



[Ken and Barbara Jo Davis papers](#)

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[Aug. 24, 1987]

State cookoff satisfies 5,000

By STEVE GRAVELLE
Staff Writer

WILLMAR — No one went away hungry from the first annual Minnesota Barbecue Championship Saturday afternoon in a corner of the Cashwise Foods parking lot.

Besides free samples offered by the state's pork, chicken, beef, and turkey industry, the backyard gourmets were free with samples, once the judges had done their duty. Organizers estimated about 5,000 people attended the event.

Cosponsored by Cashwise and a charcoal manufacturer, the event featured amateur and professional competition in beef, poultry, and pork. The aroma of cajun-style chicken mingled with that from such delicacies as wild boar bacon and bratwursts stuffed with wild rice.

"This is the first time I've ever done anything like this," said Andrew McBride of Brooklyn Park as he slathered his special sauce over a rack of sizzling pork ribs. McBride's ribs took second place in the amateur pork class, and he said he'll be back next year.

One man who drew a crowd has considerable barbecue experience. Ken Davis, maker of the barbecue sauce, said he's "been in the food business for 40 years," supplying restaurants and delicatessens and operating fast-food ribs and chicken outlets. Davis said his sauce was first produced Nov. 1, 1970 after a long development period.

"First you've got to have a food tech and a home ec (specialist)," Davis said. "The home ec costs \$75 an hour. The one I had, I married her, because she was too expensive."

As the man whose name and face are on every label on every jar of sauce sold in five states, — but "the jar is 20 years younger" — Davis said "I have control of it from the manufacturing quality

BBQ
Continued on Page A-10



Tribune photo by Steve Gravelle

Barbecue sauce manufacturer Ken Davis takes a turn at the grills Saturday afternoon at the first annual State Barbecue Championship in Willmar. Davis, whose face is featured on the label of the sauce bearing his name, started his company in 1970 with \$1,200. Looking on is Davis' son Kevin, center.

BBQ Continued from Page A-3

right to the consumer's mouth. I do not want a product made by someone else, because I don't know what's in it." The sauce is produced at a plant in Hopkins.

"I started the company with \$1,200," Davis said, "but did everything myself. I did the production, delivery, did my own demonstrations — and that was not too long ago."

These days, Davis and his barbecue team travel in a customized bus, but it's still a family operation. "I've been working for him since before kindergarten," said son Kevin. Nodding towards the bus, he said "everything he does is with style. I've never known him to work for anybody

but himself. I could show you a copy of my birth certificate — it says 'self-employed.'"

Listed below are the winners:

Amateur class:

Beef: 1st: Lynn Ketelsen, Willmar, teriyaki rib roast; 2nd: Oly Olson, Willmar, Hafu Adai; 3rd: Steve and Gloria Kirchman, Mankato, beef tip roast oriental.

Poultry: 1st: B. Harrison and Kay Arne, Willmar, family recipe turkey breast; 2nd: Steve Dohmann, Willmar, whole boneless turkey; 3rd: Mark Hoff, Cottonwood, roast chicken.

Pork: 1st: John Michels, St. Paul, Kimchi pork steak; 2nd: Andrew McBride, Brooklyn Center, original ribs; 3rd: Doug Loy,

Hancock, marinated pork chops.

Professional class:

Beef: 1st: Julie Wolter, Sauk Centre, flaming tenderloin shish-kabob; 2nd: John Uldrich, Buhl, Minn., captains' quarters prime rib roast with blackship sauce.

Poultry: 1st: John Uldrich, Iron Trail smoked turkey with wild honey-marsala sauce; 2nd: Joseph Lauders, Willmar, turkey tenderloins; 3rd: Kent Kahlk-brenner, Willmar, cornish game hens.

Pork: 1st: Ulrich, wild rice sausage with oriental mustard sauce; 2nd: Ulrich, paisano porketta with honey-apple ginger sauce; 3rd: Don Cole, Park Rapids, ribs.

FROM: One Buck Studio
Ginny Brizzi Olson
(612) 475-2339

FOR: Ken Davis Products Inc.
5922 Excelsior Blvd.
Minneapolis, MN 55416
contact: Ken Davis
(612) 933-4642

FOR IMMEDIATE RELEASE

OLD FAMILY RECIPE IS SECRET OF
DISTINCTIVE TASTE OF KEN DAVIS BARBECUE SAUCE

Minneapolis, MN...Barbecue lovers in Chicagoland can now try the barbecue sauce that was preferred over leading national brands in blind taste tests and is the favorite in all areas in which it's sold. Now in Chicago supermarkets, the barbecue sauce is based on a family recipe that Ken Davis attributes to his grandmother. "I began making sauce more than thirty years ago back in Nebraska," says entrepreneur Davis, now a resident of Minnesota's Twin Cities. "But I kept tinkering, tasting and testing until I developed a flavor that was unique -- not like any other sauce on the market." Ken Davis Barbecue Sauces are available in three flavors: Original Recipe, Onion Bits and Smooth & Spicy.

As proof that his product has the flavor barbecue fans want, Davis points to a blind taste test conducted by the Minneapolis newspaper food section in which Ken Davis Barbecue Sauce was preferred over five nationally known brands. "The thing about my sauce is that there is no domineering flavor," says Davis. "I use the best natural ingredients money can buy. The customer is putting my sauce into his stomach and I feel that's a real responsibility."

The thick consistency is another well-tested and perfected aspect of Ken Davis Barbecue Sauce. The sauce has a consistency that allows it to cling to meats before, during and after barbecuing, avoiding the problems experienced with thin, soupy sauces. In a

taste test with thirty homemakers, Ken Davis Barbecue Sauce was selected as having not only the best flavor but also the best consistency when compared with three other leading brands.

Ken Davis Original Recipe, Onion Bits, and Smooth & Spicy Barbecue Sauces are bottled in convenient, wide-mouth jars, ready to spoon or brush over beef, pork, chicken or other meats for indoor or outdoor barbecuing. "Most cooks find that the usual bottled barbecue sauce doesn't have enough flavor," says Davis. "So they feel they have to add onions, peppers, spices or other ingredients to spark it up. We like to think our sauce is done. It's got everything in it. It's ready to use, as is. In fact, it's got so much flavor, we have recipes featuring our sauces, right from the jar, as the base for vegetable dips, cocktail sauces, or to smoke up a Bloody Mary." The sauces also are recommended to enhance recipes for meatloaf, hamburgers, western omelette fillings, deviled eggs, etc.

For a packet of recipes using Ken Davis Barbecue Sauces, send a stamped, self-addressed envelope to Ken Davis Products Inc., 5922 Excelsior Blvd., Minneapolis, MN 55416.

* * *

2/24/84



Ken Davis
Ken Davis Products

When Ken Davis started marketing his barbecue sauce out of the back of a battered station wagon in 1972, he had to overcome the skepticism of dubious grocers who already offered several brands from giant corporations. But Davis persevered, and soon customers were asking for the smoky Ken Davis Barbecue Sauce by name. Today, Davis has plenty of help in the form of brokers, manufacturers and accountants, but he still personally oversees the making of the

sauce, an old family recipe, which is distributed from Ken Davis Products Inc. at 5922 Excelsior Blvd. Davis moved to Minneapolis in 1963 from his native Omaha, Neb., and had 30 years of experience in the food industry to draw on when he began selling his sauce. But though the sauce is now famous, one thing hasn't changed: Davis still drives a station wagon loaded with cases of his sauce. And his license plates read, appropriately, "KEN BBQ."



Local sauce king Ken Davis.

The Man Behind the Shades

You probably already know about the sauce. Ken Davis Bar-B-Q Sauce is to local rib fanciers what Perrier water is to snobs. One local bon-vivant and barbecuer says that "you could put it on cardboard and turn it into a delicious meal."

But who is that man behind those Foster Grants? The dark shades add an air of mystery to the visage of Ken Davis, whose portrait adorns every jar of his barbecue sauce.

Davis, a 30-year veteran of the food business, has been making his famous sauce for 25 years. The recipe was developed by his grandmother, who grew up on a ranch in Wyoming. Davis himself was born and raised in Omaha, where for many years he operated a commercial kitchen, supplying chopped liver, baked beans and barbecue sauce to local restaurants and delis. When riots in Omaha in the '60s wiped out his business, he moved to the Twin Cities, and is now based in Hopkins. Among his many other accomplishments, he boasts of having entertained thousands of kids as Minnesota's first black Santa Claus.

The labels on his jars allude to "the original secret recipe," but Davis quickly concedes that there isn't much of a secret to it. All of his ingredients are listed right on the label, and anyone who wanted to spend a little time experimenting could probably duplicate the flavor. The real secret to his success, Davis insists, is that his is the "Cadillac of barbecue sauces." While his competitors spend their money on advertising, he says, he puts his money back into the product, using only the best ingredients. (To see what he means, next time you're out shopping compare the ingredients in Davis's sauce with those of some of the nationally advertised brands.) To spread the word, he relies on word-of-mouth and in-store demonstrations. The formula seems to work; his sauce outsells the national brands in some local supermarkets.

Cheyenneite to Serve Institute

By BRAD SMITH
Eagle Staff Writer

☆☆☆

A Cheyenne girl will be among a select group of technicians and medical specialists who will participate in the opening of the new Cox Coronary Heart Institute, a highly specialized and modern hospital at Dayton, Ohio, later this fall.

She is Barbara Jo Taylor, daughter of Mr. and Mrs. Lee Taylor of Cheyenne, a graduate of Central High and Colorado State College in Greeley. Miss Taylor finished an internship as a dietitian at Freedman hospital, Washington, D.C., Wednesday.

At Cox Coronary Heart Institute she will be a Metabolic Dietitian and one of two dietitians at the hospital.

"Upon completion," Miss

—INSTITUTE

(Continued on Page Thirty-five)



BARBARA JO TAYLOR

1965



DR. TALBOTT AND BARBARA JO TAYLOR
With Diet Computer—Photo by Shepherd

HEART INSTITUTE PLAN

Computer Tells What You Ate

By TERRY KELLEY, Daily News Staff Writer

There will be no more guess work or memory taxing for patients at the Cox Coronary Heart institute when they are asked what food they have eaten in the last week.

It will all be written down in a personal diet diary designed by officials at the institute.

"Patients really don't know what they eat," noted Dr. G. Douglas Talbott, director.

"IN WORKING up a patient's dietary history we would find that it was usually incomplete and inaccurate," he related. "People would guess at what they had eaten."

The diary is actually a seed for a total nutritional program discussed today by the institute, according to Dr. Talbott.

MATERIAL from the diary will be fed into the institute's giant computers and in a matter of seconds the doctors or nutritionists will know how many calories the patient has had, and how many grams of protein, fat, carbohydrates and trace minerals are involved.

The material will also automatically be compared with the normal requirements for the patient.

FINDINGS will be related to things like cholesterol levels and make it easier for management of heart patients, Dr. Talbott explained.

Inversely, the patient's food requirements may be fed into the computer and a menu automatically planned utilizing the types of food the patient likes to eat.

According to Dr. Talbott it would be a full day's work for a nutritionist to come up with the same results.

OTHER aspects of the institute's nutritional research program were discussed at a luncheon today which featured isolated soybean product (ISP) foods produced by General Mills.

The nutrition program at the institute is being aided by General Mills with kitchen facilities donated by General Motors through the Frigidaire division.

Fair Housing Law Analysis Sought

The Daily News Greene County Bureau
62½ E. Main St., Xenia

XENIA, Jan. 16—The city Human Relations commission wants a first-hand analysis of Ohio's new, fair housing law.

The commission last night tentatively scheduled a meeting for Mar. 15. A representative of the Ohio Civil Rights commission will be invited to speak.

CITY COMMISSIONERS and area realtors also will be invited. The Rev. John Karsten, HRC member, is to arrange for the speaker.

The meeting was authorized after several MRC members said that they did not understand parts of the new state law.

1966-67

CARDIAC TROUBLE

Americans Live Too High On Hog, Says Dietitian

By BETTY A. DIETZ

If Barbara Jo Taylor had her way, most Americans would be eating lower on the hog.

Miss Taylor, only recently installed as dietitian at the Cox Coronary Heart Institute on Southern Blvd., would like to see meat-eaters concentrate on beef cuts graded U. S. Good. They have less fat and they are cheaper.

"EVEN THE leanest cuts of Prime and U. S. Choice are marbled with fat," she points out. "It's the fat you can't see that causes trouble."

Cardiac patients in particular, and men and women prone to heart ills, are Wyoming born Miss Taylor's primary concern these days. Her bailiwick is the new \$13,000 nutritional kitchen which will supply in-patients and serve as a training center for patients and their families.

"Americans generally eat too much meat — too much of everything," adds Miss Taylor, who was graduated from Colorado State college and took her dietetic internship at a hospital in Washington, D.C.

SHE CONCEDES that it won't be easy to get Americans to change their thinking about what's top grade in meats.

"The Department of Agriculture would have to change its standards," she says.

Possibly, she adds hopefully, it may become a status symbol to say you're on a be-kind-to-your-heart diet.

IN PREPARATION for her work here, Miss Taylor spent three months visiting metabolic centers where special



BARBARA JO TAYLOR IN \$13,000 KITCHEN
Diets Will Be Big Challenge—Shepherd Photo

work is being done on diets for cardiac patients. At Iowa State, she found soybean products as meat substitutes are being used exclusively in one program.

Miss Taylor sees the rigid control diets some patients at the Cox Institute will be on as a real challenge. Some will be given the same foods every third day or, in a few cases, even more often.

"I HOPE to make them as interesting as possible by us-

ing different china, different color trays.

"We'll have to be sure they eat everything on their plates, so it can be weighed. They won't be able to leave so much as half a pea," she adds with a chuckle.

Miss Taylor plans special sessions with wives who plan the family meals. She'll give them a system of exchanges or substitutes.

Children who are heart patients represent an even bigger challenge, she admits. On the other hand, they may think it's fun to be on a diet.

"THEY DON'T usually like mixed foods — casseroles. And some of the substitutes are best in such dishes. Skim milk is another thing. Some people have to use two cups a day.

"But I found you can adjust to it."

Miss Taylor, who grew up on highly seasoned Mexican food, admits the job may present a problem or two for her.

"I like to cook to eat."

NEEDED: A JOB



McCoy



Sieben

Opportunity Loans Not So Easy to Get

A 64-year-old Negro who had worked as a maintenance man for the past 18 years wanted to start a restaurant. He had saved \$5,000.

He went to the Small Business Administration (SBA) office in Minneapolis to ask for a loan. The SBA, he had heard, was making business loans to poor people.

Local SBA officials turned him down. A case of discrimination?

Not at all, according to Charles McCoy, a Negro who works as a SBA program assistant.

"This man hadn't cooked in 18 years," McCoy explains. "Yet he was going to be the chief cook at this restaurant."

Down the Drain

Besides, a white man owned the South Side restaurant he wanted to buy and the business was already going down the drain. Approving the loan would have put this man in poverty.

The case illustrates one of the problems of the economic opportunity loan program — false hopes develop in poverty areas as to the easy availability of business loans.

"These opportunity loans," says Harry Sieben, regional SBA director, "are loans and not grants. We simply have got to have some assurance that a man has a chance of paying back the loan."

The economic opportunity loan program, set up in an amendment to the War on Poverty Act of 1964, provides for loans of up to \$15,000 to people living in poverty and up to \$25,000 for those not in poverty but clearly handicapped by factors such as racial prejudice.

Reasonable Chance

The borrower should be of good character and have a reasonable chance of paying back the money.

"We do have a problem," says McCoy, "in that there is a tendency for poor people to want to start a business without any training or particular skill."

In spite of the difficulties in setting up a small business, the SBA has approved 30 economic opportunity loans in Minneapolis.

The loans went for such businesses as an upholstery shop, a gas station, a beauty shop, dry cleaners, a catering service, an iron works and a trucking service.

Of the 30 loans, 22 went to Negroes and one to an Indian.

THE MINNEAPOLIS STAR

'WE LIKE YOUR BODY, BUT WE'RE SORRY, BABY, THE ANSWER IS NO'

Qualified Negroes Find Skilled Work Is Scarce

By DAVID NIMMER
Minneapolis Star Staff Writer

Ken Davis is a big man at 6 feet, 2 inches and 230 pounds.

When you first meet him, you're kind of glad that he's got an easy smile, sticks out his hand and says, "What's new, baby?"

Davis came to Minneapolis last spring from Omaha, Neb., leaving his wife and four children behind until he found a job here.

Davis figured he would have his family with him in a couple of months. Good jobs were easy to find in Minneapolis, he had heard.

It didn't turn out that way for Davis.

Not Just a Job

He wasn't looking for just any kind of a job. He was looking for a job as supervisor of a maintenance crew at one of the large factories or stores around town.

Davis felt he had the kind of experience needed. For more than 15 years he ran his own janitorial service, bought his own supplies, hired his own men and kept his own books. He has a high school diploma, plus two years of vocational training in maintenance work.

"Man, let me tell you, there's not too much I don't know about dirt," Davis says. "If you know what you're doin', baby, you keep a building lookin' like new."

Davis knew he had a few things against him as he looked for a job.

The Important Thing

"I'm black, I'm 44 years old and I had some trouble with payin' my bills in Omaha," he says. "But I was qualified and I figured that was the most important thing."

So Davis went job hunting.

He had already written some letters from Omaha to several of the largest Twin Cities employers who had run newspaper ads seeking maintenance supervisors.

Nine months after Davis hit town, he had written letters and sent resu-

mes to almost 20 employers, including hospitals, department stores, industries and colleges.

Each had advertised for a maintenance supervisor.

In Person

Davis applied personally to almost every one of the employers he had written.

But he couldn't get a supervisor's job.

"Let me tell you, baby, it kind of grinds you down to hustle from personnel office to personnel office wearin' the suit, the tie and the shined shoes," Davis recalls.

"Everybody is nice enough, you know. They say, 'Thanks for coming. It's nice you thought of us.' But no one is offerin' a job."

One of Davis' possessions is a file of letters from employers he visited. Every once in awhile he leafs through them and shakes his head.

"After carefully reviewing your qualifications, we find that we are not able to offer you a position at this time. This decision reflects the specific requirements we must meet in filling the position for which you were interviewed. It in no way reflects adversely on your qualifications."

"At the present time we do not have any openings for an individual with your excellent background. The best of luck to you in the future."

"I have carefully reviewed your background with several members of our management organization and we feel that the openings we have available at the present time would not fully utilize your potentials and capabilities. Again, thank you for your interest in our organization."

"Since receiving your inquiry, we have reviewed your qualifications with the appropriate members of our staff. I am very sorry that we do not have a position commensurate with your training and experience."

"Aren't these letters a real gas?"

Upper Floors of Business Lack 'Color' in Top Jobs

"You can often tell how well a company follows fair hiring policies by a quick tour of its buildings," writes Whitney M. Young Jr., national director of the Urban League.

"The lower floors are often like checkerboards — whites and Negroes working side by side. But as you travel to the upper floors, where men who make the decisions have their offices, they get whiter and whiter."

Still Limited

"And if you reach the top floor where the executive offices are, you won't see a Negro face until after hours, when the cleaning crew comes on."

This kind of a situation results from what Gleason Glover, director

of the Minneapolis branch of the Urban League, describes as underemployment.

Both Negroes and Indians, says Glover, are still mainly employed in service occupations as janitors, maids and receptionists.

Of all the employed Negroes in Minneapolis, 56 per cent are working in jobs described by U.S. census reports as "operatives, household and service."

"Companies have got to quit hiring Negroes for window dressing," says Glover, "and start hiring minorities with plans to allow them to work up in the organization."

"They should be grooming Negroes and Indians for administrative jobs, just as they do white men."



KEN DAVIS
'Glad I hung tough'

Ken asks, "I mean, they sure find a hundred different ways to say, 'We like your body, but we're sorry, baby, the answer is No.'"

In February of this year, Davis got a break.

John Heine, the general manager of Dayton's Brookdale Store, heard that Davis had applied at Dayton's personnel department. A recent maintenance supervisor vacancy was filled by a man who stayed only two weeks.

The job was open. So he talked to Davis and told him he would be eased into the supervisor's post. Davis started work on March 4 at the Brookdale Store.



Heine

Kept His Word

And last month, he was named maintenance supervisor, in charge of a crew of 16 men.

"Man, I don't quite know how to say this, but it's just great. Mr. Heine did exactly what he said he was goin' to do and I've got my chance."

James Cartwright is a maintenance man on Davis' crew.

Since Davis has no car, Cartwright, who lives in southwest Minneapolis, swings by Davis' South Side apartment at 5:30 each morning to pick him up.

"Ken's taught me more about how to clean a building," Cartwright says, "than I thought there was to learn. This guy gets things done."



Cartwright

Cartwright, a white man, has helped to ease some of the tensions among other men on the maintenance crew.

He's the Boss

"There aren't any problems now," Cartwright says. "Everybody knows that Ken has the backing and that he's the boss. Once more, he knows how to get the job done."

Heine, the manager, agrees. "Ken is doing an excellent job. We couldn't ask for more," he says.

As Davis looks back on his nine-month struggle to get a job, he says there were "plenty of times I felt like tossin' in the old towel."

"I got the feelin' nobody would hire a black man if the job meant he had to be supervisin' white cats."

"Right now, I'm sure glad I hung in there tough, baby."

Discussing the results of tolerance tests — tests for normal variances that could occur when the consumer prepares the product at home — are Home Economists Bess Hum and Mary Sethre, Barbara Jo Davis, Supervisor of Division Services, and Bob Vollowitz, Assistant Product Manager, Cake/Topping Mixes, Betty Crocker Division.

1975



JOBS GAIN STATUS

Building Maintenance Is Big Business

By BEVERLY KEES

Minneapolis Star Staff Writer

Cleaning in a commercial building used to mean a little old lady with a long-handled mop and a dust rag.

Now it means trained crews, high-powered sweepers, polymer finishes and big business.

Cleaning crews generally fall into two groups: those who work directly for the building owners and a growing number who are independent contractors.

Ken Davis is maintenance supervisor for the Dayton's store in the Brookdale Shopping Center. He heads a crew of up to 30 men almost in military fashion.

The men assemble each night in the employees' lounge to receive assignments, while the utility man fills water tanks and brings out cleaning equipment.

"The store closes at 9:30 and we're ready to go at 9:31," Davis said.

Training on the Job

"Ninety per cent of the work is done by 1:30 a.m.," Davis said, when the part-time crew members leave. A few work through to 6 a.m.

The men are trained partly on the job, partly through lectures and films. Davis keeps a continuing education program going.

"You can't take a green man and tell him to run a buffer or a floor machine," said Davis.

Many people don't realize that pay for the work is increasing, he said. Dayton's maintenance men, for example, earn from \$125 to \$175 a week plus fringe benefits, he said.

The job is taking on more standing in the community and the men take pride in the work they do, keeping a place in shape for daily traffic of about 25,000 people, he said. "I'll put this store up against any building in the Twin Cities area for cleanliness."

Another man proud of his crew is A. D. (Skip) Marsden, president of the 200-employee Marsden Building Maintenance Co., St. Paul, a company in the Austin-Albert Lea, Minn., area and a company in Omaha, Neb.

He started out 16 years ago at the age of 23 with a used floor machine and sup-



KEN DAVIS SUPERVISES CREW OF UP TO 30

Little old lady has been replaced

plies on credit. His first account was the International Harvester Parts Depot.

Marsden, without help, cleaned the building from top to bottom in a weekend, taking out time for food and a little sleep.

"At that point there wasn't much I could do wrong around there," Marsden grinned. The International Harvester people, who are still using Marsden's service, helped him land other accounts and business zoomed to more than \$1 million a year.

Independent cleaning contracting has been one of the nation's fastest growing businesses for the last several years, said Marsden, a director of the National Association of Building Service Contractors.

A building owner hires a cleaning service for a flat fee and the contractor does the rest—makes sure the job is done right, pays the men,

St. Paul headquarters mainly to house training facilities.

His company has helped manufacturers like 3M develop new cleaning aids such as floor machine pads made of synthetic fiber rather than steel wool.

Both Marsden and Davis emphasized that the maintenance business is becoming professional and sophisticated, and both are eager to see the unprofessional disappear.

"Just anybody can't be a cleaner," Marsden said. "If he is professional, he has to have quite a bit of technical knowledge."

One of the purposes of the national association is to educate cleaners, he added. "We have selfish reasons. We have to share the black eye of a bad one."



A. D. (SKIP) MARSDEN H

He started with one sweep

'Daddy' refined Grandma

By DAVID E. EARLY
Minneapolis Star Staff Writer

Big Daddy moves about his kitchen in a smooth waddle that transports his authoritative girth in slow rotations.

His gruff, whispery voice spills innocent profanities like a kid

does milk. About every half-minute or so he zings someone else with his devastating talent for friendly insult and breaks his waiting dinner guest into hysterics.

When he puts HIS ribs, swimming in HIS sauce, before a novice to his culinary excellence, he

points a fat finger at the food and issues a guarantee.

"Now you put some of that in your mouth, baby, and you will know you are eating the best there is," he says to the guest who came along because he heard about Big Daddy's stuff.

The guarantee's value comes back moments later on the face of the guest. This night the novice is bearded and the sauce gets splattered on his brush.

Big Daddy, as he is affectionately called by friends, is Ken Davis, barbeque sauce entrepreneur, full-time hustler and all-pro five-talking nice guy.

His large face is capped with curly salt and pepper hair and covered by the ever present dark glasses. A long cigar seems to grow from the center of the clean enamel smile.

Davis' face appears on the golden label of Ken Davis Barbeque Sauce, which in the last year has climbed steadily up the shelves of supermarkets in the Twin Cities area.

The dark brown concoction was born at the hands of his grandmother, but during his 25

years of dealing has altered, adding the sauce into nothing else anywhere.

"I have wor-

It peps up beef, chicken

If you've had enough ribs for a while, try one of Ken Davis' recipes using his barbecue sauce.

BBQ POT ROAST

1/4 cup flour
1 tbsp. seasoned salt
1 1/4 tsp. pepper
4-pound beef pot-roast
2 tbsp. shortening
1 cup Ken Davis barbecue sauce
8 small potatoes, pared and halved
8 medium carrots, quartered
8 small onions
1/2 tsp. salt

Stir together flour, seasoned

salt and pepper; rub mixture on meat. Melt shortening in Dutch oven; brown meat over medium heat, about 15 minutes.

Reduce heat. Add barbecue sauce; cover tightly and simmer 4 hours or until meat is tender.

About 1 hour before end of cooking time, add vegetables and salt. Serves 6 to 8.

KEN'S GRILLED CHICKEN

Cut a 2 1/2 to 3 pound broiler-fryer in half. Season with pepper, poultry seasoning and cayenne pepper, if desired. Place chicken bone side down on grill 5 inches from medium coals; cook 20 to 30 minutes.

Turn chicken and cook 30 minutes longer or until pieces are tender. Place on large sheets of aluminum foil. Pour barbecue sauce generously over chicken. Seal foil. Place on grill 10 min-

utes or until hot.

PARTY MEATBALLS A LA DAVIS

1 lb. ground beef
1/2 cup dry bread crumbs
1/2 cup minced onion
1/2 cup milk
1 egg
1 tsp. snipped parsley
1 tsp. salt
1/4 tsp. pepper
1/4 cup shortening
1 (15 1/4-oz.) jar barbecue sauce

Mix ground beef, bread crumbs, onion, milk, egg, parsley, salt and pepper. Shape into 1-inch balls. Melt shortening in large skillet; brown meatballs. Remove meatballs from skillet; pour off fat. Heat barbecue sauce in skillet, stirring occasionally. Add meatballs and stir until thoroughly coated. Simmer uncovered 30 minutes. Serve from chafing dish or fondue pot. Makes five dozen appetizers.

'Daddy' refined Grandma's barbecue sauce

By DAVID E. EARLY
Minneapolis Star Staff Writer

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Davis: sauce is 'like nothing else'

years of dealing in foods, Davis has altered, added and pampered the sauce into something, "like nothing else you can find anywhere."

"I have worked like hell being

delivery boy, secretary, housemaid and one hell of a PR man," Davis says, "but word of mouth is my best advertising. People taste my sauce and they tell their friends. That's what it's all about."

"The thing with my sauce is that there is no domineering flavor," Davis says. "I do this by heating it to 195 degrees for perfect blending."

When it comes to meat he also is very choosy, especially with HIS ribs. He contends that, "a sparerib is nothing but grease on a bone. I always get the back loin rib. It's meatier, juicier and tastier," he says.

After the frozen ribs thaw, Davis believes the natural flavor of the meat must be fully restored. He uses a dry spice on the thawed meat to achieve this. He says charcoals should be allowed to smolder until they are white and then put to one side of the grill. The meat should be put over the side without coals, then covered.

After they are barbecued they should be covered in his sauce and simmered about 10 minutes or until hot.

Davis handles himself with efficiency when it comes to food preparation.

But he and his wife, Barbara, really delight in bringing his "best advertisers" into their small, tasteful apartment to dunk them in an evening of burlesque humor, great stories, good conversation and fantastic food.

"You wouldn't be here if I didn't love you," he once told his guests — another of his solid guarantees. "You know where something in here is you want, get it yourself. When you're here, you're home."

os up beef, chicken

salt and pepper; rub mixture on meat. Melt shortening in Dutch oven; brown meat over medium heat, about 15 minutes.

Reduce heat. Add barbecue sauce; cover tightly and simmer 4 hours or until meat is tender.

About 1 hour before end of cooking time, add vegetables and salt. Serves 6 to 8.

KEN'S GRILLED CHICKEN

Cut a 2½ to 3 pound broiler-fryer in half. Season with pepper, poultry seasoning and cayenne pepper, if desired. Place chicken bone side down on grill 5 inches from medium coals; cook 20 to 30 minutes.

Turn chicken and cook 30 minutes longer or until pieces are tender. Place on large sheets of aluminum foil. Pour barbecue sauce generously over chicken. Seal foil. Place on grill 10 min-

utes or until hot.

PARTY MEATBALLS A LA DAVIS

1 lb. ground beef
½ cup dry bread crumbs
½ cup minced onion
½ cup milk
1 egg
1 tsp. snipped parsley
1 tsp. salt
¼ tsp. pepper
¼ cup shortening
1 (15¼-oz.) jar barbecue sauce

Mix ground beef, bread crumbs, onion, milk, egg, parsley, salt and pepper. Shape into 1-inch balls. Melt shortening in large skillet; brown meatballs. Remove meatballs from skillet; pour off fat. Heat barbecue sauce in skillet, stirring occasionally. Add meatballs and stir until thoroughly coated. Simmer uncovered 30 minutes. Serve from chafing dish or fondue pot. Makes five dozen appetizers.

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Spanish Coffee

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Espresso Royale

Creme de Cafe Espresso

Espresso Royale Espresso with whipped cream

Espresso Romano Espresso creme de cafe served with a twist of lemon and sugar to your taste

Cafe au Lait Creme de cafe espresso with steamed milk and sugar to taste

Cafe Vienna Espresso creme de cafe with a little steamed milk and sugar, topped with whipped cream

Dutch Coffee Espresso creme de cafe with Vandermint topped with whipped cream

Cappuccino Creme de cafe espresso with steamed milk, cocoa, sugar and whipped cream on top, served with rolled wafer

Cafe au Lait
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Cappuccino Livorno Espresso creme de cafe with steamed milk, sugar and cocoa, mixture of liquors, whipped cream

Jamaican Coffee Espresso creme de cafe with Grand Marnier and Kahlua, topped with whipped cream, ring of cup coated with sugar and lime juice

Cafe Exceptionale Espresso creme de cafe with Brandy, simple syrup and fresh lemon

Irish Coffee Espresso creme de cafe with Irish whiskey, brown sugar and whipped cream

Flaming Coffees

Spanish Coffee (min. two) Glass of coffee set ablaze at tableside with Tia Maria and cognac, topped with whipped cream

Cafe Diablo (min. two) Espresso creme de cafe with orange and lemon peel, cinnamon stick, sugar, cloves and coffee bean, set ablaze at tableside with Cognac and Cointreau

Danish Coffee (min. two) Espresso creme de cafe with orange and lemon peel, cinnamon stick and sugar, set ablaze at tableside with Cognac and Cherry Herring, topped with whipped cream

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Where Ribs are King

Roll up your sleeves and dig into the saucy spareribs hot from the pits of these local rib joints.

by Jeremy Iggers

You can barbecue almost anything that moves (though it's best to first make it stop moving), but nothing barbecues quite as well as pork spareribs. A Chinese proverb explains this: The sweetest meat, the proverb says, is closest to the bone. A popular myth has it that it is socially permissible to eat ribs with your hands. Amy Vanderbilt, in discussing chicken, insists that it is not proper to put bones in your mouth. She makes no mention of ribs, leaving us to conclude that people of proper breeding do not eat them at all.

In recent years, a great deal of popular mythology has grown up around the humble spare rib. Much of this mythology can be traced to the journalistic efforts of a certain Calvin Trillin, late of Kansas City, and presently a food writer for the *New Yorker* magazine. Among the notions that Mr. Trillin (whose credentials as a food writer have

never been clear to me) has propagated are the claim that the best restaurant in the world is a barbecue joint in Kansas City called Arthur Bryant's, and the suggestion that the quality of barbecue varies inversely with the elegance of the atmosphere in which it is served.

The first of these claims can be dismissed as harmless hyperbole. The second of these claims, however, does a genuine disservice to the public: Right here in our Twin Cities you can enjoy very fine barbecued ribs in atmospheres that range from kitsch opulence to austere simplicity. (It seems only fair to point out that if the *New Yorker* had engaged a food writer from Minneapolis instead of Kansas City, neither of these myths would have arisen.)

The granddaddy of all local rib places is the **Market Bar-B-Que**, at 28 Glenwood Av., Minneapolis. Started by brothers Sam and Willard Polski in 1946, it now belongs to their sons, cousins Steve and Howard. In earlier years the Market was a popular stop for visiting celebrities, and scores of autographed pictures commemorate visits by the likes of Sophie Tucker, Nat King Cole, Liberace and Abe "King Kong" Kashan. As nearby Hennepin Avenue declined though, the Market Bar-B-Que gradually became a hangout for what Steve Polski charitably calls "Damon Runyon" types. The younger generation of Polskis, though, have undertaken extensive remodeling, and the Market is flourishing once again.

The restaurant may have changed, but the ribs are still prepared the way they always have been. After soaking in the Market's secret marinade (every-

thing is secret in the barbecue business) the slabs go into the pit, where they cook over a hardwood fire. The high heat cooks the ribs in a mere 45 minutes;

the fire is so hot that the cook must periodically cool the flames with a spray of cold water. The resulting ribs are lean, dark and flavorful. For \$5.25 (\$6.75 for

the larger "deluxe" order) you get a good-sized helping of the bones, accompanied by toast, cole slaw, French fries and a little paper cup filled with the Market Bar-B-Que's secret sauces, medium and hot. To date, the Market has sold over 2 million pounds of its ribs.

It's the wood fire that makes the Market's barbecue authentic, Steve Polski insists; he dismisses gas ovens and even charcoal-fired pits as merely "improvised barbecue." That opinion probably wouldn't sit very well with James Theros, owner of **Rudolph's Bar-B-Que**. The spareribs at Rudolph's are cooked in a glass-walled gas-fired pit for roughly 45 minutes. As a matter of fact, when Theros took over the old Derby barbecue on East Hennepin, he took out the old wood-burning pit and replaced it with a newfangled gas-fired contraption. The distinct smoky flavor of the ribs comes from a bottle. Purists may be aghast, but you can't fault the ribs for flavor. The accompanying sauce, be forewarned, is tangy but very sweet. You'll find them at all three locations—**East Hennepin at Harding in northeast Minneapolis, Randolph at Fairview in St. Paul, and the original Rudolph's, at Franklin and Lyndale in Minneapolis.**

The movie theme which permeates the restaurants extends to the menu, which offers the spareribs, country style pork ribs, beef ribs, chicken and shrimp in sundry combinations named after various old-time stars. The Humphrey Bogart, a complete slab of spare-ribs, costs \$8.95. The decor is classic '70s high camp. At the Franklin-Lyndale location you can dine in surroundings that include old posters and movie stills, potted plants, stained glass, frosted mirrors, ceiling fans, ice cream parlour chairs and painted cherubs in BVD's. A fun place to go, and often quite crowded.

If you ask Harold Tucker, though, 45 minutes isn't nearly enough time to cook ribs right. He cooks them slow, three hours in the pit over a charcoal and hickory fire. The resulting ribs just might be the meatiest and juiciest in the Twin Cities. (The somewhat drier ribs at the Market Bar-B-Que, by contrast, seem to have more concentrated flavor.) You'll find Harold Tucker's ribs at **Tuck's Ribs, 602 N. Dale, St. Paul**. The cost is \$4.95 for a rib dinner, \$9 for a complete slab, but many of Tuck's customers opt instead for the rib tips, considered a good value at \$3.50. The fried chicken (\$3.50 for a half chicken with all the trimmings) is also a big seller. Tucker, who for many years owned the old Road Buddies joint on University Avenue, cheerfully admits that he



Local sauce king Ken Davis.

The Man Behind the Shades

You probably already know about the sauce. Ken Davis Bar-B-Q Sauce is to local rib fanciers what Perrier water is to snobs. One local bon-vivant and barbecuer says that "you could put it on cardboard and turn it into a delicious meal."

But who is that man behind those Foster Grants? The dark shades add an air of mystery to the visage of Ken Davis, whose portrait adorns every jar of his barbecue sauce.

Davis, a 30-year veteran of the food business, has been making his famous sauce for 25 years. The recipe was developed by his grandmother, who grew up on a ranch in Wyoming. Davis himself was born and raised in Omaha, where for many years he operated a commercial kitchen, supplying chopped liver, baked beans and barbecue sauce to local restaurants and delis. When riots in Omaha in the '60s wiped out his business, he moved to the Twin Cities, and is now based in Hopkins. Among his many other accomplishments, he boasts of having entertained thousands of kids as Minnesota's first black Santa Claus.

The labels on his jars allude to "the original secret recipe," but Davis quickly concedes that there isn't much of a secret to it. All of his ingredients are listed right on the label, and anyone who wanted to spend a little time experimenting could probably duplicate the flavor. The real secret to his success, Davis insists, is that his is the "Cadillac of barbecue sauces." While his competitors spend their money on advertising, he says, he puts his money back into the product, using only the best ingredients. (To see what he means, next time you're out shopping compare the ingredients in Davis's sauce with those of some of the nationally advertised brands.) To spread the word, he relies on word-of-mouth and in-store demonstrations. The formula seems to work; his sauce outsells the national brands in some local supermarkets.

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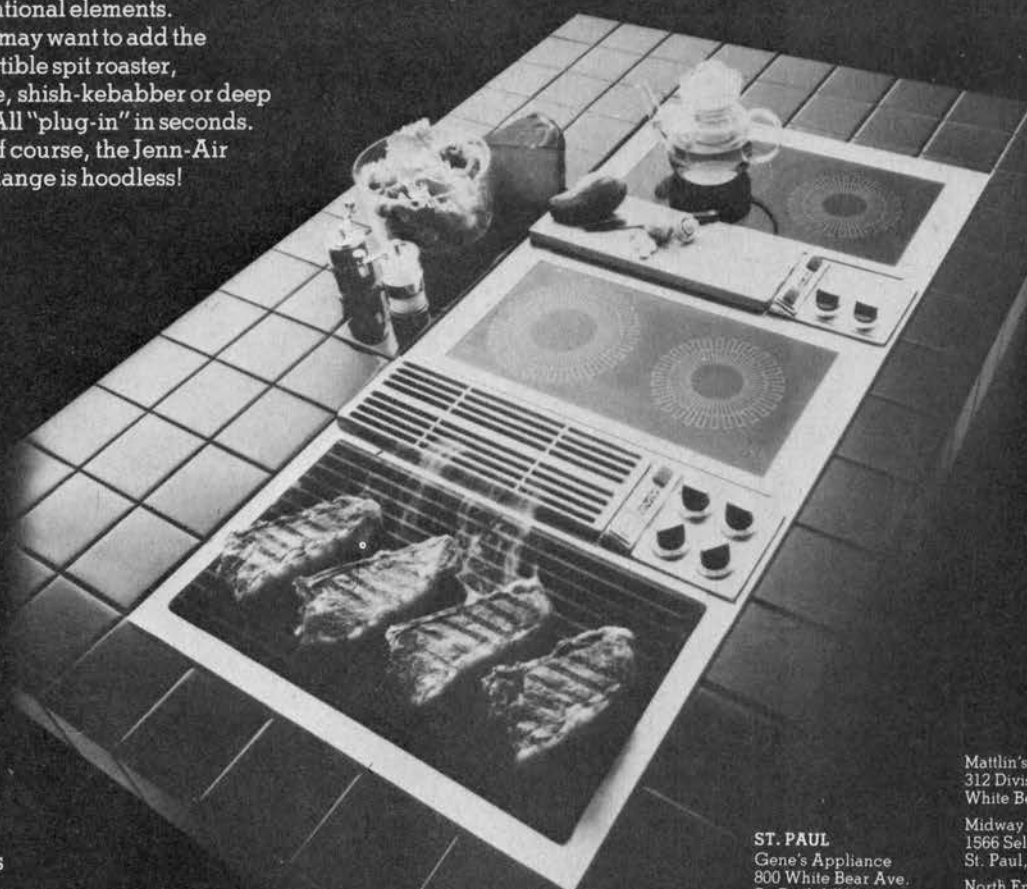
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Louis Boykin (left) cooks his ribs 10 to 12 hours for his Barbeque King customers, who also might wish to order the chitterlings and sweet potato pie. Willie Lee Baker and Harold Tucker (below) serve up a big helping of friendly chitchat with their pit-cooked ribs at Tuck's. Both rib joints are open until 3 a.m.

prepares his sauce from a commercial base—it's just too expensive to make it from scratch, he says. The restaurant is tiny, but that's part of its charm. Even for a first-time visitor, a trip to Tuck's is more like dropping in on friends than going to a restaurant. You'll find Harold Tucker at his restaurant seven days a week, from 3 p.m. to 3 a.m.

If the ribs at the **House of Ribs, 446 N. Lexington Pkwy., St. Paul**, taste a little like the ribs at Tuck's, there's a reason for it: The lady who runs the place, Jerry Pilate, is Harold Tucker's sister-in-law, and Harold Tucker has a hand in preparing the sauce for both places. The ribs (\$5.50 for a dinner, \$10 for a whole slab) are meaty and flavorful, and the French fries, as they are at Tuck's, are peeled and sliced on the premises.

The House of Ribs location was the home of the original Mamalu's. The name lives on in Bloomington at **Mamalu's Barbeque (929 W. 80th St.)** but the contrast between the two restaurants could hardly be more striking. In place of the austere firewall brick atmosphere of the House of Ribs, Mamalu's has mirrored walls, ceiling fans, tulip lamps, hanging plants and an indoor fountain. Newfangled methods have taken over in the kitchen, where the slabs are cooked at high heat in a rotisserie oven. Every 10 minutes or so, they are sprayed with liquid smoke. Again, purists may shudder, but the result is delicious ribs, thanks in part to a very spicy sauce. If you want it even hotter, ask for the "devil sauce." Mamalu's is nearly impossible to find, so call 881-1337 for directions.

The same kind of oven is used to cook the ribs at **The Rib Joint (2965 Snelling Av. N., Roseville)**, where, according to a waitress, they soak the ribs in liquid smoke for a week. For \$5.95 you get a sizeable portion of "Hickory



Larry Roepke

Smoked Spareribs," toast, French fries and a trip to the very amply stocked salad bar. The Rib Joint is the public restaurant attached to Paul's Place, a popular private club (membership \$10 per year) and entertainment complex featuring disco, "pleasure spa," peanut bar and motel.

The way Louis Boykin tells it, even three hours aren't long enough to barbecue ribs right. Boykin's credentials as a rib expert are impeccable: He learned the secrets of the art from his parents growing up in Louisiana, and he has operated the **Barbeque King (474 University Av., St. Paul)**, for more than 10 years. With a twinkle in his eye that suggests that he just might be pulling your leg, Boykin insists that his ribs cook for 10 to 12 hours over a charcoal fire seasoned with hickory chips. A complete slab costs \$9, a small end \$5.50, a portion of rib tips is \$4. The Barbeque King

may be the only place in town where you can find such soul food staples as chitterlings and sweet potato pie. It's a nighthawks' hangout, open till 3 a.m. Monday through Thursday and 5 a.m. Friday through Sunday.

Last but not least, there's **Ted Cook's 19th Hole at 2814 E. 38th St., Minneapolis**. Ted Cook barbecues his ribs from 1 to 3 hours, depending on how hot the pit gets, using fruitwood when he can get it. It's strictly a takeout place, and the ribs are sold only by the slab. For \$7.50 you get an enormous chunk of meaty ribs, with Hojo-style potatoes, slaw, bread and your choice of mild, medium or hot sauce. The potatoes are outstanding. If you have dependents, do not order the hot sauce. At least, taste it first. A few licks of a napkin dipped in the hot sauce (that's the way they do it) should dissuade all but the most masochistic. □

DINING OUT REVIEWS



Middle Eastern delectables are prepared at Abdul's Afandy by chef/owner Mohammed Ahmad.

ABDUL'S AFANDY

There is no mistaking the fact that Twin Citians are rapidly developing an appetite for Middle Eastern cuisine. The most recent manifestation of this trend is the success of Abdul's Afandy, a new Middle Eastern-style cafe at 2523 Nicollet Av. S. in Minneapolis. Open but a few months, Abdul's has already expanded once to make room for the evening crowds attracted by tasty food and moderate prices.

By far the most popular items on the menu are the pita sandwiches. Consisting of various meat and vegetable fillings stuffed between halves of the now well-known Middle Eastern pocket bread, these Mediterranean equivalents of American fast food are similarly habit forming. Tops on this reviewer's list is the kofta kabob sand-

wich (\$2.75), which contains a mixture of ground beef and lamb flavored with pepper, cumin and other spices, rolled into patties, broiled and served with tahini, a traditional sauce made from sesame seeds. Delectably spicy and succulent, it is an exquisitely flavorful snack. A close second is the shawirma sandwich (\$2.75), another beef and lamb specialty. In contrast to the method used to prepare the kofta, however, the shawirma meat is pressed into the form of a large roast which is skewered and placed on a rotisserie to be slowly grilled. The chef simply shaves off several tender strips with a sharp knife and places them in the pita bread along with lettuce, onions, tomato and tahini. The savory garlic-laden aroma generated during

the cooking process is a joy in itself, and it is generally one of the lasting impressions one retains of restaurants such as Abdul's.

The sandwich menu also offers several alternatives for those with a vegetarian bent. Among the choices are the falafil sandwich (\$2.25), containing pureed garbanzo beans and spices formed into patties and deep fried in soy oil; and the vegetarian sandwich (\$2.75), which is essentially salad comprised of diced green pepper, cauliflower, tomatoes, onions, zucchini and alfalfa sprouts. Although the guests who sampled these sandwiches were critical of the overpowering spiciness and chewy nature of the falafil and the unanticipated discovery that the vegetarian sandwich is served cold, they were generally pleased.

In addition to sandwiches, Abdul's offers a variety of typical Middle Eastern appetizers and entrees. Not to be missed in the former category is the hummus (\$2.25), a divine pita bread dip of blended garbanzo beans, tahini, olive oil, tomato and onion. Also worth trying is the fouse moudammas (\$2.25), a popular Egyptian dish known as "the poor man's meat" which is made from boiled and seasoned fava beans combined with olive oil and lemon juice. Similar in consistency to pâté and served warm, it is a unique first course not widely available. On the disappointing side, an order of baba ganoush (\$2.25)—a traditional Arabian mixture of mashed baked eggplant, garlic, onion and tomato topped with olive oil about which our waiter had waxed eloquent—was a bit unappealing in consistency. The spinach pie (\$2.75), described as a mixture of white and whole wheat dough stuffed with fresh spinach, sautéed onions, raisins and spices, was unavailable on either visit.

The best of the nine dinner combinations are the platters of shawirma and kofta kabob served over pungent curried rice (\$4.25). Also noteworthy are the Jerusalem-style fried vegetables (\$4.25), a dish with a filling assortment of deep fried zucchini, eggplant, potato, cauliflower and falafil, and the grape leaf rolls (\$4.25), a Middle Eastern classic of grapevine leaves stuffed with spiced lamb and rice, cooked in tomato puree. The former is accompanied by tabouli, a light and refreshing Lebanese salad of soaked bulgur, parsley, green onions, tomatoes and mint. The latter is accompanied by Jerusalem salad, a combina-



Ken Davis

No. 1 in the Twin Cities

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Minneapolis Tribune

January 31/1980/1C

Turns out there's more than one way of getting sauced

By Bonnie Miller Rubin
Staff Writer

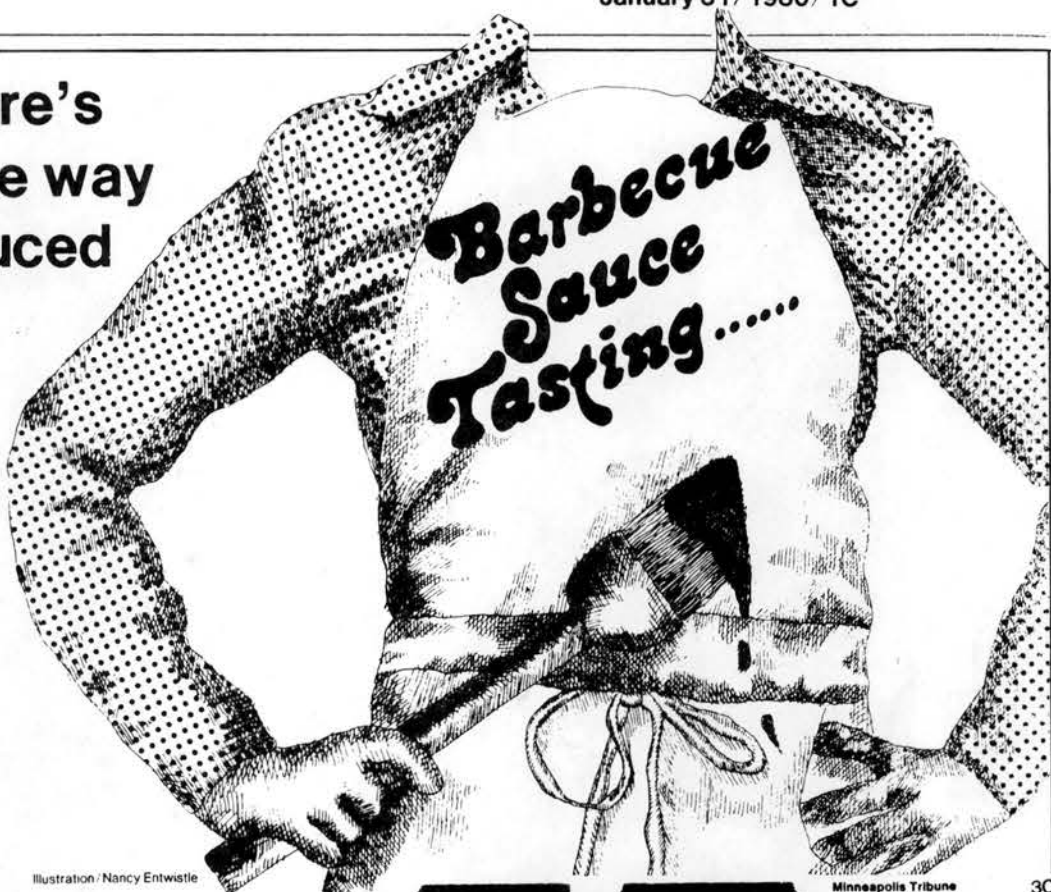
Eight people sat around six anonymous bowls with one serious mission: to vote on their favorite commercial barbecue sauce.

We quickly discovered that barbecue sauce is a highly personal matter that inspires fierce, gut-level loyalties. Some people like it hot enough to make 'em howl; others go for the sweet and mellow. There are fans of the thick and lumpy and worshippers of the sultry and smoky. Even the thin and drippy school has its advocates.

Perhaps the reason that we got such rabid reactions is that there are almost as many barbecue sauce recipes as there are barbecue sauce lovers. You can get it spiked with chili peppers, Worcestershire, mustard, molasses, curry powder — even apples. Of the six brands we sampled, no two started with the same ingredient. In this era of cost control and product uniformity, barbecue sauce remains the curious exception.

But there was nothing curious about the winner. When all the opinions were gathered, it was Ken Davis — a local entrepreneur — who emerged victorious, beating such sauce moguls as Heinz and Open Pit. Davis' recipe, which he credits to his grandmother, starts out with a ketchup base.

"The thing about my sauce is that there is no dominating flavor," said Davis, who has been tinkering with the formula for at least 30 years. "I



Illustration/Nancy Entwistle

Minneapolis Tribune
Thurs., Jan. 31, 1980

3C

BBQ sauce as good in food as on it

KEN DAVIS' PARTY MEATBALLS:
1 lb. ground beef
1/2 c. dry bread crumbs
1/2 c. minced onion
1/2 c. milk
1 egg
1 tsp. snipped parsley
1 tsp. salt
1/4 tsp. pepper
1/4 c. shortening
1 (17-oz.) jar barbecue sauce

Mix ground beef, bread crumbs, onions, milk, egg, parsley, salt and pepper. Shape into 1-inch balls. Melt shortening in large skillet. Brown meatballs. Remove meatballs from skillet; pour off fat. Heat barbecue sauce in skillet, stirring occasionally. Add meatballs and stir until thoroughly coated. Simmer uncovered 30 minutes. Serve from chafing dish or fondue pot. Makes 5 dozen.



Carl Griffin:
A self-confessed snob about barbecue sauce. He was "weaned on" the good stuff, says he was in college before he'd tasted any that wasn't homemade.



Bud Armstrong:
The toughest critic. "There wasn't one sauce that I couldn't have improved."



Al Sicherman:
His sauce experience comes from years of covering up his mother's cooking. "In an emergency this could serve as a local anesthetic."



Tom Sorensen:
Heinz scored no points with him. "My mother could put more soul into her barbecue sauce and she's never been out of the state."



L.K. Hanson:
Spices were kept out of reach until he was 21, but he's been making up for it ever since. "This tastes too much like a burnt-out building and has an awful aftertaste."

use the best ingredients money can buy. The customer is putting my sauce into his stomach and I feel that's a real responsibility. Others use tomato extenders, but I use tomato paste — and I don't care how much it costs. I call it the Cadillac."

Our tasters obviously agreed, because four of the eight put it at the top of the list.

The least favorite was Heinz, with five of the eight tasters rating it either fifth or dead last. "No way," wrote Tom Sorensen of the Tribune's Neighbors staff. "My mother could put more soul into her barbecue sauce and she's never been out of the state."

All eight tasters were chosen for their devotion to barbecue sauce. They liberally paint it on everything from French fries to scrambled eggs, although for the tasting they settled for roast beef.

The panel:

Bud Armstrong — sports news editor at the Tribune. Perhaps it was the fact that Armstrong grew up in Florida and spent time in Alabama and Louisiana that made him the toughest critic. "There wasn't one sauce that I couldn't have improved."

Steve Berg — staff writer for Friday-Special. Although I was raised on bland German and Norwegian food, I moved to the South 12 years ago and discovered barbecue. I've been a fan ever since.

Carl Griffin — general assignment reporter and self-confessed snob about barbecue sauce. "I was weaned on good barbecue sauce. I was in college before I knew that there was such a thing as bottled sauce."

L.K. Hanson — Tribune designer, who in 1968 took a Greyhound out of Lake Mills, Iowa, and never looked back. "I was raised on meat and potatoes and had limited experience with spices until I was 21 years old." He's been making up for it ever since.

Dick Parker — Parker, Tribune copy editor, is really known for his chili, but describes himself as "a kinda sewer when it comes to barbecue ribs." He lists additional qualifications as being part Polish and an enthusiastic outdoor chef.

Al Sicherman — Sicherman, who pilots the Perspective page, is better known for his highly sensitive chocolate palate, but he lent his taste buds for barbecue. He said his experience comes "from years of using sauces to cover the taste of my mother's cooking."

Tom Sorensen — staff writer for Neighbors. Sorensen doesn't go for the fancy stuff — in fact, he thought Bananas Foster was a basketball player — but he sure does know his sauce. "I like it on just about anything that doesn't move."

Catherine Watson — It would only seem natural that the Tribune's travel editor has eaten ribs all over — and none compare to her mother's. "Actually I prefer the sauce to the ribs themselves."

Now here's what they had to say:

1. Ken Davis (\$9 cents, 17 oz.) — Berg was immediately impressed with the appearance. "It had a nice rich color," he wrote. "There was a flavor that is a bit chemical, but overall this is a very nice sauce — more enduring than Open Pit, although it's very close. This is a five-star sauce."

Watson and Armstrong shared Berg's enthusiasm. "This was the best all-around sauce. It's smoky, dark and well-balanced. This is the only sauce I'd buy for use on an outdoor grill," Armstrong wrote. "Not bad as a base, although I would screw around with it at home."

Although Sorensen gave the nod to Crystal, he was noticeably impressed. "Good stuff, spicy, tangy; the right color, too. I think I've had it before. Tell me the name and I'll have it again."

Davis's sauce was not without its detractors. According to Sicherman, it "was a little too sweet and brown sugary for me."

2. Crystal (\$9 cents, 16 oz.)

This was the bargain basement brand, so we were pleasantly surprised when it got rave reviews. Perhaps it was the offbeat recipe (corn sweeteners, vinegar, apples and tomato paste) that made it a favorite.

Armstrong rated it right along side Ken Davis. "Wonderful aroma. I'll bet this is Open Pit," Parker wrote. "This is my favorite, although I'd like it somewhat hotter. Good smoky flavor."

Watson: "At least this tastes like barbecue. Comes in pretty close to first place, except for the chili-tone." Sorensen summed it up with "Good stuff. I'd put it on an omelette."

Hanson was out of step with the masses on this one. It was the "pronounced smokiness" that caused him to rate it dead last. "It tastes too much like a burnt-out building and has an awful over-taste," Griffin put it somewhere in the middle. "It's delightfully spicier than the rest, although it leaves an aftertaste."

3. Open Pit (\$9 cents, 18 oz.)

Again, Hanson marched to a different drummer. He was the only one who rated Open Pit at the top of the list. "A very nice blend of spices. Pleasant texture and a good flavor — because no one taste overwhelms."

The Open Pit recipe uses vinegar, corn syrup and tomato puree. Berg had a hard time deciding between Ken Davis and Open Pit. "This is a very rich, peppery sauce. It's a four-star sauce and my second favorite."

But they were alone in their enthusiasm. Parker and Armstrong put it somewhere in the middle. "Too sweet for me at first, although I did get a good, delayed hot rush. Warms me up. Disagreeable nose," Parker wrote. Armstrong said, "It's too much like a shrimp sauce. I'll rate it third, only because it's less bad than the others."

Sicherman objected to the color. "Too red. In an emergency, this could serve as a local anesthetic. Watson was the most vocal in her opinion. "No! This tastes like French dressing and looks like French dressing with a real Tabasco bite at the end. My mouth is still burning — even after the beef."

4. Trader Vic's (\$1.39, 8 oz.)

Only Sicherman admired this champagne of barbecue sauces, despite the fact that it was about twice as expensive as all the other brands.

"Taste is just what I like. It's smoky, and tangy, but not burning hot. Does it have bacon in it? It has the best texture and appearance, too. It's not smooth, but it has little bit of visible spices. I'll bet this is expensive."

Griffin liked it, too. "It could use a little brown sugar, but there was a very nice blend of spices."

Everyone else thought it was a sauce they would use only in a pinch. "Awful," Berg said. "Tastes like tomato sauce. This is the Norwegian version of barbecue sauce. Has a rich, dark color, but an awful taste — like cafeteria gravy," Watson said. "This is nothing but a mustardy, vinegary V-8 juice. It's the right color, but it just tastes wrong. It's too much like a church basement baked-bean dish. Find that I can't remember it a minute later."

The texture that Sicherman liked so much turned Hanson off. "It looks and tastes like burnt wool," Sorensen thought it was going to be his favorite. "This just goes to show you that you can't judge a book by its cover. This stuff looked great — deep-colored, thick — like something off a Southern plantation. But it tastes like rust."

5. Woody's (\$1.25, 13 oz.)

The chief complaint against Woody is that his sauce is too thin. Perhaps that's because the very first ingredient listed is water — followed by to-

mato paste, sugar, wine vinegar and salt.

"The worst of the lot. Even my Norwegian grandmother would think this one tastes bad," Berg said. Griffin called it "a glorified French dressing."

Sicherman and Watson weren't as opinionated, placing it somewhere in the middle. "This is weird," Watson said. "It's better on meat than either Open Pit or Heinz, but another salad-dressing style. Dull and thin."

Hanson placed it near the top, citing the agreeable spiciness. "It has a pleasant taste that doesn't overwhelm. This one definitely has a good flavor."

6. Heinz (\$9 cents, 16 oz.)

According to our tasters, Heinz got a hold of the wrong recipe, which started with tomatoes and distilled vinegar. Five of the eight tasters rated it either fifth or dead last. The best rating it got was from Griffin — and that was third place. "It seems like the onion was put in to offset the blandness."

Watson's occupation crept into her response. "This is lumpy, fruity and orange. I would eat this in a Third World country, but not here." From Berg: "Tastes like tempera paint. I could make better sauce from scratch." From Parker: "Looks and tastes like French dressing." In fact, it reminded the tasters of everything but barbecue sauce.

Tempo

Byerly's puts the *super* back in supermarket

By Eileen Ogintz

MINNEAPOLIS — They say there's no place like it anywhere. Tourist buses show it off to visitors, and local fans say they don't know how they'd survive without it.

"I couldn't move from Minneapolis because of Byerly's," one local woman said, only half joking.

"I practically live here," put in John Sasseville, a Minneapolis commercial artist.

The object of all of this devotion — Byerly's — is a big, sprawling 24-hour suburban supermarket just outside Minneapolis. Every week, store officials say, an estimated 75,000 people crowd its aisles. This is no ordinary supermarket.

Along with the milk and orange juice and lettuce, customers can satisfy a yen for a \$75,000 gold-plated parrot cage or a \$50,000 diamond ring or a \$70 bottle of Cognac or a big Marzipan hamburger or a dozen roses or some Russian caviar or a recipe for Beef Wellington or some imported chocolates — at 3 in the morning.

"I bet this is the only grocery store in the world where you can buy diamonds," said General Mills executive Barbara Jo Davis, a longtime Byerly's shopper. "It's fun to shop here."

"We have something for everyone," said Don Byerly, the easy-going 42-year-old executive who opened the first Byerly's 14 years ago — the sixth is expected to open shortly — and now oversees a \$100-million-a-year business.

ALONG WITH the usual canned goods and frozen foods, there are: a separate exclusive gift shop, a wine shop, a candy store specializing in fine chocolates, a 24-hour, 190-seat restaurant where a customer can order anything from a milk shake to a shrimp dinner, a U.S. Post Office, a cooking school, a card shop, a pharmacy, an FTD flower shop and a catering service.

Byerly's has catered entire weddings and other big parties, including a reception for the King of Sweden. An Australian pastry chef supervises

A home economist works fulltime in each store coming up with recipes. Each is first tried in a test kitchen in the store. 'That way,' says Byerly, 'people will know what to do with shark when we have it.'

the desserts; a rabbi periodically checks the separate kosher delicatessen and frozen food department, which is the largest in the Midwest, Byerly believes.

"Business just keeps growing," Byerly said, strolling around the 92,000-square-foot carpeted store, picking a chipped pop bottle from a shelf, chatting with customers who stop him to compliment Byerly's

specially packaged Wild Rice Soup.

"We come here often," said Mary Ann Krohn who was buying some fresh fudge with her husband, Larry, and 6-year-old son, Michael. "It becomes a night out when we come here. The variety is excellent, and a lot of things are cheaper than in other places."

Byerly says he is able to keep his prices competitive because he doesn't advertise — at all. He says he doesn't need to.

"When we started, we tried to do something there was a need for in Minneapolis," he said. "And it was a hit right away. It's the atmosphere as much as anything. You can get groceries as cheaply, but it's more comfortable to shop here."

BYERLY GREW UP in the supermarket business and got his start with some help from his father, Russell Byerly, who is president of Super Valu, one of the largest food wholesalers. Now Byerly's wife and two stepsons are actively involved in the operation, which remains firmly planted in the Twin Cities.

Byerly says that despite attractive offers elsewhere, most recently from Miami and Dallas, he has no plans to expand out of Minneapolis.

"I'm not trying to see how many stores I can have, just how good the ones I've got can be," he said.

Byerly's customers certainly can't complain about not finding what they want. Big signs, and notes in the free monthly newsletter, tell customers to bring Byerly labels from products they've enjoyed outside of Minneapolis. As a result, Byerly said the store

now uses pie recipes from a California baker and stocks certain Canadian jams, breads, and California canned fruit. Soon the store will be carrying exclusively a special dessert meringue from Australia. Everywhere employees were offering samples of new products — Swedish cookies here, freshly made pizza down a second aisle, rolled cabbage near the delicatessen.

PHEASANT, PARTRIDGE, squab and buffalo meat were on display, as well as oysters, live lobsters, papaya, and gobo, which is a Japanese root vegetable, according to a note next to the display.

Customers shouldn't have any trouble cooking these foods either — or a meatloaf, for that matter. There are cooking classes, and a home economist works fulltime in each Byerly's store coming up with recipes — 1,300 are on file and dozens are on cards around the store for customers to take. Each is first tried in a test kitchen in the store. "That way people will know what to do with shark when we have it," Byerly said.

Even if they decide to cook it in the middle of the night. Byerly said if someone comes in at 3 a.m. and wants the recipe, not only will a butcher be available to provide the proper cut of fish, but the store manager would provide the recipe from the store's files.

"They'll do anything for you at Byerly's," said Barbara Jo Davis. "I can't shop anywhere else. Of course," she added, "I buy groceries, not diamonds."



Photo by Larry Solzman

Chicago Tribune Press Service

Don Byerly and his wares, the kind seldom found in the average grocery.

Original

Removed for

Exhibit

3/14/97

Al Greene



THE WEST CENTRAL TRIBUNE

Willmar, Minnesota

Monday, August 24, 1987

35 cents



STATE COOKOFF SATISFIES 5,000

By STEVE GRAVELLE
Staff Writer

WILLMAR — No one went away hungry from the first annual Minnesota Barbecue Championship Saturday afternoon in a corner of the Cashwise Foods parking lot.

Besides free samples offered by the state's pork, chicken, beef, and turkey industry, the backyard gourmets were free with samples, once the judges had done their duty. Organizers estimated about 5,000 people attended the event.

Cosponsored by Cashwise and a charcoal manufacturer, the event featured amateur and professional competition in beef, poultry, and pork. The aroma of cajun-style chicken mingled with that

from such delicacies as wild boar bacon and bratwursts stuffed with wild rice.

"This is the first time I've ever done anything like this," said Andrew McBride of Brooklyn Park as he slathered his special sauce over a rack of sizzling pork ribs. McBride's ribs took second place in the amateur pork class, and he said he'll be back next year.

One man who drew a crowd has considerable barbecue experience. Ken Davis, maker of the barbecue sauce, said he's "been in the food business for 40 years," supplying restaurants and delicatessens and operating fast-food ribs and chicken outlets. Davis said his sauce was first produced

Nov. 1, 1970 after a long development period.

"First you've got to have a food tech and a home ec (specialist)," Davis said. "The home ec costs \$75 an hour. The one I had, I married her, because she was too expensive."

As the man whose name and face are on every label on every jar of sauce sold in five states, — but "the jar is 20 years younger" — Davis said "I have control of it from the manufacturing quality right to the consumer's mouth. I do not want a product made by someone else, because I don't know what's in it." The sauce is produced at a plant in Hopkins.

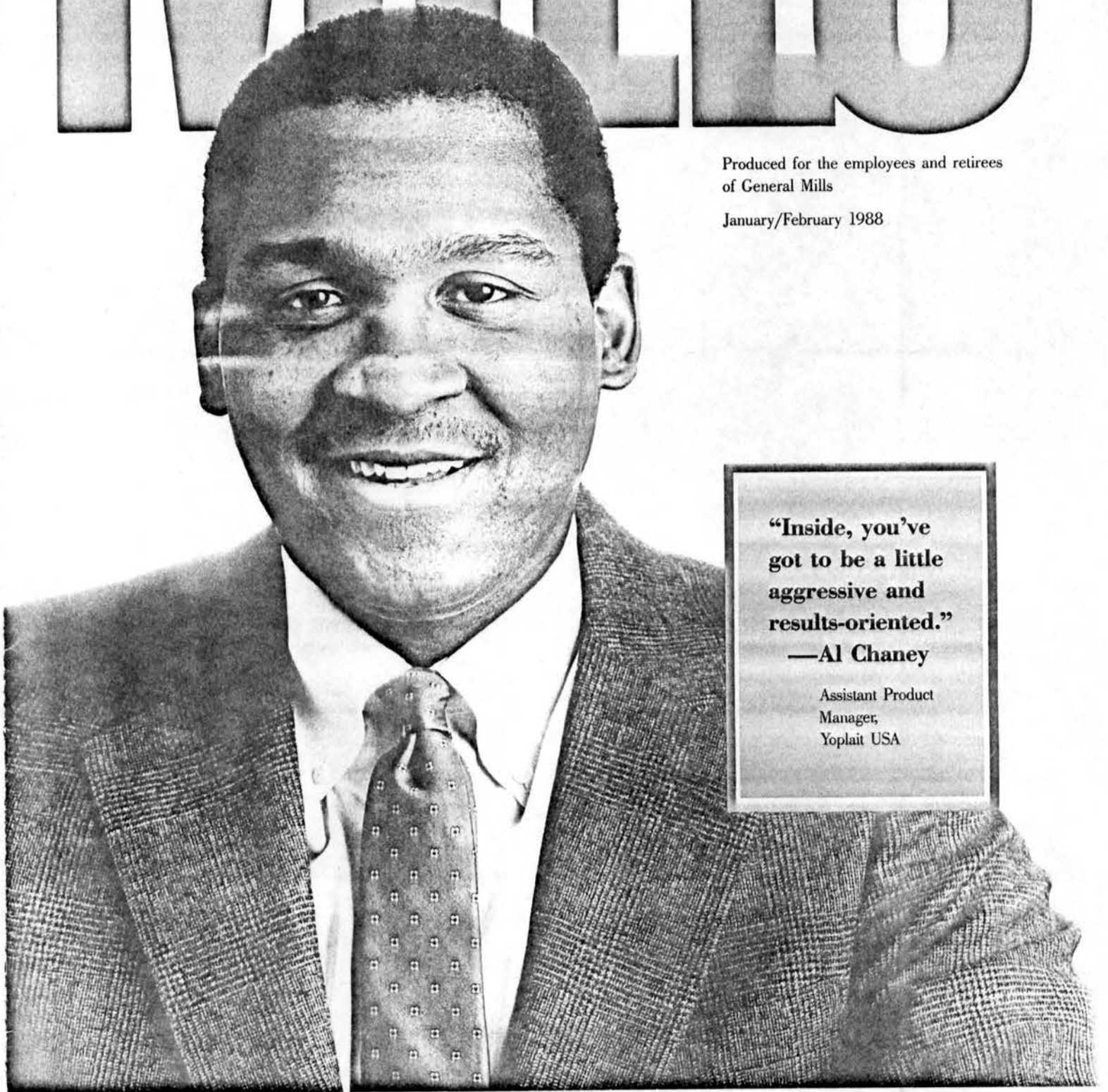
"I started the company with \$1,200," Davis said, "but did everything myself. I did the production, delivery, did my own demonstrations — and that was not too long ago."

These days, Davis and his barbecue team travel in a customized bus, but it's still a family operation. "I've been working for him since before kindergarten," said son Kevin. Nodding towards the bus, he said "everything he does is with style. I've never known him to work for anybody but himself. I could show you a copy of my birth certificate — it says 'self-employed.'"

THE MILLS

Produced for the employees and retirees
of General Mills

January/February 1988



**"Inside, you've
got to be a little
aggressive and
results-oriented."**

—Al Chaney

Assistant Product
Manager,
Yoplait USA



Jim Barbour

Home economists expand marketing roles with expertise in consumer tastes, trends

Mixing baking with business, home economists are using their knowledge of consumer tastes to strengthen the marketing of General Mills' products.

"We have home economists with solid business backgrounds—people who know the bottom line," says Marcia Copeland, director, Betty Crocker Food and Publications Center.

Home economists' expertise in the marketplace has progressed over recent years, and is a direct response to quickly changing consumer tastes and the changing needs of product marketers. Today, home economists represent the consumer to marketers.

"We've made a concerted effort to become a more integral part of the marketing

of our products," Copeland says. "If we hadn't changed, we would have diminished our value to the company."

Copeland describes marketers as the "clients" of home economists, who are asked to provide reliable information on home appliance trends, consumer tastes and competitive activity. Because of their product testing experience and knowledge of the competition, home economists can identify the successful elements of a product. Recognition of home economists as authorities on consumer tastes is steadily growing, Copeland says.

"It's been a matter of thrusting ourselves into the business and making the right contributions," she explains. "It's meant more than working in the kitchens."

Teaming with Marketing, Marketing Research and the James Ford Bell Technical Center, the company's 28 home economists evaluate new and existing products—but not only by preparing recipes. Involvement of the home economists provides marketers with a

Continued on page 7

Mary Bartz oversees a meal presentation for Consumer Foods salespeople at a downtown Minneapolis restaurant. Home economists held similar events in 16 other U.S. cities to familiarize salespeople with new Betty Crocker products.

Continued from page 3

constant reference for products or trends and helps ensure that different divisions avoid duplicating product research.

"If marketers want to know how many homes in America have 10-inch skillet, they can come to us," Copeland says.

Sometimes it is necessary for home economists to say "no," and explain that a product concept has limited appeal or has



Jim Barbour

Davis, left, and Kim Walter, publications and licensing manager, Betty Crocker Enterprises, evaluate recipes in the Betty Crocker Food and Publications Information Center collection.

General Mills' home economists—"food professionals," as Davis calls them—have roots in both food science and business education.

been researched and discarded before.

"Our home economists today know more about the profile of the user of our products, as well as the methods of selling our products," Copeland explains.

No matter where a product idea originates, it's the home economists' job to question whether consumers will buy it or be able to prepare it.

"And we have people in our department who do that type of evaluation extremely well," Copeland says.

Mary Bartz and Barbara Jo Davis, managers, Betty Crocker Food and Publications Center, describe the relationship between marketers and home economists as a two-way street. When a product opportunity is spotted by marketers, home economists are asked to develop product concepts. Or, home economists, who regularly visit restaurants and grocery stores as well as read food magazines and cookbooks, may identify a consumer trend and suggest a product concept to marketers.

"Ideas go both ways," Bartz says. "For example, with product line extensions, we'll do research on flavor profiles, and we're involved in idea sessions. It's a real team process, and the bottom line is that we get together and find

a new direction for product development."

The Hamburger Helper Chili flavors were produced by such a team. Home economists evaluated regional variations in scratch chili recipes and also found that the dish was the nation's fourth largest use of hamburger.

"We used computer recipe searches and our collection of cookbooks to develop a benchmark flavor," Bartz says. "We did a lot of research and kitchen testing to complement the marketing research."

General Mills' home economists—"food professionals," as Davis calls them—have roots in both food science and business education.

"It's been a gradual change," Davis says. "It was not always true that home economists were part of the marketing team. It's something we work on every minute of every day."

Home economists aren't hired to be marketers, Copeland says, but they are expected to be aware of the business.

"In the old days, we were able to say, 'This product tastes good,' without knowing whether it would sell," Copeland explains. "Now we're seen as the people who know about food trends, and we have a better idea whether it will sell." ■

Tie on that funny
apron, throw a steak
on the barbecue—and
become part of a
national back-yard
obsession



Reader's Digest 7/88

COOKOUT TIME!

BY JACK DENTON SCOTT

THE FORMALLY DRESSED couple spread an Oriental rug on the grass in Chicago's Grant Park. They set a table with linen, china, silver—and champagne. Then they lit their charcoal grill.

Next to them, in his allotted 100 square feet, a blue-jean-clad auto mechanic fiddled with a small kettle grill, and beside him an insurance salesman in sport shirt and khakis bantered that he was the grand master of back-yard cookery.

These fired-up barbecuers were among 600 contenders competing in the annual "Ribfest," originated by Chicago *Tribune* columnist Mike Royko and now run by two writers of the paper's gossip column. The contestants' dream: to take home first prize for the best barbecued pork ribs. Royko himself passed on his cooking mitts when he couldn't part with a pig he had raised especially for barbecuing. But his rules still prevail, and the main one is: "There will be no barbecuing of beef ribs, horse ribs, stray cats, dogs, pigeons, goats or former spouses."

Outdoor cooking has become our new national pastime. The

BACKGROUND PHOTO: © MARC ROMANELLI/
THE IMAGE BANK; ILLUSTRATION: ROY MCKIE

country's 66 million barbecuers now own almost 100 million backyard grills, and every Fourth of July weekend we light 1.5 billion charcoal briquettes. In fact, Americans light their fires over one billion times yearly, making this outdoor activity our most popular form of at-home entertaining.

The world's oldest method of cooking is popular around the globe. But there's no doubt the United States has brought this particular cooking art to perfection.

The modern bonanza began in 1951, when George Stephen decided he was tired of burning steaks over inefficient open braziers with fires that were often too hot. Employed by Weber Brothers Metal Works, Stephen joined two drum-size metal shapes to form a covered grill. This stopped flare-ups and reflected heat to aid in the cooking. His weatherproof device was so successful that Stephen bought Weber and began manufacturing "The Weber Kettle"—and barbecue history was made.

Today, cookouts are a social phenomenon inviting spontaneous helpfulness from guests or family who would never lift a finger in the restraining atmosphere of the kitchen. One summer afternoon, I attended a chicken barbecue in Connecticut. The guest of honor was my host's boss, John, a forbiddingly dignified gentleman who was so demanding that he often unnerved hostesses, frightened waiters and intimidated maitre d's.

As my friend was about to dollop barbecue sauce on the chicken halves before placing them over charcoal, John suddenly spoke up: "Does your sauce contain tomato?"

Speechless, my host nodded.

"I suggest you cook the chickens to the halfway point first, or the sauce will burn and spoil the flavor. Let me show you . . ." He proceeded to deftly cook and sauce the pieces his way. They were superb.

Kettle and covered cookers are the most popular, but water smokers, which approximate Southern barbecue smoked flavor, are gaining in use. Gas grills are catching on as well. Their grates are lined with reusable ceramic briquettes or lava rocks—natural volcanic stones. These radiate heat from the gas jets and cook the food.

Some seasoned Southern barbecuers use neither charcoal nor gas, but rely on wood. One manufacturer offers a stainless-steel smoker pit with a solid-gold emblem in the shape of Texas on the smoking box. List price: \$6000, wood not included.

When all is said and done, however, the favorite remains the charcoal briquette—the brainchild of Henry Ford. Unhappy with the huge piles of wood scraps outside a sawmill he operated for automobile production, Ford utilized a method for converting the wood chips to charcoal. His charcoal factory was unveiled in 1922, and with some modifications, this method of changing scrap wood into charcoal is still in use today.

Next to the fire itself, barbecuers rate sauces as one of the most important secrets of their art (while grillers usually omit them entirely in their speedier cooking method). Half of all barbecuers make their own.

* Ken Davis, a noted Midwest barbecuer, delays adding the sauce. He rubs on a spicy dry seasoning first, cooks the meat until done, brushes on his secret sauce and then wraps the meat in foil and cooks briefly. Says Davis, "The heat drives the flavor of the sauce into the food."

For those who brag about their barbecuing prowess and appetite, consider what the real masters of the art in Kansas City regard as a "party for the mouth": they pile slowly smoked slices of barbecued beef brisket on white bread, smear on cayenne-flavored Kansas City sauce, add another slice of bread, stack hickory-smoked ham slices, more sauce, dill pickles, then cover with another slice of bread. After polishing this off, Kansas City carnivores often sit down to a hefty offering of barbecued juicy baby-back ribs.

Our national obsession with outdoor grills has inspired restaurants to follow the blazing trail. Professional chefs have popularized the

use of chips of aromatic woods—apple, cherry, peach, alder, hickory and mesquite—to impart special flavor. Some chefs throw fresh spices and herbs like thyme, tarra-
gon, sage and rosemary on the glowing charcoal. The newest twist is to use grapevine cuttings: Riesling, Gewürztraminer or Chardonnay. Some chefs claim they can instantly tell by flavor which vines have been used on the coals.

WITH SO MANY inventive chefs, no wonder barbecue cook-offs such as Chicago's Ribfest are sweeping the country, keeping the competitive juices flowing. There's even a barbecue superbowl, the annual National Rib Cook-Off, in Cleveland. Budgeted at over \$1 million and offering a \$25,000 prize for the "best ribs in America," the big burn attracts over 200,000 rib lovers.

But for me, back-yard cookouts with paper plates that make dirty dishes just a memory are the thing. These rites of summer spark camaraderie, family togetherness and friendship, and give food a new dimension—while providing unfettered taste buds a chance to blossom by the fireside out where the fun begins.

Stamp of Approval

DURING A VISIT to Pineville, N.C., I stopped at the post office for stamps. "May I please have some pretty ones?" I asked.

The clerk reached into the drawer, took out ten stamps imprinted with the American flag and slid them across the counter. "You can't get any prettier than that," he replied.

—Contributed by Karl F. Schmiedeke

Saturday, June 22, 1991

Daily News, Page 3

Davis knows success takes hard work

By TERRI LEE HUSTAD
Daily News staff writer

FARIBAULT — Ken Davis knows what it's like to work his way up from the bottom.

He came to the Twin Cities in the 1960s with \$950 in his pocket and a recipe for barbecue sauce his mother created.

"I could smell success here, and it worked," Davis said. Actually, he got to know the metro area when he was driving through and his car broke down.

He sold the sauce out of the back of his station wagon, giving away cases of the sauce until people began to take notice and he developed a successful track record.

Today, his million-dollar company, based in Minneapolis, markets a barbecue sauce which grabs 45 percent of the local market share.

There are currently 150 different sizes and flavors of barbecue sauce on the market in the Twin Cities area, and of Davis' 10 products, three are in the top four for popularity.

"As long as my name is out there I feel a responsibility," Davis said.

He once received a call from a woman accusing Davis of ruining her dinner party. After talking to her and calming her down, he learned the barbecued ribs she served were spoiled, due to the meat, not the sauce. He gave her \$25 to buy more ribs and a complimentary case of sauce.

"I need her on a continued basis," Davis said. "I give sauce away. I tell her the first one is on me and the next 100 are on her."

Though he's not actively looking at expanding his market area beyond the five-state region, he's ready to seize any opportunities that come his way. Jars of his sauce have found their way to Japan and the Soviet Union.

He believes anyone can be as successful as he is if they're willing to pay their dues. All it takes is an idea, imagination, execution and money.



Barbeque sauce master and Heritage Days parade grand marshal Ken Davis

His wife, Barbara Jo, a certified home economist, was once hired by Ken Davis Inc. to help create a more consistent sauce. Now she's the top dog, running the day-to-day activities as president of the company.

Davis, 67, was this year's Heritage Days parade grand marshal.

His main purpose of being in Faribault is to appear at Hy-Vee Foods' parking lot feed from 10 a.m. to 4 p.m. today.

Davis and his people will do the cooking and he'll demonstrate some cooking techniques.

Profits from the community cook-

out will go to the Faribault Area Food Shelf.

Randy Kruse, a manager at Hy-Vee, said Davis came into the store one Saturday afternoon and suggested the event. They expect about 1,200 people will stop by the lot and eat food which features Davis' sauce.

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3/14/97

J. Greene

HEIB Direction

Published by Twin Cities HEIB

May 1993

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Barbara Jo Davis



If there ever was a passionate person, Barbara Jo Davis fills the bill. Her passions include increasing the number of people of color in the home economics profession, as well as networking and serving as a role model in the African-American community. Let's find out more...

Barbara Jo received a B.A. in Dietetics from the University of Northern Colorado. She also completed a hospital internship in dietetics and Research Training at the University of Iowa.

Her first job was a research dietitian for Cox Coronary Heart Institute near Dayton, Ohio. When the 3-year program funded by General Mills came to a close, it was through her contact at General Mills she learned a position had opened within the Betty Crocker Kitchens. Barbara Jo

spent the next 20 years at General Mills, of which most of her time was in management.

Barbara Jo left General Mills 5 years ago to become President of Ken Davis Products, Inc. She is now Owner/President and her role is three-pronged: to provide a "vision" and keep it alive; to provide quality barbecue sauce; and, to keep the company financially on track. Essentially, it's a one-woman operation, although there are three full-time employees. Consultants are hired on an as-needed basis to provide services such as packaging, photography, advertising, legal and accounting expertise. Barbara Jo is proud to note that her company is able to provide full benefits for its full-time employees, rather than hire several part-time employees and offer limited or no benefits.

Day to day, Barbara Jo stays in close contact with product, foodservice and commodity brokers, monitors quality control at the manufacturer, provides product development and recipe service, maintains consumer relations and coordinates in-store demos.

Besides keeping in close contact with quality control matters and the consumer, the advantage of running a small company is that "you can operate as a family and you want your family to be taken care of," says Barbara Jo.

Continued on Page 4

Upcoming HEIB Meeting Dates

May 18 Wayzata Country Club -
Wayzata, Lori Wilcox,
"Menopause"

*Have a great summer. See you in
September!*

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Box 1 Nov 6



Pluggers don't mind waiting a few months to read the hot best sellers.

Wise guy

For Walter Matthau, professor of such comedy classics as "The Sunshine Boys," "The Odd Couple" and last year's Minnesota-made "Grumpy Old Men," playing Albert Einstein in "I.Q." was a brain-teaser. **10F**



Bulletin Board

Scandal after scandal, right down the street. One man's wedding: no big deal. The unforeseeable future. "MN. Dept. of Highway Robbery." **3F**

Household Forum

Red River Valley heritage reflected in new cookbook, reports columnist Ellen Carlson. **4F**

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EXPRESS

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JAMES LILEKS

Cards get credit for fat feeling

The other day, I spent a good five minutes trying to get in my jeans, appalled at how tight they'd become. Naturally, I blamed it on all the holiday treats I'd been eating, but these jeans had been loose just the previous week. Unless I'd spent all my time buttering cubes of almond bark and sliding them down my throat with a stick, I could not possibly have gained that much weight.

Then, I took my wallet out of the back pocket. Voila: instant fit.

Later, I sat down to edit the contents. My wallet was almost as thick as my father's, which resembles the phone book folded in half. My father cannot bend over without his back pocket bursting like a milkweed pod, spewing credit cards, insurance IDs, Navy discharge papers and family photos into the air.

I do not regard my wallet as a sentimental repository — there are no pictures of my wife, for example. I know what she looks like. If I forget, I will be content to wait until she comes home from work. If I'm really curious, I'll meet her by the garage.

No, the wallet's girth was entirely due to shopper's club cards, those little scraps of cardboard with punch holes to mark your slow progress toward a free something. They're yuppie welfare checks.

I cannot buy anything nowadays without someone handing me a card and punching a hole in it. Sub sandwiches, copy shops, package mailers — everyone has a card. The companies that print the cards probably have a card for the people who buy them.

Most of the cards clogging my wallet are from coffee shops. They make me feel cosmopolitan, Hemingwayesque, a man with a running tab in half a dozen bars. Some of these places I visit once every other month, and the card fills up at the pace of a game of chess conducted by mail.

By the time I redeem some of these cards, the store will be gone, replaced by a tanning salon. They'll give me a card that's good for a free melanoma checkup after 10 punches. ("If you find a spot bigger than this hole, consult a doctor.") I can't throw them out. If I'm by that coffee shop again, it'll come in handy. Only eight more trips to a Los Angeles diner, for example, and it's latte gratis.

I actually did fill up one card. Did I march into the store, slam the card on the counter and holler "PAY UP, SUCKER!" No. I hoarded the card and started another. I could lose all our money and the house and be out on the street, but I'd have a cup of coffee socked away. (There is such a thing as a gene for Depression, and it was handed down by parents who lived through the '30s.)

The wisdom of this marketing tool escapes me; it seems obvious that if I am willing to pay 10 times for a particular item, I probably won't balk at paying for No. 11.

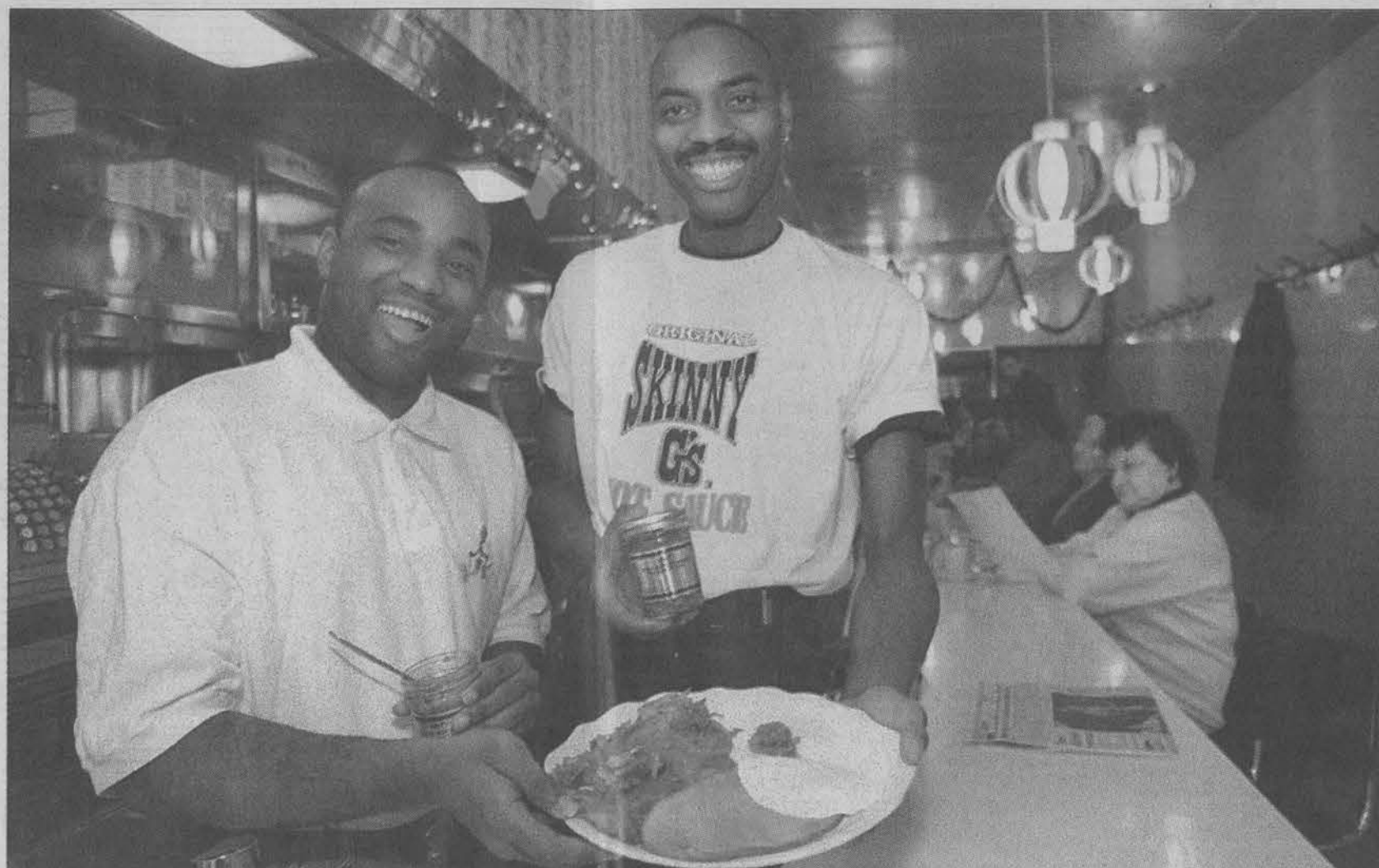
I'd feel better if it worked the other way around: The first item is free, but I had better come back 10 times to show my appreciation. I prefer to do something out of guilt, rather than greed. Or let's institute the Universal Card that every merchant punches. Every 11th something is free, no matter what. Cars, brooms, houses, nails, bus tickets, airplane rides.

I mentioned the modern plague of wallet-choking cards to my father, who chuckled. He removed his billfold and pulled out an old battered card from the U.S. Navy. FIGHT TEN BATTLES, GET OUT OF ONE FREE. No one had to punch it — you just held it over your head and let a bullet make the hole. There were only nine holes in the card; the war ended before he could redeem it. But he held on.

Should WW II ever return, it would come in handy.



COLUMNIST



PHOTOS BY CRAIG BORCK/PIONEER PRESS

RECIPE FOR SUCCESS

A St. Paul-based program teaches aspiring food entrepreneurs about product development and marketing.

Delicious new beginnings in 1995 are the shared dreams of a group of wanna-be food entrepreneurs.

"I want to make sweet-potato pie as American as apple pie," says Rosemarie Jackson of Minneapolis, as she gets ready to crimp crusts for her unique-recipe desserts.

Kyung Lee, also of Minneapolis, has been assured, "You're going to make Leeann Chin mad!" when she becomes successful with her Korean marinade.

Colin and Patricia Wilson of St. Paul are anticipating "with great enthusiasm" seeing bottles of their Caribbean marinade on store shelves.

These dreamers are venturing in a business where the casualty rate is high. But perhaps their chances are more solid because they're studying in the Recipe for Success program, targeted at people with food-product inspirations but limited money or knowledge about the complexities of packaging, marketing and regulations.

Operated since September by the Neighborhood Development Center out of upstairs offices at 651½ University Ave., St. Paul, and subsisting on a budget that's peanuts, compared with the research-and-development coffers of Pillsbury or General Mills, this first-in-Minnesota project relies on free and enthusiastically shared advice.

Twenty-one hopefuls signed on for the start-up project, all at no cost because their incomes do not exceed \$35,000. Four months later, nearly all still are plugging away through the process of writing business plans and meeting with

too often a single person with great ideas is not willing to do the grunt," she says with a knowing chuckle.

Those brothers ("same mother, different fathers") are George Smart, who gained the nickname "Skinny G" because there were two Georges in his St. Cloud college accommodations, and Israel Akinsanya II. Both were born in Liberia. Their hopes are pinned on Skinny G's hot fried-pepper sauce, which they've been testing on customers at their Town Talk Diner, 2707½ E. Lake St., Minneapolis.

"When we were growing up in Liberia, this kind of salsa was used in almost every house," says Smart says. Their non-tomato-base sauce is dastardly hot,

Israel Akinsanya and George Smart hope to market their Liberian-style hot sauce with the help of the Recipe for Success program.

Frank Caples, another Recipe for Success participant, shows off his Old New Orleans products.

SUCCESS CONTINUED ON 2F ▶



WHAT'S NEXT

FOOD

Go ahead — Splurge!

Only three days left of eating, drinking and being merry before resolutions must be made. But even if your resolve is to lose a few pounds in the new year, you can still Splurge!

That permissive word decorates splashy turquoise, orange and purple packages for a new line of low-fat snack foods created by a Minneapolis native who has brought six products to area grocery stores.

Splurge! President Linda Schwartzman, who went from being a New York City

attorney to a snack entrepreneur, accomplishes her "great taste" goal with her Crunchie Munchie cookies that are fat-free and contain only a dozen calories each. Flavors are chocolate chip, chocolate chocolate chip and oatmeal raisin. Also amazingly good — considering that it has only 2 grams of fat per 1-ounce serving — is Splurge! Crunchie Caramel Corn. Air-Popped Butter Flavor Corn and Chocolate Covered Pretzels complete the cur-

rent product line.

Prices range from 99 cents to \$4.29, and the snacks can be collected at Rainbow, Cub, Byerly's, Lunds, Holiday Plus and at Bloomingdale's and Marshall's at the Mall of America.

Label it true

As the Year of the Great Label Changeover ends, the Grocery Manufacturers of America compute that 500,000 food products now carry revised labels meeting the new Food and Drug Administration mandates for nutrition information.

The FDA analyzed the data we're all reading on the backs of boxes and cans and says the information has a 94 percent accuracy rate for fat declarations and 93 percent for calorie content. Further, those instances where percentages differed slightly from FDA findings were largely analytical variants and were "nutritionally insignificant," says GMA President C. Manley Molpus.

In other words, you CAN believe what you read on the labels.

— ELEANOR OSTMAN, STAFF WRITER





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■ MEYERHOFF BUSINESS ALLIANCE ■

VOLUME 1, NUMBER 1, JANUARY 30, 1995

Editor's Column

In 1986 the TRY US Resources board of directors launched the Meyerhoff Business Alliance (MBA), a "school-to-work" training program for post-secondary minority students. Since then, over 100 paid internships have been provided in work sites ranging from The American Indian Center to the St. Paul Mayor's office. The program is housed in the TRY US Resources office and administered by Ann Thomas, Assistant Director of TRY US Resources.

The primary focus of the MBA is its minority business training program. Students are placed for one-year paid internships (\$4,800/student) in minority-owned businesses. They learn the risks and rewards of entrepreneurship and are taught valuable business skills. The goal is to make business ownership a viable career choice for increasing numbers of minority students. The MBA is training tomorrow's minority business leaders today.

In this first edition of the MBA newsletter, we are featuring the first two students to complete the minority business training program. I think their stories will interest you.

Liz Kahnk



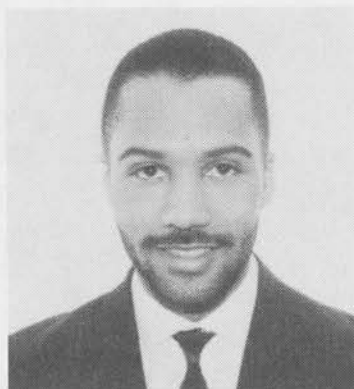
John Drew, MBA Intern with Ezell Jones, CEO, Premier RiskTech Services

John Drew was born and raised in Thomasville, Georgia. After graduating from high school, John attended Kansas Wesleyan University on a track scholarship for one semester, and when his track coach moved to Bethel College in St. Paul, MN he convinced John to transfer there. John hasn't been standing still since arriving in Minnesota - he will become a Staff Sergeant with the National Guard this May and was married in May of 94. His wife, Kim, teaches 3rd grade in the Anoka School District.

John entered the MBA program and was placed with Premier RiskTech Services, an insurance agency providing consulting, insurance brokerage and surety services. After meeting with CEO Ezell Jones, John realized this unique training opportunity would enable him to stretch his knowledge and skills.

According to John, "My internship at Premier RiskTech Services was an incredible learning experience. Mr. Jones gave me many opportunities to take on projects for which I was solely responsible, such as developing the company's first standard office procedures manual." John attended various business meetings with Mr. Jones, learning the value of networking and receiving a broad overview of the business arena.

At the conclusion of his internship, John was offered a full-time job with Premier RiskTech Services. John summed up his experience by saying, "I saw first hand both how difficult and rewarding a career in the insurance industry can be. To be offered a full time job here is a dream come true."



Lance Sanders

Lance Sanders acquired his interest in Food Science naturally. His parents came from farming families who grew large gardens. It was a natural "fit" for Lance to intern at Ken Davis Products, manufacturers of various barbecue sauces and marinades. What Lance didn't expect was the wide range of opportunities his internship afforded.

During the nine months he spent under the tutelage of Barbara Davis, president of Ken Davis Products, Lance researched new customer leads, designed and wrote the first company newsletter, and worked in product and new recipe development.

Barbara Davis was Lance's mentor. She trained him in all facets of the business, arranged meetings with employees at General Mills test kitchens, had him attend various food

shows, helped him develop his resume and encouraged him in his job search. Ms. Davis declared that "we wanted to show Lance that owning your own business means a lot of hard work -- but it has lots of rewards too."

Upon graduation, Lance interviewed for and was offered a job as Assistant Chemist with DOWELANCO, a subsidiary of Dow Chemical and Eli Lilly Pharmaceutical in Indianapolis, IN. He hopes his future career with DOWELANCO will offer more opportunities to work in food development and testing.

CONTRIBUTIONS CORNER

Recent contributors to the MBA include Anheuser-Busch, General Mills Foundation, Chrysler Corporation, Medtronic Foundation and TCF Foundation. The MBA students, board and staff thank these supporters for their generous donations. In 1994, 92% of money donated to the MBA directly went to pay student stipends.

Tax deductible contributions may be sent to:

Meyerhoff Business Alliance
2105 Central Avenue N.E.
Minneapolis, MN 55418
(612) 781-6819

LOOKING AHEAD...

- Minority business work sites for the 1995-96 academic year are being identified.
- Applications for 1995-96 student internships are being accepted.
- A national promotional drive is under way to acquaint corporations and minority businesses with the MBA.

President's Report

It has been exciting to watch the growth and progress of the MBA. When the program translates into actual student and workers' achievements, as it has for John Drew and Lance Sanders, it becomes even more rewarding. The MBA's primary thrust is to develop the next generation of minority entrepreneurs -- those individuals who will one day employ minorities themselves and also act as role models in their respective communities. Please join us in helping individuals such as John and Lance become future business leaders.

Floyd Lewis, Director of Corporate Affairs, Anheuser-Busch and
President, MBA

MEYERHOFF BUSINESS ALLIANCE (MBA)
2105 CENTRAL AVENUE N.E.
MINNEAPOLIS, MN 55418



Entrepreneurship 101

Minority students
benefit from
business owners'
wealth of
experience.

Minority college students can learn about the risks and rewards entrepreneurship brings through a unique educational program offered by the Meyerhoff Business Alliance (MBA), which was created by TRY US Resources, a Minneapolis-based organization that assists government agencies and corporations seeking to do business with minority suppliers.

The business training program places interns with minority owned businesses located in the Minneapolis-St. Paul area. Students receive a stipend of up to \$4,800 for a one-year internship which is paid by the MBA during the school year and by the participating minority owned business during the summer.

In operation for the past 10 years, the MBA internship program focused on non-profit organizations until 1993, when it introduced its minority business component. (U.S. Census figures indicate that 58 percent of all white owned firms employ no minorities, while minorities represent more than three-quarters of employees of most black owned firms.)

Floyd Lewis, director of economic development for Anheuser-Busch Companies, serves as president of the MBA's



Bethel College business major John Drew (left) receives advice from mentor Ezell Jones, CEO of Premier Risktech Services in Minneapolis. Drew will join the firm full-time after graduation this spring.

board of directors. The program is funded by grants from corporations like Anheuser-Busch as well as from foundations and private donors.

"The program also allows minority business owners to have employees they normally cannot afford," says board member Barbara Jo Davis, president of Ken Davis Products, a black owned company that produces a line of barbecue and marinade sauces. It is also one of the first companies to provide an internship under this new program aspect.

Last year, Davis mentored Lance Sanders, a food science major at the University of Minnesota. Sanders developed a newsletter which promoted recipes using Ken Davis sauces. He also researched contracting opportunities for the firm, and met with people in food sales, research and development, and testing kitchens.

"In food science, schools tend to direct their students toward research and development," states Davis. "We let Lance look

at a lot of opportunities he might never have known about."

According to Ezell Jones, CEO of Premier Risktech Services, a black owned insurance brokerage and risk management firm and MBA board member, the program encourages business ownership as a viable first career choice for minorities.

"Insurance has historically been the best kept secret," he says. "Because most of the firms are family owned and controlled, African Americans traditionally don't have much of an opportunity to get in."

Last year, Jones mentored Bethel College student John Drew, who worked in a variety of positions including marketing and sales. Drew wrote a procedures manual which he then used to develop a quality assurance program. The company is currently implementing his program.

"Mr. Jones has been both my mentor and teacher, assigning me tasks which force me to develop

business strategies and methods of my own," states Drew, who changed his major from engineering to business after joining the insurance firm. "I saw firsthand both how difficult and rewarding a career in the insurance industry can be."

Having finished his internship, Drew continues to work part-time at Premier Risktech. After graduating in May, he will join Jones' staff full-time as an account executive and sales assistant.

"The program has provided us with an opportunity to bring someone in and train him from the ground up," Jones says. "We're going to put John on the fast track so he can gain the proper credentials."

A second class of interns began training at minority owned firms this past fall. Participating companies include a local newspaper, a paper products firm, computer services, a law office and an events planning business.

To learn more about the Meyerhoff Business Alliance, call Ms. Ann Thomas at 612/781-6819. ♦

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FUTURES

Agriculture Gets Due Award

BY BETTY McMAHON



Carly Bearfield as she portrays Beth in Aaron Copland's *The Tender Land* at the Les and Lanie Kallsen farm near Ihlen, Minnesota, in June.

When Alfred Nobel established prizes for outstanding achievement in the sciences, literature, and promotion of international peace, he apparently did not recognize the significant contributions of agribusiness. Neither, it seems, did anyone else. "I'm not aware of any prizes or awards anywhere in the world that salute farmers or anyone in agribusiness," says Sue Shepard, development director of the Institute of Agriculture, Forestry, and Home Economics.

In June, the Institute announced the \$150,000 Siehl Prize in Agriculture—funded by and named for Min-

nesota businessman Eldon R. Siehl—at, appropriately, the Opera on the Farm production of *The Tender Land* (see sidebar).

The prize awards \$50,000 every two years to one person (or team) in each of three categories: production agriculture, agribusiness, and academia (teaching, research, extension). Recipients also receive a glass and granite sculpture created by

Thomas Rose, University professor of studio arts. To qualify for the Siehl Prize, an individual must live in Minnesota, have lived in the state for at least five years, or be a University of Minnesota graduate.

"I can't tell you how gratifying it is to see people rapt, people who have never seen an opera. It's fantastic."

Murry Sidlin, orchestra director of *The Tender Land*, School of Music professor

The Iowa-born Siehl, who died in 1982, had a lifelong love affair with agriculture, nurtured by stays on family farms in Iowa and Minnesota. He attended the University of Minnesota, then moved on to Iowa State, where he planned to study veterinary medicine. When enrollment limits dashed his hopes, he worked as a veterinary assistant in New Ulm, Minnesota, where he met his wife, Cora Meidl. Still hoping to pursue an agriculture-related career, he established a livestock-buying business that he later sold to Hormel. He eventually moved into an entirely different business, developing a St. Cloud optical company, Vision Ease, which he managed until he sold it in 1972. In retirement he returned to his agricultural roots, settling down on a farm near Heron Lake in southwestern Minnesota.

Siehl's interest in agriculture was fanned by his acquaintance with University of Minnesota alumnus and 1970 Nobel Prize winner Norman Borlaug, who developed wheat varieties that produced eight to nine bushels where only one had grown before. Believing, as Borlaug does, that food is directly related to social, economic, and political stability, Siehl established this trailblazing award to recognize the contributions of farmers and agricultural researchers.

The first recipients will be named in spring 1994. ■

Opera Plays Well on the Farm

Vern Sutton wanted to perform Aaron Copland's agrarian opera, *The Tender Land*, on a farm the first time he heard it. In June, the director of the University's School of Music finally got his chance—with smashing results.

In the two weeks the Opera Theatre student cast performed at seven farms, more than 9,000 people attended. Typically, in New Rockford, North Dakota, a town of 400 people, 1,700 came. In each town, local people auditioned to play the younger daughter, Beth, and for parts in the chorus.

"We were retelling a story that many of them lived," says Sutton. "This is a story these people understand." In the opera, two drifters come into a small farm town in the 1930s. One falls in love with a girl; the two plan to leave together but the drifter backs out. The girl leaves anyway, looking for a more tolerant world.

Perhaps seeing present-day realities reflected in the decades-old story, burly, weathered farmers wiped away tears as "Beth" leaves the small town, seeking a better life elsewhere.



A dairy cow on the Gordon Berg farm in Staples, Minnesota, appears to listen as University of Minnesota Vice President C. Eugene Allen announces the Siehl Prize for excellence in agriculture. Allen's comments were followed by a performance of *The Tender Land*.

Barbara Jo Davis and All That Jazz

BY ERIC HATLING

Barbara Jo Davis is passionate about three things—fashion, food, and jazz—so it is fitting that this smartly dressed woman, who reigns over the Ken Davis barbecue sauce kingdom, has pledged \$25,000 in her late husband's memory for scholarships in the University's jazz studies program.

"Jazz is an American art form; it's part of our African-American heritage, and we need to keep it alive," says Davis, who is also concerned about minority student enrollment at the University.

Ken Davis was a jazz bass player years before he was in the food business, befriending many jazz musicians around the country, including Count Basie. The couple hosted musicians when they came to town to perform, a tradition that she continues today.

"They don't have to play for their supper, they just come over and relax," she says. "We noticed for years



Barbara Jo Davis's office is filled with pictures of jazz musicians, including her late husband, Ken Davis.

that these guys were getting older and there weren't any young ones coming behind them, and we were afraid that jazz was going to die."

Davis's love of jazz is apparent as soon as you walk into her St. Louis Park office. Jazz plays over the stereo and photographs of Basie, Clark Terry, Lester Young, and other jazz greats line the walls. On a small table next to her glass-topped desk is a memorial to Ken Davis, who died in 1991, complete with his trademark Macanudo cigar, a small photograph of Ken, and an urn with his ashes.

Growing up in Cheyenne, Wyoming, in the pre-civil rights 1950s, Barbara Jo Taylor wanted to be a fashion designer. Her mother—always practical—said to her, "Have you looked at yourself in the mirror

Ken Davis played the upright bass in jazz combos after World War II. Twice he auditioned with the Count Basie Orchestra and twice he was turned down. "What you need is a little more schooling and a little more dues paying," Basie told him. "Then you come back and see me."

Davis quit performing shortly after that, but a lifelong friendship was cemented between the bass player and the bandleader.

lately? Have you ever heard of any Negro becoming a fashion designer?" She suggested that Barbara go into the food industry, and that's exactly what she did.

A degree in dietetics from the University of Northern Colorado landed her a job as a home economist for General Mills, where she worked for 20 years. In 1970 she met Ken Davis.

A bookkeeper at his restaurant, Edina Chicken, had suggested that he hire a home economist to help him develop a consistent recipe for the bar-

becue sauce he used on his chicken and ribs. Through a string of acquaintances, someone at General Mills recommended Barbara Jo.

"This lady imagined herself a matchmaker, so when she found out that Ken was African-American and was recently divorced, she said, 'I have just the right person,'" recalls Davis.

Two years later they married. "He claimed it was cheaper to marry me than to hire me," says Davis.

Long since having mastered the sauce at Ken Davis Products, Incorporated, Barbara Jo Davis is now helping to support a new generation of jazz musicians at the University of Minnesota. Maybe she'll even have them over to dinner. ■

SPREADING LIGHT



Names: Dorothy and Moses Passer

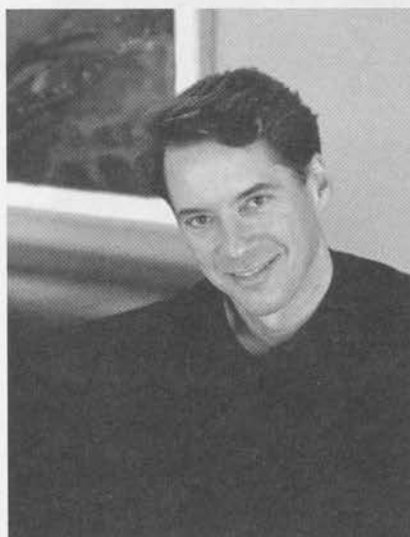
Background: Moses Passer, a professor of chemistry at the University of Minnesota, Duluth (UMD), from 1948 to 1964, was director of educational programs at the American Chemical Society in Washington, D.C., until he retired in 1987. Dorothy Passer had an active career in Minnesota politics and civic affairs.

University Support: Trustees Society members. Established the Passer Scholarship for UMD students. Donated art to the Tweed Museum of Art at UMD.

Comments: "During my years on the UMD faculty, Dorothy and I saw many gifted, motivated young people who had to give up on a college education because their family simply did not have the money," says Moses Passer. "We are fortunate to have had an opportunity to try to do something about this problem, but do not pretend that this fund is going to do much more than make a small dent. But we do hope that its existence will illuminate the need, and motivate others to make comparable, and preferably much greater, commitments. There is nothing that could enrich Minnesota more, not just economically, but also socially and spiritually, than giving these students the opportunity to fulfill their promise."

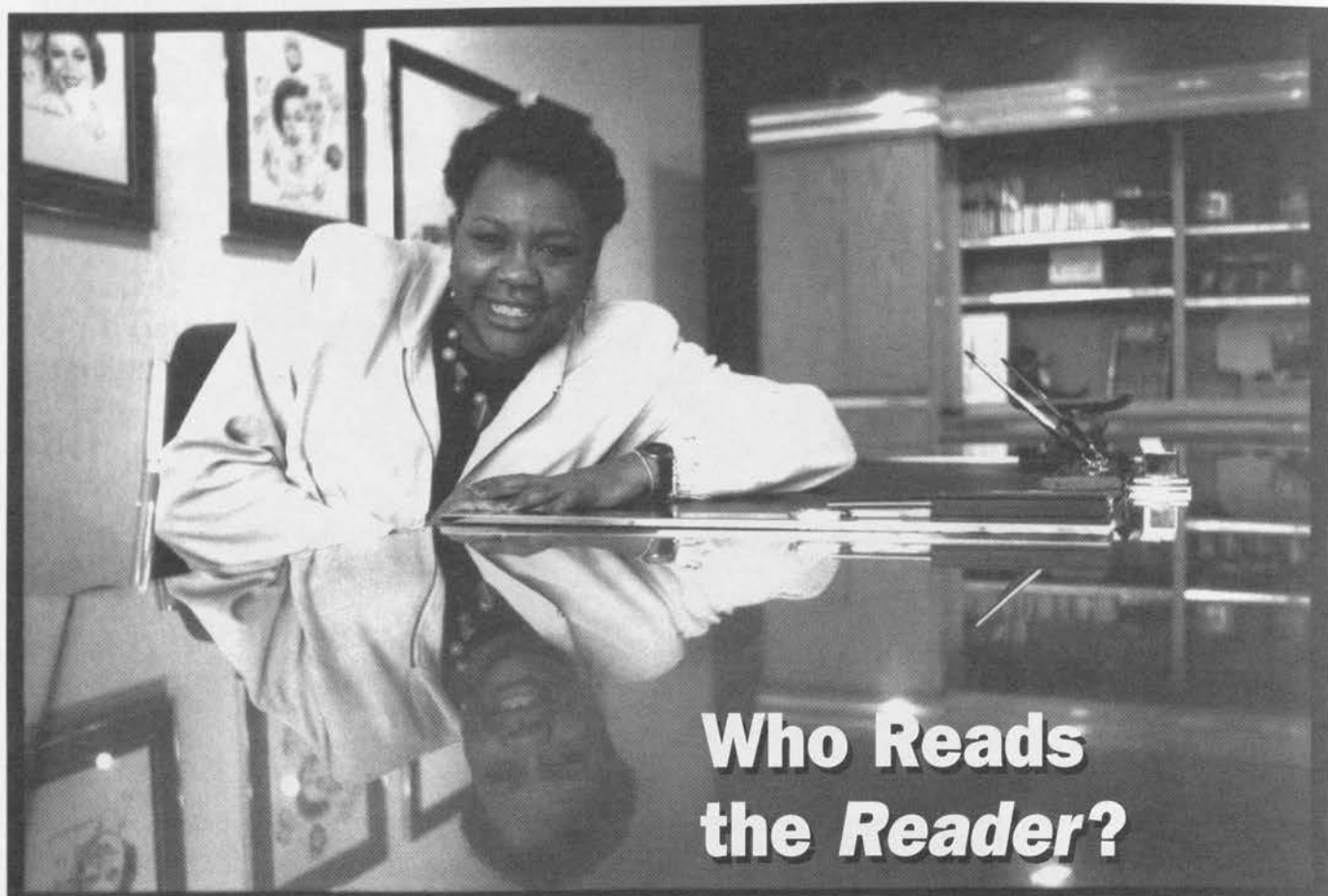
New Trustees Society members Moses and Dorothy Passer in Washington, D.C., in April 1993.

Twin Cities **Reader**



**Who
Reads the
Reader?**





Who Reads the *Reader*?

Barbara Davis

Age: 52

Occupation: business owner

Lives: Eden Prairie

Works: St. Louis Park

Great Friday Night: cooking dinner for friends (with Ken Davis barbecue sauce)

Recent Splurges:

compact discs, dinner out, art and jewelry.

Saving Up For: Save?? If I ever do, it would be for a piece of art.

Why I Read the Reader:

It's the only place in town to find out what's really going on.



Leslie Langehough

Age: 27

Occupation: account manager

Lives: Edina

Works: downtown Minneapolis

Great Friday Night: happy hour and going to a concert

Recent Splurges: ski trip out West

Saving Up For: a house, new furniture

Why I Read the Reader: To keep up on events, and things to do in and around Minneapolis

**Photographed by
David Kern**

HOMESTYLE: LIGHTING IDEAS, DESIGNER HOME OFFICES, WEDDING GIFTS

Mpls St Paul

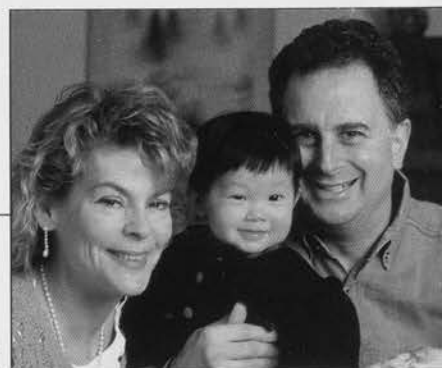
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JUMP-START YOUR SEARCH

A LOVE STORY OF
ADOPTION IN CHINA

Family portrait: Ann Conroy,
Sadie, and Doug Stone.



LETHAL WEAPON



The tragic tale of
how a car theft
by an impulsive
teenager turned
into a first-degree
murder charge.

by Jack Hayes



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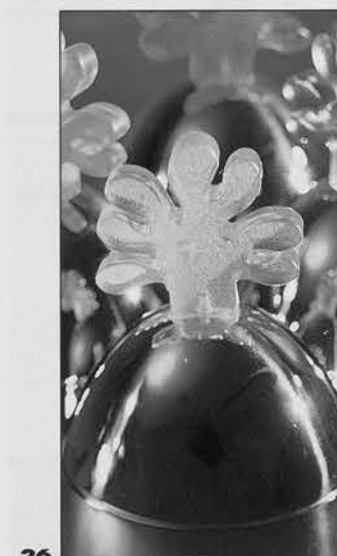
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172 RESTAURANT DIRECTORY

More than two hundred listings.

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