



Grain Belt Breweries Company Records.

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BEER
ANNIVERSARY
MINNEAPOLIS BREWING CO.,
BY *J. H. Hessel*

Fadell Publicity Bureau

MINNEAPOLIS BREWING CO.
BY *Frank Hewell St.*

MINNEAPOLIS BREWING CO.

BY

Frank Hewel

Special Publicity Release
on
Anniversary of Beer Relegalization
April 7, 1938

MINNEAPOLIS BREWING CO.

BY

Frank Kessel Jr.

Fadell Publicity Bureau
Suite 235 Hotel Radisson, Minneapolis

Total of 56 stories and 3 Radio Announcements

5th Anniversary of Beer

The following clippings have been verified by newspapers
and tear sheets are on the way:

Red Wing Eagle, April 7,	2 column head on News story
Red Wing Republican, April 12,	1 column head on News Story
Stillwater Gazette, April 7,	Today's Events column
Rochester Bulletin, April 5,	Editorial "Gold In Them Bar'ls"
Great Falls Mont. Trib. April 5,	1 column news story
Great Falls Mont Trib. April 6,	2 column news story
Mankato Freee Press, April 6,	Editorial "Some Figures On Beer"
Mason City Globe-Gaz, April 7,	1 col. box head news story
Cedar Rapids Gaz. Repub, April 7,	1 col. news story
Sioux City Journal, April 8 ^m	1 col. A. P. Story
New Ulm Review, April 7,	1 col. news story
Faribault News, April 7,	1 col. news story
Faribault Journal, April 7,	1 col. news story
Io wa City Citizen, April 8,	1 col. A. P. Story
Hallock Enterprise, April 6,	1 col. news story
Ada Index, April 7,	1 col. news story
Shakopee Tribune, April 7 ^m	2 col. news story
Melrose Beacon, April 7,	1 col. news story
Dubuque Herald-Times, April 8,	1 col. A. P. story
Dodge Center Record, April 7,	2 col, editorial "Fifth Anniversar
Beatrice(neb.) Sun. April 7,	1 col. A. P. Story
Fort Dodge Messenger, April 7,	1 col. A. P. Story
Lincoln (neb) Star, April 7 ^m	1 col. A. P. story
Bemidji Daily Pioneer, April 7,	1 col. news story
Duluth Herald, April 7,	3 col. news story
Burlington (Ia.) Hawkeye-Gaz, April 7,	1 col. A. P. Story
Mascatine Journal, April 7,	1 col. A. P. story
Davenport Democrat, April 7,	1 col. A. P. story
Austin Herald, April 7,	1 col. A. P. story

Bennett Orfield - WTCN - 9:30 p.m. Apr. 7

RADIO

Relegalization of beer anniv--

--immed. rel--

SUGGESTED EDITORIAL COMMENT

It was just five years ago Thursday (April 7) that the Cullen Bill relegalizing beer became effective. In the middle of the blackest depression in American history, the brewing industry undertook a gigantic building program estimated at \$385,000,000 which reached into every manufacturing and distributing center in the United States. In addition, the return of legal beer stimulated retail construction and modernization of taverns, hotels, clubs and restaurants, estimated at nearly \$500,000,000, giving more employment and more wages to more thousands of laborers.

Relegalization of beer, which provided hundreds of thousands of new jobs in the brewing and allied fields, which created new income and sent billions of dollars circulating through vital trade channels, will have its fifth anniversary on April 7. When President Roosevelt signed the Cullen bill relegalizing beer, the nation was in the depths of a depression. Confidence of business men was at a low ebb. Few had the courage to start new undertakings because consumers were curtailing their expenditures. Into this picture stepped several hundred brewers who plants had remained idle for a decade. With confidence in the future and with eagerness to resume a business that, for many, had been in their family for generations, they launched a rebuilding program calling for the immediate expenditure of millions of dollars. Five years later total beer sales exceeded 223,000,000 barrels to represent an aggregate retail value of about seven billion dollars.

RADIO

Umbrella Court Feature of the
Minneapolis Journal, Broadcast
Over Station KSTP, 6 p.m. to
6:30 p.m., Saturday, April 9,
1938

MARK QUESTION: "Thursday of this week was what anniversary of
the relegalization of beer?"

WITNESS NO. 1: /John Shortridge, "The Fifth" (Siren)

This question was the first one drawn from the
umbrella opening the program.

RADIO

WELL FURNISHED
735 RADISSON HOTEL
MINNEAPOLIS, MINN.

Fran Harper....WMIN...Thursday, April 7 - 10:05 p.m.

St. Paul and Minneapolis breweries, occasionally indulging in minor trade wars, buried the hatchet today (April 7) to celebrate the fifth anniversary of the relegalization of beer. Millions of people throughout the land will recall the American scene of five years ago when we threw off the yoke of prohibition, and for the first time in thirteen years drank beer legally.

The greater part of the public was in a festive mood on April seventh, not only because they had unrestricted access to a beverage that delighted and refreshed them but also because this move had the magic effect of arousing business confidence and activity at a time when the conditions had touched bottom. Millions of dollars invested in every phase of manufacture and distribution of beer were released to fill the thirsty channels of trade and industry. The flow gained volume as various industries and trades felt the effects of the new business stimulant. The public began spending anew.

It is an axiom of business that when an industry as large as the brewing industry takes on new life, its effects are far-reaching, favorably influencing lines of trade even remotely connected.

It has been estimated that there are approximately one hundred and fifty different types of industry that directly serve the brewer. If you follow beer to its ultimate destination, the consumer, you will find the list of beneficiaries can be counted adequately only by using the word "everyone".

more--

For example, when brewers put in orders for labels, relatively small items in brewery expenditures, their action provided new jobs for skilled and clerical workers in the lithographic industry, widened the market for paper, pulpwood, rosin, ink, bronzes, varnish, and other supplies used in making and processing labels and other lithography. It is estimated that this small item of the brewing industry gave jobs to three thousand eight hundred people, with a payroll of about twenty three millions of dollars.

Taxes concern each and every one of us. The relegalization of beer has added to the federal treasury one billion, one hundred and sixty million dollars to say nothing of a half billion dollars to state and municipal treasuries.

Probably the group that benefited most by the return of beer, was that of the grocers, restaurants, real estate owners and others who shared in the seven billion dollars gross incomes estimated to have passed through their hands.

Farmers, too, have gained considerably from beer's return. The brewing industry has paid out three hundred million dollars for American farm products alone in the five years.

Relegalization put seven billion dollars into circulation through trade channels that have benefited the nation. A vastly more wholesome condition than allowing such income to circulate through illicit channels to finance crime, as happened during prohibition.

So gratifying have been the results of relegalization that, whereas only nineteen states permitted the sale of beer on April 7 of 1933, today not one state bars its sale. To those who have

Harper - 3

close observers and students of the American scene, the anniversary on April seventh, is more than a passing interest.

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MPLS. STAR

APR 7 1938

IN THIS CORNER

with Cedric Adams

CROWDS THAT have been gathering daily in the Hotel Radisson lobby for a glimpse of Mae West on her way to the theater are remindful of the throngs that filled our Loop just five years ago today for their first glimpse of legalized lager. The one man to capitalize on the West crowds, though, was Harry Hirsch of the Gayety. The other noon he spotted at least 1,500 people waiting so he grabbed a bellboy, slipped him two bits and had him walk all through the throngs shouting, "Call for Miss Hinda Wausau. Call for Miss Hinda Wausau" . . .

MPLS. JOURNAL

APR 7 1938

Beer Became Legal 5 Years Ago Today

Washington, April 7.—(AP)—It was five years ago today—remember?—that legal beer began flowing again in the United States. Representative T. H. Cullen (Dem., N. Y.), co-author of the 1933 bill that legalized its sale, estimated that since then the brew has brought in more than a billion dollars in federal taxes.

MPLS. JOURNAL

APR 7 1938

Fight on Bootleggers Increases Tax Income

Minnesotans drank more tax-paid liquor last month than in March a year ago, Liquor Control Commissioner William Mahoney reported today, and he believes war on bootleggers is the reason.

Tax receipts last month were \$172,734 more than March, 1937, this year's figure being \$333,931. The tax is 40 per cent more this year, so the absolute increase is \$65,270.

Beer revenues dropped \$733 from March, 1937, to March, 1938. Beer and liquor tax receipts last month showed a total increase of \$177,584 over March, 1937.

MPIS TRIBUNE (MORN)
APR 7 1938

EDITOR CITES RISE IN FOOD INDUSTRIES

Upward trends of great food processing industries in Minnesota, following closely the up-building of "good farming with better livestock" were recounted by Charles F. Collisson, Tribune farm editor, before used car dealers and salesmen in a dinner Wednesday evening in the King Cole hotel.

"The 10 big food processing industries in Minnesota, drawing fresh raw materials from northwestern farms, show no signs of decline except in flour milling," he declared. "Yet that is still an immense \$110,000,000 industry, employing 2,671 wage earners, and paying out more than \$3,000,000 in wages and \$86,000,000 for materials.

Third in Production.

"It stands third in value of production. Dairy foods are first with \$167,000,000. This includes nearly \$95,000,000 worth of butter, first in all North America, or 290,474,000 pounds.

"Second food industry is meat packing, also dependent upon constant sources of cow-sow-hen-steer-sheep supplies from our northwestern farms. The total value rolls up to more than \$155,000,000—a gain of 49.7 per cent over 1909.

"The packers pay more than \$133,000,000 for materials and distribute \$9,000,000 in wages.

Brewing and Malting.

"Next comes brewing and malting, a big \$30,000,000 business, furnishing a market for grains and our fine northern malting barleys.

"Baking is a \$20,668,000 business. Linseed milling has grown more than 20 per cent in volume, to a total of \$13,350,000.

"Canning has increased 883 per cent, to an annual volume of \$13,206,000. Poultry dressing amounts to \$9,600,000, candy making to \$3,947,000, and beet sugar to \$3,000,000."

Missoula, Mont., Missoulian
THURSDAY, APRIL 7, 1938

Beer Celebrates Fifth Birthday Of U. S. Revival

Five Years Ago Today Malt
Brew Returned to
Thirsty Citizens.

Thursday marks the fifth anniversary of the return of beer as a legal beverage in the marts of this country, with the Missoula Brewing company, producing the Highlander brand, having distributed between 40,000 and 50,000 barrels each year since its operation began in 1933.

The annual payroll has been \$150,000 a year, says William Steinbrenner, in charge of operations, the employees numbering 72 in the summer months and averaging 45 in the winter season.

Taxes paid, including a \$6 barrel stamp tax, have amounted to from \$250,000 to \$300,000 each year since the plant started. Distributing points are located at Walla Walla, Wash., Mullan, Coeur d'Alene, Lewiston, Sandpoint, St. Maries, Pocatello, Twin Falls, Idaho Falls and Salmon Idaho, Butte, Anaconda, Helena, Livingston, Miles City, Roundup, Red Lodge and Kalispell, some supplied by carload railway shipments, others by trucks.

The Missoula plant uses 52 carloads of coal annually, and pays more than \$5,000 a year for electricity and water.

Beer is at least 6,000 years old, but as far as much of Missoula is concerned it is only five years of age since relegalized by act of Congress April 7, 1933. Since then, it is claimed, the industry has paid \$300,000,000 in brewery wages and sal-

aries, and an equal amount for products used in brewing, a whole acre of barley being required for 21 barrels of beer. The brewers spent \$34,000,000 with the lumber industry for wooden barrels up to the end of 1937, and also bought \$10,000,000 worth of steel barrels. Two billion glass bottles cost \$31,611,000. Beer taxes have amounted to \$1,600,000,000 so far, both Federal and state. Brewing is now approaching the status of a billion dollar a year industry, it is asserted.

Winona, Minn. Herald
THURSDAY, APRIL 7, 1938

Beer Legalized Five Years Ago

Farmers and Labor Assisted.

St. Paul—(P)—Today is the fifth anniversary of the relegalization of beer in Minnesota.

Revival of the brewing industry has given the farmers of this state more than \$4,000,000 annually for their products during that period, and added \$7,500,000 to the state treasury in direct revenue, figures made available by state and federal officials and representatives of the brewing industry show.

In addition, Minnesotans have benefitted indirectly through allocations to the state from the national treasury to which \$34,000,000 was added from federal taxes on beer, the reports disclose.

Since beer was relegalized April 7, 1933, under the Cullen bill, Minnesota labor has received a large share of the \$300,000,000 paid in wages and salaries by the 626 breweries in the nation. This does not take into account the millions of dollars spent for buildings, labor, materials and equipment as the breweries expanded and for improvement and expansion of hotels, taverns, cafes and other retail establishments.

The National Manufacturers and Distributors institute report summarizing result of the rebirth of the American brewing industry stated that relegalization of beer four years ago provided:

More than \$1,100,000,000 in federal revenue.

More than \$500,000,000 in state and municipal taxes.

Expenditures of \$300,000,000 in brewing payrolls.

Turning of \$3,000,000,000 into circulation through retail outlets for rent, payrolls, taxes, stocking of related items and other expenses.

Expenditures of \$1,000,000,000 for reconstruction, cooperage, containers, machinery, equipment, transportation, advertising and other costs.

Employment of hundreds of thousands of persons in the manufacture, transportation and sale of beer and in allied industries serving the brewing industry.

Beer Distributors in Statement Here

Re-legalization of Beer Has 5th Anniversary Thursday

Re-legalization of beer will have its fifth anniversary on April 7. The anniversary is expected to be recalled not only by the brewers whose industry was restored, but also by the farmers, manufacturers, building men, supplymen, retailers and others who directly benefited from the revival of the brewing industry as a market and source of supply. Minnesota breweries will join with 626 others in the United States in marking the return of legal beer to the country. Montevideo beer distributors offer the following statement:

"It was just five years ago today that the Cullen bill relegalizing beer became effective. In the middle of the blackest depression in American history, the brewing industry undertook a gigantic building program estimated at \$385,000,000, which reached into every manufacturing and distributing center in the United States, providing new jobs at good wages. In addition, the return of legal beer stimulated retail construction and modernization of taverns, hotels, clubs, and restaurants, estimated at nearly \$500,000,000, giving more employment and more wages to more thousands of laborers.

"That the revived industry has been an economic factor in Minnesota is evidenced by the fact that approximately 25,000 persons have been given work in the manufacture, distribution and sale of beer, and more than one million persons throughout the nation engaged in similar employment, and in the allied trades such as glass, cooperage, machinery, transportation and advertising, have been paid wages and salaries estimated at more than three billion dollars since 1933.

"That agriculture would receive direct benefits from new grain, hops and timber markets created by legal beer and repeal, is a promise that has been fulfilled, with beverage industries now consuming 100,000,000 bushels of grain annually. Since the relegalization of beer, Minnesota brewers have paid more than \$3,000,000 annually for farm products. The importance of this to northwest agriculture is evidenced by the fact that in 1936, Minnesota, Wisconsin, and the Dakotas, harvested more than 40 per cent of the nation's barley crop, with Minnesota leading the nation in barley production over the five-year period from 1929-1933. Premium prices paid for malting barley used in brewing are generally 30-40 per cent higher than prices paid for feed barley.

"By far the biggest gainer, however, has been the public treasury—national, state and municipal. To

date, Uncle Sam has collected \$1,160,000,000 from the federal tax on beer since relegalization—which offers a vivid picture of how much prohibition cost the government in loss of revenue and disbursement for attempted enforcement of an unpopular act. The billionth federal beer tax dollar reached the treasury in August, 1937.

"Revenue from beer, shown in the latest U. S. Department of Interior Review of educational legislation, as an increasingly important source of funds for public schools, brought \$2,002,401.75 to the Minnesota treasury in 1937. Approximately 7½ million dollars from taxes on beer alone since 1933 have been deposited in the state general fund, from which appropriations for public education, unemployment relief, and aid to dependents are made.

"The alcoholic beverage industry was second in producing revenue during 1937, receipts from this source being exceeded only by federal income taxes. Minnesota beer alone has poured approximately \$34,000,000 into the federal treasury since relegalization.

"The United Brewers Industrial Foundation observes that 'beer which is regarded by many national leaders as the bulwark of moderation and which has been an important factor in creating new employment and stimulating business in general, has also become a tax bulwark for national and state governments. Economists point out that the billion for the government is practically net profit' in contrast to the millions paid for futile enforcement and no tax accruing from sale by speakeasies and bootleggers during the arid period.' The Foundation continues: 'A billion dollars would have paid the school costs for an entire year for every public school pupil in the United States, taking \$87.65 as average cost per pupil per year.' And the National Institute of Manufacturers and Distributors observes: 'That of the \$170,000,000 returned to the various states and political subdivisions from beer taxes in 1937, about 40 per cent was appropriated for support of schools and public welfare purposes, while in other states beer revenue went into the general fund from which appropriations for education, unemployment relief, old-age pensions, public health and like welfare purposes, were made.'"

ROCHESTER (MINN) BULLETIN
THURSDAY, APRIL 7, 1938

BREWERS MARK BEER RETURN ANNIVERSARY

**Beverage Was Relegalized in
Nation Five Years Ago—
Large Taxes Paid**

Minnesota breweries are joining 626 others in the United States in marking the fifth anniversary of the return of beer.

It was five years ago today that the Cullen bill legalizing beer became effective.

The revived industry has been an economic factor in Minnesota, say the brewers who explain that approximately 25,000 persons have been given work in the manufacture, distribution and sale of the product. Since relegalization, Minnesota brewers have paid more than \$3,000,000 annually for farm products.

Announcing the anniversary, brewers say that the government has collected \$1,600,000,000 from the federal tax on beer in the five years. Minnesota beer alone has paid approximately \$34,000,000 into the federal treasury, the industry explains.

The United Brewers Industrial foundation says that the billion dollars paid in taxes contrasts to the millions paid for enforcement and "no tax accruing from sale by bootleggers during the arid period."

MORA (MINN) TIMES
THURSDAY, APRIL 7, 1938

THE BAND REPORTER

We have a very good lineup on some nice marches for our concert season and some real workouts on our features and overtures are sure to follow from now on.

Quite a few were missing Monday evening but sometimes that cannot be helped.

What is this we hear about Dan Cupid working on some of our members?

We won't go into details on it, but will let you draw your own conclusions.

We sometimes wonder how many follow our notes from week to week.

It was decided we should pick one or two delegates to attend the "On to Nicollet" banquet at "The Minneapolis Brewing Co." April 21st.

It would be nice if one or two of our business men would go also. We will try and work that out next Monday night.

When we make this trip it's not only for the people of Mora but anyone who wants to go from this vicinity is welcome to go.

Well, don't disappoint us next Monday evening. Make it a point to be there.

BEER RETURN OPENS MARKET

Farmers Have Opportunity To Sell Malting Barley

Professor W. W. Brookins, who has directed the "Barley Schools" at the University of Minnesota for the past two years, urges farmers to produce malting barley.

"The return of beer to Minnesota has opened up a splendid market for malting barley. Based on an average price of 75c per bushel, malting grade barley brings a premium of approximately 25c a bushel over feed barley.

"From the facts available, it appears we are justified in assuming that there was an increase last year of 444 cars of malting barley as a result of the market quality program conducted in 1936, and the work previously conducted by the department of agronomy and the extension department staff."

But even this progressive increase in production is not fast enough. Possibilities for greater profit in this grain alone are practically unlimited. Minnesota Top Malting Barley is preferred by brewmasters.

The climate and soil of Minnesota are particularly favorable to the growing of barley, especially for malting barley. This is especially true in southeastern Minnesota; however, in some years southwestern Minnesota produces large quantities of excellent malting barley. The most satisfactory varieties of malting barley for Minnesota are Velvet and Wisconsin 38. There is practically no more work in growing malting barley than feed barley.

Professor Brookins stated, when interviewed, that "Factors which determine whether barley will grade as malting are test weight, size, condition of skin and kernels, presence of blight, percentage of two-row and Trebi and percentage of mellow. Mixtures of rough and smooth bearded varieties are objectionable for malting barley.

"Farmers are urged to replace the acreage of barley which normally would be classed as feed grade with malting varieties and to eliminate entirely varieties and variety mixtures which in them-

selves are not capable of producing malting grade. "As a means of successfully and economically maintaining quality and purity of barley varieties, farmers should establish periodically seed plots of not less than five acres sown to registered stock. Such a plot should be sown about every five years," he said.

"Thus, reasonably pure seed is provided for following years and barley that will grade malting quality is more likely to be harvested."

The contribution of the brewing industry of Minnesota to this new source of wealth for Minnesota farmers is considerable. And, moreover, Minnesota brewers employ approximately 25,000 persons, which gives greater purchasing power for the consumption of the farmers' products.

In addition to this, the huge taxes the brewing industry of Minnesota pay help considerably to reduce the farmers' tax burden. The enlightened farmer in Minnesota, aware of the many economic benefits accruing from the brewing industry in the state, is co-operating to the fullest extent. He is increasing his acreage in the highly profitable malting barley. And he is in favor of retaining beer as an economical beverage that promotes moderation.

✓ Eveleth, Minn., Clarion
THURS., APRIL 14, 1938—WEEKLY

ANNIVERSARY IS MARKED

of relegalization
of beer recently

Minnesota farmers, manufacturers, building men and retailers joined with the state's breweries Thursday to note the fifth anniversary of the relegalization of beer.

Five years ago Thursday the Cullen bill became effective to stimulate a state-wide building and modernization program, increase employment, give the Minnesota farmer more than \$4,000,000 annually for his products, add \$7,500,000 to the state treasury, and \$34,000,000 to the federal fund.

Nearly 650 breweries of the country since April 7, 1933 have spent \$385,000,000 in building, added 1,000,000 persons to their payrolls, paid over a billion and a half dollars to the federal treasury in taxes and spent more than three billion dollars in total expenditures since the return of beer. In Minnesota alone nearly 25,000 persons were given employment in the brewing industry.

The importance of beer in the stimulation of commercial activity in the nation is shown with the sale of approximately 223,000,000 barrels since relegalization for a total of seven billion dollars in retail value. Per capita consumption in Minnesota last year was 21.4 gallons.

DETROIT LAKES (MINN) TRIBUNE
THURSDAY, APRIL 7, 1938

Breweries Note 5th Anniversary Of Beer Today

Industry Employs 25,000 In Minnesota; \$3,000,000 Paid For Farm Products In 1937.

While several Becker county and Detroit Lakes establishments which handle 3.2 beer were preparing this week to petition for more liberal regulations, Minnesota breweries announced today they are joining with 626 others in the nation to mark the fifth anniversary of the return of legal beer to the country.

April 7 has been set aside by the brewing industry as the day for the anniversary, since it was just five years ago today that the Cullen bill relegalizing beer became effective.

Brewery officials announced today that the building program undertaken during the depression by their industry amounted to about \$285,000,000, and that retail construction of taverns and clubs boosted this amount about \$500,000,000.

Statistics prepared by the brewers show that approximately 25,000 persons in Minnesota have been given work in the manufacture, sale and distribution of beer. They point out that agriculture in particular has benefited by the relegalization of beer with the beverage industries each year consuming 100,000,000 bushels of grain. Brewers said that they have paid more than \$3,000,000 annually to Minnesota farmers for their products.

Brewers' statistics concerning taxes indicate that Minnesota beer alone has poured about \$34,000,000 into the federal treasury since relegalization. Revenue from beer, they point out, has become an increasing source of funds for public schools bringing \$2,002,401.75 to the Minnesota treasury in 1937.

The National Institute of Manufacturers and Distributors observes: "That of the \$170,000,000 returned to the various states and political subdivisions from beer taxes in 1937, about 40% was appropriated for support of schools and public welfare purposes.

Importance of beer, brewers say, in the stimulation of commercial activity in the nation is shown with the sale of approximately 223,000,000 barrels since relegalization for a total of seven billion dollars in retail value. Per capita consumption in Minnesota last year was 21.4 gallons

So. St. Paul Reporter
APR 7 1938

Brewers Mark Anniversary Of Beer's Return

Claim Benefits On Large
Scale to Farms, Labor
and Taxpayers

Today is the fifth anniversary of the re-legalization of beer and the Minnesota brewers who are participating in the observance of the occasion calls attention to effects of the revival of their business on agriculture, construction, transportation and other industries. It was just five years ago today that the Cullen bill was passed by congress restoring beer manufacture and sale to legal status in this country.

"In the middle of the blackest depression in American history," says a statement issued by the Minnesota Brewers' association, "the brewing industry undertook a gigantic building program estimated at \$385,000,000 which reached into every manufacturing and distributing center in the United States, providing new jobs at good wages. In addition, the return of legal beer stimulated retail construction and modernization of taverns, hotels, clubs, and restaurants, estimated at nearly \$500,000,000, giving more employment and more wages to more thousands of laborers.

Cite Minnesota Record
"That the revived industry has

been an economic factor in Minnesota is evidenced by the fact that approximately 25,000 persons have been given work in the manufacture, distribution and sale of beer, and more than one million persons throughout the nation engaged in similar employment, and in the allied trades such as glass, cooperage, machinery, transportation and advertising, have been paid wages and salaries estimated at more than three billion dollars since 1933.

"The agriculture would receive direct benefits from new grain, hops and timber markets created by legal beer and repeal, is a promise that has been fulfilled, with beverage industries now consuming 100,000,000 bushels of grain annually. Since the relegalization of beer, Minnesota Brewers have paid more than \$3,000,000 annually for farm products. The importance of this to Northwest agriculture is evidenced by the fact that in 1936, Minnesota, Wisconsin and the Dakotas, harvested more than 40 per cent of the nation's barley crop, with Minnesota leading the nation in barley production over the 5-year period from 1929-1933. Premium prices paid for malting barley used in brewing are generally 30 per cent to 40 per cent higher than prices paid for feed barley.

"By far the biggest gainer, however, has been the public treasury—national, state and municipal. To date, Uncle Sam has collected \$1,160,000,000 from the federal tax on beer since relegalization. Minnesota beer alone has poured approximately \$34,000,000 in the federal treasury since relegalization."

BEMIDJI (MINN.) DAILY PIONEER
THURSDAY, APRIL 7, 1938

RELEGALIZATION OF BEER

By far the biggest gainer from the relegalization of beer five years ago today has been the public treasury—national, state and municipal. To date Uncle Sam has collected \$1,160,000,000 from the federal tax on beer since relegalization. State and municipal governments have shared in another half billion dollars in the five years. In Minnesota brewers have paid \$7,500,000 to the state and \$34,000,000 to the federal treasuries. All of this money, circulating through vital commercial channels, has necessarily had a salutary effect on stimulating business and favorably affecting the purchasing power of hundreds of thousands. What is more, the money that has been spent for beer has come largely from new income created by the brewing industry itself.

In the past five years, beer and the reborn American brewing industry have provided:

More than one billion, one hundred millions of dollars in federal beer revenue.

Half a billion dollars in state and municipal taxes.

Employment for hundreds of thousands of persons through the manufacture, transportation and sale of beer and through allied industries servicing the brewing industry.

Three million dollars for the purchase of American farm products.

Brewing payrolls totaling 300 million dollars.

Expenditure of a billion dollars for reconstruction, cooperage, containers, machinery, equipment, transportation, advertising, etc.

Three billion dollars in circulation through retail outlets for rent, payrolls, taxes, stocking of related items, etc.

Five years ago the Cullen bill became effective to stimulate a state-wide building and modernization program, increase employment, give the Minnesota farmer more than \$4,000,000 annually for his products, add \$7,500,000 to the state treasury, and \$34,000,000 to the federal fund.

Nearly 650 breweries of the country since April 7, 1933 have spent \$385,000,000 in building, added 1,000,000 persons to their payrolls, paid over a billion and a half to the federal treasury in taxes and spent more than three billion dollars in total expenditures since the return of beer. In Minnesota alone nearly 25,000 persons were given employment in the brewing industry.

The importance of beer in the stimulation of commercial activity in the nation is shown with the sale of approximately 223,000,000 barrels since relegalization for a total of seven billion dollars in retail value. Per capita consumption in Minnesota last year was 21.4 gallons.

LITTLE FLS (MINN) TRANSCRIPT
WEDNESDAY, APRIL 6, 1938

BREWERS FETE ANNIVERSARY ON APRIL 7

Brewers of the nation are preparing to observe the fifth anniversary of the return of legal beer tomorrow. Figures of the United Brewers Industrial Foundation show the money that has been expended in various quarters in this revived industry.

Tomorrow, the Kiewel Brewing company will release specific figures as regards Little Falls.

Throughout the nation, to the cooperage plants, the brewers paid \$45,000,000 for beer barrels, three-quarters of them wooden, the rest metal, according to the foundation's figures. Others follow:

To the farmer for farm products, \$300,000,000; to the bottlers and canners, \$89,000,000; to labor, \$300,000,000, and to the public treasury—national, state and municipal—a total of \$1,660,000,000.

The foundation estimated that beer sales in the five years totaled 223,000,000 barrels, the aggregate retail value of which would be about \$7,000,000,000.

AUSTIN (MINN) HERALD
THURSDAY, APRIL 7, 1933

Brewing Industry Pours \$4,000,000 Annually Into Coffers of Minnesota's Farmers

Growers and Labor Called Beneficiaries

Report Fails to Say Whether
Other Industries Lost
Business

BY E. D. JENCKS

St. Paul, April 7 (AP) — An April shower of millions of dollars started to pour on Minnesota four years ago today, the fifth anniversary of the re-legalization of beer.

Revival of the brewing industry has given the farmers of this state more than \$4,000,000 annually for their products during that period, and added \$7,500,000 to the state treasury in direct revenue, figures made available by state and federal officials and representatives of the brewing industry show.

In addition, Minnesotans have benefitted indirectly through allocations to the state from the national treasury to which \$34,000,000 was added from federal taxes on beer, the reports disclose.

Wages Are Cited

Since beer was re-legalized April 7, 1933, under the Cullen bill, Minnesota labor has received a large share of the \$300,000,000 paid in wages and salaries by the 626 breweries in the nation. This does not take into account the millions of dollars spent for buildings, labor, materials and equipment as the breweries expanded and for improvement and expansion of hotels, taverns, cafes and other retail establishments.

These figures, compiled by the National Institute of Manufacturers and Distributors, Inc., were quoted to indicate the aid to business and the public generally during the depression period resulting from revival of the brewing industry.

Mahoney Claims Benefit

"Minnesota as well as other states has benefited from the re-legalization of beer both in revenue and more general use of a moderate beverage, which in fact is considered more as a food," said William Mahoney, state liquor commissioner.

"It has decreased the use of bathtub gin and other illegal and dangerous concoctions, a distinct added benefit."

Nearly \$2,000,000 annually has been added to the state treasury in revenue from beer, the total for the four years ending December 31 having been \$7,334,893, said Commissioner Mahoney.

A recent review of educational legislation by the U. S. department of interior pointed out that this revenue is important because with states depending less on property taxes, it adds to the general revenue fund from which appropriations are made for public schools, unemployment relief and aid to dependents.

Of the \$170,000,000 accruing to the states and their political sub-divisions, about 40 per cent was appropriated for support of schools and public welfare purposes, the report stated.

The national manufacturers and distributors institute report summarizing result of the rebirth of the American brewing industry stated that re-legalization of beer four years ago provided:

More than \$1,100,000,000 in federal revenue.

More than \$500,000,000 in state and municipal taxes.

Expenditures of \$300,000,000 in brewing payrolls.

Turning of \$3,000,000,000 into circulation through retail outlets for rent, payrolls, taxes, stocking of related items and other expenses.

Expenditures of \$1,000,000,000 for reconstruction, cooperage, containers, machinery, equipment, transportation, advertising and other costs.

Employment of hundreds of thousands of persons in the manufacture, transportation and sale of beer and in allied industries serving the brewing industry.

MPLS. TRIBUNE

APR 7 1938

5 YEARS OF LEGAL BEER.

✓ Washington, April 7.—(P)—It was five years ago Thursday—remember?—that legal beer began flowing again in the United States. Representative Cullen, Democrat, of New York, co-author of the 1933 bill that legalized its sale, estimated that since then the brew has brought in more than a billion dollars in federal taxes.

NEW ULM (MINNY REVIEW)
THURSDAY, APRIL 7, 1938

Brewers Mark Anniversary of Return of Beer

Anniversaries crowd one on top of the other these days. Today, for instance, is the fifth anniversary of the re-legalization of beer as a national beverage. Hauenstein's and Schell's breweries of New Ulm are joining with breweries throughout the state and 626 others in the nation in marking the anniversary.

Pointing to the effects of the legalization of beer through the passage of the Cullen bill, which went into effect April 7, 1933, the brewers call attention to their gigantic building program, totalling some \$385,000,000, which was launched in the midst of the depression. They point, too, to the thousands of laborers given work in breweries and in the distribution of the beverage. Approximately 25,000 persons have work in Minnesota in the manufacture, distribution and sale of beer, according to one local brewer.

Brewers point, too, to the effect on agriculture of the re-legalization of beer. The industry pays three million dollars annually for farm products in the state. Forty per cent of the nation's barley crop is harvested in Minnesota, Wisconsin and the Dakotas, with Minnesota leading.

Revenue from beer, according to statistics of the brewing association, totalled \$1,160,000,000 for the United States in five years and over two million dollars in one year in Minnesota.

MANKATO (MINN) FREE PRESS
THURSDAY, APRIL 7, 1938

April "Beer Shower" Fell In State Four Years Ago

Anniversary of Legalized Beer Sale Finds State
Farmers Getting 4 Million Annually,
Taxes 7 Million

By E. D. JENCKS

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MPLS (MINN) JOURNAL
THURSDAY, APRIL 7, 1938

Brewers Pay 300 Million for Farm Goods Since 1933

New York, April 7.—The brewing industry has spent more than \$300,000,000 for American farm products since beer was relegalized five years ago today, the United Brewers Industrial Foundation estimated on the basis of average market quotations for brewing materials for that period. Other computations by the foundation, are:

Taxes paid to the federal government since 1933 have reached more than \$1,250,000,000, with state-imposed taxes and licenses adding another half-billion dollars in public revenue.

Ten southern states which supply white oak for cooperage to brewers have profited by \$45,000,000 for sale of 338,209,000 feet of lumber in five years. Steel barrel sales have totaled \$10,000,000.

Bottles purchased by the industry in the last five years have cost \$31,611,900. Beer cans cost brewers \$19,000,000.

OWATONNA (MINN) PEOPLE'S PRESS
THURSDAY, APRIL 7, 1938

THE RETURN OF LEGAL BEER TO UNITED STATES

Is Having Its Fifth Anniversary In The
Nation Today

Fleck's Joins With 626
Breweries In Observance

Re-legalization of beer, which provide hundreds of thousands of new jobs in the brewing and allied fields, billions of dollars circulating through which created new income and sent vital trade channels, is having its 5th anniversary today. The anniversary is expected to be recalled not only by the brewers whose industry was restored, but also by the many farmers, manufacturers, building men, supplymen, retailers and others who directly benefited from the revival of the brewing industry as a market and source of supply.

Minnesota Breweries, including the Fleckenstein Brewing Company of Faribault, will join with 626 others in the United States in marking the return of legal beer to the country.

Also participating are local distributors of other Minnesota and north-

west-made beer, including the Theo. Hamm Brewing Co., Gluek Brewing Co., and Minneapolis Brewing Co., of Minneapolis, Jacob Schmidt company of St. Paul and Schell's Deer Brand of New Ulm.

It was just five years ago today that the Cullen bill re-legalizing beer became effective. In the middle of the blackest depression in American history, local brewing officials declared today, the Brewing Industry undertook a gigantic building program estimated at \$385,000,000, which reached into every manufacturing and distributing center in the United States, providing new jobs at good wages. In addition, the return of legal beer stimulated retail construction and modernization of taverns, hotels, clubs, and restaurants, estimated at nearly \$500,000,000, giving more employment and more wages to more thousands of laborers.

Revenue from beer, shown in the latest U. S. Department of Interior Review of educational legislation, as an increasingly important source of funds for public schools, brought \$2,002,401.75 to the Minnesota treasury in 1937. Approximately 7 1-2 million dollars from taxes on beer alone since 1933 have been deposited in the state general fund, from which appropriations for public education, unemployment relief, and aid to dependents are made.

Minnesota beer alone has poured approximately \$34,000,000 into the federal treasury since re-legalization, said the brewery firm officials.

Economists point out, that the billion for the government is practically "net profit" in contrast to the millions paid for futile enforcement and no tax accruing from sale by speak-easies and bootleggers during the arid period.

Mpls., Minn., Shopping News
FRI., APRIL 8, 1938—WEEKLY

5th Anniversary Of Beer's Return Celebrated Today

Relegalization of beer, which provided hundreds of thousands of new jobs in the brewing and allied fields, which created new income and sent billions of dollars circulating through vital trade channels, will have its fifth anniversary on April 7th. The anniversary is expected to be recalled not only by the brewers whose industry was restored, but also by the many farmers, manufacturers, building men, supply men, retailers and others who directly benefited from the revival of the brewing industry as a market and source of supply, according to Charles E. Kiewel, general manager of the Minneapolis Brewing Co.

Relegalization came at a most opportune time. On March 22, when President Franklin D. Roosevelt signed the Cullen bill legalizing beer, the nation was in the depths of a depression. Confidence of business men was at a low ebb. Few had the courage to start new undertakings because consumers were curtailing their expenditures.

Into this picture stepped several hundred brewers whose plants had remained idle for a decade. With confidence in the future and with eagerness to resume a business that, for many, had been in their family for generations, they launched a rebuilding program calling for the immediate expenditure of millions of dollars.

COMMERCIAL WEST, MPLS., MINN.
SATURDAY, APRIL 9, 1938

✓ FIFTH ANNIVERSARY of the relegalization of beer was observed in the Northwest and throughout the nation Apr. 7 by the brewing industry and its many thousands of employes, payrolls of which have aggregated \$300,000,000. Retail value of the beer brewed in the five years is estimated at \$7,000,000,000, while \$300,000,000 has been spent for barley and other farm products, and many millions more for barrels, bottles, cans, etc.

Grand Forks, N. Dak., Herald
SUNDAY, APRIL 10, 1938

Beer Industry Brings Millions To Minnesotans

ST. PAUL — (AP) — An April shower of millions of dollars started to pour on Minnesota four years ago today, the fifth anniversary of the re-legalization of beer.

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This is a portion of Fran Harper's Midnight Reporter's column broadcast over station WMIN every Thursday night at 10:05 p.m. by the Frank J. Young Co., distributors of ABC Oil Burners.

Goodevening ladies and gentlemen . . . Thank you Ed . . . St. Paul and Minneapolis breweries, occasionally indulging in minor trade wars, buried the hatchet today (April 7) to celebrate the fifth anniversary of the re-legalization of beer. Millions of people throughout the land will recall the American scene of five years ago when we threw off the yoke of prohibition, and for the first time in thirteen years drank beer legally.

The greater part of the public was in a festive mood on April seventh, not only because they had unrestricted access to a beverage that delighted them but also because this move had the magic effect of arousing business confidence and activity at a time when the conditions had touched bottom. Millions of dollars invested in every phase of manufacture and distribution of beer were released to fill the thirsty channels of trade and industry. The flow gained volume as various industries and trades felt the effects of the new business stimulant. It is an axiom of business that when an industry takes on new life, its effects are far-reaching favorably influencing lines of trade even remotely connected.

It has been estimated that there are approximately one hundred and fifty different types of industry that directly serve the brewer. If you follow beer to its ultimate destination, you will find the list of beneficiaries can be counted adequately only by using the word "everyone." For example, when brewers put in orders for labels, relatively small items in brewery expenditures, their action provided new jobs for skilled and clerical workers in the lithographic industry, widened the market for paper, pulpwood, rosin, ink, bronzes, varnish, and other supplies used in making and processing labels and other lithography. It is estimated that this small item of the brewing industry gave jobs to three thousand, eight hundred people, with a payroll of about twenty-three millions of dollars. Taxes concern each and every

one of us. The re-legalization of beer has added to the federal treasury one billion, one hundred and sixty million dollars to say nothing of a half billion dollars to

state and municipal treasuries. Probably the group that benefited most by the return of beer, was that of the grocers, restaurants, real estate owners and others who shared in the seven billion dollars gross income estimated to have passed through their hands. Farmers, too, have gained considerably from beer's return. The brewing industry has paid out three hundred million dollars for American farm products alone in the five years. So gratifying have been the results of re-legalization that whereas only nineteen states permitted the sale of beer on April 7, 1933, today not one state bars its sale.

Re-legalization put seven billion dollars into circulation through trade channels that have benefited the nation. A vastly more wholesome condition than allowing such income to circulate through illicit channels to finance crime, as happened during prohibition.

* * *

RED WING (MINN) EAGLE
TUESDAY, APRIL 12, 1938

PROMISES KEPT.

✓ When the prohibition repeal drive was on prior to five years ago it was claimed that it would provide government with a rich source of tax income, would create new employment, revitalize a dormant industry, create a new market for farm grains, stimulate much building activity and send billions of dollars coursing through trade channels.

On April 7th, last week, the fifth anniversary of repeal was observed. Just how well were the promises of the repeal advocates kept? We have not seen the figures of the distillers of hard liquors, but from government and business association sources figures have been released as to the operations of the breweries of the country and state. In Minnesota the breweries have paid into the state treasury \$7,500,000 and \$34,000,000 to the federal fund. Nearly 25,000 persons were given employment in the brewing industry. Minnesota farmers were paid more than \$4,000,000 for their products.

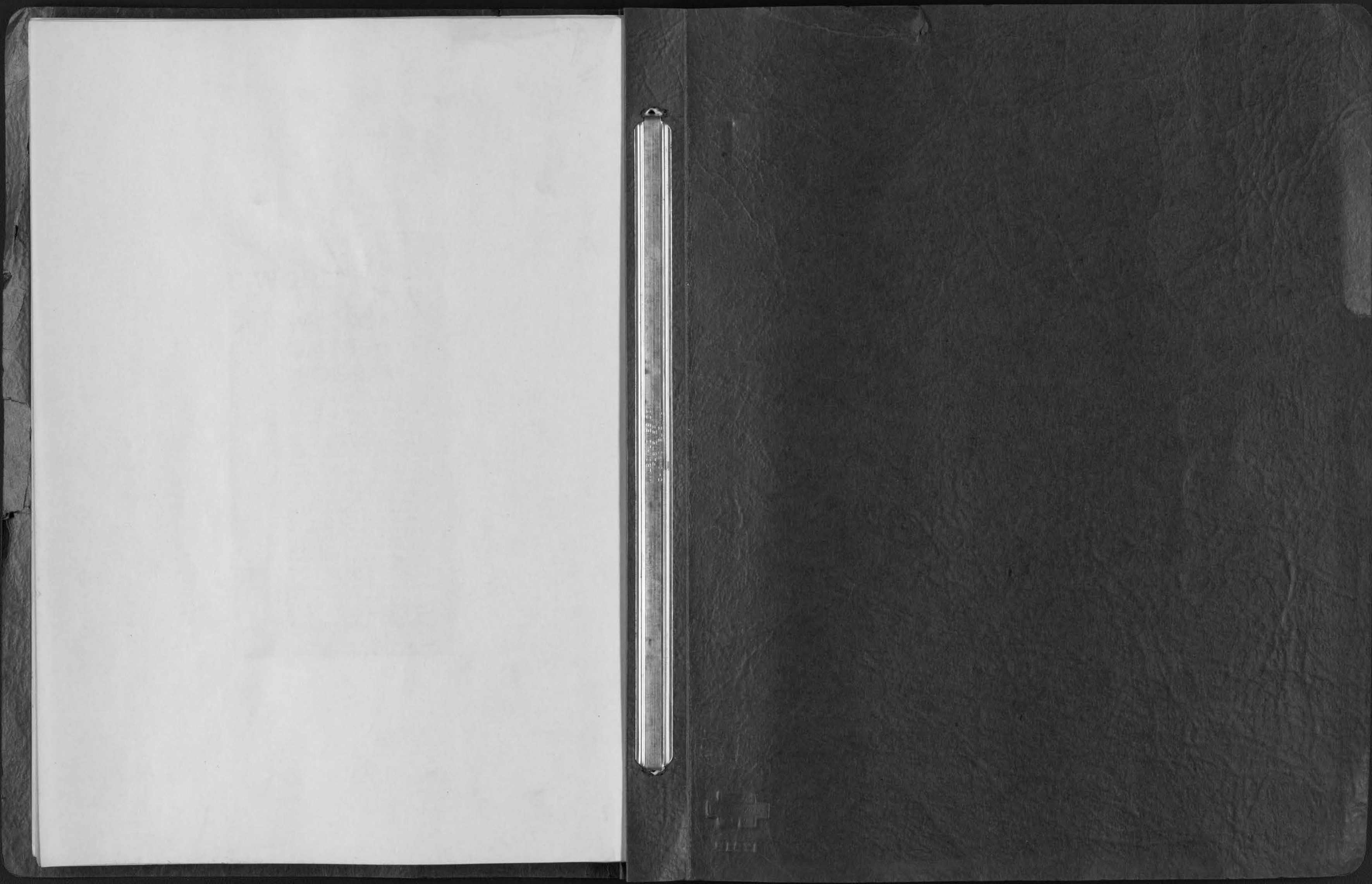
Nationally the breweries have spent \$385,000,000 in building, have paid over a billion and half dollars to the federal treasury and spent more than three billions in total expenditures in five years. They have employed over one million persons. In addition to the \$385,000,000 for brewery building, nearly another billion was spent in reconstruction, cooperage, machinery, transportation, advertising, etc.

MPLS (MINN) JOURNAL
SUNDAY, APRIL 17, 1938

Broadway

By Danton Walker

LEGAL beer has celebrated its fifth anniversary but, if you don't mind mind, your great-grandpappy will take a milkshake, on account of he was chairman of the judges' committee at the Merry Mixers' Ball. Even so hardy a drinker as a Broadway columnist is supposed to be can't get away with sampling 16 Martinis, 16 Manhattans, 16 Daiquiris, 16 Sidecars and 16 Old Fashioneds in a row, and polishing off with a dozen special concoctions of apricot brandy, cointreau, cognac, Jamaica rum, creme de menthe, bacardi, absinthe and gin—however smoothly mixed by such pub aristocrats as Jerry (Ambassador), Henry Jost (Plaza), Eddie Ohry (Stork Club), Fred Slavick (Jack Dempsey's), Gus Fort (Delmonico), Bill Lenz (Savoy-Plaza), Victor Ferasin (Salon Royale), Joe Bonaudi (Hampshire House), Petiot Fernand (St. Regis), Louis Quimter (Gotham), John Winter (Crillon), Peter Michael (Madison), Louis Chiosay (McAlpin), Harry Berger (Taft), Jack Rana-ham (Jack Delaney's) and Fred Dempsey of Nick's, in the Village.



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