Old West, painted barn red with white trim.

"That's how it all began" back in 1949 by two Colorado pioneers, who could be called twentieth century 49'ers. The name Jolly Rancher—chosen because it created a hospitable Western image—had been carried on through twenty-eight years of continual growth under the expert leadership of Bill Harmsen, Sr. The year 1966 brought the merger of Jolly Rancher with Beatrice Foods Company of Chicago. This gave the company a new impetus for further expansion. Every branch of the Beatrice Foods corporation is completely autonomous, thereby encouraging each executive staff to govern its original company.

The hard candy sales had expanded to such a point, it was imperative for the company to completely automate the manufacturing and office systems. With continued pg. 14.

rising costs, brought about by inflation, discontinuing the manufacture of the chocolate line seemed to be the most pragmatic thing to do. Jolly Rancher always had enjoyed an indisputable reputation for quality in the chocolate candy market, but to supply the demand, complete automation and higher prices would have to take place in this field at the sacrifice of fine quality. Therefore, Jolly Rancher now is known only for its "Famous For Flavor" line of hard candies.

In 1977 Bill Harmsen retired as president of the company. Dorothy Harmsen still is active as the editor and publisher of the company's trade magazine, Sugar and Spice, which has been sent to eight thousand customers since 1961.

Being retired, Bill Harmsen has given more time to the extensive collection of Western art (paintings and sculptures) which the Harmsens have been acquiring since 1967. Dorothy Harmsen also has found the inspiration and time to help with her husband's interest in the West by writing two comprehensive books on Western art —after ten years of research—"Harmsen's Western Americana," published in 1971 (now in its second printing), and "American Western Art," published in 1978. Both are published by the Harmsen Publishing Company. The Harmsens have made their home in an apartment since 1968, when they left Sugar Bar Ranch after the two older sons were married and Michael was in Vietnam.

The Jolly Rancher offices, which were expanded into the ranch house, are a virtual repository of Western art as paintings cover the walls from ceiling to floor. The employees receive a Master of Western Arts degree through the process of exposure and absorption.

The second Harmsen son, Robert, became General Manager in 1977. He stepped into his father's cowboy boots, a Western symbol which has been identified with Bill



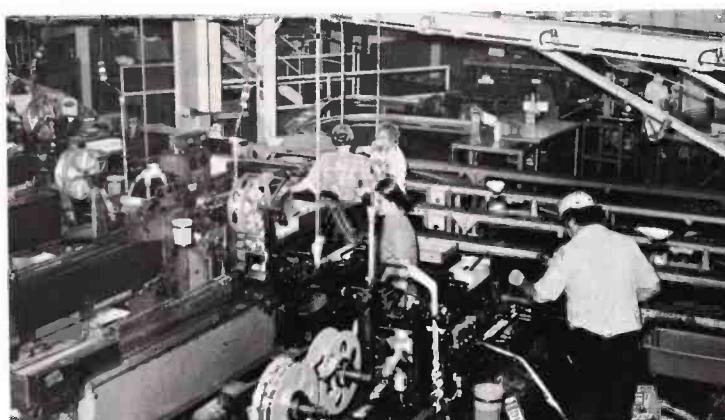
Mr. & Mrs. William Karnes are reviewing the future development plans with Wilbur Sprenger, Operations Manager, during a visit to Sugar Bar Ranch. Mr. Karnes was president of Beatrice Foods and participated in the merger of Jolly Rancher with Beatrice Foods Co. in 1966.

Harmsen, Sr., for many years. Born in Denver, Bob completed his academic education in the Wheatridge and Denver schools. His final mechanical and cultural education was completed in Europe—spending a year on the continent serving an apprenticeship with Baker Perkins, a candy equipment manufacturing company in England, followed by working with the engineers in candy plants in England, Italy, and Germany. Returning to the United States and Jolly Rancher, where he had been working part time since he was a boy of sixteen, he assumed a steady job in the maintenance department, then was promoted to manager of the Holloway Milk Dud line, an inter-company work load relief for M. J. Holloway & Company of Chicago. From there he progressed to manager of the transportation department, which he developed into a control station for the company owned fleet of transport trucks, hauling back profits in backhauls instead of empty trucks from coast to coast. He was the Western transportation coordinator for Beatrice Foods, working with the corporate office in Chicago, in conjunction with maintaining his operational traffic duties at Jolly Rancher.

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Box line for candy Stix, boxed according to flavor.

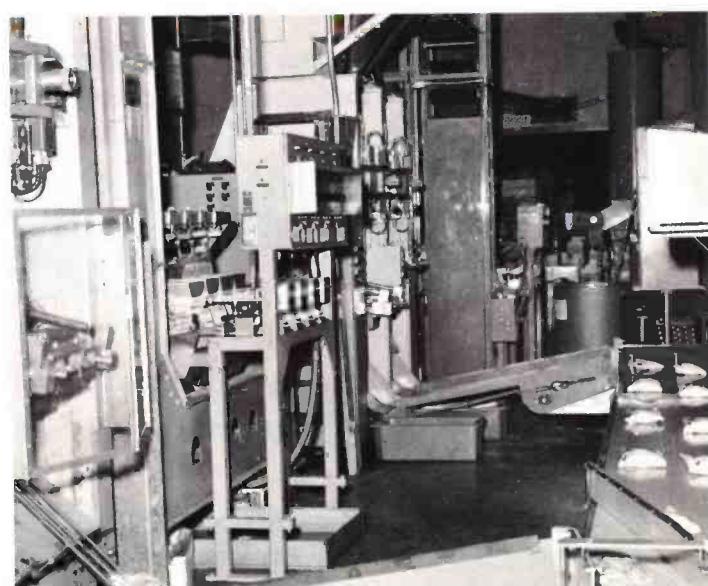


Photos of Modern Changes in the Manufacture of Jolly Rancher Candies.

Left—New high speed bar wrapping.

Left below—High speed Kiss Wrappers.

Right below—Streamlined bagging department.





Distinguished Achievement Award

Presented to

William D. Harmsen

Throughout an illustrious business career of more than a quarter of a century, William D. Harmsen has made many distinguished contributions to the candy industry, his company and his community. He and his wife Dorothy founded and built Jolly Rancher into one of the nation's most progressive candy firms. Since merging Jolly Rancher into Beatrice Foods in 1966, he has devoted the same enthusiasm and selfless dedication of time and effort toward advancing the best interests of Beatrice.

A 20th Century pioneer, he has exceptional ability to motivate people. He continually is seeking ways to help others, not only in Jolly Rancher and the Confectionery Division, but throughout the company.

B is cooperation in tieing-in with existing Beatrice Candy television advertising, coordinating marketing programs through the use of Candy and Grocery Division sales managers and developing new products has resulted in booming sales.

When the need developed for a branch plant for Holloway candy products in the West, he willingly offered for this purpose a third of the space in a new warehouse he had completed as an addition to the Jolly Rancher plant at Wheatridge, Colorado. The result of this sacrifice to help a sister company was that he had to effect an additional building program. Despite these complications he has continued to build sales and earnings of Jolly Rancher to the point where they top the entire Candy Division.

B is personal efforts have opened avenues for new business for other Beatrice divisions and have enhanced Beatrice's reputation in the industry.

By action and example, by inspiration and accomplishment, William D. Harmsen has contributed substantially to the growth advancement of Beatrice Foods.

September 16, 1969



Dorothy Harmsen. 1979. Editor of Sugar and Spice and co-founder of Jolly Rancher.



Bill Harmsen Sr., left co-founder and president of Jolly Rancher, relinquishes the reins to son Bob. 1977.

Today Bob Harmsen is the genial President, surrounded by quality candy and Western art. The candy plant is efficient and immaculate, bustling with activity twenty-four hours a day. He reminisces about his parents' early days in the candy business: "Mom and Dad would wait for the mailman each day to bring in the orders that kept the factory working for that particular day. Dad would deliver the local candy orders in town, while Mom oversaw the candy maker and chocolate dippers, and kept the books. A day in town meant that Dad returned with one hundred pounds of sugar—always on credit—in the old station wagon to keep up with the ever increasing production requirements."

Jolly Rancher candy is shipped into all fifty states, Puerto Rico, Mexico, Canada, and other foreign countries. The company owns its own fleet of transport trucks, carrying quality candy and the atmosphere of the West, with reproductions of original Western paintings on the truck trailers, to all four corners of the United States.

It is, indeed, a success story of two people, who reached their goal and are continuing to reap their rewards through their son Bob's able management of Jolly Rancher, a company built on quality, honesty, and service to the customers. ▀



*The flavor stays strong
'til the candy's all gone
when the candy is Jolly Rancher!*

JOLLY RANCHER

