



Alice Brueck

February 27, 1914 - March 4, 2009

Alice Brueck, age 95, of Holstein, Iowa and formerly of Washington, D.C., passed away on March 4, 2009, at Horn Memorial Hospital in Ida Grove, Iowa. Private family services have been held. Alice's inurnment is next to her identical twin sister in Mount Hope Cemetery at Battle Creek, Iowa. The Fratzke & Jensen Funeral Home in Storm Lake is in charge of the arrangements. Memorials in Alice's honor may be directed to any of the following: Battle Creek Presbyterian Church; National Presbyterian Church, Washington, D. C.; Horn Memorial Hospital, Ida Grove, Iowa; or Horn Hospice, Ida Grove, Iowa. Alice was born on the family farm settled by her grandfather in 1880 near Battle Creek, Iowa on February 27, 1914. She and her twin sister, Carol, were the second and third children of John Henry Brueck and Carrie (Dall) Brueck. Alice attended rural school for seven years and graduated from Battle Creek High School in 1931. Alice and Carol attended Iowa State College (now University) at Ames, Iowa, and received their degrees in 1937. Alice taught high school at Waukee, Iowa, and Rolfe, Iowa, for three years followed by managing Stouffer restaurants in Eastern United States. After World War II started and three of her brothers were in the Navy, Alice inquired of the American Home Economics Association on where she could also best serve the war effort. She was asked to go to Washington, D.C. where she was given a position managing government cafeterias. She was responsible for meal preparation for as many as 6,000 meals daily for the next 15 years. In 1958 Alice resigned her position managing cafeterias and

began plans to develop a new type of business to aid food processing and packing companies. She incorporated the business as HERS, Inc. named Home Economics Reading Service. It consisted of the reading by Alice and her employees of up to 1350 newspaper food pages daily. The recipes containing food products of a client were clipped and sent to the client, monthly. General Mills was her first client followed by H.J. Heinz and later 200 customers. Alice's twin, Carol, who had a position as director and writer for the National Frozen Food Packers, provided advice and support for the business and joined Alice in the business in 1964. Carol died in 1976 and Alice continued to operate the business until 1994. Alice enjoyed living in Washington, D.C., where she could take advantage of the many arts and cultural events. The National Press Club opened membership to women newspaper professionals in 1972 and Alice enjoyed the many luncheons with noted speakers from around the world. She also had opportunities for foreign trips with the National Press Club to a number of countries. The National Presbyterian Church was an important part of Alice's life in Washington; she was a 65-year member, Elder in the church, and served on many committees. She stayed active in these activities into her early 90's. Alice is survived by a brother, David and wife Joanne of Holstein, Iowa; nephew Henry Brueck and wife Dixie of Battle Creek, Iowa; nephew Bill and wife Linda, Chatfield, Minnesota; nephews David and Tim Brueck of Storm Lake, Iowa; a niece, Mary Jo Watson, of Battle Creek; and several other nieces and nephews. Alice was preceded in death by her parents; four brothers: Henry, Frederick, Chris, and Donald; her twin sister, Carol, and Carol's husband, Nolan Best, and their son David Best.