

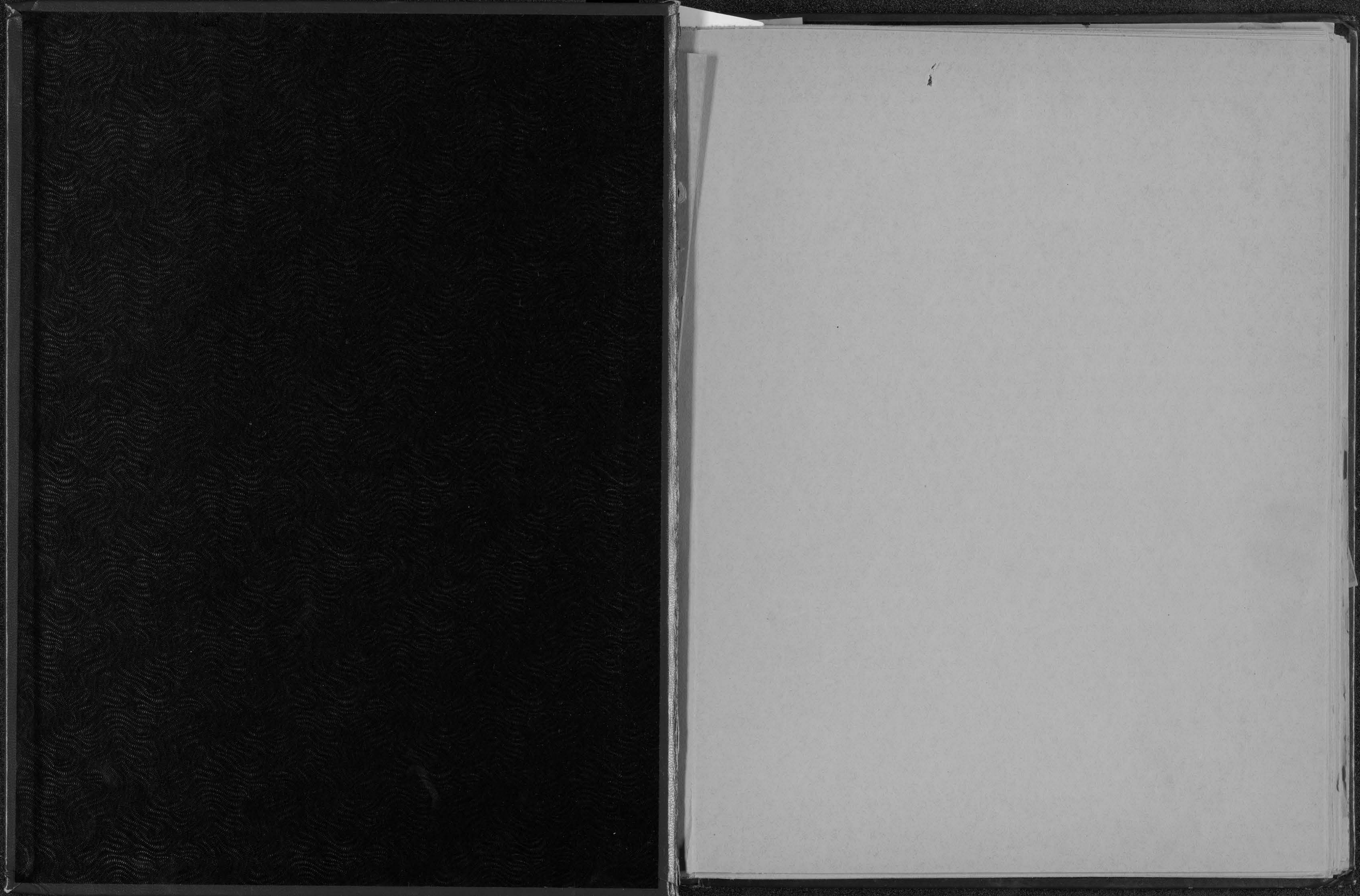


Grain Belt Breweries Company Records.

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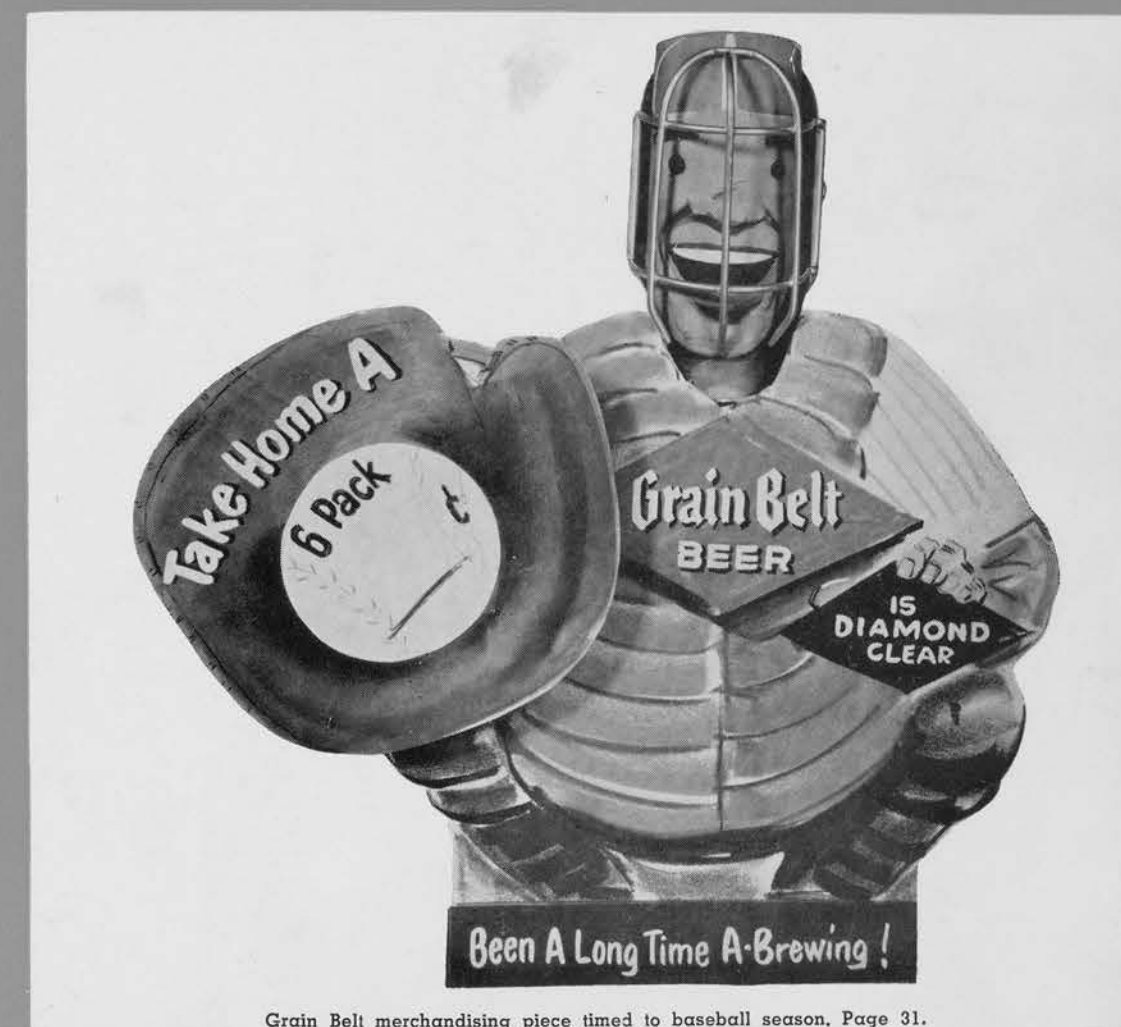
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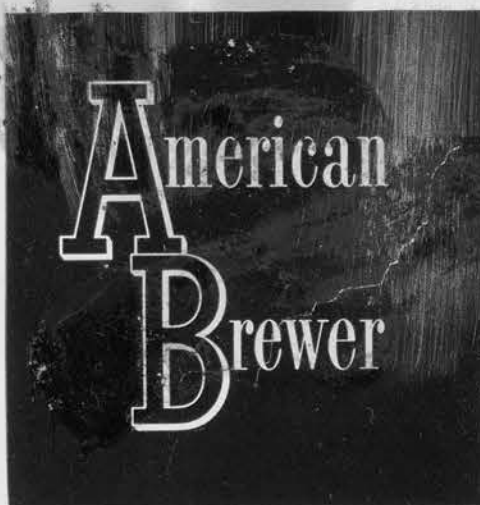
JUNE 1955
88th YEAR



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88th YEAR

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AMERICAN BREWER June 1955

Point-of-Purchase Displays Spark New Minneapolis Campaign

By Richard J. Sullivan
Public Relations Counsel

ANOTHER STEP was taken by the Minneapolis Brewing Company, brewers of Grain Belt beer, Minneapolis, in their vigorous new advertising and sales promotion campaign for 1955 with the creation of six primary pieces of point of purchase material, according to Frank D. Kiewel, president.

The 1955 advertising theme, "Grain Belt Beer is Diamond Clear . . . 'cuz it's a long time a brewing", is receiving healthy merchandising support at the point of sale from the new program.

The campaign ties-in with the new quality control laboratory completed recently, and the addition of key personnel in the brewery's sales organization.

The six merchandising pieces were introduced at the Minneapolis Brewing Company sales convention, held recently, along with other promotional materials.

Distributors in a five state area, Minnesota, Iowa, Wisconsin, and North and South Dakota, were allocated the point of sale pieces immediately. A complete stock of the displays was placed in inventory prior to the convention to prevent delay. As a result, the enthusiasm which

greeted the pieces was carried over when immediate delivery was made.

Regional sales meetings were held following the convention at which brewery personnel instructed distributors in the use of the new promotional material. Sales executives worked closely with distributors in calling on accounts.

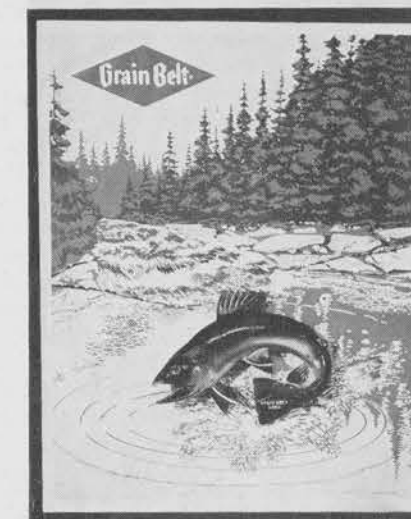
The success was immediate. Both on and off sale retailers acclaimed the point of purchase pieces.

The program was initiated under the guidance of J. Raymond Fox, vice president in charge of sales at the brewery along with Knox Reeves Advertising, Inc. The agency has been responsible for the creation of the brewery's advertising since January.

According to Fox, the new program of point of sale merchandising embraces the rare elements of having near perfect universal appeal. Each piece combines hard sell with an institutional approach that serves an important dual purpose; selling the product and selling the brewery.

All six of the items contribute greatly to enthusing the distributor and firing up the brewery's sales force. The materials have the effect on retailers that the company is doing.

(Continued on page 40)



One Line Brewery News Briefs

PERSONNEL:

HAROLD BOSKO promoted to brewmaster of *Jacob Ruppert*.
 GEORGE K. BISSELL elected vice president and treasurer of the *Hampden Brewing Co.*
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Frankenmuth Brewing Co. introduces newly-designed package line.
Griesedieck Bros. Brewery Co. adds new seven-ounce bottle to its "package family".
International Breweries Inc., newly formed corporation, announces its common stock has been oversubscribed.

is largely a matter of individual preference. Anyone of them will do an excellent job. Maintenance of the equipment both from the sanitary as well as the mechanical point of view is rather simple. The advantage of mechanical cleansing of the yeast becomes more and more important as the brewer aims at more and more delicately flavored beer.

Pitching of Yeast

Recently the practice of determining the amount of pitching yeast on the basis of actual yeast solid measurement has gained considerable favor. It is true that more uniform fermentations can be expected when the pitching rates (solids basis) are consistent. Rather simple methods for determining pitching rates can be developed employing centrifugation of small samples of the yeast. However, it is advisable for each brewer to determine his own scale because of the differences in yeast character between breweries. Once the scale has been calculated, the day to day manipulation becomes fairly rapid. The scale may be calculated for gravimetric or volumetric measurement of the pitching quantity.

Some brewers, in order to reduce the duration of the dormant or lag period between cooling and pitching the wort and the appearance of krausen, start the yeast in a small quantity of wort several hours before pitching. Formerly many brewers used cooled, unhopped first wort. Because of the lack of adequate facilities for sterilizing and sterile cooling of the wort, the practice has been for the most part discontinued. A substitute procedure has been employed with rather good results. This involves pitching the yeast with wort from the brew preceding the one for which the yeast is intended. The objection to this, of course, is the fact that the first brew of each weekly series cannot be started. The quantity of wort required for this method is about 1 to 3 times the yeast volume.

Another innovation has been the injection of the yeast into the discharge line of the wort cooler by means of a sanitary proportioning pump. The pump capacity has to be computed, bearing in mind the tank size and the wort cooling rate. Roughly speaking, if the entire amount of yeast slurry is to be added to one tank, then the pump should

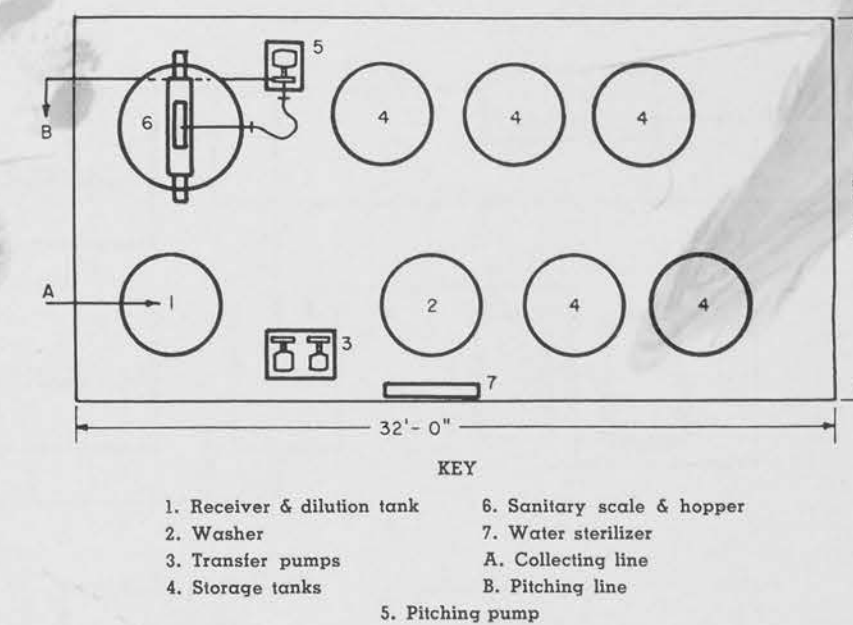


Fig. 9. Typical yeast room layout.

have sufficient capacity to transfer all of the yeast in approximately twenty minutes less than the time it takes to fill the tank. The twenty minute allowance is intended to permit the operator sufficient time to make all of the necessary adjustments involved. By adding the yeast at the same point at all times, the amount of yeast line cleaning is minimized. When the yeast is measured gravimetrically on a scale, handling can be reduced by using a weigh hopper of sufficient size to hold the yeast and the wort. Several tanks can be pitched from one hopperful of pre-pitched yeast either by watching the level gauge or the indicating dial of the weigh scale. When a three-foot flexible hose exists between the weigh hopper and the pump, there is no effect on the accuracy of its scale dial reading.

In order to maintain a closer control over yeasting operations, many brewers have introduced the practice of pitching all yeast during the day shift. This may be conducted in several ways. The simplest system probably is to divide the daytime brews in such manner that the night time brews when pumped on top of the day brews will fill all tanks. This procedure has an added advantage in that blending of brews is started early in the processing; however, care should be observed to maintain a fairly definite pattern in the blending for control purposes.

If sufficient yeast is pitched, this system is not a doubling of the yeast.

The writer found that where tanks were filled in two stages, best results were obtained when 70-80% of the amount of yeast required for a full tank was given with the first half tankful. This factor should be determined individually by each brewer to suit his own needs. In addition to the advantage of having all yeasting operations conducted during the daytime when the full supervisory staff was on hand, fermentations started somewhat more quickly. The development of krausen came about six hours earlier, because the dormant period was shortened. The actual fermentation cycle was maintained at the predetermined optimum. A consistent reduction in the number of foreign organisms was experienced.

With an adequate yeast storage capacity, the brewer is in a position to be selective in the choice of yeast used for pitching. Every crop of yeast produced should be examined carefully. Superior crops should be transferred to the yeast storage room. As new crops of equal quality and biological purity are harvested, they should replace the oldest yeast in the storage room. There will not be too much additional work involved, because in most cases it has been found that the yeast can be removed from the fermenters more rapidly by means of a pump than by hand labor. In addition there is the very considerable advantage of having a secure yeast supply.

Fig. 10 presents a schematic flow

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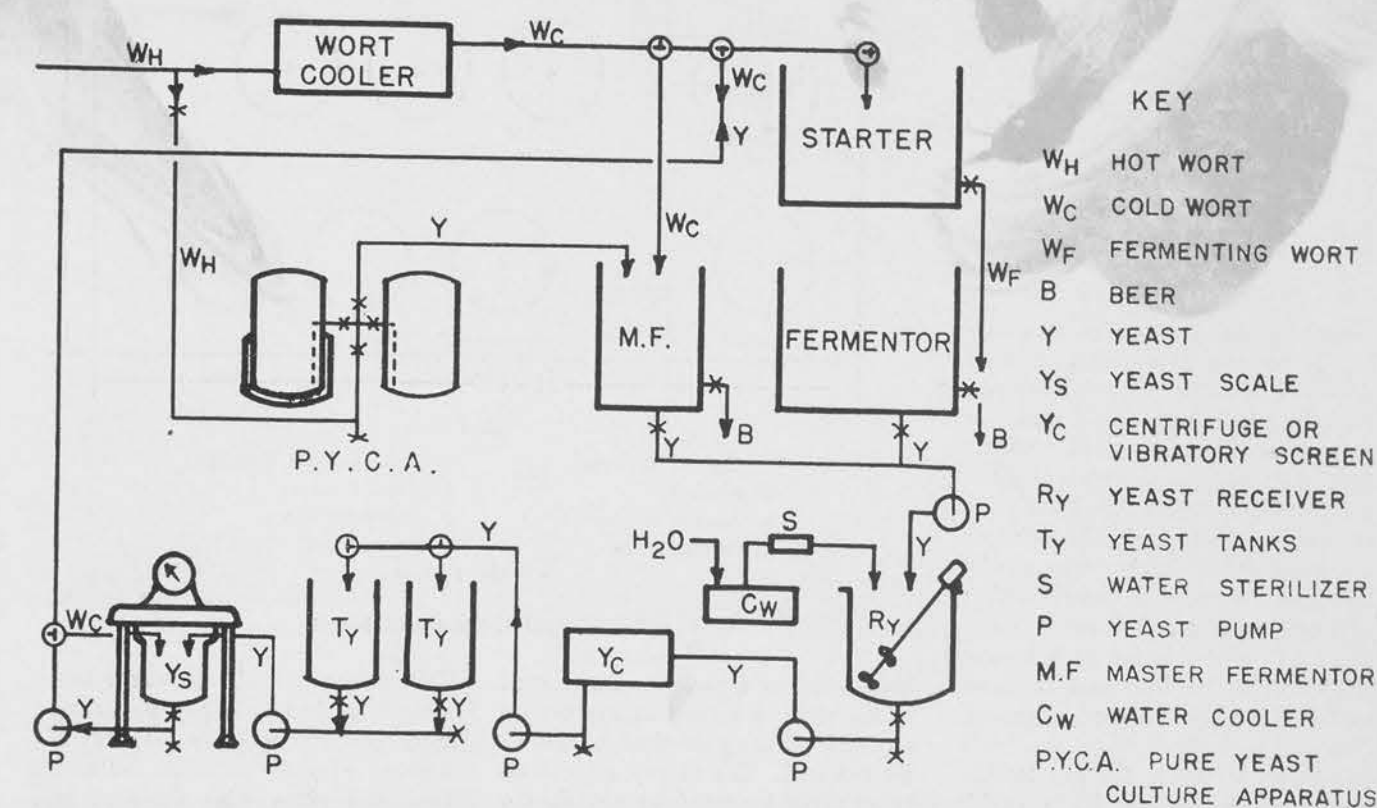


Fig. 10. A modern yeasting system.

diagram for a modern yeasting system.

Controlling Yeast For Multiple Brewery Operation

In most carefully controlled multiple plant operations, the advisability of maintaining in all plants young yeast, of the same origin, has been pretty generally accepted. Brewers recognize that a yeast will change its nature when moved to new environment. Therefore, the only sound way to control or, at best, check yeast changes and the effects of these changes is to replace it on a fixed schedule.

How often should the yeast be changed in the dependent breweries? For a safe suggestion in which thought has been given to the practical aspects of the problem as well as to the theoretical, a schedule of shipping fresh yeast to each plant every eight weeks is recommended. This frequency may have to be increased if careful tasting with an experienced panel indicates that the flavors are not remaining in control.

Where possible, this yeast should be shipped in liquid form in sterilized containers. There are several reasons for this recommendation, chief of which is that few breweries are set-up for the proper pressing of yeast. Also, if it is possible to ship quickly and properly refrigerated under close brewery control, the liquid yeast should be in prime condition on arrival at its destination.

Where the distance is short, sufficient yeast for one or more full brews or full starters may be shipped. As the distance increases, the amount may be decreased, and the small quantity is to be built up to full pitching quantity in similar manner as described for the propagation of laboratory pure cultures.

If the scope of this yeast distribution is of sufficient size, a special truck with refrigerated body may be employed. Or the container or containers may be packed in wet ice and sawdust and then covered with a suitable tarpaulin.

Preferably yeast should not be frozen and, therefore, dry ice should be used with caution and proper insulation.

Grain Belt Displays

(Continued from page 31)

ing something out of the ordinary to help them sell beer, Fox contends.

Reports from distributors and retailers indicate that there is an unusual awareness of the customers to the new point of sale pieces. No other brewery promotion has received so much lay comment. This all adds up to an important step taken by the brewery sales-wise, Fox stated.

Follows New Design

The new merchandising program follows the Walter Landor inspired design of label and packaging, concluded last year at Grain Belt. Labor, a prize winning industrial designer from San Francisco, rejuvenated the label design of the complete line of *Minneapolis Brewing Company* products.

A fresh look at Grain Belt's point of purchase materials and the job that they are doing will be taken intermittently throughout the year.

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MINNEAPOLIS MORNING TRIBUNE
 24 Wed., July 13, 1955

Brewery Strike Begins; Movers Sign Contract

One strike began in the Twin Cities Tuesday and another was averted.

Some 450 members of CIO Brewery Workers local 205 went on strike at the Minneapolis Brewing Co. and the Gluek Brewing Co., St. Paul.

The production workers and the breweries' management failed to agree on a contract at a long federal conciliation meeting Monday night.

At the meeting the breweries renewed offers of pay increases and fringe benefits, but union spokesmen said the dispute does not involve wages.

The union in previous sessions has demanded retention of a seniority clause. Other issues reportedly involve a 35-hour week. Picketing at the breweries began yesterday and trucks, normally operated by members of the AFL Teamsters union, did not move in or out of the breweries' yards.

In another Monday night meeting, Minneapolis household goods movers received a pay increase of five cents an hour and other benefits in a new contract with about 15 Minneapolis trucking companies.

The contract is retroactive to July 1 and expires next June 30. About 200 workers, members of Teamsters local 544, are involved.

MINNEAPOLIS MORNING TRIBUNE Tues., July 12, 1955

Strikes Set Today at Two City Breweries

Nearly 450 members of the CIO Brewery Workers union local 205 were scheduled to go on strike at 1:30 a.m. today after a last-ditch attempt to reach agreement on contracts with two Minneapolis breweries failed Monday.

Representatives of Minneapolis Brewing Co. and Gluek Brewing Co. met with union officials from 10 a.m. to 5 p.m. yesterday in the offices of the federal mediation and conciliation service.

THE BREWERIES renewed proposals made first on July 1. These called for a two-year contract with wage increases of 22½ cents an hour for brewers and 27½ cents for bottlers the first year with an additional 10 cent an hour increase the second year, a brewery spokesman said.

Under these proposals the weekly wage the first year

would be \$97 for brewers and \$96 for bottlers. The second year wages would be \$101 for brewers and \$100 for bottlers. The scales are based on a 40-hour work-week.

"Increases were also proposed in sickness and accident benefits and other aspects of the welfare provisions," the spokesman said.

THE PROPOSALS, he stated, were identical to those accepted by the union in recent negotiations in St. Paul.

Herbert Custer, business agent of local 205, said there was "no issue as far as wages are concerned."

Negotiations broke down, he said, "because the breweries insisted on union members giving up job security, working conditions and vacation eligibility."

The fringe benefits offered by the companies were inferior to present contract agreements, Custer said.

The union also was attempting to negotiate provisions for a shorter work week or a form of guaranteed employment, Custer said.

THE MINNEAPOLIS STAR—Thurs., July 21, 1955

Brewery Strike Talks Resume

Efforts to settle a strike at the Minneapolis and Gluek brewing companies were resumed today in the reception room at the mayor's office.

Negotiators met there after John Burmeister, Mayor Hoyer's secretary, tried to get the two sides together earlier in the week.

The strike started July 12 after negotiators were unable to agree on a seniority clause and other secondary issues.

Brewery spokesmen had offered the CIO Brewery Workers union members pay increases from 22½ to 27½ cents an hour this year and an additional 10 cents for the second year of the proposed contract.

About 450 members of the union are directly involved. Another 150 persons who are members of AFL craft unions and the Teamsters, have declined to cross the picket lines.

Negotiations Fail in Brewery Strikes

Negotiators in the Minneapolis and Gluek brewing company strikes reached no decision Thursday in a meeting in the mayor's reception room. Another meeting is scheduled today.

The CIO Brewery workers have been on strike since July 12.

2 Breweries, Union Seek Settlement

Representatives of Minneapolis Brewing Co. and Gluek Brewing Co. were meeting today with negotiators from CIO Brewery Workers union 205 in an effort to avert a strike scheduled by the union for 1:30 a.m. Tuesday.

Herbert T. Custer, union business representative, said key issue remaining is a union demand for retention of a job seniority clause, providing for advancement on the basis of length of employment. About 450 workers are involved.

The conference was being conducted by George Wilson, federal conciliation commissioner.



SMILES ALL AROUND—Luke Laskow, Minneapolis Brewing Company advertising manager, presents a one hundred dollar bill to Mrs. Virgil Sipe, winner of the Grain Belt dollar quiz, while J. Raymond Fox, brewery vice president in charge of sales, holds the winning dollar bill. The award was made at the brewery recently.

THE MUNICIPAL LIQUOR STORE

May 1955

Minneapolis Star
July 11

Minneapolis Tribune
July 22

Sales Chiefs Named

Minneapolis Brewing Co. announced appointment of Howard Runyon as regional merchandising manager for the Twin Cities and Richard Ohm as regional merchandising manager for the country sales area.

Glueks - Grain Belt Always Very Best

Remember the best beer is brewed in Minneapolis and the way to get this very best is to ask for Grain Belt beer or Glueks beer.

When you order either Glueks or Grain Belt you are sure to get the best.

Grain Belt and Gluek breweries afford much employment and add to the spending power of our fair city.

You will find added zest in the holiday when you drink these famous Minneapolis beers.

Don't be imposed upon when offered inferior substitutes. When you are thirsty always remember there are no beers the equal of Glueks and Grain Belt.

Drink these superior beers and help make Minneapolis grow.

Minneapolis Labor Review
May 26, 1955

MUNICIPAL LIQUOR

May 1955

-Sale Outlet



John P. Kloster, Minneapolis Brewing Company employee for 22 years, graduated recently from the Siebel Institute of Technology, Chicago, where he recently completed a seven months course in brewing technology.

Kloster, who lives at 2722 4th Street N., Minneapolis, has been first cellar man at the brewery since 1939. He was recommended to attend the brewmaster's training course by the entire district of master brewers in Minneapolis and St. Paul.

GRAIN BELT CONDUCTS LUCKY DOLLAR CONTEST

For the third consecutive year, the Minneapolis Brewing Company is conducting the Grain Belt lucky dollar serial number contest, which is announced over local television stations showing the major league baseball games during the spring and summer months. Holders of the winning serial number on a one dollar bill may exchange the dollar for one hundred dollars at the Minneapolis Brewing Company. A possible 22 winners could be named during the current contest.

MODERN BREWERY AGE
May 1955

1955 officers of the Minneapolis Brewing Co., Minneapolis, Minn., were elected late last month at the annual meeting. Frank D. Kiewel was again named president and general manager; Frank B. Kunz was elected vice-president; John P. Lampertz, treasurer and vice-president in charge of production; J. Raymond Fox, vice-president in charge of sales; R. A. Sexton, secretary; and C. R. Sievers, Jr., assistant secretary-treasurer.

Fraternity Group to Hear Publisher

Alan McIntosh, publisher of the Rock County Star-Herald at Luverne, Minn., will speak at a founders day dinner of Delta Tau Delta fraternity at the Covered Wagon Friday.

McIntosh is past president of the Minnesota Editorial association and of the Newspaper Editorial association (national) and has traveled extensively abroad. He was a member of Delta Tau Delta at the University of Nebraska.

Frank Kiewel, president of Minneapolis Brewing Co., will be master of ceremonies at the dinner.



McIntosh

Brewers Bulletin Mrs. C. E. Kiewel Dies At 79

Crookston, Minn. — Mrs. Charles E. Kiewel, 79, died here recently.

Mrs. Kiewel, who had been ill for several months, was the wife of Charles E. Kiewel, former president and chairman of the board of the Minneapolis Brewing Company.

The funeral was held in Crookston.

Surviving Mrs. Kiewel are her husband, two sons, Dewey J. Kiewel and Charles B. Kiewel, two grandchildren and one great-grandchild.

Minneapolis Brewing Issues 'Grain Belt Diamond'

Minneapolis Brewing Co., brewer of Grain Belt beer, has published the May issue of its new house organ, the "Grain Belt Diamond." The monthly publication is the first house organ to be published by the company since the "Friendly Faucet" was discontinued during World War II.

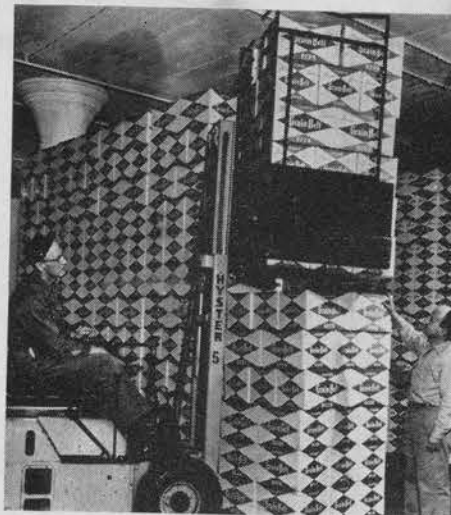
William Constant, Minneapolis Brewing Co. assistant to the v.p. in charge of sales, has been named managing editor of the publication.

MINNEAPOLIS MORNING TRIBUNE
12 **** Sat., May 28, 1955

Publication Started

A publication for employees of Minneapolis Brewing Co. has been started by that company. Named the Grain Belt Diamond, it is edited by William Constant.

EASY DOES IT



Easy does it, WALTER WROBEL, 5816 Nevada N., Minneapolis, gives final loading directions to LEND JOHNSON, 4327 Snelling, Minneapolis, who is driving one of the new Grain Belt lift trucks in the Minneapolis Brewing Company warehouse. The vehicles, which have a lifting and carrying capacity of 42 cases compared to seven cases with the previous system, greatly speed loading operation, VERNON DAHLGREN, warehouse manager reported. Two weeks of schooling are required before the men may drive the trucks.

NORTHWEST BEVERAGE JOURNAL, June, 1955



John P. Kloster, Minneapolis Brewing Company employee for 22 years graduated from the Siebel Institute of Technology, Chicago, where he recently completed a seven months course in brewing technology.

Kloster, who lives at 2722 4th Street North, Minneapolis has been first cellar man at the brewery since 1939. He was recommended to attend the brewmaster's training course by the entire district of master brewers in Minneapolis and St. Paul.

Frank Kiewel Remains As Grain Belt Head

1955 officers of the Minneapolis Brewing Company, were elected Monday, at a board of directors meeting following the annual stockholders conference at the brewery.

Frank D. Kiewel, was again named president and general manager of the brewery; John B. Kunz was elected vice president; John P. Lampertz will be vice president in charge of production and treasurer; J. Raymond Fox is the new vice president in charge of sales; R. A. Sexton was elected secretary and C. R. Sievers Jr., will serve as assistant secretary and assistant treasurer.

In a statement to the stockholders of the company at the annual meeting, Frank Kiewel said that despite the highly competitive conditions in the industry, the company expects to do better this year than last.

Dog and Owner Both Get 'Lost'

Sleepless Five Days Lead to Reunion

By FRANK WRIGHT
Minneapolis Star Staff Writer

Chester Hall today is finally getting some sleep.

And, largely because Hall hasn't slept more than a half dozen winks at a time since Friday, the four youngsters of Arnold Gunderson, 2218 Fifty-fifth avenue, Brooklyn Center, can plan on a heart-warming reunion with their best pal, Ranger, a 2-year-old pet collie dog.

It was Hall, spurred by the lost Ranger's wails and a love for animals manifested in two unusual pets of his own, who made the reunion possible through some amateur detective work and persistent pavement-pounding.

The children — Keith, 8; Sharon, 7; Linda, 5, and David, 2—are vacationing with their grandparents in Duluth, Minn. They will come home in a week or two.

They don't know yet that Ranger, a member of the family since he was a pup, was lost for 11 frustrating days.

With the children away, Gunderson began moving June 10 from the family's former home at 5722 Lyndale avenue N. to their present house, more than a mile away.

That evening Ranger left the Lyndale avenue address to take his customary daily walk with a Minneapolis Star carrier salesman who serves the neighborhood.

He failed to return.

Gunderson immediately notified Brooklyn Center police and came back daily to the Lyndale avenue house in hopes Ranger might have done the same.

But Gunderson and the police ran into a dead end until Hall entered the picture.

Hall, 55, lives at 7300 Riverdale road, Brooklyn Park. He works nights as a bottler at Minneapolis Brewing Co., 1215 NE. Marshall street.

His neat bungalow sits a few feet from the high west bank of the Mississippi river.

In a garage just back of the house he keeps Pancho, a 10-month-old Mexican burro, and Lucy, a 3-month-old lamb, "so the kids in the neighborhood can have something to play with."

Friday Ranger appeared on the east bank of the river in Fridley village, directly across from Hall's place.

Throughout the day and into the night the dog paced up and down the river's edge, barking and wailing, Hall said.

It would pause, take a few cautious steps into the water and wail again.

The pacing and wailing continued Saturday and Sunday.

Ranger was still there Monday, apparently realizing he had to cross the river to get home,

but not knowing how to get the job done.

The nearest bridge was at highway 100, about a mile south.

"The dog grew hoarse from the wailing. It was pitiful," Hall observed.

Fridley police and Hall made several unsuccessful attempts to capture the wary animal.

Tuesday morning Hall could stand the plaintive sounds no longer.

Deciding the "thing was going to be settled today if I had to hire somebody to help me," Hall took matters into his own hands.

He understood that Brooklyn Center police were investigating a lost dog report "from the Clover motel," 6500 Lyndale avenue. That was all the information he had.

Discovering the Clover motel lead was incorrect, he questioned neighbors. Alerted by Gunderson, they told him of the lost Ranger. But they didn't know Gunderson's new address.

They knew only that "the Cottons," Gunderson's former landlord, lived "in a white house a few blocks away." Going from door to door, Hall eventually located Mrs. Albert J. Cotton, 5535 Bryant avenue N., who gave him Gunderson's address.

Gunderson and Hall hurried to the river bank.

Ranger's owner took one look and said, "That's him."

"That was the first time I'd relaxed since Friday," Hall said. "With the tension gone, I was worse off than the dog. My legs were so weak I could hardly make it home," the slightly built man recalled.



CHESTER HALL
His sleuthing pays off

Brewery Purchases New Station Wagons

Minneapolis, Minn.—A new fleet of station wagons was purchased recently by the Minneapolis Brewing Company. Primarily for merchandising, the 1955 Ford ranch wagons will be used under the direction of Robert Ingram, country sales manager; Howard Runyon, regional merchandising manager, Twin Cities area; Lyle Utt, North Dakota sales supervisor; and Dick Ohm, regional merchandise manager of the country sales area.

The station wagons, painted red, white and gold, the Minneapolis Brewing Company colors, have been on the road since May 16.

Wall Street Journal

Minneapolis Brewing Co.—William Constant was made managing editor of the Grain Belt Diamond, house organ. He was formerly assistant to the sales vice president.

June 27, 1955 Brewers Bulletin Engineer Retires

Minneapolis, Minn.—John Jordan, Minneapolis Brewing Company chief engineer, was guest of honor at a farewell surprise party in the brewery's Grain Belt Friendship Room.

Employed by the brewery since 1942, Jordan retired recently.

Frank Kiewel, president of the brewery, spoke to the group and

Otto Wagner presented Jordan with a wrist watch on behalf of the employees.

About 50 plant employees attended the party which included a smorgasbord supper.



Smiles all around—LUKE LASKOW, Minneapolis Brewing Company advertising manager, presents a one hundred dollar bill to MRS. VIRGIL SIPE, winner of the Grain Belt dollar quiz, while J. RAYMOND FOX, brewery vice president in charge of sales, holds the winning dollar bill. The award was made at the brewery.

NORTHWEST BEVERAGE JOURNAL, June, 1955

\$12000 FISHING CONTEST

4

"HUNTING AND FISHING"
THURSDAYS 11 PM.

WCCO-TV
Minneapolis, Minn.
50 South Ninth St.

WCCO
television

Grain Belt Contest Won by Rogers Housewife

IT PAYS TO WATCH YOUR DOLLAR BILLS

For the third consecutive year, the Minneapolis Brewing Company is conducting the Grain Belt lucky dollar serial number contest which is announced over WCCO-TV during the major league baseball games, televised from April through September on Channel Four.



SMILES ALL AROUND—Luke Laskow, Minneapolis Brewing Company advertising manager, presents a one hundred dollar bill to Mrs. Virgil Sipe, winner of the Grain Belt dollar quiz, while J. Raymond Fox, brewery vice president in charge of sales, holds the winning dollar bill. The award was made at the brewery on May 2nd.

Holders of the winning serial number on a one dollar bill may exchange the dollar for one hundred dollars at the Minneapolis Brewing Company. A possible 22 winners could be named during the current contest.

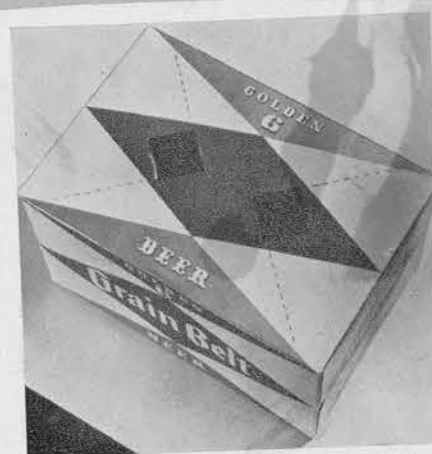
Luke Laskow, Minneapolis Brewing Company advertising manager, reports that the contest has incited interest in Grain Belt and in merchandising the television programs throughout the area.

During the fifth week of the current series, Mrs. Virgil Sipe, Rogers, Minn., discovered that she had the dollar bill with the winning serial number while watching the televised baseball game on Saturday afternoon, April 30th.

Winning a contest for the first time came as quite a surprise to Mrs. Sipe, housewife and mother of two children. She reported that she had checked her dollar bills before and one time thought she was lucky to come within two correct numbers of the winning bill.

Mrs. Sipe will use the one hundred dollars presented to her by the Minneapolis Brewing Company toward a new home which she and her husband are building in Rogers.

The winning dollar bills are distributed each week by the Grain Belt mystery man who spends them to purchase Grain Belt beer within the local television area.



NEW LOOK FOR GRAIN BELT CARTON
The Minneapolis Brewing Company recently introduced a new carton for the Grain Belt six pack. The container has easily opened perforations on the top of the carton which neatly fold back when perforated. The two large diamond shaped holes also make it simpler for the consumer to carry the carton. The new package was introduced to the northwest market on May 22nd.

Brewers Journal - July 1955

Brewers Bulletin 7-4-55 Grain Belt Agency Wins Top Honors For Commercials

Minneapolis, Minn.—Knox Reeves Advertising Inc., Minneapolis, agency for the Minneapolis Brewing Company, won first place honors in art work for animated television commercials and point of sale merchandising pieces, during the Twin Cities Society of Artists and Art Directors' annual exhibit of all commercial art produced in the Twin Cities, conducted June 7-14 at the Dayton Company, here.

The awards, which were presented at the Society's annual dinner, were accepted by Loren Herder, Knox Reeves art director for Larry Lalonde, creator of the Grain Belt historical cartoon series for television and Clarence Klinkhamer, who originated the Grain Belt bubble, first place winner in the point of sale merchandising pieces.

Included in the Grain Belt historical cartoon series are caricatures of Mata Hari, Napoleon, Alladin, Captain Kidd, Robin Hood, Madame Pompadour, Columbus, Cleopatra and Nero, who all sing the praises

of Grain Belt beer. The commercials have been placed on television stations throughout the northwest area.

The Grain Belt bubble, one of a series of six point-of-sale merchandising pieces, is now on display in on- and off-sale establishments throughout the northwest market.

Brewers Bulletin 7-7-55 Fox Announces Two Appointments At Grain Belt Brewery

Minneapolis, Minn.—J. Raymond Fox, Minneapolis Brewing Company vice president in charge of sales, recently announced the appointment of Howard Runyon as regional merchandising manager for the Twin Cities and Richard Olm as regional merchandise manager for the country sales area.

Fox also reported that Grain Belt will intensify merchandising efforts during the coming year.

Minneapolis Introduces New Minnehaha Ale

Minnehaha ale, a new brewing product, was introduced to Minneapolis Brewing Company distributors from all over Minnesota at a sales meeting in December at the main plant of the Minneapolis, Minn., brewery, according to Frank D. Kiewel, president.

According to Minneapolis Brewing Company quality control officials, the product is designed to appeal to the tastes for an extra light, high flavor beverage with real ale character. The ale is being marketed in a new green export shoulder type bottle.

This is the first ale that has been introduced by a local brewer in the Upper Midwest area since the end of World War II.

Over a year of research by Minneapolis Brewing Company's quality control laboratory was spent in developing the product, according to Mr. Kiewel.

Grain Belt Contest Winners Announced

A delegation of Minneapolis Brewing Co. personnel and distributors from five states will go to Lake of the Woods

after the big fish as a result of a recent year long sales contest in the Upper Midwest area, it was announced by Frank D. Kiewel, president.

The group will include winners: Sam McQuade, Bismark, North Dakota; Doug Knutson, Mobridge, South Dakota; Don Mickelsen, Fort Dodge, Iowa; Bob Clausnitzer, Medford, Wisconsin; Orville Brink, St. Paul; and Mel Sundeen, Duluth.

Grain Belt executives going on the trip will include: Lyle Utt, North Dakota supervisor; Lou Cordle, South Dakota sales supervisor; Walter Bona and Francis Skilling, Twin City sales supervisors; and George Faust, general sales manager.

MPLS BREW DIVIDEND

Directors of the Minneapolis Brewing Co. May 17 declared a dividend of 20 cents a share on all common stock of the company, payable June 15, to stockholders as of record June 1.

COMMERCIAL WEST - May 21-55

Minneapolis Brewing Co. is conducting the Grain Belt lucky dollar serial number contest for the third consecutive year. Holders of the winning numbers may exchange the dollar for \$100 at the Minneapolis Brewing Co.

Brewers Journal June '55

Brewers Bulletin 6-27-55

Volume 48—No. 51

Plant Tours Dispel Misconceptions About Beer

Minneapolis, Minn.—Popular misconceptions about the brewing industry are being swept away daily by the Grain Belt plant tours, whose success has been a large factor in contributing to the Minneapolis Brewing Company's public relations program.

At 10 a. m. and 2 p. m. Monday through Friday, visitors from throughout the country are escorted through the company to see at first hand the art of brewing and to learn how beer is processed from its raw materials to a consumer product.

The tours, which began in 1934, are now guided by William Constant, Minneapolis Brewing Company sales executive, and Wayne Szecek.

In excess of 50,000 people, including women's groups, civic organizations and school classes, have visited the brewery during the past 20 years. Guests increase during the summer months, Constant reports, due to the heavy tourist influx in Minnesota during June, July and August.

The tour begins in the engine room on the ground floor of the main building, followed by an inspection of the mash tubs and cereal cooker, the lauter tuns and the brew kettles. Included also is a visit to the Grain Belt storing and aging cellars and the racking room of the brewery which is a particularly popular spot during the summer with its constant 32 degree temperature. Tourists also inspect the bottling plant to watch the labeling, bottling and packaging of Grain Belt beer.

Conclusion of the tour, for adults, is a visit to the Grain Belt Friendship Room for a sampling of the product.

High school seniors have discovered that the Minneapolis Brewing Company is an interesting and educational part of the city to see on their traditional skip day. Recently, the senior class from Ellendale High School, Ellendale, Minn., and seniors from Iroquois High School, Iroquois S. D., inspected the plant. Root beer is served to these groups.

The Minnesota Chiropractic School annually makes a visit to the brewery.

The Minneapolis Brewing Company believes that these tours help to inform the public about the ancient art of brewing and stimulate the growth and development of the brewing industry.

THE MINNEAPOLIS STAR

MINNEAPOLIS, MINN., THURSDAY, JULY 28, 1955

* 29

Thib. 7/27/55

A DIAMOND revolved in the midst of three pretty blondes wearing red on the float sponsored by Minneapolis Brewing Co. Naturally, it depicted "Diamonds Are a Girl's Best Friend."

Production Resumes at 2 Breweries

Production at two Minneapolis breweries was resumed today after members of local 205, CIO Brewery Workers union, accepted a compromise Wednesday night ending a strike that began July 12.

Spokesmen for Gluek and Minneapolis brewing companies said that while production has been resumed, deliveries to retailers will not be possible until Monday.

Some of the brewery employees began reporting for work shortly after the union meeting ended, to make preparations for resuming production.

Negotiators previously had agreed on the amount of pay increases and "fringe" benefits but they were unable to agree on the list of brewery jobs that would not be subject to the union's seniority list governing promotions.

In a series of conferences in which the AFL Central Labor union participated because the strike affected AFL craft union members in the breweries, the list of jobs not subject to seniority was narrowed.

In the brewmaster's department, the brewmaster will be able to select key assistants without reference to the seniority list. Job "bidding" will be cut from twice a year to once a year.

The two-year contract calls for pay increases ranging from 32½ to 37½ cents an hour; an increase in insurance benefits; 8½ paid holidays a year; four-week vacations after 20 years of employment during the first year of the contract and after 15 years in the contract second year, and other contract improvements.

THE BRAINERD DAILY

'to serve as best we can . . . THE BRAINERD

In the Heart of the Lake Region

NEA Feature Service and News Pictures

Member of The Associated Press

Dial 3511

BRAINERD, MINNESOTA.

Festival Parade Entries Grow, Now Number 47

A flood of entries in the past two days has increased the units to take part in the opening day parade of the Brainerd-Life-Paul Bunyan Festival to 47.

Announcement was made today by Parade Chairman Paul Cibazar, who has released the full list of entries, but says there may be more.

Any others planning to enter are asked to call Headquarters at 6303.

THE PARADE, which promised to be the greatest thing of its kind in Brainerd history, is scheduled from 5 to 7 p. m. Monday, opening day of the 10-day Brainerd Festival.

It will feature pretty girls, elephants, bands, baton twirlers, drum and bugle corps and many outstanding floats.

Among the latter will be the civic-award winning Grain Belt Beer float, which recently appeared in the Minneapolis Aquatennial. Its theme is "Diamonds are a Girl's Best Friend."

The float measures 36 feet long, 10 feet wide and 13 feet high. Its color scheme is red and gold. It's made of floral sheeting and decorative foils and built on a special trailer with its own electric generator for lights. A total of 4,000 watts illuminates the construction.

There will be many other outstanding floats. Construction of them has been under way here for some time by trained personnel operating at the Fitzsimmons warehouse.

Joining the list of beauties, which includes Miss Minnesota, Miss Brainerd and Princess Kay of the Milky Way, is Dorothy Arneberg, the St. Paul Winter Carnival Queen of Snows.



The Minneapolis Brewing Company recently introduced a new carton for the Grain Belt six pak. The container has easily opened perforations on the top of the carton which neatly fold back when perforated. The two large diamond shaped holes also make it simpler for the customer to carry the carton.

GRAIN BELT PICKS HOUSE ORGAN EDITOR

William Constant, Minneapolis Brewing Company assistant to the vice president in charge of sales, has been named managing editor of the Grain Belt Diamond, new house organ to be published monthly by the Minneapolis Brewing Company. The Grain Belt Diamond, with a circulation of over 3,000, is the first house organ to be published by Grain Belt since the Friendly Faucet was discontinued during World War II.

HWEST BEVERAGE JOURNAL, July, 1955

DISPATCH

AREA"

SATURDAY, JULY 30, 1955

VOL. 81—NO. 3



As a finishing touch, Grain Belt employees polish up the new fleet of station wagons which recently was purchased by the Minneapolis Brewing Company. Primarily for merchandising, the 1955 Ford ranch wagons will be used under the direction of ROBERT INGRAM, country sales manager, HOWARD RUNYON, regional merchandising manager, Twin Cities area, LYLE UTT, North Dakota sales supervisor and DICK OHM, regional merchandise manager, Country sales area.

Page 34

That's Not A Case Of Beer At The Playground—Honest!



Your photographer was shocked no end the other day as he stopped over at Center playground east of the city hall for some photos of youngsters at play. A Grain Belt beer case was on a picnic table near a group of young boys playing checkers. "And Miss Nelson told me they were serving Kool-Aid today," he told himself. After snapping the above photo for an exclusive scandal story on beer parties at the playgrounds, he investigated further. The beer case, alas, makes a good miniature "TV set" the youngsters use with rolls of paper drawings. No scandal. There weren't even any empty bottles in the case. Nonchalantly playing checkers in the foreground were (from left) Jon Waldeland, Lee Nelson, Tom Schmeidel and John Ries. That's playground leader Pat Moran standing over the "TV set." (STAFOTO)

GRAIN BELT HAS PROMOTED OHM AND RUNYAN

J. Raymond Fox, Minneapolis Brewing Company vice president in charge of sales, recently announced the appointment of Howard Runyon as regional merchandising manager for the Twin Cities and Richard Ohm, regional merchandise manager for the country sales area.

Runyon, 5017 Gladstone, Minneapolis, has been with Grain Belt for over 16 years and was previously a city sales supervisor.

A Minneapolis Brewing Company employee since February of this year, Ohm, 6201 Humboldt avenue S., Richfield, was formerly associated with Grain Belt distributor Willard Faust, Faust Beverage Company, Des Moines, Iowa.

Fox also reported that Grain Belt will intensify their merchandising efforts during the coming year.

Municipal Liquor 8/10/55

Mpls. Star 9/2

Brewery Boosts Beer Prices Here

Minneapolis Brewing Co. today announced an upward adjustment in the price of beer to retailers and distributors. But the increase is not expected to raise the cost of a glass or bottle of beer to consumers.

The new prices will boost the retailer's price approximately 50 cents per barrel and an average of 10 cents per case.

Frank D. Kiewel, president of Minneapolis Brewing Co., said, "the modest adjustment in prices to retailers reflect the general increase in costs throughout the nation and more specifically in the brewing industry in this area."



Mata Hari, Napoleon, Captain Kid and Nero all got into the act by winning first place in animated television cartoons at the Twin City Society of Artists and Art Directors' annual exhibit. The commercials are televised on local stations throughout the northwest area for Grain Belt.

Municipal Liquor 8/10/55 Page Nine

GRAIN BELT ELECTS OFFICERS

1955 officers for the Minneapolis Brewing Company, brewers of Grain Belt Beer, 1215 Marshall Street N. E., Minneapolis, were elected recently, at a board of directors meeting following the annual stockholders conference at the brewery.

Frank D. Kiewel was again named president and general manager of the brewery; Frank B. Kunz was elected vice president; John P. Lampertz will be vice president in charge of production and treasurer; J. Raymond Fox is the new vice president in charge of sales; R. A. Sexton was elected secretary and C. R. Sievers Jr. will serve as assistant secretary and assistant treasurer.

In a statement to the stockholders of the company at the annual meeting, Frank Kiewel said that despite the highly competitive conditions in the industry, the company expects to do better this year than last.

Municipal Liquor Page Thirteen 8/10/55

MINNEAPOLIS MORNING TRIBUNE
Thurs., Sept. 22, 1955 ***33

Red Cross Executive to Speak in City

Joseph Stewart, Kansas City, Mo., American Red Cross national fund chairman, will talk to representatives of Minneapolis firms taking part in the fall Red Cross fund drive.

The meeting will be at 7:30 p.m. today in the Friendship room of the Minneapolis Brewing Co., 1215 NE. Marshall street.

MINNEAPOLIS TRIBUNE
THURSDAY, SEPTEMBER 15

Public Employe Union Council to Meet Today

District council three of the American Federation of State, County and Municipal Employees will meet at 8 p.m. today in the Friendship room of Minneapolis Brewing Co.

Minneapolis aldermen and elected Hennepin county officials have been invited.

Twin Cities Brewing Chemists Meet Today

A meeting of the Twin Cities district of the American Society of Brewing Chemists will be

held at 3:30 p.m. today in the Friendship room of Minneapolis Brewing Co.

Representatives of Twin Cities breweries and malting companies are expected to attend the meeting.

Engineers to Meet

The American Federation of Technical Engineers will hold a business meeting tonight in the Friendship room of the Minneapolis Brewing company, 1215 NE. Marshall street.

Lodge Meets Today

The J. E. Goldenberg lodge of B'nai B'rith will hold a social meeting and membership stag today in the Friendship room of Minneapolis Brewing Co.

Sept. 21, 1955 — THE MINNEAPOLIS STAR — *** 63

BUSINESS, FINANCE and MARKETS

The Brewers Association of

America announced the Minneapolis Brewing Co. has been awarded second place in the metallic label division and third place in the crown (bottle cap) division of the annual crown and label contests, sponsored by the association. Over 400 entries were submitted by breweries all over America. Walter Landor, San Francisco industrial designer, created the winning Grain Belt label and crown for Minneapolis Brewing Co.

Howard Runyon has been appointed regional merchandising manager for the Twin Cities and Richard Ohm regional merchandising manager for the country sales area by the Minneapolis Brewing Co., Minneapolis, Minn. Mr. Runyon has been with the brewery for 16 years and was previously a city sales supervisor. Mr. Ohm, who joined the brewery earlier this year, was formerly associated with one of its Iowa distributors.

Thursday, Aug. 18.

THE DAILY PEOPLE'S PRESS, OWATONNA, MINNESOTA

Wild Animal Show At Fr



\$100 SMILE is displayed by Joe Ginter, center, as he receives a check for that amount for turning in a \$1 bill with the right serial numbers. Ginter received the check this week from John Nelson, right, of the Nelson Distributing Co. as Arnie Schultz of A&P Bar, where the bill originated in Owatonna, looks on. The hundred-for-one was a part of Grain Belt's Game-of-the-Week show.

August 1955

BREWERS JOURNAL

★ CHANGES

RICHARD OHM, appointed regional merchandising manager, for the country sales area for the Minneapolis Brewing Company. Mr. Ohm came to Minneapolis this year from Faust Beverage Co., Des Moines, Iowa, a grain belt distributor.

WARREN REEVES, joined the sales force of the **BROCKWAY GLASS COMPANY**. Mr. Reeves is located in the New York City office.

ED REINKE, appointed sales manager for the **BERLIN BREWING CO.** Mr. Reinke has been a statewide representative of several Wisconsin breweries in the past.

HOWARD RUNYON, appointed regional merchandising manager, Twin Cities for the **MINNEAPOLIS BREWING CO.** Mr. Runyon has been with Minneapolis for over 16 years and was previously a city sales supervisor.

Ad Age 7/14/55



DISTRACTION—This three-dimensional outdoor bulletin, designed to promote Minneapolis Brewing Co.'s Grain Belt beer by Knox Reeves Advertising, attracts attention by the simulated sign workers, one of whom has a long way to go before he empties the king-size beer glass cutout.

NORTHWEST BEVERAGE JOURNAL
SEPTEMBER 1955

Thurs., Oct. 6, 1955— THE MINNEAPOLIS STAR

Meeting Tonight

The Twin City Rod and Reel club has scheduled a social meeting tonight at 8 p.m. in the Friendship Room of the Minneapolis Brewing Co., 1215 Marshall street NE.

Modern Brewery Age - October 1955

A \$500,000 bottle shop and warehouse modernization program for the Minneapolis Brewing Co., Minneapolis, Minn., was announced this month by Frank D. Kiewel, president. Included in the program is a new bottle washer, with a capacity of 500 bottles per minute; a double-deck pasteurizer; two 60-spout fillers; case unloaders; and two automatic case stackers. The new equipment is expected in full operation by late February.

Minneapolis Brewing Co. Crown And Label Win Nat'l Design Contest

Minneapolis, Minn. — The Minneapolis Brewing Company this month received one of its most signal honors of the year in recognition of Grain Belt's stature in the Twin Cities, the state and region and the nation.

The Brewers' Association of America announced that the Minneapolis Brewing Company received top honors in the Association's Annual Crown and Label Contest sponsored by the BAA.

A Midwest Exclusive.

Grain Belt, the only brewery in the Midwest to receive an award, placed second in the metallic label division and was awarded a third in the crown (bottle cap) division of the contest.

Each BAA member company submits a packet of labels and crowns which are submitted to each of the members of the Association. Each company then votes on their choice for winners (No brewer may vote for his own label.)

Over 400 entries were submitted from which the Grain Belt crown and label was selected.

William O'Shea, executive secretary of the Brewers' Association of America, announced that winners were determined by individual ballots from each of the several hundred brewers affiliated with the association.

Walter Landor, internationally known San Francisco industrial designer, created the winning Grain Belt label and crown.

The company will receive certificates of the award which will be displayed in the general offices.

Malt Mill Travels 5,000 Miles

Minneapolis, Minn. — Traveling over 5,000 miles by railroad and steamship from Braunschweig, Germany, a new 13,500 pound (6½ ton) MIAG malt mill arrived at the Minneapolis Brewing Company recently. The new machine, equipped with a 15 horse power a. c. motor, will be able to grind out 12,500 pounds (6 ton) of malt per hour. Special hoisting equipment was used to transport the large malt mill to the third floor of the brewhouse. The new malt mill, together with a

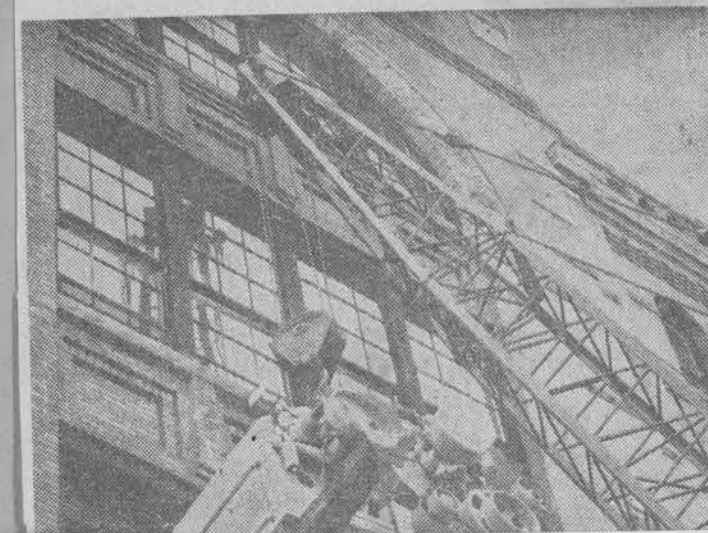
MIAG shaker sieve recently purchased by the brewery, will assure a uniform malt-grind and is one more step in the enlarging product control program for Grain Belt Beer.

Minneapolis Tribune
September 7, 1955

MINNEAPOLIS TRIBUNE
SEPTEMBER 8, 1955

Minneapolis Sunday Tribune

MINNEAPOLIS, MINN., SUNDAY, OCTOBER 2, 1955



learn it fast and it eliminates extra signal men on an installation team.

Montour doesn't use his fingers to get the whistle out—just the old-fashioned tongue-against-the-teeth method.

MONTOUR'S whistling is so renowned that he was called in from an out-of-town trip to install a new 6½-ton malt mill at Minneapolis Brewing Co., this month.

His whistles cover all types of machinery—presses, power plants and such. Some jobs last as long as five months. Others are over in a day.

So far as he knows, Montour is a pioneer at "whistling in" machinery.

"I don't know anyone who the same method," he said. "for me and the men, it's the easiest way."

JULY, 1955

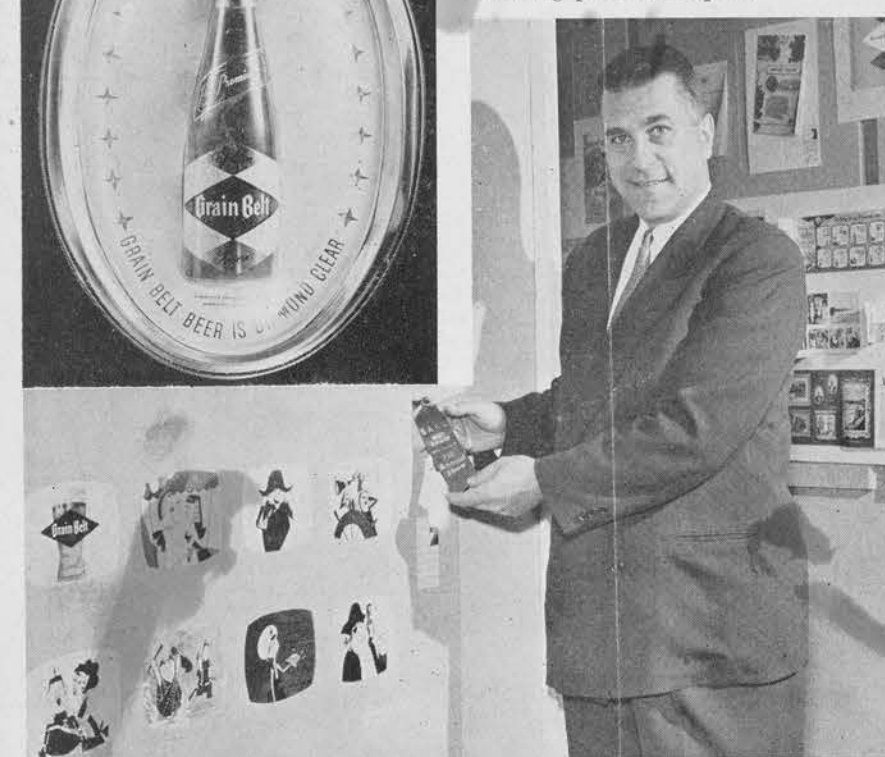
Modern Brewery Age

Brewery Advertising, Merchandising Notes

GRAIN BELT ADVERTISING WINS PRIZES — First place honors in art work



for animated television commercials and point-of-sale merchandising pieces were won by Minneapolis Brewing Co., Minneapolis, during the Twin Cities Society of Artists and Art Directors' annual exhibit last month. Below, Luke Laskow, brewery advertising manager, examines winning animated television cartoons while inset shows the Grain Belt bubble, prize-winning point-of-sale piece.



enough to be heard two blocks away. His whistle can stop workmen—usually from 4 to 10 men—in one second.

The whistling system has proved much safer and quicker than old signals. New men

CLIFFORD MONTOUR
A powerful whistler

MINNEAPOLIS MORNING TRIBUNE
28** Fri., Oct. 21, 1955

Firm Wins Award

Minneapolis Brewing Co. won the Brewers Association of America grand championship label award at an association meeting in Chicago. The selection was made by a secret vote of 200 brewers from a field of 400 entries. The Minneapolis company also won second place in the best-co-ordinated advertising competition.



"Diamonds Are A Girl's Best Friend," Grain Belt civic award winning float in the Aquatennial Parades was selected as a song title theme by the brewery as a close tie in with the 1955 advertising program. "Grain Belt Beer Is Diamond Clear." One of the largest in the festival's processions the float measures 36 feet long, 10 feet wide and 13 feet high and is illuminated by 4000 watts.

NORTHWEST BEVERAGE JOURNAL
SEPTEMBER 1955

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Minneapolis Tribune
September 7, 1955

MINNEAPOLIS TRIBUNE
SEPTEMBER 8, 1955

Minneapolis Sunday Tribune

MINNEAPOLIS, MINN., SUNDAY, OCTOBER 2, 1955



'THE WHISTLER' GUIDED THIS MACHINE INTO PLANT
Its 6½ tons was just a routine job with his signals

Montour Whistles While Cranes Work

Clifford T. Montour is a man who can almost, but not quite, move mountains with a whistle.

A shrill "tweet" from Montour has installed some of the heaviest machinery in Minneapolis and Minnesota industrial plants.

Montour, 46, 801 Ninety-fourth street, Bloomington, supervises machinery installations for the Henry Lambert Trucking Co.

ONE WHISTLE from Montour and a 197-ton iron press, for instance, is hoisted into the air by crane. A second whistle from Montour signals "stop" to the workmen.

Two whistles in quick succession mean "move it down."

Montour began whistling on the job in 1935 when he was supervisor on what he recalled was a noisy "operation."

He learned that the whistle could be heard better than any other signal—even his husky voice.

Montour's whistle is clear enough to be heard two blocks away. His whistle can stop workmen—usually from 4 to 10 men—in one second.

The whistling system has proved much safer and quicker than old signals. New men



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A powerful whistler

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"Diamonds Are A Girl's Best Friend," Grain Belt civic award winning float in the Aquatennial Parades was selected as a song title theme by the brewery as a close tie in with the 1955 advertising program, "Grain Belt Beer Is Diamond Clear." One of the largest in the festival's processions the float measures 36 feet long, 10 feet wide and 13 feet high and is illuminated by 4000 watts.

Brewers Bulletin Minneapolis Brewing Starts \$500,000 Modernization

Minneapolis, Minn. — A \$500,000 modernization program at the Minneapolis Brewing Company bottle house and warehouse was announced this week by Frank D. Kiewel, president.

The program, which is expected to be in full operation in late February of 1956, will speed up Grain Belt's bottling facilities and will provide one of the brewing industry's most efficient bottle house and warehouse operations.

Included in the half-million dollar expanded facilities will be a Barry-Wehmiller bottle washer, which will process 500 bottles per minute; a double-deck, two-story Barry-Wehmiller vortex pasteurizer; three Meyer case unloaders and a five head Yundt case unloader, capable of stepping up production to 1,200 bottles per minute; and two, sixty-spout Cemco fillers with a combined capacity of 500 bottles per minute. These units will replace older and slower units now in operation in the bottle house.

Also included in the expansion program will be two automatic case stackers for the brewery warehouse, stock-piling at the rate of 70 cases per minute.

The stacker units are further additions to the mechanization of bottle house and warehouse operations.

Earlier this year automatic lift trucks of newest design were installed in all departments of the bottle house and warehouse to facilitate the handling of materials and the finished product.

According to Kiewel, the program is designed to give the Minneapolis Brewing Company the newest and most efficient bottling equipment available in the brewing industry.

Ann will also handle customer relations and sales promotion work.

Grain Belt beer has been awarded second place in the metallic label division and third place in the annual crown division of the Brewers Assn annual contest. More than 400 entries were received.

ad Age 11/1/55



BE MY GUEST—Motorists in Minneapolis get the impression the gentleman behind the board is pouring the beer for them expressly. Three-dimensional sign for Grain Belt beer is the creation of Knox Reeves Advertising.

Grain Belt Erects 3-D Billboards



The Minneapolis Brewing Company, brewers of Grain Belt Beer, recently erected two 3 D billboard displays at high traffic locations in Minneapolis. The boards, which give a life like perspective to the foaming glass of Grain Belt, will be supplemented by other 3 D boards as a part of the 1955 advertising program.



NORTHWEST BEVERAGE JOURNAL, October, 1955

Page 93

Northwest Beverage Journal
September 1955



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Shown above are photographs of the Minnesota winners of the Malting Barley growers contest which was sponsored by the Minnesota Brewers Association in cooperation with the University of Minnesota and Crop Improvement Association. A total of \$5,600 was awarded the various winners. Three of whom are shown in the front row, left to right: WILLIAM LORD, Garvin, ARNOLD LANGE, Lambertson and WINNIE GRUNKE, Fairfax. Standing, left to right: FRANK D. KIEWEL, President, Minneapolis Brewing Company, ARTHUR GLUEK, president, Gluek Brewing Company, HENRY O. PUTMAN, Secretary, Northwest Crop Improvement Association; HAROLD C. ROTH, Vice President, Minnesota Crop Improvement Association; and WILLIAM C. FIGGE, President, Theo. Hamm Brewing Company.

Northwest Beverage Journal - October 1955

THE WALL STREET JOURNAL.
DOW JONES & COMPANY, INC.
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Telephone: STate 2-9400

BERNARD KILCORE
PRESIDENT

WILLIAM H. CRIMES
EDITOR

Wednesday, October 26, 1955

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Second prize went to the Gunther Brewing Co., of Baltimore, one of the largest in the East.

Grain Belt also won second award for the best coordinated advertising program.

Zarske-Cartony Distributors, Inc., are Grain Belt distributors in this area.

Stillwater Gazette
10-28-55

GRAIN BELT STARTS HALF MILLION DOLLAR ADDITIONS

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These units will replace older and slower units now in operation in the

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The stacker units are further additions to the mechanization of the bottle house and warehouse operations.

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Municipal Liquor 11/55

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Minneapolis, Minn. — Vickie, a parakeet owned by a Minneapolis resident, has heard about beer and her owner told the Minneapolis Brewing Company of her love for their product. When the owner opens a cold bottle of beer and pours it, the parakeet goes into unbridled tantrums until she is allowed to have a sip of brew.

Even when the brewery's commercials are shown on television, it reminds Vickie that it is time for another sip of Grain Belt.

In the 500 year history of brewing, has there ever been such a beer-loving bird as Vickie?

9 Minot (N.D.) Daily News
Thursday, Mar. 17, 1955

Rice Honored For Sales Increase



Frank D. Kiewel, president of Minneapolis Brewing Co. (left) is shown presenting a winning plaque to James Rice, Rice Distributing Co., Minot, at a regional Grain Belt beer distributors sales meeting in Bismarck. Rice was a member of the "Sioux Tribe," one of many groups of distributors in North Dakota, Minnesota, Wisconsin and Iowa. Out of the 25 distributors in his "tribe," Rice's company gained the highest percentage of increased sales during 1954. Said Rice, while receiving the award, "We could not have hit the top without the extra effort put forth by our route salesmen, Roy Frye and Frank Parizek."

AMERICAN BREWER - Nov. 1955 Minneapolis to Modernize

A \$500,000 modernization program at the Minneapolis Brewing Co. bottle house and warehouse has been announced by Frank D. Kiewel, president.

The program, expected to be in full operation in February, will speed up the company's bottling facilities and make for better uniformity of product, he said.

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Mpls Labor Review
11-10-55

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neapolis Brewing Company won second place in the best rated brewery advertising campaign among members of the association.

Fox, vice president in charge of sales, and Luke Laskow, advertising manager, accepted the award on behalf of the Minneapolis Brewing Company.

In addition to the two major prizes mentioned above, Minneapolis Brewing Company won prizes in the following categories:

hook cover, first; tray, first; point of sale, second; mascots, third; crowns, third; caps, third; and calling third.

year's Brewers Association of America awards program was the most competitive in the history of the association.

Museo Universal De Bebidas, the best museum of liquor, wines and spirits in the world at Madrid, has requested products of Minneapolis Brewing Company for its collection. Minneapolis and Minneapolis are the only breweries in the world to have their collection of American beer for the historic symposium.

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NORTHWEST BEVERAGE JOURNAL, November, 1955



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Stillwater Gazette
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MUNICIPAL LIQUOR 11/55

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Minneapolis Brewing Company also won second place in the best coordinated brewery advertising program among members of the association.

Ray Fox, vice president in charge of sales, and Luke Laskow, advertising manager, accepted the award in Chicago for the Minneapolis Brewing Company.

In addition to the two major awards mentioned above, Minneapolis Brewing Company won prizes in the following categories:

Matchbook cover, first; tray, first; counter point of sale, second; master cartons, third; crowns, third; letterheads, third; and calling cards, third.

This year's Brewers Association of America awards program was the most competitive in the history of the association.

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Thursday, Mar. 17, 1955

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NORTHWEST BEVERAGE JOURNAL, November, 1955

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Even when the brewery's commercials are shown on television, it reminds Vickie that it is time for another sip of Grain Belt.

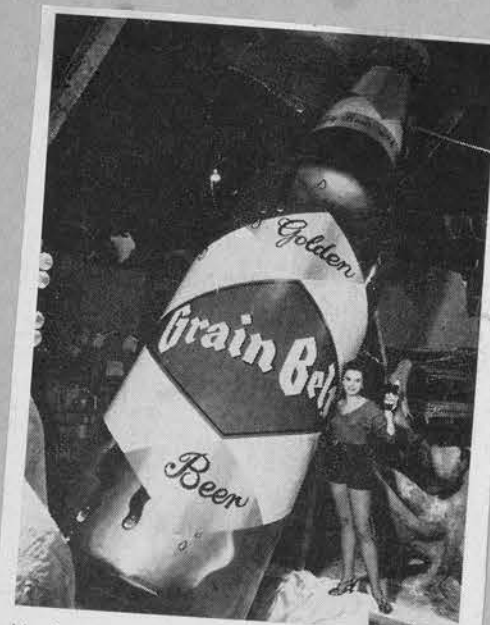
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Merle Brown, who stands five feet three inches tall, is almost dwarfed by the 18 foot high, 300 pound plastic bottle of Grain Belt beer which was featured at a national display convention in Chicago. Minneapolis Brewing Company spokesmen reported that it took a railroad flatcar to transport the giant replica to the meetings. Grain Belt was selected by the display firm, Sculptured Advertising, as the representative company for the northwest area in the bottling field for this newly developed Minneapolis Brewing Company product.

NORTHWEST BEVERAGE JOURNAL, January, 1956

champion from Hillsboro and Russell E. Jones, third place
American Brewer - October 1955



MINNESOTA BARLEY CONTEST WINNERS—Seated, l. to r.: William Lord, reserve champion; Arnold Lange, grand champion; and Winnel Grunke, third place. Standing, l. to r.: Frank D. Kiewel, president, Minneapolis Brewing Co.; Arthur Gluek, president, Gluek Brewing Co.; Henry O. Putnam, secretary, Northwest Crop Improvement Association; Harold C. Roth, vice president, Minnesota Crop Improvement Association; and William C. Figge, president, Theo. Hamm Brewing Co.

Minneapolis Brewing Co. To Modernize Plant

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According to Kiewel, the program is designed to give the Minneapolis Brewing Company the newest and most efficient bottling equipment available in the brewing industry.

December, 1955 *Greater Mpls.*

32 * THE MINNEAPOLIS STAR—Tues., Nov. 22, 1955

BUSINESS, FINANCE and MARKETS

HOME EDITION

Drys Open

Brew Dividend

Directors of the Minneapolis Brewing Co. declared a dividend of 15 cents a share on the common stock, payable Dec. 15 to holders of record Nov. 30.

November 1955—The BREWERS DIGEST 25



The new B.A.A. president, John D. Koch.

Brewers Association of America Holds Convention

*To Int'l
Audience*

affair were the "Night in New England" dinner which was held in honor of the New England members of the Association on the night of the 16th; the dinner-dance which was held the 17th and which was preceded by a cocktail party and reception at which the malting industry was the host; and the Open House at the J. E. Siebel Sons' Co., Inc., Chicago, Ill., on the 18th, a traditional event at the close of each convention.

Winners of the various contests of the convention and exhibit were as follows:

Beer Knobs

Gold Award—Gluek Brewing Co.; Silver Award—Blitz Weinhard Co.; Bronze Award—Hampden Brewing Co.

Booths of Allied Members

Gold Award—Display Corp.; Silver Award—American Can Co.; Bronze Award—J. E. Siebel Sons' Co., Inc.



Gold Medal winners in the Grand Champion Label Contest, left to right, Frank D. Kiewel, president of the Minneapolis Brewing Co., J. Raymond Fox, the brewery's vice-president in charge of sales, and Walter Landor of Walter Landor & Associates, designers of the winning label.



Some of the labels that were entered in the Label Contest.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**VIRGINIA
MESABI DAILY NEWS**
Date MAR 3 1955

Virginia Sales Unit to Attend Brewers' Parley

Ed Wright, Virginia, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for this week end at the Calhoun Beach Hotel, Minneapolis. Mr. Wright will also bring to the meeting the members of his sales organization.

Keynote speaker at the convention's morning session Friday will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He will discuss for the estimated 350 attending the convention the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Minneapolis Brewing Company president Frank D. Kiewel, will open the afternoon session of the convention. He will introduce members of Knox Reeves Advertising Inc. staff who will outline the 1955 advertising and merchandising plans for Grain Belt.

Other members of the Minneapolis Brewing Company management and sales departments are also scheduled for talks.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new technique and technical advancements made by the brewery in production facilities and quality control.

Distributors from all over Minnesota will attend the convention.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
ROYALTON BANNER

Date MAR 3 1955

BEER DISTRIBUTORS WILL ATTEND CONVENTION

Jenner Armstrong and H. Joe Mosier, Royalton Beverage Company, Royalton, will attend the 20th annual sales convention of the Minneapolis Brewing Company, scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

Distributors from all over Minnesota will attend the convention.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**STILLWATER
DAILY GAZETTE**

Date MAR 1 1955

Local Distributors To Attend Brewery Meeting This Week

A. J. Zarske and L. R. Cartony, of Zarske-Cartony Distributors, Inc., Stillwater, will attend the 20th annual sales convention of the Minneapolis Brewing Co. scheduled for March 4 and 7 at the Calhoun Beach hotel, Minneapolis.

Keynote speaker for the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
ALEXANDRIA ECHO

Date MAR 3 1955

H. Boyd Nelson To Attend Grain Belt Convention

H. Boyd Nelson, Alexandria, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach Hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success." He will impart to the estimated 350 attending the convention the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**THIEF RIVER FALLS
TIMES**
Date MAR 2 1955

BREWING CO. CONVENTION

Dennis Sullivan, Thief River Falls, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 5th at the Calhoun Beach hotel, Minneapolis.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**STILLWATER WEEKLY
GAZETTE**
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ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
K CENTRE HERALD

Date MAR 3 1955

Attend Grain Belt Sales Convention

Ry Voller, Grain Belt Distributing Company, Sauk Centre, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

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ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**DETROIT LAKES
TRIBUNE**
Date MAR 2 1955

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
MANKATO FREE PRESS
20 Wednesday, March 2, 1955

BUSINESS NEWS

H. C. LeDuc, Crown Bottling company, Mankato, will attend the twentieth annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales of the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

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ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**DETROIT LAKES
TRIBUNE**
Date MAR 2 1955

Sievert To Attend Grain Belt Session

Roger Sievert, Dwyer Beverage company, Detroit Lakes, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for this weekend at the Calhoun Beach hotel in Minneapolis. Keynote speaker at the convention's session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

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Highlight of the convention was a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**SPRING VALLEY
TRIBUNE**

Date MAR 3 1955

Bob Snyder To Attend Meeting

R. L. Snyder, Spring Valley Distributors, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He will impart to the estimated 350 attending the convention, the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**SPRING VALLEY
TRIBUNE**
Date MAR 3 1955

Local Distributor Will Attend State Convention

Howard Schwartz, Louis Beal Distributing Company, Slayton, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**SPRING VALLEY
TRIBUNE**
Date MAR 3 1955

Local Distributor Will Attend State Convention

Howard Schwartz, Louis Beal Distributing Company, Slayton, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**SOUTH ST. PAUL
REPORTER**

Date MAR 3 1955

Gustafson Attends Sales Convention

A. M. Gustafson, Gustafson Beverage Co., will attend the 20th annual sales convention of the Minneapolis Brewing Company Mar. 4 and 7 at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery.

He will impart to the 350 attending ways of utilizing sales and merchandising techniques gained in 20 years in the brewing business.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
SLAYTON HERALD

Date MAR 3 1955

Local Distributor Will Attend State Convention

Howard Schwartz, Louis Beal Distributing Company, Slayton, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**VIRGINIA
MESABI DAILY NEWS**
MAR 3 1955

Date
**Virginia Sales
Unit to Attend
Brewers' Parley**

Ed Wright, Virginia, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for this week end at the Calhoun Beach Hotel, Minneapolis. Mr. Wright will also bring to the meeting the members of his sales organization.

Keynote speaker at the convention's morning session Friday will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He will discuss for the estimated 350 attending the convention the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Minneapolis Brewing Company president Frank D. Kiewel, will open the afternoon session of the convention. He will introduce members of Knox Reeves Advertising Inc. staff who will outline the 1955 advertising and merchandising plans for Grain Belt.

Other members of the Minneapolis Brewing Company management and sales departments are also scheduled for talks.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

Distributors from all over Minnesota will attend the convention.

ME A Clipping Bureau
ROYALTON BANNER

Date MAR 3 1955

**BEER DISTRIBUTORS
WILL ATTEND CONVENTION**

Jenner Armstrong and H. Joe Mosier, Royalton Beverage Company, Royalton, will attend the 20th annual sales convention of the Minneapolis Brewing Company, scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

Distributors from all over Minnesota will attend the convention.

ME A Clipping Bureau
**STILLWATER
DAILY GAZETTE**

Date MAR 1 1955

**Local Distributors
To Attend Brewery
Meeting This Week**

A. J. Zarske and L. R. Carjony, of Zarske-Carjony Distributors, Inc., Stillwater, will attend the 20th annual sales convention of the Minneapolis Brewing Co. scheduled for March 4 and 7 at the Calhoun Beach hotel, Minneapolis.

Keynote speaker for the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
ALEXANDRIA ECHO

Date MAR 3 1955

**H. Boyd Nelson To Attend
Grain Belt Convention**

H. Boyd Nelson, Alexandria, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach Hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success." He will impart to the estimated 350 attending the convention the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**THIEF RIVER FALLS
TIMES**

Date MAR 2 1955

BREWING CO. CONVENTION

Dennis Sullivan, Thief River Falls, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 5th at the Calhoun Beach hotel, Minneapolis.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**STILLWATER WEEKLY
GAZETTE**

Date MAR 3 1955

**Local Distributors
To Attend Brewery
Meeting This Week**

A. J. Zarske and L. R. Carjony, of Zarske-Carjony Distributors, Inc., Stillwater, will attend the 20th annual sales convention of the Minneapolis Brewing Co. scheduled for March 4 and 7 at the Calhoun Beach hotel, Minneapolis.

Keynote speaker for the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
SAUK CENTRE HERALD

Date MAR 3 1955

**To Attend Grain Belt
20th Sales Convention**

Henry Voller, Grain Belt Distributing Company, Sauk Centre, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He will impart to the estimated 350 attending the convention the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Minneapolis Brewing Company president Frank D. Kiewel will open the afternoon session of the convention. He will introduce members of Knox Reeves Advertising Inc. staff who will outline the 1955 advertising and merchandising plans for Grain Belt.

Other members of the Minneapolis Brewing Company management and sales departments are also scheduled for talks. Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

Distributors from all over Minnesota will attend the convention.

MANKATO FREE PRESS
20 Wednesday, March 2, 1955

**BUSINESS
NEWS**

H. C. LeDuc, Crown Bottling company, Mankato, will attend the twentieth annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales of the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He will impart to the estimated 350 attending the convention the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Minneapolis Brewing company president Frank D. Kiewel will open the afternoon session of the convention. He will introduce members of Knox Reeves Advertising Inc. staff who will outline the 1955 advertising and merchandising plans for Grain Belt.

Other members of the Minneapolis Brewing company management and sales departments are also scheduled for talks. Winners in the 1954 Grain Belt sales contest from the midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

Distributors from all over Minnesota will attend the convention.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**DETROIT LAKES
TRIBUNE**

Date MAR 2 1955

**Sievert To Attend
Grain Belt Session**

Roger Sievert, Dwyer Beverage company, Detroit Lakes, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for this weekend at the Calhoun Beach hotel in Minneapolis. Keynote speaker at the convention's session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**SPRING VALLEY
TRIBUNE**

Date MAR 3 1955

**Bob Snyder To
Attend Meeting**

R. L. Snyder, Spring Valley Distributors, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He will impart to the estimated 350 attending the convention, the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Winners in the 1954 Grain Belt sales contests will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

Distributors from all over Minnesota will attend the convention.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**LITCHFIELD
INDEPENDENT-REVIEW**
MAR 10 1955

Date

**TO ATTEND ANNUAL
CONVENTION IN
MINNEAPOLIS**

A. F. Peifer, Litchfield Produce Company, Litchfield, attended the 20th annual sales convention of the Minneapolis Brewing Company held March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session was J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He imparted to the estimated 350 attending the convention, the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Minneapolis Brewing Company president Frank D. Kiewel, opened the afternoon session of the convention. He introduced members of Knox Reeves Advertising Inc. staff who outlined the 1955 advertising and merchandising plans for Grain Belt.

Other members of the Minneapolis Brewing Company management and sales departments also took parts in talks.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest here announced at the afternoon sessions.

Highlight of the convention was a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

ME A Clipping Bureau
835 Palace Bldg., Minneapolis 1
**SOUTH ST. PAUL
REPORTER**

Date MAR 3 1955

**Gustafson Attends
Sales Convention**

A. M. Gustafson, Gustafson Beverage Co., will attend the 20th annual sales convention of the Minneapolis Brewing Company Mar. 4 and 7 at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery.

He will impart to the 350 attending ways of utilizing sales and merchandising techniques gained in 20 years in the brewing business.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

ME A Clipping Bureau
SLAYTON HERALD

Date MAR 3 1955

**Local Distributor
Will Attend
State Convention**

Howard Schwartz, Louis Beal Distributing Company, Slayton, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

Date MAR 3 1955

Local Creamery Man To Attend Brewers Convention In Cities

Arthur Schweiger, Russell Creamery Company, Hinckley, will attend the 20th annual sales convention of the Minneapolis Brewing Company scheduled for March 4th and 7th at the Calhoun Beach hotel, Minneapolis.

Keynote speaker at the convention's morning session will be J. Raymond Fox, recently appointed vice president in charge of sales for the brewery. The title of Fox's talk will be "The Three Musketeers of Sales Success."

He will impart to the estima-

ted 350 attending the convention the ways of utilizing sales and merchandising techniques gained in his 20 years in the brewing business.

Minneapolis Brewing Company president Frank D. Kiewel will open the afternoon session of the convention. He will introduce members of the Knox Reeves Advertising Inc. staff who will outline the 1955 advertising and merchandising plans for Grain Belt.

Other members of the Minneapolis Brewing Company management and sales departments are also included for talks.

Winners in the 1954 Grain Belt sales contest from the Upper Midwest will be announced at the afternoon sessions.

Highlight of the convention will be a review of new techniques and technical advancements made by the brewery in production facilities and quality control.

LUCE-SOUTHWEST
PRESS CLIPPING BUREAU
NEW YORK N. Y.
TOPEKA, KANSAS

OPELOUSAS, LA., WORLD
Circ. D. 8,024 S. 7,975
DEC 22 1955

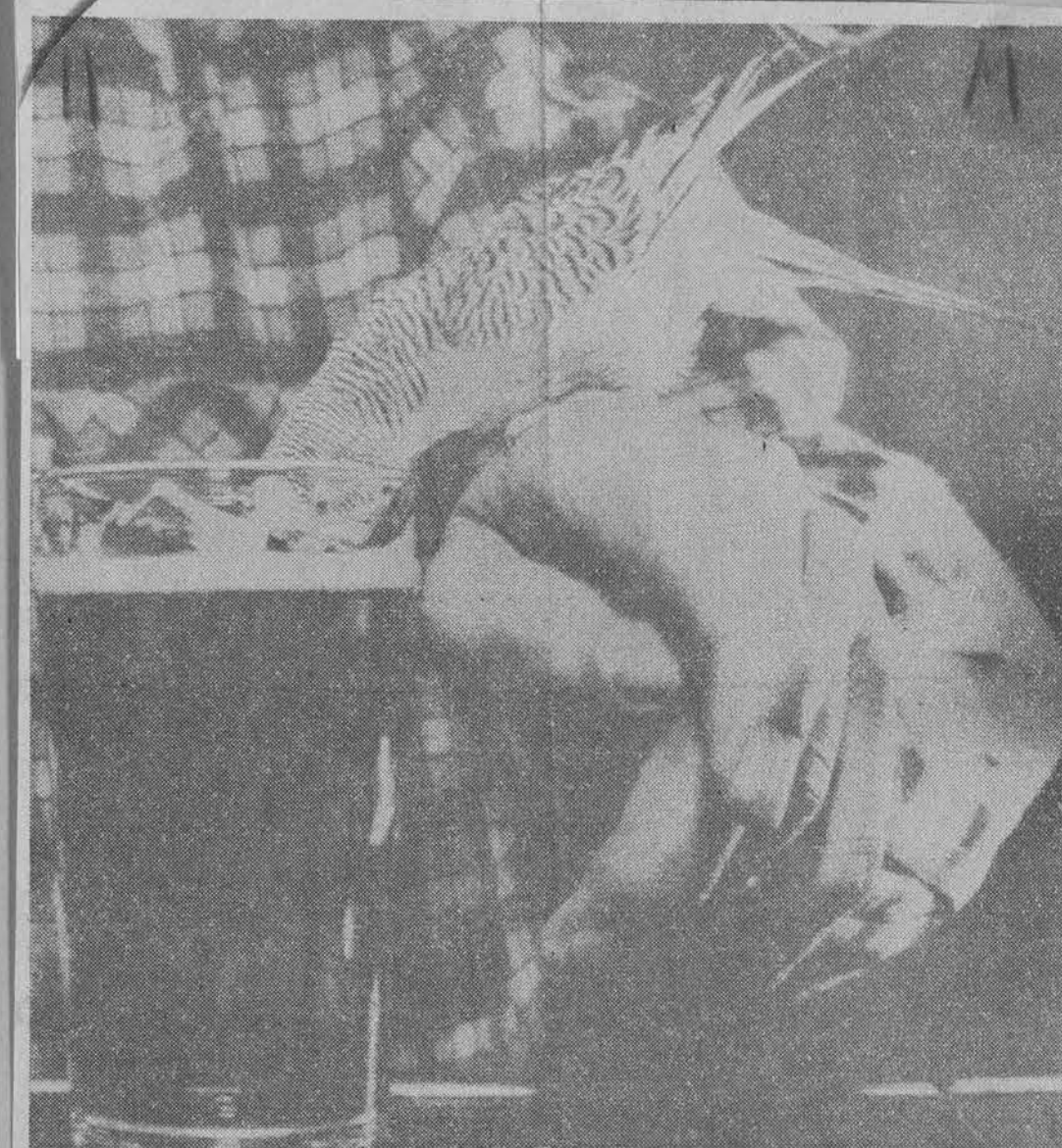


VICKIE, a parakeet belonging to a Minneapolis resident, sits on her owner's hand as she pilfers a drink from his glass of beer. The bird recognizes beer commercials on television and promptly starts a commotion until she is allowed to have a sip of her favorite brew. — (United Press Facsimile)

LUCE
PRESS CLIPPING
BUREAU

New York, N. Y.
Topeka, Kansas
Colorado Springs, Colo., Free Press
Circ. D. 9,059

DEC 23 1955



Vickie, a parakeet belonging to a Minneapolis resident, sits on her owner's hand as she pilfers a drink from his glass of beer. The bird recognizes beer commercials on television and promptly starts a commotion until she is allowed to have a sip of her favorite brew.



LABEL CONTEST WINNERS—Top row, l. to r., winners in the Paper Division: Falls City Brewing Co., Louisville, Ky., 1st place; Potosi Brewing Co., Potosi, Wis., 2nd place; Rhinelander Brewing Co., Rhinelander, Wis., 3rd place. Bottom row, l. to r., winners in the Metallic Division: Gunther Brewing Co., Baltimore, Md., 1st place; Minneapolis Brewing Co., Minneapolis, Minn., 2nd place; Missoula Brewing Co., Missoula, Mont., 3rd place. Winners of the Crown Contest were Bosch Brewing Co., Houghton, Mich., 1st place; Gunther Brewing Co., Baltimore, Md., 2nd place; and Minneapolis Brewing Co., Minneapolis, 3rd place.



MOTHERS MARCH — East Side leaders gathered at the Minneapolis Brewing Company friendship room to plan the East Side Mother's March on Polio held January 31 throughout Hennepin County. Left to right are: Mrs. William Brandt, 894 18th Ave. S. E.; Mrs. B. Sword, 2701 Aldrich Ave. N.; Mrs. Eleanore Martinson, 614 33rd Ave. N.; Mrs. Gloria Davis, 64 St. Mary Ave S. E.

MEA Clipping Bureau
835 Palace Bldg., Minneapolis 1
**INTERNATIONAL FALLS
DAILY JOURNAL**
Date FEB 20 1956

Falls Bottling Offers Premium Product

The No. 1 product of the Minnesota Brewing Co., Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota area, it was announced by Frank D. Kiewel, president.

Falls Bottling Works is the local distributor.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product, packaged in a white bottle, was tested in 20 markets in the upper midwest area before the decision to distribute on a wide-spread basis was made.

Complete distribution throughout the area will probably be reached by the last of February.

Other Grain Belt brewing products will still be available throughout Minnesota, North and South Dakota, Iowa, Wisconsin and other marketing areas.

A full scale merchandising, sales and advertising program will accompany the distribution of Premium.

MEA Clipping Bureau
835 Palace Bldg., Minneapolis 1
**COLUMBIA HEIGHTS
RECORD**
Date FEB 23 1956

Mpls. Brewing Company Expands "Premium" Sale

The number one product of the Minneapolis Brewing Co., Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota area, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made. It will be packaged in a white bottle. Complete distribution throughout the area will probably be reached by the last of February.

Other Grain Belt brewing products will still be available throughout Minnesota, North and South Dakota, Iowa, Wisconsin

MEA Clipping Bureau
**MINNEAPOLIS
SPOKESMAN**
Date FEB 24 1956

Premium Beer Is Now All Over Upper Midwest

The number one product of the Minneapolis Brewing Company, Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota area, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made.

The product will be packaged in a white bottle.

Complete distribution throughout the area will probably be reached by the last of February.

Other Grain Belt brewing products will still be available

throughout Minnesota, North and South Dakota, Iowa, Wisconsin and other marketing areas.

A full scale merchandising, sales and advertising program will accompany the distribution of Premium.

LUCE
PRESS CLIPPING
BUREAU

New York, N. Y.
Topeka, Kansas

LAMAR, MO., DEMOCRAT
Circ. D. 2,309

JAN 4 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

MEA Clipping Bureau
835 Palace Bldg., Minneapolis 1
**ST. LOUIS PARK
DISPATCH**
Date FEB 23 1956

Grainbelt "Premium" Gets Distribution

The number one product of the Minneapolis Brewing Co., Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota area, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made.

The product will be packed in a white bottle.

Complete distribution throughout the area will probably be reached by the last of February.

MEA Clipping Bureau
**MINNEAPOLIS LABOR
REVIEW**
Date FEB 23 1956

Premium Now At All Retail Outlets

The number one product of the Minneapolis Brewing Company, Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota area, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made.

The product will be packaged in a white bottle.

Complete distribution throughout the area will probably be reached by the last of February.

Other Grain Belt brewing products will still be available throughout Minnesota, North and South Dakota, Iowa, Wisconsin and other marketing areas.

A full scale merchandising, sales and advertising program will accompany the distribution of Premium.



MINNEAPOLIS TRIBUNE PHOTO BY EARL SEUBERT
PEDRO CHICOTE AND HIS BOTTLE MUSEUM
Tourists to Spain now will see Minneapolis exhibit

Bottle Museum Was Long Time 'a-Brewing'

By BARBARA FLANAGAN
Minneapolis Tribune Staff Writer

A Minneapolis product has made its way into the "Museo Universal de Bebidas" in Madrid, Spain.

The museum contains 17,400 bottles of wine, spirits and soft drinks collected during the past 40 years by Pedro Chicote.

AN ANIMATED ballet dancer twirls on a bottle sent from Switzerland.

All of Chicote's bottles are unopened and all contain beverages native to the countries they represent.

Tito of Yugoslavia, Franco of Spain, Stalin of the Soviet Union, Pope Pius and James Farley are among the world leaders who have contributed bottles to the collection.

Most valuable bottle of all dates from 1811. It contains brandy that was dedicated to Napoleon. Chicote has bottle No. 14. There are only 17 in the world.

The Minneapolis beer—two bottles wrapped in gold foil—will be the first from Minnesota to be displayed in the museum.

Chicote, a Madrid restaurant operator, this week added two bottles of Grain Belt beer to the collection. The beer is brewed by Minneapolis Brewing Co.

Everyone from Henry Ford to Ava Gardner has visited Chicote's bottle collection. Generals and government leaders from throughout the world have signed his guest book.

THE KING of Saudi Arabia even dropped in one day.

Chicote's bottles are of many shapes and sizes.

From Italy there are bottles in the shape of Venetian gondolas, the Leaning Tower of Pisa and a bell commemorating the Holy year.

From Japan comes a bottle in the shape of a Japanese dancer.

Thailand provided an elephant bottle. Germany sent a priceless bottle of porcelain.

MEA Clipping Bureau
835 Palace Bldg., Minneapolis 1
**SPRING VALLEY
TRIBUNE**

Date FEB 23 1956

Grain Belt Introduces New Premium Beer

The number one product of the Minneapolis Brewing Company, Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota area, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made.

The product will be packaged in a white bottle.

Complete distribution throughout the area will probably be reached by the last of February.

Other Grain Belt brewing products will still be available throughout Minnesota, North and South Dakota, Iowa, Wisconsin and other marketing areas.

A full scale merchandising, sales and advertising program will accompany the distribution of Premium.

TV, Beer and a Bird

Vickie, a Minneapolis parakeet, gets so excited by the TV beer commercials that he starts a commotion until he's allowed a sip of her brew.

MEA Clipping Bureau
835 Palace Bldg., Minneapolis 1
HOPKINS REVIEW

Date FEB 23 1956

Grainbelt "Premium" Gets Distribution

The number one product of the Minneapolis Brewing Co., Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota, and South Dakota area, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made.

The product will be packed in a white bottle.

Complete distribution throughout the area will probably be reached by the last of February.

LUCE PRESS CLIPPING BUREAU

New York, N. Y.
Topeka, Kansas

WASHINGTON, D.C., NEWS
Circ. D. 153,555

DEC 21 1955



**LUCE-SOUTHWEST
PRESS CLIPPING BUREAU**

NEW YORK N. Y.
TOPEKA, KANSAS

STANBERRY, MO., HEADLIGHT

JAN 5 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

**LUCE-SOUTHWEST
PRESS CLIPPING BUREAU**

NEW YORK N. Y.
TOPEKA, KANSAS

BRAZIL, IND., GAZETTE

JAN 6 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

WCCO News Parade
Feb. 1956

Diamond clear

...cause it's
a long time
a brewing!

Premium Grain Belt



Big Campaign For Grain Belt Premium Beer

Minneapolis Brewing Company is using a saturation campaign of spot announcements on WCCO Radio to announce that Grain Belt Premium is now available wherever beer is sold.

The three-week campaign was launched Friday, Feb. 17, and will use a total of 150 station-break and one-minute sales messages six days a week in afternoon and evening time periods.

Feb. 17 was the date that Grain Belt Premium became available at all retail beer outlets — supermarkets, taverns, liquor stores and beverage dealers.

The change in Premium's distribution was brought about by the mounting demand for the brand and its overwhelming acceptance as one of the top beers in the nation.

Frank D. Kiewel, president of Minneapolis Brewing Company, credits Premium's extraordinary acceptance to its unique smoother flavor, the result of superior brewing and scientific step-by-step quality control.

New York, N. Y.
Topeka, Kansas

ALAMOGORDO, N.M., NEWS
Circ. D. 3,780 S. 3,900

JAN 12 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

MEA Clipping Bureau
835 Palace Bldg., Minneapolis 1
**VIRGINIA
MESABI DAILY NEWS**

Date FEB 18 1956

Brewery Firm to Expand Premium Distribution

The number one product of the Minneapolis Brewing Company, Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota areas, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made.

The product will be packaged in a white bottle.

Complete distribution throughout the area will probably be reached by the last of February.

Other Grain Belt brewing products will still be available throughout Minnesota, North and South Dakota, Iowa, Wisconsin and other marketing areas.

A full scale merchandising, sales and advertising program will accompany the distribution of Premium.

Premium Now At All Retail Outlets

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A full scale merchandising, sales and advertising program will accompany the distribution of Premium.

Meeting Of

catching displays.
Brewers Bulletin

Brewery Directors Up For Re-Election

Minneapolis, Minn.—At a board of directors meeting held at the Minneapolis Brewing Company last week, the following were designated as nominees for election to the board at the annual shareholders meeting on April 30: Frank D. Kiewel, Frank B. Kunz, John P. Lampertz, R. A. Sexton, Calvin L. Delaitre, M. J. Eller, Hy Finkelstein, Fred N. Isaacs, Harold K. Noerenberg, James H. Towey, and P. R. Walsh.

All are members of the present board.

LUCE PRESS CLIPPING BUREAU

New York, N. Y.
Topeka, Kansas
SANTA ANA, CALIF., REGISTER
Circ. D. 26,141

DEC 22 1955



SIP OF SUDS — Vickie, a parakeet belonging to a Minneapolis resident, sits on her owner's hand as she pilfers a drink from his glass of beer. The bird recognizes beer commercials on television and promptly starts a commotion until she is allowed to have a sip of her favorite brew. (Unifax).

**Frank Mathes Named President,
District St. Paul-Minneapolis**

Frank E. Mathes, master brewer of the Minneapolis Brewing Company, was elected president of District St. Paul-Minneapolis MBAA at the annual meeting held November 17 at the Minneapolis Brewing Company. Norman A. Kiewel, master brewer of the Kiewel Brewing Company, Little Falls, Minneapolis was made vice president and Robert Werko- witz, assistant master brewer at the Hamm Brewing Com- pany, St. Paul, secretary-treas- urer. All officers will hold office

Western Brewing & Distributing
January 1956

Western Brewing & Distributing

**Minneapolis Brewery Launches
\$500,000 Expansion Program**

A half million dollar expan- sion program which includes modernization of the bottle house and warehouse was an- nounced last month by Frank D. Kiewel, president of the Minneapolis Brewing Com- pany. The program, expected to be completed by February, will speed up Grain Belt's bot- tling facilities and provide one of the industry's most efficient bottle house and warehouse op- erations.

Included in the new facili- ties will be a Barry-Wehmiller bottle washer and a double-

LUCE PRESS CLIPPING BUREAU

New York, N. Y.
Topeka, Kansas
SUNNYVALE, CALIF., STANDARD
Circ. D. 3,300

DEC 22 1955



BIRD LIKES BEER. A parakeet, Vickie, sits on her owner's hand in Minneapolis as she pilfers a drink from his glass of beer. Vickie recognizes beer commercials on television and starts a commo- tion until she is allowed to have a sip of brew. (UP Telephoto)

leck two-story vortex pasteur- izer from the same firm; three Meyer case unloaders from the Geo. J. Meyer Manufacturing Company; a five-head Yundt case unloader, and two of Crown Cork's Cemco fillers with a combined capacity of 500 bottles per minute, among other ultra modern equipment.

M GREATER Minneapolis



LOOP GOES SKY-HIGH!

Published by the Minneapolis Chamber of Commerce

February, 1956

Centennial Notes

100 Years of Brew-Making

Since ancient times it has been the custom to drink toasts to a happy occasion. In that way Gluek Beer has been in on a lot of history since it first bubbled from taps the year Minneapolis was born.

Chances are somebody drank to the health of the first mayor of Minneapolis with Gluek Beer. On May 11, 1858, the day that Minnesota was admitted to the Union, somebody undoubtedly raised a stein of Gluek Beer and shouted, "Hail, Minnesota!" And when the news of Appomattox hit town, it's easy to imagine the men of Minneapolis cheering the end of the Civil War with Gluek Beer.

Many Fourth-of-July celebrations, political rallies, picnics, and holidays have known the pleasure of beer since Gottlieb Gluek built his brewery on the banks of the Mississippi. That was 100 years ago, and Gluek, at 29, had been in this country only a short time. With modest savings augmented by his earnings as a lumberjack, plus a thorough knowledge of brewing malt beverages learned in his home province of Wuerttemberg, Germany, and in the breweries of France, he founded a business still known as the Gluek Brewing Company. It is still owned by the Gluek family, and the fourth generation is now active in its management.

This proud heritage of brewing skill, passed down from father to son, is among the foremost assets of the century-old Gluek Brewing Company. It takes skill and knowledge steeped in the brewer's lore to turn out beer distinctive enough to hold public favor through four generations of changing tastes.

The brewery is now headed up by Arthur L. Gluek, grandson of the founder. Eugene Gluek is vice president. Louis Gluek is treasurer and director of advertising. Charles Gluek II, great grandson of the founder, is secretary and sales manager.

From a thoroughly modern brewery, President Arthur Gluek looks back on tremendous changes in his family's brewing enterprise. He looks back to the days before mechanical refrigeration



Back in the days when Grandpa blew the froth off his suds and wiped his walrus mustache on the back of his sleeve, mammoth three-horse beer wagons were needed to haul the golden brew.

tion when the brewery lagged its beer in caves on the north end of Nicollet Island. He looks back on the days when big brewery horses clip-clopped through Minneapolis streets hauling barrels of beer to market.

Historically, John Orth was the first brewer to arrive in what was to become Minneapolis.

He settled here in 1850 and opened the first brewery the same year located on the site where the Minneapolis Brewing Company now stands.

Other brewers were attracted to Minneapolis and stayed to open businesses. Among these were: The Heinrich Brewing Association, F. D. Norenberg Brewery and Malt House, and the Germania Brewing Company.

These companies ultimately merged with the Orth Brewing Company in 1890 under the name of the Minneapolis Brewing and Malting Company.

In 1893, this company became the Minneapolis Brewing Company and introduced Grain Belt beer.

Fred N. Norenberg guided the operations as president at that time. Jacob Kunz and Charles Kiewel followed as presidents and the company

is now under the guidance of Frank D. Kiewel.

Parts of the present Minneapolis Brewing Company office building and brewhouse, built of sturdy limestone, still stand from the original constructions in 1890.

The Minneapolis Brewing Company was organized as a publicly owned corporation and the corporate form continues with more than 1,600 individual shareholders having an interest in the business.

Few other characteristics of the brewery and the brewing industry remain the same in Minneapolis' Centennial year.

The business has always been sensitive to change and the entire character of the business has undergone drastic change from distribution, merchandising, marketing, to the manner in which business is done.

The trademark of the brewing industry, sleek, powerful teams of percheron draft horses, have given away to trucks.

In the early days, the heavy draft horses were pointed to with pride by the Minneapolis Brewing Company.

Greater Minneapolis

Kids throughout the city hitched their sleds to Grain Belt wagons. Company men groomed their horses meticulously with a spirit of competition with other breweries.

Usually, each brewery had an exclusive on the color of their horses. The Minneapolis Brewing Company had blacks. Other companies used greys, sorrels and bays.

Grain Belt wagon drivers personally braided the manes and tails of the horses and on special occasions used ribbons for decoration.

Each wagon driver had two teams of horses. In the morning they would hitch up the number one team and at midday would switch to the number two team to make sure the horses never got tired.

Immaculate stables and facilities for the horses were kept at the Minneapolis Brewing Company.

The tremendous change in marketing provides the most lucid illustration of the change wrought in brewery operations.

At the turn of the century, selling beer was a more personal thing. Close friendships were the basis on which business was done because the city was small and the retail outlets were less in number. Distribution was as far

as a horse could travel in a half a day. Mechanization and changing habits have changed the picture.

Approximately 75 per cent of the beer business was "on-sale" draft beer. Today, the percentage has roughly reversed. Most of the business today is done in bottles and cans "off-sale."

Advertising has come into its own as a prime mover of goods. It had little place in the "old time" operations.

Trucks and rails have replaced the sturdy horse; limited distribution has been replaced by mass distribution and wide-spread distributor programs.

The government has singled out the brewing industry as one of the largest sources of revenue. The annual tax bill, federal, state and local, for the brewing industry amounts to a vast sum; federal and state excise taxes alone being more than 40 per cent of the industry's gross sales.

No private industry in the United States is under closer surveillance than the brewing industry. From brewery to consumer, the federal, state and local governments strictly supervise the production, distribution and sale of the product. And, too, every state has legislation governing the sale of beer, but in no two states are the regulations identical!

This has all had a profound effect on the Minneapolis Brewing Company as well as all other breweries.

Production-wise, the art of beer manufacture has gone through an evolution. The pasteurization of beer and development of modern production methods have gone hand in hand with new traffic controls and product handling; modern kegs have been replaced by aluminum and steel kegs; perfect control of product has been achieved through modern quality control labs; all of which makes Centennial year 1956 as different from 1856 as a Thunderbird contrasted with a draft horse.

Along with great change has come great benefits. Greater numbers of people earn better wages; buy more goods; create more employment. Products receive wide usage because of the better brewing methods used.

The Minneapolis Brewing Company and Gluek Brewing Company are proud to take part in the Centennial year for Minneapolis. They have a place in Minneapolis' socio-economic pattern; a place in Minneapolis' heritage; and a feeling of deep obligation to employees, the Minneapolis area and every part of Minneapolis' communal life.

Our Readers Praise, Make Re-Prints!

The reaction to our last month's Centennial issue of *Greater Minneapolis* has been pleasantly overwhelming. This magazine was previewed by Cedric Adams and his gal Magill and later was reviewed by Julian Hoshal (via Bill Ingram) over KSTP-TV and in an editorial in the *Minneapolis Tribune*.

Especially flattering is the knowledge that many of Minneapolis' public schools are using our Centennial issue in their libraries and in study courses dealing with our city's history. Such public acclaim, naturally, is very much appreciated.

Meanwhile, we have almost been "snowed under" by an avalanche of commendatory correspondence from our readers, some of whose comments follow:

Sirs: Let me say that the Centennial issue of *Greater Minneapolis* was right "on target."

Your magazine has done much to spark the Chamber's "new look" in recent years—and to help instigate a similar new look for the old home town.

GEORGE LUDCKE, JR.,
Calkins & Holden, Inc.

Sirs: This *Greater Minneapolis* issue is perfectly wonderful!
It's beautifully done, it's educational, it's informative. I am particularly pleased with the story of the Minneapolis Symphony "Minneapolis Born to Good Music."

J. M. WYLLIE,
J. M. Wyllie Piano Co.

Sirs: During this week-end I had the opportunity to read the excellent Centennial issue. I thought this was very well done, and I have put the magazine with a collection of books on Minneapolis and its history.

LLOYD HALE,
G. H. Tennant Co.

Sirs: The January issue of *Greater Minneapolis* is a real accomplishment. Congratulations!

ROBERT N. WEED,
Minneapolis Star & Tribune

Sirs: Congratulations for the tremendous job you did on the Centennial issue. It's attractive, readable and extremely interesting. Better than a souvenir, it's a first-rate reference book. A lot of your readers—including myself—are going to get considerable help from the issue and will be hoarding their copies.

BOB REES,
Community Chest and Council
of Hennepin County

In addition to these flattering letters, we have learned that GREATER MINNEAPOLIS is being used locally as "source material" for reprinting. Two stories in particular, which appeared in the December issue, have been photostated by a number of firms for distribution among their employees. These two stories were "Used Car Jockeys Take Unwary Buyers 'For Ride'" and "Helping People Pay Bills — With Their Own Money!"

The former article, sponsored by the Minneapolis Better Business Bureau, dealt with unscrupulous tactics practiced by some used car lots and warned buyers of some of the tricks to induce them to buy unworthy vehicles.

The latter article explained the inner workings of a debt-liquidating firm, Mutual Services, Inc., which helps people get out of debt through sound financial management practices.

One business executive told us: "These stories are of vital interest to my employees. That's why I had 200 photo copies made up to give to each one of them."

—The Editors

February, 1956

19

LUCE-SOUTHWEST
PRESS CLIPPING BUREAU
NEW YORK CITY, N. Y.
TOPEKA, KANSAS

Haleyville, Ala. Advertiser

JAN 31 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

SOUTHWEST
PRESS CLIPPING BUREAU
KANSAS CITY, MO.
TOPEKA, KANSAS

Roundup, Mont. Record-Tribune

FEB 2 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

SOUTHWEST
PRESS CLIPPING BUREAU
KANSAS CITY, MO.
TOPEKA, KANSAS

RIGBY, IDAHO STAR

JAN 5 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

LUCE-SOUTHWEST
PRESS CLIPPING BUREAU
NEW YORK N. Y.
TOPEKA, KANSAS

MONAHANS, TEX., NEWS

FEB 6 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

147 WEST 22nd STREET • NEW YORK, N. Y.

BREWERS BULLETIN 3/8/56

Man Of Experience

J. Raymond Fox, Grain Belt Vice President, Has Had Diversified Career

Minneapolis, Minn. — J. Raymond Fox, energetic vice president in charge of sales for the Minneapolis Brewing Company, has had one of the most diversified careers in the brewing industry.

Born in Chicago, he began working at eight years of age with a butter and egg route and later worked for the Fox Deluxe Food Company.

After graduating from the University of Notre Dame, he received a degree from the Siebel Institute of Technology, Chicago.

In 1933, Fox joined the Peter Fox Brewing Company. Starting as an apprentice brewer, he subsequently was assistant brewmaster, head brewmaster, secretary and member of the board of directors of the company. He later joined the sales department and became Chicago sales manager. He was affiliated with the Fox Brewing Company for 16 years.

In 1950, he joined the Bosch Brewing Company, Houghton, Michigan where he was general manager and sales manager for five years.

He came to the Minneapolis Brewing Company a year ago as vice president in charge of sales.

Fox likes all phases of the brewing business. He feels that sales are the greatest challenge.

Fox and his wife, Virginia, have three children—Cecilia, Michael and Raymond. Cecilia is married and lives in Chicago where her husband is a director with Kling Television studios. Michael attends the University of Notre Dame and Raymond is a Minneapolis grade school student.

Fox has many hobbies, but golf and the theater are his favorites. "My wife and I both enjoy legitimate theater best, but also like all types of drama," he says. He shoots about 85 on the golf course.

He expects to become a grandfather in April and is eagerly anticipating the arrival of his first grandchild.

Looking into the Grain Belt future, Fox is optimistic. "Because of our Premium campaign, we are optimistic about Grain Belt prospects," he said. He added, "Everyone connected with the sales department is tremendously enthusiastic about our Premium beer and the fact that it will now be available wherever beer is sold throughout the five-state area."

American

MINNEAPOLIS STAR
March 22, 1956

Open House Set

The annual open house of the Anoka County Sportsman's association will be held tonight in the Friendship Room of the Minneapolis Brewing Company.

MUNICIPAL LIQUOR STORE
March 1956
MPLS BREWING CO

The Minneapolis Brewing Company, Brewers of Grain Belt beer, recently received top honors in the Brewers' Association of America's Annual Crown and Label Contest.

Grain Belt, the only brewery in the midwest to receive an award, placed second in the metallic label division and was awarded a third in the crown (bottle cap) division of the contest.

William O'Shea, executive secretary of the Brewers' Association of America, announced that winners were determined by individual ballots from each of the several hundred breweries affiliated with the association. Over 400 entries were submitted from breweries throughout the country.

Walter Landor, internationally known San Francisco industrial designer, created the winning Grain Belt label and crown.

SOUTHWEST
PRESS CLIPPING BUREAU
KANSAS CITY, MO.
TOPEKA, KANSAS

STANTON, TEX. REPORTER
FEB 16 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

LUCE-SOUTHWEST
PRESS CLIPPING BUREAU
NEW YORK CITY, N. Y.
TOPEKA, KANSAS

CARLINVILLE, ILL., ENQUIRER

JAN 5 1956

Bottoms Up



TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

MINNEAPOLIS SUNDAY TRIBUNE
2 *** S March 18, 1956

NW Beverage Journal
April

New Premium Available In Minn. & S. D.

The number one product of the Minneapolis Brewing Company, Premium, is now being made available to all retail outlets in the Twin Cities, Minnesota and South Dakota area, it was announced by Frank D. Kiewel, president.

Since the product's inception several years ago, Premium has had limited distribution in prescribed outlets.

The product was tested in 20 markets in the Upper Midwest area before the decision to distribute on a wide-spread basis was made.

The product will be packaged in a white bottle.

Other Grain Belt brewing products will still be available throughout Minnesota, North and South Dakota, Iowa, Wisconsin and other marketing areas.

A full scale merchandising, sales and advertising program will accompany the distribution of Premium.

* * *

NW Beverage Journal
April



Two ribbon bedecked foil-wrapped ponies of Grain Belt beer are on their way to the Museo Universal De Bebidas, the largest museum of liquor, wines and beers in the world at Madrid, Spain. Believed to be the first examples of American beer in the historic Madrid symposium, the Grain Belt Ponies will be flown there by Scandinavian Airlines Royal Viking DC-6B. Roland Busck, SAS passenger representative is pictured in the hangar of Idlewild International Airport, New York City, presenting the two ponies to Sally Ann Simpson, women's director of SAS who will deliver them to Madrid.

SOUTHWEST
PRESS CLIPPING BUREAU
KANSAS CITY, MO.
TOPEKA, KANSAS

CLAYTON, N.M. LEADER

FEB 8 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

ADDISON, N. Y.
ADVERTISER

JAN 5 - 1956



BOTTOMS UP—TV commercials are for the birds in Minneapolis—if you're speaking of Vickie, the parakeet, and beer commercials. The little budgie fusses every time such an ad appears on the screen and refuses to quiet down until she's given a sip of brew.

Brewers Journal
MINNESOTA BARLEY CONTEST



SEATED—Life to right: William Lord, Garvin, Lyon County, Reserve Champion; Arnold Lange, Lambertson, Redwood County, Grand Champion; Winnel Grunke, Fairfax, Renville County, Third Prize Winner.
STANDING—Left to right: Frank D. Kiewel, President, Minneapolis Brewing Company; Arthur Gluek, President, Gluek Brewing Company; Henry O. Putnam, Secretary, Northwest Crop Improvement Association; Harold C. Roth, Vice President, Minnesota Crop Improvement Association; and William C. Figge, President, Theo. Hamm Brewing Company.

JULY, 1955

Modern Brewer Age

Brewery Advertising, Merchandising Notes

GRAIN BELT ADVERTISING WINS PRIZES — First place honors in art work

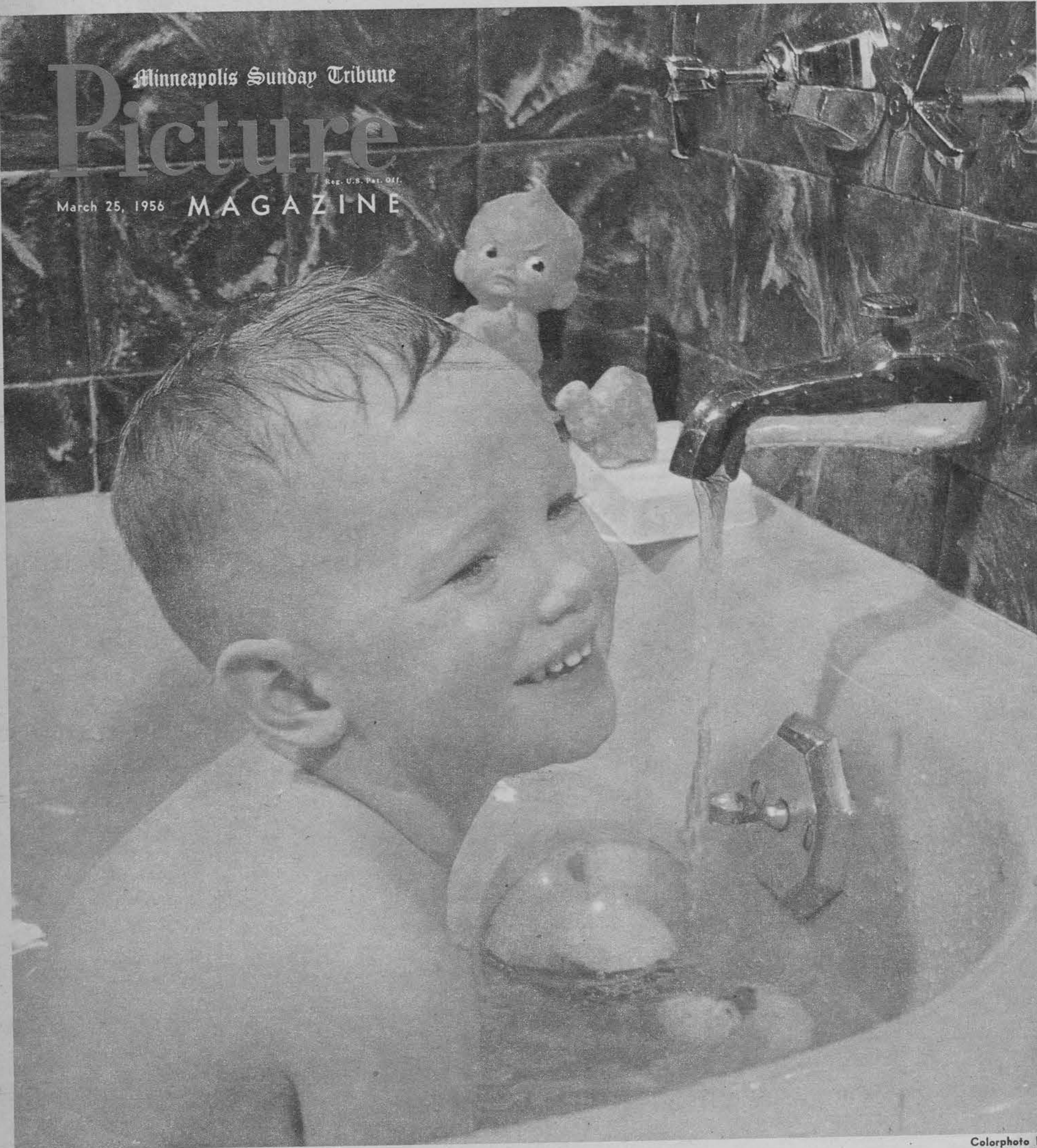


for animated television commercials and point-of-sale merchandising pieces were won by Minneapolis Brewing Co., Minneapolis, during the Twin Cities Society of Artists and Art Directors' annual exhibit last month. Below, Luke Laskow, brewery advertising manager, examines winning animated television cartoons while inset shows the Grain Belt bubble, prize-winning point-of-sale piece.



Special
Issue:

WATER—an Upper Midwest Treasure



BATH TIME: Greg Blazek's share of Uncle Sam's daily water use is 1,217 gallons. See page 4.

Colorphoto by
Duff Johnston



Cover boy Greg Blazek, 3, proves there is more than one way to get a drink of water. Bath time no longer is a Saturday-only affair—and each bath takes an average of 30 gallons of water.

Water Serves Us

Here's How It Works
Around the Clock for
an Average Family in
the Upper Midwest

Photos by Don Black
and Duff Johnston

JOHN BLAZEK stumbled out of bed in his Brooklyn Center home at 6:30 a.m., brushed his teeth and turned on his morning shower. Before he stepped out of it, finally awake, 25 gallons of water had poured over his body and down the drain.

After the breakfast eggs, toast and coffee, Blazek's wife, Georgiann, kissed him goodbye and tackled her morning chores. In 10 minutes, she had washed the dishes, and two more gallons of water had gurgled out of sight.

THEN SHE DUMPED a load of dirty clothes into her automatic washer—a job she has to perform at least once a day, thanks to 5-month-old Robert. Twenty-five gallons of water swished through them before they were clean.

At 5 p.m., John left the sales office of his



Shower time is wakeup time for John Blazek. Such daily luxuries (or necessities) as this help explain why the average home water consumption for each American has climbed from 95 gallons to 145 gallons a day since 1890. President Eisenhower's water resources experts say the total still is climbing rapidly, and they are worried.



Automatic clothes washers have helped free such American women as Georgiann Blazek from one of Grandma's back-breaking forms of drudgery. But the machines take an average of 25 gallons of water for each batch of dirty clothes. Water-consuming gadgets make our lives easier, but they help create headaches for water-short regions.

Even routine chores like shaving send thousands of gallons of water down American drains each day. Municipal water supervisors wince when they tell us about the millions of gallons American men waste each year by letting the water run while they slice their whiskers away. John Blazek pleads not guilty to the charge.



MINNEAPOLIS SUNDAY TRIBUNE

-Every Day, All Day

employer, the Minneapolis Brewing Co., and headed for home at 5606 Fifty-fourth avenue N. As usual, the plant's water meters had ticked off about 1,660,000 gallons during the day.

BATH TIME for 3-year-old Greg came after dinner. Into the tub went 30 gallons of water. After all, Greg needed enough to float his toys.

Multiply the Blazek family by millions and you can see why officials of hundreds of cities and dozens of states are losing hair and sleep over water problems—how to find enough and deliver it where it must go.

American living standards have gone up, and water consumption has gone up with them.

In 1890, each American used an average of 95 gallons a day for such purposes as drinking, bathing, shaving, dishwashing, cooking and laun-

dry. Bathing was a Saturday-night-only ritual.

WATER-GULPING gadgets like automatic clothes and dish washers and air conditioners had not been invented. And you didn't see many flush toilets in those days.

Today, each American uses an average of 145 gallons of water daily from municipal supplies. Add industrial and agricultural demands and the nation's daily use climbs to a stupendous 200 billion gallons (and the total will almost double by 1975, the President's water resources advisers predict).

Your share is 1,217 gallons a day. You don't see much of it, of course. It is helping grow or make things for you—including the pages of the Picture magazine you are holding and the ink that printed the words you are reading.



It's time to wash the dried egg off the breakfast dishes. Georgiann does it fast with help of a couple of gallons of water.



Clean, fresh water is a must for good cooking, as Georgian Blazek will testify. But it's a blessing we give little thought. Turn the faucet and there it is.



Thirsty lawns soak up water in a hurry. When John Blazek turns on the hose to keep his grass green, he sees 400 gallons of water vanish every hour.

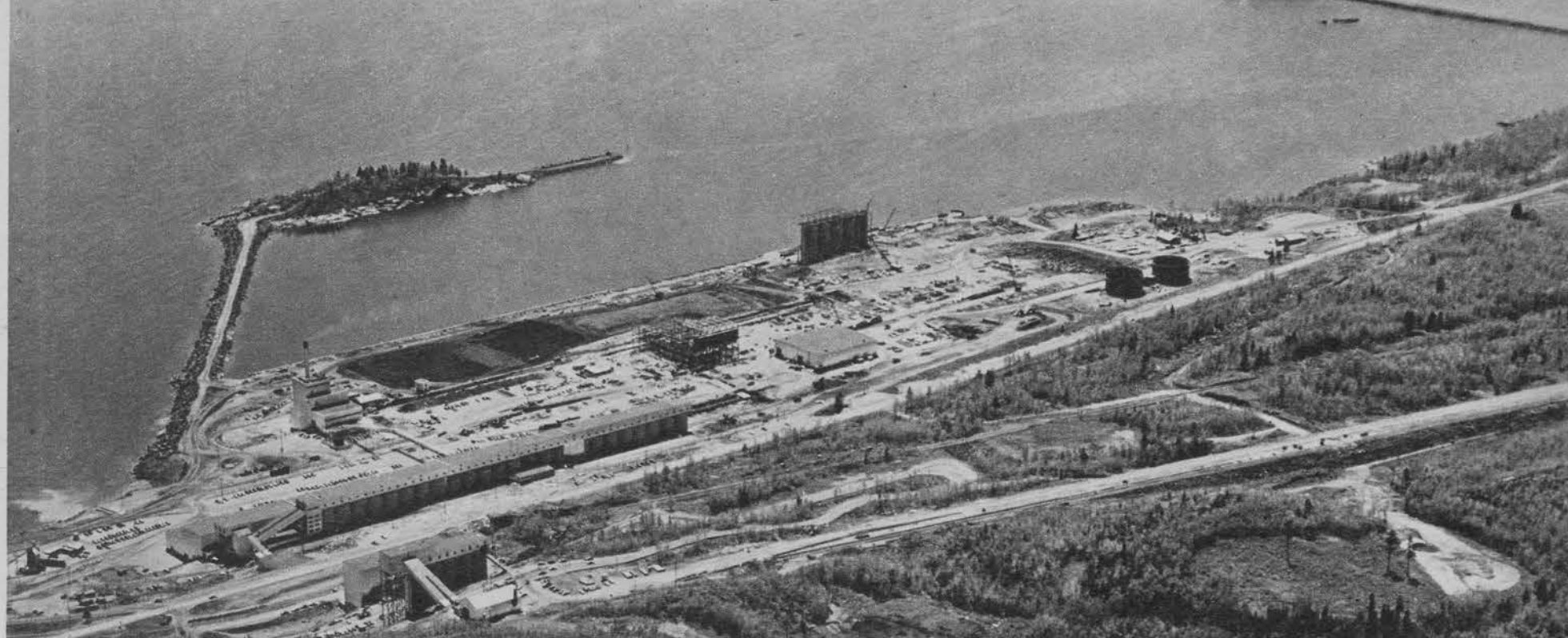
PICTURE, MARCH 25, 1956



Robert Blazek is only 5 months old, but already he uses his share of water. Obviously he has fun doing it. Each American, large or small, draws an average of 145 gallons a day from municipal water supplies.

When industrial and agricultural demands are added, enough water is used every day to give each of us 1,217 gallons—enough to fill a small house. That total will almost double by 1975, experts predict.

WATER---Lure for Thirsty Industries



Taconite plants need water to get iron pellets out of hard rock. At Silver Bay (above), the Reserve Mining Co. will need about 50,000 gallons of Lake Superior water a minute.

Reserve Mining Co. Photo

MINNESOTA INDUSTRIES gulp down almost half a billion gallons of water a day. Mining demands alone will multiply five times by 1975, to 125 million gallons a day. The reason: taconite development.

Water needs of these other Minnesota industries help explain why they came to the water-rich Upper Midwest: The Minneapolis Brewing Co. uses more than half a billion gallons of water a year. President Frank D. Kiewel says "the good artesian water had much to do with the locating of the brewing business here."

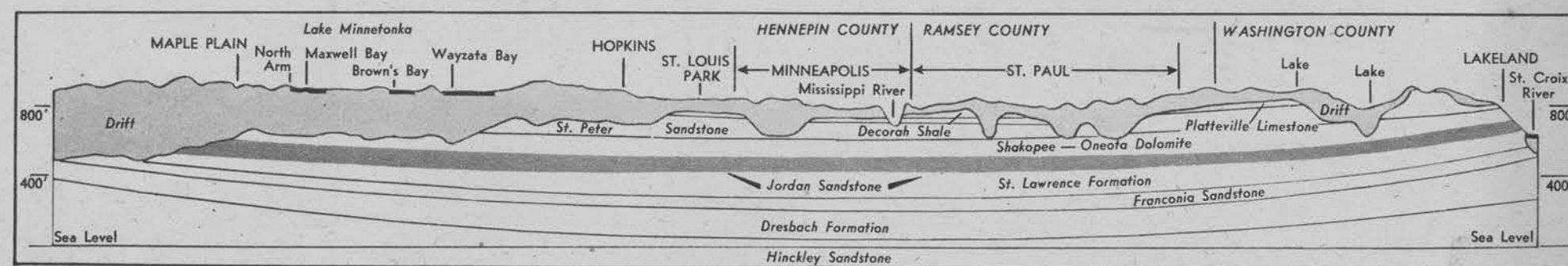
Swift & Co., meat packers, use more than five million gallons of water a day at South St. Paul. The Great Northern Oil Co. refinery at Pine Bend, 13 miles southeast of Minneapolis, circulates up to 25,000 gallons of water a minute.

The Rainy river separates International Falls, Minn. (right) from Fort Frances, Ontario (left). Their paper and insulation plants use 50 million gallons of water a day. (How? See page 24.)



Minnesota and Ontario Paper Co. Photo

HERE'S A CROSS SECTION OF EARTH'S CRUST IN TWIN CITIES AREA



The Jordan sandstone is a rich source of underground water, but the drift offers a generous supply, too.

MINNEAPOLIS SUNDAY TRIBUNE

March 22, 1956 St. Paul-Minneapolis Meeting Well Attended

St. Paul, Minn.—The mid-March meeting of the Master Brewers' Association of America, District St. Paul-Minneapolis, attracted an unusually large attendance.

The technical session, which was open to active and associate members only, was held in the main Conference Room of Pfeiffer's St. Paul plant. The topic of BREWING ADJUNCTS was handled by a panel of three Master Brewers: Frank Mathes, Jerry Haggenmiller and Herb Geiger, each of whom delivered a paper on separate phases of the subject. The inherent interest of the membership in the subject was manifested by a lengthy question and answer session which ensued.

The evening session consisted of a delicious roast beef buffet dinner served in Pfeiffer's Dutch Room. Final arrangements were also announced for the district's annual Spring Dinner Dance to be held at the Interlachen Country Club in Minneapolis on Saturday, April 28.

J. Raymond Fox, vice president in charge of sales of the Minneapolis Brewing Company recently was appointed Publicity Chairman of the District.

Four Added To Grain Belt Sales Staff

Minneapolis, Minn.—The Minneapolis Brewing Company has added four to its sales department, it was announced last week by Frank D. Kiewel, president.

They include John Milne, Bob Camp, Sam DeMay and Bob Stevenson.

Milne, formerly with a national cookie company and Sam DeMay, recently returned from Greenland, have been assigned to work on the recently announced expansion of Premium distribution to all retail outlets.

Camp, formerly with a national brewing company, will work on off-sale marketing in St. Paul.

Stevenson, a Grain Belt driver-

Premium Expands Distribution

Minneapolis Brewing Co. is making its Premium brand beer available to all retail outlets in the Twin Cities, Minnesota and South Dakota area. Since its inception several years ago, Premium has had limited distribution in prescribed outlets. The product will be packaged in a white bottle.

Advertising Age

March 5, 1956

Minneapolis Beer Declares Divident

The Board of Directors of the Minneapolis Brewing Company declared a dividend of 15 cents a share on all common stock of the company, payable March 28, 1956, to stockholders as of record at the close of business March 12, 1956.

NW BEVERAGE * Journal 4/56

MINNEAPOLIS MORNING TRIBUNE
Sat., April 7, 1956 * 23

Distributors Named

Mountford Brothers was appointed Minneapolis Brewing company's first distributor in the Chicago area since 1919. Minneapolis Brewing also named these new distributors in three other states: Basin Beverage Co., Williston, N. D.; Jack Marine Distributing Co., Ladysmith, Wis.; Miles City Mercantile Co., Miles City, Mont., and Bottled Beverage Co., Sparta, Wis.

American Brew 7/55 House Organ for Minneapolis

William Constant, Minneapolis Brewing Co. assistant to the vice president in charge of sales, has been named managing editor of the Grain Belt Diamond, new house organ to be published monthly by Minneapolis.

The Grain Belt Diamond, with a circulation of over 3,000 is the first house organ to be published by Grain Belt since the Friendly Faucet was discontinued during World War II.

The nine department reporters of the publication include Minneapolis Brewing Co. employees. Frank Mathes, brew-house and keg house; Les Kent, maintenance and power plant; Charles Samek, yard; Ed Burke, bottle house; Vern Dahlgren, warehouse; Ed DeJarlais, drivers and helpers; Howard Runyon, sales department; C. M. Stephens and Bennetta Simonson, office.

The Grain Belt Diamond is intended to stimulate enthusiasm, a free flow of ideas and promote mutual understanding between all departments of the company, according to Frank D. Kiewel, president.

The first issue of the publication was released Friday, May 13 to employees and distributors of the brewery.

Howard Runyon has been appointed regional merchandising manager for the Twin Cities and Richard Ohm regional merchandising manager for the country sales area by the Minneapolis Brewing Co., Minneapolis, Minn. Mr. Runyon has been with the brewery for 16 years and was previously a city sales supervisor. Mr. Ohm, Modern Brewery Age 7/55

Taconite
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Mon., April 30, 1956 THE MINNEAPOLIS STAR

☆ MUSEUM PIECE . . . Two ribbon-bedecked, foil-wrapped ponies of Grain Belt beer brewed by the Minneapolis Brewing Co., Minneapolis, Minn. are on their way to the Museo Universal De Bebidas, the largest museum of wines, liquor and beers in the world, located at Madrid, Spain. Believed to be the first examples of American beer in the historic Madrid museum, the Grain Belt ponies are being flown there by Scandinavian Airlines. *Brewers Digest 4/56*

The Brewers DIGEST



Contents and Cover Description . . . Page 4
Advertisers' Index Page 91



FEB. 1956

A publication of
The Siebel Institute of Technology

Bottling and Canning of Beer

By
Donald G. Ruff
and
Kurt Becker



Price: \$10.00

- 8½" x 11¼" page size, bound in study hard cover.
- Over 200 pages, profusely illustrated with photos and multifold inserts in full color.
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TABLE OF CONTENTS

- Bottles • Bottle Cleaning • Bottle Washing Compounds and their Characteristics • Beer Handling • Instrumentation in the Bottling Plant • Filling and Beer Fillers • Crowns and Crowning • Pasteurization • Labels and Labeling • Canning • Packing of Beer • Quality Control in Beer Packaging

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4049 W. Peterson Ave.
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Please enter my order for copies of "Bottling and Canning of Beer" at \$10.00 each.

☐ Check enclosed (postage paid) ☐ Send invoice

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Vol. XXXI, No. 2, The BREWERS DIGEST. Published the 15th day of each month. Siebel Publishing Company, Mt. Morris, Ill. \$3.00 per year. Entered as Second Class Matter at the post office at Mt. Morris, Ill., under the Act of March 3, 1897.

The Brewers' DIGEST

A Monthly Publication for Every Department of Every Brewery

VOL. 31, No. 2

for February, 1956

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FRONT COVER

German Beer Calendar An effective way of highlighting the acceptance of beer as a beverage of moderation that should form a pleasant ingredient of the daily life of the consumer has been the traditional beer calendar, of which several are published in Germany. The front cover of this issue of The Brewers Digest reproduces one of the striking photographs from the "Bierkalender 1956" published by the Sueddeutscher Verlag of Munich, Germany.

THE SIEBEL PUBLISHING COMPANY

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THE BREWERS DIGEST

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PALLETLESS PALLETIZING AT GRAIN BELT

I went up to Minneapolis to see the way they were handling case loading, fully believing, from what I had heard, that the operation would not work. I was amazed and pleased at how well it worked and how practical it is, but when I returned to my brewery and reported on the operation, my associates just couldn't believe what I had seen. I guess you have to see it to believe it."

This quotation from a brewer who came to Minneapolis, Minn., to observe the Minneapolis Brewing Company's method of case handling is typical of the "before" and "after" reaction of most people in the industry who have watched this new installation. The details as given to us by Vern Dahlgren, warehouse superintendent for Minneapolis Brewing Company, are as follows:

During 1955 the brewers of Grain Belt beer modernized the warehouse handling of all cased beer. The need for the change had become increasingly apparent during the past several years.

Prior to the adoption of the power truck handling method, take-off men removed the filled cases from the arrival conveyors and stacked them on the floor seven cases high. Hand truckers moved the seven-case stacks to the storage area where maximum storage height was seven cases high. Movement to out-loading from storage was in the same manner, seven cases per man per trip.

After experimental demonstrations and trials, management at Grain Belt elected to convert this portion of the handling job by the installation of five pneumatic-tired lift trucks equipped with load grab and carton handling arms. Trucks are 2,000-pound capacity, the grab is hydraulic and arms are rubber faced steel plates with vertical tubular load retainers which provide load retention on three sides of the unit load. Pick-up of the normal 42-case load is by "side grab." Pressure application to the sides of

the unit loads is spread over a total area of application of 1,500 square inches and is cushioned by rubber traction facing. By such means the applicable pressure per square inch applied to fragile loads is completely safe. Empty shells can be handled just as readily as full cases and neither will show the least sign of crushing or scuff marks.

The hydraulic load grab is combined with hydraulic side shift so that operators can, and do, retain excellent horizontal and vertical alignment of unit loads in storage without the necessity of "jockeying" the truck to get the load into position.

The economy of this operation is apparent. It accomplishes the complete elimination of any investment for pallets (2,000 would be required), and all the attendant expense of keeping pallets in repair. It also releases the pallet storage area for the more important function of cased beer stor-

age and eliminates the extra trips by the truck operators to bring pallets to the stacking area.

For a week prior to the introduction of the new handling technique into the actual operation, a driver training school was conducted by company management and the fork truck dealer personnel. Operator trainees were instructed and obtained practice before being required to handle the total production by the new method.

On March 1, 1955, the new trucks and newly trained drivers were moved to the actual job. The cased beer came to the warehouse and was set up from the conveyors by take-off men into unit loads of 42 cases on the floor where it was packed up and transported at power truck speed to storage.

Because the new equipment could "stack" or place a load at an elevated position as readily as putting it on the



The use of the new system releases pallet storage area for added storage of cased beer, plus increasing the stack height.



Lift truck, equipped with hydraulic grab arms, easily places load at elevated height.



Hydraulic side shift enables alignment of loads, both vertically and horizontally, without "jockeying."



The hydraulic grab arms also handle miscellaneous loads of varying sizes.

floor, the normal stack height became 14 cases instead of the previous seven high. Warehouse capacity thus was automatically increased from approximately 50,000 cases to 80,000 cases on the out-shipping floor and five truck operators do the work that formerly required 18 men.

Grain Belt beer distributors were notified of the new system and were asked to make up their orders in multiples of the load unit quantities. They cooperated excellently so that within three weeks after adoption, orders were practically all made up of the new unit loads.

Order fillers remove unit loads from storage to loading areas with identical trucks at a rate of 1,200 cases per truck hour. One great advantage in the mechanization has been the ability to meet peak demands with relatively small steady labor force.

Original forecasts of improvement on the full case handling job indicated a probable saving of \$35,000 to \$40,000 annually. Experience has shown an improvement in efficiency greater than forecast. The result is that the equipment paid for itself in savings in less than a year of usage.

While this article refers consistently to unit loads of 42 cases, it should be stated that several different unit loads are handled, varying from 24—12/32 cases to 120—12/12 can cases. The same grab arms are used for all unit loads. Miscellaneous loads of various sizes are also made up in a special area and those assorted loads are carried to outloading with the same equipment. The operators' skill permits them to use the "grab" principle of handling as they would use their own hands, even to picking up one, two or three cases.

With the proof of efficiency and improvement realized on the full case operation on the main floor, similar equipment and method were adopted for the empty case warehouse. The saving on labor for this operation is about 40 per cent and the storage is similarly increased.

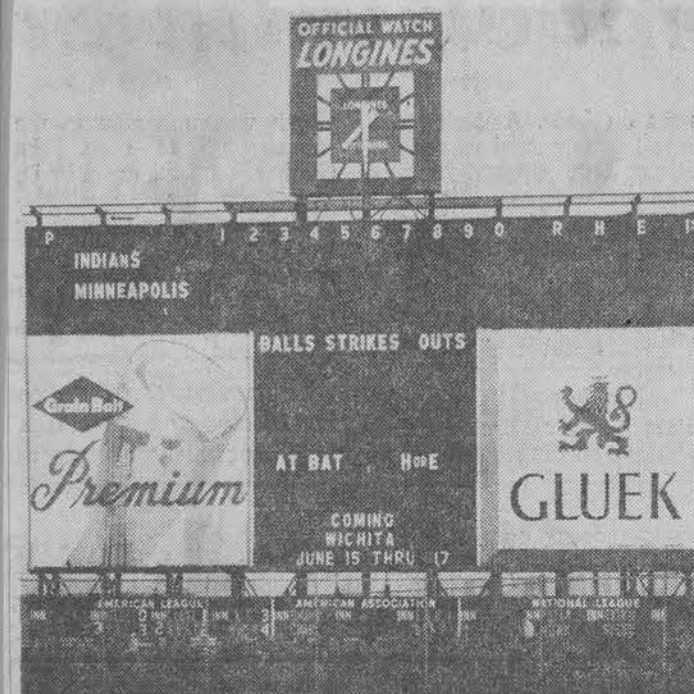
At present loading doors are being enlarged for installation of automatic self-leveling dock boards. Semi-trailers will then be loaded by the lift trucks, making the four man loading crew available for other work.

As a further step in automation, the Minneapolis Brewing Company is now installing two automatic stackers engineered to their "palletless operation." These stackers will be ready for operation about April 1, 1956.

With these changes the brewers of Grain Belt will begin to realize the full benefits of mechanical case beer handling.



2D * Tues., June 12, 1956 THE MINNEAPOLIS STAR



NEW BLOOMINGTON SCOREBOARD NEW BOARD WINNER BY 258 BUTTONS TO 7

By HALSEY HALL
Minneapolis Star Staff Writer

The scoreboard at Nicollet park, the electric one in left-field, was operated by seven keys or buttons from the pressbox on the roof.

The scoreboard at Bloomington stadium, now two operational days old, is operated by 258 buttons! And the operator sits right in it.

It's 65 feet high and 90 feet across.

In addition to the 258 buttons, there are 14 switches and two master switches and, because of its immensity, a special electrician will have to be hired "just in case."

The actual control board itself is nine feet long, whereas the Nicollet contraption was about the size of a square hatbox. Eventually there will be an intercom phone system between the Bloomington board and the pressbox for the oper-

ator, whose headquarters are in the middle of the big landmark in right center.

It is hoped to elevate the name plates of big league teams so they may be more easily read. That, incidentally, is a manual operation and is not included in the maze of switches and buttons.

THERE ARE separate installations to keep track of both home and visiting line-ups, batters, pitching changes. In case a bulb does not light up, a fuse is replaced. If the whole thing should go out of kilter, then the master electrician will step in.

"There's only one thing we gotta do," remarked business manager George Brophy. "The darn eye-slot for the operator is just a trifle low for him to see the umpire's strike signals clearly. So—we're going to buy him a stool."

Beer Wrappers Tie-In With City's Festival

Minneapolis, Minn.—The Minneapolis Brewing Company is sporting a special wrapper on its products to help this city celebrate its 17th annual "Aquatennial" festival, now in session until Sunday, July 29.

According to officials, the brewery is the first company to directly tie-in with the event in such a manner. Aquatennial officials had long thought "the festival provides the basis for some solid merchandising by Minneapolis firms."

Art work on the company's Grain Belt and Premium beer wrappers depicts various Aquatennial activities. The promotion is being used in the Minneapolis marketing area and is being supported through merchandising at points of purchase. Executives reported that sales of the firm's beer during the course of the celebration have been "highly successful."

every... some advanced beyond
Brewers Digest 7/56
Brewing Firm

Reports Earnings Are Doubled

Earnings of Minneapolis Brewing Co. for the first six months of 1956 were more than twice as much as for the same period last year, Frank D. Kiewel, president and general manager, said in the company's interim report.

Earnings before taxes for the six-month period ending June 30, were \$248,767, compared to \$110,733 for the same period in 1955. Net earnings after taxes were \$116,000, compared to \$53,000. (Earnings for the entire year of 1955 were \$48,375).

Dividends paid in the first six months totaled \$125,000 or 25 cents per share. This compared with \$150,000 or 30 cents per share in the first six months of 1955.

But the dividends paid in 1956 were substantially earned in that period, whereas only \$53,000 of the \$150,000 paid in the first six months of 1955 was earned during that period.

Kiewel pointed out that during the first six months of this year capital expenditures totaled \$557,000 for modernization of the bottling and warehouse departments, which, he said, has bettered the "break-even" point of the company's operations.

He anticipates a continuation of the better trend of business during the second half of 1956 for the company.

The Minneapolis Brewing Co., Minneapolis, Minn. paid a dividend of ten cents on June 20 to stockholders of record June 6.

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Aqua Parade Turns on Lights Tonight

More than two dozen illuminated floats will be featured in the Minneapolis Aquatennial parade tonight. Among the eight prize-winning floats at Saturday's parade will be the three pictured in color on this page.

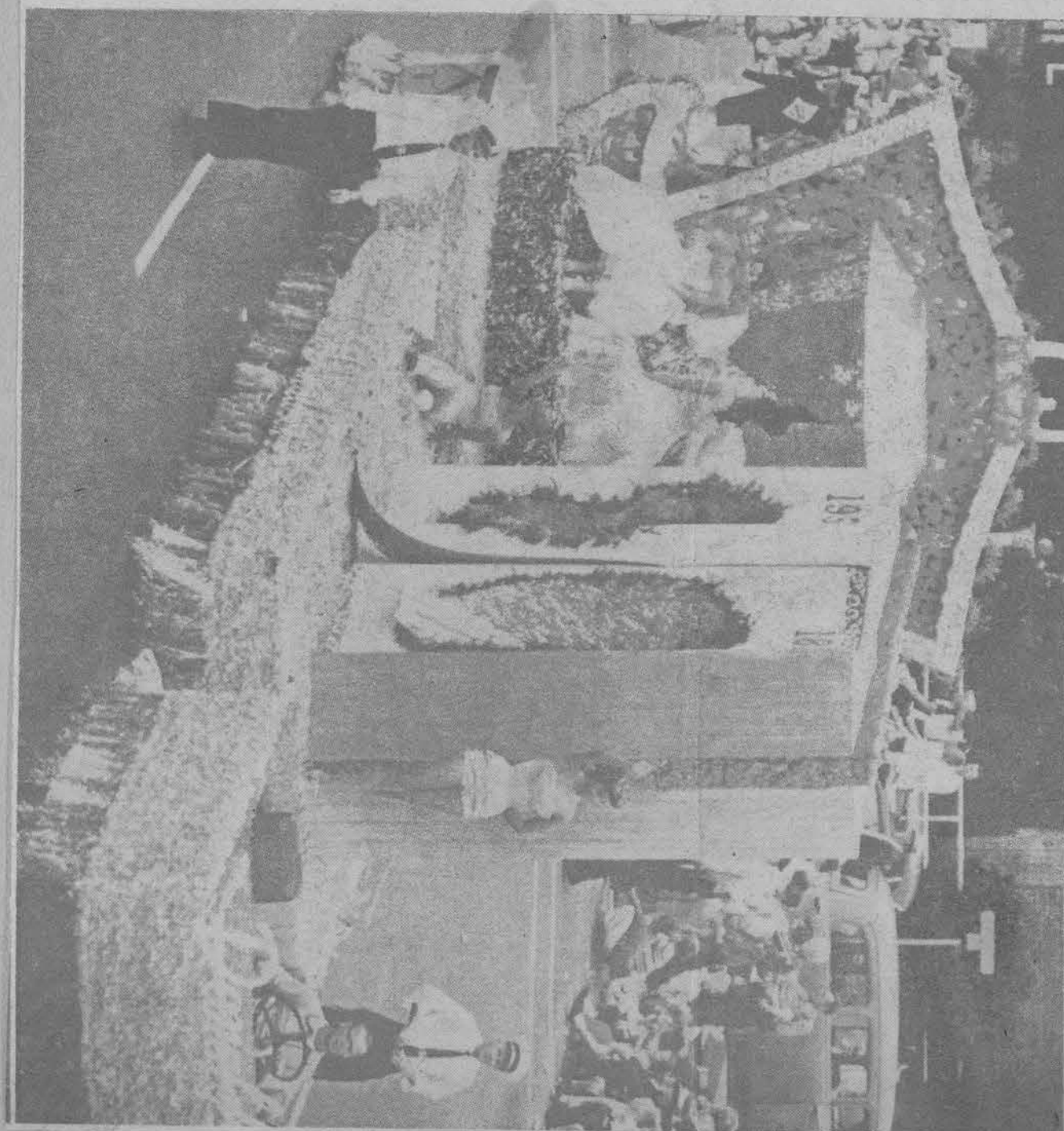
Also in the line of march will be the five other winners sponsored by Minneapolis-Moline, Grain Belt Brewing Co.; Hopkins Raspberry festival, Savage Dan Patch Days and the Fiesta San Jacinto association, San Antonio, Texas.

The procession will enter Parade stadium at 8:30 p.m. and then will follow the route indicated on the map (left).

The pre-parade show at the stadium is scheduled for 7:30 p.m.

Donaldson's 75th diamond jubilee float, winner of the Harriet class award in the Saturday parade, features a giant-sized mirrored "diamond" surrounded by pretty girls.

Longest float ever displayed at an Aquatennial—the "train" measures 161 feet—is sponsored by Dayton's. It features fashions from 1856 to 1956 and is the winner of the Calhoun class parade award.



16A THE MINNEAPOLIS STAR Thurs., July 26, 1956 CREEPING THROUGH DARKNESS Glowing 'Dragon' Was Aqua Parade

A glowing Aquatennial illuminated parade floated through the darkness and an occasional sprinkle of rain before a packed Parade stadium and a jammed line of march Wednesday night.

Mayor Levi Johnson of Brainerd, president of the Minnesota Mayors' association, rode at the head of the parade as grand marshal.

Winner in the float, band and drill team competition named last night are:

Floats: Calhoun class—Dayton's; Harriet class—Brown and Bigelow; Nokomis class—Northwestern Bell Telephone Co.; Cedar class—Northern States Power Co.; Lake of the Isles class—Minneapolis Brewing Co.; Hiawatha class—Hopkins Raspberry festival; Wirth class—Diamond Match Co.; and Commodore's class—Fiesta San Jacinto association, San Antonio, Texas.

Bands: Robbinsdale City band.

Drum and bugle corps: Hamm's Northernaires.

Women's drum and bugle corps: St. Cloud, Minn., Cathedral high school.

Novelty bands: Cokato, Minn., Corn Carnival band.

Drill teams: Minnesota Civil Air Patrol wing boys' team.



CENTENNIAL SALUTE—Queen of the Lakes Judy Penney arranges the first of 100 canisters being mailed today to Minneapolis firms as part of the Aquatennial's Centennial Salute, in which a team of special divers and skin divers will deposit in the Aqua Follies pool on Theodore Wirth lake in Minneapolis on July 2, a water-tight capsule containing the canisters of microfilm recording the achievement during the last century of 100 Minneapolis business firms. The public, officials of participating firms, and Aquatennial and city officials have been invited to participate in the 100-birthday event of the City of Minneapolis.

July 25-26 1956 Aqua Parade Turns on Lights Tonight

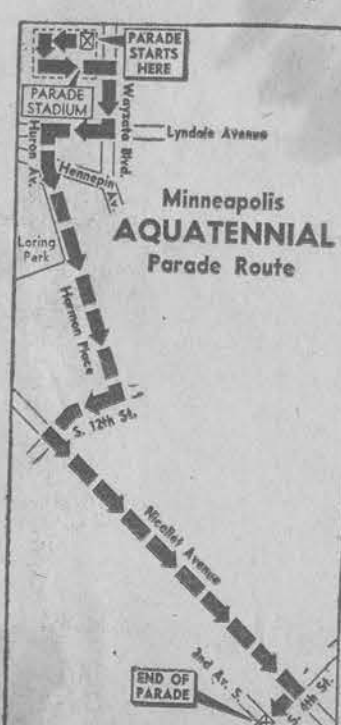
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Winners Named in Aqua Parade Divisions

Winners in Saturday's Aquatennial parade float contest were announced as follows:

Calhoun class champion — Dayton's; Harriet Class — L. S. Donaldson Co.; Nokomis class — Minneapolis Moline, class — Minneapolis Moline, US Navy recruiting; Cedar class — Local 1145, Honeywell employees; Lake of the Isles class — Minneapolis (Grain Belt) Brewing Co.; Hiawatha class — Hopkins Raspberry festival; Theodore Wirth class — Savage Dan Patch Days, and Commodore's class — Fiesta San Jacinto association, San Antonio, Texas.

Band winners were: grand champion — Gopher post 440, American Legion band; open champion band (non-high school) — Robbinsdale city band (third time won, get permanent possession of flag); champion high school band, 50 or more members — Monticello, Iowa; champion high school band, under 50 — Vancouver, Canada, Junior band;

Champion drum and bugle corps, 35 or more members — La Crosse, Wis.; champion drum and bugle corps, under 35 — Laidlaw Treadors, Minneapolis (third win, get permanent possession of flag), and champion ladies drum and bugle corps — St. Cloud Cathedral high school.

Named champion drill team was New Ulm American Legion.

MINNEAPOLIS TRIBUNE
July 22

ST. PAUL PIONEER PRESS
JULY 22

Aquatennial Fireworks On Tonight

Water activities in the afternoon and a fireworks display in the evening will be the featured events on today's program of the Aquatennial Aquatennial.

Both events will be at Lake Calhoun, the afternoon program running from 1 to 2 p. m. and the evening show starts at 8 p. m.

Saturday night there were two performances of the Aqua Follies in Wirth pool, an "international night" band concert at Lake Harriet and an Aqua radio performers' show in the Auditorium.

Eight best float classifications and six drum and bugle corps flags were awarded Saturday after the Aquatennial parade.

Float winners in various Lake classifications are:

Calhoun, Dayton's; Harriet, L. S. Donaldson Co.; Nokomis, Minneapolis Moline consisting of the U. S. Navy recruiting; Cedar, Local 1145, Honeywell employees; Lake of the Isles, Minneapolis Brewing Co.; Hiawatha, Hopkins Raspberry festival; Theodore Wirth, Savage's Dan Patch Days, and the Commodore class, San Jacinto, Texas, Fiesta days float.

Band and corps winners were: Gopher Post 440, American Legion, grand champions; Robbinsdale city, open championship (third winning); Monticello, Iowa, high school, champion high school, 50 or more members; Vancouver, B. C., Junior band, champion high school under 50 members; La Crosse, Wis., Veterans of Foreign Wars, Drum and Bugle corps, 35 or more members, and Laidlaw Treadors Drum and Bugle corps, champion drum and bugle award.

6 ** MINNEAPOLIS SUNDAY TRIBUNE UM July 22, 1956

PARADE: Lots of Pretty Girls and Floats, Too

Continued from Page One

up" his pretty bride of 16 years, Mary Healy.

The screamers were out for Don Cherry, the golfing crooner who will marry Miss America in the fall.

Felicia Sanders and the singing Toppers were slowed down by autograph seekers.

And Rin Tin Tin just barked for the sheer fun of it all. The dog's television "friends" — young "Rusty" and big "Lt. Rip Masters" joined Rinty.

Masters (James Brown) and his blue-coated companions were astride horses. Rusty (Lee Aakers, 10), rode in a covered wagon with the excited Rinty.

WHEN RINTY barked, the youngsters jumped up and down with delight.

The 40 queen candidates, and many visiting queens, Miss Minnesota (Marie Miller) and Mrs. Minnesota (Mrs. John Higgins) all decorated open cars.

SO DID water ski "queen" Willa Worthington Maguire and a couple of hefty Minnesota favorites — westers Vern Gagne and Leo Nomellini.

The floats were many splendorous marvels.

Aqua Princess Barbara Tennis was "drawn" by a snorting, fire-breathing dragon on the Western Oil Co. float.

The navy showed off a miniature aircraft carrier on the Minneapolis-Moline Co. float.

A golden Liberty bell decorated the army recruiting float of D. W. Onan Co.

A GIANT blue X-1000 rocket adorned by a pretty girl saluted the air force recruiting program aboard the Waterbury Co. float.

Buzzing "bees" in the form of bathing beauties sparked the Seabees float.

A giant blue world globe graced the pink float sponsored by the Rev. Billy Graham, former Minneapolis evangelist. He will appear at Aquatennial religious services next Sunday in Parade stadium.

Tiniest twosome in the parade — junior queen and commodore — rode high atop the Ewald Brothers float in a horse and carriage.

Teddy Snowcrop ambled

AQUA CALENDAR TODAY

MORNING

- 8:30 a.m. — Women's golf tournament, Meadowbrook golf course.
- 9:00 a.m. — Senior bait casting and water ski tournament, Lake Calhoun.
- 9:00 a.m. — Horseshoe tournament, Loring park.
- 10:00 a.m. — Three-mile swim, from Lake street boat dock around Lake Calhoun.
- 10:00 a.m. — Archery, Lake Nokomis.
- 11:00 a.m. — Water ski show, University of Minnesota river flats. (Shows also at 1:30 and 4:45 p.m.)

AFTERNOON

- 1:00 p.m. — Outboard motor boat races, north and west shores, Lake Calhoun.
- 1:00 p.m. — Junior bait casting, Lake Calhoun.
- 1:00 p.m. — Suburban water ball battle, northwest shore, Lake Calhoun.
- 2:00 p.m. — Navy frogmen underwater demolition demonstration, north shore, Lake Calhoun.
- 2:30 p.m. — Turtle races, southwest shore, Lake Calhoun.
- 2:30 p.m. — Neighborhood Parks program, Minnehaha park.
- 3:00 p.m. — Lake Harriet concert, Lake Harriet bandstand.

EVENING

- 6:00 p.m. — Parachute jump and navy rescue, Lake Calhoun.
- 6:30 p.m. — Obedience dogs on display, Thomas beach, Lake Calhoun.
- 7:30 p.m. — Neighborhood Parks program, Loring park.
- 8:00 p.m. — "Navy Night" concert, Lake Harriet bandstand.
- 8:00 p.m. — Aqua Follies, Theodore Wirth pool.
- 8:30 p.m. — Aquatennial Queen's review, all shores, Lake Calhoun.
- 8:30 p.m. — Water ballet, north shore, Lake Calhoun.
- 8:30 p.m. — Canoe ballet, north, east and west shores, Lake Calhoun.
- 9:10 p.m. — Illuminated night parachute jump, Lake Calhoun.
- 9:30 p.m. — Fireworks, east, west and northwest shores, Lake Calhoun.

ALL DAY — At Lake Calhoun: Aqua Jesters; water ski tournament, east shore; pony hitch rides; Rin Tin Tin. At Centennial Plaza, Aqua Putt.

(* Denotes that an admission fee is charged. For further information, call the Aquatennial office, FE 2-7412.)

around his pint-size prize ring.

DULUTH sent a covey of Centennial queen candidates to decorate its blue and white float entry.

And going back to the Days of 1856, Duluth recalled "justice in the old days" on a float complete with tub of water and a much-dunked "criminal."

Nancy Carol Kight of San Antonio, Texas, sparkled in a bright, red gown atop the gold-en float of San Antonio's San Jacinto Fiesta.

DAYTON'S was in the pink" with fashions from 1856 to 1956 displayed on a pink and silver float that stretched 161 feet. Officials said it's the longest float ever displayed. Leading the way was a pink carriage pulled by pink and black — honest-to-goodness,

Grandma — horses.

A jolly carousel twirled queens on the float sponsored by the Odd Fellows lodge.

And those swim suits were really red on the girls aboard the Northern States Power Co. float of red and gold.

ALL KINDS of telephones — from the oldest to the gold-est — provided thrones for the queens aboard the float of Northwestern Bell Telephone Co.

Two black bears turned up all alive and jumping on the "Pun-ney" float sponsored by Grain Belt beer. The bears and a pretty blonde decorated a golden sundial and clock to spell out, "It's A Long Time A-Bruin."

Paul Bunyan and his Blue Ox pulled a covered wagon-load of beauties for Woody Harrier Co.

Brewers Bulletin
7/9/56
Volume 49—No. 55

Minneapolis Brewery Completes \$500,000 Expansion

New Bottleshop and Warehouse
Now In Full Operation.

Minneapolis, Minn. — The new \$500,000 bottle house and warehouse expansion program has been completed at the Minneapolis Brewing Company, brewers of Grain Belt beer, Frank D. Kiewel, president, recently announced.

Dismantling operations began last September. Following completion of facilities, a trial run was held early in April, before full speed operations at the Minneapolis Brewing Company were undertaken later that month.

The modernization program which will speed up Grain Belt bottling production includes the introduction of a new Barry-Wehmiller bottle washer; a double deck Barry-Wehmiller vortex pasteurizer; two 60 spout Cemco fillers, and an automatic case flap opener tied into a new five-head Yundt case unloader. In addition, three Meyer case unloaders were added to existing lines stepping up total production to 1,200 bottles per minute.

A new tile floor, new wiring and conveyor systems have also been installed in the Grain Belt bottle house.

To accommodate the need for greater power demanded by the new equipment, a new bank of transformers was placed in a vault beneath the sidewalk outside the bottle house. Completed in April, the line feeding the transformer has a capacity of 13,800 volts.

In the Minneapolis Brewing Company warehouse, two automatic case stackers, stock piling at the rate of 70 cases per minute, have been added. Officials termed this a unique operation in the brewing industry, since no pallets are used in the automatic piling of cases.

Also during 1955 automatic lift trucks were placed in use in all departments of the warehouse and in the bottle house to facilitate handling of materials and the finished product.

The new equipment "gives Grain Belt the latest and most efficient bottling equipment available in the brewing industry," Kiewel stated.



OVER THE BIG DRINK—Two ribbon bedecked foil-wrapped ponies of Grain Belt beer are on their way to the Museo Universal Bebidas, the largest museum of liquor, wines and beers in the world at Madrid, Spain. Believed to be the first examples of American beer in the historic Madrid symposium, the Grain Belt ponies will be flown there by Scandinavian Airlines Royal Viking DC-6B. Roland Busck, SAS passenger representative is pictured in the hangar of Idlewild International airport New York City, presenting the two ponies to Sally Ann Simpson, women's director of SAS, who will deliver them to Madrid.

Page Seven

The Municipal Liquor Store - April 1956

N. W. Beverage Journal
March 1956



Two ribbon bedecked foil-wrapped ponies of Grain Belt beer are on their way to the Museo Universal Bebidas, the largest museum of liquor, wines and beers in the world at Madrid, Spain. Believed to be the first examples of American beer in the historic Madrid symposium, the Grain Belt Ponies will be flown there by Scandinavian Airlines Royal Viking DC-6B. Roland Busck, SAS passenger representative is pictured in the hangar of Idlewild International Airport, New York City, presenting the two ponies to Sally Ann Simpson, women's director of SAS who will deliver them to Madrid.

* * *

THE MINNEAPOLIS STAR
Business and Markets
THURSDAY, MAY 24, 1956
* IIB

BREW DIVIDEND
Directors of Minneapolis Brewing Co. declared a dividend of 10 cents a share on the common stock, payable June 20 to holders of record June 6.



MANY POINT-OF-PURCHASE beer advertising signs added to the traffic-stopping display unit of Tel-A-Sign, Inc., Chicago, Ill., at the recent POPAI Exhibit & Symposium held in New York, N.Y.

Feb. 1956

MODERN BREWERY AGE



LANTERN DISPLAY GETS ATTENTION—Minneapolis Brewing Co., brewer of Grain Belt beer, has been using an advertising "gimmick" that has been getting it valuable floor space at the point of sale and also attracting customers. The "gimmick" is a real kerosene lantern held by the hand of a trainman pictured in a colorful die-cut display. This type of display, according to L. L. Laskow, brewery advertising manager, has enabled the company's salesmen to get additional floor space for the company's product. The lantern is a bright red and, whether lighted or unlighted, has been attracting attention. A handy spot on the display directly below the lantern provides space for the price of the product.

Minneapolis Brewing Ads Four To Staff

The Minneapolis Brewing Company added four to its sales department, it was announced by Frank D. Kiewel, president.

They include John Milne, Bob Camp, Sam DeMay and Bob Stevenson.

Milne, formerly with a national cookie company and Sam DeMay, recently returned from Greenland, have been assigned to work on the recently announced expansion of Premium distribution to all retail outlets.

Camp, formerly with a national brewing company, will work on off-sale marketing in St. Paul.

Stevenson, a Grain Belt driver-salesman, will assume new duties in the Minneapolis area in off sale outlets.

New York 3, N. Y. CHICAGO 1893
Brewers Bulletin 4/19/56

Frank Kunz Story; Messenger Boy To Vice President

Minneapolis, Minn.—From messenger boy to vice president and a company director is the 48-year career story of Frank B. Kunz of the Minneapolis Brewing Company.

Two years short of his golden anniversary with the firm, Kunz remembers more grain belt history than any other member of the organization, his colleagues report. Born on Nicollet Island in this city, Kunz spent his entire boyhood here before leaving for Collegeville, Minn., where he attended St. John's University from 1904 to 1908.

He returned home to start work for the Minneapolis Brewing Company as a messenger boy. He later saw extensive bottle house, warehouse and office experience before rising to the post of assistant treasurer and vice president.

Among Kunz' memories is that of the "beer which created a song." It was Zummelweis, made during the first World War, and its popularity gave rise to a "Zummelweis song," which led the Minnesota Hit Parade for many months.

Mention of the company's annual "Grain Belt Week," a tradition of the 1910-15 era, also brings a gleam to Kunz' eyes. During this period over 10,000 people each year would converge on the firm's old headquarters at 315 Marquette Avenue, to be driven out to the brewery for tours, free lunch and "all the beer they wanted."

One of his most vivid memories is the 1910 Grain Belt picnic, directed by Kunz' father, then company president.

Prohibition is another era that Kunz will never forget.

"In 1920, we bought a 90 foot high still to produce a beverage that would meet government specification," he reported. "At the time we brewed a product high in alcohol. With the new still, we decreased the alcohol to 1/2 of one percent as required by law. We called the drink Minnehaha Pale, and it made until 1928."

In 1928, the Minneapolis plant was closed. It opened again five years later after the repeal of prohibition.

Today, from his post as vice president and director, Kunz can look back an almost a half-century in the brewing industry. He and his wife, Matie, now live at 2900 Glenhurst Avenue, St. Louis Park. The couple have a married son and a married daughter.

Minneapolis Receives Cooperation Award

The Minneapolis Brewing Co., Minneapolis, Minn. has been awarded a Certificate of Cooperation by the International Cooperation Administration of the U. S. government for outstanding contributions in the Work-Study Training Program in Minneapolis.

The brewery participated in the Work-Study program of the I. C. A. by employing European students for "on the job" training during their studies at various Minnesota colleges and universities.

Brewers Digest

The Minneapolis Brewing Company, Minneapolis, Minn. has added four men to its sales department, it was announced by Frank D. Kiewel, president.

They include John Milne, Robert Camp, Sam DeMay and Robert Stevenson. Mr. Milne and Mr. DeMay have been assigned to work on the recently announced expansion of Premium distribution to all retail outlets. Mr. Camp will work on off-premise marketing in St. Paul, Minn. and Mr. Stevenson, a Grain Belt driver-salesman, will assume new duties in the Minneapolis area in off-premise outlets.

Brewers Digest

The Minneapolis Brewing Company of Minneapolis, Minn. is using a new carrier with a distinctive printed design to package its 12-ounce bottles of Grain Belt beer. The patented carrier is made of white-lined kraft board in a full-depth construction that



Brewers Digest
6/23/56

NW Beverage Journal

All Grain Belt Officials Re-elected

At the annual meeting of the stockholders of the Minneapolis Brewing Company the management's slate consisting of all previous directors of the company was unanimously re-elected. At a director's meeting immediately following the annual stockholders' meeting, all officers of the company headed by Frank Kiewel were unanimously re-elected.

During the annual meeting management reported that earnings for the first quarter of 1956 were \$47,000 which compares with \$18,000 for the first quarter of 1955, and with earnings of \$48,000 for the entire year of 1955.

Brewers Digest Minneapolis' Directors And Officers Re-Elected

The stockholders of the Minneapolis Brewing Co., Minneapolis, Minn. re-elected all present directors at the recent annual meeting of the company, it has been announced by Frank D. Kiewel, president. All officers of the company were re-elected at the directors' meeting held the same day.

The directors re-elected were: Frank D. Kiewel, Frank B. Kunz, John P. Lampertz, Rome A. Sexton, Calvin L. DeLaitre, M. J. Eller, Harold K. Noerenberg, Percy R. Wash, Hy Finkelstein, Fred N. Isaacs, and James H. Towey.

The officers re-elected include: Frank D. Kiewel, president and general manager; Frank B. Kunz, vice-president; John P. Lampertz, treasurer and vice-president in charge of production; J. Raymond Fox, vice-president in charge of sales; Rome A. Sexton, secretary and C. R. Sievers, Jr., assistant secretary and assistant treasurer.

☆ **ROTO** . . . In a recent issue of the Minneapolis Sunday Tribune Picture Magazine devoted to water resources in the city of Minneapolis, Minn. and the Northwest, the Tribune built its human interest angle around the family of John Blazek, a salesman for the Minneapolis Brewing Co., of Minneapolis. The Blazek family, which includes two small children, was chosen as typical consumer-users of water and a pictorial revue carried them through the daily uses.

Brewers Digest

Brewers Digest

Minneapolis Appoints Chicago Distributor

For the first time since Repeal, the Minneapolis Brewing Co., Minneapolis, Minn. has appointed a distributor in Chicago, Ill. Mountford Bros. is the name of the company.

Grain Belt's new distributors in other areas include the Basin Beverage Co., Williston, N.D.; Jack Marine Distributing Co., Ladysmith, Wis.; Miles City Mercantile Co., Miles City, Mont.; and the Bottled Beverage Co., Sparta, Wis.

Brewers' Bulletin 7-23-56

Brewmaster Is Baseball Expert

Frank Mathes' Sports Library
Is Envy of Fans.

Minneapolis, Minn.—If this area ever gets its own major league baseball team, as it is rumored, no one will be happier than long-time player-fan Frank Mathes, the Minneapolis Brewing Company's genial brewmaster.

A certified baseball enthusiast, Mathes has a collection of baseball books which is the envy of fans throughout the nation. The collection includes a complete history of the game from 1920 to 1955. His interest in baseball is so keen that when he was nine he would hike 10 miles to see the St. Paul Saints play at Lexington Park.

The brewmaster's own participation in the game dates back to his grade school days. He was a member of his high school team and also played American Legion Junior Baseball. He later played short stop for West St. Paul in the old semi-professional leagues.

Mathes' interest in baseball has

not diminished with the years. It is said he can name most players' batting averages and pennant winners for as far back as anyone can remember. His interest in the game prompted him recently to send Leo Durocher, one of his most admired baseball men, a photostatic copy of a 1927 box score in which Durocher figured in a triple play.

With the Minneapolis Brewing Company since 1937, Mathes began as a cellar man after graduating from the Siebel Institute of Technology. Devoting the same enthusiasm to brewing as he does to baseball, he soon advanced to first cellar man and was promoted to assistant brewmaster in 1939. He rose to his present post in 1952, heading a department of 92 men.

Active in brewing organizations, Mathes is president of the Minneapolis, St. Paul District of the Master Brewers Association of America and secretary of the Siebel Institute alumni association. One of his biggest memories is serving as supervisor of beer production for the armed services in 44 breweries located in four European countries while he was a member of the Army Exchange Service's brewing division during World War II.

**American
Brewers Supply Co.**
"The House of Service"
Malt-Hops

American Brewer
July 1956



NEW CARRIER—Minneapolis Brewing Co. is now using the above carrier produced by the ACM Division of Robert Gair. It is made of white lined kraft board. A die-cut insert that fits into slots on the bottom panel forms dividers to separate and cushion the bottles. The new design affords a much greater area for merchandising copy.



The Minneapolis Brewing Company of Minneapolis is using a new carrier with a distinctive printed design to package its 12-oz. bottles of Grain Belt beer. The patented carrier is made of white lined kraft board in a full-depth construction that allows only the necks of the bottles to reach above the panels. A die-cut insert that fits into slots on the bottom panel forms dividers to separate and cushion the bottles.

Brewers Bulletin 8/2/56

Minneapolis Brewery Doubles '55 Net In First Half

Minneapolis, Minn.—Earnings of Minneapolis Brewing Company in the six months ending June 30 were more than double the company's earnings for the like 1955 period. Frank D. Kiewel, president and general manager, said in the firm's interim report.

Earnings before taxes in the first six months of 1956 were \$248,767, compared to \$110,733 for the same period in 1955. Net earnings after taxes were \$116,000, compared to \$53,000 in the first six months last year. The company's net earnings for all of 1955 were \$48,375.

The Minneapolis Brewing Company reported net sales of \$4,030,744 from January through June this year, against net sales totaling \$3,782,692 for the similar 1955 period.

Dividends paid in the first six months this year totaled \$125,000 or 25 cents a share. This compared with \$150,000 or 30 cents per share for the same 1955 period.

Kiewel said the lower 1956 dividend ratio resulted "because dividends paid this year were substantially earned in this period, whereas only \$53,000 of the \$150,000 paid in the first six months of 1955 were actually earned in that period."

Kiewel pointed out that during the first six months of this year, capital expenditures totaled \$557,000 for modernization of the bottling and warehouse departments, which, he said, has bettered the "break-even" point of the company's operations.

He anticipates a continuation of the better trend of business during the second half of 1956.

Company improvements completed so far this year included installation of a new line in the brewery's bottling house and a new automatic stacking device in the warehouse, the interim report stated.

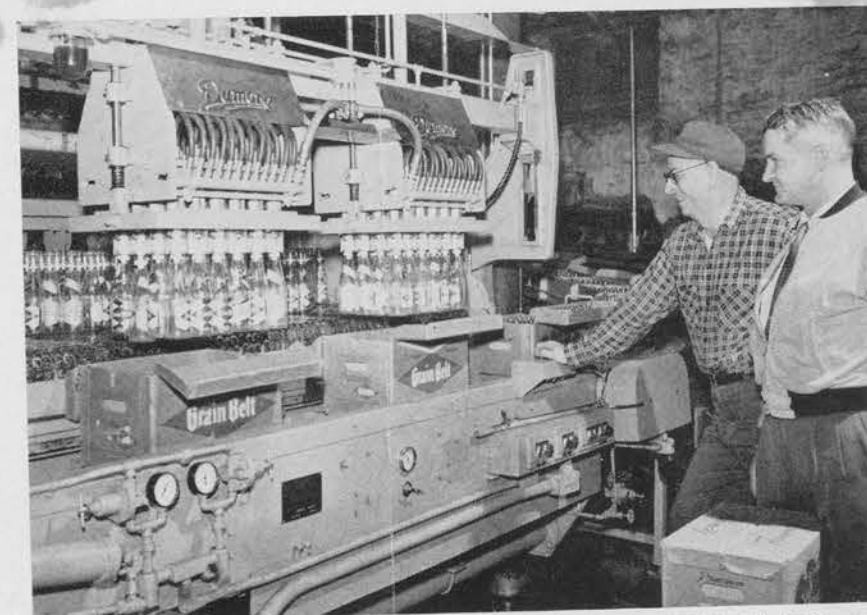
Advertising Age, August 6, 1956



SPECIAL—In the 17-year history of the show, Minneapolis Brewing Co. is the first to tie in with the Minneapolis Aquatennial, according to the brewer. Here, pretty Sandy Smith displays the Grain Belt "special."

JULY, 1956

Modern Brewery Age



GRAIN BELT COMPLETES BOTTLING EXPANSION—The \$1,500,000 bottle house and warehouse expansion program of the Minneapolis Brewing Company, brewers of Grain Belt Beer, is now complete, Frank D. Kiewel, president, reports. The program began on September 9, 1955, with dismantling operations. In April of this year a trial run was held. Then, with tests over late that month, operations were speeded up to full capacity. The investment in modern bottling equipment included a new washer, a double deck pasteurizer, two 60-spout fillers, an automatic case flap opener tied into a 5-head case unloader, and new flooring, wiring and conveyor systems. Also installed were three case unloaders on existing lines, one of which is pictured. Total production has been stepped up to 1,200 bottles per minute, it is claimed. To provide greater power, a new bank of transformers has been placed under the bottle house sidewalk. The line feeding these transformers is said to boast 13,800-volt capacity. Installed in the warehouse were two automatic stackers which are said to stockpile at a 70-case-per-minute speed. No pallets are used in the automatic piling of cases. In all bottle house and warehouse departments automatic lift trucks were installed to expedite handling of materials and the finished product.



Featured at a national display convention was this 18-foot plastic bottle of Grain Belt, product of Minneapolis Brewing Co.

Modern Brewery Age
July 1956



THE LASS UNDER THE UMBRELLA—Her name is "Miss Rain or Shine It's Premium Time" and she is the latest point-of-purchase merchandising "number" from the Minneapolis Brewing Company. She has an ardent admirer in the person of J. Raymond Fox, vice-president of the brewery, in charge of sales. Here he is seen giving the happy cardboard lass under the plaid umbrella some appreciative looks.

Brewers Digest - Feb. 1956

☆ **MUSEUM PIECE** . . . Two ribbon-bedecked, foil-wrapped ponies of Grain Belt beer brewed by the Minneapolis Brewing Co., Minneapolis, Minn. are on their way to the Museo Universal De Bebidas, the largest museum of wines, liquor and beers in the world, located at Madrid, Spain. Believed to be the first examples of American beer in the historic Madrid museum, the Grain Belt ponies are being flown there by Scandinavian Airlines.

Wall Street Journal
9/13/56

riod, the net estin
the company amounted to
responding period of 1955, the company
ported retentions totaling \$174,875 and net ex-
penses of \$83,000.

Minneapolis Brewing

MINNEAPOLIS BREWING CO. reports for the six
months ended June 30:

	1955	1956
Earned per share	30.23	50.11
Net sales	4,030,744	3,782,692
Profit before taxes	248,787	110,733
Net profit	116,000	33,000
Number capital shares	500,000	500,000

Profits in the first six months were more
than double profits in the like 1955 period, said
Frank D. Kiewel, president. He predicted a
continuation of the uptrend during the last half
of 1956.

Minneapolis Brewing spent \$557,000 for plant
modernization in the first half, he said, which
has bettered the "break-even" point of the
firm's operations.

A. M. Byers

A. M. BYERS CO. reports for quarter ended June 30:

	1955	1956
a-Earned per common share	\$1.46	\$3.16
Net sales	1,947,35	6,97,146
Profit before income taxes	711,035	
Net profit		

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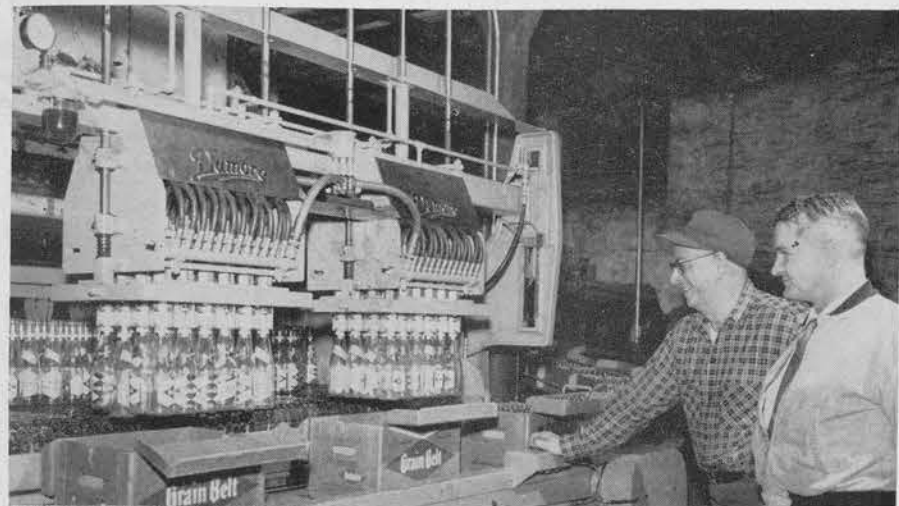
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NW Beverage 8/56



Aqua Chormer, Sandy Smith, 21, 5233
Forty-sixth avenue S., Minneapolis, pro-
claimed the good word for the 1956 Min-
neapolis Aquatennial July 20 through July
29 — a special Aquatennial wrapper on
Minneapolis Brewing Company products.
Aquatennial officials have long thought that
the festival provides the basis for some solid
merchandising by Minneapolis firms.



TWO HANDS—FORTY-EIGHT FINGERS—A two head Dumore case unloader is one of the many
pieces of equipment recently purchased by the Minneapolis Brewing Company.

Minneapolis Brewing Co. Installs New Equipment

The new one-half million dollar
bottle house and warehouse expan-
sion program is now completed and
in production at the Minneapolis
Brewing Company, brewers of Grain
Belt beer, Frank D. Kiewel, president,
recently announced.

Dismantling operations began at
the brewery on September 9, 1955.
Following completion of facilities, a
trial run was held in early April 1956
before full speed operations at the
Minneapolis Brewing Company were
undertaken in late April 1956.

The modernization program, which
will speed up Grain Belt bottling pro-
duction, includes the introduction of
a new Barry-Wehmiller bottle wash-
er; a double deck Barry-Wehmiller
vortex pasteurizer; two 60 spout
Cemco fillers and an automatic case
flap opener tied into a new five head
Yundt case unloader. In addition,
three Meyer case unloaders were add-
ed to existing lines, stepping up total

production to 1200 bottles per minute.

A new tile floor, new wiring and
conveyor systems have also been in-
stalled in the Grain Belt bottle house.

To accommodate the need for
greater power demanded by the new
equipment, a new bank of transform-
ers has been placed in a vault be-
neath the sidewalk, outside the bottle
house. Completed in April, the line
feeding the transformer has a capac-
ity of 13,800 volts.

In the Minneapolis Brewing Com-
pany warehouse, two automatic case
stackers, stock piling at the rate of
70 cases per minute, have been added.
(This is a unique operation in the
brewing industry, since no pallets are
used in the automatic piling of cases.)

Also during 1955, automatic lift
trucks were installed in all depart-
ments of the warehouse and in the
bottle house to facilitate handling of
materials and the finished product.

The new equipment gives Grain
Belt the latest and most efficient bot-
tling equipment available in the brew-
ing industry, Mr. Kiewel stated.

brewers journal

JULY, 1956



New full-depth construction bottle carrier for The Minneapolis
Brewing Company of Minneapolis. Design by Walter Landor
& Associates; produced by Robert Gair Company, Inc.

Brewers Journal
8/56

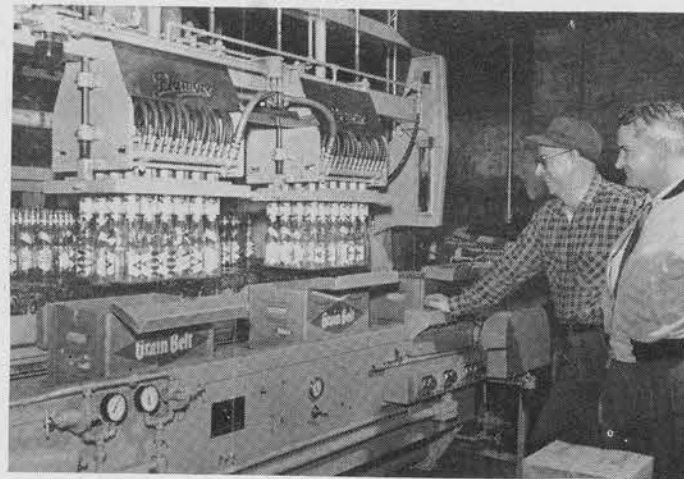
GRAIN BELT COMPLETES EXPANSION

The new one half million dollar bottle house and warehouse expansion program is now completed and in production at the Minneapolis Brewing Company, brewers of Grain Belt beer, Frank D. Kiewel, president, recently announced.

Dismantling operations began at Grain Belt on September 9, 1955. Following completion of facilities, a trial run was held in early April 1956 before full speed operations at the Minneapolis Brewing Company were undertaken in late April 1956.

The modernization program which will speed up Grain Belt bottling production includes the introduction of a new Barry-Wehmiller bottle washer; a double deck Barry-Wehmiller votex pasteurizer; two 60 spout Cemco fillers and an automatic case flat opener tied into a new five head Yundt case unloader. In addition, three Meyer case unloaders were added to existing lines stepping up total production to 1200 bottles per minute.

A new tile floor, new wiring and conveyor systems have been installed in the Grain Belt bottle house.



Two Hands—Forty-Eight Fingers—A two head Dumore case unloader is one of the many pieces of equipment recently purchased by the Minneapolis Brewing Company.



Employees of the Gluek Brewing Co. and Minneapolis Brewing Co. staged a putting contest as their participation during Minneapolis Aquatennial week, July 20-29. The teams finished in a tie. Here the presidents of the rival breweries, Arthur L. Gluek (left) and Frank D. Kiewel are shown relaxing between matches held in Centennial plaza.

USEF NEWS LETTER
8/10/56

Advertising Age, August 13, 1956



Herder Pillsbury Jones Laskow

BLE TIME?—This Minneapolis Brewing Co. poster as its painters permanently on the job. The posters are Loren Herder, art director of Knox Advertising, who is responsible for the design; Robert Pillsbury, account executive of Naegele Advertising Co.; Howard Jones, account executive of Knox Reeves, and Luke Laskow, advertising manager of the brewing company.

ed high enough, schedules in a while an accident cramps their probably be trimmed down as style temporarily, but people have go into service.

Brewing Bulletin Minnesota Brewery Goes '3-D' On Outdoor Posters 8/16/56

Minneapolis, Minn. — Giant tri-dimensional outdoor posters based on the theme, "been a long time a-brewing" are currently being used by the Minneapolis Brewing Company to advertise its Grain Belt Premium beer.

Typical examples of the posters, placed at high traffic locations throughout this city, is one showing a smiling, 25-ft-high giraffe craning his neck to gaze at a huge "3-D" replica of a bottle of Grain Belt Premium. The "been a long time a-brewing" slogan appears on sign. Another 15 x 55 foot poster shows a massive tortoise wearing a bell-boy's cap inching toward an overjoyed man who is stranded on a tropical isle. On the tortoise's back is the ever-present bottle of Premium Grain Belt beer.

The posters were prepared by the Knox Reeves Advertising Agency, of this city.

MEA Clipping Bureau
835 Palace Bldg., Minneapolis 1
MINNEAPOLIS TRIBUNE
(Morning)

Date JUL 26 1956

Rain Didn't Stop Happy Parade Crowd

By BARBARA FLANAGAN
Minneapolis Tribune
Staff Writer

It was a booming "crowd-out" Wednesday instead of a gloomy rain-out for the Aquatennial torchlight parade.

The puny rain patters early in the evening scattered some but didn't stop the crowd from coming.

Seats in the Parade stadium were sold out. Standing room along the route was elbow-to-elbow.

THE BOBBING lights on the marchers and musicians were interspersed with shimmering floats that flooded the darkness with great islands of light.

Some of Saturday's celebrities were on view again, led by Queen of the Lakes Judy Penney aboard a throne of bright lights.

A newcomer gleaming the screams of teen-agers was pert Natalie Wood, the Warner Brothers screen "dream." Miss Wood arrived late yesterday for her appearance Friday at Aquatennial Star Night and Coronation show in Parade stadium.

ACTING AS grand marshal was one of Minnesota's 600 mayors—Mayor Levi Johnson of Brainerd, president of the Minnesota Mayor's association.

Winners named in float competition yesterday, classified according to size, included:

Calhoun class — Dayton's; Harriet class—Brown and Bigelow; Nokomis class — Northwestern Bell Telephone Co.; Cedar class — Northern States Power Co.; Lake of the Isles class — Minneapolis Brewing Co.; Hiawatha class — Hopkins Raspberry festival; Wirth class — Diamond Match Co., and Commodore's class — Fiesta San Jacinto association, San Antonio, Texas.

Bands: Robbinsdale City band, first; drum and bugle corps, Hamm's Northernaires, first; women's drum and bugle corps, St. Cloud, Minn., Cathedral high school, first.

Novelty bands, Cokato, Minn., Corn Carnival band.

Drill teams—Minnesota Civil Air Patrol wing boys' team,



ALAN SWANSON, 3, HAD ROOM AND A VIEW FOR AQUA PARADE
Golf umbrella sheltered young son of the Sidney Swansons, 3236 Knox avenue N.
(PAGE OF AQUA PICTURES—page 14)

St. Paul Family Really Made a Parade

By ED GOODPASTER
Minneapolis Tribune
Staff Writer

Some kind of an award here by goes to Mr. and Mrs. Richard Clasen, 1009 Dayton avenue, St. Paul.

They attended the Minneapolis Aquatennial night parade Wednesday with the following entourage:

Peter Clasen, 5, on his father's shoulders.

Paul Clasen, 4, on a cushion behind a stroller seat, "rumble-seat" style.

Mary Clasen, 2, in the stroller, which was pushed by the father.

John Clasen, 1, in the arms of his mother, who is expecting another child in October.

The Clasen family retired from its Nicollet avenue vantage point about 10:10 p.m., however, before the parade ended.

"She's tired," Clasen said, nodding at his wife.

Department of things that usually only happen during parades:

At Fourth street and Nicollet avenue, a middle-aged man opened a lunch bucket which contained only a deck of cards. The man a friend had a curb-

stone game while waiting for the festivities.

A young man near Sixth street and Nicollet avenue used a pair of binoculars to watch the parade, which passed by about 25 feet from him. It was noted he paid special attention to floats bearing queens.

A briefcase-toting businessman walked briskly out of a loop office building about 10 p.m., apparently after working late. He eyed the large crowd in the street, then resignedly sat down on an unused camp stool to watch.

All directors and officers of the Minneapolis Brewing Co., Minneapolis, Minn., were re-elected at the annual stockholders' and directors' meetings late last month. Renamed to the board were Frank D. Kiewel, president and general manager; Frank B. Kunz, vice-president; John P. Lampertz, treasurer and vice-president in charge of production; Rome A. Sexton, secretary; Calvin L. DeLaittre, M. J. Eller, Harold K. Noerenberg, Percy W. Wash, Hy Finklestein, Fred N. Isaacs and James H. Towev.

Minneapolis Star May 11, 1956



RELIGIOUS AND LABOR LEADERS HEAR TEAMSTER OFFICIAL

Father G. Rowan, James Hoffa (center) and Eugene Utech

★ ★ ★ ★ ★ ★ ★ ★

DEFENDS LABOR HEADS

'Don't Wear Horns,' Hoffa Tells Group

"None of us has horns," a leading Teamsters union official told a group of clergymen and business agents from non-Teamsters unions Thursday.

"We are only concerned with the best intentions of citizens not able to help themselves," declared James R. Hoffa, Teamsters vice president from Detroit, Mich.

Hoffa addressed a combined meeting of the Religion and Labor fellowship and the Minneapolis Business Agents association at a luncheon at the Minneapolis Brewing Co.

He charged that newspaper and magazine articles about him and other labor leaders had sought to give the impression that the worker is being "betrayed" and the job is not being done.

This is not true, Hoffa said. He noted that when he started as a paid representative of a union local, its members were receiving 32 cents an hour. Today they receive \$2.41.

Hoffa said there will be a "heavy barrage of propaganda" against labor leaders during the coming political campaign in an effort to "get the worker to revolt."

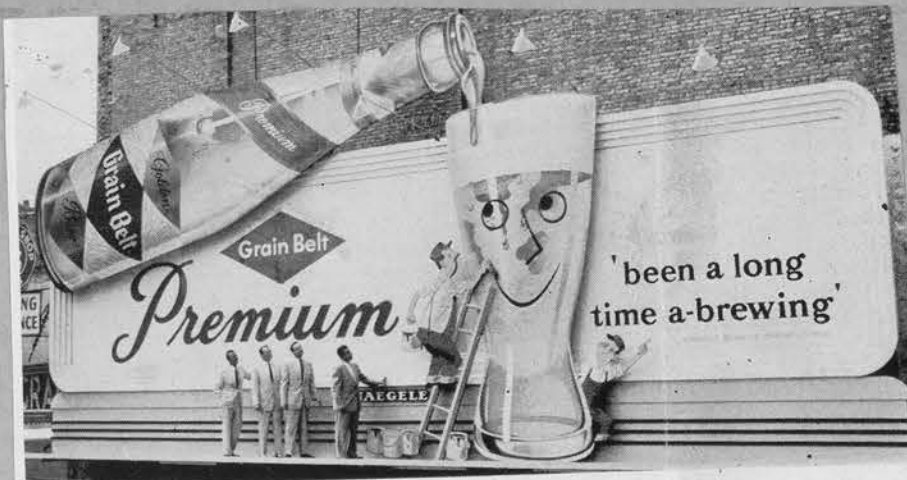
Another speaker, Jack Pierce, a representative of the community services program of the AFL-CIO, spoke of the shift in the giving base for community service agencies.

Social work giving used to be confined to rich "Lady Bountifuls," but now 80 per cent of it comes from persons making less than \$5,000 a year, he said.

He credited labor unions with having made this change possible.

Gov. Freeman extended greetings at the meeting, attended by some 110 persons, a record turnout.

Ed Hudoba of the sheet metal workers union was elected new secretary of the Minneapolis Business Agents association.



GRAIN BELT SEMI-SPECTACULAR

Recently erected on the Naegele Advertising Company's Twin City Rotary was this 3-4 rotating semi-spectacular painted bulletin which is the fourth in their rotary program in effect in Minneapolis. The first in this series was erected a year ago this fall.

The success enjoyed by the Minneapolis Brewing Company of Minneapolis, Minnesota, on the initial attempt in rotating a semi-spectacular bulletin was so tremendous that in the ensuing year, they had increased this program to the present status of four legs of the rotary.

The very clever art work, highlighting the use of the painters in the design, is attributed to the Knox Reeves Advertising Agency, who is the agency for the Minneapolis Brewing Company. In the picture approving the bulletin, immediately following erection, are from left to right, Loren Herder, art director of Knox Reeves Advertising Agency, who is responsible for the design; Robert Pillsbury, account executive with the Naegele Advertising Company, Inc., of the Twin Cities; Howard Jones, account executive with the Knox Reeves Advertising Agency, and Luke Laskow, advertising manager of the Minneapolis Brewing Company.

The cut-outs, which embellish the bulletin, are constructed on two planes. The first plane being that of the Grain Belt Premium bottle and glass; on this same plane is the painter positioned behind the glass of beer. On the second plane is the painter on the ladder and the cans of paint.

Luke Laskow, advertising manager of the Minneapolis Brewing Company, reports reaction to the new design has been tremendous and that in the near future they plan on again adding to their representation on the Minneapolis Rotary.

BREWERS JOURNAL - August 1956

FIRST 6 MONTH GRAIN BELT EARNINGS UP

Earnings of Minneapolis Brewing Company for the first six months of 1956 were more than twice as much as for the same period last year, Frank D. Kiewel, president and general manager said in the company's interim report.

Earnings before taxes for the six month period ending June 30 were \$248,767 compared to \$110,733 for the same period in 1955. Net earnings after taxes were \$116,000 compared to \$53,000. (Earnings for the entire year of 1955 were \$48,375.)

Dividends paid in the first six months totaled \$125,000 or 25 cents per share. This compared with \$150,000 or 30

cents per share in the first six months of 1955.

But the dividends paid in 1956 were substantially earned in that period, whereas only \$53,000 of the \$150,000 paid in the first six months of 1955 were earned in that period.

Kiewel pointed out that during the first six months of this year, capital expenditures total \$557,000 for modernization of the bottling and warehouse departments, which, he said, has bettered the "break-even" point of the company's operations.

He anticipates a continuation of the better trend of business during the second half of 1956 for the company.



Something new in cool, cool drink promotions was this Gordon Gin promotion at the Radisson hotel. Miniature Gin bottles were frozen into a giant punch bowl on the bar. Shown at the bowl is Betty West, Radisson waitress.

Brewers Digest - Aug. 1956

J. Raymond Fox, vice-president of the Minneapolis Brewing Co., Minneapolis, Minn. has announced the appointment of eight new distributors for Grain Belt beer. They are: D & M Distributing Co., Waukegan, Ill.; Krueger Distributors, Arnolds Park, Iowa; Hirsch Distributing Co., Daggett, Mich.; Bostock Beverage Co., Clinton, Iowa; Meyers & Carlin, Inc., Elgin, Ill.; Ken McCarville Distributing Co., Spring Green, Wis.; William Pechan Distributor, Madison, Wis.; and Deaver Distributing Co., Cheyenne, Wyo.

NORTHWEST BEVERAGE JOURNAL - August 1956



PUTTING AMIDST THE SKYSCRAPERS — Arthur L. Gluck, president of Gluck Brewing Company and Frank D. Kiewel, president of Minneapolis Brewing Company, relax between matches at the Aqua Putt in Centennial Plaza, during Minneapolis Aquatennial week, July 20 through July 29. The Aqua Putt is a competitive event during the Minneapolis festival. Teams representing the Gluck and Grain Belt organizations came up with a 1 to 1 tie in the Hole-in-One contest.

Minneapolis Brewing Co. Doubles Earnings in First Six Months of 1956

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BREWERS JOURNAL
August 1956

Northwest Beverage Journal August 1956



Aqua Chatter, Sandy Smith, 21, 5233 Forty-sixth avenue S., Minneapolis, proclaimed the good word for the 1956 Minneapolis Aquatennial July 20 through July 29 — a special Aquatennial wrapper on Minneapolis Brewing Co. products. Aquatennial officials have long thought that the festival provided the basis for some solid merchandising by Minneapolis firms. In the 17-year history of the show, the Minneapolis Brewing Co. is the first company to directly tie-in with the event. The artwork on the Grain Belt carton wrapper depicts various Aquatennial events. Minneapolis Brewing Co. spokesmen reported that the promotion was used in the Minneapolis marketing area and was supported through merchandising at the point-of-purchase. They announced that sales were highly successful.

THE BREWERS DIGEST CHICAGO, ILL. AUGUST 1956



Aqua Chatter, Sandy Smith, 21, of Minneapolis, Minn., proclaimed the news during the 1956 Minneapolis Aquatennial, July 20 through July 29 — a special Aquatennial wrapper on Minneapolis Brewing Co. products. Aquatennial officials have long thought that the festival provided the basis for some solid merchandising by Minneapolis firms. In the 17-year history of the show, the Minneapolis Brewing Co. is the first company to directly tie-in with the event. The artwork on the Grain Belt carton wrapper depicts various Aquatennial events. Minneapolis Brewing Co. spokesmen reported that the promotion was used in the Minneapolis marketing area and was supported through merchandising at the point-of-purchase. They announced that sales were highly successful.

Brewers Digest - August 1956

The Minneapolis Brewing Co., Minneapolis, Minn. is using several new point-of-purchase pieces in its summer promotion of Grain Belt beer. One of two new display backings depicts a full-color scene of a fisherman wading out in a mountain stream and the other gives a cutaway under-water view of a big crappie about to strike. Antique brass wall pieces imported from England which capture old time tavern scenes will also be distributed. The plates carry the "been a long time a-brewing" theme with the Grain Belt diamond at the bottom. Another place that the brewery will distribute is a lighted "ice block" containing an actual bottle of Grain Belt beer. The block of ice is represented by a glass brick.

Modern Brewery Age 1956

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Minneapolis Brewing Co. attracts extra notice to its "I-o-n-g time a-brewing" ad theme with three-dimensional billboards like this. The 25-foot-tall giraffe, depicted as reaching for a bottle of beer, can be currently seen at high traffic locations in the Twin Cities area and will be moved monthly to different locations to assure maximum circulation. Another character carrying out the full-aging theme is a tortoise toting a bottle of Grain Belt on its back.

News Letter Aug 31, 1956



AMERICAN BREWER
NEW YORK, N. Y.

SEPTEMBER 1956



FRIENDLY RIVALS—Arthur L. Gluek, president of Gluek Brewing Co. and Frank D. Kiewel, president of Minneapolis Brewing Co., relax between matches at the Aqua Putt in Centennial Plaza during Minneapolis Aquatennial Week. Teams representing the breweries tied in the hole-in-one contest.



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AMERICAN BREWER September 1956

NORTHWEST BEVERAGE JOURNAL - August 1956

GRAIN BELT COMPLETES EXPANSION

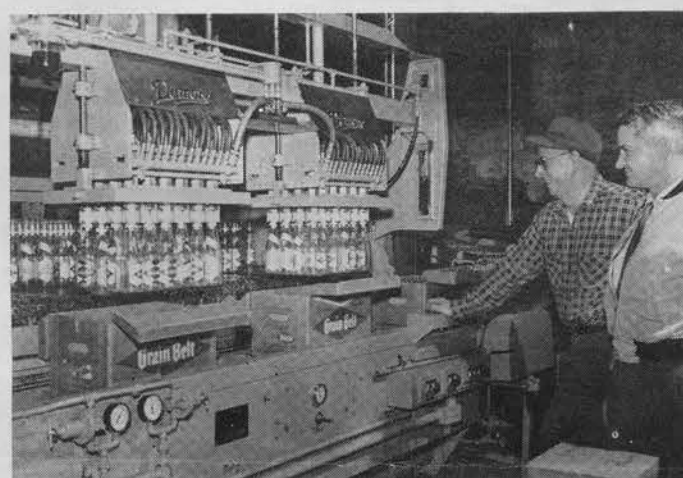
The new one half million dollar bottle house and warehouse expansion program is now completed and in production at the Minneapolis Brewing Company, brewers of Grain Belt beer, Frank D. Kiewel, president, recently announced.

Dismantling operations began at Grain Belt on September 9, 1955. Following completion of facilities, a trial run was held in early April 1956 before full speed operations at the Minneapolis Brewing Company were undertaken in late April 1956.

The modernization program which will speed up Grain Belt bottling production includes the introduction of a new Barry-Wehmiller bottle washer; a double deck Barry-Wehmiller vortex pasteurizer; two 60 spout Cemco fillers and an automatic case flat opener tied into a new five head Yundt case unloader. In addition, three Meyer case unloaders were added to existing lines stepping up total production to 1200 bottles per minute.

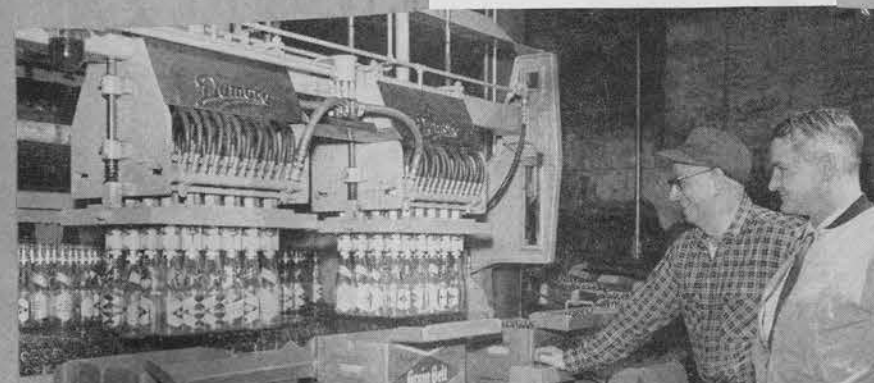
A new tile floor, new wiring and conveyor systems have been installed in the Grain Belt bottle house.

In order to further the expansion program...



Two Hands—Forty-Eight Fingers—A two head Dumore case unloader is one of the many pieces of equipment recently purchased by the Minneapolis Brewing Company.

August 1956—The BREWERS DIGEST



A two-head Dumore case unloader, manufactured by the Geo. J. Meyer Manufacturing Co., Milwaukee, Wis., is one of the many pieces of equipment recently purchased by the Minneapolis Brewing Company, Minneapolis, Minn.

New Grain Belt Equipment Most Efficient Available

The new one-half million dollar bottle house and warehouse expansion program is now completed and in production at the Minneapolis Brewing Company, Minneapolis, Minn., Frank D. Kiewel, president, recently announced. Dismantling operations began at Grain Belt on September 9, 1955. Following the completion of facilities, a trial run was held in early April before full speed operations at the Minneapolis brewery were undertaken in late April.

The modernization program which will speed up Grain Belt bottling production includes the introduction of a new bottle washer, manufactured by the Barry-Wehmiller Machinery Co., St. Louis, Mo.; a double deck Barry-Wehmiller Vortex pasteurizer; two 60-spout Cemco fillers manufactured by the Crown Cork & Seal Co., Baltimore, Md.; and an automatic case flap opener tied into a new five-head case unloader manufactured by the Yundt-Bottlematic Corp., Cincinnati, Ohio. In addition, three case unloaders, manufactured by the Geo. J. Meyer Manufacturing Co., Milwaukee, Wis., were added to existing lines stepping up total production to 1,200 bottles per minute.

A new tile floor, new wiring and conveyor systems have also been installed in the Grain Belt bottle house.

To accommodate the need for greater power demanded by the new equipment, a new bank of transformers has been placed in a vault beneath the sidewalk outside the bottle house. Completed in April, the line feeding the transformer has a capacity of 13,800 volts.

In the Minneapolis Brewing Company warehouse, two automatic case stackers, stockpiling at the rate of 70 cases per minute have been added. (This is a unique operation in the brewing industry since no pallets are used in the automatic piling of cases.)

Also during 1955, automatic lift trucks were installed in all departments of the warehouse and in the bottle house to facilitate handling of materials and the finished product.

The new equipment gives Grain Belt the latest and most efficient bottling equipment available in the brewing industry, Mr. Kiewel stated.

Grain Belt's Ingram Sells Beer In Alaska

Flying at an altitude of 18,000 feet and discovering Mount McKinley, largest mountain in North America, looming in front of you at 20,320 feet, is an unforgettable experience, Bob Ingram, country sales manager of Grain Belt reported.

Ingram, who recently traveled to Alaska to visit Grain Belt distributors in Fairbanks and Anchorage was visibly impressed with his first trip to the land of the Arctic Circle.

Visiting the main office of the Alaska Produce Company, distributors of Grain Belt beer in the Fairbanks area and the branch of the company in Anchorage was extremely interesting, he reported.

The company is owned by the owner of Alaska Freight Lines, one of the largest freight operations in the North western America-Alaska area.

MODERN BREWERY AGE

SEPTEMBER, 1956

EARNINGS

Minneapolis Brewing Co. reports net profit of \$116,000 for the 6-month period ending June 30; last year's net over \$53,000. Earnings before taxes were \$248,767, compared to \$110,733 for the same 1955 period. Dividends paid in the 6-months period were \$125,000, or 25 cents a share, compared to last year's first half when they amounted to \$150,000, or 30 cents per share. Net sales were \$4,030,744, compared to \$3,782,692. However, management points out that 1956's dividends were substantially earned, whereas only \$53,000 of the 1955 total was earned during the first 6-months period.

NORTHWEST BEVERAGE JOURNAL, September, 1956



Recently erected on the Naegele Advertising Company's Twin City Rotary was this 3-D rotating Grain Belt semi-spectacular painted bulletin which is the fourth in their rotary program in effect in Minneapolis. The success enjoyed by the Minneapolis Brewing Company on the initial attempt in rotating a semi-spectacular bulletin was so tremendous that in the ensuing year, they had increased this program to the present status of four legs of the rotary. In the picture approving the bulletin, immediately following erection, are from left to right, Loren Herder, Art Director of Knox Reeves Advertising Agency, who is responsible for the design; Robert Pillsbury, Account Executive with the Naegele Advertising Company, Inc., of the Twin Cities; Howard Jones, Account Executive with the Knox Reeves Advertising Agency and Luke Laskow, Advertising Manager of the Minneapolis Brewing Company.



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AMERICAN BREWER
September 1956

Minneapolis Brewing Co., for the six months ended June 30, had net sales of \$4,030,744 against \$3,782,692 in the like period of 1955. Net earnings were \$116,000, against \$53,000 in the year-earlier period. The company's report pointed out that "Earnings were more than twice as much as for the same period of last year. Modernization of bottling house and warehouse accomplished and paid for, without borrowing. 'Break even' point of business lowered. Satisfactory working capital (net current assets) maintained (\$1,489,000). Dividends of \$125,000 or 25 cents per share paid and substantially earned during the current six-month period. Last half of year gives promise of continuation and acceleration of rising trend of business."

Brewers Bulletin
Nov. 1956
Grain Belt Beer Poster Wins Top Honors

Minneapolis, Minn.—The Independent Outdoor Advertising Association recently gave a first place contest citation to the Minneapolis Brewing Company for one of the brewery's three-dimensional billboards.

The winning billboard in the nation-wide contest showed two happy painters constructing an advertisement for the brewery's Premium Grain Belt beer. Standing in 3-D relief was a giant life-like bottle of Grain Belt beer being poured into a glass upon which one of the painters is drawing a smiling face. The poster's message says: "Grain Belt Premium—been a long-time a-brewing."

The winning poster was one of a group of 3-D billboards which Minneapolis Brewing Company officials reported "are skyrocketing Grain Belt sales." The billboards were designed by Knox Reeves, the firm's advertising agency, and produced by Naegele Outdoor Advertising Company.

Grain Belt Increases Dividend Payment
BREWERS JOURNAL
Dec. 1956

Minneapolis Brewing Company declared a dividend of 15 cents per share on the capital shares of the company payable December 19, 1956 to stockholders of record December 5, 1956.

This is an increase of five cents a share over the previous quarterly dividend.

Total dividends in 1956 amounted to 50 cents a share as compared to 45 cents a share in 1955.

11/29/56
Minneapolis Brewing Hikes Dividend

Minneapolis, Minn.—Minneapolis Brewing Company declared a dividend of 15 cents a share, payable December 19 to stockholders of record December 8.

This is an increase of five cents a share over the previous quarterly dividend.

Total dividends in 1956 amounted to 50 cents a share as compared to 45 cents a share last year.

Long Time a-Brewin'

Frank D. Kiewel, president and general manager Minneapolis Brewing Co., reports net earnings of \$174,000 for the first nine months of 1956, against only \$2,000 net profit for the same period last year. "Barring unforeseen events," he said, "we estimate earnings for the entire year of 1956 will be at least four times last year's earnings" which were \$48,375. The large modernization program undertaken earlier in the year had been paid for in full without the need of borrowing of any kind.

COMMERCIAL WEST 11/10/56



30. T. P. Huttles and Richard Ohm, Minnesota Brewing Co.

November 1956
American Brewer

11/56 American Brewer
Minneapolis Brewing Co.'s president and general manager, Frank D. Kiewel, in a letter to stockholders, said that "we are pleased to report that all of the new equipment installed in the bottling house and warehouse has been paid for in full. This has been accomplished without borrowing of any kind to meet working capital needs. As of Sept. 30, 1956, working capital was \$1,547,000."

Mr. Kiewel also said that sales for the year are ahead of last year, and October sales "to date (Oct. 25) have been especially pleasing. Barring unforeseen events we estimate earnings for the year of 1956 will be at least four times last year's earnings." (Earnings for the entire year of 1955 were \$48,375.)

Mr. Kiewel also noted that Minneapolis Brewing has earned close to 3 per cent of net sales for the first nine months of 1956, or \$174,000 net profit on \$6,386,000 of net sales.

Brewers Journal September 1956



HIGH ON PLEASURE—Reaching for "Long Time a-Brewing" Grain Belt Premium is this 25 feet high giraffe which can be currently seen at high traffic locations in the Twin Cities area. Knox Reeves Advertising, Inc., advertising agency for the Minneapolis Brewing Company, brewers of Grain Belt beer, reported that the 3D board will be moved monthly to assure maximum circulation. The board is a part of the 1956 Grain Belt advertising campaign, "It's Been a Long Time a-Brewing."



This three-dimensional billboard, showing two happy painters at work for Grain Belt Beer, won first place for the Minneapolis Brewing Company in a nation-wide contest held recently. The billboard was judged best by the Independent Outdoor Advertising Association. It is part of the highly successful Grain Belt Premium promotion which has boomed Minneapolis Brewing Co. sales.

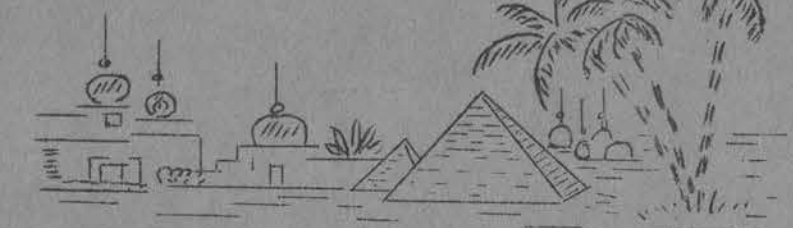
News Letter—U.S. Brewers Foundation, Nov. 30, 1956

The Barley Improvement Institute of Canada has voted to change its name to Brewing and Malt- ing Barley Research Institute, giving recognition to the brewers and maltsters who finance operating costs. Aims and objects in the Institute's charter are to improve malting barley standards and support research work in seeking new and improved varieties.



Fifth District American Legion
WEDNESDAY NOON LUNCHEON

Entertaining — Informative — Door Prizes



Mr. Frank D. Kiewel, Pres.
Minneapolis Brewing Co.

Presents

The history of beer from its origin over 5,000 years ago in a color-sound film to which he adds pertinent commentary. The combination provides unusual and informative entertainment.

WEDNESDAY NOVEMBER 28, 1956 12:00 NOON

Sponsored By
La Societe des Quarante Hommes et Huit Chevaux

In addition to the usual type and quantity of DOOR PRIZES there will be individual TABLE FAVORS by courtesy of Mr. Kiewel.

James D. Owens
Chef de Gare

M. F. "Mike" Jordan
Chairman



Thirst-Raising Printed Design Used for New Grain Belt Carrier

The Minneapolis Brewing Company of Minneapolis is using a new carrier for its non-returnable bottles of Grain Belt Premium beer printed in a thirst-raising three-color design. The carrier is produced by the Chicago Folding Carton Plant of the Robert Gair Division of Continental Can Company, Inc.

The printed design, developed by Knox Reeves Advertising, Inc., of Minneapolis, shows a tilted glass of foam-topped beer on each of the carrier's four panels. The Grain Belt diamond logo type of brief copy complete the design.

The new carrier adds product appeal to brand identification to merchandise its contents in supermarkets and groceries. It is printed red, yellow and blue on sparkling Gairwrite carrier board.

The carrier is constructed with full depth cells and high end panels to give the bottles proper protection and prevent them from jarring one another.

THE MINNEAPOLIS STAR
Business and Markets
MONDAY, DEC. 31, 1956

Named Dire

Roy O. Stuart, ident and director struction, Inc., M was elected a director of the Bureau of En-graving, Inc., Buckbee, an-He

December 31, 1956

Regional Brewers Reflect Optimism In Holiday Notes

Editorials in publications of three widely-scattered regional brewing companies this month reflected an optimistic business outlook as the result of a successful 1956 sales year.

In his holiday message to employees, appearing in the Grain Belt Diamond, Frank D. Kiewel, president and general manager of the Minneapolis Brewing Company, said his firm is "nearing the close of the most successful year Grain Belt has experienced in recent times."

Kiewel stated it was "a thrill and a challenge" to report that the firm's final quarter sales this year are showing the largest sales increase of any similar quarter in recent years.

"This means we all must constantly increase the effort and the enthusiasm which are such a vital part of growth," Kiewel commented to his co-workers. "And yet that's really not so difficult because success begets success."

In an editorial directed to retailers of the firm's A-1 Pilsner beer and ale, Arizona Brewing Company President J. F. Lanser reported his company has "made tremendous strides during the past 12 months . . . our sales have shown a continuous, healthy increase and we have broadened into new markets." The Phoenix brewing company president's comments appeared in the December 15 issue of A-1 On Tap.

Lanser said he "would like to thank each and every one of our retailers for their fine support of our quality products." He said the retailers' support was deeply and sincerely appreciated and that . . . "in the ensuing years we pledge ourselves to continue to meet the same exacting high standards we have always met in the production of our products."

The December issue of "What's Brewing?", published by the A. Gettelman Brewing Company, Milwaukee, expressed encouragement and gratitude over the brewery's increased 1956 sales "and the popularity of our new packages, much of the latter due to our slogan contest this year."

The inside front cover editorial also expressed gratitude for the company's safe driving record and the plant safety record over the past 12 months.

Commenting on future prospects, Fred W. Gettelman, board chairman, and Thomas R. Gettelman, president, told fellow employees:

"The year 1957 will be an important year for all of us at Gettelman. We are in the greatest competitive area in the beer business right here in Milwaukee. Increased sales by out-of-state breweries has sharpened the sword of competition to a razor edge. This means that each of us will have to redouble our efforts to stay in the race."



AWARD WINNER—This three-dimensional billboard of Minneapolis Brewing Co. won first place in a recent nationwide contest conducted by the Independent Outdoor Advertising Association.

THE BUSINESS WEEKLY
Published Every Saturday Morning
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CREDIT PUBLISHING COMPANY
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320 South Fourth Street
Minneapolis 15, Minnesota
Telephone: Federal 3-4244

F. D. Kiewel Heads 10,000 Lakes Association in '57

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The 10,000 Lakes group is an organization dedicated to building Minnesota business and industry, recreation and travel, and agriculture.

The board of directors also elected five new vice presidents. They include: Paul S. Nickel, Red Owl Stores, Albin J. Lindgren, Pioneer Globe Printing Co., G. H. Tadlock, Tadlock Publications, all of Minneapolis, and A. O. Sletvold, attorney, Detroit Lakes, and Harvey Hambergren, Century Matthews Trucking Co., Hibbing.

In accepting the presidency, Kiewel pointed out that the association will increase efforts to foster the growth of present industries in Minnesota and attract new ones along with emphasis on stimulating interest both in Minnesota and out-of-state in our great recreational potentialities.

"Many Minnesotans overlook the fact that the 10,000 Lakes association also has a stake in Minnesota," Kiewel said. "We firmly intend to direct our resources toward expanding the markets and usage of our agricultural products to the rest of the nation and the world."

Newly elected board members for a three year term are: Lee Potter, Fobes, both of Minneapolis, St. Paul; William Curtiss, St. Paul; Carl Brandt, Grand Marais; William Benson, Tom Menche and Robert Eckstrom, all of Minneapolis, for a one year term; John S. Lewis, Brainerd, Helmer Olson, Hibbing, and A. J. Anderson, Winona.

The proposed 1957 program, outlined at the board meeting, includes a better roads program, promotion of existing Minnesota industries, acquiring new industry for Minnesota, continuing a policy of a major promotional activity for the state each month, and participation in the Minnesota game dinner in Chicago.

Clarence E. Tonopolsky was re-elected executive secretary of the association and announced the new location of the 10,000 Lakes office in the Andrews hotel.

Brewers Bulletin
1/31/57

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Date JAN 31 1957

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Date JAN 30 1957

Sletvold VP Of 10,000 Lakes Group

MINNEAPOLIS ARGUS

Date JAN 24 1957

A. O. Sletvold, attorney, Detroit Lakes, was elected vice president of the Minnesota 10,000 Lakes association for 1957, it was announced. The 10,000 Lakes group is an organization dedicated to building Minnesota business and industry, recreation and travel, and agriculture.

BIG CATCH—Mayor Eric G. Hoyer, left, Mayor Mike Micich, Charles City, center, and Frank D. Kiewel, president, Minneapolis Brewing Company, right, get together before the civic luncheon in front of a giant large mouth bass, symbolic of Minneapolis' lakes and vacationland.

Iowans Invade Northeast

There were 324 Iowans in Northeast Minneapolis Thursday.

The occasion was the Charles City, Iowa, Farmer-businessmen stag, an annual affair sponsored by the Charles City Chamber of Commerce.

This was the first time the group selected Minneapolis as their objective, which is usually designed as a one-day visit to some industry which processes agricultural products.

The industry in this case was the Minneapolis Brewing Company, a Northeast Minneapolis firm.

The Charles City group was evenly divided with one businessman playing host to one farmer.

A six-car special train left Charles City at 7 a.m. that day to arrive in Minneapolis at 11:45 a.m. It was shunted onto the spur at the Grain Belt plant.

The 324 Iowans hopped off their train, replete with special Minneapolis banners, and into a luncheon at which the Minneapolis Brewing Company was host.

Frank D. Kiewel and Mayor Eric G. Hoyer, along with Felton Colwell, president of the Minneapolis Chamber of Commerce, welcomed the Iowans to Northeast Minneapolis.

In welcoming the group, Kiewel pointed out that, "While miles separate us from Iowa, the roads and rails are worn with the traffic of commerce between Charles City and Minneapolis."

"The ties that bind the two areas are knotted agriculturally right here at the Minneapolis Brewing Company, and the same can be said for many other industries in Minneapolis."

He stated the two states are culturally drawn together with the greatest state universities in the nation, two of the most well-known state fairs, and the deep belief in the family as the basis for all life.

Following the luncheon, the Charles City group were taken on a tour of the Grain Belt plant before boarding their train for the trip back to Charles City at 4 p.m.

Bob DeHaven, radio personality, was emcee of the event. Officials of the Minneapolis Brewing Company, the Charles City Chamber of Commerce and Minneapolis Chamber executives were present.

Last year the Charles City group visited the Quaker Oats company in Cedar Rapids, Iowa, and in 1955 the Hormel company in Austin, Minn.

Jan. 26, 1957

IN BUSINESS

By Minneapolis Tribune
Business Reporters
Leonard Inskip John Emmerich

Kiewel, Brewery



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erly with the Dakota Paper Co.
of Aberdeen.

*** 570

OUT OF TOWN: Louis Beal of L. Beal, Inc., will attend the annual sales convention of the Minneapolis Brewing Co. at Minneapolis Saturday. Officials of Brubaker Brokerage Co., were honored for the exceeding sales quotas by the Puss 'n Boots division of the Quaker Oats Co. at Chicago recently.

Albert Lea (Minn.) Tribune
SATURDAY, MARCH 2, 1957

AT SALES CONFERENCE
E. J. Wirtz, Grain Belt Sales

CHASKA HERALD

Date JAN 21 1957

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MODERN BREWERY AGE
September 1956

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AMERICAN BREWER - September 1956
Aldin J. Lindgren, G. H. Tadlock, A. O. Sletvold and Harvey Hambergren.
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ST. PAUL SUNDAY
PIONEER-PRESS

Date JAN 27 1957

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ALEXANDRIA ECHO

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ST. PAUL SUNDAY
PIONEER-PRESS

Date JAN 27 1957

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Northwestern Beverage
Journal - January 1957

MINNEAPOLIS BREWING DECLARES DIVIDEND

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DETROIT LAKES
TRIBUNE

Date JAN 30 1957

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RIVER FALLS
TIMES
JAN 23 1957

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Sat., Jan. 26, 1957 MINNEAPOLIS MORNING TRIBUNE *** 21

IN BUSINESS

By Minneapolis Tribune
Business Reporters

Leonard Inskip John Emmerich

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MINNEAPOLIS MORNING TRIBUNE
Fri., Jan. 18, 1957 * 31

Iowa Delegation Tours Minneapolis

Minneapolis observed Iowa Day Tuesday.

Specifically, it was Charles City, Iowa, Day.

As a feature of Charles City's third annual Farmer-Businessmen Stag, 324 of the Iowans hired a six-car special train and made a trip to Minneapolis.

The object—as in the past two years—was to visit some industry that makes use of agricultural products.

This year, the Charles City group selected Minneapolis Brewing Co.

They were guests of Frank D. Kiewel, president of the company, at a noon luncheon, then toured the plant.

Mayor Eric Hoyer welcomed the Iowa delegation, citing the interdependence of the two great agricultural states.

Minneapolis Brewery Agreed to pay a dividend of 15 cents per share on capital shares of the company payable December 19, 1956, an increase of five cents per share over the last quarter's dividend. Total dividends for the year are 50 cents compared to 45 cents last year.

Northwest Beverage Journal, December, 1956



This three-dimensional billboard, showing two happy Premium Grain Belt Beer, won first place in a nation-wide contest. It is part of the highly successful Grain Belt Premium promotion. Minneapolis Brewing Company sales. Design by Fox, vice president in charge of sales. Outdoor Advertising Company, it was judged best by the Advertising Association.

Sioux Falls (S. D.) Argus-Leader
WEDNESDAY, FEBRUARY 20, 1957

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OUT OF TOWN: Louis Beal of L. Beal, Inc., will attend the annual sales convention of the Minneapolis Brewing Co. at Minneapolis Saturday. Officials of Brubaker Brokerage Co., were honored for the exceeding sales quotas by the Puss 'n Boots division of the Quaker Oats Co. at Chicago recently.

Albert Lea (Minn.) Tribune
SATURDAY, MARCH 2, 1957

AT SALES CONFERENCE
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MEAs Clipping Bureau
835 Palace Bldg., Minneapolis 1

WINONA DAILY NEWS

JAN 25 1957

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Clarence E. Tonopolsky was re-elected executive secretary of the association and announced the new location of the 10,000 Lakes office in the Andrews Hotel.

Brewery to Hold Sales Conference

City and rural sales personnel from a five-state area will attend the annual two-day sales conference of the Minneapolis Brewing Co. Thursday and Friday, at the main plant, 1215 NE. Marshall street, it was announced by J. Raymond Fox, vice president in charge of sales.

The conference and sales school will be attended by men from North Dakota, South Dakota, Minnesota, Iowa and Wisconsin as well as Minneapolis and St. Paul.

Frank D. Kiewel, president, will speak to the group.

THE BUSINESS WEEKLY
Published Every Saturday Morning
by the
CREDIT PUBLISHING COMPANY
at
320 South Fourth Street
Minneapolis 15, Minnesota
Telephone: Federal 3-4244

F. D. Kiewel Heads 10,000 Lakes Association in '57

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Brewers Bulletin
1/31/57

Brewer Appointed To Head Minnsota Promotion Group

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ALEXANDRIA ECHO

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Journal - January 1957
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TRIBUNE
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THIEF RIVER FALLS
TIMES
Date JAN 28 1957

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Sat., Jan. 26, 1957 MINNEAPOLIS MORNING TRIBUNE *** 21



IN BUSINESS

By Minneapolis Tribune
Business Reporters

Leonard Inskip

John Emmerich



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Fri., Jan. 18, 1957 * 31

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They were guests of Frank D. Kiewel, president of the company, at a noon luncheon, then toured the plant.

Mayor Eric Hoyer welcomed the Iowa delegation, citing the interdependence of the two great agricultural states.

Sioux Falls (S. D.) Argus-Leader
WEDNESDAY, FEBRUARY 20, 1957

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Albert Lea (Minn.) Tribune
SATURDAY, MARCH 2, 1957

AT SALES CONFERENCE
E. J. Wirtz, Grain Belt Sales Company, Austin, attended the annual sales convention of the Minneapolis Brewing Co. in Minneapolis.

The 1957 marketing program was unveiled for about 500 distributors and key personnel from Minnesota, North and South Dakota, Iowa and Wisconsin.

Speakers were Dr. Kenneth B. Haas, chairman of the department of marketing, Loyola university, and Kurt Becker, Owl stores, Inc., Hopkins, Minn.

Modern Brewery Age 1/57
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Northwest Beverage Journal, December, 1956



This three-dimensional billboard, showing two happy painters at work for Premium Grain Belt Beer, won first place in a nation-wide contest last month. It is part of the highly successful Grain Belt Premium promotion which has been skyrocketing Minneapolis Brewing Company sales. Designed by Knox Reeves, Minneapolis Brewing Company's advertising agency, and produced by Naegele Outdoor Advertising Company, it was judged best by the Independent Outdoor Advertising Association.

Laws on Trespassing May Be Made Tighter

Legislation making it compulsory to ask permission to hunt on cultivated or fenced land was in the offing today.

Representatives of farm organizations, conservation groups and game and fish committees in the legislature planned a meeting at the Capitol early this week to draft a bill covering the point.

The action followed a meeting in the Radisson hotel last Friday night when farm and sportsmen's representatives discussed the growing complaint of private landowners.

Grain Belt Host To NW Group

Over 250 businessmen and farmers from Charles City and Floyd county, Iowa will make their first group visitation to Minneapolis and will be the guests of the Minneapolis Brewing Company and the Minneapolis Chamber of Commerce.

The group is scheduled to arrive Thursday, January 17 and will tour Minneapolis Brewing Company facilities and be guests of the company at a luncheon at the Grain Belt plant, 1215 Marshall Street N.E.

This is the first time the Iowans have chosen Minneapolis as the target for their annual businessmen's stag.

Mayor Eric Hoyer, Bob DeHaven, WCCO radio personality, as well as civic leaders are slated to attend the luncheon.

Agricultural experts from the Minneapolis press, radio and television will also be featured at the event.

The group will make a tour of the Grain Belt brew house, bottle house, wash house and racking room, stock cellars, quality control lab and other facilities tracing the brewing process of Grain Belt products.

Frank D. Kiewel, president of the Minneapolis Brewing Company, will welcome the Charles City group on behalf of the company and other company officials along with Chamber of Commerce executives who attend the function.

The group will arrive by train and go directly to the brewery where they will begin the tour.

Municipal Liquor Store
January 1957

inadequate to control the very small percentage of sportsmen who cause farm damage while hunting, "making it tough" for all hunters.

Gavin pointed out that, in Manitoba, hunters guilty of trespass without permission are liable to fines up to \$200. But there farmers are required to post their land if they don't want hunters on it without permission.

There was agreement that the Minnesota trespass law should be tightened to make it mandatory for hunters not to go on fenced or cultivated land, or areas grazed by livestock, without permission regardless of whether or not the land is posted.

SILVERTSON pointed out that at the Minnesota Farm Bureau convention last December representatives of 23 counties submitted resolutions calling for tighter trespass laws.

Permission, enforcement and liability for damage were aspects of the problem most commonly discussed in the resolutions.

SAINT PAUL SUN

Date JAN 31 1957

Frank Kiewel Named President of 10,000 Lakes Association



Frank D. Kiewel

MINNEAPOLIS STAR
(Evening)
Date JAN 25 1957

Lakes Kiewel

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LITTLE FALLS DAILY TRANSCRIPT

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TWIN CITY OBSERVER

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Special Report

Outdoor Advertising

GI's in World War II were sometimes startled as they slogged through the cold mud to find crude billboards—but with lusciously drawn female nudes—advertising anything from flimsies and bras to cosmetics. Ludicrous and as out-of-place as they were, the early days of the media, as today, outdoor advertising was responsible for promoting a great deal of public service messages. In 1890 bicycle manufacturers recognized the advantage of reaching people who were on the road—and who were excellent targets for advertising.

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metropolitan areas multiplied rapidly. People became rather accustomed to seeing these displays and, as a result, they were not as effective as they were in the earlier days. This, of course, is a problem that has at one time or another grieved all media and as a result, new changes.

MINNEAPOLIS (Evening)

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10,000 Lakes Pick

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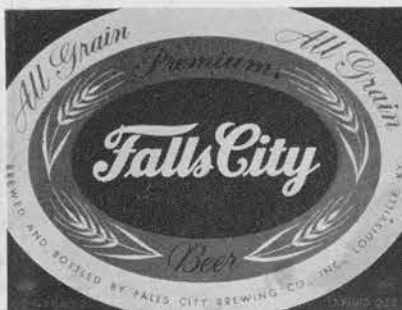
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1956 LABEL CONTEST WINNERS—Top row, Paper Division: Falls City Brewing Co., Louisville, Ky., 1st place; Fuhrmann & Schmidt Brew., Shamokin, Pa., 2nd place; and Rhineland Brewing Co., Rhineland, Wis., 3rd place. Bottom row, Metallic Division: Gunther Brewing Co., Baltimore, 1st place; Minneapolis Brewing Co., Minneapolis, 2nd place; and American Brewery, Inc., Baltimore, 3rd place. Crown Contest winners were: Gunther Brewing Co., 1st place; Storz Brewing Co., Omaha, 2nd place; and Bosch Brewing Co., Houghton, Mich., 3rd place.

☆ FELLOWSHIP . . . the Minneapolis Brewing Co., Minneapolis, Minn. played host to a combined meeting of the Religion and Labor Fellowship at a luncheon in the Friendship room recently. Governor Orville Freeman of Minnesota and religious and labor leaders from all over the nation attended the luncheon, the purpose of which was to gain understanding between labor and religion.

Grain Belt Spectacular Wins Outdoor Ad Award

Grain Belt's latest outdoor spectacular has been awarded a "most outstanding" certificate of merit by the Independent Outdoor Advertising Association. Designed by Loren Harder, Knox-Reeves, it shows two sign painters putting the finishing touches on a giant Grain Belt Premium bottle.

First, in order to motor public that out so greatly as 35 cents make this cover weather advertisers weather Hal Broves, it is said, door aired a regular of 20 cents a share of outstanding com- referred issue), payable on to stockholders of Nov. 30.

Net earnings of \$174,000 for the first 9 months of 1956, as against only \$2,000 for the same period last year, are reported by Minneapolis Brewing Co. (A 12-day strike in July was



been a long time a-brewing'

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work for Premium Grain Belt, part of the highly successful Minneapolis Brewing Company's advertising agency, and judged best by the Independent

Co.'s 3-dimensional billboard was sent Outdoor Advertising Assn. The Minneapolis' ad agency, and pro-

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partly accountable for the poor 1955 showing). Close to 3% of net sales of \$6,336,000 was earned for the 9 months. Sales for this year are ahead of last year's when earnings totaled \$43,375; they should beat that figure fourfold, according to predictions.

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Twin City Observer 1/31/57

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SAINT PAUL SUN

JAN 31 1957

Date

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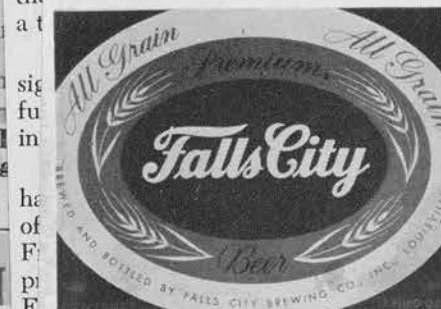
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Special Report

Outdoor Advertising

Gr's in World War II were sometimes startled as they slogged through the cold mud to find crude billboards—but with lusciously drawn female nudes—advertising anything from flimsies and bras to cosmetics. Ludicrous and as out-of-place as they were, the early days of the media, as today, outdoor advertising was responsible for promoting a great deal of public service messages. In 1890 bicycle manufacturers recognized the advantage of reaching people who were on the road—and who were excellent

metropolitan areas multiplied rapidly. People became rather accustomed to seeing these displays and, as a result, they were not as effective as they were in the earlier days. This, of course, is a problem that has at one time or another gripped all media and as a result, outdoor advertising has been forced to change.



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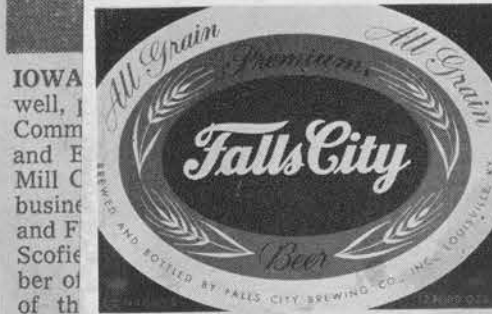
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REACHING FOR "Long Time a-Brewing" Grain Belt Premium beer, the product of the Minneapolis Brewing Co., Minneapolis, Minn., is this 25-foot-high giraffe which can currently be seen at high traffic locations in the Twin Cities area. Co., reported that the three-dimensional board will be moved monthly to assure maximum circulation. The board is a part of the 1956 Grain Belt advertising campaign, "It's Been a Long Time a-Brewing."

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IOWANS GET GLAD HAND—Felton Colwell, president of Minneapolis Chamber of Commerce (left) tells Marvin H. Soehren and Eddie Scofield something about the Mill City as the two arrived with over 300 businessmen and farmers from Charles City and Floyd county, Iowa, for a one-day visit. Scofield is president of Charles City Chamber of Commerce, and Soehren is chairman of the annual Charles City Farmer-Businessman Stag.

Each January the Iowans visit a city where an industry processes agricultural products from the Floyd county area. Minneapolis Brewing Co., which uses Iowa corn, was host to the group at a luncheon at the brewery. Arriving by special train, the Iowans, headed by Charles City's mayor, Mike Micich, were greeted by Mayor Hoyer and Frank D. Kiewel, president of the brewery.

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PHOTO REVIEW



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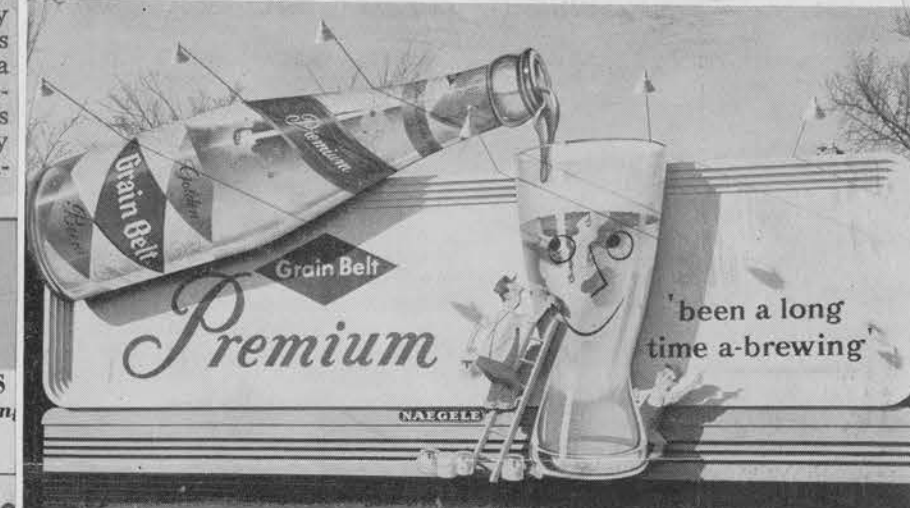
CASS LAKE TIMES



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agriculture in Minnesota," Kiewel said. "We firmly intend to direct our resources toward expanding the markets and usage of our agricultural products to the rest of the nation and the world."

MINNEAPOLIS STAR (Evening)

Date JAN 25 1957

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New directors for three-year terms are Lee Potter, Jr., and William Fobes, both of Minneapolis, and William Curtiss, St. Paul. Two-year directors will be Carl Brandt of Grand Marais, William Benson, Tom Menthe and Robert Eckstrom, all of Minneapolis. Elected directors for one year are John S. Lewis, Brainerd; Helmer Olson, Hibbing, and A. J. Anderson, Winona.

Clarence E. Tonopolsky was re-elected executive secretary and new headquarters of the organization will be in the Andrews hotel.

WINONA DAILY NEWS

JAN 25 1957

Date

**Winonan on Board
Of 10,000 Lakes**

A. J. Anderson, Winona, secretary of the Hiawatha Valley Association, has been elected to the board of the Minnesota 10,000 Lakes Association.

Mr. Anderson, also secretary-manager of the Winona Chamber of Commerce, will serve a one-year term.

Frank D. Kiewel, Minneapolis, was elected president at the annual meeting of the association in Minneapolis.

The proposed 1957 program includes a better roads program, promotion of existing Minnesota industries, acquiring new industry for Minnesota, continuing a policy of a major promotional activity for the state each month and participation in the Minnesota game dinner in Chicago.

Clarence E. Tonopolsky was re-elected executive secretary of the association and announced the new location of the 10,000 Lakes office in the Andrews Hotel.

LITTLE FALLS DAILY TRANSCRIPT

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TWIN CITY OBSERVER

JAN 31 1957

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IOWANS GET GLAD HAND—Felton Colwell, president of Minneapolis Chamber of Commerce (left) tells Marvin H. Soehren and Eddie Scofield something about the Mill City as the two arrived with over 300 businessmen and farmers from Charles City and Floyd county, Iowa, for a one-day visit. Scofield is president of Charles City Chamber of Commerce, and Soehren is chairman of the annual Charles City Farmer-Businessman Stag. Each January the Iowans visit a city where an industry processes agricultural products from the Floyd county area. Minneapolis Brewing Co., which uses Iowa corn, was host to the group at a luncheon at the brewery. Arriving by special train, the Iowans, headed by Charles City's mayor, Mike Micich, were greeted by Mayor Hoyer and Frank D. Kiewel, president of the brewery.

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Grain Belt Takes City Bowling Lead

Grain Belt, paced by Jim Whalen's 672 lead-off score, totaled 3,098 Sunday night to grab first place in the Minneapolis men's bowling championships at Melody Lane Bowl.

The team, which rolls in the City Traveling league, had 20 pins handicap, but its 3,078 count also leads the scratch division.

Andy's Hardware of the Edina Straightaway moved into second place with 250-3,086.

Seven Up, also of the Traveling league, shot into fourth place on the final shift last night, hitting 3,035 as Lenny Lorenson cracked 704 scratch. In posting the first honor count of his career, he rolled 234-246-224.

Grain Belt opened with a 1,130 game, tapered to 934, then came back for 1,014. Individual first-game scores and scratch totals were: Whalen 247-672, Bill Drouches 254-588; Bruce Kline 231-605, Leo Mann 204-590 and Bill Baden 194-623.

Team	Hcp.	Total
Grain Belt	20	3,098
Andy's Hardware	250	3,086
Mannen's Awnings	98	3,050
Bohn's	32	3,028
Seven Up	76	3,035
Pollard's	4	3,017

CASS LAKE TIMES

JAN 31 1957

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(Continued on Page 8)

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