



## Grain Belt Breweries Company Records.

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CLIPPINGS

October 1964 - -----July 1968







# Two Confess Killing Park Deer

Two young men today confessed killing a deer at Grain Belt Park Friday, Minneapolis police said.

Held in City Jail, for in-

Mpls Star 10/10/64

vestigation of criminal damage of property, are Clifton M. LaDuke, 23, 1507 Oliver Av. N., and his brother-in-law, John Kier, 24, Duluth, Minn.

In a signed statement to Det. Jerry Lutz, LaDuke admitted to killing one deer, a doe, and slashing another. LaDuke gave the following account to police:

He and Kier had been drinking beer Friday evening, then drove LaDuke's car to a friend's house. The friend wasn't home. While driving around they passed Grain Belt Park.

(In his confession, according to police, Kier said that before the pair left the house LaDuke said, "Let's go get us some deer meat.")

LaDuke said they stopped at the deer pen and he crawled over the 8½-foot fence. He tried to grab one doe and slashed at it before it got away.

He held on to another deer and killed it. Then he asked Kier, who had remained outside the fence, to come inside and help him carry it out.

They got the deer out of the pen and were carrying it away when a guard shouted at them. They dropped the deer, ran to the car and drove off. At home, they burned their bloody clothes.

The guard wrote down LaDuke's license number. Police arrested the men today.

Frank D. Kiewel, president of the Grain Belt Brewing Co., 1215 NE. Marshall St., said the deer had been rented from a Lake City, Minn., deer farm and that 25,000 persons had seen them in the park during the summer. The park contains an old-world garden, a Bavarian Inn, the animal pen and a fountain.

A third deer in the pen, a fawn, was not harmed.

# Two Men Charged In Killing of Pet Deer

A North Minneapolis man and his brother-in-law were charged last Friday with aggravated criminal damage to property in connection with the killing of a doe and injuring another deer in Grain Belt Park, Marshall and Broadway N. E., Oct. 9.

Charged was Clifton M. LaDuke, 23, 1507 Oliver Ave. N., and his brother-in-law, John Kier, 24, Duluth.

LaDuke, in a signed statement, admitted killing the doe and slashing another deer. He related police the following account:

He and Kier had been drinking beer that Friday night and drove over to a friend's house. While driving, they passed the Grain Belt Park.

Kier, in his confession, according to police, said that before they left the house, LaDuke said, "Let's go get us some deer meat."

LaDuke told police that they stopped at the deer pen and parked the car near the rear of the brewery along the tracks. He said he crawled over the 8½-foot fence and tried to grab one of the deer, slashing it before it got away.

He then held on to another deer and killed it. He asked Kier, who remained outside

the fence, to come inside and help him carry the doe out.

LaDuke and Kier had pulled the deer out and were carrying it away when an engineer in the building spotted them and notified the guard. When the guard shouted at them, they dropped the deer and ran to the car and drove off. At home, they burned their bloody clothes. The guard wrote down LaDuke's license number and reported it to police.

According to police, the doe had been decapitated and was partially gutted-out. The second doe was slashed, but not seriously and an attempt was made to strangle the fawn. Both remaining deer are in good condition following treatment by a veterinarian.

Frank W. Kiewel, president of the Grain Belt Brewing Co., said the deer had been rented from a Lake City, Minn., deer farm and that 25,000 persons had seen them in the park throughout the summer. They were to be returned to the farm Oct. 14 for the winter. Kiewel said he is not certain whether the park will have the deer next year.

The park contains a Bavarian inn, the animal pen, a fountain and an old-world garden.

Minneapolis Argus 10/22/64

Mpls. Trib. 10/16/64

# Two Men Admit Killing Deer in Grain Belt Park

A Minneapolis man and his Duluth, Minn., brother-in-law Thursday confessed killing a deer at Grain Belt Park.

Police said that Clifton M. LaDuke, 23, 1507 Oliver Av. N., and his brother-in-law, John Kier, signed statements admitting killing a doe and slashing another Friday. The park is adjacent to the Minneapolis Brewing Co., 1215 NE. Marshall St.

According to police, LaDuke's confession said he crawled over the fence surrounding the park's deer pen, tried to grab a doe and slashed at it before it got away.

He said he then grabbed another deer, killed it and asked Kier to come inside the pen to help carry it out, police reported.

As they removed the deer, a guard shouted at them, police said, causing the two men to drop the deer and flee. Police said the guard wrote down LaDuke's license number. He and his brother-in-law were arrested yesterday.

# Deer in Park Killed, Another Slashed

One deer was killed and another slashed with a knife in their pen at the Grain Belt Park Friday night.

A guard at the Grain Belt brewery, 1215 NE. Marshall St., noticed someone in the deer pen about 8:15 p.m. He went to investigate and saw two men climb over the pen's 8½-foot wire fence.

As the men fled, a brewery employee noted the license number of their car, police said.

They found one doe dead and another slashed with a knife. A fawn in the park was unharmed.

Frank D. Kiewel Jr., president of the brewing company, said the animals were rented last spring from a Lake City, Minn., deer farm and were to be returned to the farm next week.

He said about 25,000 persons, mostly children, had come to see the deer during the summer. "Unfortunately, after this I don't think we'll be able to keep animals in the park any more," Kiewel said.

The park, complete with an old world garden, Bavarian wayside inn, fountain and animal pen, was built by the brewing company last year.

Located at the northwest corner of the St. Anthony renewal area, the park was intended to draw attention to restoration of the historic character of the neighborhood, Kiewel said. The area south of the park contains buildings which date to the founding of St. Anthony in 1849.

# Deer in Park Pen Killed; 2nd Slashed

Meat hunters raided a park deer pen in Minneapolis Friday night but got only bloody hands for their effort.

One deer was killed and another was slashed by two men apparently armed with knives for their foray on Grain Belt Park developed last year by a Minneapolis brewery.

A brewery guard saw two men leap over the pen fence as he approached the park about 8:15 p.m. Another brewery employee gave police a license number of a car.

Frank D. Kiewel Jr., president of the brewing company, said the animals were rented last spring from a Lake City deer farm and were to be returned next week.

Kiewel said about 25,000 persons, mostly children, had visited the park during the summer to see the deer.

# Poachers Kill Tame Deer, Maim Two

Poachers hunting in northeast Minneapolis killed one tame deer and wounded two others before being scared away by a night watchman at Grain Belt park, a private park maintained by the Minneapolis Brewing Co., 1215 NE. Marshall ave.

Police said the men had decapitated and dressed out one of the deer and were preparing to load it into a car when frightened away.

The two other deer, which were stabbed several times, received treatment from veterinarians and are expected to survive.

MINNEAPOLIS TRIBUNE  
Sat., Oct. 17, 1964

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# Man Charged in Deer Killing

Clifton M. LaDuke, 23, 1507 Oliver Av. N., was charged Friday with aggravated criminal damage to property in connection with the killing of a deer and the injury of another.

LaDuke's brother-in-law, John Kier, 24, Duluth, Minn., is being held in City Jail in connection with the same incident.

LaDuke admitted killing the deer and slashing another Oct. 10 at Grain Belt Park, 1215 NE. Marshall St.

Kier told police he was with LaDuke when the incident occurred.

# 2 Charged With Killing Deer

Clifton M. LaDuke, 23, 1507 Oliver Av. N., and his brother-in-law, John Kier, 24, Duluth, Minn., were charged Friday with aggravated criminal damage to property in connection with the killing of a deer and the injury to another.

Police said LaDuke admitted killing the deer and slashing another Oct. 10 at Grain Belt Park, 1215 NE. Marshall St.

Kier told police he was with LaDuke when the incident occurred.



## GUILTY PLEAS

### Pair Convicted of Killing Deer in Local Park

A Minneapolis man and his brother-in-law pleaded guilty in Hennepin County District Court today to a charge of aggravated criminal damage to property in connection with the killing of a deer and the injury to another.

Clifton D. LaDuke, 23, 1507 Oliver Av. N., and John Kier, 24, Duluth, Minn., were referred to the probation office before sentencing.

Judge Donald T. Barbeau said LaDuke will be sentenced Nov. 13, and Kier Nov. 27.

The charge carries a maximum penalty of five years imprisonment or a \$5,000 fine, or both.

LaDuke and Kier admitted killing a doe and slashing another Oct. 10 at Grain Belt Park, 1215 NE. Marshall St.

### Mpls. Star 11/13/64 Deer Slayer Gets Up to 5 Years

A Minneapolis man who slaughtered and dressed a tame deer was sentenced today to serve up to five years in Stillwater State Prison.

Clifton M. LaDuke, 23, 1507 Oliver Av. N., was charged jointly with his brother-in-law, John Kier, 24, Duluth, Minn., with killing a doe Oct. 10 at Grain Belt Park, 1215 NE. Marshall St.

Kier is to be sentenced Nov. 27.

Prior to imposition of today's sentence, LaDuke also was given a five-year prison term under a revocation of probation order by District Judge William Gunn.

LaDuke had been placed on probation a month before the deer killing on a charge of theft by check. Both prison terms will be served at the same time.

Today's sentence was ordered by District Judge Donald T. Barbeau.

### Mpls. Trib. 11/14/64 Slayer of Deer Gets Up to Five Years in Prison

Clifton M. LaDuke went to prison Friday, perhaps for five years, because he slashed and killed a deer that was kept in a pen at Grain Belt Park.

LaDuke, 23, 1507 Oliver Av. N., was on probation on a theft charge on Oct. 9 when he killed the doe and attempted to carry it away with the aid of his brother-in-law.

The men were surprised by a guard for the Minneapolis Brewing Co., 1215 NE. Marshall St., and dropped the deer. They were later arrested and admitted the crime.

Yesterday, LaDuke's probation was revoked and he was sentenced to a maximum of five years at Stillwater State Prison by Hennepin County District Judge William D. Gunn.

Judge Donald T. Barbeau also gave LaDuke a similar sentence to be served concurrently for killing the deer.

The brother-in-law, John Kier, 24, Duluth, Minn., is to be sentenced in two weeks.

### Mpls. Star 11/28/64 Guilty Plea Is Withdrawn in Killing of Deer

John Kier withdrew his guilty plea Friday and decided to go to trial for allegedly taking part in the killing of a deer in a pen at Grain Belt Park in northeast Minneapolis.

Hennepin County District Court Judge Donald T. Barbeau allowed withdrawal of the guilty plea.

Kier, 24, Duluth, Minn., previously admitted assisting his brother-in-law, Clifton M. LaDuke, in trying to carry the deer from the park when they were surprised by a guard. At that time Kier said LaDuke killed the animal.

LaDuke, 23, 1507 Oliver Av. N., was sentenced to five years in prison after admitting his part in the incident.

MINNEAPOLIS BREWING CO. reports earnings of \$192,000 in the three months ending Sept. 30. This compares favorably with \$186,000 for the same period last year.

Modern Brewery Age 11/9/64

## MINNEAPOLIS BREWING SALES CONTINUE RISE

Sales and earnings of Minneapolis Brewing Company for the third quarter of 1964 continued to increase over the same period of a year ago, it was reported to shareholders by Frank D. Kiewel, President and General Manager.

Net earnings, after provision for federal and state income taxes, were \$192,000 in the three months ended Sept. 30. This compares to \$186,000 for the same period of a year ago.

For the first nine months of 1964, after-tax earnings were \$423,000 with net earnings per share of 87 cents. This compares to \$400,000 and 82 cents per share for the opening three quarters of 1963.

There are 487,200 shares outstanding.

Kiewel said increases in Grain Belt beer sales were stimulated by abnormally hot weather in July, but that this has partially been offset by lower-than-normal temperatures in late summer and fall.

He concluded, "Sales have continued to grow. Earnings have also increased, but at a slower rate of gain than for the same months of last year."

Beverage Journal

BEVERAGE JOURNAL, November, 1964

## THE MINNEAPOLIS STAR

Business and Markets

TUESDAY, OCTOBER 20, 1964

### Brewery Reports Earnings Rise

Minneapolis Brewing Co. reported net earnings of \$423,000, or 87 cents per share, for the first nine months of 1964. This compared with \$400,000, or 82 cents per share, for the same period last year.

Although the company does not release sales figures, except on an annual basis, Frank D. Kiewel, president, said sales continued to grow during the nine months, especially during the hot weather in July.

### Mpls. Trib. 10/21/64 Minneapolis Brewing Earnings Increase

The net earnings of Minneapolis Brewing Co., maker of Grain Belt beer, for the third quarter ended Sept. 30 were \$192,000, compared with \$186,000 for the same period last year.

For the first nine months of 1964, earnings were \$423,000, or 87 cents a share, compared with \$400,000, or 82 cents a share, a year ago.

ST. PAUL DISPATCH

Tues., Oct. 20, '64

## BUSINESS NEWS

By Don W. Larson and Frank Godfrey

### Brewery Reports Gain in Earnings

Sales and earnings of Minneapolis Brewing Co. for the third quarter of 1964 continued to increase over the same period of a year ago, shareholders were told by Frank D. Kiewel, president.

Net earnings were \$192,000 in the three months ended Sept. 30 compared to \$186,000 for the same period a year ago.

For the first nine months of 1964 earnings were \$423,000 with net earnings per share of 87 cents. This compares to \$400,000 and 82 cents per share for the opening three quarters of 1963.

### Twin City Observer EARNINGS INCREASE 11/12

Sales and earnings of Minneapolis Brewing Company for the third quarter of 1964 continued to increase over the same period of a year ago, it was reported last week to shareholders by Frank D. Kiewel, President and General Manager.

Net earnings, after provision for federal and state income taxes, were \$192,000 in the three months ended Sept. 30. This compares to \$186,000 for the same period of a year ago.

For the first nine months of 1964, after-tax earnings were \$423,000 with net earnings per share of 87 cents. This compares to \$400,000 and 82 cents per share for the opening three quarters of 1963.



## Minneapolis Brewing Earnings Shows Another Increase

Sales and earnings of Minneapolis Brewing Company for the third quarter of 1964 continued to increase over the same period of a year ago, it was reported Tuesday to shareholders by Frank D. Kiewel, president and general manager.

Net earnings, after provision for federal and state income taxes, were \$192,000 in the three months ended Sept. 30. This compares to \$186,000 for the same period of a year ago.

For the first nine months of 1964, after-tax earnings were \$423,000 with net earnings per share of 87 cents. This compares to \$400,000 and 82 cents per share for the opening three quarters of 1963.

There are 487,200 shares outstanding.

Mr. Kiewel said increases in Grain Belt beer sales were stimulated by abnormally hot weather in July, but that this has partially been offset by lower-than-normal temperatures in late summer and fall.

He concluded, "Sales have continued to grow. Earnings have also increased, but at a slower rate of gain than for the same months of last year."

Minneapolis Brewing Company releases sales figures on

## THE MINNEAPOLIS STAR

Business and Markets

Tues., Nov. 17, 1964 ★ 12B III

### Dividend Declared

Directors of Minneapolis Brewing Co. declared a dividend of 18 cents per share on common stock, payable Dec. 15 to stockholders of record Nov. 30. There are 487,200 shares outstanding.

Mpls Star - 11/18

This factor, combined with a growing population, will result in an estimated increase of more than 55 per cent in the retail value of meals served by the food service industry, he said.

### Grain Belt Votes 18-cent Dividend

Directors of the Minneapolis Brewing Co. today declared a quarterly dividend of 18 cents per share on common stock, payable Dec. 15 to shareholders of record Nov. 30. There are 487,200 shares outstanding.

This brings the total of dividends declared thus far this year to 72 cents per share, compared with 68 cents for all of 1963.

## PAULY, GRAIN BELT RELATIONS GO BACK 30 YEARS

Beverage Journal

Nov. 1964



A business relationship which began more than 30 years ago is being discussed here by Frank D. Kiewel, president and general manager of Minneapolis Brewing Company, and Emil Pauly of Chanhassen, proprietor of Paul's Bar in that Carver County community. Pauly has been operating his business and serving Grain Belt beer since shortly after repeal. He is a member of the Carver County Retail Liquor Dealers association.

## Cold Grain Belt Tastes Better Than Ever



Kiewel

Sales and earnings of Minneapolis Brewing Co. for the third quarter of 1964 continued to increase over the same period of a year ago, it was reported October 20 by Frank D. Kiewel, president & general manager.

Net earnings, after provision for federal and state income taxes, were \$192,000 in the three months ended September 30. This compares to

\$186,000 for the same period a year ago.

For the first nine months of 1964, after-tax earnings were \$423,000, with net earnings per share of 87 cents. This compares to \$400,000 and 82 cents per share for the opening three quarters of 1963.

There are 487,200 shares outstanding.

Kiewel said increases in Grain Belt beer sales were stimulated by abnormally hot weather in July, but that this has partially been offset by lower-than-normal temperatures in late summer and fall. "Sales have continued to grow. Earnings also have increased, but at a slower rate of gain than for the same months of last year".

1963 Calendar

Layne-Western



DRILLING "DIAMOND WELL" FOR GRAIN BELT

## And Vandalism Continues . . . 11/4/64

Post Pubs.

HARDLY A DAY GOES BY that you don't hear or read about some form of vandalism occurring in and around the Twin Cities. Two Sundays ago I stopped at a phone booth after church. It wasn't to be a very important call, a call I wanted to make. I was five feet away from the booth when I noticed the cord hanging limp and almost touching the floor. It had been snapped from the receiver. This was 1 p.m. and it was a simple task for me to cross the street to a filling station to make the call, but what if it had been 1 a.m. and an emergency? For most of us, over 99 per cent of our calls are not a matter of life or death. But picture this: A woman has just been attacked on the street and is bleeding from several stab wounds. Her assailant leaves her in a heap on the sidewalk. After he flees, she comes to and sees phone booth 100 yards away. She crawls on her hands and knees up to it to call for help. The line has been cut. She dies. Far fetched? Not on your life. I'm sure it has happened many times before. My question is this: Does the person who cuts the line stop to consider the possible consequences? I think not. I believe the type of person who commits this sort of act to be an unthinking boob — an idiot. The act of cutting phone wires falls into the same classification as breaking windows and doing general damage to property. There is another type of vandal, however — one who is even more despicable. A good case in point occurred a little over two weeks ago in Grain Belt park. Two men (ages 23 and 24, I believe) jumped the fence and killed two or three of the small does that serve as tourist attractions. Can you imagine anyone cutting open a baby deer while it was still alive and letting it bleed to death? Fortunately the two were apprehended and can be punished up to five years. It is not for us to decide whether five years is too much or not enough. Let's hope they get exactly what they deserve.

JOHN O'CONNOR, Staff Writer





Warehousing and loading operations at Minneapolis Brewing Company have been considerably improved with completion of a \$400,000 improvements program. Here, forklift truck operator Glenn Webster, 3614 N. 50th Av., Brooklyn Center, Minn., prepares to load cased beer into one of the company's 15 new side-loading trucks inside a 100 by 160-foot warehouse addition. At left is Vern Dahlgren, warehouse superintendent, 2655 Orleans Lane, Plymouth Village. Clarence Mitchell, a warehouse

foreman, 6917 Hickory Dr., Fridley, is at right. The addition extends the packaged beer warehouse to a total length of 700 feet from N.E. 13th Av., to the Mississippi River. The new trucks, to be used to deliver Grain Belt products to the central part of Minneapolis, were built to accommodate pallets and, thereby, speed loading and unloading. Minneapolis Brewing Company has spent more than \$8 million on capital improvements during the past 10 years.

Mpls. Star - 11/24/  
**Minneapolis  
 Brewing Plans  
 for Expansion**

Minneapolis Brewing Co. will spend another \$400,000 on expansion, the company announced today.

Some \$125,000 will be for a 100-by-160-foot addition to the firm's case beer warehouse, extending the building to a length of 700 feet from 13th Av. NE. to the Mississippi River.

The company will also finish palletizing its warehousing and truck loading operation for canned and bottled beer at a cost of \$160,000. Fifteen delivery trucks, with special bodies to accommodate pallets, have already been purchased for \$120,000.

Tribune 11/24/64  
**Minneapolis Brewing  
 to Expand**

The Minneapolis Brewing Co. has announced a \$400,000 program to upgrade its warehousing and distribution operations.

Of this, \$125,000 will go for a 16,000 square foot extension of the Grain Belt case beer warehouse at 13th Av. NE. on the Mississippi River.

The contractor is S.R. Gersbach Co., 4712 S. Cedar Lake Road.

Palletizing of the warehouse operations will cost \$125,000 and the purchase of new trucks and truck bodies the remainder of the total cost.

Argus  
 Nov. 18, 64  
**Slayer of  
 Pet Deer  
 Sentenced**

The man who slashed and killed a deer kept in the pen at Grain Belt park Oct. 9 may serve five years in Stillwater State prison.

Clifton M. LaDuke, 23, 1507 Oliver Ave. N., was on probation on a theft charge when he killed the doe and attempted to cart it away with the help of his brother-in-law.

A Pinkerton guard, working for the Minneapolis Brewing company, 1215 N. E. Marshall, surprised the two men and forced them to drop the deer and flee. They were later arrested and admitted the act.

LaDuke's probation was revoked Friday and he was sentenced to a maximum of five years by Hennepin County District Judge William D. Gunn.

LaDuke was also given a similar sentence to be served concurrently for killing the deer by Judge Donald T. Barbeau.

The 24-year-old brother-in-law, John Kier, Duluth, Minn., is to be sentenced in two weeks.



# BUSINESS NEWS

By Don W. Larson and Frank Godfrey

GLENN WEBSTER, forklift operator, prepares to load cased beer into one of 15 new side-loading trucks inside a 100 by 160 foot addition to the Minneapolis Brewing Co. warehouse, part of a \$400,000 improvement program in the Minneapolis concern's plant. The other two men are, center, Vern Dahlgren, warehouse superintendent, and Clarence Mitchell, warehouse foreman. The addition extends the packaged beer warehouse to a length of 700 feet. The company, 1215 Marshall st. NE., Minneapolis, has spent 8 million dollars in improvements in the past 10 years.



Mpls. Star 11/28/64  
**Guilty Plea Is  
 Withdrawn in  
 Killing of Deer**

John Kier withdrew his guilty plea Friday and decided to go to trial for allegedly taking part in the killing of a deer in a pen at Grain Belt Park in northeast Minneapolis.

Hennepin County District Court Judge Donald T. Barbeau allowed withdrawal of the guilty plea.

Kier, 24, Duluth, Minn., previously admitted assisting his brother-in-law, Clifton M. LaDuke, in trying to carry the deer from the park when they were surprised by a guard. At that time Kier said LaDuke killed the animal.

LaDuke, 23, 1507 Oliver Av. N., was sentenced to five years in prison after admitting his part in the incident.

Mpls. Star - 12/3/64  
**Deer Slayer's  
 Accomplice  
 Is Sentenced**

The second of two men arrested in connection with the slaying and butchering of a tame deer at a Minneapolis brewery game park was sentenced to 90 days in the workhouse today by Hennepin District Judge Donald T. Barbeau.

John Kier, 24, Duluth, Minn., pleaded guilty to participating in the offense. Earlier, Clifton M. LaDuke, 23, 1507 Oliver Av. N., who killed the deer, received a five-year prison term.

The deer was butchered and taken to LaDuke's home. The two men were arrested after a resident near Grain Belt Park, 1215 NE. Marshall St., had taken their automobile license number.

Argus  
 12/10/64  
**Sentenced for  
 Part In Killing  
 Park Deer**

For his part in the killing of a deer in the Grain Belt Park Oct. 9, a 24-year-old Duluth man was sentenced to 90 days in the workhouse by a Minneapolis municipal court.

John Kier and his brother-in-law, Clifton M. LaDuke, 23, 1507 Oliver Ave. N., attempted to carry the deer out of the park when they were spotted by a security guard. They were apprehended a few days later.

LaDuke, the actual slayer of the deer, was sentenced up to five years. The sentence is to run concurrently with a five-year sentence for parole violation.



## Faces and Places



Minneapolis Star Photos by Roy Swan

John R. Blazek, 3606 54th Av. N., Brooklyn Center, was crowned King of Klubs by Mary Sue Anderson, Queen of the Lakes (upper right). Blazek was sponsored by the North Town Business Men's Association.



### Blazek Moves Into King of Klubs Lead

John Blazek, representing the North Town Business Men's association, holds the lead as of Friday in the seven man King of Klubs contest sponsored by North Memorial hospital auxiliary.

Blazek, 3606 - 54th ave. N., is a salesman for the Minneapolis Brewery.

Don Betzold, 3110 Emerson ave. N., owner of Zephyr Sales and Appliance Store, representing the Exchange club, who held the top spot last week is now in second place.

The King of Klubs will be crowned during the hospital auxiliary's big musical production, The Red Stocking Follies of '64, Friday night, Nov. 6, at the Prudential auditorium, 3701 Wayzata Boulevard.

According to contest chairman, Mrs. Kenneth Nesseth, 4021 York ave. N., there will be time preceding the Follies Friday night to vote.

A vote costs one penny with the money going to the hospital auxiliary. Containers have been placed in Northside businesses the last few weeks for voting purposes.

Winner of the contest will receive for himself and his lady a "Pampered in Pink" weekend at the North Star Inn.

Second place winner will receive a \$25 gift certificate donated by the Ambassador Motel.

Dick Johnson, 4925 Sorrell ave. N., the Golden Valley Optimist club's entry who is a sales representative for Murphy Motor Freight holds third place.

Others in the race include George Swanson, the Y's Men's candidate, 6083 Perry ave. N., a Minneapolis Grain Exchange inspector; the Rev. Dale Franzon, 8024 - 32nd ave. N., pastor of the Holy Nativity Lutheran church, representing the Crystal Robbinsdale Optimist club; Richard Brix, 2200 Indiana ave. N., W. C. Brix & Sons Meats and Grocery, representing the West Broadway Business Men's association, and Tom Sipe, 4028 - 37th ave. N., manager of the Robbinsdale Texaco station, representing the Robbinsdale volunteer fire department.

74 The BREWERS DIGEST—November 1964



### at the m.b.a.a. affair . . .

★ At the M.B.A.A. convention, top row (left to right): Hans Kording, Cerv. Polar, C.A.; Louis F. Naples, Kelco Co.; John W. Rauber, John I. Haas, Inc.; Frank Mathes, Minneapolis Brewing Co.; Robert Sifton, Wallerstein Co. ★



Above (left to right): Andrew J. Lejeune, Malting Barley Improvement Association; Vernon G. Geiger, Northwestern Malt and Grain Co.; Stuart F. Seidl, Rahr Malting Co.; Frank E. Mathes, Minneapolis Brewing Co.; and T. H. Reap, Anheuser-Busch, Inc.

Brewers Digest - November 1964 MBA Meeting San Antonio

American Brewer  
November 1964

BAA 23rd Annual Conv  
L Laskow, Art Harre  
Frank D. Kiewel



### Brewers Digest 11/64

Joseph J. Barrett has been named credit manager of the Minneapolis Brewing Co., Minneapolis, Minn., President Frank D. Kiewel has announced.

Mr. Barrett succeeds Rome Sexton, who will continue with Grain Belt in a supervisory capacity and as secretary of the company.

Mr. Barrett had been assistant credit manager at the brewing company. He joined the Minneapolis Brewing Co. in December, 1959, after 10 years at Land-O-Lakes Creameries, Inc., as assistant credit manager and two years with the former O. B. McClintock Co. as a bookkeeper.

A native of Scranton, Pa., Barrett has taken extension accounting and credit courses at the University of Minnesota and credit courses through the former Minneapolis Wholesale Credit association (now North Central Credit Management association).

### Brewers Digest 11/64

Sales and earnings of Minneapolis Brewing Co., Minneapolis, Minn., for the third quarter of 1964 continued to increase over the same period of a year ago, it has been reported by Frank D. Kiewel, president and general manager.

Net earnings, after provision for federal and state income taxes, were \$192,000 in the three months ended September 30. This compares to \$186,000 for the same period of a year ago.

For the first nine months of 1964, after-tax earnings were \$423,000 with net earnings per share of 87 cents. This compares to \$400,000 and 82 cents per share for the opening three quarters of 1963.





Col. Heights Record - Nov. 18, 1964

TRAVELERS THREE from Blaine just returned from a 10-day trip to Mexico, loaded with souvenirs and a special appreciation for their north suburban homes. Left to right are Bob Camp, Mayor W. R. Swedeen, and Trustee Don Knoll.

## Politicians Are Travelers Down Mexico Way

Three local political cohorts -- Blaine Mayor Bill Swedeen, Village councilman Don Knoll, and Bob Camp, known in local circles as "the whip", cavorted their way to Mexico in a ten-day jaunt Oct. 30 - Nov. 8.

Also accompanying the trio

was Tom Wolff, a St. Paul businessman.

As is typical of political leaders, Bill, before the trip even began, exercised his authority, ruling that each traveler could bring only one suitcase and one suit each.

But alas, laws are inevitably made to be broken. Camp crowded in three coats, three suits, a box of shirts, and a duffle bag along with his suitcase. On the other hand, Knoll, possibly by chance or perhaps by foresight, brought only a small overnight grip plus a suit.

Luggage restriction, however, was not all the planning put into the diversified 4550 mile journey.

Originally Swedeen and his wife Marlene, had planned to visit some of Bill's Army pals in El Paso, Texas. A new baby girl complicated matters. Finding it impractical to take the new baby traveling, Marlene decided not to make the trip. But since her husband had been looking forward to his long awaited reunion for almost a year, she encouraged him to continue his plans.

Gradually the trip took shape and evolved into reality as Camp, Knoll and Wolff agreed to join the mayor in his adventure.

After many hours of laying out routes and making final decisions, the quartet headed out of the Twin Cities about 9:30 a.m. Friday morning. They journeyed through Iowa, into Nebraska, through Kansas, cut across Oklahoma and the corner of Texas into New Mexico and made their way down to El Paso. After visiting Bill's friends, the four Minnesotans ventured south of the border.

After traveling 13 miles into Mexico, (no passports are needed up to this point) and reaching the first customs station, the travelers discovered to their dismay, that they had inadvertently forgotten to have their papers stamped by the proper officials before entering the country. When the difficulties were finally ironed out, the trip proceeded smoothly.

The first Mexican stop found the men in Juarez, a large city just over the border from El Paso.

Commenting on the city, Bill, who had been there three times during his Army days, found the people to be "much more commercial" than he remembered them.

It was here, in Juarez, where the Americans saw their first bull fight. Swedeen termed it "very hilarious" entertainment and at the same time stated that all six bulls won (no matador was injured seriously).

Don and Bob both found Chihuahua to be a very enjoyable town. Knoll sited the modern aspect of the city while Camp pointed to the friendliness and politeness of the people.

Bill, on the other hand found Monterrey "much more scenic and much cleaner." He felt that

improved communications gave an added feeling of security absent in other towns they had visited.

Next to getting lost on the side streets of Juarez while looking for a hotel (they finally retreated to El Paso), probably the greatest problem centered around Camp disturbing his companions at night. According to Swedeen, Wolff, whom Bill termed a good traveler, "didn't complain about a thing except Bob's snoring!"

One of the most rewarding experiences came in a Monterey hotel restaurant. Here Wolff was paying for a 70 pesos dinner with a 100 pesos note. He told the waiter to "keep the change," or 30 pesos, the equivalent of two days wages. The look on the man's face was worth a thousand words, according to Swedeen.

A Minnesota fisherman's dream came true, when Bob, Bill and Don tried their luck at deep sea fishing in the Gulf of Mexico. Each caught their fair share and agreed that the suspense of not knowing what is on the hook until it is landed, made the "boat ride" especially exciting.

Noting economic conditions in the area they visited, the group emphatically agreed that they are happy and proud to live in the United States.

Camp, who has persistently pushed for street improvement and who has been dubbed by a local newsmen as "the street commissioner" even declared, "I'll never complain about streets again!"

Money-wise the people were poor in contrast to American standards. All four travelers, however, commented that the Mexicans were generally quite happy and satisfied with life.

Although the three local politicians had sacrificed the excitement of being home during the national election (they voted by absentee ballot), they found watching their southern neighbors favorable reactions to the Johnson-Humphrey victory as enjoyable as watching the returns on a Minnesota TV station. Finally, as all good things must, their visit at last came to an end, and they headed back to Minnesota.

When they arrived home Sunday at 5:30 a.m. they were a tired but mighty happy group.

## J. P. Ward Elected New President

John P. Ward of Kansas City, Kans., is the new president of the National Beer Wholesalers' Association, his election having taken place at the recent annual convention. A record-breaking turnout of close to 2,500 persons was registered for the event.

Mr. Ward had been N.B.W.A.'s Region II vice-president for the past year. He is also retiring president of the Kansas state wholesalers' group.

Other officers elected by the N.B.W.A.'s board of directors were:

Region I vice-president, David H. Hirsch, Savannah, Ga.; Region II vice-president, N. P. McLean, St. Paul, Minn.; Region III vice-president, Albert Markstein, Oakland, Calif. Mr. McLean replaced Mr. Ward; the others were re-elected.

Re-elected as treasurer was James J. Walsh, Mattoon, Ill.; and as secretary, J. J. Kiernan, Hammond, Ind. R. J. Cheatwood, Richmond, Va., former president, continues as chairman of the N.B.W.A. board.

New directors chosen by the mem-



John P. Ward  
President  
N. B. W. A.

Brewers Digest - November 1964

Minneapolis Brewing Co., Minneapolis, Minn., improvement programs costing more than \$400,000 have been announced by Frank D. Kiewel, president and general manager.

An addition, 100 feet by 160 feet, to the Grain Belt case beer warehouse will ex-

tend the building to a total length of 700 feet from N.E. 13th Av. to the Mississippi River. The cement block structure is to be used for loading and unloading of city delivery trucks and for additional storage space for case beer.

When the building is completed, the brewing company's entire warehousing and truck loading operation for canned and bottled beer will be completely palletized.

Fifteen new Ford delivery trucks have been purchased by the company to deliver Grain Belt products to the central part of Minneapolis. The bodies of the new trucks are being adapted to accommodate pallets so that loading and unloading operations may take place inside the new warehouse facility.

Costs for the three phases of the modernization program are \$160,000 for palletization, \$125,000 for the completed warehouse addition, and \$120,000 for new trucks and truck bodies.

During the past 10 years, the Minneapolis Brewing Co. has expended more than eight million dollars on capital improvements. At the end of 1964 the expansion program will have been matched by 10 successive years of increased sales of Grain Belt products.

Brewers Digest - 12/64



## Grain Belt Launches \$400,000 Capital Expansion Project

Minneapolis, Minn.—Improvement programs costing more than \$400,000 were announced here recently by Frank D. Kiewel, president and general manager of the Minneapolis Brewing Company. The firm produces Grain Belt beer.

An addition (measuring 100 by 160 feet) to the Grain Belt case beer warehouse will extend the building to a total length of 700 feet. The cement block structure is to be used for the loading and unloading of city delivery trucks, and for additional storage space for case beer. General contractor is the S. R. Gersbach Company, Minneapolis.

When the building is completed, the brewing company's entire warehousing and truck-loading operation for canned and bottled beer will be completely palletized. This will facilitate the loading and unloading of trucks. Up to this time, Grain Belt's warehousing has been only partially palletized.

Fifteen Ford delivery trucks have been purchased by the company to deliver Grain Belt beer to the central part of Minneapolis. The new vehicles are being fitted with special bodies by the Kolstad Company of nearby Roseville. The bodies are adapted to accommodate pallets so that loading and unloading operations may take place inside the warehouse facility.

Other sections of Minneapolis are served by three distributors—the East Side Beverage Company, the O. A. Brink Beverage Company and the City Beer Distributing Company.

Costs for the three phases of the modernization program are \$160,000 for palletization, \$125,000 for the completed warehouse addition and \$120,000 for new trucks and truck bodies. The added space and new equipment is made necessary because of expanding business and the need to provide faster and more economical handling of packaged beer, Kiewel explained.

During the past 10 years, Minneapolis Brewing has expended more than \$8,000,000 on capital improvements. At the end of 1964, the expansion program will have been matched by 10 successive years of increased sales of Grain Belt products.

## Mpls. Argus—12/2/64 \$400,000 in Improvements Planned by Mpls. Brewing

Minneapolis Brewing Company improvement programs costing more than \$400,000 were announced today by Frank D. Kiewel, president and general manager.

An addition, 100 feet by 160 feet, to the Grain Belt case beer warehouse will extend the building to a total length of 700 feet from N. E. 13th Ave. to the Mississippi river. The cement block structure is to be used for loading and unloading of city delivery trucks and for additional storage space for case beer. General contractor is S. R. Gersbach Co., 4712 S. Cedar Lake Rd., Minneapolis.

When the building is completed, the brewing company's entire warehousing and truck loading operation for canned and bottled beer will be completely palletized. This will facilitate loading and unloading of trucks. Up to this time, the company's warehousing has been only partially pallet-

ized. Fifteen new Ford delivery trucks have been purchased by the company to deliver Grain Belt products to the central part of Minneapolis. The new trucks are being fitted with special bodies by Kolstad Co., 2507 Walnut St., Roseville. The bodies are being adapted to accommodate pallets so that loading and unloading operations may take place inside the new warehouse facility.

Costs for the three phases of the modernization program are \$160,000 for palletization, \$125,000 for the completed warehouse addition, and \$120,000 for new trucks and truck bodies. The added space and new equipment is made necessary because of expanding business and the need to provide faster and more economical handling of packaged beer.

During the past 10 years, Minneapolis Brewing Company has expended more than \$8 million dollars on capital improvements.

## Modern Brewery Age - 12/21/64 Complete Palletization Begun By Minneapolis Brewing Company

Minneapolis Brewing Company improvement programs costing more than \$400,000 were announced by Frank D. Kiewel, president and general manager. When building is completed, the brewing company's entire warehousing and truck loading operation for packaged beer will be completely palletized. This will facilitate loading and unloading of trucks. Up to this time, the company's warehousing has been only partially palletized.

An addition, 100 feet by 160 feet, to the Grain Belt case beer warehouse will extend the building to a total length of 700 feet from N.E. 13th Av. to the Mississippi river. Kiewel also said the cement block structure is to be used for loading and unloading of city delivery trucks and for additional storage space for case beer.

During the past 10 years, Minneapolis Brewing has expended more than \$8 million on capital improvements, Kiewel said. At the end of 1964 the expansion program will have been matched by 10 successive years of increased sales of Grain Belt products.

## Un-Corking the News In North Dakota

With

ODIN "MAC" McENROE



Over a recent weekend, I had the fortune to be invited by Bill Keller, M. E. Niclai, and Bill Jerome, all of Devils Lake, to go goose hunting. Bill has Schultz Tavern, Nick has "Ye Olde Tavern", and Bill Jerome is the Grain Belt distributor in the Lakes area. We had lots of fun, a good shoot, and a big lunch cooked up by chef Jerome in the goose shack when the hunt was over. Incidentally, we enjoyed some of that fine Grain Belt beer while the lunch was cooking. Bill Keller also showed me the groups genuine Goose-Spotter and I must say that every hunting club should have one.

—that Al Lud-

## \$400,000 IMPROVEMENT PROGRAM FOR GRAINBELT

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An addition, 100 feet by 160 feet, to the Grain Belt case beer warehouse will extend the building to a total length of 700 feet from N.E. 13th Ave. to the Mississippi River. The cement block structure is to be used for loading and unloading of city delivery trucks and for additional storage space for case beer. General contractor is S. R. Gersbach Company, 4712 S. Cedar Lake Rd., Minneapolis.

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Other sections of Minneapolis are served by three distributors—East Side Beverage Company, 3615 N.E. Marshall St.; O. A. Brink Beverage Company, 3241 S. Snelling Ave., and City Beer Distributing Company, 1230 N. Glenwood Ave.

Costs for the three phases of the modernization program are \$160,000 for pal-



**BREWING COMPANY IMPROVEMENTS**—Warehousing and loading operations at Minneapolis Brewing Company have been considerably improved with completion of a \$400,000 improvements program. Here, forklift truck operator Glenn Webster, 3614 N. 50th Ave., Brooklyn Center, Minn., prepares to load case beer into one of the company's 15 new side-loading trucks inside a 100 by 160-foot warehouse addition. At left is Vern Dahlgren, warehouse superintendent, 2655 Orleans Lane, Plymouth Village. Clarence Mitchell, a warehouse foreman, 6917 Hickory Dr., Fridley, is at right. The addition extends the packaged beer warehouse to a total length of 700 feet from N. E. 13th Ave., to the Mississippi River. The new trucks, to be used to deliver Grain Belt products to the central part of Minneapolis, were built to accommodate pallets and, thereby, speed loading and unloading. Minneapolis Brewing Company has spent more than \$8 million on capital improvements during the past 10 years.

letization, \$125,000 for the completed warehouse addition, and \$120,000 for new trucks and truck bodies. The added space and new equipment is made necessary because of expanding business and the need to provide faster and more economical handling of packaged beer.

During the past 10 years, Minneapolis Brewing Company has expended more than 8 million dollars on capital improvements. At the end of 1964 the expansion program will have been matched by 10 successive years of increased sales of Grain Belt products.





Warehousing and loading operations at Minneapolis Brewing Co. have been considerably bettered with completion of a \$400,000 improvements program. In the photo, forklift truck operator Glenn Webster prepares to load cased beer into one of the company's 15 new side-loading trucks inside a 100-x-160-foot warehouse addition. At left is Vern Dahlgren, warehouse superintendent, and at right Clarence Mitchell, a warehouse foreman.

The addition extends the packaged beer warehouse to a total length of 700 feet from N. E. 13th Ave. to the Mississippi River.

The new trucks, to be used to deliver Grain Belt products to the central part of Minneapolis, were built to accommodate pallets and thereby speed loading and unloading.

Minneapolis Brewing Co. has spent more than \$8-million on capital improvements during the past 10 years, say its officers.

front page, second section  
 Mpls. Argus 12/31/64



**CONGRATULATIONS!** Minneapolis Brewing Company president, Frank D. Kiewel, right, accepted a plaque from Joe Witmer, garden columnist of the Minneapolis Tribune and selection committee chairman of the Men's Garden Club of Minneapolis, at a club dinner at the Thunderbird Motel, Bloomington, Minn. The brewing company was named the only winner of the club's 1964 Landscaping award. The honor was for construction of Grain Belt Park. The landscaped and lighted park, which features a Bavarian wayside inn, Gasthaus, Diamond Wells, cobblestone walks and, in the summer, tame deer, was developed in the spring of 1963 at the intersection of N. E. Broadway and Marshall Streets, Minneapolis, on brewery property. Each year the club honors from one to five Minneapolis metropolitan area civic groups and industrial firms for their beautification and improvement programs.

## BUSINESS ACTIVITY

### Grain Belt Park Is Cited By Civic Group



The Men's Garden Club of Minneapolis has named Minneapolis Brewing Co. winner of its 1964 landscaping award.

Joe Witmer (left), chairman of the club's selection committee and garden columnist for the Minneapolis Tribune, presented the award to Frank D. Kiewel, president of the brewing company, at a club dinner at the Thunderbird Motel in Bloomington.

Each year since 1955 when Witmer, who was then president, originated the idea, the 109-member club has campaigned for civic and industrial beautification. Twenty-five firms

## Reports, Promotions, Expansion, Earnings, Sales

and groups have been honored in the past 10 years. Minneapolis Brewing was the only winner this year.

"The committee decided to honor the only brewery," Witmer said, "because of the outstanding improvement and beautification achieved through construction of Grain Belt Park."

The park is located at the intersection of N.E. Broadway and Marshall St., Minneapolis.

Past garden club winners include General Mills, Standard Oil, Miller Publishing Co., American Hardware Mutual Insurance Co., Curtis Hotel, S & L Stores and Coast-to-Coast Stores.

### Mpls. Argus 12/23/64 Landscaping Award Won by Minneapolis Brewing Company

The Men's Garden club of Minneapolis has named Minneapolis Brewing Company winner of its 1964 landscaping award.

Joe Witmer, chairman of the club's selection committee and garden columnist for the Minneapolis Tribune, presented the award to Frank K. Kiewel, president of the brewing company, at a club dinner at the Thunderbird motel, Bloomington.

Each year since 1955 when Witmer, who was then president, originated the idea, the 109-member club has campaigned for civic and industrial beautification. Twenty-five firms and groups have been honored in the past 10 years.

Minneapolis Brewing Company was the only winner this year.

"The committee decided to honor only the brewery," Witmer said, "because of the outstanding improvement and beautification achieved through construction of Grain Belt Park."

The park is located at the intersection of N. E. Broadway and Marshall Streets, Minneapolis.

Sunday Suburban Life 12/27/64



**CONGRATULATIONS!** Minneapolis Brewing Company President, Frank D. Kiewel of St. Louis Park (right), accepted a plaque from Joe Witmer of Hopkins, selection committee chairman of the Men's Garden Club of Minneapolis, at a club dinner at the Thunderbird Motel, Bloomington. The brewing company was named the only winner of the club's 1964 Landscaping award. The honor was for construction of Grain Belt Park. The landscaped and lighted park, which features a Bavarian wayside inn, Gasthaus, Diamond Wells, cobblestone walks and, in the summer, tame deer, was developed in the spring of 1963 on brewery property. Each year the club honors from one to five Minneapolis metropolitan area civic groups and industrial firms for their beautification and improvement programs.



## Minneapolis Brewing Co. Park Is Cited for Beauty

The Men's Garden Club of Minneapolis has named Minneapolis Brewing Co. winner of its 1964 landscaping award.

Joseph Witmer, chairman of the club's selection committee, presented the award to Frank D. Kiewel, president of the brewing company, at a club dinner.

Twenty-five firms and groups have been honored by the club in the past 10 years, but Minneapolis Brewing Co. was the only winner this year.

"The committee decided to honor only the brewery," Witmer said, "be-

cause of the outstanding improvement and beautification achieved there."

The brewery is located at the intersection of NE. Broadway and Marshall St.

The selection committee uses a six-point guide: relation of building to grounds, general landscaping design, selection of materials, maintenance, effect on public relations and effect on employee relations.

Charles Proctor, 4131 York Av. S., is president-elect of the club. He will succeed Dwight Stone, 4620 Hampton Road, Golden Valley, Jan. 1.



**THE MINNEAPOLIS BREWING CO. GROUNDS**  
Winner of the Men's Garden Club landscaping award  
Mpls Sunday Star & Tribune - December 20, 1964

## GRAIN BELT IS GARDEN KING

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Joe Witmer, chairman of the club's selection committee and garden columnist for the Minneapolis Tribune, presented the award to Frank K. Kiewel, president of the brewing company, at a club dinner at the Thunderbird Motel, Bloomington.

Each year since 1955 when Witmer, who was then president, originated the idea, the 109-member club has campaigned for civic and industrial beautification. Twenty-five firms and groups have been honored in the past 10 years.

Minneapolis Brewing Company was the only winner this year.

"The committee decided to honor only the brewery," Witmer said, "because of the outstanding improvement and beautification achieved through construction of Grain Belt Park."

The park is located at the intersection of N. E. Broadway and Marshall Streets, Minneapolis.

The selection committee uses a six-point guide: relation of building to grounds, general landscaping design, selection of materials, maintenance, affect on public relations and affect on employee relations.

"Our awards have resulted in numerous improvements throughout the Minneapolis metropolitan area," Witmer said. "Companies and groups receiving the award have taken special care to maintain their award-winning areas."



CONGRATULATIONS! Minneapolis Brewing Company president, Frank D. Kiewel, right, accepted a plaque from Joe Witmer, garden columnist of the Minneapolis Tribune and selection committee chairman of the Men's Garden Club of Minneapolis, at a club dinner at the Thunderbird Motel, Bloomington, Minn.

### Mpls. Spokesman - 12/23/64 Congratulations To Minneapolis Brewery Pres.



Minneapolis Brewing Company president, Frank D. Kiewel, right, accepted a plaque from Joe Witmer, garden columnist of the Minneapolis Tribune and selection committee chairman of the Men's Garden Club of Minneapolis, at a club dinner at the Thunderbird Motel, Bloomington, Minn. The brewing company was named the only winner of the club's 1964 Landscaping award. The honor was for construction of Grain Belt Park.

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(Source: Ladish Mailing Co.)

Brewers Bulletin

## Grain Belt Drills Well, Builds New Advertising Theme

Chicago, Ill. — The "water theme" has proved successful in the advertising campaign of yet another brewery. The firm is the Minneapolis Brewing Company, and praise for its latest promotion came in a recent issue of Advertising Age here.

Not only has the Minnesota regional brewery "held its own," said the trade journal, it has recorded mild gains in sales volume during recent years. No small part of the credit for this success in the face of national competition goes to two cartoon characters—*Alf* and *Stanley*. Together, they have appeared on television, in print, on bill boards and at the point of sale.

The team's corny antics, Advertising Age declared, has been the key to increased retail volume of Minneapolis Brewing's Grain Belt beer.

"But, a deeper story was needed," the magazine continued, "and last year a basic move at the brewery gave the answer:

"The company began drilling on brewery property in north-east Minneapolis and dramatically hit a perfect water well at 1,075 feet in the 'Hinckley Water strata'."

Knox Reeves Advertising, a Minneapolis agency, adapted *Alf* and *Stanley* to the new theme: "Perfect Brewing Water Makes the Perfect Beer." Sales promotion in all media is being designed around the tag line, and the agency reports the program has been a success.

Minneapolis Brewing Company is by no means the first brewery to boast of its pure well water. Among the others have been the Theo. Hamm Brewing Company in neighboring St. Paul; the Adolph Coors Company, Golden, Colo.; the Olympia Brewing Company, Olympia, Wash., and the Pearl Brewing Company in San Antonio, Texas.

### FRANK D. KIEWEL

President & General Manager,  
Minneapolis Brewing Co.,  
Minneapolis



We believe that most businesses in the Upper Midwest should continue to prosper in 1965.

Our own business in 1964 continued a 10-year uninterrupted gain in sales and earnings. We expect this strong trend to continue during 1965 at Minneapolis Brewing Co.

COMMERCIAL WEST

January 16, 1965

### NEWS BRIEFS

The Men's Garden Club of Minneapolis, Minn., has named **Minneapolis Brewing Co.**, Minneapolis, winner of its 1964 Landscaping award.

Jose Witmer, chairman of the club's selection committee and garden columnist for the Minneapolis Tribune, presented the award to Frank K. Kiewel, president of the brewing company, at a club dinner at the Thunderbird Motel, Bloomington, Minn., recently.

Each year since 1955 when Mr. Witmer, who was then president, originated the idea, the 109-member club has campaigned for civic and industrial beautification. Twenty-five firms and groups have been honored in the past 10 years.

The Minneapolis Brewing Co. was the only winner this year.

"The committee decided to honor only the brewery," Mr. Witmer said, "because of the outstanding improvement and beautification achieved through construction of Grain Belt Park."

The selection committee uses a six-point guide: relation of building to grounds, general landscaping design, selection of materials, maintenance, effect on public relations and effect on employee relations.

### Greater Minneapolis - January 1965



#### Frank D. Kiewel

President  
Minneapolis Brewing Co.

We believe that the brewing industry in 1965 will continue to grow as it has in the recent past. The many young people annually coming of age and the new families now being formed represent a substantial and constantly increasing new market for beer.

At the end of 1964, Minneapolis Brewing Company completed ten successive years of sales and earnings increases. During this period of time sales increased almost 70 percent while net earnings were increasing by more than 12 times.

The closing of a competitive brewing plant in Minneapolis in 1964 should produce additional volume for Minneapolis Brewing Company, which is now the only brewery in Minneapolis. We expect Grain Belt's progress to continue in 1965.

Minneapolis Brewing Co. President Frank D. Kiewel (right) accepts a plaque from Joe Witmer, garden columnist of the Minneapolis Tribune and selection committee chairman of the Men's Garden Club of Minneapolis.



### Lawn/Garden/Outdoor Living Magazine - Jan., 65



LANDSCAPE AWARD WINNER. Honored for the construction of Grain Belt Park, Frank D. Kiewel, right, president of Minneapolis Brewing Co., accepts a plaque from Joe Witmer, left, of the Minneapolis Men's Garden Club. The club honors civic groups and industrial firms for beautification and improvement programs.



# MINNEAPOLIS ARGUS

MINNEAPOLIS AND ITS ENVIRONS

NORTHEAST — SOUTHEAST — ST. ANTHONY VILLAGE — SUBURBAN AREAS

MINNEAPOLIS, MINN., THURSDAY, FEBRUARY 4, 1965

## Coldest February 2nd On Record



PICTURED is a winter scene at the Grain Belt Park, Broadway and Marshall St. N. E., Tuesday morning when a temperature reading of 28 below

zero was recorded. This was the coldest Feb. 2 on record in the Twin Cities for this date. The previous low was -26 in 1905.

Mpls. Spokesman  
2/25/65

### Minneapolis Brewing Sales, Earnings Increase In 1964

For the tenth consecutive year, sales and earnings of the Minneapolis Brewing company increased during 1964, it was reported today by Frank D. Kiewel, president and general manager, in the company's fourth-quarter report and year-end summary to shareholders.

Mpls. Argus - 2/17/65

Commercial West - 2/27/65

### Minneapolis Brew Hits Highs in Sales, Earnings

For the 10th consecutive year, sales and earnings of Minneapolis Brewing Co. increased during 1964.

Pres. Frank D. Kiewel said 1964 net earnings (unaudited), after provision for federal and state income taxes, were \$637,839, with earnings per common share of \$1.31. This compares with 1963 net earnings of \$607,750 and \$1.25 per common share. It represents gains of \$30,089 in after-tax earnings and 6 cents per share, or about 5 percent.

Both sales and earnings for the company were up in the fourth quarter of 1964, as compared to the same period of 1963. Net earnings for the final quarter of 1964 were \$214,839, as compared to \$207,750 for the same period a year earlier. Sales volume for 1964 was approximately 5 percent ahead of 1963.

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Both sales and earnings for the company were up in the fourth quarter of 1964, as compared to the same period of 1963.

Net earnings for the final quarter of 1963 were \$214,839, as compared to \$207,750 for the same period a year earlier.

Sales volume for 1964 was approximately five percent ahead of 1963.

Brewers Bulletin  
Feb. 11, 1965

Volume 58—No. 12

## Grain Belt Sets New Sales, Earnings Records In 1964

Minneapolis, Minn. — Sales and earnings of the Minneapolis Brewing Company increased during 1964 for the 10th consecutive year. The announcement was made here recently by Frank D. Kiewel, president and general manager, in a year-end summary for stockholders.

In the final quarter of last year, he declared, net earnings (after provision for federal and state taxes) totaled \$214,839, compared to \$207,750 in the same period of 1963.

Minneapolis Brewing produces Grain Belt beer.

Sales volume in 1964, Kiewel continued, was approximately 5 per cent ahead of the previous year. . . . Earnings advanced some 5 per cent for the entire year to \$637,839.

Kiewel concluded by commenting that Minneapolis Brewing is now the "only Minnesota-based brewery in the Twin Cities." "Just before 1964 year's end," he said, "the Gluek Brewing Company ceased production in Minneapolis. On January 7 of this year, the Theo. Hamm Brewing Company of St. Paul announced that it would become a wholly-owned subsidiary of the Molson Breweries Ltd. of Montreal, Que., Can.

"The two moves make Grain Belt the only Minnesota-based brewing company in Minneapolis and St. Paul. We believe that our sales position will be further enhanced as a result of these two changes."

Finance & Commerce  
2-18-65

No. 34

### Minneapolis Brewing Co. Has Record Sales and Earnings for '64

For the tenth consecutive year, sales and earnings of the Minneapolis Brewing company increased during 1964, it was reported by Frank D. Kiewel, president and general manager, in the company's fourth-quarter report and year-end summary to shareholders.

Kiewel said 1964 net earnings (unaudited), after provision for federal and state income taxes, were \$637,839, with earnings per common share of \$1.31. This compares with 1963 net earnings of \$607,750 and \$1.25 per common share.

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Sales volume for 1964 was approximately five per cent ahead of 1963.

Sales figures will be included in the 1964 annual report to shareholders, scheduled for distribution about April 1. The Brewers of Grain Belt beer do not release sales figures on a quarterly basis.

There are 487,200 shares of common stock outstanding.

Mpls. Argus  
2/25/65

### DECLARES DIVIDEND

The board of directors of Minneapolis Brewing Company today declared a quarterly dividend of 18 cents a share on all common stock of the company, payable March 15, 1965, to stockholders of record at the close of business March 1, 1965.

There are 487,200 shares outstanding.

### BUSINESS BRIEFS

2-19-65

Finance & Commerce  
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71).

Mpls Star

3/11

## Brewery Group to Meet Saturday

More than 650 Minneapolis Brewing Co. distributors and brewery sales personnel will attend the annual Grain Belt sales conference Saturday at the Radisson Hotel.

Speakers will include Frank D. Kiewel, president of the company; Robert E. Ingram, director of sales and marketing; Luke Laskow, advertising manager; Norm Van Brocklin, Minnesota Vikings coach, and Johnny Ward, president of National Beer Wholesalers Association, Kansas City, Kan.

## Dividend Declared

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BEVERAGE JOURNAL, March, 1965



March 1. There are 487,200  
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AMERICAN BREWER February 1965



# GRAIN BELT IS GARDEN KING

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Minneapolis Brewing Company was the only winner this year.

"The committee decided to honor only the brewery," Witmer said, "because of the outstanding improvement and beautification achieved through construction of Grain Belt Park."

The park is located at the intersection of N. E. Broadway and Marshall Streets, Minneapolis.

The selection committee uses a six-point guide: relation of building to grounds, general landscaping design, selection of materials, maintenance, affect on public relations and affect on employee relations.

"Our awards have resulted in numerous improvements throughout the Minneapolis metropolitan area," Witmer said. "Companies and groups receiving the award have taken special care to maintain their award-winning areas."



CONGRATULATIONS! Minneapolis Brewing Company president, Frank D. Kiewel, right, accepted a plaque from Joe Witmer, garden columnist of the Minneapolis Tribune and selection committee chairman of the Men's Garden Club of Minneapolis, at a club dinner at the Thunderbird Motel, Bloomington, Minn.

## St. Paul Dispatch★- 2/11/65 Brewing Firm's Sales, Profits Rise

For the 10th consecutive year, sales and earnings of the Minneapolis Brewing Co. increased during 1964, it was reported today by Frank D. Kiewel, president and general manager, in the company's fourth-quarter report and year-end summary to shareholders.

Net earnings were \$637,839, or \$1.31 a share, compared to \$607,750, or \$1.25 a common share in 1963.

It represents gains of \$30,089 in after-tax earnings and 6 cents a share, or about 5 per cent.

Both sales and earnings for the company were up in the fourth quarter of 1964, as compared to the same period of 1963. Net earnings were \$214,839, as compared to \$207,750 a year earlier.

Sales volume for 1964 was approximately 5 per cent ahead of 1963.

There are 487,200 shares of common stock outstanding.

Kiewel noted in his report that the end of production in Minneapolis by Gluek Brewing Co. and the sale of the Theo. Hamm Brewing Co. of St. Paul to Molson Breweries, Ltd., of Montreal makes "Minneapolis Brewing Co. the only Minnesota-based brewery in the Twin Cities."

★

## St. Paul Dispatch★ 2/16/65 Dividends Declared

Minneapolis Brewing Co. today declared a quarterly dividend of 18 cents a share on its common stock, payable March 15 to stockholders of record at the close of business March 1. There are 487,200 shares outstanding.

Directors of Super Valu Stores, Inc., declared a quarterly dividend of 20 cents a common share on its

## Beverage Journal - Feb. 1965 BEER WHOLESALERS HOLD 21st CONVENTION



New Officers (L. to R.) President Eric Norri, Virginia; Vice Pres., Joseph Shea, Owatonna; Treasurer, Gordon Rouillard, Rogers; Exec. Secretary, L. P. Ahles, Minneapolis; Immediate Past President, Walter Marquardt, Winona.



New Directors (L. to R.) Lester Schmidt, Hinckley; John Nelson, Owatonna; Gordon Rouillard, Rogers; Harry Frahm, Fergus Falls.



## SALES MEETING

Mpls. Guide 3/10/65

### Minneapolis Brewing Company

More than 650 Minneapolis Brewing Company distributors and their employes and brewery sales personnel and employes will attend the annual Grain Belt sales meeting Saturday, March 13, at the Radisson Hotel, Minneapolis.

Speakers will include Johnny Ward, recently-elected president of the National Beer Wholesalers Association and Grain Belt's Kansas City, Kan., distributor; Frank D. Kiewel, president and general manager of the brewing company; Ingram, and Norm Van Brocklin, Minnesota Vikings coach.

## Brewers Bulletin Mathes Announces Twin Cities Session On March 18

Minneapolis, Minn. — The March 18 meeting of District St. Paul-Minneapolis, Master Brewers Association of America, will be held at the Minneapolis Brewing Company, Frank Mathes, technical chairman, announced last week.

Edmund Burke, Minneapolis Brewing Company; Robert deYoung, Associated/Jacob Schmidt Brewing Company, and Leslie F. Holstrom, Theo. Hamm Brewing Company, comprise a panel to discuss the entire process of bottling and canning in today's breweries. They plan a complete review of the process and will make specific and detailed reviews of problem areas, Mathes said.

"This promises to be one of the most interesting and informative technical sessions of the season and all members are urged to attend," said G. A. Schellhas, district publicity chairman and vice president of the Rahr Malting Company.

Brewers Bulletin 3/18/65

## Grain Belt Holds Sales Meeting

Minneapolis, Minn. — Discussion of industry problems and trends, as well as the brewer-wholesaler relationship, highlighted the recent annual sales meeting of the Minneapolis Brewing Company here. The gathering, which was held in the Radisson Hotel, was expected to attract a record number of Grain Belt beer distributors and sales representatives.

Guest speaker at the one-day session was John P. Ward of Kansas City, Kans., president of the National Beer Wholesalers Association and regional distributor for Minneapolis Brewing. In addition to the fundamental relation between a brewery and its wholesaler, Ward discussed the wholesalers' responsibility to the brewing industry as a whole and the driver's responsibility to the wholesaler.

Other speakers included Frank D. Kiewel, president and general manager of Minneapolis Brewing; Robert E. Ingram, director of sales and marketing, and Bruce Sielaff, Grain Belt beer account executive for the Knox-Reeves Advertising Company.

Those attending the conference had the opportunity to hear and see new television and radio commercials, got an advance look at billboards and other promotional material designed to increase Grain Belt sales this year.

## GRAIN BELT'S "CIRCUS ROOM" HIT WITH WHOLESALERS



Come One, Come All to the greatest show on earth." That's what was said to the Minnesota Beer Wholesalers at their recent convention in Minneapolis. Shown extending the hospitality of the "Circus Room" are—Left: Left to right, Robert Stevenson, city sales representative; Art Nelson, country sales; Al Shol, city sales; Frank Skilling, city sales; Don Swords, country sales and Virg Pahl, city sales. Top



right: Left to right, standing, Luke Lasko, ad manager; seated, Al Arneson, Granite Falls; Frank Hanson, country sales; Lowell Hay, van, Thief River Falls and Bob Tiburz, Hibbing. Bottom, left to right, Ortonville; Dennis Sullivan, Ada; Art Nelson, country sales; Pete Sulli-Art Gustafson, South St. Paul; Rusty Aanes, country sales; Kay Aanes; Mrs. Aanes; Quint Rubald, St. Cloud and Elliot Rubald, St. Cloud.

Beverage Journal - March 1965



## SALES MEETING

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Minneapolis Brewing  
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Several distributors will receive the coveted President Awards during the bierstube noon luncheon. An evening banquet and program conclude the meeting.

MARCH 5-11, 1965

Wall Street Journal - 2/11/65  
Digest of Earnings Reports

A summary of corporation reports appears below. Further details of the larger and more widely held companies appear elsewhere in this issue. Unless otherwise noted, Federal taxes have been deducted in arriving at net income.

Wednesday, February 10, 1965:

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Duffy-Mott Co.	4 mos. Dec. 31	502,563	443,853	.58	.51
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Electric & Musical Inds	6 mos. Dec. 31	10,319,000	7,144,000	.23	.16
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Brewing Firm  
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IN  
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"The two moves make Minneapolis Brewing the only Minnesota-based brewery in the Twin Cities," he said.

Last year, Kiewel also noted, was the 10th consecutive year sales and earnings of the company increased.

## Minneapolis Tribune

- Industry
- Markets

THURSDAY, FEBRUARY 11, 1965

11



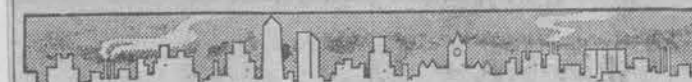
Bottom row: Charles Van de Sand, Alexander Kerr Co.; Ed Burke, Minneapolis Brewing Co.; Lou Fischer, F.

Brewers Digest - March 1965

## THE MINNEAPOLIS STAR

THURSDAY, FEBRUARY 11, 1965

\* 1C

Bob Murphy  
REPORTING AT LARGE

... Frank Kiewel of Grain Belt brewery got a letter from a Chicago woman saying she had a quart bottle of Grain Belt that she'd bought when her daughter was born 21 years ago. The girl was now about to get married. She asked if it would still be good. Kiewel replied that beer can't be expected to keep its character for more than a year. And he enclosed a check for \$5—for more beer.

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Modern Brewery Age  
3-8-65

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Brewers Digest - Mar. '65



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Ward will speak on the relationship between brewer and wholesaler, the wholesalers' responsibility to the beer industry and the drivers' responsibility to the distributor.

Kiewel, who just returned from the United States Brewers Association convention in San Francisco, will talk about industry problems and trends. Ingram will discuss how these facts affect Grain Belt distributors, employes and their families.

Van Brocklin will greet those in attendance and preview the Vikings' coming season.

Advertising, media and point-of-purchase plans and material for 1965 will be presented by Knox-Reeves Advertising personnel, headed by Bruce Sielaff, Grain Belt account executive.

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## Minneapolis Tribune

- Industry
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THURSDAY, FEBRUARY 11, 1965

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Brewers Digest - March 1965

## THE MINNEAPOLIS STAR

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## REPORTING AT LARGE

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Modern Brewery Age  
3-8-65

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Brewers Digest - Mar. '65



# Brewery Buys Distributing Firm for Beer

Sale of the Roy N. Larson Distributing Co. to Peter Bub Brewery, Inc., was announced today by Carlus Walter, president of the brewery.

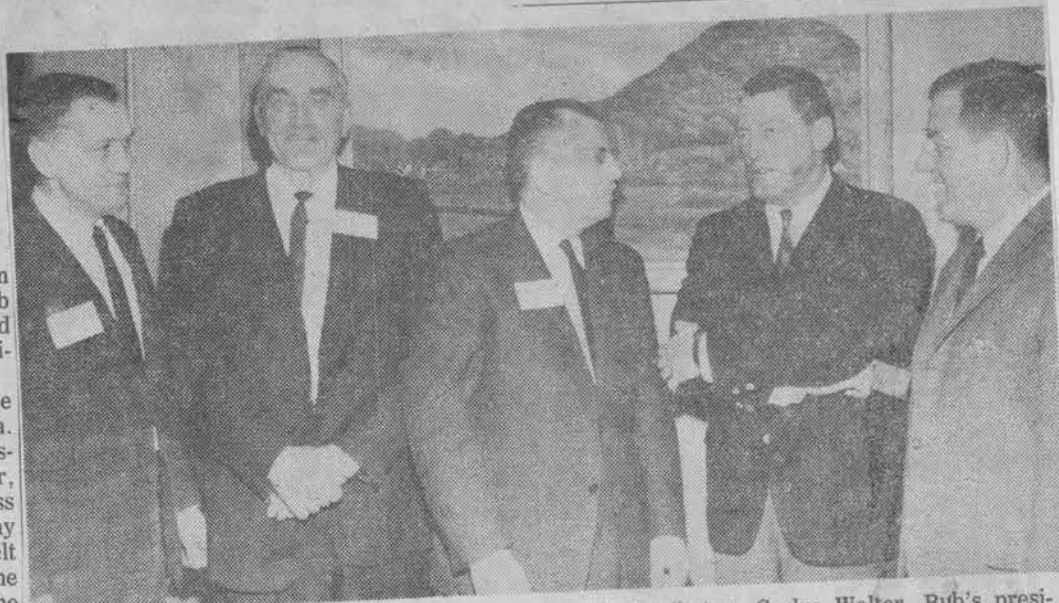
Walter said the sale was the first of its kind in Minnesota. Larson is the former area distributor for Grain Belt beer, having operated the business since 1944. The Bub company will distribute both Grain Belt beer and its own product in the two-county area covered by the Grain Belt distributorship. The area includes Houston and Winona counties and one community in Fillmore County.

The Bub firm acquired all assets of the distributorship and will continue to use the buildings in Sugar Loaf.

Collaborating in the announcement at a press conference were representatives of the Minneapolis Brewing Co., manufacturers of Grain Belt beer.

The move will strengthen the local brewery's competitive position and thereby benefit the economy here, Walter said. He said it is in line with the trend toward consolidation of brewing interests now in progress across the country. In this case, however, there is a major difference in that it means a reinforcement of a smaller division rather than its incorporation into a larger concern, Walter explained.

It is the first such combination in the state by brewers whose interests previously had been considered conflicting, he said.



**BREWERS COMBINE INTERESTS . . .** Discussing sale of the local Grain Belt beer distributorship to Peter Bub Brewery, Inc., are, left to right, William Walter, Bub's vice president; Roy N. Larson, former area Grain

Belt distributor; Carlus Walter, Bub's president; Greg Hanson, Grain Belt wholesale sales manager, and Robert E. Ingram, Grain Belt director of sales and marketing. (Daily News photo)

## Grain Belt Moves Into Second St. Paul paper 4/18/65

ST. CLOUD — Grain Belt Beer of St. Paul moved into second place in the team event of the 11th annual Cold Spring Kegle Saturday night. There was no competition Sunday in observance of Easter.

Rollie Goff's 679 series led the Grains to a 3,064 total.

Fort Belmont of Jackson holds the lead with a 3,170, including a 186-pin handicap. The St. Paul team had only a four-pin handicap. Others on the team were Len Mroszak, 635; Fran Morrisette, 619; Bob Jahnke, 603, and Bob McCann, 528.

There were no other changes in the top positions in the singles, doubles and all events. Two weeks remain with May 2 the closing date. This year's entries have already surpassed last year's total.

TEAM EVENT	
Fort Belmont, Jackson	(186) 3,170
Grain Belt Beer, St. Paul	(4) 3,064
Hanska No. 2, Hanska	(273) 3,051
Garden Center Lanes, Alexandria	(132) 3,044
Corner Inn, Dawson	(307) 3,039
DOUBLES EVENT	
Wallace Blomquist-George	(40) 1,342
Clarke, Lake Lillian	(92) 1,322
Edgar Olson-Ron Sanford	(36) 1,316
Mileca	(82) 1,290
Dick Mattson-Clayt Mattson	(74) 1,287
Waverly	(x) 702
Bill Ziebert-Hagen-Emil	(44) 702
Gruendemann, Morgan	(40) 700
Jack Weatherly-Mitch Heider	(32) 698
brink, Holland	(70) 691
SINGLES EVENT	
Dick Anderson, St. Paul	(x) 702
Don Hannig, Glencoe	(44) 702
Buzz Johnson, Fairfax	(40) 700
Jim Hermeling	(32) 698
Dennison, Iowa	(70) 691
Bob Irvine, Detroit Lakes	(x) 702
ALL EVENTS	
Jim Hermeling	(96) 1,992
Dennison, Iowa	(225) 1,938
Walt Wilkenling	(225) 1,934
Granite Falls	(174) 1,931
Jim Skulstad, Montevideo	
Ed Clarke, Hardwick	

## Winona, Minn. — (Special) — Peter Bub Brewery, Inc., has purchased the assets of the Roy N. Larson Distributing Co., Winona, and has been appointed Winona area distributor for Grain Belt beer by the Minneapolis Brewing Co.

Carlus E. Walter, president of Bub's, said Thursday it was the first such arrangement in the state to his knowledge. "It relates the only brewery in southeastern Minnesota and one of Minnesota's largest independent breweries."

Brewers Bulletin  
4/8/65  
Volume 58—No. 28

## Kiewel Foresees Continued Growth At Grain Belt

Minneapolis Brewing Marks  
10th Consecutive Year Of  
Expanded Sales Volume.

Minneapolis, Minn.—A decade of progress was hailed here recently by Frank D. Kiewel, president and general manager of the Minneapolis Brewing Company. In his annual report to shareholders, he noted that 1964 was the 10th consecutive year of growth in both sales and earnings.

Last year, Kiewel declared, the firm "established a new all-time high in sales—both in dollar volume and in barrels sold." Minneapolis Brewing makes Grain Belt beer.

During the 1955-64 period, he continued, the company has also undertaken much plant expansion and modernization while declaring regular quarterly dividend payments to its stockholders. . . . In 1964 alone, capital investment totaled \$1,109,825.

"Growth in the past 10 years," Kiewel said, "is a tribute to our entire organization. Despite the most intensive competition in the history of the brewing industry, we have constantly advanced our sales and earnings, rebuilt and re-equipped almost our entire plant, and have considerably increased the brewery's capacity by construction of new facilities.

"The total cost during this period for plant modernization and enlargement has exceeded \$8,000,000. This program . . . has been paid for out of the cash flow of the business and without borrowing of any type."

Kiewel added, however, that the 10-year improvement project "created a drain on the company's cash, and some short-term borrowing will be required during 1965."

## The Past And Future.

Dollar volume of Grain Belt sales last year was \$21,347,594, Kiewel continued. This was 5 per cent greater than in 1963 and 74 per cent more than the \$12,255,487 reported in 1955.

Net earnings in 1964 (after deduction of federal and state income taxes) totaled \$637,839—5 per cent above the previous year and 13 times the \$48,375 of 10 years before.

And Grain Belt's future prospects are bright. "We have an excellent product," Kiewel declared, ". . . and an alert sales and distributing organization. Our progress should continue."

. . . He outlined briefly the plant improvement undertaken and completed last year. This included, Kiewel said, a new section for hot wort tanks, a new area and equipment for yeast storage and new equipment in the bottle house.

A warehouse addition was constructed and 15 delivery trucks purchased for Minneapolis Brewing's fleet. "The warehouse facility," he concluded, "enables us to load all our packaged goods . . . on pallets for more economical and efficient handling. The trucks—with bodies especially adapted to pallet loading—are used for retail deliveries in the City of Minneapolis.

" . . . All of the 1964 plant improvements which I have mentioned were paid for in full."

## Peter Bub Acquires Distributing Firm

Peter Bub Brewery, Inc., Winona, Minn., has purchased all assets of the Roy N. Larson Distributing Co., Winona, and has been appointed Winona area distributor for Grain Belt beer by the Minneapolis Brewing Company, Minneapolis, Minn.

The joint announcement was made in Winona by Carlus E. Walter, president of Bub's, and Frank D. Kiewel, president and general manager of MBC.

"This is the first such arrangement in the state of Minnesota to my knowledge," Walter said. "It relates the only brewery in southeastern Minnesota and one of Minnesota's largest independent breweries."

Modern Brewery Age  
4/19/65



## BARTENDERS UNION OPE



Above are scenes at the party to celebrate the opening of the new headquarters of the Bartenders Union. (1) Lambert Ahles, Bill Junglen, Howard Runyon, Bob Ingram; (2) Bill Junglen, Cal Hawkins or Hawkins (Chief of Police), Fay Frawley; (3) Steve Nehotte, Tony Fellicetti, Fay Frawley, Jack Jorgenson; (4) Frank Olson (Local 556,

University of Minnesota Daily - Ap. 27, 1965

## Dorm Lip Lickers Visit Brewery to Wet Whistles

Licking their lips as they went, 50 Pioneer Hall residents toured the Grain Belt Brewery last week as part of the cultural program of Houses 11 and 12.

Because of a strict identification policy, though, many students returned to the dormitory still licking their lips.

Nonetheless, the most popular part of the tour was the visit to "The Friendship Room," according to Jerry Lothrop, business senior and cultural chairman for

the two houses.

"They cut us off a little early, but we still had a good time," he said.

Lothrop added that a visit to the Hamm's Brewery is being planned for the near future.

May 1965

## GRAIN BELT NAMES WINONA DISTRIBUTOR

Peter Bub Brewery, Inc., Winona, Minn., has purchased all assets of the Roy N. Larson Distributing Co., Winona, and has been appointed Winona area distributor for Grain Belt beer by the Minneapolis Brewing Company, Minneapolis.

The joint announcement was made in Winona by Carlus E. Walter, president of Bub's, and Frank D. Kiewel, president and general manager of MBC.

"This is the first such arrangement in the state of Minnesota to my knowledge," Walter said. "It relates the only brewery in southeastern Minnesota and one of Minnesota's largest independent breweries."

### Brewers Digest 5/65

Sale of the Roy N. Larson Distributing Co., Winona, Minn., to the Peter Bub Brewery, Inc., Winona, has been announced by Carlus Walter, president of the brewery. The Larson Co. distributes Grain Belt beer, a product of the Minneapolis Brewing Co., Minneapolis, Minn.

## 3 Firms Declare Regular Dividends

Three Twin Cities area companies declared dividends Wednesday.

First Bank Stock Corp. declared a regular quarterly dividend of 30 cents per share on its 7.1 million shares outstanding, payable June 14 to shareholders of record June 3.

Gould - National Batteries, Inc., declared a regular quarterly dividend of 35 cents per share on its 1.7 million common shares outstanding, payable June 15 to shareholders of record June 1.

The Minneapolis Brewing Co. declared a regular quarterly dividend of 18 cents per share on its 487,200 shares outstanding, payable June 15 to shareholders of record June 1.

MINNEAPOLIS ARGUS—Page 3B

### DECLARES DIVIDEND

The Board of Directors of the Minneapolis Brewing Company today declared a dividend of 18c a share on all common stock of the company, payable June 15, 1965, to stockholders as of record at the close of business June 1, 1965.

Minneapolis Brewing Company has 487,200 shares outstanding.

### Finance & Commerce 5/20/65

The board of directors of the Minneapolis Brewing company declared a dividend of 18c a share on all common stock of the company, payable June 15, 1965, to stockholders as of record at the close of business June 1, 1965.

Minneapolis Brewing company has 487,200 shares outstanding.

## Pair of Deer Delivered to Grain Belt Park

A pair of deer have set up housekeeping for the summer in Grain Belt Park, Bavarian garden situated at the corner of N. E. Broadway and Marshall Sts., Minneapolis.

The two does were delivered to an enclosure in the Minneapolis Brewing Company's park by Mr. and Mrs. A. P. Bremer, proprietors of Bremer's orchard and Deer Farm near Lake City, Minn.

This is the second season in which deer have been an attraction in Grain Belt Park.

Both are expectant mothers, with delivery of fawns anticipated during the next four weeks.

Security has been increased for the wooden pen to provide additional protection against a repetition of the raid in which one deer was killed and another injured last October. Two men were apprehended, charged with assault and sentenced to prison terms.

Grain Belt Park was introduced to the community by Minneapolis Brewing Company in 1963. It was doubled in size a year ago. Diamond Wells fountain serves as a centerpiece in the garden with a scenic backdrop of a Bavarian wayside inn.

president of Bristol-Meyers Co.

### Brewers Digest - 6/65

The board of directors of the Minneapolis Brewing Co., Minneapolis, Minn., on May 18 declared a dividend of 18 cents a share on all common stock of the company, payable June 15, to stockholders as of record at the close of business June 1.

comprehensive collection of reference



Argus 6/17/65

## Series of Sunday Band Concerts Planned at Grain Belt Park

A series of nine free twilight band concerts, co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners, will be presented Sunday evenings this summer in Grain Belt Park Annex, N. E. Broadway St. and Marshall Ave.

The 7 p.m. concerts by Elmo Lunkley's Symphonic Band will begin Sunday, June 20, and continue each Sunday thereafter—except July 4—until Sunday, Aug. 22.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs will be similar in content to the Park Board concerts presented each summer at the Lake Harriet Bandstand in south Minneapolis. Each show will last approximately two hours, with an intermission, concluding just before darkness. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

Arrangements for appearances by the 35-piece concert band were made with the Minneapolis Musicians Association, Local 73, American Federation of Musicians.

An outdoor concert arena is being developed in the corner property across Broadway St. from Grain Belt Park, a landscaped Bavarian garden surrounding Diamond Wells fountain which was opened to the public two years ago.

With the cooperation of neighboring Gray Company, Inc., the brewing firm has constructed a rustic entrance, installed seating for more than 1,000 persons, built a bandstand with public address system, installed drinking fountains and has decorated a block-long wooden warehouse backdrop with a laurel wreath and lyre design. Minneapolis Brewing Company is assuming all costs involved in presenting the concerts.

Free off-street parking for

approximately 1,100 autos is being provided within one block of the park by the brewing company, Northeast State Bank and Gray Company, Inc. Public toilet facilities are available in Grain Belt Park Gasthaus.

Mr. Kiewel said none of the company's products is to be sold or given away at the concerts.

Howard I. Moore, superintendent of parks, said the board of park commissioners approved co-sponsorship of the concerts because there has been a long-standing need for expansion of summer music activities into a location which would be accessible to residents of northeast and north Minneapolis.

He said, "We are delighted to cooperate with business firms interested in improving our cultural and recreational programs." Mr. Moore and members of the park board expressed a similar sentiment when they participated in dedication of Grain Belt park two years ago.

The park was expanded in 1964 to include a deer enclosure, but it still was not large enough to accommodate concerts. With the dual intention of beautifying the area across the street from Grain Belt park and providing more public activities, the company went ahead with a second expansion effort this year.

With nine Grain Belt Park concerts added to the schedule, there are 56 free Park Board music programs planned this summer. The Lake Harriet concerts begin Sunday, June 27, and continue nearly every night until Saturday, Aug. 14.

Elmo Lunkley's Symphonic band appears at Harriet every Monday and Tuesday night during this period, as well as two Wednesdays (July 28 and Aug. 4) and from Monday through Saturday, Aug. 9-14. The Lake Harriet Pops Orchestra, directed by Jimmy Greco,

Brewers Bulletin

6/17/21

## Grain Belt To Co-Sponsor Band Concerts

Minneapolis, Minn. — A series of nine free twilight band concerts co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners will be presented Sunday evenings this summer in Grain Belt Park annex. The concerts by Elmo Lunkley's symphonic band will begin June 20 and continue each Sunday (except July 4) until August 22.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs will be similar in content to the park board concerts presented at the Lake Harriet bandstand in south Minneapolis. Each show will last approximately two hours. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

The park is located adjacent to the brewery's plant in northeast Minneapolis.

An outdoor concert arena is being developed across Broadway Street from Grain Belt Park, a landscaped Bavarian garden surrounding the Diamond Wells fountain, which the brewery opened to the public two years ago.

Minneapolis Brewing is assuming all costs involved in presenting the concerts, including construction of a rustic park entrance, installation of seating for more than 1,000 persons and the building of a bandstand.

Free off-street parking for approximately 1,000 autos is being provided within one block of the park by the brewing company, the Northeast State Bank and the Gray Company Inc.

Kiewel said that none of the company's products is to be sold or given away at the concerts. Minneapolis Brewing produces Grain Belt beer.

## Twilight Concerts

Three tiny fawns, born last month in the deer pen at Grain Belt Park in northeast Minneapolis, have been named Do, Re and Mi.

The female of the trio is being called Do, for obvious reasons.

Inspiration for the musical scale names is derived from plans by officials of Minneapolis Brewing Company to join with the Minneapolis Board of Park Commissioners in sponsoring a series of nine free twilight band concerts on Sunday nights in Grain Belt Concert Park, across

N.E. Broadway St. from the deer enclosure.

The 7 p.m. concerts begin next Sunday night, June 20, and continue each Sunday night thereafter—except July 4—until August 22. The two-hour variety programs will be presented by Elmo Lunkley's Symphonic Band.

Since deer make little use of their vocal chords—confining themselves to an occasional bleat—it is not expected that Do, Re or Mi will be featured with the band.

MINNEAPOLIS GUIDE

Mpls Suburban Newspapers, Inc. 6/20

## Lunkley Band Plans Sunday Twilight Music

A series of nine free twilight band concerts co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners will be presented Sunday evenings this summer in Grain Belt Park annex, N.E. Broadway St. and Marshall Ave.

The 7 p.m. concerts by Elmo Lunkley's Symphonic band will begin today (Sunday) and continue each Sunday thereafter—except July 4—until Sunday, Aug. 22.

Frank D. Kiewel, of St. Louis Park, president of the brewing company, said the Grain Belt park programs will be similar in content to the Park Board concerts presented each summer at the Lake Harriet bandstand in south Minneapolis. Each show will last approximately two hours with an intermission and will conclude just before dark. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

Mpls Star 6-16-65

## Symphonic Band to Begin Weekly Concerts Sunday

A series of nine weekly concerts by Elmo Lunkley's Symphonic Band will be given starting at 7 p.m. Sunday at the Minneapolis Brewing Co. park annex, N.E. Broadway St. and Marshall Av.

There will be no program July 4.

Frank D. Kiewel, president of the company, said each musical program will last about two hours and offer a variety of music including marches, waltzes and jazz.

The series was arranged in co-operation with the Minneapolis Park Board.



# STAR CALENDAR

## SUNDAY

### CHILDREN'S EVENTS

"Jack and the Beanstalk" — 2 and 4 p.m., The Muppet Players, 1826 S. 4th St. Admission and reservations.

### CONCERTS

Father's Day Jazz Concert — 8 to 9 p.m., Como Lakeside Pavilion, St. Paul, with five "combos."

Minneapolis Symphonic Band — 7 p.m., Grain Belt Concert Park, N.E. Marshall and Broadway Sts., sponsored by the Minneapolis Brewing Co. and Minneapolis Board of Park Commissioners, conducted by Elmo Lunkley.

Jazz at the Guthrie — 8:30 p.m., Tyrone Guthrie Theater, by the John Coltrane Quartet. Admission.

### FILMS

"Austria—The Four Seasons" and "National Parks—Our Last Frontiers" — 3 p.m., The American Swedish Institute. Admission.

"Inheritance in Man" and "Beaver Country" — 1:30, 2:30 and 3:30 p.m., The Science Museum, 30 E. 10th St., St. Paul.

### MISCELLANEOUS

Base Foto — 1 to 5 p.m., Minneapolis Institute of Arts, sponsored by the Minnesota Arts Forum; outdoor art show, historical costumes, music and children's games.

Hike — 2 p.m., Parade Grounds for bus trip to Elk River for six-mile hike, sponsored by the Minneapolis Hiking Club.

Planetarium show — 2 p.m., Minneapolis Public Library.

### BAND CONCERT

The first concert of the annual Lake Harriet series will be played from 8 to 10 p.m. Sunday at the Lake Harriet Bandstand by the Minneapolis Police Band. The Lunkley Band will play from 10 to 11 p.m. the same day at Grain Belt Park.

## Minneapolis Brewing Co-Sponsoring Concert

Frank D. Kiewel, president of the Minneapolis Brewing Company, announced that a series of nine free twilight band concerts will be presented this summer in Minneapolis, with Board of Park Commissioner cooperation.

The 7 p.m. concerts will be presented every Sunday except July 4 starting last Sunday. Elmo Lunkley's Symphonic Band will do the entertaining. The concerts will end on August 22, it was announced.

Brewery Age 6/21

## Band to Hold First Concert

Star 6/18/65

The country's most popular march — Sousa's "Stars and Stripes Forever" — will open the Minneapolis Symphonic Band's first weekly twilight summer concert Sunday at 7 p.m.

Performances are scheduled every Sunday night, except July 4, until Aug. 22 at the Grain Belt Park, N.E. Marshall and Broadway Sts. Cosponsors are the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Co.

Other numbers on this week's admission-free program include selections from musical shows, Dixieland and

## Free Twilight Concerts Open



CONCERT SEASON LAUNCHED—A series of nine free twilight concerts by the Minneapolis Symphonic Band was begun Sunday, June 20, at Grain Belt Concert Park, N. E. Broadway and Marshall Sts. The Sunday evening programs are co-sponsored by the Minneapolis Brewing Co. and the Minneapolis Board of Park Commissioners. Shown here discussing plans for the weekly two-hour shows are (from left) Harry Strobel, 5604 S. 10th Ave., music supervisor for the Park Board; Miss Charlotte Fosburg, 3710 Colgate Ave., parks recreation program supervisor; Elmo Lunkley, 4300 N. Xerxes Ave., conductor of the Symphonic Band, and Frank D. Kiewel, 4106 Cedarwood Rd., St. Louis Park, president of the brewing firm. The concert park has been equipped with a lighted stage, benches, water fountains and ornamental entrances. Concerts are scheduled for 7 p.m. each Sunday, except July 4, through August 22.

Mpls. Argus 6/24/65 - front page

Minneapolis Spokesman  
June 24, 1965



CONCERT SEASON LAUNCHED — A series of nine free twilight concerts by the Minneapolis Symphonic Band was begun Sunday, June 20, at Grain Belt Concert Park, N.E. Broadway and Marshall Sts. The Sunday evening programs are co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners. Shown here discussing plans for the weekly two-hour shows are (from left) Harry Strobel, 5604 S. 10th Av., music

supervisor for the Park Board; Miss Charlotte Fosburg, 3710 Colgate Av., parks recreation program supervisor; Elmo Lunkley, 430 Xerxes Av., conductor of the Symphonic Band, and Frank D. Kiewel, 4106 Cedarwood Rd., St. Louis Park, president of the brewing firm. The concert park has been equipped with a lighted stage, benches, water fountains and ornamental entrances. Concerts are scheduled for 7 p.m. each Sunday, except July 4, through Aug. 22.

TWIN CITY OBSERVER — Page Three  
Thursday, June 17, 1965

If you enjoy a good band concert (and who doesn't?) don't miss the series starting Sunday evening at 7 in Grain Belt Park Annex, N.E. Broadway and Marshall, co-sponsored by the Minneapolis Brewing Co. and

Minneapolis Board of Park Commissioners. Two hours of good music every Sunday, except July 4, thanks to Musicians Local 73, in the rustic setting of a Bavarian garden.

Brewers Bulletin 6/24

## Grain Belt Concert Series Begins

Minneapolis, Minn.—A series of nine free twilight concerts by the Minneapolis Symphonic Band was begun Sunday, June 20, at Grain Belt Concert Park here.

The Sunday evening programs are co-sponsored by the Minneapolis Brewing Company and the city's Board of Park Commissioners, according to Frank D. Kiewel, president of the brewing firm.

The concert park has been equipped with a lighted stage, benches, water fountains and ornamental entrances. Concerts are scheduled for 7 p.m. each Sunday, except July 4, through August 22.





Minneapolis Tribune Photo by Powell Krueger

### Twin Fawns

Vernon Bartels, 4220 NE. 4th St., and his daughter, Linda Lee, 5, stopped Sunday at Grain Belt Park, NE. Marshall and Broadway Sts., to look at twin fawns born during the night.

## Grain Belt Park Features Two Deer

A pair of deer have set up house-keeping for the summer in Grain Belt Park, Bavarian garden situated at the corner of N.E. Broadway and Marshall Sts., Minneapolis.

The two does were delivered to an enclosure in the Minneapolis Brewing Company's park by Mr. and Mrs. A. P. Bremer, proprietors of Bremer's Orchard and Deer Farm near Lake City, Minn.

This is the second season in which deer have been an attraction in Grain Belt Park.

Both are expectant mothers, with delivery of fawns anticipated during the next four weeks.

Security has been increased for the wooden pen to provide additional protection against a repetition of a raid last October in which one deer was killed and another injured. Two men were apprehended, charged with assault and sentenced to prison terms.

Grain Belt Park was introduced to the community by Minneapolis Brewing Company in 1963. It was doubled in size a year ago. Diamond Wells fountain serves as a centerpiece in the garden with a scenic backdrop of a Bavarian wayside inn.

MAY 28-JUNE 3, 1965  
Minneapolis Guide

## Name Tiny Fawns Do, Re, Mi

Argus  
6/17/65

Three tiny fawns, born last month in the deer pen at Grain Belt Park in north of Minneapolis, have been named Do, Re and Mi.

The female of the trio is being called Do, for obvious reasons.

Inspiration for the musical scale names is derived from plans by officials of Minneapolis Brewing company to join with the Minneapolis Board of Park Commissioners in sponsoring a series of nine free twilight band concerts on Sunday nights in Grain Belt Concert Park, across N. E. Broadway St. from the deer enclosure.

The 7 p.m. concerts begin next Sunday night, June 20, and continue each Sunday night thereafter—except July 4—until Aug. 22. The two-hour variety programs will be presented by Elmo Lunkley's Symphonic band.

Since deer make little use of their vocal chords—confining themselves to an occasional bleat—it is not expected that Do, Re or Mi will be featured with the band.

Brewers-Bulletin 6/24

## Twin Cities MBAA Picnic Attracts Good Attendance

Lakeview, Minn. — District St. Paul-Minneapolis, Master Brewers Association of America, held its annual picnic at Antler's Park here recently. The weatherman cooperated, and attendance was good.

There were games for the children as well as the adults. The winners of the horseshoe-throwing contest were Frank Mathes and Paul Hauwiler of the Minneapolis Brewing Company and the Jacob Schmidt Brewing Company, respectively.

The annual active-allied baseball game was the highlight of the afternoon. The "Actives," managed by Mathes, won by a 6-to-4 margin. The "Allied" manager was Bob Irmien of the Weyerhaeuser Company. Umpire Alex Young of the Theo. Hamm Brewing Company kept the game under control with the help of Milt Heitges of the Fleischmann Malting Company.

On July 20, the Twin Cities district will hold its annual golf outing at the Stillwater Country Club in Stillwater, Minn. The annual fall outing will be held at Grand View Lodge in Brainerd on August 27, 28 and 29.

Announcement of the forthcoming events was made by Gordon A. Schellhas, district publicity chairman. He is a vice president for the Rahr Malting Company.





Miss Gabor Vernon Durante Skelton

★ ★ ★ ★ ★  
Mpls Star - 6/25/65  
TV-RADIO CHATTER

## Our Hearts Go Out to 'Losers'

By FORREST POWERS  
Minneapolis Star Staff Writer

Deadpan comic Jackie (Hello, fun-seekers) Vernon is scheduled to pay a return visit to the CBS-TV Ed Sullivan show Sunday, presumably to deliver another monologue about those poor unfortunates, the "losers."

A "loser" is a person whose name or whose plans for fame and fortune fell just short of greatness. The man who packaged "frozen radio dinners" is one example of a "loser." The would-be crooner, Bing Sinatra, is another.

A group of us at the office compiled a list of "all-time losers" the other day. Our hearts go out to:

The producers who tried to sell television series entitled "Gallagher's Island," "My Favorite Venutian," "Laddie," "Dr. Ben Hogan" and the soap opera, "Market Place."

The soft drink bottlers who named their products 6-Up, Bubble Down and Dr. Salt . . . The man who invented the five-pack . . . The TV sponsor who boasted that use of his toothpaste would result in 19 per cent fewer cavities . . . The cowboy actor, Skip-a-long Cassidy . . . The movie producer who called his James Stock spy film "Silverthumb" . . . The brewers of Corn Belt and Bacon's beer . . . The ad man who worked out a "maybe bank" campaign . . . Mickey Killebrew, a hopeless baseball player . . . Lawrence Wilt, an orchestra leader who played "beer music" . . . The electronics wizard who started a firm called Sweetiwell.

Then there are the songwriters who composed "I Wanna Hold Your Head," "Moon Over Fort Lauderdale," "Three Cigarettes in the Dark," "My Wild Irish Tulip," "Mexicali Marigold," "Yellow Rose of Oklahoma," "May Is Busting Out All Over" and "Tip-toe Through the Chrysanthemums."

Pity. They came so close.

THE MINNEAPOLIS STAR  
2B III Tues., June 22, 1965

Thursday, July 1, 1965,

Minneapolis SPOKESMAN, Page 5

### Grain Belt Park Baby Fawns Named Do, Re and Mi

Three tiny fawns, born last month in the deer pen at Grain Belt Park in northeast Minneapolis, have been named Do, Re and Mi.

The female of the trio is being called Do, for obvious reasons.

Inspiration for the musical scale names is derived from plans by officials of Minneapolis Brewing Company to join with the Minneapolis Board of Park Commissioners in sponsoring a series of nine free twilight band concerts on Sunday nights in Grain Belt Concert Park, across N.E. Broadway St. from the deer enclosure.

The 7 p.m. concerts begin next Sunday night, June 20, and continue each Sunday night thereafter — except July 4 — until Aug. 22. The two-hour variety programs will be presented by Elmo Lunkley's Symphonic Band.

Since deer make little use of their vocal chords — confining themselves to an occasional bleat — it is not expected that Do, Re or Mi will be featured with the band.



## Grain Belt "LUCKY TAG" FISHING CONTEST ALL NORTH DAKOTA LAKES

**TAG GAME** — Grain Belt's "Lucky Tag" fishing contest, covering all North Dakota lakes, gives fishermen the opportunity to win from \$2.00 to \$300.00 in cash. In addition, all "Lucky Tag" winners qualify to win a complete motorboat-trailer outfit in a bonus prize drawing on October 25. The contest ends September 30. For full details, see your local North Dakota Grain Belt dealer.

WDAY Mike Notes - July 1965



## Twilight Concerts

A series of nine free twilight band concerts, co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners, is being presented Sunday evenings this summer in Grain Belt Park Annex, N.E. Broadway St. and Marshall Av.

The 7 p.m. concerts by Elmo Lunkley's Symphonic Band performs every Sunday—except July 4—until Aug. 22.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs will be similar in content to the Park Board concerts presented each summer at the Lake Harriet Bandstand in south Minneapolis. Each show will last approximately two hours, with an intermission, concluding just before darkness. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

Arrangements for appearances by the 35-piece concert band were made with the Minneapolis Musicians Association, Local 73, American Federation of Musicians.

With the cooperation of neighboring Gray Company, Inc., the brewing firm has constructed a rustic entrance, installed seating for more than 1,000 persons, built a bandstand with public address system, in-

stalled drinking fountains and has decorated a block-long wooden warehouse backdrop with a laurel wreath and lyre design. Minneapolis Brewing Company is assuming all costs involved in presenting the concerts.

An outdoor concert arena is being developed in the corner property across Broadway St. from Grain Belt Park, a landscaped Bavarian garden surrounding Diamond Wells fountain which was opened to the public two years ago.

Free off-street parking for approximately 1,100 autos is being provided within one block of the park by the brewing company, Northeast State Bank and Gray Company, Inc. Public toilet facilities are available in Grain Belt Park Gasthaus.

Mr. Kiewel said none of the company's products is to be sold or given away at the concerts.

With nine Grain Belt Park concerts added to the schedule, there are 56 free Park Board music programs planned this summer. The Lake Harriet concerts began Sunday, June 27, and continue nearly every night until Saturday, Aug. 14.

Elmo Lunkley's Symphonic Band appears at Harriet every Monday and Tuesday night during this period, as well as two Wednesdays (July 28 and Aug. 4) and from Monday through Saturday, Aug. 9-14. The

MINNEAPOLIS GUIDE  
July 2-8, 1965

Lake Harriet Pops Orchestra, directed by Jimmy Greco, performs Wednesday through Sunday nights for six weeks (except July 21, 23, 28 and Aug. 4) through Sunday, Aug. 8.

There will be no concerts at Harriet Wednesday, July 21, night of the Aquatennial Torchlight Parade, and Friday, July 23, when the Aquatennial Queen of the Lakes is crowned.

### Labor Review 7/22 MARCHES TO HIGHLIGHT GRAIN BELT CONCERT

Five rousing marches will be included in the 15-number band concert at Grain Belt Concert Park, Marshall and Broadway St. N.E., Sunday night, July 25.

Conductor Elmo Lunkley's Minneapolis Symphonic band will begin the 2-hour free program at 7:00 p.m. The weekly concerts, sponsored by the Minneapolis Board of Park Commissioners and Minneapolis Brewing Co., continue through Aug. 22.

## Grain Belt Concerts

The series of nine free Sunday twilight band concerts at Grain Belt Concert Park, N.E. Broadway and Marshall Sts., Minneapolis will resume Sunday July 11, at 7 p.m. The two-hour musical event is co-sponsored by the Minneapolis Board of Park Commissioners and Minneapolis Brewing Company.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs will be similar in content to the Park Board concerts presented each summer at the Lake Harriet Bandstand in south Minneapolis. Each show will last approximately two hours, with an intermission, concluding just before darkness. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

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JULY 9-15, 1965

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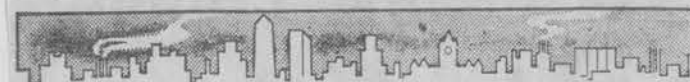
(Continued on Page 43)

Minneapolis Guide

## THE MINNEAPOLIS STAR

THURSDAY, JULY 15, 1965

\* 1C



**Bob Murphy**  
REPORTING AT LARGE

Twin City Chippewa Tribal Council will hold a benefit dance Saturday, 8 to 12:30, at Knights of Columbus Hall, 2031 W. Broadway. Money raised from these dances goes to help finance legislation benefiting Indians. . . The Lake Harriet band concerts have long been familiar attractions, but now there are others, at NE. Broadway and Marshall Sts., a corner that used to look like a junk yard. Grain Belt Park has been established there and the corner cleaned up, and the Park Board is co-operating in a series of Sunday night concerts through Aug. 22. The first offering drew a standing-room-only crowd of 2,000.

## Concert

(Continued from Page 11)

by the brewing company, Northeast State Bank and Gray Company, Inc. Public toilet facilities are available in Grain Belt Park Gasthaus.

Elmo Lunkley's Symphonic Band appears at Harriet every Monday and Tuesday night during this period, as well as two Wednesdays (July

28 and Aug. 4) and from Monday through Saturday, Aug. 9-14. The Lake Harriet Pops Orchestra, directed by Jimmy Greco, performs Wednesday through Sunday nights for six weeks (except July 21, 23, 28 and Aug. 4) through Sunday, Aug. 8. There will be no concerts at Harriet Wednesday, July 21, night of the Aquatennial Torchlight Parade, and Friday, July 23, when the Aquatennial Queen of the Lakes is crowned.

With nine Grain Belt Park concerts added to the schedule, there are 56 free Park Board music programs planned this summer. The Lake Harriet concerts began Sunday, June 27, and continue nearly every night until Saturday, Aug. 14.

Argus - 7/22

## Marches to Be Featured In Concert

Five rousing marches will be included in the 15-number band concert at Grain Belt Concert Park, N. E. Marshall and Broadway Sts., Minneapolis, Sunday night, July 25.

Conductor Elmo Lunkley's Minneapolis Symphonic Band will begin the two-hour free program at 7 p.m. The weekly concerts, sponsored by the Minneapolis Board of Park Commissioners and Minneapolis Brewing Company, continue through August 22.

The program:

"All America" march, Taylor; "Wedding Day at Trollhaugen," Grief; medley of Cole Porter songs arranged by Bennett; "Carnival of Venice," arranged by Bell, featuring tuba soloist Stan Freese; "Moor-side March," Holst; accordion solos by Larry Malmberg; "American Overture," Jenkins; "The Florentiner" march, Fucik, intermission.

"Rolling Thunder" march, Fillmore; "Voices of Spring" waltz, J. Strauss; selections by the Dixieland band; "La Bamba de Vera Cruz," Tucci; "Around the World in 80 Days," Young; "Beguine Festival," arranged by Osser, and "Wings of Victory" march, Ventre.

Argus - 7/1/65

## No Band Concert Sunday, July 4th

The Minneapolis Symphonic Band will take a vacation Sunday, July 4, from its schedule of appearances at Grain Belt Concert Park, N. E. Broadway and Marshall Sts., Minneapolis.

The series of nine free Sunday twilight band concerts, directed by Elmo Lunkley, will resume Sunday, July 11, at 7 p.m. The two-hour musical events are co-sponsored by the Minneapolis Board of Park Commissioners and Minneapolis Brewing Company.



## EVENT

### Twilight Concerts

The series of nine free Sunday twilight band concerts at Grain Belt Concert Park, N.E. Broadway and Marshall Sts., Minneapolis will resume Sunday July 11, at 7 p.m. The two-hour musical event is co-sponsored by the Minneapolis Board of Park Commissioners and Minneapolis Brewing Company.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs will be similar in content to the Park Board concerts presented each summer at the Lake Harriet Bandstand in south Minneapolis. Each show will last approximately two hours, with an intermission, concluding just before darkness. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

Arrangements for appearances by the 35-piece concert band were made with the Minneapolis Musicians Association, Local 73, American Federation of Musicians.

With the cooperation of neighboring Gray Company, Inc., the brewing firm has constructed a rustic en-

trance, installed seating for more than 1,000 persons, built a bandstand with public address system, installed drinking fountains and has decorated a block-long wooden warehouse backdrop with a laurel wreath and lyre design. Minneapolis Brewing Company is assuming all costs involved in presenting the concerts.

An outdoor concert arena is being developed in the corner property across Broadway St. from Grain Belt Park, a landscaped Bavarian garden surrounding Diamond Wells fountain which was opened to the public two years ago.

Free off-street parking for approximately 1,100 autos is being provided within one block of the park by the brewing company, Northeast State Bank and Gray Company, Inc. Public toilet facilities are available in Grain Belt Park Gasthaus.

Elmo Lunkley's Symphonic Band appears at Harriet every Monday and Tuesday night during this period, as well as two Wednesdays (July 28 and Aug. 4) and from Monday through Saturday, Aug. 9-14.

July 23-29, 1965

MINNEAPOLIS GUIDE



Shown here discussing plans for the free twilight concerts are (from left) Harry Strobel, music supervisor for the park system; Miss Charlotte Fosburg, park recreation program supervisor; Elmo Lunkley, conductor of the Symphonic Band, and Frank D. Kiewel, president, Minneapolis Brewing Co.

Brewers Digest - July 1965

## BAND CONCERTS FOR GRAIN BELT PARK



Shown here discussing plans for the shows are (from left) Harry Strobel, music supervisor for the park system; Miss Charlotte Fosburg, park recreation program supervisor; Elmo Lunkley, conductor of the Symphonic Band, and Frank D. Kiewel, president of the brewing firm. The concert park has been equipped with a lighted stage, benches, water fountains and ornamental entrances.

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When writing to advertisers please mention Beverage Journal

Minneapolis, Minn. — A series of nine free twilight band concerts, co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners, will be presented Sunday evenings this summer in Grain Belt Park Annex, N. E. Broadway St. and Marshall Ave. in Minneapolis.

The 7 p.m. concerts by Elmo Lunkley's Symphonic Band began Sunday, June 20, and continue each Sunday thereafter—except July 4—until Sunday, Aug. 22.

Three tiny fawns, born last month in the deer pen at Grain Belt Park, have been named Do, Re and Mi.

The female of the trio is being called Do, for obvious reasons.

Inspiration for the musical scale names is derived from plans for sponsoring the series of nine free twilight band concerts.

Since deer make little use of their vocal chords—confining themselves to an occasional bleat—it is not expected that Do, Re or Mi will be featured with the band.

BEVERAGE JOURNAL, July, 1965

A series of nine free twilight band concerts, co-sponsored by the **Minneapolis Brewing Co.**, Minneapolis, Minn., and the Minneapolis Board of Park Commissioners, are being presented Sunday evenings this summer in Grain Belt Park Annex.

The 7 p.m. concerts by Elmo Lunkley's Symphonic Band began Sunday, June 20, and will continue each Sunday thereafter—except July 4—until Sunday, August 22.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs will be similar in content to the Park Board concerts presented each summer at the Lake Harriet Bandstand in south Minneapolis. Each show will last approximately two hours, with an intermission, concluding just before darkness. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

Arrangements for appearances by the 35-piece concert band were made with the Minneapolis Musicians Association, Local 73, American Federation of Musicians.

An outdoor concert arena is being developed in the corner property across Broadway St. from Grain Belt Park, a landscaped Bavarian garden surrounding Diamond Wells fountain which was opened to the public two years ago.

With the cooperation of neighboring Gray Co., Inc., the brewing firm has constructed a rustic entrance, installed seating for more than 1,000 persons, built a bandstand with public address system, installed drinking fountains and has decorated a block-long wooden warehouse backdrop with a laurel wreath and lyre design. The Minneapolis Brewing Co. is assuming all costs involved in presenting the concerts.

Free off-street parking for approximately 1,100 autos is being provided within one block of the park by the brewing company, Northeast State Bank and Gray Co., Inc.

Mr. Kiewel said none of the company's products is to be sold or given away at the concerts.

Howard I. Moore, superintendent of parks, said the Board of Park Commissioners approved co-sponsorship of the concerts because there has been a long-standing need

for expansion of summer music activities into a location which would be accessible to residents of northeast and north Minneapolis.

He said, "We are delighted to cooperate with business firms interested in improving our cultural and recreational programs." Mr. Moore and members of the Park Board expressed a similar sentiment when they participated in dedication of Grain Belt Park two years ago.

The park was expanded in 1964 to include a deer enclosure, but it still was not large enough to accommodate concerts. With the dual intention of beautifying the area across the street from Grain Belt Park and providing more public activities, the company went ahead with a second expansion effort this year.





EIGHT OF THE FIRST 10 RECIPIENTS of the Grain Belt-WDGY Twin City Amateur sports award given to individuals who have made an outstanding contribution to sports are honored. From left to right they are: Ken Yackel, hockey player and former member of the Bloomington A's baseball team; Herb Isakson, manager of the A's and coach of the Legion 550 baseballers; Tom Hoover nationally known dragster; Bob Utecht, Sports editor of the Bloomington

Sun Suburbanite; Vern DeKuester, Past president of the Minneapolis Umpires Assn.; Neil Croonquist, golfer of reknown; Ken Bartholemew, Hall of Fame speed skater who has assisted many Bloomington skaters and Lee Bolduc, champion motorcyclist. Those not shown include Bobby Christian, coach of Olympian Sporting Goods slow-pitch champions of Bloomington and Carl Gustafson, trap-shooter from Anoka.

## Minneapolis Board of Park Commissioners

Henry C. Rosacker  
President  
**Weekly**

Howard I. Moore  
Superintendent  
**Newsbulletin**

VOL. XXXXI - 29

July 23, 1965

### GENERAL NEWS

**GRAIN BELT CONCERTS PROVE POPULAR** - Attendance at Grain Belt Concert Park's free Sunday evening concerts (held from 7 to 9 p.m.) has been nothing short of spectacular. Estimates ranging from 1,000 to 3,000 persons have been given, and every bench has been filled for these concerts. The overflow crowd have been seated on grass areas, usually on blankets.

Conducted by Elmo Lunkley, the Minneapolis Symphonic Band presents these concerts which are sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company. The program this week will include "Carnival of Venice," featuring tuba soloist Stan Freese, selections by the Dixieland Band, and the theme from "Around the World in 80 Days."

Greater Minneapolis  
July 1965

### CURRENT NEWS OF THE MONTH

**Twilight Concerts.** A series of nine free twilight band concerts, co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners, is being presented Sunday evenings this summer in Grain Belt Park Annex, N.E. Broadway St. and Marshall Ave.

The 7 p.m. concerts by Elmo Lunkley's Symphonic Band began Sunday, June 20, and are continuing each Sunday thereafter—except July 4—until Sunday, Aug. 22.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs are similar in content to the Park Board concerts presented each summer at the Lake Harriet Bandstand in south Minneapolis. Each show lasts approximately two hours, with an intermission, concluding just before darkness. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—is being offered.

Arrangements for appearances by the 35-piece concert band were made with the Minneapolis Musicians Association, Local 73, American Federation of Musicians.

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Kiewel said none of the company's products is to be sold or given away at the concerts.

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He said, "We are delighted to cooperate with business firms inter-

ested in improving our cultural and recreational programs." Moore and members of the Park Board expressed a similar sentiment when they participated in dedication of Grain Belt Park two years ago.



Commercial West 7/3  
**Pat Smiley Begins  
 Eighth State Tour**



**Mrs. Smiley**

Pat Smiley, "Minnesota Hostess" for the Minnesota Brewers Association, has begun her eighth summer of goodwill appearances.

Her schedule this summer includes 25 to 30 different fairs and festivals. Since 1957, the brewers association has been sending Mrs. Smiley, a former "Miss Minnesota" and "Miss America" finalist, to festivals in all parts of the state. She is available on a first-come, first-served basis. Often spots on her schedule are reserved 12 months in advance.

She conducts cooking demonstrations, and judges beauty and talent contests. She has been commentator at eating and boating contests, and leads songfests.

Committees or individuals desiring to make arrangements for appearances by the Minnesota Hostess should contact John Farrell, Jr., secretary Minnesota Brewers Association, 507 Hamm Building, St. Paul 55102.

**By Don Riley**  
 St. Paul Pioneer Press  
 7/28/65

including Clay and Patterson . . . who says brotherly-love isn't riding high on the Minnesota Rangers premises? The first Ranger-Minutemen planning party is pegged for Grain Belt's sudary in northwest Minneapolis Wednesday night . . . Ex-Mechanic Arts athletic firebrand Jerry Isaacs has big new plans for a renovated syrup spa on the Hudson highway . . . Which brings to mind that celebrities of all kinds will test the beautiful surroundings of

Minneapolis Brewing Co. last month paid a dividend of 18 cents per common share.

*American Brewer 7/65*

Weekly Newsbulletin Minneapolis Park Board 7/30/65  
**GRAIN BELT CONCERTS** - The Minneapolis Symphonic Band, under the direction of Elmo Lunkley, will feature music from a pair of outstanding Broadway musicals on Sunday evening, as it presents another in its series of free Sunday evening concerts at Grain Belt Concert Park. "Hello, Dolly," and "Gypsy," the featured musicals, have proven to be popular with the concert-going crowd that packs the concert park every Sunday at 7 p.m. Besides these selections, the band will present Dixieland jazz, accordion solos by Larry Malmberg, and trumpet selections by Donald Stoyke, Melvin Levin and Ralph Mendenhall.

July 30 - August 5, 1965

**MUSIC**

Lead article in this week's Mpls. Guide

**Twilight Concerts**

Sunday twilight band concerts at Grain Belt Concert Park, N.E. Broadway and Marshall Sts., Minneapolis are currently being held. The two-hour musical event is co-sponsored by the Minneapolis Board of Park Commissioners and Minneapolis Brewing Company.

Frank D. Kiewel, president of the brewing company, said the Grain Belt Park programs will be similar in content to the Park Board concerts presented each summer at the Lake Harriet Bandstand in south Minneapolis. Each show will last approximately two hours, with an intermission, concluding just before darkness. A variety of music—marches, waltzes, Dixieland jazz, soloists and Broadway musical comedy tunes—will be offered.

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Free off-street parking for approximately 1,100 autos is being provided within one block of the park by the brewing company, Northeast State Bank and Gray Company, Inc. Public toilet facilities are available in Grain Belt Park Gasthaus.

Elmo Lunkley's Symphonic Band appears at Harriet every Monday and Tuesday night during this period, as well as Wednesday, Aug. 4 and from Monday through Saturday, Aug. 9-14.

**Concert**

Elmo Lunkley's Symphonic Band will offer a blend of music to suit every taste in the second free twilight concert of the summer series at Grain Belt Concert Park Sunday evenings. The two-hour program begins at 7 p.m. in the park at N.E. Broadway and Marshall Sts.

The concerts are co-sponsored by Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners. They will continue each Sunday night, through Aug. 22.

Mpls. Guide July 16-22.

**American Brewer 7/65  
 DISTRICT EVENTS**

**District St. Paul-Minneapolis:** The annual picnic held June 19 at Antler's Park, Lakeview, Minnesota, had both good weather and a good turnout. The annual active and allied baseball game was the highlight of the afternoon. The Actives were managed by Frank Mathes and the Allies by Bob Irmien of Weyerhaeuser Co. (The Actives won) There were games for the children as well as the adults and the buffet picnic dinner was thoroughly enjoyed by all. . . . **District Southern California:** A tour of the Air Re-

**Minneapolis Tribune**

• Industry  
 • Markets

SATURDAY, JULY 31, 1965

8

30

MINNEAPOLIS TRIBUNE

Sat., July 31, 1965



**I LIKE IT HERE  
 By GEORGE GRIM**

**MEL DAHL** WAS packing up 38 years of yesterdays in his dingy office at Minneapolis Auditorium. The man who began as a janitor, became comanager in 1951, has reached the 65-year-old retirement time.

Every one of the mementos that went into the box had a story.

"Here's the program when we dedicated the organ in June 1928," said Dahl, handing me a blue-covered booklet under the imprimatur of Mayor George E. Leach. "Took three nights, with a classical organist the first two and Eddie Dundstedter the third. He was a great hit—packed the place."

Just two weeks ago, Dundstedter was in Minneapolis for a private engagement, heard about Dahl's retirement.

"He came down here, asked me if I'd run the theater console up on its elevator," Dahl told me. "He climbed aboard, with a copy of that opening program I had shown him. You know, he went through the whole thing—just for me."

(Eddie thus played the program twice, 37 years apart, for no fee. The first time, so said the program, "Grateful acknowledgement is made by the Committee to Mr. Dundstedter and to the Minnesota Theater for his participation in this program, his services having been made available without cost.")

The programs, by the way, were furnished by W. B. Foshay, the tower man.

"Here's the program John Philip Sousa played when Foshay brought the band to town and presented it in a free concert at the Auditorium. We're still owed the \$500 rental," Dahl said.

(On the program was a number Sousa composed for the event: "The Foshay Tower—a Washington Memorial—March." Wonder whatever happened to the score? Great one for Lunkley's Band to play at Lake Harriet or at Grain Belt Park some night soon!)

Dahl riffled through programs of the top classical artists of their time.

"They all were here," he said. "See—Paderewski, Galli-Curci, John McCormack, Madame Schumann-Heink's farewell concert . . . the late Mrs. Carlyle Scott brought the biggest names in music."

(The changing fashions in concert numbers was noticeable. Miss Galli-Curci sang such items as "Uncle Remus" and "Garden Thoughts," while McCormack (on April 24, 1929) included "Bird Songs at Eventide." Earlier, both had sung solid numbers.

A huge glass case of badges worn at various Auditorium events would be going along with Dahl.

**Minneapolis  
 Brewing Has  
 Lower Profits**

Minneapolis Brewing Co. Friday reported earnings slightly lower in the first half

of 1965, compared with the same period last year.

**BUSINESS** Net income was \$222,000, equal to 45 cents a share, off from \$231,000, or 47 cents a share, in January-June 1964.

The brewer reports sales only on an annual basis. Last year net sales totaled \$12.97 million.

Net income in the second quarter of this year was \$137,000, or 28 cents a share, compared with \$143,000, or 29 cents a share, in the same quarter of 1964.

**Argus 7/15/65  
 Sing-Along**

**To Be Featured  
 At Grain Belt**

A sing-along, led by former Miss Minnesota Pat Smiley, will be highlighted during the Grain Belt Concert Park band concert Sunday night, July 18.

The free 7 p.m. program by Elmo Lunkley's Minneapolis Elmo Lunkley's Minneapolis ed into two segments of community singing and band selections.

Mrs. Smiley, official hostess for the Minnesota Brewers Association, has been leading sing-alongs throughout the state for the past two years.

Grain Belt Concert Park is situated at N. E. Broadway and Marshall Sts. The series of Sunday evening programs is sponsored by Minneapolis Board of Park Commissioners and Minneapolis Brewing Co.



# Grain Belt Park Is Busy, Busy, Busy



Left—NEIGHBORS FROM THE SOUTH are being inducted as honorary Commodores of the Minneapolis Aquatennial by Aqua Princess Mimi Krieger. Six visitors from Colombia, South America, inspected facilities of Minneapolis Brewing Company as part of a tour of three brewing firms in the U. S. sponsored by Container Corp. of America. "Neighbors to the South" was the theme of the Aquatennial, which was held July 16 through 25. The Colombians and their hosts, pictured in front of Diamond Wells fountain in Grain Belt Park, are (from left) John P. Lampertz, vice president of Minneapolis Brewing Company; Dr. Jose Fernandez, vice president, Aguila Brewing Co., Baranquilla; Dr. Mauricio Segovia, president, Andina Brewing Company, Bogota; Guillermo Cobo, Carton de Colombia, Cali; Princess Mimi; Dr. German Zalazar, executive vice president, Bavaria Brewing Company, Bogota; Harry Drnek, general sales manager of beer packaging division, Container Corp. of America, from Chicago; Hernando Reyes,

Carton de Colombia, Cali, and Dr. Arturo Garcia, master brewer, Bavaria Brewing Company, Bogota. Right—TWILIGHT BAND CONCERTS are a weekly attraction in Grain Belt Concert Park, across the street from Grain Belt Park at N. E. Broadway and Marshall Streets, Minneapolis. Elmo Lunkley's Minneapolis Symphonic Band plays free, two-hour programs each Sunday night throughout the summer. As many as 2,000 persons have flocked to the park to see and hear the entertainment jointly sponsored by Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners. The concerts are identical to those which have been presented for many years at the Lake Harriet Bandstand in south Minneapolis. The concerts will continue through August. Programs include marches, waltzes, musical comedy music and Dixieland, with solos by various members of the professional band. Lunkley has been musical director at Edison High School in Northeast Minneapolis for 27 years.

**Weekly Newsbulletin - Minneapolis Park Board 8/6/65**  
**GRAIN BELT CONCERTS** - The Minneapolis Symphony Band, directed by Elmo Lunkley, presents concerts each Sunday at 7 p.m. free of charge at Grain Belt Concert Park. This Sunday's concert will include medleys from "Flower Drum Song," and "Bye Bye Birdie." The Dixieland Band will also play.

**Weekly Newsbulletin - Minneapolis Park Board 8/20/65**  
**SPECIAL MUSICAL EVENTS** - This Saturday, August 21, from 8 - 10 p.m. at Lake Harriet bandstand the Katter Family will conduct a sacred concert.....The final free twilight band concert will take place at Grain Belt Concert Park this Sunday, August 22, at 7 p.m. Performing this week will be the Elmo Lunkley Symphonic Band, which has planned a wide variety of music highlighted by selections from the "Sound of Music" and "The Most Happy Fella."

## Sunday, August 1

**MUSIC**  
Lake Harriet Pops Orchestra, directed by Jimmy Greco, 8 p.m., Lake Harriet Bandstand, free.  
Minneapolis Symphonic Band, directed by Elmo Lunkley, 7 p.m., Grain Belt Concert Park, N.E. Broadway and Marshall St., free.

**THEATER**  
"Beekman Place," 8:30 p.m., Old Log Theater, Exrelsior, 474-5951. Dinner at 7 p.m.; price \$3; reservations should be made by noon Saturday.  
"Floradora," 3 and 8 p.m., The Stagecoach

**SPORTS**  
Baseball, Twins vs. Washn. Metropolitan Stadium, 8001 Cedar 1461. Admission \$1.50, \$2.50, and +

(Continued on Page 2)

MINNEAPOLIS GUIDE

**Holbert-Sun. Trib. 8/8/65**  
Also free today (but not air-conditioned) will be concerts by the Lake Harriet Pops Orchestra at 8 p.m. at the Lake Harriet Bandstand and the Elmo Lunkley Minneapolis Symphonic Band at 7 p.m. at Grain Belt Park. Featured with the Harriet ensemble, conducted by James Gresco, will be violinist Richard Adams, who will play the concerto size solo on Lalo's Symphonie Espagnole.

## Grain Belt Argus 8/5/65 Band Concerts Most Popular

More than 7,000 music-lovers have attended the free band concerts in Grain Belt Concert park since they were initiated June 20 as a regular Sunday evening attraction. It was announced by Frank D. Kiewel, president of the co-sponsoring Minneapolis Brewing company.

The seventh program in the series—Sunday, Aug. 8—featuring Elmo Lunkley's Minneapolis Symphonic band will include medleys of music from "Flower Drum Song" and "Bye, Bye, Birdie," popular Broadway musical comedies. The two-hour concert, starting at 7 p.m., in the park at N. E. Broadway

and Marshall Sts., is co-sponsored by the Minneapolis Board of Park Commissioners.

The program:

"Old Comrades" march, Teike; "Pan Americana," Herbert; selections from "Flower Drum Song," Rodgers; Mendelssohn's "Nocturne," featuring French horn quintet of Paul Binstock, John Reilly, Donald Varville, and Robert Wirth; "Parade of Charioteers," Rozsa; accordion solos by Larry Malmberg; "North Sea" overture, Hermann; "Quality Plus" march, Jewell, intermission.

"Mount Marcy" march, Frackenhohl; "Southern Roses" waltz, Strauss; music by the Dixieland band; "Brazilian Holiday" Siennick; selections from "Bye, Bye, Birdie," Strouse; "Wedding of the Painted Doll," Brown, and "The Liberty Bell" march, Sousa.

## Grain Belt Concert To Feature Tunes From Broadway Argus 8/12/65

Music from Walt Disney's musical motion picture, "Mary Poppins" and a medley of tunes from the Broadway show, "Funny Girl," will be highlighted during the free twilight band program in Grain Belt concert park, Broadway and Marshall Sts. N. E., Sunday, Aug. 15.

Elmo Lunkley and the Minneapolis Symphonic Band will present the "Funny Girl" music—made popular by Barbra Streisand — during the first half of the two-hour show beginning at 7 p.m. The "Mary Poppins" selections will be offered during the second segment. The eighth concert in the series which concludes Sunday, Aug. 22, again is co-sponsored by the Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners. The program:

"Ciribiribin" march, arranged by Alford; "Parade of the Wooden Soldiers," arranged by Morrissey; music from "Funny Girl," Styne; "Flute Cocktail," Simeone, featuring flutists Emil Niosi, Carol Sterling and Peter Vollmers; "The Girl I Left Behind Me," Anderson; accordion solos by Larry Malmberg; "The Flying Dutchman" overture, Wagner; "Mighty Minnesota" march, King, intermission.

"The American Salute," Gould; "Invitation to the Waltz," von Weber; music by the Dixieland Band; "Senor, Senor," Guermo; selections from "Mary Poppins," arranged by Reed; "A Twinkle Twinkle," Bennett-Walters-Yoder; "Ringling Bros. Grand Entry," Sweet.

## Final Concert Post Pubs. 8/19/65 at Grain Belt Park is Sunday

Selections from "Sound of Music" and "The Most Happy Fella," outstanding Broadway musical hits, will be highlighted during the final free twilight band concert of the season in Grain Belt Concert Park Sunday, Aug. 22.

The ninth program in the series presented by Elmo Lunkley's Symphonic Band will begin at 7 p.m., in the park at N.E. Broadway and Marshall streets. Appropriately, Sousa's "Stars and Stripes Forever" will be the final selection, as it was for the first concert of the season on June 20. The shows are co-sponsored by Minneapolis Brewing Company and Minneapolis Board of Park Commissioners. The program:

"Barnum and Bailey Favorite" march, King; "The Peanut Vendor," arranged by Morrissey; selections from "Sound of Music," Rodgers; "Nola," arranged by Walters, with solos by Emil Niosi, piccolo, and Stan Freese, tuba; "Conquest," Newman; accordion solos by Larry Malmberg; "William Tell" overture, Rossini; "Band of America" march, LaValle, intermission.

"The Red Cavalry March," Gould; "Der Rosenkavalier" waltz, Strauss; music by the Dixieland Band; "The Melody Shop," march, King; music from "The Most Happy Fella," Loesser; "Fandango," Perkins, and "The Stars and Stripes Forever," Sousa.

## Argus 8/19/65 Grain Belt Concert Finale Sunday, Aug. 22

Selections from "Sound of Music" and "The Most Happy Fella," outstanding Broadway musical hits, will be highlighted during the final free twilight band concert of the season in Grain Belt Concert park Sunday, Aug. 22.

The ninth program in the series presented by Elmo Lunkley's Symphonic band will begin at 7 p.m. in the park at N. E. Broadway and Marshall streets. Appropriately, Sousa's "Stars and Stripes Forever" will be the final selection, as it was for the first concert of the season on June 20. The shows are co-sponsored by Minneapolis Brewing Company and Minneapolis Board of Park Commissioners.

The program: "Barnum and Bailey Favorite," march, King; "The Peanut Vendor," arranged by Morrissey; selections from "Sound of Music," Rodgers; "Nola," arranged by Walters, with solos by Emil Niosi, piccolo, and Stan Freese, tuba; "Conquest," Newman; accordion solos by Larry Malmberg; "William Tell" overture, Rossini; "Band of America" march, LaValle, intermission.

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## Free Concerts Prove Popular

More than 7,000 music-lovers have attended the free band concerts in Grain Belt Concert Park since they were initiated June 20 as a regular Sunday evening attraction, it was announced by Frank D. Kiewel, president of the co-sponsoring Minneapolis Brewing Co.

The seventh program in the series - Sunday, Aug. 8 - featuring Elmo Lunkley's Minneapolis Symphonic Band will include medleys of music from "Flower Drum Song" and "Bye, Bye, Birdie," popular Broadway musical comedies.

The two-hour concert, starting at 7 pm in the park at N.E. Broadway and Marshall streets, is co-sponsored by the Minneapolis board of park commissioners.

South Washington County Bulletin 8/5/65



Bloomington Sun-Sub.

## Free Pops Concert In Minneapolis 8/12/5

Music from Walt Disney's musical motion picture, "Mary Poppins" and a medley of tunes from the Broadway show "Funny Girl" will be highlighted during the free twilight band program in Grain Belt concert park, Broadway and Marshall N.E. Sunday beginning at 7 p.m.

The concert is one of eight free concerts co-sponsored by the Minneapolis Brewing Co. and the Minneapolis park board. The series will conclude August 22.

Finance & Commerce  
8/25/65

No. 16

## Minneapolis Brewing Looks for Other Marketing Areas

The board of directors of Minneapolis Brewing company through a resolution, has authorized the management of the company to negotiate acquisitions of other breweries in markets removed from the present major marketing area of the company. This marks a departure from previous policy of the 74-year-old firm, according to Frank D. Kiewel, president.

In the past ten years, the company's earnings per share of stock outstanding have increased more than 13 times. Sales in the same period have increased approximately 75 percent.

Almost all of this sales increase was achieved within the original primary marketing area of the company and without the addition of any new territories, Kiewel said. He continued, "The directors now feel the time has come to expand the distribution area and that the best way to do this is through acquisition of other plants."

At the same meeting, the directors also declared a quarterly dividend of 18 cents per share payable September 15, 1965, to shareholders of record August 31, 1965.

## THE MINNEAPOLIS Business and Markets

# STAR

Thurs., Aug. 19, 1965

9C

## Grain Belt First Half Earnings Dip

Minneapolis, Minn. — Second quarter earnings of the Minneapolis Brewing Company were slightly below those of the corresponding period a year ago. In a report to shareholders, President and General Manager Frank D. Kiewel said that the totals were \$137,000 and \$143,000, respectively.

The brewer of Grain Belt beer had six-month net earnings (after Federal and state income taxes) of \$222,000. This was 4 per cent less than the \$231,000 reported in the first half of 1964. Earnings per share were 45 cents and 47 cents, respectively.

Dividends paid by Minneapolis Brewing in the opening six months of this year totaled \$175,392, or 36 cents per share. This was the same as that paid in the comparable 1964 period.

"We have agreed to new contracts with the Brewery Workers and the Teamsters union locals represented at the brewery," Kiewel concluded. "The contracts run from July 1, 1965, to June 30, 1967."

Brewers Bulletin  
8/5/65

## Minneapolis Brewing to Seek Distant Firms

The directors of Minneapolis Brewing Co. Thursday gave the company's management a green light to negotiate acquisitions of other breweries outside the company's present marketing area.

This marks a departure from previous policy of the 74-year-old firm, according to Frank D. Kiewel, president.

Kiewel noted that in the last 10 years, Minneapolis Brewing's earnings per share have increased more than 13

times and sales have risen approximately 75 per cent.

Almost all of this sales increase was achieved within the original primary marketing area of the company, without the addition of any new territories, he said.

"The directors now feel the time has come to expand the distribution area and that the best way to do this is through acquisition of other plants," Kiewel added.

Minneapolis Brewing's primary distribution area includes Minnesota, Wisconsin, Iowa, North Dakota and South Dakota.

The directors also declared a regular quarterly dividend of 18 cents a share on its 487,000 shares outstanding, payable Sept. 15 to shareholders of record Aug. 31.

## Brewery Declares Dividend

Directors of Minneapolis Brewing Co. declared a quarterly dividend of 18 cents a share payable Sept. 15 to stockholders of record Aug. 31. There are approximately 487,000 shares outstanding.

Frank D. Kiewel, president, also announced the directors authorized a new policy under which the firm will negotiate "acquisitions of other breweries in markets removed from the present major marketing area of the company."

In the past 10 years, Kiewel said, the company sales have increased approximately 75 per cent, almost entirely in the brewery's primary marketing area.

"The directors now feel the time has come to expand the distribution area and that the best way to do this is through acquisition of other plants," he explained.

Minneapolis brewing had sales of \$12.9 million in 1964 and earnings of \$637,839 or \$1.25 a share.

Sun. Sub. Life 8/22/65

## Mpls. Brewing Plans Expansion In Other Areas

The board of directors of Minneapolis Brewing Company this week authorized management of the company to negotiate acquisitions of other breweries in markets removed from the present major marketing area of the company.

This marks a departure from previous policy of the 74-year-old firm, according to Frank D. Kiewel of St. Louis Park president.

In the past ten years, the company's earnings per share of stock outstanding have increased more than 13 times. Sales in the same period have increased approximately 75 percent.

Almost all of this sales increase was achieved within the original primary marketing area of the company and without the addition of any new territories, Kiewel said.

He continued, "The directors now feel the time has come to expand the distribution area and that the best way to do this is through acquisition of other plants."

At the same meeting, the directors also declared a quarterly dividend of 18 cents per share payable Sept. 15, 1965, to shareholders of record Aug. 31, 1965.

## Brewery Gets OK on Acquisitions

The board of directors of Minneapolis Brewing Co. today authorized the company to negotiate acquisitions of other breweries in markets removed from the present major marketing area of the company. This marks a departure from previous policy of the 74-year-old firm, according to Frank D. Kiewel, president.

In the past 10 years, the company's earnings per share of stock outstanding have increased more than 13 times. Sales in the same period have increased approximately 75 per cent.

Almost all of this sales increase was achieved within the original primary marketing area of the company and without the addition of any new territories, Kiewel said. He continued, "The directors now feel that the time has come to expand the distribution area and that the best way to do this is through acquisition of other plants."

At the same meeting, the directors also declared a quarterly dividend of 18 cents per share payable Sept. 15, to shareholders of record Aug. 31.

the trade.  
★  
THE BREWERS BULLETIN  
727 South Dearborn Street  
Chicago, Ill. 60605  
8/23/65

## Grain Belt Okays Expansion Program By Acquisition

Directors Also Declare  
Regular Quarterly Dividend.

Minneapolis, Minn. — The board of directors of the Minneapolis Brewing Company here recently authorized management "to negotiate acquisitions of other breweries in markets removed from the present major marketing area of Grain Belt beer." This marks a departure from previous policy of the 74-year-old firm, according to Frank D. Kiewel, president.

In the past 10 years, the company's earnings per share of stock outstanding have increased more than 13 times, he said. Sales in the same period have increased approximately 75 per cent.

Almost all of this sales increase was achieved within the original primary marketing area of the company and without addition of any new territories, Kiewel declared. He continued: "The directors now feel the time has come to expand the distribution area, and that the best way to do this is through acquisition of other plants."

At the same meeting, the directors also declared a quarterly dividend of 18 cents per share payable September 15 to shareholders of record August 31.





# Sports EYE OPENER By Don Riley

## MAIL MADNESS:

**FROM BOB GARRITY:** "You couldn't write home for a loan. That drivet about a weak National League only recalls that a weak mind said it" . . . **Comment:** Here's a banana. Go find a tree . . . From Bill Severied: "If that column of yours was any sloppier it'd have to be served in a bowl. The National League is so weak its champion will be a 3-1 favorite over the Thumpless Twins" . . . **Comment:** At those odds, I'd bet by credit cards . . . From Jens Holmquist: "You write like some smart alec who thinks he knows everything. You were the jerk, not us, who said the Twins would finish sixth." . . . **Comment:** I feel like the guy who was saved from drowning in time to win a sweepstakes . . . From Dick Enstad of Whitewater, Wis.: "The 'official' Twins celebration will be held at 617 Milwaukee ave., Whitewater, with Grain Belt and Hamm's served exclusively." . . . **Comment:** Careful or those Badgers will insist you become a citizen . . .



**Tarkenton** and Hamm's served exclusively." . . . **Comment:** Careful or those Badgers will insist you become a citizen . . .

The board of directors of Minneapolis Brewing Company, through a resolution, has authorized the management of the company to negotiate acquisitions of other breweries in markets removed from the present major marketing area of the company. This marks a departure from previous policy of the firm, according to Frank D. Kiewel, president. In the past ten years, said Mr. Kiewel, the company's earnings per share of stock outstanding have increased more than 13 times. Sales in the same period have increased approximately 75 per cent. Mr. Kiewel continued, "The directors now feel the time has come to expand the distribution area and that the best way to do this is through the acquisition of other plants."

Plans to open a new National Can Corporation plant at Eden, New York, early in 1966 have been announced. There is no other can manufacturer in this area of New York State.

## MINNEAPOLIS BREWING TO EXPAND IN OTHER MARKETS

The Board of Directors of Minneapolis Brewing Company today, through a resolution, has authorized the management of the company to negotiate acquisitions of other breweries in markets removed from the present major marketing area of the company. This marks a departure from previous policy of the 74-year-old firm, according to Frank D. Kiewel, president.

In the past ten years, the company's earnings per share of stock outstanding have increased more than 13 times. Sales in the same period have increased approximately 75 per cent.

Almost all of this sales increase was achieved within the original primary marketing area of the company and without the addition of any new territories, Kiewel said. He continued, "The directors now feel the time has come to expand the distribution area and that the best way to do this is through acquisition of other plants."

At the same meeting, the directors also declared a quarterly dividend of 18 cents per share payable Sept. 15, 1965, to shareholders of record Aug. 31, 1965.

## New Territory Sought

Directors of Minneapolis Brewing Co. have authorized the management to negotiate acquisitions of other breweries in markets removed from the present major marketing area of the

## Nu-Line Directors Accept Merger Plan

Directors of Nu-Line Industries, Inc., and United-Carr, Inc., Boston, Mass., have agreed in principle to merge the Minneapolis company into United-Carr.

### IN BUSINESS

In a letter to stockholders, Nu-Line President A. D. Van Horssen said that, if shareholders approve the liquidation at a special meeting within a month, they would receive a cash distribution of from \$3.35 to \$3.60 a share.

That would mean terms with United-Carr of at least \$1.7 million.

United-Carr makes fastening and connecting products for the electronics, automotive and appliance industries. It earned \$4.75 million last year on sales of some \$85 million.

Nu-Line, which makes connectors and other electrical products, had sales of \$3.18 million and net income of \$29,000 in the year ended March 31.

Van Horssen said United-Carr will continue to operate Nu-Line's plant at 1015 S. 6th St. It can be expected to expand Nu-Line's product line and sales, he said.

The proposed liquidation distribution to shareholders is considerably above the re-

cent market price of about \$1.75 a share.

### Faegre Buys Stock in Boise Cascade

Robert Faegre, vice-president in charge of the Mando Division, Minneapolis, of Boise Cascade Corp., purchased 10,000 shares of Boise Cascade preferred stock in July, bringing his total holdings to 13,000 shares, according to the latest list of "insider" transactions published by the Securities and Exchange Commission.

Ford Bell, chairman of Red Owl Stores, Inc., bought 2,300 shares of common in July, increasing his ownership to 45,546 shares.

Granville C. Morton, a vice-president of General Mills, Inc., owned 155,807 shares of common after selling 1,000.

Percy R. Wash, a director of Minneapolis Brewing Co. bought 1,000 shares of common to add to the 1,000 he already held.

## National Notes

The Argentine government has agreed to compensation payments to four U.S. companies and the Dutel Shell group for drilling and refining operations.

United Utilities will acquire Inter-Mountain Telephone.

## Brewers Digest 9/65

### News Briefs

(Continued from page 77)

The board of directors of the Minneapolis Brewing Co., Minneapolis, Minn., through a resolution, has authorized the management of the company to negotiate acquisitions of other breweries in markets removed from the present major marketing area of the company. This marks a departure from previous policy of the 74-year-old firm, according to Frank D. Kiewel, president.

In the past 10 years, the company's earnings per share of stock outstanding have increased more than 13 times. Sales in the same period have increased approximately 75 per cent.

Almost all of this sales increase was achieved within the original primary marketing area of the company and without the addition of any new territories, Mr. Kiewel said. He continued, "The directors now feel the time has come to expand the distribution area and that the best way to do this is through acquisition of other plants."

## Barbara Flanagan



LOOK ALERT, MINNEAPOLIS! One of the great examples of classic pop art is in the middle of town.

It's the Foshay Tower. Let's start now to save it.

"The Foshay Tower is true folk architecture," said ANTHONY CLARK, director of the Minneapolis Institute of Arts.

"The Foshay Tower is classic pop and high camp," said MARTIN FRIEDMAN, director of Walker Art Center.

So what does THAT mean?

"Pop means popular culture," explained Friedman. Its attributes, he said, are anonymity of style as far as the producer is concerned. Pop painters borrow from commercial art. They don't assert their personalities into their works.

Get it? Well, let's try again.

"The supermarket, television, highway signs are all aspects of pop culture," said Friedman. "Walk outside. You don't see trees. You see these symbols. We have created a gaudy, synthetic, syncopated culture based on color, sound, movement and smell. And young artists paint it."

So what is camp? "Camp thinking," said Friedman, "is nostalgic. It's a knowing acceptance and a delight in the corny. Camp is an 'in' joke. And a retreat from pop culture."

Now do you see why the Foshay Tower is camp? Clark and Friedman agreed that the Minnesota State Fair is very pop. And Joe Wright of Dayton's agreed, too. Friedman liked the Egyptian-style facade of the old Marquette Bank building.

Clark didn't feel it was campy enough. "The greatest monument in town — really great pop sculpture — is the girl at the microscope outside that school on LaSalle," he said. He meant the Institute of Medical Technique, 1900 LaSalle Av.

Clark also picked the fresco on the outside wall of the Black Forest Inn, 1 E. 26th St. as "pop in some ways." "And all of those used-car lots with their lights and flags are terrifying pop," he said.

"Wrestling is very pop," he said. "And camp. The Crusher is the pop culture hero."

Clark's other favorite building — besides Grain Belt Park, which is top pop — is the Pillsbury branch library, 100 University Av. SE. "It's a cute little replica of the enormous Baths of Caracalla in Rome," he said.



NEAR LAKEVILLE —

## Retired Farmer Dies After Mishap



PHOTO LOOKS northwest toward Dodd Road intersection. Truck at left was driven by A. P. Bremer, of Lake City, who was fatally hurt. Car was driven by Robert Schultz of Lakeville. Pole was broken by the mishap, which occurred at County 9 (Dodd), and County 70, half a mile west of Lakeville. —Photo by Veola Ellingboe.

(More Photos Lakeville Sec.)

A well-known Lake City retired apple farmer and deer raiser, A. P. Bremer, 67, was fatally injured, and his 57-year-old wife was seriously hurt, at 3:45 p.m. Monday, at intersection of County 9 (Dodd Road), and County 70, half a mile west of Lakeville.

A Lakeville youth, Robert Schultz, 22, was alone in the other vehicle. He escaped serious injury.

ious injury.

Bremer, who died in Sanford hospital about 1½ hours after the accident, was driving a 1953 pickup truck eastward on County 70. Accompanied by his wife, he was coming from Grain Belt Park in Minneapolis and was bringing three tame deer home to Lake City.

One deer was badly injured and was taken to Europa Park. It then had to be destroyed.

The other two deer are roaming loose over the countryside.

Schultz was southbound on County 9 when the crash happened. Both vehicles landed in the southeast ditch where they knocked down a Northern States Power pole.

Sparks flew, and the pickup truck caught fire. Lakeville firemen were called, and police commended them for guarding the snapping wires until repair

men arrived. Farmington ambulance took the injured to Sanford hospital.

The firemen took the injured deer to nearby Europa park.

Both vehicles were demolished in the crash.

About 40 families were without lights from 3:45 p.m. until 8:40 p.m. that evening while repairs were being made.

## BREWER-WHOLESALE COOPERATION

Frank D. Kiewel, President and General Manager of the Minneapolis Brewing Company, reports an incident that is an eloquent testimonial to brewer-wholesaler cooperation.

Recently, a tornado struck a portion of Peoria, Illinois, and severely damaged the warehouse of Minneapolis' distributor there - the Heller Distributing Co. Apparently, Mr. Heller's warehouse was the only beer distributor's property destroyed by the storm. Immediately after stories on the storm appeared in the press, Mr.

August A. Busch, III, Vice President-General Manager, Anheuser-Busch, Inc., called the Budweiser distributor in Peoria to find out if they were involved in the twister. When informed of the Grain Belt distributor's misfortune, Mr. Busch immediately requested his wholesaler to assist Heller in every way possible, in terms of storage, delivery and any manpower that might be needed.

Mr. Kiewel expressed his gratitude to both the Budweiser distributor and Mr. Busch.

USBA NEWSLETTER - October 26, 1965

ST. PAUL DISPATCH

## BUSINESS

By Don W. Larson and F

### Brewery Reports on

Minneapolis Brewing Co. months of 1965 were almost past two years, despite cool primary sales area during reported today to shareholder

dent and general manager He said net earnings quarters of this year were \$ 000 reported at this time a y 000 in after-tax earnings 1963.

Net earnings for three

\$185,000, \$7,000 less than t of 1964.

Earnings per common months in 1965, compared to 87 cents last year and 82 cents at the end of three quarters in 1963. There are 437,200 shares of common stock outstanding.

The board of directors of the Minneapolis Brewing company November 16, 1965 declared a quarterly dividend of 18c per share on all common stock payable December 15, 1965 to shareholders of record November 30, 1965. There are 487,200 shares outstanding.

Finance & Commerce  
11/24/65

### time than now. Mpls Trib. 10/29 Minneapolis Brewing Earnings Dip Slightly

Despite poor beer-drinking weather this year — cooler and damper than usual — Minneapolis Brewing Co.'s earnings in the first nine months were \$407,000, or 84 cents a share, only slightly less than the \$423,000, or 87 cents a share, in the same period last year, the company reported.

Net income for the last quarter was \$185,000, or 38 cents a share, off from \$192,000, or 40 cents a share, a year ago.

**BREWER DIVIDEND**  
Directors of Minneapolis Brewing Co. declared a quarterly dividend of 18 cents a

share on common stock, payable Dec. 15 to shareholders of record Nov. 30. There are 487,200 shares outstanding.

Mpls Star - Nov. 16, 1965

bonds will mature Dec. 1, 1966.  
St. Paul Dispatch Nov. 17, 1965

### Dividend Declared

The Minneapolis Brewing Co. declared a quarterly dividend of 18 cents a share on common stock, payable Dec. 15 to shareholders of record on Nov. 30. There are 487,200 shares outstanding.

### Belts 'Belt' Mpls Star Loop Records

The Grain Belts shot Traveling League records Sunday night at Elsie's Lanes.

Their 3,176 total was a new high as Bob Keto hit 714. And the 1,123 finish, which followed a 1,105 game, was another topper.

The Belts now are tied with Glueks, their opponents last night, after the first quarter position rolloff.

Bill Sandvig of Air Flo was top kegler with 735.



# Beverage Journal 12/65 GRAIN BELT "DIAMOND" WINS HONORS

Minneapolis Brewing Company entries won five awards in the 24th annual Brewers' Association of American advertising-promotion contest in Chicago, it was reported by Luke L. Laskow, advertising manager for the brewers of Grain Belt Premium beer.

First place ribbons were presented for the company's point of purchase wall display, the Grain Belt Diamond house organ and serving tray design. Third places were awarded for designs of cans and match box covers.

The Diamond is edited by R. U. (Bob) Reid of Padilla, Sarjeant, Sullivan and Speer, Inc., public relations counseling firm which represents Minneapolis Brewing Company.

MINNEAPOLIS ARGUS — Thursday, December 30, 1965

## Ingram Resigns at Minneapolis Brewing

Robert E. Ingram, director of sales and marketing for Minneapolis Brewing Co., has resigned to accept a position with General Brewing Co., San Francisco, Calif.

Mr. Ingram, 43, started as a salesman for Minneapolis Brewing in 1949 and has held his present post since 1961. He lives at Hadley Hills, Wayzata.

He will become vice president-marketing for General Brewing effective Jan. 15, 1966.

Frank D. Kiewel, president of Minneapolis Brewing Co., said the announcement concerning appointment of Mr. Ingram's successor will be made after Jan. 1.

## THE MINNEAPOLIS STAR

Business and Markets  
Thurs., Dec. 23, 1965

\* 136

## Brewing Firm Official Resigns

Robert E. Ingram, director of sales and marketing at Minneapolis Brewing Co. for the past four years, has resigned to join the General Brewing Co., San Francisco.

Ingram, 43, will become vice-president for marketing for General Brewing effective Jan. 15.

His successor at Minneapolis Brewing has not been named.

ST. PAUL DISPATCH — Thurs., Dec. 23, '65



## BUSINESS NEWS

By Don W. Larson and Frank Godfrey

### Ingram Moves to General Brewing

Robert E. Ingram, director of sales and marketing for Minneapolis Brewing Co., has resigned to accept a position with General Brewing Co., San Francisco.

Ingram, 43, started as a salesman for Minneapolis Brewing in 1949 and has held his present post since 1961.

He will become vice president-marketing for General Brewing, effective Jan. 15.

Frank D. Kiewel, president of Minneapolis Brewing Co., said the announcement concerning appointment of Ingram's successor will be made after Jan. 1.

### Sales Director Resigns

Robert E. Ingram, director of sales & marketing for Minneapolis Brewing Co., has resigned to accept a position with General Brewing Co., San Francisco. Ingram started as a salesman for Minneapolis Brewing in 1949 and has held his present post since 1961. He will become vice president-marketing for General Brewing effective January 15.

Commercial West  
1/1/66

1-13-66  
*Brewers Bulletin*  
Volume 59—No. 4

## General Brewing Appoints Two In Executive Ranks

San Francisco, Calif.—Robert E. Ingram has been appointed vice president in charge of marketing for the General Brewing Corporation here and Robert E. McGinley vice president in charge of marketing services. The announcement was made by Jess Nicks, president.

Ingram, 43, former chief marketing executive for the Minneapolis Brewing Company (Grain Belt beer), will direct all aspects of General Brewing's sales and marketing efforts, Nicks said. . . . McGinley, 38, who has been on the firm's management staff two years, will concentrate on corporate advertising and public relations.

The new marketing vice president attended the University of Minnesota. He joined Minneapolis Brewing in 1949 as a salesman and advanced through several key sales and marketing positions before taking charge of the company's marketing-sales programs four years ago.

The board of directors of the Minneapolis Brewing Co., Minneapolis, Minn., on November 16 declared a quarterly dividend of 18 cents per share on all common stock of the company, payable December 15 to shareholders of record November 30.

Brewers Digest - 12/65

The board of directors of the



January  
Mpls Spokesman 1/13/66

## E. L. Birdsong Is Named Mpls. Brewing Sales Manager

Appointment of E. L. (Lee) Birdsong as director of sales and marketing for Minneapolis Brewing Company, brewers of Grain Belt beer, was announced today (Jan. 11) by Frank D. Kiewel, president.

Mr. Birdsong, 45, has been director of sales and marketing for Storz Brewing Co. of Omaha, Neb., for the past seven years. He has been associated with Storz in various capacities since 1954.

He obtained a B.A. degree in business administration from the University of Missouri. Following graduation, he was a sales representative for Colgate-Palmolive Co. before joining the Storz organization.

Mr. Birdsong succeeds Robert E. Ingram in his new post. Mr. Ingram resigned recently to accept a similar assignment with General Brewing Co., San Francisco, Calif.

Commercial West  
FRANK D. KIEWEL 1/15/66  
President, Minneapolis Brewing Co.



Minneapolis Brewing Co. had the largest sales year in the company's history in 1965. This represented the 11th successive year in which sales increases were attained. We feel this was an important accomplishment in the light of the extraordinarily poor weather conditions in the company's primary marketing area during much of the year.

We look forward to another excellent year in 1966.

Robert E. Ingram, director of sales and marketing for Minneapolis Brewing company, has resigned to accept a position with General Brewing company, San Francisco, Calif. 1/15/66  
Finance & Commerce

Mpls Sun, Trib.  
1/16/66

E. L. Birdsong has been appointed director of sales and marketing for the Minneapolis Brewing Co.

He has held a similar post with Storz Brewing Co., Omaha, Neb., for the past seven years.

Birdsong succeeds Robert E. Ingram, who has become sales and marketing director for General Brewing Co., San Francisco, Calif.



Birdsong

## AREA BUSINESS NEWS

### Northeast State Bank Deposits Reach \$7,648,390

An 11.6 percent increase in total deposits was recorded at Northeast State Bank during 1965, it was reported last Tuesday by Walter C. Rasmussen, president and chairman of the independent state bank at 77 N. E. Broadway St., Minneapolis.

Total deposits reached \$7,648,390.97 as of Dec. 31, 1965, an increase of \$790,078.10 over the 1964 year-end total of \$6,858,312.87.

Directors of Northeast State approved the largest dividend payment in its history—\$10 per share, or a total of \$20,000 for the 2,000 shares outstanding. Mr. Rasmussen said this payment is as large as the

sum of all dividends paid since the bank was organized shortly after World War II.

Capital accounts increased eight percent during 1965 to a year-end figure of \$547,407.68. The corresponding total was \$505,108.14 at the close of 1964.

A net gain of nearly 700 depositors also was achieved in 1965.

### Minneapolis Brewing Names Birdsong Director of Sales

Appointment of E. L. (Lee) Birdsong as director of sales and mar-

keting for Minneapolis Brewing Co., brewers of Grain Belt beer, was announced Jan. 11 by Frank D. Kiewel, president.

Mr. Birdsong, 45, has been director of sales and marketing for Storz Brewing Co. of Omaha, Neb., for the past seven years. He has been associated with Storz in various capacities since 1954.

He obtained a B.A. degree in business administration from the University of Missouri. Following graduation, he was a sales representative for Colgate-Palmolive Co. before joining the Storz organization.

Mr. Birdsong succeeds Robert E. Ingram in his new post. Mr. Ingram resigned recently to accept a similar assignment with General Brewing Co., San Francisco, Calif.

Commercial West  
1/22/66

### New Marketing Chief For Grain Belt

E. L. (Lee) Birdsong has been named director of sales & marketing for Minneapolis Brewing Co.

Birdsong has been director of sales & marketing for Storz Brewing Co., Omaha, for the past seven years. He has been associated with Storz in various capacities since 1954.

He obtained a BA degree in business administration from the University of Missouri. Following graduation, he was a sales representative for Colgate-Palmolive Co. before joining the Storz organization. Birdsong succeeds Robert E. Ingram in his new post.

Sunday  
SUBURBAN LIFE  
Section B, Page 5  
Sunday, Jan. 23, 1966



LEE BIRDSONG

Frank D. Kiewel, St. Louis Park, president of Minneapolis Brewing Co., announced the appointment this week of E. L. Birdsong as director of sales and marketing for Grain Belt. A graduate of the University of Missouri, Birdsong has been associated with the Colgate-Palmolive Co. and the Storz Brewing Co., Omaha, in various capacities since 1954.



Mpls Star - 2/3/66

## Out-of-town Beer Bids OKd for Golf Courses

Golfers may get a chance to drink out-of-town beer at the 19th hole on Minneapolis public golf courses this year.

The Minneapolis Park Board Wednesday voted to let breweries from anywhere in Minnesota bid this month on the sale of 3.2 beer for course clubhouses.

Bidding formerly was limited to Minneapolis breweries, but the board was told there is only one brewery left in the city—the Minneapolis Brewing Co.

Last year there were two local beers.

Bids are expected to be taken later this month. The board will decide then which beers to buy.

In another matter, Park Superintendent Robert Ruhe informed the board he has written to the president of each of the private golf clubs operating at the public courses, telling them to submit to him each year a statement that they will not discriminate.

2/14/66

Brewers Bulletin

## Grain Belt Sales Up; 11th Straight Year of Increases

Minneapolis, Minn. — Despite unusually adverse summer weather, the 11th consecutive year of sales increases for Grain Belt beer was recorded in 1965. The announcement was made here by Frank D. Kiewel, president of the Minneapolis Brewing Company.

Unaudited net earnings were \$655,813 (\$1.35 per share), up nearly 3 per cent from the \$637,839 (\$1.31 per share) reported in 1964.

For the fourth quarter alone, Kiewel said, earnings showed a substantial improvement over the previous year. The 11-per cent increase rate was in sharp contrast to the second and third quarters. During the October-December period, profit was \$248,813 (unaudited), compared to the \$214,839 of 1964's final quarter.

Kiewel pointed out that 1965 net earnings were augmented by a change in accounting policy, which now includes investment credits in earnings as they are received. The previous procedure called for deferring investment credits over the productive life of the properties involved. Investment credits deferred in prior years now are being amortized into earnings over a period of five years at a rate of approximately \$35,000 annually.

The company's audited report to shareholders will be distributed about April 1.

Kiewel said he "expected Minneapolis Brewing progress to continue at an accelerated rate in 1966, and plant capacity and sales and advertising efforts are being expanded to meet the opportunities of the coming year."

## Minneapolis Brewing Sales, Income Rise

A change in accounting procedures boosted Minneapolis Brewing Co.'s 1965 earnings above 1964's results according to a preliminary report issued Thursday.

### IN BUSINESS

President Frank D. Kiewel said sales increased slightly for the 11th straight year of sales gains. But he didn't disclose the sales figures pending issuance of the annual report about April 1.

Net income in 1965 was \$655,813 or \$1.35 a share, compared with \$637,839, or \$1.31 a share in 1964, when sales totaled \$21,347,594.

The company changed its accounting practice to include investment credits in earnings as the credits are received. Previously the credits were taken over the life of the property involved.

The change added about \$35,000 to 1965 net income, a spokesman said.

Fourth-quarter earnings were \$248,813, up from \$214,839.

**S.D. BEER MEN ELECT WATERTOWN, S.D. — (P)** — Armond Ballard, Aberdeen, S.D., has been elected president of the South Dakota beer wholesalers.

*Mpls Star 2/22*

### FIRM GIVES DIVIDEND

Directors of Minneapolis Brewing Co. declared a quarterly dividend of 18 cents a share payable March 15 to shareholders of record March 4. There are 485,000 shares outstanding.

*Mpls Trib. 2/22/66*

BU

Fri., Feb. 11, 1966

## Grain Belt Sales Up For 11th

The 11th consecutive year of sales increases for Grain Belt beer was recorded in 1965, it was announced today by Frank D. Kiewel, president of the Minneapolis Brewing Co.

Kiewel said the increase was achieved despite unusually adverse summer weather in the company's sales area.

The fourth-quarter earnings, reported to shareholders, contained an unaudited year-end net earnings after taxes were \$248,813, compared with \$214,839 the previous year.

Earnings per share of common stock increased to \$1.35 in 1965, up 4 cents from 1964. There were 485,000 shares of common stock outstanding at year's end.

Modern Brewery Age

February 28, 1966

## Minneapolis Brewing Posts Eleventh Consecutive Year Of Sales Increases

The 11th consecutive year of sales increases for Grain Belt beer was recorded in 1965, it was announced Feb. 11 by Frank D. Kiewel, president of Minneapolis Brewing Company. Mr. Kiewel said the increase was achieved despite unusually adverse summer weather in the company's primary sales area.

The fourth quarter memo to shareholders, containing an unaudited year-end summary, also reported that net earnings after taxes were \$248,813, as compared to \$214,839 for the previous year.

Earnings per share of common stock increased to \$1.35 in 1965, up four cents from the 1964 per-share earnings of \$1.31. There were 484,900 shares of common stock outstanding at year's end.

Mr. Kiewel pointed out that 1965 net earnings were augmented by a change in accounting policy which now includes investment credits in earnings as they are received.

The company's audited report to shareholders will be distributed about April 1. Mr. Kiewel said he expected Minneapolis Brewing Company progress to continue at an accelerated rate in 1966.

2/14/66

Mod. Brewery Age

### GENERAL BREWING CORP.

has appointed Robert E. Ingram vice-president in charge of marketing for the corporation. He was formerly chief marketing executive.



R. E. Ingram

He will be in charge of marketing for the Minneapolis Brewing Co. and will now direct all aspects of General Brewing's sales and marketing efforts.

## THE MINNEAPOLIS STAR

Fri., Feb. 11, 1966

21A

## Brewing Firm Reports Gains in '65 Earnings

Despite the cool summer of 1965, Minneapolis Brewing Co. had a net increase in earnings of \$17,974 or four cents a share in 1965, Frank D. Kiewel, president, has reported to stockholders.

Final sales figures for the Grain Belt brewery were not disclosed, but Kiewel said sales increased for the 11th consecutive year. Sales in 1964 were \$21.3 million.

Net earnings for 1965 were \$655,813 or \$1.35 a share, compared with \$637,839 or \$1.31 a share.

Following what Kiewel called "unusually adverse summer weather," profits picked up. Fourth-quarter earnings were \$248,813, or \$33,974 above fourth-quarter profits in 1964.

Kiewel said total sales figures for 1965 will be announced in the annual report to stockholders about April 1.



# MINNEAPOLIS BREWING NAMES E. L. BIRDSONG



Appointment of E. L. (Lee) Birdsong as director of sales and marketing for Minneapolis Brewing Company, brewers of Grain Belt beer, has been announced by President Frank D. Kiewel.

Birdsong, 45, has been director of sales and marketing for Storz Brewing Co. of Omaha, Nebr., for the past seven years. He has been associated with Storz in various capacities since 1954.

He obtained a B.A. degree in business administration from the University of Missouri. Following graduation, he was a sales representative for Colgate-Palmolive Co. before joining the Storz organization.

Birdsong succeeds Robert E. Ingram in his new post. Ingram resigned recently to accept a similar assignment with General Brewing Co., San Francisco, Calif.

Greater Minneapolis 2/66

**E. L. Birdsong** has been named director of sales and marketing for Minneapolis Brewing company. Birdsong has been director of sales and marketing for the Storz Brewing company of Omaha for the past seven years.



Birdsong

American Brewer Feb. 1966

**E. L. BIRDSONG** has been appointed director of sales and marketing for the Minneapolis Brewing Company. He was director of sales and marketing for the Storz Brewing Company, Nebraska, for the past seven years.



**THERE'S BEER IN THE BATTER!** Alvin Abraham, head chef at the Manthey-Asmus American Legion and Auxiliary Fish Fry, adds the "finishing" touch to a large bowl of batter in which the fish is dipped prior to its deep frying. The beer used in the mixture of flour, meal and spices was opened the day before last week's fish fry and allowed to go stale before use in the batter. Doing the mixing is Mrs. William Yurek of the Auxiliary.

The appointment of **E. L. Birdsong** as director of sales and marketing for Minneapolis Brewing Co., Minneapolis, Minn., has been announced by Frank D. Kiewel, president.

Mr. Birdsong has been director of sales and marketing for the Storz Brewing Co., Omaha, Nebr., for the past seven years. He has been associated with Storz in various capacities since 1954.

He obtained a B.A. degree in business administration from the University of Missouri. Following graduation, he was a sales representative for Colgate-Palmolive Co. before joining the Storz organization.

2-66

**Brewer's Digest**  
**ointments**



E. L. Birdsong

## Henry B. King Talks At Grain Belt Meeting

Henry B. King, president of the U. S. Brewers Association, Inc., New York, was the featured speaker at the Minneapolis Brewing Co's annual sales meeting in Minneapolis' Hotel Radisson Saturday, Feb. 12.

More than 650 distributors and their employees and Grain Belt sales personnel attended the one-day meeting.

Modern Brewery Age  
2/28/66

government group. 2/5/66  
**Finance & Commerce**  
Henry B. King, president of the U. S. Brewers Association, Inc., New York, will be featured speaker at the Minneapolis Brewing company's annual sales meeting here in Hotel Radisson Saturday, February 12, it was announced by Lee Birdsong, director of sales and marketing for Grain Belt.  
\* \* \* \*



**REUBEN METZGER** was a modern Aga Khan Saturday when he won his weight in money as a registration prize at the annual Grain Belt convention in Minneapolis. He was even dressed in the regalia of the near-Eastern potentate

for the weighing ceremonies which netted him 195 pounds of pennies. It took several days after his return to the Bridge City to determine that the thousands of copper coins totaled \$279.57.



## KING AT GRAIN BELT MEETING



Henry B. King (second from left), president of the United States Brewers Association, was principal speaker at the recent annual sales meeting of the Minneapolis Brewing Company. He addressed the luncheon, for which Beer Party/USA provided a colorful biertube backdrop.

More than 650 Grain Belt beer distributors and their employees, as well as brewing company personnel, attended the one-day session at the Radisson Hotel in Minneapolis.

Those shown with King are (l to r): Howard Runyon, Minneapolis-St. Paul sales manager for Grain Belt; Frank D. Kiewel, president of Minneapolis Brewing and a director of the USBA; Lee Birdsong, director of sales and marketing for the firm, and Greg Hanson, wholesale sales manager.



USBA/2

Commercial West 3/5/66

## Minneapolis Brewing In Another Strong Year

The 11th consecutive year of sales increases for Grain Belt beer was recorded in 1965, reports Frank D. Kiewel, president Minneapolis Brewing Co.

Kiewel said the increase was achieved despite unusually adverse summer weather in the company's primary sales area.

The fourth quarter memo to shareholders, containing an unaudited yearend summary, also reported that net earnings after taxes were \$248,813, compared to \$214,839 for the previous year.

Earnings per share of common stock increased to \$1.35 in 1965, up 4 cents from the 1964 per-share earnings of \$1.31. There were 485,900 shares of common stock outstanding at year's end. Kiewel says 1965 net earnings were augmented by a change in accounting policy which now includes investment credits in earnings as they are received. The previous procedure called for deferring investment credits over the productive life of the properties involved. Investment credits deferred in prior years now are being amortized into earnings over a period of five years at a rate of approximately \$35,000 annually.

Sioux City Sunday Journal - 3/6/66

## On the Bu

Ed Vornback, owner of De De Beverage Co., won the Minneapolis Brewing Company's 1965 President's Award in Iowa for percentage increase in sales and enterprise in marketing and advertising.



Vornback

The brewers of Grain Belt Beer give one such annual dealer award in each of the states bordering Minnesota. The 1965 recognition was Vornback's first as a Grain Belt distributor.

Greater Minneapolis 3/6 SALES MEET

More than 650 distributors and their employees and Grain Belt sales personnel attended the Minneapolis Brewing company's annual sales meeting Feb. 12 at the Hotel Radisson. Henry B. King, president of the U.S. Brewers association, was featured speaker.

## KING SPEAKS AT GRAIN BELT GATHERING



Henry B. King, president of the U. S. Brewers Association, Inc., New York, was the featured speaker at the Minneapolis Brewing Company's annual sales meeting, it was announced by Lee Birdsong, director of sales and marketing for Grain Belt. Birdsong said more than 650 distributors and their employees and Grain Belt sales personnel attended the one-day meeting.

BEVERAGE JOURNAL, March, 1966

Henry B. King, president of the United States Brewers Association, Inc., New York, N.Y., was the featured speaker at the Minneapolis Brewing Co.'s annual sales meeting in Minneapolis, Minn., recently.

More than 650 distributors and their employees and Grain Belt sales personnel attended the one-day meeting.

Brewers Digest 3/66

## MINNEAPOLIS' BEER PARTY/USA

BEER PARTY/USA decorations provided a colorful backdrop at the annual sales meeting (Feb. 12) of the Minneapolis Brewing Company. More than 650 Grain Belt distributors and their employees and brewing company personnel attended the day-long meeting at the Radisson Hotel, Minneapolis, Minn. Principal speaker, Henry B. King, President, USBA, second from left, posed during the party with four company officials, left to right: Howard Runyon, Minneapolis-St. Paul Sales Manager; Frank D. Kiewel, President and a USBA Director; Lee Birdson, Director of Sales and Marketing, and Greg Hanson, Wholesale Sales Manager.

The 11th consecutive year of sales increases for Grain Belt beer was recorded in 1965, it was announced recently by Frank D. Kiewel, president of Minneapolis Brewing Co., Minneapolis, Minn.

Mr. Kiewel said the increase was achieved despite unusually adverse summer weather in the company's primary sales area.

The fourth quarter memo to shareholders, containing an unaudited year-end summary, also reported that net earnings after taxes were \$248,813, as compared to \$214,839 for the previous year.

Earnings per share of common stock increased to \$1.35 in 1965, up four cents from the 1964 per-share earnings of \$1.31. There were 485,900 shares of common stock outstanding at year's end.

Mr. Kiewel pointed out that 1965 net earnings were augmented by a change in accounting policy which now includes investment credits in earnings as they are received. The previous procedure called for deferring investment credits over the productive life of the properties involved.

March 1966



# Jim Klobuchar



I HAVE HAD A LOYAL PATTERN in my heart, to say nothing of an occasional thirst, for the Minneapolis grog called Grain Belt beer ever since it sponsored a late-night radio show which used to be my favorite musicale.

The host, as I recall, was Bob DeHaven, who came across vaguely disguised as "Friendly Fred." I don't know what became of the program, but I observe now that Grain Belt has become immersed in an issue of high politics which has left the Twin Cities' brewing industry in a state of deep ferment.

You must be aware that the Minneapolis Park Board voted last week not to allow the sale of St. Paul beer at Minneapolis public golf courses this summer. St. Paul, in addition to being the home of Mrs. Butler, Commissioner Rosen and one of the world's biggest Indians, is the home of Hamm's and Schmidt beer.

Hamm's and Schmidt, being good neighbors, would like to join Grain Belt in ministering to the club-house needs of Minneapolis golfers now that another Minneapolis brew, Gluek's, has foamed out.

"We would like to consider Twin Cities beer drinkers," explained Vice-President George Faust of Hamm's, "to be one big happy family."

No doubt this is an admirable goal, but public linksters in Minneapolis this summer are going to drink only Grain Belt and their fellow hackers in St. Paul only Hamm's and Schmidt.

Unless . . .

As I see it, there is now a real danger of an underground traffic in alien beer at Minneapolis municipal courses this year. I conveyed my fears to Alexander Gallus, a Park Board member who voted with the majority last week.

"What happens," I asked, "if you discover that a few intransigent golfers are smuggling St. Paul beer onto Minneapolis courses in defiance of the Park Board regulations?"

"You mean secreting it in their golf bags, pretending the bulges in those side pockets are extra golf balls?" Gallus inquired.

"Exactly," I replied. "In other words, you have a real threat here of Hamm's-legging on Minneapolis courses this summer."

GALLUS CONSIDERED the implications. "I don't suppose there's anything we could do about it," he said. "If the golfer likes warm beer, that's his lookout. But it would have to be 3.2 beer."

"You see, there are regulations against the consumption of liquor or alcoholic beverages on public courses."

This jostled me. "But what about all of those harrowing stories I've heard? You know, about foursomes where the low scored on each hole get a free drink, and everybody gets a drink on every third hole, and by the time they're playing the back nine they're not only hitting out of bounds but teeing up out of bounds?"

"Intemperance in any form is bad," Gallus said. "Besides, it's illegal."

"But back to the central issue," I interrupted. "I have nothing against Grain Belt. As a matter of fact, since I have difficulty obtaining DinkLaker or Bub's beer in Minneapolis, I am perfectly content with it. But surely Minneapolis is big enough, magnanimous enough, to take the lead in integrating Twin Cities public course beer coolers."

"You would think so, wouldn't you?" Gallus acknowledged. "But Grain Belt is a good product, after all, and popular here. In addition to this, I happen to live in northeast Minneapolis, not far from the brewery."

Pursuing my investigation, I contacted Commissioner Frank Loss, who runs the St. Paul municipal courses.

"Yes, I can see where my Minneapolis colleagues have a problem," he said. "Personally, I would be favorably disposed to allowing the sale of Grain Belt on St. Paul courses if the Minneapolis people accepted a St. Paul beer."

I was thunderstruck. A conciliatory move, from St. Paul, of all places. Flushed with a sense of public service, I immediately telephoned Frank Kiewel, who runs Grain Belt.

"I wish to commend the Minneapolis Park Board," Mr. Kiewel said, "for their support of a local industry. Why shouldn't a Minneapolis industry be favored in Minneapolis as long the price and quality are equal?"

I bucked it back to Loss.

"It seems to me," he said, "that this is a Minneapolis problem. I can afford to get along without it. I've got elections coming up in five weeks."

## Beer Drinkers Arise!

If Minneapolis golfers playing the public links in their fair city have any spunk and are in tune with the spirit of the times, they will arise and march on City Hall with pickets, slogans, sit-downs and drink-ins.

Their civil rights have been violated. Their freedom of choice has been desecrated. Their sense of taste has been denied.

Big Brother Park Board has decreed that only Grain Belt beer can be sold on Minneapolis golf courses. No Hamm's, no Schmidt's, no choice. Narrow provincialism rides rampant over the liberties of the masses.

But to be fair about this matter, St. Paul golfers with hidden and subversive desires for Minneapolis beer should also rebel against their own City Hall. Here, it seems, the public links dispense only Hamm's and Schmidt's. No Grain Belt. Outside foam is barred.

It must be admitted that Minneapolis' new parks superintendent, Robert Ruhe, is a man of great courage and broad, cosmopolitan tastes. He shocked the park board by saying right out loud that the golfers should have a choice of beer, all three of the big Twin Cities brands. And, giving credit where credit is due, he was supported by five members of the board. The other six voted for home, flag, mother and Grain Belt. St. Paul officialdom has yet to display equal interest in broadening the horizons and choices of golfers on this side of the river.

This is a serious matter. If the two City Halls stand pat there may be nothing for thirsty golfers to do than carry their case to the United Nations. Let U Thant come in and negotiate. He might find the task a welcome diversion from the problems of Vietnam, especially if he has a taste for beer.

## Provincialism in Park Beer Sales

SHAME on the Minneapolis Park Board for voting to exclude St. Paul-made beer from sale at public golf courses in this city! This is provincialism of a sort that is unbecoming any city, much less the leading trade and commerce center of a vast region.

One park board member claims a moral obligation to permit only the Minneapolis-made beer, even though brewers in both cities submitted identical bids. How morality attaches itself to a particular brand of beer escapes us, although there are some who see moral matters involved in the sale of any beer under any conditions. We think all three bidding brewers should be allowed to compete for sales at the golf courses.

Minneapolis is the home of great corporations seeking to sell their products in far corners of the world—yes, even in St. Paul, too. Suppose Honeywell couldn't sell its thermostats in South America? What if Control Data computers were barred from Australia? And would Sears be expanding, as it

is, its Minneapolis mail-order house? Is there some barrier against selling such items as its St. Paul-made appliances through its Minneapolis outlet? We'd hate to think any St. Paul residents would pass up General Mills or Pillsbury cake mixes just because those firms are more closely identified with Minneapolis.

Except where vital national interests are involved, protectionism on the national level doesn't make economic sense. It makes less sense locally.

And let not the park board majority fall back on the argument that the St. Paul parks should remove their restrictions on Minneapolis beer first. If St. Paul wants to be provincial, let it. Minneapolis should be above such pettiness.

## Intercity Rivalry Rears Foamy Head on Fairways

Intercity rivalry foamed over the top today when the Minneapolis park board decided to keep St. Paul beer off its golf courses this summer.

Efforts of a minority to keep Minneapolis in the land of sky blue waters and growing with the old Northwest failed. The board voted six to five to permit only Minneapolis beer to be sold on the links.

Trouble began brewing when the park superintendent suggested that sale of Grain Belt, Hamm's and Schmidt's products should be permitted to give golfers a choice.

It came to a head when board member Benjamin Berger countered with a motion to bar the St. Paul entries—Hamm's and Schmidt's. Making his position diamond clear, Berger said Minneapolis has a moral obligation to support the local product.

Grain Belt is brewed by the Minneapolis Brewing Co., 1215 NE. Marshall st., Minneapolis.

(A spokesman for the St. Paul parks department said he understood that there had been a gentlemen's agreement between the breweries each to serve the old home town).



THURSDAY, MARCH 17, 1966

18

# Park Board Won't Sell St. Paul Beer

★ ★ ★ ★ ★  
AT CITY GOLF COURSES

By DAVID NIMMER  
Minneapolis Star Staff Writer

It may be slightly provincial, members of the Minneapolis Park Board admitted Wednesday, but no beer brewed in St. Paul is going to be sold this summer at public golf courses operated by the Mill City park board.

"This board has a moral obligation to sell beer brewed by a local firm," said Benjamin Berger, a board member. "Therefore, I move that we sell only Grain Belt beer."

(Grain Belt is a product of the Minneapolis Brewing Co., 1215 NE. Marshall St.)

After heated and lengthy discussion, Berger's motion was approved by a 6-to-5 vote of the board.

## 3 Recommended

Berger's motion to limit beer sales on the Minneapolis golf courses came in spite of a recommendation by Robert Ruhe, newly appointed parks superintendent, to sell three kinds of beer.

"We are recommending," Ruhe said courageously, "that Hamm's, Schmidt's and Grain Belt beer be sold at the golf courses. Our local beer drinkers ought to have a choice."

"I realize that this suggestion defies tradition. But, it is about time that we try and get away from this extremely provincial attitude about the sale of beer."

Schmidt's and Hamm's beer is brewed in St. Paul, a fact which Minneapolis board members were quick to point out Wednesday.

## St. Paul Refuses

It also seems, according to statements made by the Mill City park commissioners, that St. Paul refuses to sell the Minneapolis beer (Grain Belt) at its municipal courses.

"If somebody is going to end this provincialism," said board member Alexander Galus, "let it be St. Paul."

"After all, the Grain Belt firm is making material contributions to Minneapolis. It pays property taxes and has furnished a beautiful park for city residents."

Ruhe agreed that the Minneapolis brewery has made "outstanding community efforts" but said the golf course managers indicated that golfers wanted "a choice in beers."

"Oh well," said one board member, "if a weekend duffer is thirsty enough, he isn't going to order by a brand name."

## Bids Identical

The bids from all three brewing companies for the approximately 3,500 cases of beer sold annually at the city golf courses were identical.

## ST. PAUL DISPATCH

Thurs., Mar. 31, '66

# St. Paul Decides On 2 Beers

There will be two brands of 3.2 beer sold at St. Paul municipal golf courses and refreshmentaries—not just one, as in Minneapolis.

St. Paul will get two brands because there are two breweries here, while Minneapolis has settled on one because there is only one brewery there.

This became evident today when the St. Paul city council adopted a resolution authorizing Frank Loss, parks commissioner, and the city purchasing department to buy beer without advertising for bids.

Loss said the department will buy and serve only the two St. Paul beers. "We've been doing it, and there is no demand for any outside beer," he said.

In Minneapolis, the park board recently decreed that only the one Minneapolis-made beer could be sold in its parks.

## Beer Sales Aren't Free Trade Issue

To the Editor: The only excuse I can come up with for the Tribune editorial of March 19 condemning the Minneapolis Park Board for its "made-in-Minneapolis" beer purchasing policy is that the spring "silly season" is here.

Where does a monopoly newspaper get off by crying "foul" when the Park Board continues a logical policy in existence for 33 years of purchasing beer exclusively from Minneapolis-based companies?

The really silly part of the editorial was the section which dealt with imaginary instances of other Minneapolis companies being prohibited from selling in St. Paul and other parts of the world. Does your writer really believe that an agency of the Australian government should purchase a Minneapolis-made computer if the agency could buy a made-in-Australia product? Does he believe that South American governments should purchase thermostats made in the U.S. if comparable products can be bought from a home-based company?

This is not a "free trade" issue. The question is not whether "residents" of Minneapolis or St. Paul should boycott out-of-town companies. The issue is whether the tax-supported institutions of the two cities should go outside their tax base in order to buy commodities. — R. R. Springer, Minneapolis.

To the Editor: What's wrong in Minneapolis? Since when has it become "patriotic" to run down our home town and its industry?

Why doesn't the Tribune praise rather than condemn the Park Board majority who believe that local industry should be favored?

What kind of nonsense is it to compare sales of patented electronic devices sold in Australia and South America with beer sales in the Twin Cities?

We simply can't understand you, and we think a lot of other working people can't understand you, either. — Casimir Warpeha, president, and Robert Campbell, business representative, Brewery Workers' Local 205, Minneapolis.

6 March 1966

THE BREWING WORLD

## Hall of Fame Award

# GRAIN BELT

for  
Sales Growth  
In Marketing Area

Minneapolis Brewing Company had the largest sales year in the company's history in 1965 with 815,000 barrels. Grain Belt is the brand name. This represents the eleventh successive year in which sales increases were attained. The sales record was accomplished despite extraordinarily poor weather conditions in the company's primary marketing area during much of the year.

Frank D. Kiewel is president of the progressive brewery. Lee Birdsong has just recently joined the company as director of sales and marketing.

The board of directors of the company has declared a dividend of 18 cents per share on all common stock. There are 485,000 shares outstanding.

In 1965 major plant expansion projects included a new wort processing room and a new yeast processing room. A new million dollar bottling cellar and a new racking cellar which were started in 1964 were completed in 1965.

The Minneapolis Brewing Company has invested approximately one million dollars per year for the past eight years in new plant installations. For 1966 work is now in progress for the installation of a new Newbecker keg washer and a new Nooter Strainmaster. The latter unit will considerably increase the brewing capacity of the brewery and will be ready for use late this spring in anticipation of continued sales gains.

## Iowa Sales Supervisor

Albert C. Schamberger of Cedar Rapids, Iowa, has been appointed Minneapolis Brewing Co. sales supervisor for Iowa. He replaces Robert D. Chiado of Des Moines.

Chiado recently was promoted to the post of Western regional sales manager.

## Mosler Sales Record

Record sales and earnings in 1965 are reported by Mosler Safe Co., New York.

The company reported earnings for the year of \$3,091,978, equal to \$1.71 per share. Earnings were up 12 percent over 1964 earnings of \$2,758,318, equal to \$1.53 per share.

Sales for 1965 were \$44,813,446, compared with \$42,081,892 in 1964, a 6.5 percent increase.

COMMERCIAL WEST

4-2-66

Beverage Journal - March '66

## Grain Belt Sales Up 11th Year

Minneapolis, Minn. — The 11th consecutive year of sales increases for Grain Belt beer was recorded in 1965, it was announced by Frank D. Kiewel, president of Minneapolis Brewing Company.

Mr. Kiewel said the increase was achieved despite unusually adverse summer weather in the company's primary sales area.

The fourth quarter memo to shareholders, containing an un-audited year-end summary, also reported that net earnings after taxes were \$248,813, as compared to \$214,839 for the previous year.

Earnings per share of common stock increased to \$1.35 in 1965, up four cents from the 1964 per-share earnings of \$1.31. There were 485,900 shares of common stock outstanding at year's end.

Mr. Kiewel pointed out that 1965 net earnings were augmented by a change in accounting policy which now includes investment credits in earnings as they are received. The previous procedure called for deferring investment credits over the productive life of the properties involved. Investment credits deferred in prior years now are being amortized into earnings over a period of five years at a rate of approximately \$35,000 annually.

The company's audited report to shareholders will be distributed about April 1.

Mr. Kiewel said he expected Minneapolis Brewing Company progress to continue at an accelerated rate in 1966 and that the company's plant capacity and sales and advertising efforts are being expanded to meet the opportunities of the coming year.



# BOB CHIADO PROMOTED - SCHAMBERGER TO GRAIN BELT

Promotion of Robert D. Chiado, Des Moines, to the newly-created position of western regional sales manager for Minneapolis Brewing Co., Minneapolis, Minnesota, was announced March 8, by Lee Birdsong, director of sales and marketing for the brewers of Grain Belt beer.

Mr. Chiado, 2205 Merle Hay Road has been Iowa sales supervisor for Minneapolis Brewing Co. since July, 1964. Previously, he served 12 years as a sales supervisor for Drewrys Ltd., USA of South Bend, Indiana.

In his new post, Mr. Chiado will develop sales and establish new Grain Belt distributorships in Nebraska, Wyoming, Montana, Washington, Oregon and Idaho.

Mr. Schamberger, of Cedar Rapids, Iowa, formerly of Drewrys the last ten years, has taken Bob's position as sales supervisor.

Iowa Wholesalers Bulletin - April 1966

## THE MINNEAPOLIS STAR

Business and Markets

Mon., Mar. 14, 1966

178

### WHO'S NEW IN BUSINESS

Minneapolis Brewing Co. has named Harold G. Whiteford, Wisconsin sales supervisor, to be eastern regional sales manager, and Robert D. Chiado, Iowa sales supervisor, to be western regional sales manager.

nerly was district manager in the Western Region. Mod. Brewery Age 3/21/66



H. G. Whiteford R. D. Chiado

MINNEAPOLIS BREWING CO. has made known that Harold G. Whiteford has filled the newly-created position of eastern regional sales manager. He was formerly Wisconsin sales supervisor. The other new post of western regional sales manager will be handled by Robert D. Chiado, formerly Iowa sales supervisor.

ST. PAUL DISPATCH  
28 ★ Fri., March 18, '66

## BUSINESS

By Bill Farmer and P



Bellinghauser

Turek

Chiesterman

Schamberger

### These Names Make News...

John F. Turek, who has been named products sales manager after joining the packaging machinery division of Doughboy Industries, Inc., New Richmond, Wis.

Thomas Bellinghauser, who has been named fire alarm products sales manager for Honeywell, Inc., commercial division.

Albert C. Schamberger, who has been named sales supervisor for Iowa in the Minneapolis Brewing Co., which brews Grain Belt beer.

### Grain Belt Appoints Two to New Posts

Promotion of two statewide sales supervisors to the newly-created positions of Eastern and Western regional sales managers for Minneapolis Brewing Co. is reported by Lee Birdsong, director of sales & marketing.

Harold G. Whiteford of Barron, Wis., who has been Wisconsin sales supervisor, becomes Eastern regional sales manager. Robert D. Chiado of Des Moines assumes the post of Western regional sales manager. He has been Iowa sales supervisor.

Whiteford, who has been with the Grain Belt sales organization 16 years, will develop sales and new distributorships in Wisconsin, Illinois, and Michigan.

Sales development and new distributor relationships in Nebraska, Wyoming, Montana, Idaho, Washington, and Oregon will be directed by Chiado. He joined Minneapolis Brewing Co. in 1964 following 12 years' experience as a sales supervisor for Drewry's Ltd., U. S. A. of South Bend, Mich.

Brewers Bulletin 3/10

### Grain Belt Names Two Regional Sales Managers

Minneapolis, Minn. — Promotion of two state sales supervisors to the newly-created positions of eastern and western regional sales managers for the Minneapolis Brewing Company was announced this week by Lee Birdsong, director of sales and marketing for the brewer of Grain Belt beer.

Harold G. Whiteford, 49, Barron, Wis., who has been Wisconsin sales supervisor, becomes eastern regional sales manager.

Robert D. Chiado, also 49, Des Moines, Iowa, assumes the post of western regional sales manager. Chiado had been Iowa sales supervisor.

Whiteford, who has been with the Grain Belt sales organization for 16 years, will develop sales and new distributorships in Wisconsin, Illinois and Michigan.

Sales development and new distributor relationships in Nebraska, Wyoming, Montana, Idaho, Washington and Oregon will be directed by Chiado. He joined the Minneapolis Brewing Company in 1964 following 12 years as a sales supervisor for Drewrys Ltd. U. S. A. Inc., South Bend, Ind.

Mod. Brewery Age. 3/28/66

### Brewery Appointments

MINNEAPOLIS BREWING CO. has assigned Albert C. Schamberger to be sales supervisor for Iowa. He replaces Robert D. Chiado, recently promoted to western regional sales manager for Minneapolis Brewing. Schamberger was formerly a sales manager in Iowa for Drewry's Ltd., U.S.A.



A. C. Schamberger

## THE MINNEAPOLIS STAR

Business and Markets

THE MINNEAPOLIS STAR Wed., Mar. 30, 1966 ★ 50

### ADVERTISING MEMO

AWARDS: Toro Manufacturing Co. won an Outstanding Merchandising Achievement award from Point-of-Purchase Institute, Inc., for its display unit for an automatic underground sprinkling system... The gift division of Honeywell Inc. received a Distinguished Packaging Award from Specialty Advertising Association... An outdoor board created by Knox Reeves Advertising for Minneapolis Brewing Co. received an Award of Distinguished Merit from Art Directors Club of Chicago. Tom Donovan was the art director, Ron Oakland the copywriter.

mplo star  
4/14/66



MINNEAPOLIS TRIBUNE  
Sat., April 2, 1966

## Sales Record Set by Minneapolis Brewing Co.

Sales of Minneapolis Brewing Co. again established a record, rising about 1 per cent in 1965 to \$21,570,931, the company reported Friday.

Sales in 1964 totaled \$21,347,594. As reported earlier, net income was a record \$655,813, or \$1.35 per share, in 1965, up from \$637,839, or \$1.31 a share.

Earnings last year, however, benefitted by \$62,766 from a change in accounting procedure, whereby investment tax credits are included in the year when received. In previous years the credits were deferred over the productive life of the properties.

In 1965 the company purchased 1,300 of its own common shares on the market and last month bought 1,500 more, according to the annual report. The total outstanding is now 484,400.

Last year Minneapolis Brewing spent \$709,000 in plant improvement, compared with \$1.11 million in 1964.

"Despite a trend toward consolidation of some plants in the industry," said President Frank D. Kiewel's report, "the more prosperous of the regional brewers continue to enlarge and strengthen their markets."

"This is particularly true of the western half of the United States. We believe that we shall continue to be a growing part of this encouraging strength."

Mpls Trib. 4/26/66

## Grain Belt Tells of Talks to Buy Two Breweries

By DAVID KUHN  
Minneapolis Tribune Staff Writer

Minneapolis Brewing Co. has held acquisition discussions with two brewing concerns in recent months, but so far no agreement has been reached in either case, President Frank D. Kiewel told the annual meeting Monday.

He said the talks were aimed at the purchase of the assets or the label of each of the two concerns by Minneapolis Brewing, which brews Grain Belt beer.

Kiewel declined to identify the companies except to say they were outside Minneapolis Brewing's primary sales area.

AFTER the meeting he said both companies have smaller sales volumes than Minneapolis Brewing, which last year had net sales (after excise taxes) of \$13,128,880.

Talks with one company are continuing, he said. Discussions with the other company aren't "active" but haven't been broken off, he said.

Kiewel announced that first-quarter net income was about \$89,000, or 18 cents a share, compared with \$85,000, or 17 cents, in the first quarter of 1965.

The company doesn't disclose interim sales figures, but Kiewel said sales rose about 7 per cent in the quarter.

HE TOLD shareholders that in the last 10 years Grain Belt's share of the beer market in Minnesota has increased about 50 per cent. Over the same period, sales in North Dakota and South Dakota rose about 44 per cent, in Wisconsin about 75 per cent and in Iowa over 200 per cent.

In the question period, a shareholder from Fargo, N.D., complained that a Fargo television station had run Grain Belt and Schmidt beer commercials on the same program.

"I don't like to be sponsored along with Schmidt beer," he said.

Minneapolis Brewing officials said they would check on the matter.

★ ST. PAUL DISPATCH Mon., April 4, 1966

## BUSINESS NEWS

By Bill Farmer and Frank Godfrey

### Minneapolis Brewing Co. Earnings Up

Minneapolis Brewing Co. reported net earnings of \$655,813 for 1965 and announced a \$450,000 plant improvement program for 1966.

The makers of Grain Belt beer are installing a new keg-washing machine and a new Strainmaster in the brewhouse. The latter will increase brewing capacity, according to President Frank D. Kiewel. He said \$160,000 of the total cost was paid in 1965.

The past year's net earnings were higher than in 1964 when they totaled \$637,839. Net sales for 1965 totaled 13 million dollars. They were 12.9 million a year earlier.

plan. St. Paul Dispatch - April 4, 1966

### Minneapolis Brewing Co. Earnings Up

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Clothing Store Chain Has Record Sales

### MINNEAPOLIS BREWING CO.

reported net earnings of \$655,813 in 1965 as compared with \$637,839 in 1964. Net sales for 1965 were \$13,000,000 and \$12,900,000 in 1964. A plant improvement program for 1966 will amount to \$450,000. The company is installing a new keg washing machine and a new Strainmaster in the brewhouse bringing increased capacity. President Kiewel said that \$160,000 of the cost was paid in 1965.

Mod. Brewery Age  
4-18-66



Grain Belt Park in front of Minneapolis Brewing Co. is a new attraction. Tours are conducted during the summer.



The courtyard at Southdale, one of the unique shopping centers in the country. Southdale is in suburban Edina.

MINNESOTA MOTORIST

April 1966

## The Brew That Saved Them

Beer drinkers—and the brewing industry—have a good thing going in the way of argument for the beneficial qualities of their favorite beverage.

The two North Carolina boys who accidentally were locked in a boxcar for 12 days without food can thank stale beer for being alive. The car was filled with cases of mostly empty beer bottles being shipped back to a Milwaukee brewery. The boys found that some of the bottles still had "leavings" in them, and by drinking this they survived.

Milwaukee doctors who examined

them at the end of their unplanned trip reported their physical condition surprisingly good, although they were weak and thin. The beer not only provided the vital amount of liquid required to prevent complete dehydration and death, but also supplied some nourishment in the form of carbohydrates, minerals and vitamins.

This adventure could yet prove profitable for the two youths. It would seem that some brewer should sign them up for testimonial advertising, at least.

St Paul Pioneer Press 4-26-66



# GRAINBELT BEERSTUBE



BEER PARTY, U.S.A. decorations provided the colorful backdrop for the noon beerstube at the annual sales meeting of the Minneapolis Brewing Company, brewers of Grain Belt beer, Minneapolis. More than 650 Grain Belt distributors and their employees and brewing company personnel attended the day-long meeting. Principal speaker, Henry B. King, president, United States Brewers Association, second from left, above, posed during the beerstube with four officials of the brewing company. Left to right are Howard Runyon, Minneapolis-St. Paul sales manager; King; Frank D. Kiewel, president and a NSBA director; Lee Birdsong, director of sales and marketing, and Greg Hanson, wholesale sales manager.

The appointment of **Albert C. Schamberger** as the Minneapolis Brewing Co.

sales supervisor for Iowa has been announced by Lee Birdsong, director of sales and marketing for the Minnesota company. Mr. Schamberger replaces Robert D. Chiado as state sales supervisor. Mr. Chiado recently was promoted to the post of western regional sales manager for the Minneapolis Brewing Co.

Brewers Digest 5/66

## Grain Belt Dividend

Minneapolis, Minn.—The board of directors of Minneapolis Brewing Company, brewers of Grain Belt beer have declared a dividend of 18 cents per share on all common stock of the company.

The quarterly dividend is payable March 15, 1966, to shareholders of record at the close of business March 4, 1966.

There are 485,000 shares outstanding.

Beverage Journal - 4/66

**Harold G. Whiteford**, who has been Wisconsin sales supervisor, becomes eastern regional sales manager. **Robert D. Chiado** assumes the post of western regional sales manager. Mr. Chiado has been Iowa sales supervisor.

Mr. Whiteford, who has been with the Grain Belt sales organization for 16 years, will develop sales and new distributorships in Wisconsin, Illinois and Michigan.

Sales development and new distributor relationships in Nebraska, Wyoming, Montana, Idaho, Washington and Oregon will be directed by Mr. Chiado. He joined Minneapolis Brewing Co. in 1964 following 12 years' experience as a sales supervisor for Dreyer's, Ltd., U.S.A., Inc., South Bend, Ind.



H. G. Whiteford



R. D. Chiado

Mpls. Star 4/26/66

## Grain Belt Aiming for Expansion

While the number of locally owned breweries continues diminishing in Minnesota, Minneapolis Brewing Co. is seeking expansion possibilities.

The firm, now operating in Minnesota and four neighboring states, made it known last August that it would try to stretch its distribution area through acquisition of other plants.

Since then, management of the firm has been negotiating with two breweries to buy either their assets or their labels.

Frank D. Kiewel, president of Minneapolis Brewing Co., told that to shareholders in Monday's annual meeting and added that either acquisition remains a possibility even though talks have been suspended with officers of one of the breweries for the time being.

Kiewel, said he could not give the name or location of either firm without "serious damage to them."

Minneapolis Brewing, which produces Grain Belt beer, can expect a good year with or without an acquisition, Kiewel told the shareholders.

He said that net income in the first-quarter reached \$89,000, or 18 cents a share, compared with \$85,000, or 17 cents a share, in the comparable period last year. He said sales rose 7 per cent but declined to give figures because of company policy.

Frank D. Kiewel, president of Minneapolis Brewing Co., has been elected to the executive committee of the United States Brewers Association.



Kiewel Miller

Mpls. Trib. 5/15

## THE MINNEAPOLIS STAR

Business and Markets

18A

Fri., May 13, 1966

Frank D. Kiewel, president and general manager of Minneapolis Brewing Co., has been re-elected a director and named to the executive committee of the United States Brewers Association.

Frank D. Kiewel, president and general manager of Minneapolis Brewing Co., who has been elected to the executive committee of the United States Brewers Association.

St. Paul Dispatch - 5/9/66

Minneapolis SPOKESMAN, Thursday, May 12, 1966

## FRANK KIEWEL ELECTED TO BREWERS ASSOCIATION EXECUTIVE COMMITTEE

Frank D. Kiewel, president and general manager of Minneapolis Brewing Company, has been elected to the executive committee of the United States Brewers Association at the group's annual meeting in St. Louis, Mo.

Kiewel also was re-elected to the USBA's board of directors.

The 104-year-old USBA is the nation's oldest incorporated trade association.

Finance & Commerce

## BUSINESS BRIEFS

5/20/66

The board of directors of the Minneapolis Brewing Company declared a dividend of 18 cents a share on all common stock of the company, payable June 15, 1966, to stockholders as of record at the close of business May 31, 1966.

Minneapolis Brewing Company has 482,200 shares outstanding.





## I LIKE IT HERE By GEORGE GRIM

THE STARTLING SIGHT of a handsome little vacation spot, privately operated, caused 43,500 people to visit Grain Belt Park, NE. Marshall and Broadway Sts. last summer. This Bavarian oasis, with its fountain, cobblestone walk, antique schnitzelbank, and the rest, is an all-summer attraction to city folks.

Greatest magnet — the deer.

Two years ago, on the night of Oct. 9, two men jumped a fence into the deer pen, killed one doe, seriously wounded a second . . . which later recovered. Frank Kiewel wondered whether his park should have deer again. Calls to the brewery, and letters, made it quite clear that the choice was not to be his.

*So the deer were back last summer — protected by a higher fence and the watchfulness of Pinkerton security guards. The summer passed placidly.*

But in October, A. P. Bremer, from whose farm the deer had come, arrived with his wife to take the park's four-legged warm weather residents back home. On the way, there was a highway statistic: Bremer and one of the deer were killed only a few miles from the farm. Mrs. Bremer was seriously injured.

This time, the deer have come from Frank Hochmeyer who runs a place called Bambi Land at Nisswa, Minn.

He arrived with two does and a fawn, born May 17th. One of the does is an English Falow, a comparative rarity in America. In about 10 days, it is expected to give birth.

*If all goes well, there will be a pair of fawns for the season. There also are the security guards and the high fence, to protect the peaceful animals from any human predators.*

If attendance doubles again — as it did last year — the deer will have gazed at more people than live in Rochester, Winona, and Austin. Let's hope they see joy and kindness on every face!

ST. PAUL DISPATCH  
★★ Wed., May 18, 1966



## BUSINESS NEWS

By Bill Farmer and Frank Godfrey

### Dividends Declared

The board of directors of Minneapolis Brewing Co. Tuesday declared a dividend of 18 cents a share on all common stock payable June 15 to holders of record at the close of business May 31. The company has 482,200 shares outstanding. It brews Grain Belt beer.

The board of directors of Munsingwear Inc. de-

## BEST ADS RECOGNIZED

# Knox Reeves Tops 'Olaf' Field

Advertising produced by Knox Reeves Advertising captured five first-place awards to lead all other agencies in the 1966 "Olaf" competition sponsored by Advertising Club of Minneapolis.

Kerker-Peterson, Inc., and Campbell-Mithun, Inc., each won three top awards. Mac-

Manus John & Adams had two.

But "best of show" honors went to a team from Stevenson and Associates for a less-than-half-page newspaper ad in behalf of pickles packed by M. A. Gedney Co., Chaska.

Winners in the contest, designed to recognize out-

standing advertising produced in the Upper Midwest, were announced at a dinner dance Thursday evening at the Golden Valley Golf Club.

Named in the "best of show" citation were Gedney Tuttle, vice-president and advertising manager of the Gedney Co.; Gene Kohner and Tony Sellwood, copywriters, and Dick Sutphen, art director. Gerald Brimacombe was the photographer.

First place trophy and certificate winners, by categories are:

**Newspaper** (half page or larger) — Kerker-Peterson, for Schweigert Meat Co. Award certificates to Campbell-Mithun for Land O'Lakes Creameries, Inc., and Dayton's for an ad produced by its advertising department.

**Newspaper** (less than half page) — Stevenson and Associates for M. A. Gedney Co. Certificate to Stevenson & Associates for Sheraton-Ritz Hotel.

**Magazines** (page or larger) —

Knox Reeves Advertising for General Mills, Inc., and Campbell-Mithun for American Dairy Association. Certificates to MacManus, John & Adams for Mincom Division of 3M Co.; Campbell-Mithun for Toro Manufacturing Co., and Knox Reeves for General Mills.

**Magazines** (less than a page) — MacManus John & Adams for Retail Tape and Gift Division of 3M Co. Certificate to Campbell-Mithun for Land O'Lakes.

**Trade publications** (page or larger) — Kerker-Peterson for Tonka Corp. Two certificates to Knox Reeves for General Mills ads.

**Trade publications** (less than a page) — Kerker-Peterson for Tonka Corp. Certificate to Studio One.

**Radio** (one minute or less) — Campbell-Mithun for the Pillsbury Co. Certificates to Knox Reeves for Vienna Sausage Manufacturing Co. and BBDO for First National Bank of Minneapolis. A special award to Knox Reeves for General Mills.

**Television** (10 seconds) — Knox Reeves for Minneapolis

Mpls. Tribune - 5/21/66

## Knox Reeves Wins Most 'Olaf' Honors

• Industry

Knox Reeves Advertising has captured five first-place awards to lead all other agencies in the 1966 "Olaf" competition sponsored by the Advertising Club of Minneapolis.

Kerker-Peterson, Inc., and Campbell-Mithun, Inc., each won three top awards. MacManus John & Adams had two.

The "best of show" honors, however, went to a team from Stevenson and Associates for a less-than-half-page newspaper ad in behalf of pickles packed by M. A. Gedney Co., Chaska.

First-place awards by categories in the contest are:

**Newspaper** (half page or larger) — Kerker-Peterson for Schweigert Meat Co.

**Newspaper** (less than half page) — Stevenson and Associates for M.A. Gedney.

**Magazines** (page or larger) — Knox Reeves for General Mills, Inc., and Campbell-Mithun for American Dairy Association.

**Magazines** (less than a page) — MacManus John & Adams for the Retail Tape and Gift Division of Minnesota Mining and Manufacturing Co. (3M).

**Trade publications** (page or larger) — Kerker-Peterson for Tonka Corp.

**Trade publications** (less

than a page) — Kerker-Peterson for Tonka Corp.

**Radio** (one minute or less) — Campbell-Mithun for the Pillsbury Co.

**Television** (10 seconds) — Knox Reeves for Minneapolis Gas Co.

**Television** (20 or 30 seconds) — Knox Reeves for General Mills.

**Television** (minute or longer) — Campbell-Mithun for Theo. Hamm Brewing Co.

**Outdoor** (24 or 30 sheets) — Knox Reeves for Minneapolis Brewing Co.

**Outdoor** (painted bulletins) — Knox Reeves for Minneapolis Brewing.

**Collateral material** — MacManus, John & Adams for 3M Revere-Mincom Division.

## St. Louis Park Forum

5/66



Robert H. Grodahl (above), 2629 Xenwood Ave., and Paul Taylor, 5621 Minnetonka Blvd., were elected to the board of directors of the Minneapolis Jaycees in elections held last month. Grodahl is an employee of the Minneapolis Brewing Co. Taylor, a newcomer to St. Louis Park, is employed at International Milling.

THE MINNEAPOLIS

# STAR

Business and Markets

Fri., May 20, 1966

★ 19A

Gas Co. Certificate to Knox Reeves for Minneapolis Brewing Co.

**Television** (20 or 30 seconds) — Knox Reeves for General Mills. Two certificates to Knox Reeves for General Mills.

**Television** (minute or longer) — Campbell-Mithun for Theo. Hamm Brewing Co. Certificates to Campbell-Mithun for Toro Manufacturing Co.; MacManus John & Adams for 3M Reflective Products and to Jaffe, Naughton Rich for Shakey's Pizza.

**Outdoor** (24 or 30 sheets printed) — Knox Reeves for Minneapolis Brewing. Certificate to Knox Reeves for Minneapolis Brewing.

**Outdoor** (painted bulletins) — Knox Reeves for Minneapolis Brewing. Certificate to Campbell-Mithun for Northwest Airlines.

**Collateral material** — MacManus, John & Adams for 3M Revere-Mincom Division. Certificates to Krough-Murdock Studio for 3M Co.; MacManus, John & Adams for 3M Printed Products Division and Stevenson & Associates for Feinberg Kosher Sausage.

THE MINNEAPOLIS STAR  
40 ★★ Tues., May 31, 1966

## Park Designer Starts Practice

Ervin Malin, landscape designer of Grain Belt Park in Minneapolis, announced the establishment of a design practice in land architecture at his home in Belle Plaine, Minn.

After graduation from the University of Wisconsin, Malin became a landscape architect for the State Parks of Wisconsin and later worked with Homedale Nursery of Hopkins and Midwest Planning and Research, Inc., Minneapolis.



# U.S.B.A. Elects Officers, Directors

**N**ORMAN R. KLUG, president of the Miller Brewing Co., was re-elected chairman of the board of the United States Brewers Association during the organization's recent annual convention in St. Louis, Mo.

Other officers who were elected to continue to serve the U.S.B.A. in executive capacity were: president—Henry B. King; first vice-chairman—Joseph Griesedieck, president, Falstaff Brewing Corp.; and secretary—Robert A. Schmidt, president, Olympia Brewing Co.

Jerold C. Hoffberger, president, National Brewing Co., who had previously served as treasurer of the association, was elected second vice-chairman, and Benjamin Hertzberg, president of the Metropolis Brewery

of N.J., Inc., was elected treasurer. R. T. Riney, chairman of the board of Sterling Brewers, Inc., who retired as a vice-chairman, has been made an honorary director of the U.S.B.A.

The following were re-elected members of the board of directors of the U.S.B.A.: James Amento, president, Aug. Wagner Breweries, Inc.; Carl W. Badenhausen, chairman of the board, P. Ballantine and Sons; H. Tracy Balcom, Jr., chairman of the board, Geo. Wiedemann Brewing Co.; William K. Coors, president, Adolph Coors Co.; S. E. Cowell, chairman of the board, Pittsburgh Brewing Co.; and Alan B. Ferguson, president, Sicks' Rainier Brewing Co.

J. F. Fesenmeier, president, Fesenmeier Brewing Co.; James P. Holihan, president, Diamond Spring

Brewery, Inc.; Frank D. Kiewel, president, Minneapolis Brewing Co.; John D. Koch, vice-president, Fred Koch Brewery; Charles A. Kuper, executive vice-president, Lone Star Brewing Co.; and Thomas McConnell, 3rd, executive vice-president, C. Schmidt and Sons, Inc.

Richard A. Meyer, executive vice-president, Anheuser-Busch, Inc.; Harris Perlstein, chairman of the board, Pabst Brewing Co.; A. J. Range, executive vice-president, Pearl Brewing Co.; Henry E. Russell, president, Carling Brewing Co.; R. J. Schaefer, president, F. and M. Schaefer Brewing Co.; and John W. Shenefield, vice-president, Stroh Brewery Co.

William K. Simon, president, William Simon Brewery; James B. Tito,

Brewers Digest - June 1966

Greater Minneapolis  
June 1966



Frank D. Kiewel, president and general manager of Minneapolis Brewing Company, has been elected to the executive committee of the United States Brewers Association. Kiewel also was re-elected to the USBA's board of directors.

Labor Review 6/2/66

## BA's Hear Mayors At Brewery Meet

Mayors Arthur Naftalin of Minneapolis and Thomas R. Byrne of St. Paul headed a number of special guests at last week's meeting of the Policy Committee and Board of Business Agents.

Host for the meeting was Minneapolis Brewing Co., which invites the groups to hold their meeting once each year at the brewery.

Naftalin and Byrne both stressed Twin City cooperation in solving current problems of metropolitan government and growth.

Twin City Observer 6/12

Congratulations to Frank D. Kiewel, president and general manager of Minneapolis Brewing Co. Mr. Kiewel has been elected to the executive committee of the United States Brewers Association, as well as the board of directors.

MAC Gopher - 6/66

MAC'er Frank D. Kiewel, president and general manager of Minneapolis Brewing Co., has been elected to the executive committee of the United States Brewers Ass'n. at the group's annual meeting in St. Louis, Missouri.

Mr. Kiewel also was reelected to the USBA's board of directors. The 104-year-old USBA is the nation's oldest incorporated trade association.

The board of directors of the Minneapolis Brewing Co., Minneapolis, Minn., recently declared a dividend of 18 cents a share on all common stock of the company, payable June 15, 1966, to stockholders as of record at the close of business May 31, 1966.

Brewers Digest - 6/66

## Grain Belt Dividend

The Board of Directors of the Minneapolis Brewing Company today declared a dividend of 18 cents a share on all common stock of the company, payable June 15, 1966, to stockholders as of record at the close of business May 31, 1966.

Minneapolis Brewing Company has 482,200 shares outstanding.

Beverage Journal - 6/66

**DIVIDEND DECLARED**  
Directors of Minneapolis Brewing Co. declared a dividend of 18 cents a share on common stock, payable June 15 to shareholders of record May 31. There are 482,200 shares outstanding. 5/18/66

THE MINNEAPOLIS  
Business and Markets

STAR

WEDNESDAY, JUNE 22, 1966



Eckermann

## Brewery Appointments

Modern Brewery Age  
6/20/66



R. H. Eckermann

**MINNEAPOLIS BREWING CO.** director of Grain Belt beer sales and marketing Lee Birdsong announces the appointment of **Richard H. Eckermann** as sales supervisor of Nebraska, Colorado and Wyoming. Prior to this appointment Eckermann was western division sales manager for Storz for the past seven years.

**Richard H. Eckermann**, who has been named sales supervisor for Minneapolis Brewing Co. for Nebraska, Colorado and Wyoming. He is located in Scottsbluff, Neb.

St. Paul Dispatch - June 14, 1966

**MINNEAPOLIS BREWING CO.** has appointed **Richard H. Eckermann** as sales supervisor for the regions of Nebraska, Colorado and Wyoming. Brewery Age 6/27

## Grain Belt Appoints Three-State Chief



Eckermann

Appointment of **Richard H. Eckermann** of Scottsbluff, Neb. as Minneapolis Brewing Co. sales supervisor of Nebraska, Colorado, and Wyoming is reported by Lee Birdsong, director of Grain Belt beer sales & marketing. He will be responsible for expanding distribution of Grain Belt and supervising sales promotion activities of established distributorships in his area.

JUNE 18, 1966

Commercial West

JUNE 14, 1966

The appointment of **Richard H. Eckermann** as Minneapolis Brewing Company's sales supervisor of Nebraska, Colorado and Wyoming was included in the General Electric Business News Tuesday, June 14th.

Sincerely,

*Brooks Henderson*

BROOKS HENDERSON

KSTP RADIO



## Grain Belt Park Inaugurates Fourth Season In Minneapolis

Minneapolis, Minn. — Grain Belt Park, popular Minneapolis tourist attraction, recently opened for its fourth season. As in the past two summers, live deer are a major attraction.

The Old World garden was built and is maintained by the Minneapolis Brewing Company. The firm's brand is Grain Belt beer.

Ten daily guided tours of the brewery will be conducted during June, July and August, leaving the company's office at 1215 N. E. Marshall Street every half hour from 9 to 11 a.m., and from 1 to 3 p.m.

More than 43,000 persons from 33 states and seven foreign countries visited the park last summer. There is no admission charge to the park or for the tours.

Brewers Bulletin  
6/2/66

## Park Opens

Grain Belt Park, popular Minneapolis tourist attraction at the corner of N.E. Broadway and Marshall Sts., has opened for its fourth season, and, as in the past two summers, live deer are again a major attraction.

Two does, an American White-tail and a rare English Falow, and a newly-born fawn are "at home" and expecting a fourth resident. The Falow is expecting in mid-June.

The deer are from Bambi Land at Nisswa, Minn.

Ten daily guided tours of the brewery will be conducted throughout June, July and August, leaving the company's office at 1215 N.E. Marshall St., Minneapolis, every half hour from 9 to 11 a.m. and from 1 to 3 p.m.

More than 43,000 persons from 33 states and seven foreign countries visited the Park last summer. There is no admission charge to the Park or for the tours.

JUNE 10-16, 1966  
MINNEAPOLIS GUIDE

Mpls. Argus 6/2/66

## Grain Belt Park Opens for Its Fourth Season

Grain Belt Park, popular Minneapolis tourist attraction at the corner of N. E. Broadway and Marshall Sts., has opened for its fourth season, and, as in the past two summers, live deer are again a major attraction.

Two does, an American whitetail and a rare English falow, and a newly-born fawn are "at home" and expecting a fourth resident. The falow is expecting in mid-June.

The deer are from Bambi Land at Nisswa, Minn.

Ten daily guided tours of the brewery will be conducted throughout June, July and August, leaving the company's office at 1215 N. E. Marshall St., Minneapolis, every half hour from 9 to 11 a.m. and from 1 to 3 p.m.

More than 43,000 persons from 33 states and seven foreign countries visited the park last summer. There is no admission charge to the park or for the tours.

Twin City Observer—Pg. Three  
Thursday, June 16, 1966



Grain Belt Park on N.E. Broadway and Marshall, opened for the fourth season, has the usual tourist attraction on hand again this summer — live deer from Bambi Land at Nisswa, Minnesota. Guided tours of Grain Belt Brewery nearby will be conducted thruout the summer. As a tourist attraction, the park rates among the 'tops' in this area. No admission charge, either for the park or for brewery tours.

Weekly News Letter - Board of GENERAL NEWS  
Park Commissioners - June 17, 1966

**MUSIC SEASON OPENER** - The first Grain Belt Concert of the season will be held this Sunday, June 19 at Grain Belt Park, 1215 N. E. Marshall. A concert will be held every Sunday evening from 7:00 to 9:00 p.m. through August 14 with the exception of the 4th of July weekend.

Brewers Bulletin  
6/16/66

## Grain Belt Sponsors Second Series Of Band Concerts

Minneapolis, Minn.—The second series of summer twilight band performances in Grain Belt Concert Park here will begin June 19, it was announced by the co-sponsoring Minneapolis Brewing Company and the Minneapolis Board of Park Commissioners.

The free, two-hour Father's Day program will open with Sousa's "Semper Fidelis" march. Elmo Lunkley's Symphonic Band will conclude the show with Sousa's "Stars and Stripes Forever."

Frank D. Kiewel, president of the brewing firm, maker of Grain Belt beer, said the series of nine concerts will be presented from an enlarged bandstand, which has been raised 4 feet above the audience. Programs will be similar to those offered each summer at the park board's Lake Harriet bandstand. They will include waltzes, marches, novelty music, Dixieland numbers and Broadway musical comedy tunes.

Arrangements for appearances by the 35-piece concert band were made with the Minneapolis Musicians Association (Local 73), American Federation of Musicians.

Grain Belt Concert Park is

situated across N. E. Broadway Street from Grain Belt Park, a landscaped Bavarian garden surrounding the Diamond Wells fountain. Seating arrangements for more than 1,000 persons have been made.

Concerts will be held each Sunday night throughout the summer—except July 3—until August 21.

Star 6/14/66  
Summer Concert Series to Start

A series of summer twilight band concerts will begin Sunday at Grain Belt Concert Park, Broadway and Marshall St. NE.

The free two-hour programs will be held at 7 p.m. each Sunday, except July 3, through Aug. 21. A 35-piece concert band will present programs similar to those offered each summer by the Park Board at Lake Harriet bandstand.

The second series of summer twilight band concerts in GRAIN BELT CONCERT

NICOLLET LIVE WIRE—3

June 29, 1966

The series of nine twilight concerts co-sponsored by the Park Board and the Minneapolis Brewing Company will continue each Sunday at Grain Belt Park, N.E. Broadway and Marshall St., under the direction of Elmo Lunkley's Symphonic Band.

PARK, N.E. Broadway and Marshall Streets, began last Sunday at 7 p.m. The free, two-hour Father's Day program opened with Sousa's "Semper Fidelis" March Elmo Lunkley's Symphonic Band concluded the show with Sousa's "Stars and Stripes Forever", the most popular march ever composed.

Concerts will be held each Sunday night thruout the summer, except July 3, until August 21.

Mpls Argus 6/16

## Band Concerts Start at Grain Belt Park Sunday

The second series of summer twilight band concerts in Grain Belt Concert Park, N. E. Broadway and Marshall Sts., will begin Sunday at 7 p.m. It was announced by the co-sponsoring Minneapolis Brewing Co. and the Minneapolis Board of Park Commissioners.

The free, two-hour Father's Day program will open with Sousa's "Semper Fidelis" march. Elmo Lunkley's Symphonic Band will conclude the show with Sousa's "Stars and Stripes Forever," most popular march ever composed.

Frank D. Kiewel, president of the brewing firm, said the series of nine concerts will be presented from an enlarged bandstand, which has been raised four feet above the audience. Programs will be similar to those offered each summer from the Park Board's Lake Harriet Bandstand. They will include waltzes, marches, novelty music, Dixieland numbers and Broadway musical comedy tunes.

Arrangements for appearances by the 35-piece concert band were made with the Minneapolis Musicians Association, local 73, American Federation of Musicians.

Grain Belt Concert Park is situated across N. E. Broadway St. from Grain Belt Park, a landscaped Bavarian garden surrounding Diamond Wells fountain. Seating arrangements for more than 1,000 persons have been made.

Concerts will be held each Sunday night throughout the summer except July 3, until Aug. 21.

weekly Newsletter, Board of Park Commissioners - June 24, 1966

**GRAIN BELT CONCERT** - Batons of all types - fire, single, double, sword and flag will fill the air at Grain Belt Concert Park, N. E. Broadway and Marshall Streets, Sunday (June 26) as a special feature of the second of nine twilight concerts co-sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company.

Miss Sandy Kokesh, 18, will present a "Cavalcade of Batons" during the 7 to 9 p.m. concert by Elmo Lunkley's Symphonic Band. Miss Kokesh is the 1965 Minnesota state flag twirling champion. Concerts at the Grain Belt Park and at Lake Harriet will continue through August 21, and August 14, respectively.



# Barbara Flanagan



MINNEAPOLIS MAY HAVE just too much going for it this summer—and free.

On Sunday Elmo Lunkley will take his symphonic band into Grain Belt Park, Broadway and Marshall St. N.E., for the first of nine free twilight concerts. The downbeat is at 7 p.m.

MINNEAPOLIS ARGUS — Thursday, June 23, 1966

## To Feature Twirler at Concert Park

Batons of all types—fire, single, double, sword and flag—will fill the air at Grain Belt Concert Park, N. E. Broadway and Marshall Sts., Sunday as a special feature of the second of nine twilight concerts co-sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Co.

Miss Sandy Kokesh, 18, daughter of Mr. and Mrs. William Kokesh, 1525 N. E. University Ave., will present a "Cavalcade of Batons" during the 7 to 9 p.m. concert by Elmo Lunkley's Symphonic Band.

Miss Kokesh is the 1965 Minnesota state flag twirling champion and has placed in the top five in the past five state championships. She won her first state title in 1957 at the age of nine.

She also has competed in four national championships.

A 1965 Edison high school graduate, Miss Kokesh will be a sophomore in physical education at the University of Minnesota this fall.

She began twirling when she was five years old, became Edison's mascot baton twirler while a third grader and currently is senior majorette for the Minneapolis Letter Carriers and St. Paul Elks bands. Her letter carriers' appearances have included Miami Beach, Fla., and Winnipeg, Man., Canada. This summer she will accompany the group to Detroit, Mich.

Her large trophy case contains 137 medals and 126 trophies.

## Park Concert to Include Twirling

Edina Courier 6/23/66

Batons of all types -- fire, single, double, sword and flag -- will fill the air Sunday night at Grain Belt Concert Park, N.E. Broadway and Marshall Streets, Minneapolis.

It will be a special feature of the twilight concerts co-sponsored by Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company.

Modern Brewery Age  
6/27/66

## Twin Cities' Picnic Gets Four-Star Rating

District St. Paul-Minneapolis, MBAA, held their Annual Family Picnic at Vasa Park, Lake Minnetonka, on Saturday, June 11. The weatherman cooperated and a most enjoyable day added to the affair.

Chairman Roy Schultz, Kurth Malting Co., was ably assisted by Joe Malone and Seth Robinson, Owens Illinois Glass Co.; Jerry Haggemiller, Theo. Hamm Brewing Co.; Bill Crimmins, Crown Cork & Seal Co.; Joe Cooke, Continental Can Co.; Bill Vogel, Wyandotte Chemical Co.; Russ Worman, Armstrong Cork Co.; and Paul Hauwiler, J. Schmidt Brewing Co. The committee supervised the usual races and games for the children.

Moe Gillett, manager of the Allied softball team was disappointed this year by a savage come-from-behind surge of Frank Mathes' Active team to snatch a victory and the championship trophy from Gillett's group. Screaming protests fell on deaf ears of umpire Joe Malone, whose calm, serene attitude added great dignity to the contest. The challenge for next year's contest was immediately issued by Moe Gillett.

Paul Hauwiler, Associated/Jacob Schmidt, was off form and as a result lost the horseshoe championship with his partner to Don Haye and Gordon Schellhas.

The men and women's raw egg toss added a distinct color to some participants and closed the game portion of the afternoon.

A fine chicken dinner with adequate supplies of the District's product brought the picnic to a close, according to the dispatch received by Modern Brewery Age from W. A. Gillick, publicity chairman.

GRAIN BELT PARK CONCERTS - European folk dances and music from "Mary Poppins" and "The Most Happy Fella" will highlight the fourth of nine Sunday twilight band concerts July 17, at Grain Belt Concert Park, N.E. Broadway at Marshall Street.

The two-hour concert is sponsored each Sunday through August 21, by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company, and features Elmo Lunkley's concert band.

The Schuhplattlers, a group of Twin City residents interested in preserving and demonstrating European folk dances, will appear during the second half of the concert. A schuhplattle dance is one in which the dancers slap their legs and knees while they execute various steps.

They will perform native dances from Switzerland, Germany, Austria and other countries. Mr. and Mrs. Joseph Perrault, Excelsior, Minnesota are in charge of the Bavarian-costumed representatives of the Twin City Folk Dance Workshop.

BOARD OF PARK COMMISSIONERS - WEEKLY NEWSLETTER 7/1/66

TWIN CITY OBSERVER — Page Three  
Thursday, July 7, 1966



## MINNEAPOLIS BITS O' NEWS

BY MARY J. KYLE

Outdoor band concerts are the "in" thing this year. Join the crowds flocking to Grain Belt Park, Broadway and Marshall St. N.E., for the third concert of the summer season Sunday, July 10, featuring Elmo Lunkley's 34-member band. Regular Sunday concerts continue at the Park thru August 31, co-sponsored by the Minneapolis Board of Park Commissioners and Minneapolis Brewing Company. The twilight presentations (7 to 9 p.m.) are free, of course.

## Twilight Concerts

Throughout the summer, music lovers will be able to enjoy a variety of music outdoors, during Grain Belt Concert Park's twilight concert series. Grain Belt Park, which resembles a Bavarian garden and surrounds the famous Diamond Wells Fountain, is located at N.E. Broadway and Marshall Sts.

According to Frank D. Kiewel, president of the brewing firm, the concerts will be presented from an enlarged bandstand which has been elevated four feet above the audience. The Park has also been improved to provide seating for over 1,000 concert-goers.

Every Sunday evening at 7 p.m. (with the exception of July 3), music such as Dixieland jazz, waltzes, marches, and Broadway musical numbers will be presented to the public by a 35-piece concert band. The band appearances were arranged with the Minneapolis Musicians Association, local 73, American Federation of Musicians. The concert series ends on August 21.

MINNEAPOLIS GUIDE  
June 25; July 1, 66

## STAR CALENDAR

Star 7/30/66  
Public events today:

### CONCERTS

Minneapolis Brewery Company Concerts—7 to 9 p.m., Grain Belt Concert Park, N.E. Broadway and Marshall Sts.; featuring former Miss Minnesota Pat Smiley and the Elmo Lunkley Concert Band.

BOARD OF PARK COMMISSIONERS - WEEKLY NEWSLETTER 7/1/66  
GRAIN BELT PARK CONCERT

Music from "Flower Drum Song" and "Bye, Bye, Birdie" will be featured during the third of nine free twilight concerts at Grain Belt Concert Park Sunday, July 10.



TUESDAY, JULY 5, 1966

★ 1C

# Barbara Flanagan



SAY THE NAME ELMO LUNKLEY and people say, "ELMO LUNKLEY!"

It's a good name. People never forget it. Elmo Lunkley likes it. "I fought my way through eight years of grade school defending it," Lunkley said. "I got the name from my godmother and I don't know where she heard it."

You've heard it for years. The reason why is that Lunkley is the Music Man of Minneapolis.

His concert band is the one you love to listen to on a summer's night at the Lake Harriet pavilion.

But Elmo was there before his band. "I played trumpet at Harriet in 1925, the night the bandstand blew into the lake," he said.

"Actually, I didn't blow into the lake because the storm was so great that the power went off and I was caught on the streetcar trying to get there."

For 13 years, Lunkley conducted the Fred Keller Gopher band — an organization made up of World War I musicians — at Lake Harriet. He also played trumpet at the Curtis Hotel with Dick Long, at the Nankin Restaurant with Emmet Long and at WCCO with Eddie Dunstedter.

"I quit playing the trumpet eight years ago at 50," said Lunkley. "I figured I'd blown enough."

This summer, Lunkley's band also plays Sunday night concerts at Grain Belt Park. In the winter, Lunkley teaches band and drills the bandsmen at Edison High School. It'll be his 38th year in the Minneapolis public school system.

Things have changed enough to worry Lunkley. "I used to teach five periods of band to 350 students," he said. "Today I have only 57 students . . . the rest have been counseled out of music, so I advise two study halls and the yearbook."

Today's music is also a pain to Lunkley. "It has degraded our kids to the point where they have no culture at all," he said. "Actually it began with Elvis Presley."

I asked if the Beatles are good musicians. "Good enough to get rich," said Lunkley.

"Look at the big bands today," he said. "All the musicians are middle-aged or older because these young kids can't read music and can't play."

He picked Doc Severinsen, the trumpeter with Skitch Henderson's Tonight show orchestra, as the best in the business. "But Harry James sounded great when he was at the Prom recently, and everybody crowded up to the bandstand again, just like in the old days."

I can get choked up hearing Sousa's "Stars and Stripes Forever." So can Lunkley. His programs are sprinkled with Sousa marches, Broadway hits, the overture from William Tell and Dixieland jazz.

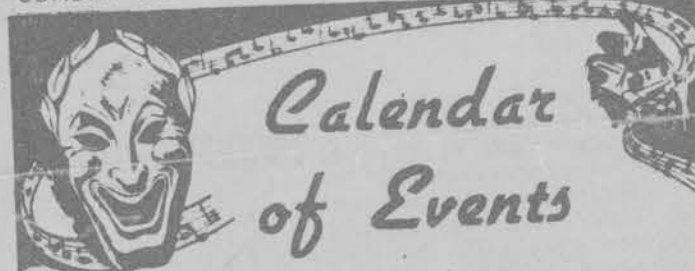
"People here don't realize that they've had free concerts in the park since before the turn of the century," Lunkley said. "This is one of the few cities in the United States with this kind of a park program."

But the parks can't do it all. Big business has to help. So Grain Belt is sponsoring concerts.

I think that the Lunkley men belong downtown on the portico of the Northwestern National Life Insurance building. There's a fountain nearby, and plenty of benches for sitting, and the DAR flagpole has the flag flying.

Lunkley liked the idea. All we need now is a full moon and an angel.

SUNDAY SUBURBAN LIFE—Sunday, July 10, 1966



## Calendar of Events

### Sunday

1:30, 2:30 and 3:30 p.m. Film, "High Arctic" at Science Museum, St. Paul.  
2 p.m. Planetarium show, "Stars Over Minneapolis," at Central Library.  
3 p.m. Films, "Gota Canal" and "Your Cunard Holiday" at American Swedish Institute.  
3 and 8 p.m. "Around the World in Eighty Days" at Stagecoach Opera House.  
7 and 9 p.m. Concert featuring "Flower Drum Song" and "Bye, Bye, Birdie" music at Grain Belt Concert Park, Broadway and Marshall Streets, Minneapolis.

Star Sat. 7/23/66

# STAR CALENDAR

## European Folk Dances Sunday At Concert Park

European folk dances and music from "Mary Poppins" and "The Most Happy Fella" will highlight the fourth of nine Sunday twilight band concerts Sunday at Grain Belt Concert Park, N. E. Broadway at Marshall Sts.

The two-hour concert is sponsored each Sunday through Aug. 21 by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Co., and features Elmo Lunkley's concert band.

The Schuhplattlers, a group of Twin City residents interested in preserving and demonstrating European folk dances, will appear during the second half of the concert. A schuhplattle dance is one in which the dancers slap their legs and knees while they execute various steps.

They will perform native dances from Switzerland, Germany, Austria and other countries. Mr. and Mrs. Joseph Perrault, Excelsior, Minn., are in charge of the Bavarian-costumed representatives of the Twin City Folk Dance Workshop.

The trumpet trio of Donald Stoyke, Ralph Mendenhall and Melvin Levin will play "Trumpet Filigree" by Walters, and Larry Malmberg will offer accordion selections. Lunkley's Dixieland Band also will appear.

John Philip Sousa's "Washington Post March," "Barnum Bailey Favorites" by King and Johann Strauss' and "Emperor Waltz" are other numbers on the program.

Thursday, July 28, 1966

## Community Sing at Concert Park

Concert-goers will have an opportunity to get into the act Sunday night at Grain Belt Concert Park, N. E. Broadway and Marshall Sts.

Pat Smiley, official hostess for the Minnesota Brewers Association and former Miss Minnesota, will lead two rounds of community singing during the sixth weekly twilight band concert sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company.

Elmo Lunkley's 34-piece concert band is featured in the 7 to 9 p.m. outdoor music fest.

Stan Freese, who has appeared on the Lawrence Welk TV show, also will be spotlighted in a tuba solo, "The Elephant Tango."

Other soloists include accordionist Larry Malmberg and trumpet man Bob Gruenfelder and the Lunkley Dixieland Band.

Wed., July 13, 1966—THE RECORD—

## Folk Dancers To Highlight Grain Belt Park Event

European folk dances and music from "Mary Poppins" and "The Most Happy Fella" will highlight the fourth of nine Sunday twilight band concerts July 17 at Grain Belt Concert Park, N. E. Broadway at Marshall Sts., Minneapolis.

The two-hour concert is sponsored each Sunday through Aug. 21 by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company, and features Elmo Lunkley's concert band.

The Schuhplattlers, a group of Twin City residents interested in preserving and demonstrating European folk dances, will appear during the second half of the concert. A schuhplattle dance is one in which the dancers slap their legs and knees while they execute various steps.

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John Philip Sousa's "Washington Post March," "Barnum Bailey Favorites" by King and Johann Strauss' and "Emperor Waltz" are other numbers on the program.



# Nicollet Live Wire

1327 First Avenue South

ber 37

July 20, 1966

Published by ERICKSON PRINT SHOP

the North Shore of Lake Harriet. All are free to the public.

**GRAIN BELT CONCERT PARK, N.E. Broadway and Marshall streets, is the location of the Sunday twilight concerts by the Elmo Lunkley Symphonic Band which will continue through August 21.**

## Sunday, July 24

### MUSIC

"Waltz Matinee," 1966 Pop Musical Ice Revues. 3 p.m., Saint Paul Auditorium, 4th & Auditorium St., Saint Paul.  
"Jazz at the Guthrie" featuring the Oscar Peterson Trio. 8:30 p.m., Tyrone Guthrie Theatre, 725 Vineland Place, Minneapolis. 377-2224.  
Grain Belt Concert. 7 p.m., Grain Belt Park, 1215 N.E. Marshall, Minneapolis.  
Concert at Lake Harriet Band Stand. 8 p.m.  
Band concert at Como Lakeside Pavilion, 3:30 p.m. on Lake Como in Como Park Zoo area, Saint Paul.  
Band Concert at Phalen Bandstand, 7:30 p.m., Lake Phalen, Wheelock Parkway and Arcade Street, Saint Paul.

### THEATRE

"The Skin of Our Teeth," 1:30 p.m., Tyrone Guthrie Theatre, 725 Vineland Place, Minneapolis. 377-2224.  
"Under the Yum Yum Tree," 7:30 p.m., Old Log Theatre, Excelsior.



MINNEAPOLIS GUIDE

## Summer Concert Series to Start

A series of summer twilight band concerts will begin Sunday at Grain Belt Concert Park, Broadway and Marshall St. NE.

The free two-hour programs will be held at 7 p.m. each Sunday, except July 3, through Aug. 21. A 35-piece concert band will present programs similar to those offered each summer by the Park Board at Lake Harriet bandstand.

MINNEAPOLIS ARGUS — Thursday, July 21, 1966

## Marches, Show Tunes, Waltzes to Be Featured at Concert Park

Marches, waltzes, show tunes, Dixieland melodies and accordion solos will be featured in the fifth of nine Sunday twilight concerts this Sunday at Grain Belt Concert Park, N. E. Broadway and Marshall Sts., Minneapolis.

Elmo Lunkley's Concert Band is presented each Sunday from 7 p.m. to 9 p.m. by the co-sponsoring Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company.

Alexander's "Colossus of Columbia March," Peters' "Jolly Copper-smith March," and King's "Ringling Brothers Grand Entry" are

among the marches on the program. Strauss' "Blue Danube Waltz," Young's "Around the World," Faith's "Swedish Rhapsody," and Rodgers' "Carousel Selections" also are scheduled.

The Dixieland Band, led by trumpet man Bob Gruenenfelter and Larry Malmberg and his accordion will be special features.

On Sunday, July 31, Pat Smiley, former Miss Minnesota and official hostess for the Minnesota Brewers Association, will lead the crowd in community singing.

## Beverage Journal

### GRAIN BELT PARK OPENS 4th SEASON 7/66

Grain Belt Park, popular Minneapolis tourist attraction at the corner of N. E. Broadway and Marshall Sts., has opened for its fourth season, and, as in the past two summers, live deer are again a major attraction.

Two does, an American Whitetail and a rare English Falow, and a newly-born fawn are "at home" and expecting a fourth resident.

The deer are from Bambi Land at Nisswa, Minn.

Ten daily guided tours of the brewery will be conducted throughout June, July and August, leaving the company's office at 1215 N. E. Marshall St., Minneapolis, every half hour from 9 to 11 a.m. and from 1 to 3 p.m.

More than 43,000 persons from 33 states and seven foreign countries visited the Park last summer. There is no admission charge to the Park or for the tours.

Sun., July 17, 1966

E MINNEAPOLIS TRIBUNE

## ENTERTAINMENT

### Today

#### Music

Harriet Pops Orchest. Lake Harriet Pops Chorus, 7 p.m., Harriet Band Stand, Lunkley Band, Grain Belt Concert Park, 7 p.m.



## Sunday

1:30, 2:30 and 3:30 p.m. Film, "Wings to Bermuda," at Science Museum, St. Paul.

2 p.m. Planetarium show, "Stars Over Minneapolis," at Central Library.

2:30 and 8:30 p.m. Bert Parks stars in "The Music Man" by Aqua Pops '66 at Theodore Wirth Park.

3 and 8 p.m. "Around the World in Eighty Days" at Stagecoach Opera House.

3 p.m. Films, "Some Lines from Finland" and "European Tapestry" at American Swedish Institute.

7 and 9 p.m. Concert by Minneapolis Board of Park Commissioners and Minneapolis Brewing Company at Grain Belt Concert Park, N.E. Broadway and Marshall Streets.

TWIN CITY OBSERVER — Thursday, July 28, 1966

## Minneapolis News Bits

Concert-goers will have an opportunity to get into the act Sun. night, July 31, at Grain Belt Concert Park, N.E. Broadway and Marshall Sts., Minneapolis. ... Pat Smiley, official hostess for the Minnesota Brewers Association and former Miss Minnesota, will lead two rounds of community singing during the sixth weekly twilight band concert sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company. ... Elmo Lunkley's 34-piece concert band is featured in the 7 to 9 p.m. outdoor music fest. ... Stan Freese, who has appeared on the Lawrence Welk TV Show, also will be spotlighted in a tuba solo, "The Elephant Tango". ... Other soloists include accordionist Larry Malmberg and trumpet man Bob Gruenenfelter and the Lunkley Dixieland Band.

ST. PAUL DISPATCH  
\* Mon., July 18, 1966

## s Unit Meeting

325 Laurel ave., to discuss plans for the annual picnic. Henry Longbehn is the newly elected president of the group.

★  
MARCHES, waltzes and other music will be played in the fifth of nine Sunday twilight concerts scheduled next Sunday at Grain Belt concert park, NE. Broadway and Marshall, Minneapolis. Elmo Lunkley's concert band will play.

Columbia Heights, et al, papers

Wed., July 20, 1966—THE RECORD—Page 3

## Grain Belt Park Schedules Concerts

Marches, waltzes, show tunes, Dixieland melodies and accordion solos will be featured in the fifth of nine Sunday twilight concerts this Sunday (July 24) at Grain Belt Concert Park, NE Broadway and Marshall Sts., Minneapolis.

Elmo Lunkley's Concert Band is presented each Sunday from 7 p.m. to 9 p.m. by the co-sponsoring Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company.

Alexander's "Colossus of Columbia March," Peters' "Jolly Copper-smith March," and King's "Ringling Brothers

Grand Entry" are among the marches on the program.

Strauss' "Blue Danube Waltz," Young's "Around the World," Faith's "Swedish Rhapsody," and Rodgers' "Carousel Selections" also are scheduled.

The Dixieland Band, led by trumpet man Bob Gruenenfelter, and Larry Malmberg and his accordion will be special features.

On Sunday, July 31, Pat Smiley, former Miss Minnesota and official hostess for the Minnesota Brewers Association, will lead the crowd in community singing.

LIFE—Section B, Page 5

## Calendar

### Sunday

7 p.m. Concert of European folk dances and music from "Mary Poppins" and "The Most Happy Fella" by Minneapolis Board of Park Commissioners and Minneapolis Brewing Company at Grain Belt Concert Park, NE Broadway and Marshall Streets.



**BOARD OF PARK COMMISSIONERS - WEEKLY NEWSLETTER July 22, 1966**  
**GRAIN BELT CONCERT PARK** - Concert-goers will have an opportunity to get into the act Sunday night (July 31) at Grain Belt Concert Park, N. E. Broadway and Marshall Streets. Pat Smiley, official hostess for the Minnesota Brewers Association and former Miss Minnesota, will lead two rounds of community singing during the sixth weekly twilight band concert.

**AWARDS:** Gould, Brown & Bickett, Minneapolis, won three first place awards and two citations of excellence in First Advertising Agency Network competition. R. A. Christopher, vice-president, accepted for the agency at the network's annual meeting in Mexico City. . . . Designs created by Knox Reeves Advertising for the Minneapolis Brewing Co.'s Grain Belt beer won two awards in a contest sponsored by the Institute of Outdoor Advertising. The winning designs appeared on panels operated by Naegele Outdoor Advertising Co. of Minneapolis.

Mpls Star 7/1/66

THE MINNEAPOLIS STAR

Sat., Aug. 6, 1966

## STAR CALENDAR

### CONCERT

Harriet Pops Orchestra — 7 to 9 p.m., Grain Belt Park, N.E. Broadway and Marshall St.; featuring selections from "The Student Prince" and "Gypsy."

## Glorious Old Tradition of Concert in the Park

THE MINNEAPOLIS

STAR

FRIDAY, JULY 22, 1966 ★ 9A



**YOUNGER FOLKS**—Christa Lampe, 4756 Columbus Av. S. and Robert Hamilton, 4945 29th Av. S., enjoyed recent concert. Miss Lampe, who is from Germany, has been in the United States 11 months.

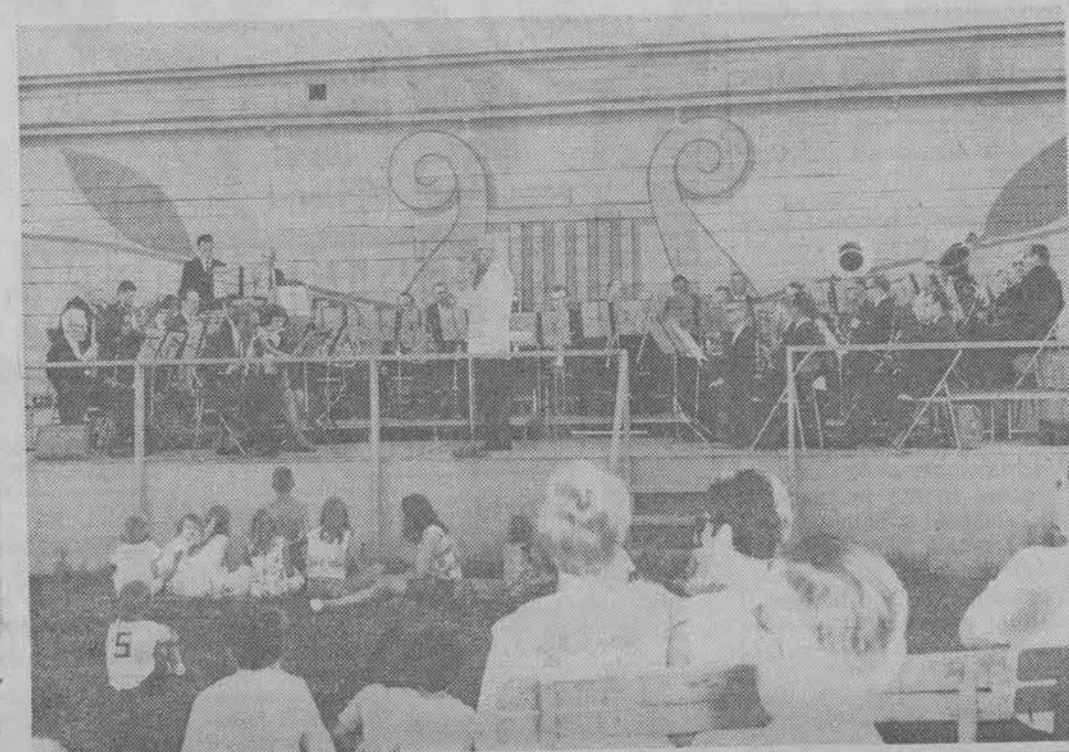


**OLDER FOLKS**—Mr. and Mrs. M. J. Goblirsch, 816 NE. 5th St., who have been married 42 years relaxed on a pleasant Sunday evening while the band music brought back many happy memories.

★  
 Old fashioned band concerts are being given at Grain Belt Concert Park, NE. Broadway and Marshall Sts., every Sunday from 7 to 9 p.m. through August 21. Elmo Lunkley's 34-piece Band (below) is featured. The concerts are free. On July 31 there will be community singing, and on Aug. 14 the City of Lakes Chapter of the Sweet Adelines (ladies chorus) will sing.



**ALLAN BYRNES FAMILY OF COLUMBIA HEIGHTS**  
 They live at 1433 46th Av. NE.





Brewery Age 7/11/66

### Pat Hostessing For Minnesota Brewers For Her Ninth Year

For the ninth consecutive year Pat Smiley will travel throughout the state as the "Minnesota Hostess" for the Minnesota Brewers Association, appearing at county fairs, civic events and festiv-



Pat Smiley

als. Accompanied occasionally by her husband, Bob Smiley, or one of the Smiley's three children, Pat helps build goodwill for the Minnesota Brewers by promoting the friendly "family" image for beer and its adaptability in cooking and entertaining.

Sometimes acting as Mistress of Ceremonies for a main event, commentating eating or boating contests, leading public songfests, judging or helping coach beauty and talent competitions, Pat is also an outstanding cook and enjoys demonstrating the fun of cookery with flavorful beer.

Beverage Journal - August 1966

## Grain Belt Twist-Top Caps Prove Popular

Officials at Minneapolis Brewing Company, Minneapolis, Minn., brewers of Grain Belt beer, wanted to increase distribution and consumer sampling of their 12-ounce non-returnable bottles.

Their reason was simple—increased sales.

Field representative's and distributor's reports indicate enthusiastic and growing public acceptance of the Grain Belt official's decision.

The company began packaging beer in 12-ounce non-returnable bottles with Aloca Aluminum's convenience closure, the twist-top cap, in late June.

The twist-top cap has two obvious features. Bottles are easy to open and it's now possible to reseal them with their original cap. Industry members have tested both features and found them reliable.

Grain Belt was principally looking for an easy-to-open feature for their non-returnable 12-ounce bottles. They previously had added the ring-pull cans to their product line.

Lee Birdsong, Grain Belt director of sales and marketing, pointed out that there has been good public acceptance of convenience opening of beer cans by consumers during the past several years.

"We've had the snap top, tab top, zip top and other types of self-contained openers for cans, but we've had very little in the way of convenience opening for bottles. We believe the twist-top cap is the answer. We're anxious to see further reports from our fieldmen," Birdsong said.

"Glass manufacturers," Frank D. Kiewel, Minneapolis Brewing Company president said, "have been searching for an easy-to-open cap for their beer bottles, and Grain Belt is happy to help pioneer this new cap."

Grain Belt packages its 12-ounce twist-top bottles in six-packs and cases of four six-packs.

announcement that Burger purchased two Pepsi operations in Florida, Carl Huster, vice president, said the acquisitions were simply moves in the general business pattern of diversification. . . . Luke Laskow, ad manager at Minneapolis Brewing, has some really proud memories of the past season. A current outdoor campaign picked off a first and honorable mention in the annual contest of the Institute of Outdoor Advertising; is now a nominee for honors in the National Competition of Outdoor Advertising Art; accepted a top award from the Art Directors Club of the Twin Cities; won four "Olaf" awards from the Advertising Club of Minneapolis; and is selling Grain Belt aplenty too. Mod. Brewery Age 8/15/66 •

## DOGPATCH DAYS!



H. K. DuPont of the Forest Lake, Minnesota Liquor Store went all out for the Dog Patch Days promotion sponsored by the Forest Lake Area Chamber of Commerce to coincide with the opening of the bass fishing season. In the picture is A2C Charles C. Dupont who was home on leave at the time.

BEVERAGE JOURNAL, August, 1966

When writing to

← HOLD YOUR HEAD UP - YOU'RE IN THE BEER BUSINESS! →

Frank D. Kiewel, President, Minneapolis Brewing Co., writing in his always excellent House Organ, THE GRAIN BELT DIAMOND, said:

"There is no other business like it!

Every one of you has had the same experience. At any party, business meeting, union convention, let someone, or you, mention that you're in the Beer business - and brother - that's what everybody wants to talk about.

And everybody is a pro on Beer. They either like it, don't like it, say it isn't what it used to be, or had an uncle or a great grandfather that made it better, or else know just what ought to be done to make the Beer business the greatest show on earth.

We are in a glamorous business, Congressmen, statesmen, educators, moralists, all take vital interest in what we are and in what we do.

Whether we like it or not, the very nature of our business attracts general attention, and, in turn, demands of us all a sense of responsibility far above the average.

Even our conduct off the job must be such as to reflect good will and favorable reaction from others. We are something special because people insist on making us something special.

So whether you make Beer, sell Beer, deliver Beer, work in the office, on machines, or own part of the business, do your job well and hold your head high.

You're in the Beer business!"

Brewers Association of America Bulletin

Billboards advertising Grain Belt beer won first place in design and campaign in the 14th annual outdoor advertising contest sponsored by the Institute of Outdoor Advertising.

The Grain Belt advertising also is one of 12 nominees entered in the 34th national competition of outdoor advertising art, sponsored by the institute.

In addition, the advertising won four "Olaf" awards from the Advertising Club of Minneapolis and a top award from the Art Directors Club of Minneapolis and St. Paul.

All this has been for a current six-billboard campaign in which the illustrations call attention to the product without a recurring theme.

James Vanderwarker and Bruce Sielaff direct the Grain Belt account for Knox Reeves Advertising, Minneapolis. Ron Oakland is the account copywriter and Tom Donovan is the account art director.

Minneapolis Star - Aug. 10, 1966



# Ex-Mayor of Vadnais Heights Turns Yard Into Colorful Show Place



HIS PRIDE AND YET HIS PAIN—this flower bed on a slope near Jansen's warehouse this year carries a former advertising slogan of his company, "You be the Judge."

But no more will he attempt such a project, he said. The hill isn't suited to it, making it hard to read and it took two days just to lay out plans for it. The words

are visible to anyone driving west on county rd. F.

Staff Photos.

By JIM NAGEL  
Staff Writer

"Don't take up golf," the former mayor of Vadnais Heights said jovially. "Once you start you devote too much time to it, especially when you start late like I did."

So spoke the youthful-looking 53-year-old Albert Jansen, 131 E. country rd. F, who claims he retired from public offices for good when he decided not to seek reelection as Vadnais Heights mayor last fall.

And since leaving public life, he is in a comparative state of semi-retirement, whether he admits it or not. With only his beer distributing company to keep him busy now he finds a great deal of time for activities of leisure, more or less, including golf.

But anyone who has seen Jansen's yard on county rd.

F knows he's an ambitious man—he has to be to keep the park-like yard and home looking as beautiful as it does.

We stopped and talked to Jansen because his "park" has caused so many people to stop and look as they go by. Yes, even with his other job he manages to do all the work himself.

"I can put in 1,000 to 2,000 plants a day when other people can put in only 100," he said. And it's true. His yard has literally thousands of plants, mostly annuals which he must plant each spring.

"I usually have a pretty good 16-hour day," he said, indicating that when he's not driving his beer truck he works in his yard.

Jansen, who has lived in Vadnais Heights since a little over 10 years ago, owns about 80 acres, but much of

it is cut off from where his home is situated by a waterway put in by the St. Paul water department connecting Sucker lake with Lake Vadnais.

But he still has enough room for a little three-hole golf course of his own. He built it since becoming interested in golf only three years ago. He had never played before that.

The three beautiful greens were seeded and raised by Jansen and he's even got a special lawn mower just for the greens.

At the far west end of the yard, just beyond the warehouse where Jansen can often be found loading trucks, is an interesting flower bed which he said he will give up on after this year.

"It's just too much work," he said. "It took me two days to get the planning done for

it and another day to get it planted."

He was referring to the sloping bed in which he plants colored plants in such a way to produce a background with words in it. In the past he has put the names of his children in it, one year a little slogan to encourage the Minnesota Twins and this year he used a "You Be The Judge" slogan from his beer company's advertising campaign last spring.

But no more, Jansen said. Next year he intends to plant the hillside in perennials so that it will be easier to care for. Besides, he said, the hill isn't exceptionally suited for the design because the words tend to go over the top and are hard to read.

Jansen and his wife have three children, two daughters and a son. He said at one time all three of them were in the religious life at the same time.

His oldest daughter is now a nun, the younger daughter is married, and his son will be getting married next spring.

When he first moved back to Vadnais Heights Jansen said his wife hated it. "She wasn't used to being out here alone. She's a city woman," he said.

But he says she got used to it little by little and now goes golfing with the neighbors or himself every week.

Jansen has been in politics in the past but says he is now through with public office. He has served on the White Bear town board and also as its chairman and was the first mayor of Vadnais Heights. He served as mayor for 8 years.

He also ran for county commissioner, a position his father had held for 16 years, and tried for the state house of representatives once.

But the sandy-haired former mayor says he's had all he wants. He'll stay out of politics and enjoy life now. He's got more time for his yard and garden and, of course, for golfing.



JANSEN installed the golf greens himself, as he did with all of the landscaping in his yard.



ALBERT JANSEN maintains one of the best-known yards in Vadnais Heights. Here he displays one of his cockscomb plants along the driveway.



# Summertime Oom-Pah-Pah!

By Jeanne McKnight  
of the GUIDE Staff

THE WORLD OF MUSIC is a world of magic. It is a special world of powerful symphonies, fragile flute solos, swingin' pop bands, a grade school choir—and it has the power to stir in listeners and performers, deep emotions of many kinds.

Recognizing the ability of music to enhance the carefree, barefoot feeling of summer, musicians and conductors have assembled before their most receptive audience—the summer audience—for many years. The outdoor concert first became popular around the turn of the century, when families sat in their gasoline buggies, listening to slightly off-key city bands wade through Sousa marches. When the slide trombones and sousaphones finished, usually later than their counterparts, those in their cars enthusiastically beeped their horns.

A popular time was the intermission, when mum and dad took the excited children to the refreshment stand and bought them salt water taffy and popcorn. It was a family night, and one that was anticipated

eagerly throughout the week. Outdoor concerts have since become a trademark of the "good old summertime," and have been performed throughout the country.

In the Twin Cities, the tradition of outdoor concerts is a strong one. Saint Paul's Como and Phalen Pavilions as well as Minneapolis' Lake Harriet and Grain Belt Park Pavilions have hosted local and visiting bands for years. Although the outdoor concert series has ended for the summer in Saint Paul, there are still outdoor concerts being performed in Minneapolis.

Grain Belt Park, in a manner reminiscent of the "days gone by," has set up a concert pavilion amidst water fountains and Grain Belt's famed Bavarian Garden. Concert planners, utilizing their present-day knowledge of acoustics, have constructed the bandstand higher than the audience.

Programs are rich in variety at Grain Belt Park. Each Sunday evening until August 21, the Elmo Lunkey 34-piece concert band performs, featuring special guests along with the regular program. This Sunday, the City of Lakes chapter of the Sweet Adelines will share the guest spot with Sandy Kokesh,

the Minnesota State flag baton twirling champion. The Sweet Adelines are a group of women's barber-shop singers who are well-known throughout the area for their spirited four-part harmony.

At Lake Harriet, Sunday is the last of the summer concerts. Although past concerts have included guest performers, the closing concert has an exclusively Harriet program. Regulars James Greco and his Pops Orchestra, along with Arthur Olson and the Pops Chorus, will perform. Arthur Olson will display his voice in a vocal solo.

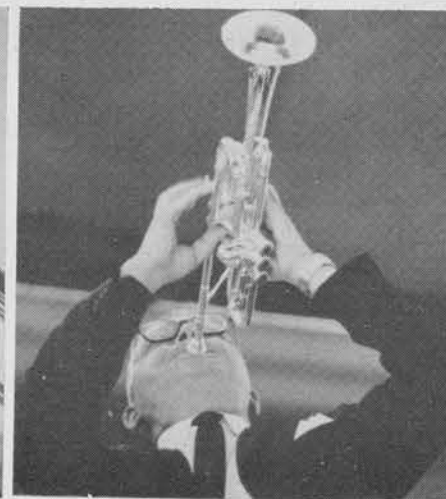
Rain has ruined many a Sunday-best outfit, but it hasn't discouraged fans from attending the outdoor music events. In all parks throughout the Twin City area, this year's attendance has surpassed that of previous years. The enthusiasm is the same as it was at the turn of the century, as is the demand for the popcorn, ice cream, and pop sold during intermissions. And the spirit of the outing is the same—a Sunday evening spent with family and friends listening to good music has its own magic. In fact, the only things that have changed at all from the days of the Model T until now are the styles of music, the cars in the parking lot, and the brand names on the popcorn boxes. □



At left, tuba player Stan Freese at Grain Belt Park.



Above, Elmo Lunkey conducts. Photos by Henry A. Simacek, Sr.



ON THE COVER (also above and below) conductor James Greco leads the Pops Orchestra at the Lake Harriet Pavilion. Photos by R. Paul Johnson.





## ENTERTAINMENT CALENDAR

### Music

Elmo Lunkley Concert Band, Elmo Lunkley conducting, marches, showtunes, overtures, 7 p.m., Grain Belt Concert Park, N.E. Broadway and Marshall St.

Brooklyn Park SENTINEL—Wed., August 3, 1966

### Band Concert Slated Sunday

Selections from "The Student Prince" and "Gypsy" will highlight the seventh of nine Sunday twilight band concerts at Grain Belt Concert Park, N.E. Broadway and Marshall St., Minneapolis, this Sunday night.

Elmo Lunkley's 34-piece concert band is featured during the two-hour musical attraction which begins at 7 and is co-sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Company.

Soloists this Sunday will include accordionist Larry Malmberg, the Lunkley Dixieland band led by trumpeter Bob Gruenfelder and the trumpet trio of Donald Stoyke. Ralph Mendenhall and Melvin Levin. The trumpeters will play MacRae's arrangement of "Carnival Variations."

Admission to the outdoor concerts is free and seating is available for 1,000 persons.

The August 14 concert will feature the City of Lakes chapter of the Sweet Adelines, an award-winning ladies' chorus of barbershop singers.

THE NORTH HENNEPIN POST  
THE NEW HOPE-PLYMOUTH POST  
THE BROOKLYN PARK POST  
THE BROOKLYN CENTER POST  
Thursday, August 11, 1966



THE CITY OF LAKES chorus of Sweet Adelines will appear at the Grain Belt park Aug. 14, Marshall and N.E. Broadway, at a free concert from 7 to 9 p.m. Also appearing will be the Novelaires, shown here, a Sweet Adeline quartet, which came in fourth place at a recent

five state regional competition. The three married members have 11 children among them. From left to right are Mrs. Lil Swan, 6232 - 3rd ave. S.; Mrs. Flo Carroll, 5306 Bryant ave. N., Brooklyn Center; Miss Sharon Anderson, 3154 Bloomington ave. S., and Mrs. Lil McGovern, 6901 Grand ave. S.

This picture appeared in all 4 of these papers.

### Sweet Adelines To Sing Sunday

"Sweet Adelines", a group of 40 women thrushes under the direction of Mary Dick of Edina will sing from 7 to 9 p.m. Sunday at Grain Belt Concert Park, Broadway N.E. and Marshall St., Minneapolis.

Lillian McGovern and Lillian Swan both of Richfield and members of the "Novelaires", barbershop singers, will also appear.

As an added non-musical attraction there will be a number of local professional and amateur artists competing for awards by sketching, drawing or painting the concert scene.

ST. LOUIS PARK DISPATCH  
GOLDEN VALLEY PRESS

LAKE HARRIET COURIER  
EDINA-MORRISVILLE COURIER  
HENNEPIN COUNTY REVIEW  
Thurs., August 11, 1966

This article appeared in all 5 of these papers.

MINNEAPOLIS ARGUS  
Thursday, August 4, 1966

### Concert Band Featured Sunday At N-E Park

Selections from "The Student Prince" and "Gypsy" will highlight the seventh of nine Sunday twilight band concerts at Grain Belt Concert Park, N. E. Broadway and Marshall Sts., this Sunday.

Elmo Lunkley's 34-piece concert band is featured during the 7 p.m. to 9 p.m. musical fetes which are co-sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Co.

Soloists this Sunday will include accordionist Larry Malmberg, the Lunkley Dixieland band led by trumpeter Bob Gruenfelder and the trumpet trio of Donald Stoyke, Ralph Mendenhall and Melvin Levin. The trumpeters will play MacRae's arrangement of "Carnival Variations."

Admission to the outdoor concerts is free and seating is available for 1,000 persons.

Selections from "The Student Prince" and "Gypsy" will highlight the band concert at Grain Belt Park, Broadway and Marshall N.E., Sunday evening from 7 'til 9 p.m. The park seats 1,000, and admission is free as always.

Twin City Observer  
8/4/66

MINNEAPOLIS TRIBUNE  
Sun., Aug. 7, 1966

## WHAT'S DOING?

Entertainment News  
By Allan Holbert

Edward Blitz, the third cellist in the Minneapolis Symphony Orchestra, has a busy week ahead of him with the Minneapolis Pops Orchestra at the Lake Harriet Bandstand.

Wednesday he plays the third movement of the Victor Herbert Cello Concerto; Friday he plays the Golterman Concerto in A minor; Saturday it's the first movement of the Herbert Concerto.

Other soloists this week will be trumpeter Don Stoyke, Wednesday; Soprano Carol O'Connor, Thursday and Friday; and tenor Ray Covert, Saturday. The free concerts, conducted by James Greco, begin at 8 p.m.

And tonight at Grain Belt Concert Park Elmo Lunkley's 34-piece concert band will play selections from "The Student Prince" and "Gypsy."

Appearing with the band will be accordionist Larry Malmberg, the Lunkley Dixieland Band led by trumpeter Bob Gruenfelder and a trumpet trio of Don Stoyke, Ralph Mendenhall and Melvin Levin. They'll play "Carnival Variations."

### Board of Park Commissioners - Weekly Newsletter - August 12, 1966

This is the second year twilight concerts have been presented in Grain Belt Concert Park. The park is directly across N. E. Broadway Street from Grain Belt Park, a popular tourist attraction from early spring to late fall.

Selections from "The King and I" and "State Fair" will highlight the ninth and final twilight concert Sunday (August 21) at Grain Belt Concert Park.



# ENTERTAINMENT CALENDAR

Today

Lunkley Band, 7 p.m., Grain-belt Concert Park.

MINNEAPOLIS TRIBUNE  
Sun., Aug. 14, 1966

## WHAT'S DOING?

Entertainment News  
By Allan Holbert

The Lake Harriet Pops Orchestra plays its last concert of the summer tonight at 8 p.m. at the Lake Harriet Pavillion. Appearing with the orchestra, conducted by James Greco, will be pianist Philip Brunelle; violinist Richard Adams; bass-baritone Douglas Fisch and baton twirler Dick Kesteven.

Meanwhile, back at Grain Belt Park, Elmo Lunkley's Concert Band will be joined by the City of Lakes Chapter of Sweet Adelines and the Novelaires, a women's quartet, for a program from 7 to 9 p.m. today.

MINNEAPOLIS ARGUS — Thursday, August 18, 1966

## Concert Park's Finale to Feature Selections from Top Musicals

Selections from "The King and I" and "State Fair" will highlight the ninth and final twilight concert Sunday (Aug. 21) at Grain Belt Concert Park, N. E. Broadway and Marshall Sts.

Elmo Lunkley's 34-piece concert band is featured during the 7 p.m. to 9 p.m. musical potpourri. There is no admission charge.

The concerts are co-sponsored by the Minneapolis Board of Park Commissioners and the Minneapolis Brewing Co.

Attendance to date has averaged more than 1,200 persons weekly.

Soloists this Sunday include trumpeter Donald Stoyke, accordionist Larry Malmberg and Lunkley's popular Dixieland Band. Stoyke will play Phillips' "Trumpet Fiesta."

Among the better known selections on the program will be Gold's "Exodus," Tschaiakovsky's "Waltz of the Flowers," Sousa's "Semper Fidelis," and, as the final number of the evening, King's "Mighty Minnesota," a march.

This is the second year twilight concerts have been presented in Grain Belt Concert Park. The park is directly across N. E. Broadway St. from Grain Belt Park, a popular

Minneapolis Tribune - 8/16/66

## Minneapolis Brewing Reports Profit Gains

Minneapolis Brewing Co., distributor of Grain Belt Beer, Monday reported second-quarter and six-month earnings up over the like periods of 1965.

It was also learned yesterday that the company rescinded a price increase last week after other brewers failed to follow with comparable price boosts.

Minneapolis Brewing's second-quarter earnings were \$161,000, or about 34 cents a share, up from \$137,000, or 28 cents a share. That brought net income for the six months to \$250,000, or 52 cents a share, up from \$222,000, or 45 cents, in the first half of 1965.

The company doesn't report interim sales, but President Frank D. Kiewel said in

a letter to shareholders that sales also showed a good gain. They were helped by hot weather in June, he noted.

Minneapolis Brewing raised its wholesale beer prices on Aug. 1, with the amount of increase varying, depending on package and quantity. A 24-bottle case, for example, was raised a total of 25 cents, a spokesman said.

However, the increases were rescinded Aug. 10, apparently because competitors maintained their prices at previous levels.

A spokesman said the last increase in Grain Belt beer prices was in 1959, when all brewers raised their prices to reflect a tax increase. The last nontax increase was in 1955, he said.

## Brewery Company Earnings Increase

Hot weather in June and July boosted Minneapolis Brewing Co. net earnings in the three months ended June 30 to \$161,000, compared with \$137,000 in the same period last year, according to Frank D. Kiewel, president.

For the first six months of the year, the company had net earnings of \$250,000 or 52 cents a share, compared with \$222,000 or 45 cents a share in the first half of 1965.

The company reports its sales figures only at the end of the year. *Star* 8/17

## BUSINESS NEWS

Dispatch 8/17/66

By Bill Farmer and Frank Godfrey

### Dividends Declared

The board of directors of Munsingwear, Inc., Minneapolis, has declared a 32½-cent quarterly dividend on the common stock, payable Sept. 15 to shareholders of record Aug. 30.

Minneapolis Brewing Co. has declared a dividend of 18 cents a share on common stock, payable Sept. 15 to holders of record Aug. 31.

ST. PAUL DISPATCH  
16 ★ Mon., Aug. 15, 1966



## BUSINESS NEWS

By Bill Farmer and Frank Godfrey

### Brewery Reports 'Good Gains'

Minneapolis Brewing Co. in its interim report told of second quarter sales and earnings showing "good gains" over last year. The firm makes Grain Belt beer.

Net earnings for the period ended June 30 totaled \$161,000 as compared with \$137,000 in 1965. This amounted to a gain of 5 cents a share.

For the first six months of the year, net earnings were \$250,000 or 52 cents a share as compared with \$222,000 or 45 cents a share last year.

"Sales and earnings in June were favorably influenced by the hot weather we experienced throughout our primary sales area," commented Frank D. Kiewel, president and general manager. "July saw a continuance of this weather with consequent increases in sales volume."

THE MINNEAPOLIS STAR

WEDNESDAY, AUGUST 24, 1966

12 K

## EDITORIAL and OPINION PAGE

### Successful Concerts

To the Editor: As director of the Minneapolis Park Board Symphonic Band, I wanted to express my appreciation to the thousands of persons who attended our concerts this summer in Grain Belt Park and at Lake Harriet.

This was our second season of Sunday night programs in Northeast Minneapolis. Attendance was 50 per cent greater than it was a year ago. The enthusiasm was most gratifying to myself and members of the band. The crowds not only were well-behaved and attentive, but they also joined in

enthusiastically when we presented sing-along music.

Minneapolis.

—Elmo G. Lunkley.

★

## BUSINESS

26

C

Thurs., Aug. 18, '66

### Brewing Company

#### Declares Dividend

The board of directors of the Minneapolis Brewing Co. Wednesday declared a dividend of 18 cents a share on all common stock.

The dividends are payable Sept. 15 to shareholders of record Aug. 31. There are 479,600 shares outstanding.



## Grain Belt Has Second Quarter 18 Pct. Above '65

Minneapolis, Minn.—Hot, dry weather over much of its marketing area resulted in one of the best second quarters in the history of the Minneapolis Brewing Company. Both sales and earnings "showed good gains over the same period of last year," Frank D. Kiewel, president and general manager, said here recently.

Minneapolis Brewing makes and sells Grain Belt beer.

Net earnings for the period April 1 through June 30 (after provision for Federal and state taxes) were \$161,000. This was an increase of 18 per cent—or 5 cents a share—over the \$137,000 earned in the same period of 1965.

For the opening six months, net earnings were \$250,000 (52 cents a share), up 12.6 per cent from the \$222,000 (45 cents a share) in the first half of 1965.

Commented Kiewel: "Sales and earnings in June were favorably influenced by the hot weather we experienced throughout our primary sales area. July saw a continuance of this weather—with consequent increases in sales volume.

"The hot weather has been a substantial factor in our sales increases during the past few weeks but has only accelerated the strong sales trend that Grain Belt beer has enjoyed for more than a decade.

"We look forward to continuing growth."

## Sales, Earnings Gain at Brewing Company

Sales and earnings of Minneapolis Brewing company during the second quarter of 1966 showed good gains over the same period of last year, it was reported August 15, 1966 by Frank D. Kiewel, president.

Net earnings for the three months during June 30 were \$161,000, as compared to \$137,000 for the same period in 1965. This gain of 24,000 amounts to five cents increase per share. There are 479,600 shares of common stock outstanding.

For the first half of 1966, after-tax earnings totaled \$250,000, or 52 cents per share. This compares to \$222,000 in net earnings and 45 cents per share during the first six months of 1965. The total gain at the end of the first six months was \$28,000, or seven cents per share.

Mr. Kiewel reported that sales of Grain Belt beer were favorably influenced by the hot weather in June and July. He pointed out that the hot weather has "only accelerated the strong sales trend Grain Belt has enjoyed for more than a decade."

The company does not report sales figures until the end of the year.

## Brewers Bulletin 8/18/66 Dividend Declared By Grain Belt

Minneapolis, Minn. — The board of directors of the Minneapolis Brewing Company here recently declared a dividend of 18 cents a share on all common stock of the company, payable September 15 to stockholders of record at the close of business August 31. The firm produces and markets Grain Belt beer.

Minneapolis Brewing has 479,600 shares outstanding.

## Good Earnings Gain For Grain Belt

Earnings of Minneapolis Brewing Co. during the second quarter of 1966 showed good gains over the same period of last year.

Frank D. Kiewel, president, says net earnings for the three months ending June 30 were \$161,000, as compared to \$137,000 for the same period in 1965. This gain of \$24,000 amounts to 5 cents increase per share. There are 479,600 shares of common stock outstanding.

For the first half of 1966, after-tax earnings totaled \$250,000, or 52 cents per share. This compares to \$222,000 in net earnings and 45 cents per share during the first six months of 1965. The total gain at the end of the first six months was \$28,000, or 7 cents per share.

Nov. 1 last.

Sales and earnings of the Minneapolis Brewing Co., Minneapolis, Minn., during the second quarter of 1966 showed good gains over the same period of last year, it was reported last month by Frank D. Kiewel, president.

Net earnings for the three months ending June 30 were \$161,000, as compared to \$137,000 for the same period in 1965. This gain of \$24,000 amounts to five cents increase per share. There are 479,600 shares of common stock outstanding.

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Brewers Digest 9/66

## Grain Belt Sales Up

Minneapolis, Minn.—Sales and earnings of Minneapolis Brewing Company during the second quarter of 1966 showed good gains over the same period of last year, it was reported in August by Frank D. Kiewel, president.

Net earnings for the three months ending June 30 were \$161,000, as compared to \$137,000 for the same period in 1965. This gain of \$24,000 amounts to five cents increase per share. There are 479,600 shares of common stock outstanding.

For the first half of 1966, after-tax earnings totaled \$250,000, or 52 cents per share. This compares to \$222,000 in net earnings and 45 cents per share during the first six months of 1965.

BEVERAGE JOURNAL, September, 1966

Today is Artist's Day at Grain Belt Park. Professional artists and students from Twin Cities art schools are invited to go to the park at NE. Broadway and Marshall St. and do sketches and drawings of scenes there and then submit them by Aug. 29 for judging. The Minneapolis Brewing Co. will present awards of \$200 for first, \$100 for second and \$50 for third prize and five honorable mentions Sept. 7.

Then all entries will be displayed for a week at the Grain Belt Park Gasthaus.

The Lake Harriet Pops Orchestra plays its last concert of the summer tonight at 8 p.m. at the Lake Harriet Pavillion. Appearing with the orchestra, conducted by James Greco, will be pianist Philip Brunelle; violinist Richard Adams; bass-baritone Douglas Fisch and baton twirler Dick Kesteven.

Meanwhile, back at Grain Belt Park, Elmo Lunkley's Concert Band will be joined by the City of Lakes Chapter of Sweet Adelines and the Novellaires, a women's quartet, for a program from 7 to 9 p.m. today.

## Firm Sponsors Art Contest

Professional artists and students at art schools in the Twin Cities are invited to enter the Artists' Day competition Aug. 14 in Grain Belt Park.

The contest is sponsored by the Minneapolis Brewing Company, which is offering a \$200 first prize, \$100 second prize and \$50 third prize.

Those entering the competition will prepare paintings, sketches and drawings of scenes in the park and submit them for judging by Aug. 29.

## MAC Gopher Oct. 1966

MAC'er Frank D. Kiewel, president of Minneapolis Brewing Co., and Bernard O. Erf, Chicago, editor-publisher of Brewers Digest, presented awards to seven winners of the Grain Belt Park art competition sponsored by the brewing company and the magazine.

Prize winners and the rest of the 29 entries were exhibited in the Northwestern National Bank's Marquette Ave. Skyway gallery from September 26-30.

Club Member Bryant A. Moeke, vice



## Artists' Day Scheduled

Professional artists and students in Twin Cities art schools have been invited to participate in Artists' day at Grain Belt park, Marshall st. N. E. and Broadway, Minneapolis, Aug. 14.

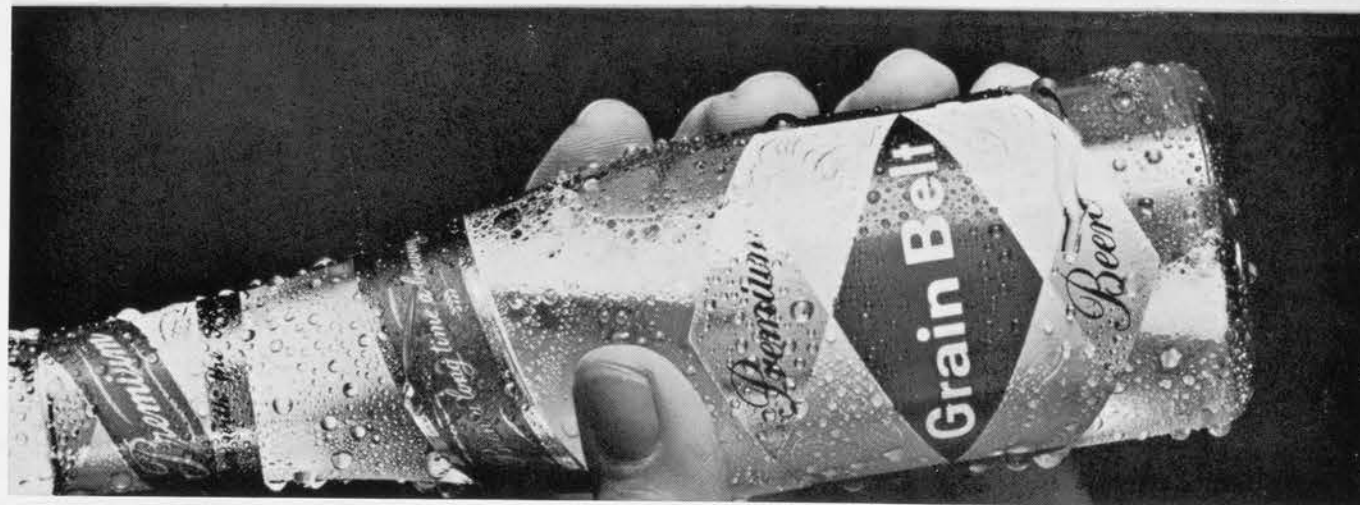
The event, first of its kind in the Twin Cities, is sponsored jointly by the Minneapolis Brewing Co. and Brewers Digest magazine, Chicago. In the event of rain the event will be held Aug. 21.

Frank D. Kiewel, president of the brewing firm, has announced three purchase awards totaling \$350.

The participants will prepare paintings, sketches or drawings of scenes in the park and submit the finished works of art for judging by Aug. 29. Winners will be announced Sept. 7.



# This end up.



MINNEAPOLIS BREWING COMPANY — First

Advertising Manager: **Luke Laskow**  
Copywriter: **Ron Oakland**  
Art Director: **Tom Donovan**  
Agency: **Knox Reeves Advertising, Inc.**

## OUTDOOR

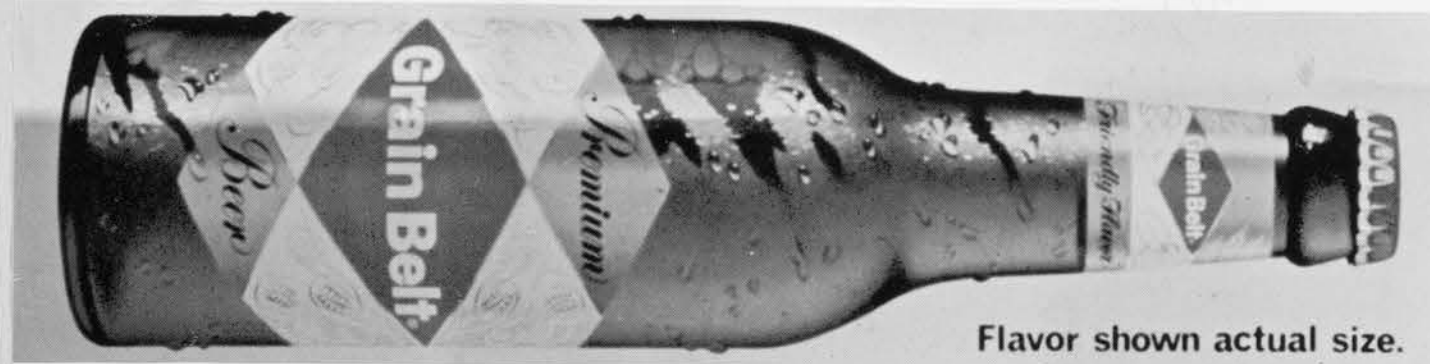
—24 or 30 sheets printed.



### Draft call!

MINNEAPOLIS BREWING COMPANY — Second

Advertising Manager: **Luke Laskow**  
Copywriter: **Ron Oakland**  
Art Director: **Tom Donovan**  
Agency: **Knox Reeves Advertising, Inc.**



Flavor shown actual size.

## OUTDOOR

—Painted bulletins.

MINNEAPOLIS BREWING COMPANY — First

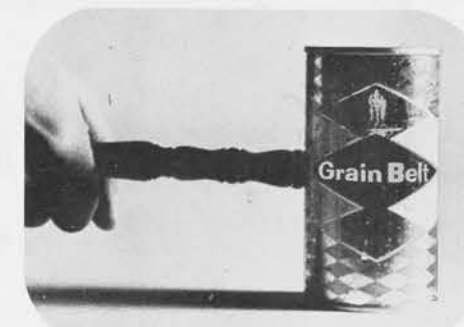
Advertising Manager: **Luke Laskow**  
Copywriter: **Ron Oakland**  
Art Director: **Tom Donovan**  
Agency: **Knox Reeves Advertising, Inc.**

FORMAT - September 1966

FORMAT - September 1966

## TELEVISION

—10 seconds.



MINNEAPOLIS BREWING COMPANY — Second

Advertising Manager: **Luke Laskow**  
Copywriter: **Ron Oakland**  
Art Director: **Tom Donovan**  
Agency: **Knox Reeves Advertising, Inc.**

FORMAT - September 1966

Outdoor advertising created for Grain Belt Beer by Knox Reeves has been named in several local and national outdoor board contests. The current six board campaign won first in design and campaign in the 14th annual outdoor advertising contest sponsored by the Institute of Outdoor Advertising, and is one of 12 nominees selected to compete in the 34th National Competition of Outdoor Advertising Art, awards in which will be made September 21.

★ ★ ★

Outdoor advertising created for the Minneapolis Brewing Co., Minneapolis, Minn., brewers of Grain Belt beer, by Knox Reeves Advertising, Minneapolis, has been a real winner for both the brewery and the ad agency.

Luke Laskow, Minneapolis Brewing Co. advertising manager, reported that the brewery's current six-board campaign, in which the illustrations call attention to the product without a recurring theme, has been most successful in helping increase sales and has gained local and national favor with outdoor board contest judges.

Grain Belt boards won first in design and campaign in the 14th annual outdoor advertising contest sponsored by the Institute of Outdoor Advertising, New York, N. Y.

Grain Belt outdoor advertising is one of 12 nominees selected to compete for honors in the 34th National Competition of Outdoor Advertising Art, also sponsored by the Institute of Outdoor Advertising.

Awards will be made Sept. 21 at a dinner in the Plaza Hotel, New York.

The Art Directors Club of Minneapolis and St. Paul selected a Grain Belt outdoor board for a top award in its 12th annual competition last month.

In June, Grain Belt outdoor advertising won four "Olaf" awards from the Advertising Club of Minneapolis.

Brewers Digest 9/66

Beverage Journal 9/66

### GRAIN BELT ADS PROVE WINNERS

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# Grain Belt Takes BPA Pin Lead At Biltmore

The first night of league bowling for both the Bowling Proprietors Assn. Traveling League and the Women's Minnesota Masters did not produce many outstanding scores.

High for the men's league was turned in by Virg Enger with 634. Grain Belt leads the league with a 5 won and 2 lost record.

High women's score was Judy Maciejny with 588 as her Sivanich Masonry team took first place with a 4 and 0 record for the first night.

<b>Metro Beer Dist. (3)</b>	
Dave Haakana	579
Norm Eastman	546
Wes Larson	588
Tippy Smith	603
Ron Simonson	603
<b>Thunderbird Motel (4)</b>	
Dick Sternberg	585
Bruce Forsland	567
Doug Sabby	575
Dick Tronerud	522
Bill Sandvig	568
<b>Metro</b>	921-965-1044-2919
<b>Thunderbird</b>	931-1017-849-2817
<b>Hamm's Beer (4)</b>	
Glen Olson	551
Gordy Dahl	576
Leroy Bryant	571
Bob Hanson	569
Gordy Hagen	512
<b>Joyner's Plating (3)</b>	
Tom Donnelly	631
Bud Setzler	533
Ed Locke	517
Bob Dziewior	526
Vic Giere	574
<b>Hamm's</b>	939-934-906-2779
<b>Joyner's</b>	926-902-953-2781

<b>Culbertson's Cafe (3)</b>	
Betty Berry	523
Virginia Barbari	569
Marion Heram	485
Pat Sommers	470
Dot Johnson	553
<b>Howard Johnson's Motor Lodge (1)</b>	
Helen Ekblad	510
Ole Richardson	554
Betty Knecht	477
Dee Kopveller	510
Helen Erickson	504
<b>Culbertson's</b>	808-893-899-2600
<b>Howard Johnson's</b>	830-878-847-2555
<b>Foo Chu Cafe (3)</b>	
Linda Westberg	504
Clarice Esrig	507
Jean Hambleton	441
Gerry Lawrence	546
Shirl Stostrom	532
<b>Baden's Bowling Center (1)</b>	
May Gunderson	531
Gerry Grueman	462
Ruth Hofmeister	517
Carol Jackson	468
Ruth Gilbert	514
<b>Foo Chu</b>	876-807-847-2530
<b>Baden's</b>	861-831-800-2492
<b>Leib's (2)</b>	
Mavis Simco	495
Mary Turen	457
Stella Pence	490
Judy Jensen	534
Marge Veit	555
<b>7-Up (2)</b>	
Monty Lawrence	512
Pete Boyd	416
Ellen Nelson	507
Margo Dalsen	528
Jean Havlish	567
<b>Leib's</b>	802-860-869-2531
<b>7-Up</b>	885-881-764-2530
<b>Sivanich Masonry (4)</b>	
Judy Maciejny	588
Ginger Gibson	552
Muriel Nascene	457
Mary Lou Oscar	527
Wahnetta Keser	557
<b>Benri Couffures (0)</b>	
Donna Hjort	477
Pat Larson	499
Lil Barnier	507
Elaine Johnson	516
Swanee Pearson	570
<b>Sivanich</b>	885-957-838-2680
<b>Benri</b>	844-900-825-2569

<b>MINNEAPOLIS TRAVELING LEAGUE BOWLED AT GUS YOUNG'S BILTMORE</b>	
<b>Brown Clothing-Air Flo (2)</b>	
Dick Passon	574
Jim Ronning	546
Kern Rutgerson	445
Bob Johnson	561
Dick Halvorsen	411
<b>Grain Belt Beer (5)</b>	
Ron Olson	609
Bob Keto	557
Ron Palbicki	517
Bill Drouches	568
Bud Johnson	457
<b>Browns</b>	881-792-863-2536
<b>Grain Belt</b>	852-945-911-2708
<b>Seven Up Bottling Co. (3)</b>	
Virg Enger	634
Rich Hommes	492
Len Lorenson	588
Jack Zezza	552
Phil Kossom	511
<b>Schmidt Beer (4)</b>	
Paul Haugan	506
Denny Hanson	482
Howie Mason	545
Dave Haugan	612
Don Haugan	562
<b>7-Up</b>	926-956-895-2777
<b>Schmidt</b>	838-966-903-2707

# Grain Belt Pads BPA Lead with 7-0 Sweep

Grain Belt widened its lead to five full points in shooting a 3115 Thursday night in the BPA Traveling League (Home Division) at Biltmore Lanes.

Grain Belt had scores of 991-1082-1042 in downing Metro Beer Distributors 7-0.

Schmidt Beer moved into second place by downing Thunderbird Motel 7-0. In other matches, Brown Clothing-Air Flo Sportswear stopped Hamm's Beer 4-3 and Joyner's Plating stopped 7 Up 5-2.

Here are the scores and standings for the BPA Traveling League and the Minnesota Women's Masters League:

<b>BPA TRAVELING</b>	<b>Points won</b>
Grain Belt Beer	23
Schmidt Beer	23
Metro Beer Distributors	20
Thunderbird Motel	18
7 Up Bottling Co.	14
Hamm's Beer	14
Joyner's Plating	13
Brown Clothing-Air Flo Sportswear	10
<b>WOMEN'S MASTERS</b>	
Seven Up	14
Howard Johnson Motor Lodge	13
Leib's	13
Foo Chu Cafe	12
Culbertson's Cafe	10
Sivanich Masonry	7
Ben-ri Couffures	5
<b>Baden's Bowling Center</b>	5
<b>Top women's scores were Virginia Barbari 236-171-214-621 and Linda Westberg, 185-246-190-621.</b>	
<b>Brown Clothing - AirFlo (4)</b>	
Dick Mason	578
Jim Ronning	612
Kern Rutgerson	574
Ken Veit	630
Dick Halvorsen	537
<b>Hamm's Beer (3)</b>	
Glen Olson	613
Gordy Dahl	531
LeRoy Bryant	607
Bob Hanson	638
Gordy Hagen	553
<b>Brown's-Air Flo</b>	999-984- 948-2931
<b>Hamm's Beer</b>	946-929-1067-2942
<b>Thunderbird Motel (0)</b>	
Dick Sternberg	556
Bruce Forsland	573
Dan Brick	526
Dick Tronerud	564
Doug Sabby	514
<b>Schmidt Beer (7)</b>	
Paul Haugan	602
Jim Stollenberg	578
Howie Mason	570
Dave Haugan	672
Den Haugan	574
<b>Thunderbird</b>	845-926-962-2833
<b>Schmidt Beer</b>	1057-965-974-2996
<b>Metro Beer Distributors (0)</b>	
Dave Haakana	529
Norm Eastman	518
Wes Larson	576
Tippy Smith	582
Ron Simonson	527
<b>Grain Belt Beer (7)</b>	
Ron Olson	661
Bob Keto	617
Ron Palbicki	658
Bill Drouches	556
Bud Johnson	623
<b>Metro Beer</b>	921- 893- 918-2732
<b>Grain Belt Beer</b>	991-1082-1042-3115
<b>7 Up Bottling Co. (2)</b>	
Virg Enger	587
Phil Kossom	545
Len Lorenson	507
Rich Hommes	573
Jack Zezza	573
<b>Joyner's Plating (5)</b>	
Tom Donnelly	552
Bob Dziewior	585
Don Morin	580
Bud Setzler	487
Vic Giere	589
<b>7 Up Bottling</b>	958-863-940-2761
<b>Joyner's Plating</b>	937-906-950-2793

# Grain Belt Ties For Traveler's Pin Lead

Grain Belt Beer swept 7 points from Hamm's in the BPA Men's Traveling League at Biltmore Lanes Thursday night to tie Thunderbird Motel for first place. Eleven counts of 600 or better were rolled in the league.

Standings changed little in the Women's Masters League where the women had five 600 counts.

Here are the standings:

<b>Points Won</b>	
Thunderbird Motel	16
Grain Belt Beer	16
Metro Beer Distributors	15
Schmidt Beer	14
7 Up Bottling Co.	10
Hamm's Beer	6
Brown Clothing-Air Flo Sportswear	4
Joyner's Plating	3
<b>WOMEN'S MASTERS</b>	
<b>Points Won</b>	
Foo Chu Cafe	10
Leib's	9
7UP	8
Culbertson's Cafe	6
Howard Johnson's	6
Sivanich Masonry	5
Baden's Bowling Center	2
Benri Couffures	1
<b>MINNEAPOLIS TRAVELING LEAGUE HOME DIVISION BOWLED AT BILTMORE LANES SEVEN UP BOTTLING CO. (2)</b>	
Virg Enger	612
Rich Hommes	520
Len Lorenson	565
Jack Zezza	554
Phil Kossom	555
<b>Seven Up Bot. Co.</b>	952-859-995-2806
<b>THUNDERBIRD MOTEL (5)</b>	
Dick Sternberg	622
Bruce Forsland	603
Doug Sabby	523
Dan Brick	564
Bill Sandvig	639
<b>Thunderbird Motel</b>	1089-931-921-2941
<b>HAMM'S BEER (0)</b>	
Glen Olson	588
Gordy Dahl	568
Leroy Bryant	558
Bob Hanson	559
Gordy Hagen	618
<b>Hamm's Beer</b>	917-1000-974-2891
<b>GRAIN BELT BEER (7)</b>	
Ron Olson	650
Bob Keto	646
Ron Palbicki	622
Bill Drouches	552
Bud Johnson	616
<b>Grain Belt Beer</b>	1035-1005-1046-3086

# Grain Belt Rolls 3,115

Grain Belt set the high series for the year for the Traveling League bowling at Gus Young's Biltmore Lanes Thursday night.

With games of 991-1082-1042 for a 3,115 total, Grain Belt downed Metro Beer Distributors 7-0 to open up their first place lead to five points.

**Minneapolis Brewing Co.**—Frank D. Kiewel, president and general manager, said that sales and earnings for the second 1966 quarter "showed good gains over the same period last year. (See table) Sales and earnings in June were favorably influenced by the hot weather experienced throughout our primary sales area. July saw a continuance of this weather with consequent increases in sales volume." He added that while the hot weather has been "a substantial factor in our sales increases during the past few weeks," it "has only accelerated the strong sales trend Grain Belt has enjoyed for more than a decade."

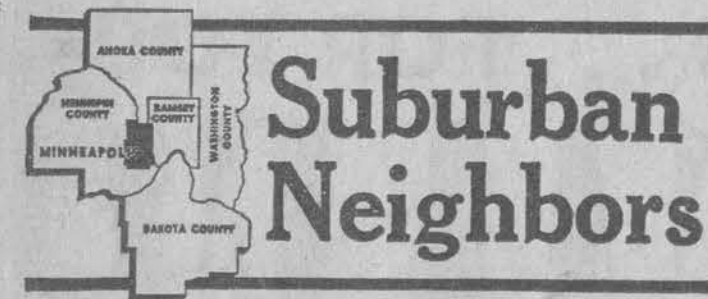
American Brewer 9/66

# Grain Belt Dividend

The Board of Directors of the Minneapolis Brewing Company has declared a dividend of 18 cents a share on all common stock of the company, payable September 15, 1966, to stockholders of record at the close of business August 31, 1966.

Minneapolis Brewing Company has 479,600 shares outstanding.

Advertisers please mention Beverage Journal  
Beverage Journal 9/66



# Suburban Neighbors

By BEN L. KAUFMAN  
Minneapolis Star Staff Writer

# Paintings Earn \$200

St. Louis Park housewife Mrs. L. F. Jones, 2100 Parklands Road, won a \$200 first prize and an honorable mention for two paintings of Grain Belt Park, NE. Marshall and Broadway Sts., in a recent competition sponsored by the Minneapolis Brewing Co. and Brewers Digest magazine.





## BILL HENGEN

### ★ Roaming Around

#### Eleventh Year

ELEVEN YEARS ago the Traveling Bowling League was formed. The requirement then is the same as now, a 185-or-better average.

Over the years there have been many experiments, and this season's start tonight at Biltmore lanes follows the pattern. The same league has a "home" house—Biltmore—each Thursday and does its traveling only on Sundays at 7 p.m. First stop is Bryant-Lake lanes.

The league also has changed its scoring system, going to seven points each night with two points for each game won and only one point for the higher total pins.

Four of the original sponsors are still furnishing uniforms—Grain Belt, Joyner's, Air-Flo and Seven-Up. The league's officers—president Jim Ronning, vice president Bill Drouches and secretary Mike Mady—are charter members.

On Thursday nights only, the Women's Masters League competes at Biltmore.

**LAST WORD:** "When people don't practice I develop a sense of insecurity. I don't like that." ... Coach Sid Gilman speaking of his San Diego Chargers of the AFL.

Still more publicity with nice head  
5 different Mpls. Suburban Nps.  
chain's newspapers for 10/13/66

## Grain Belt Widens Lead in BPA Loop

Grain Belt Beer continues to set a torrid pace now leading both the "Home Division" and the "Traveling Division" of the Minneapolis BPA Traveling League by five points. Grain Belt downed 7 Up 7-0 in last Sunday's action at Lynbrook Lanes.

In other matches, Thunderbird Motel trounced Schmidt Beer 7-0, Metro Beer Distributors beat Joyner's Plating 5-2 and Hamm's Beer topped Brown Clothing-Air Flo Sportswear 5-2.

Bob Hanson's 666 topped the scoring for the evening. Next Sunday, October 16, the Traveling League will bowl at Nokomis Lanes, 4040 Bloomington Avenue.

Here are the standings and scores from last Sunday:

	Points	Won
Grain Belt Beer	26	33
Metro Beer Distributors	28	26
Hamm's Beer	26	26
Thunderbird Motel	26	17
Schmidt Beer	17	

Brown Clothing-Air Flo Sportswear	15
7 Up Bottling Co.	12
Joyner's Plating	11
<b>MINNEAPOLIS TRAVELING LEAGUE</b>	
<b>BOWLED AT LYNBROOK BOWL</b>	
October 9, 1966	
THUNDERBIRD MOTEL	(7)
Dick Sternberg	596
Bruce Forsland	585
Dan Brick	624
Doug Sabby	536
Dick Tronerud	598
SCHMIDT BEER	(0)
Paul Haugan	563
Jim Stollenberg	524
Howie Mason	581
Dave Haugan	559
Dan Haugan	518
Thunderbird 1008 930 1001	2939
Schmidt 873 859 983	2715
JOYNER'S PLATING	(2)
Tom Donnelly	580
Bob Dziewior	546
Dan Nordness	531
Arlo Lambert	572
Vic Giere	578
METRO BEER DISTRIB.	(5)
Dave Haakana	587
Norm Eastman	612
Wes Larson	592
Tippy Smith	577
Ron Simonson	611
Joyner's 999 953 855	2807
Metro 974 1015 990	2979
BROWN CLOTHING - AIRFLO	(2)
Dick Passon	592
Jim Ronning	536
Kern Rutgerson	620
Duane Carlson	557
Herb Zechmeister	549
HAMM'S BEER	(5)
Glen Olson	566
Gordy Dahl	595
LeRoy Bryant	554
Bob Hanson	666
Gordy Hagen	502
Brown's Airflo 977 879 998	2854
Hamm's Beer 966 898 1017	2883
GRAIN BELT BEER	(7)
Ron Olson	622
Bob Keto	560
Ron Palbicki	610
Bill Drouches	537
Bud Johnson	516
SEVEN UP BOTTLING CO.	(0)
Virg Enger	489
Frank Devito	532
Len Lorensen	513
Rich Hommes	554
Jack Zezza	528
Grain Belt 1006 907 932	2845
7-Up 916 848 853	2617

Richfield News - 10/6/66

## TEN PIN TOPICS

By Dick Steven



Ten years ago, a unique experiment in bowling was begun with the formation of the Minneapolis Traveling League. The eight team league was formed under the sponsorship of the Bowling Proprietor's Association of Greater Minneapolis. Guiding lights in getting the league off the ground were Bill Drouches, now owner of Bryant-Lake Lanes, Bill Hengen, sports editor of the Minneapolis Star and John Henry, Minneapolis district secretary of the American Bowling Congress.

Other top leagues over the years had experimented with the traveling idea, but bowling in a different establishment every week was mighty tough on the averages and none of them stayed with the traveling format for any length of time.

The ground rules were established and it was agreed that no one could join the league who did not have at least a 185 average and anyone who could not maintain 185 or better in the league would automatically be dropped. The challenge was a good one and most of the top bowlers in the Twin Cities joined the league during its early existence.

Maintaining that 185 minimum average was a tough job and there have been a number of "casualties" over the years, but the format was a good one and a popular one. So, the Minneapolis BPA Traveling League, healthy as ever, is now in its eleventh consecutive season of bowling. The 185 minimum still exists and there have been no exceptions to the rule.

This year the league has adopted a new format in that it will be bowling on two nights. On Thursdays, the league bowls on its "home" alleys at Gus Young's Biltmore Lanes in Edina at nine p.m. On Sundays, the league continues its format of a different establishment every week and bowls at seven p.m.

Four of the original sponsors (Grain Belt Beer, Air Flo Sportswear, Joyner's Plating and 7-Up Bottling Co.) are still fathering teams in the league. Charter member bowlers include this year's president Jim Ronning, vice-president Bill Drouches and secretary Mike Mady. Other bowlers with the league since its formation are Glen Olson, Bud Johnson and Len Lorensen.

It's worth a trip to your nearby bowling center when this league visits your area. We'll keep you posted in this column each week as to the location of each Sunday's bowling. Sunday, Oct. 9, the league visits Lynbrook Bowl at 6357 North Lilac Drive.

\* \* \* \*

Finally, a word about this column. With this issue we are beginning what we hope will be a regular and interesting feature that will appear in this newspaper every week during the bowling season. We'll try to keep you up to date on bowling news, do a little editorializing and throw in an anecdote or two now and then. We hope we can count on you as a regular reader in the coming weeks!

Page 10—Section A—ST. LOUIS PARK DISPATCH  
GOLDEN VALLEY PRESS LAKE HARRIET COURIER  
EDINA-MORNINGSIDE COURIER HENNEPIN COUNTY REVIEW Thursday, Oct. 6, 1966

## Grain Belt Still Leads BPA Bowling Circuit, Metro 2nd

The Sunday division of the Minneapolis BPA Traveling League bowled at Gus Young's Biltmore Lanes in Edina last Sunday.

When the evening ended, Grain Belt Beer clung to first place with Metro Beer Distributors moving into second.

Ron Olson's 664 topped the fourteen counts of 600 or better that were registered in the league.

Here are the standings and scores:

	Points	Won
Grain Belt Beer	26	33
Metro Beer Distributors	23	26
Hamm's Beer	21	26
Thunderbird Motel	19	26
Schmidt Beer	17	17
Brown Clothing-Air Flo Sportswear	13	
7 Up Bottling Co.	12	
Joyner's Plating	9	
<b>Next Sunday the Traveling League will bowl at Lynbrook Bowl in Brooklyn Center.</b>		
<b>MINNEAPOLIS TRAVELING LEAGUE</b>		
<b>BOWLED AT BILTMORE LANES</b>		
October 2, 1966		
Seven Up Bottling Co.	(2)	
Virg Enger	625	
Rich Hommes	608	
Len Lorensen	527	
Jack Zezza	542	
Phil Mossion	583	
Hamm's Beer	(5)	
Glen Olson	566	
Earl Johnson	561	
LeRoy Bryant	583	
Bob Hanson	617	
Gordy Hagen	641	
Seven Up Bottling Co.	966 944 975	2885
Hamm's Beer 1059 902 1007	2968	
Brown Clothing & Air Flo Sportswear	(2)	
Dick Passon	527	
Jim Ronning	602	
Bob Johnson	594	
Duane Carlson	537	
Herb Zechmeister	620	
Grain Belt Beer	(5)	
Ron Olson	664	
Bob Keto	573	
Ron Palbicki	618	
Bill Drouches	615	
Bud Johnson	594	
Brown Clothing & Air Flo Sportswear 972 1005 903	2880	
Grain Belt Beer 1026 977 1061	3064	



ST. PAUL DISPATCH Fri., Oct. 21, 1906

**BUSINESS  
NEWS**

*By Bill Farmer and Frank Godfrey*





Minnesota Forest Industries provides paper which is used for hundreds of items from newsprint to magazine to book papers. Paper is also used for the packaging of many food products, cigarette wrap, soaps and cleaners and it is used also for ladies dresses, men's shirts and ladies handbags and men's hats.

Edina and Hopkins papers - 10/20/66

## Grain Belt, Hamm's 1-2 in BPA Action

First place Grain Belt Beer downed Hamm's Beer 5-2 and second place Thunderbird Motel topped Joyner's Plating by the same score, so Grain Belt's seven point lead was unchanged in Sunday's action as the BPA Traveling League bowled at Nokomis Lanes.

In other matches, Brown Clothing-Air Flo Sportswear beat Seven Up Bottling Co. by a 5-2 score and Schmidt Beer downed Metro Beer Distributors, again by a 5-2 score.

Top scores were turned in by Bud Johnson (682), Dick Tronerud (680) and Gordy Hagen (671). Next Sunday, the league bowls at Uptown Lanes, 3030 Hennepin Avenue.

**Brown Clothing-Air Flo Sportswear**  
Dick Passon 527  
Jim Ronning 626  
Kern Rutgersen 572  
Duane Carlson 521  
Herb Zechmeister 545  
Seven Up Bottling Co. (2)  
Virg Enger 564  
Phil Kossion 478  
Len Lorenson 550  
Rich Hommes 556

Jack Zezza	951	888	952	630
Brown-Airflo	951	888	952	2791
7-Up	969	870	939	2778
Grain Belt Beer			(5)	
Ron Olson				605
Bob Keto				553
Ron Palbicki				510
Bill Drouches				549
Bud Johnson				682
Hamm's Beer			(2)	
Glen Olson				576
Gordy Dahl				580
LeRoy Bryant				539
Bob Hanson				528
Gordy Hagen				671
Grain Belt Beer	974	1009	916	2889
Hamm's Beer	937	997	960	2894
Joyner's Plating			(2)	
Tom Donnelly				593
Bob Dzewior				516
Don Nordness				523
Arlo Lambert				607
Vic Giere				533
Thunderbird Motel			(5)	
Dick Sternberg				617
Bruce Forsland				584
Dan Brick				564
Dick Tronerud				680
Bill Sandvig				567
Joyner's	947	971	954	2772
Thunderbird			(5)	
Schmidt Beer				537
Paul Haugan				573
Roy Newton				600
Howie Mason				590
Dave Haugan				566
Metro Beer Distributors			(2)	
Dave Haakana				527
Norm Eastman				600
Wes Larson				571
Tippy Smith				573
Ron Simonson				573
Schmidt Beer	895	948	1023	2866
Metro	964	927	947	2838

## 7-Up Tops Masters, Grain Belt Leads

With three counts of 600 or better on their team, 7 Up moved into first place in The Women's Masters League

at Biltmore Lanes with a 3-1 win over Benri Coiffures.

Top bowlers for 7 Up were Jean Havlish with 630, Pete Boyd 626 and Margo Dalsen 612.

Foo Chu Cafe dropped to second place as Dot Johnson's 611 paced Culbertson's Cafe to a 3-1 win.

Beverage Journal - Nov. 1966

### Grain Belt Earnings Up For Year

MINNEAPOLIS, MINN.—A 34 per cent increase in earnings by Minneapolis Brewing Company in the third quarter of 1966 as compared to the same period of fiscal 1965 was reported today by Frank D. Kiewel, president.

Excellent sales during the three months ending September 30 resulted in net earnings of \$247,000, a gain of \$62,000 or 14 cents per share over the \$185,000 earned during the third quarter a year ago.

Net earnings for the nine months totaled \$497,000 or \$1.04 per share. This compares with \$407,000 in net earnings and 84 cents per share during the first three quarters of 1965—an increase of \$90,000 or 20 cents per share.

There are 479,600 shares of common stock outstanding.

Kiewel said that sales of Grain Belt beer, supported by a vigorous and effective marketing and advertising effort, continue to grow steadily in the areas the company serves.

The company does not report sales figures until the end of the fiscal year.

### Men's BPA Traveling League (Home Division)

	Pts. Won
Grain Belt Beer	47
Thunderbird Motel	45
Seven Up Bottling Co.	44
Metro Beer Distributors	35
Hamm's Beer	33
Schmidt Beer	29
Joyner's Plating	24
Brown Clothing-Air Flo Sportswear	23

### Women's Minnesota Masters League

	Pts. Won
Howard Johnson's Motor Lodge	(1) 452
Helen Ekblad	576
Ole Richardson	563
Betty Knecht	565
Dee Kopyeller	475
Helen Erickson	
Baden's Bowling Center (3)	511
May Gunderson	593
Gerry Grufman	528
Carol Jackson	598
Ann Christenson	435
Ruth Gilbert	
Howard Johnson's	922-828-883-2631
Baden's	863-895-907-2665
Culbertson's Cafe (3)	
Sandy Blaha	528
Lil Neumer	480
Marion Heram	536
Pat Sommers	488
Dot Johnson (205-212-194)	611
Foo Chu Cafe (1)	
Linda Westberg	491
Clarice Esrig	449
Jeanne Hambleton	525
Nancy Johnson	517
Shirley Sjostrom	586
Culbertson's	847-940-857-2644
Foo Chu	892-864-813-2569
Leib's (0)	
Mavis Simco	572
Mary Turen	514
Stella Pence	495
Judy Jensen	506
Marge Veit	480
Sivanich Masonry (4)	
Judy Maciejny (166-200-244)	610
Ginger Gibson	497
Muriel Nascene	528
Mary Lou Osger	556
Wahneta Keser	462
Leib's	874-831-862-2567
Sivanich	903-844-900-2647
7 UP (3)	
Mont Lawrence	553
Margo Dalsen (188-208-216)	612
Ellen Nelson	475
Pete Boyd (201-213-212)	626
Jean Havlish (214-223-193)	630
Benri Coiffures (1)	
Elaine Johnson	599
Lill Barnier	526
Donna Hjort	506
Pat Larson	519
Kay Goode	507
7 Up	981-959-956-2896
Benri	871-817-968-2656

Here are the standings and scores from Thursday's action

	Pts. won
Seven Up	28½
Foo Chu Cafe	26½
Howard Johnson's	24
Culbertson's Cafe	20
Leib's	17
Sivanich Masonry	17
Benri Coiffures	15
Baden's Bowling Center	12

### Minneapolis Traveling League

	Pts. Won
Joyner's Plating (2)	572
Tom Donnelly	590
Bob Dzewior	583
Carl Wodtke	557
Al Joyner	590
Vic Giere	
Thunderbird Motel (5)	623
Dick Tronerud	598
Bruce Forsland	507
Dan Brick	595
Dick Sternberg	579
Bill Sandvig	
Joyner's	931-1023-938-2892
Thunderbird	1007-952-943-2902
Hamm's Beer (2)	
Glen Olson	552
Gordy Dahl	562
LeRoy Bryant	513
Bob Hanson	626
Gordy Hagen	556
Metro Beer Distributors (5)	537
Ron Simonson	609
Dave Haakana	574
Wes Larson	

### Minneapolis Traveling League

	Pts. Won
Joyner's Plating (2)	572
Tom Donnelly	590
Bob Dzewior	583
Carl Wodtke	557
Al Joyner	590
Vic Giere	
Thunderbird Motel (5)	623
Dick Tronerud	598
Bruce Forsland	507
Dan Brick	595
Dick Sternberg	579
Bill Sandvig	
Joyner's	931-1023-938-2892
Thunderbird	1007-952-943-2902
Hamm's Beer (2)	
Glen Olson	552
Gordy Dahl	562
LeRoy Bryant	513
Bob Hanson	626
Gordy Hagen	556
Metro Beer Distributors (5)	537
Ron Simonson	609
Dave Haakana	574
Wes Larson	

### Minneapolis Traveling League

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Vic Giere	
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Bruce Forsland	507
Dan Brick	595
Dick Sternberg	579
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Thunderbird	1007-952-943-2902
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Gordy Dahl	562
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Metro Beer Distributors (5)	537
Ron Simonson	609
Dave Haakana	574
Wes Larson	

### Minneapolis Traveling League

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Carl Wodtke	557
Al Joyner	590
Vic Giere	
Thunderbird Motel (5)	623
Dick Tronerud	598
Bruce Forsland	507
Dan Brick	595
Dick Sternberg	579
Bill Sandvig	
Joyner's	931-1023-938-2892
Thunderbird	1007-952-943-2902
Hamm's Beer (2)	
Glen Olson	552
Gordy Dahl	562
LeRoy Bryant	513
Bob Hanson	626
Gordy Hagen	556
Metro Beer Distributors (5)	537
Ron Simonson	609
Dave Haakana	574
Wes Larson	

### Minneapolis Traveling League

	Pts. Won
Joyner's Plating (2)	572
Tom Donnelly	590
Bob Dzewior	583
Carl Wodtke	557
Al Joyner	590
Vic Giere	
Thunderbird Motel (5)	623
Dick Tronerud	598
Bruce Forsland	507
Dan Brick	595
Dick Sternberg	579
Bill Sandvig	
Joyner's	931-1023-938-2892
Thunderbird	1007-952-943-2902
Hamm's Beer (2)	
Glen Olson	552
Gordy Dahl	562
LeRoy Bryant	513
Bob Hanson	626
Gordy Hagen	556
Metro Beer Distributors (5)	537
Ron Simonson	609
Dave Haakana	574
Wes Larson	

### Minneapolis Traveling League

	Pts. Won
Joyner's Plating (2)	572
Tom Donnelly	590
Bob Dzewior	583
Carl Wodtke	557
Al Joyner	590
Vic Giere	
Thunderbird Motel (5)	623
Dick Tronerud	598
Bruce Forsland	507
Dan Brick	595
Dick Sternberg	579
Bill Sandvig	
Joyner's	931-1023-938-2892
Thunderbird	1007-952-943-2902
Hamm's Beer (2)	
Glen Olson	552
Gordy Dahl	562
LeRoy Bryant	513
Bob Hanson	626
Gordy Hagen	556
Metro Beer Distributors (5)	537
Ron Simonson	609
Dave Haakana	574
Wes Larson	

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## Grain Belt To Pay Extra Dividend

Minneapolis, Minn.—The board of directors of the Minneapolis Brewing Company here last week declared an extra year-end dividend of 8 cents a common share in addition to the regular quarterly payment of 18 cents. Both are to be paid December 15 to stockholders of record November 30.

Minneapolis Brewing produces Grain Belt brand beer.

The extra dividend will bring total 1966 payments to 80 cents a share, compared to 72 cents a share last year.

The brewery has 479,600 common shares outstanding.

Brewers Bulletin  
11/21/66

## Mpls Star - 11/15/66 City Beer Firm Declares Dividend

Directors of the Minneapolis Brewing Co. declared a quarterly dividend of 18 cents a share and a special year-end dividend of 8 cents a share on common stock, both payable Dec. 15 to shareholders of record Nov. 30. There are 479,600 shares outstanding.

The dividends raised the 1966 total dividend to 80 cents a share, compared to 72 cents in 1965.

Tues., Nov. 15, 1966 ST. PAUL DISPATCH \* 35

# BUSINESS

By Bill Farmer

## Brewery OKs Regular, Special Dividend

Minneapolis Brewing Co. today declared a regular and a special dividend, both payable Dec. 15 to shareholders of record Nov. 30.

The regular dividend totals 18 cents a share. The year-end special dividend amounts to 8 cents a share.

Minneapolis Brewing is paying a total of 80 cents in dividends this year compared with 72 cents last year. There are 479,600 shares of common stock outstanding.

## Minneapolis Brewery Sets Extra Dividend

Directors of Minneapolis Brewing Co. Tuesday declared an extra dividend of 8 cents a share while announcing the regular quarterly dividend of 18 cents a share, both payable Dec. 15 to stockholders of record Nov. 30.

The company has 479,600 common shares outstanding.





ARA PARSEGHIAN

## Parseghian Set For Twin Cities Talk on Feb. 18

Ara Parseghian, head coach of the national championship University of Notre Dame football team, will be the featured speaker at the annual sales meeting of the Minneapolis Brewing Company at the Hotel Radisson, Feb. 18. It was announced today by Lee Birdsong, Director of Sales and Marketing.

Parseghian, whose 1966 Irish team won nine games and played the 10-10 tie with Michigan State, will speak before more than 700 distributors and their employees and Grain Belt sales personnel at the one-day meeting.

A head football coach since 1951, Parseghian led Notre Dame to the top of the ratings of both major polls — Associate Press and United Press International. The Irish also were named co-winner of the MacArthur Bowl — along with Michigan State — by the National Football Foundation.

Parseghian was head football coach at his alma mater, Miami University at Oxford, Ohio, from 1951 through 1955, and then became coach at Northwestern University from 1956 through 1963. His Northwestern teams gained four straight victories over Notre Dame from 1959 through 1962. He went to Notre Dame in December of 1963 to become the school's 22d head football coach.

Parseghian's 16-year record shows 100 victories, 44 defeats and four ties.

In 1964, Parseghian was named Co-Coach of the Year by the American Football Coaches Association. He also was named Coach of the Year by the Football Writers of America, the Washington Touchdown Club, Columbus Touchdown Club, the Football News and the New York Daily News.

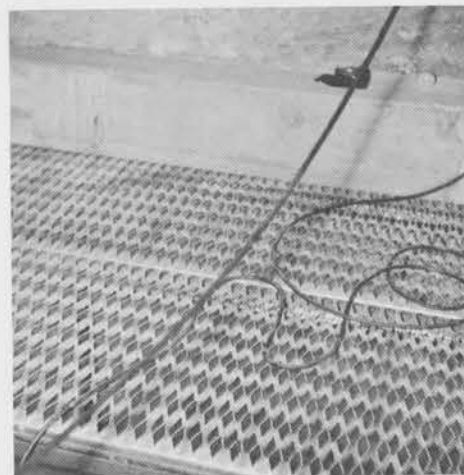
# MINNEAPOLIS BREWING CO.



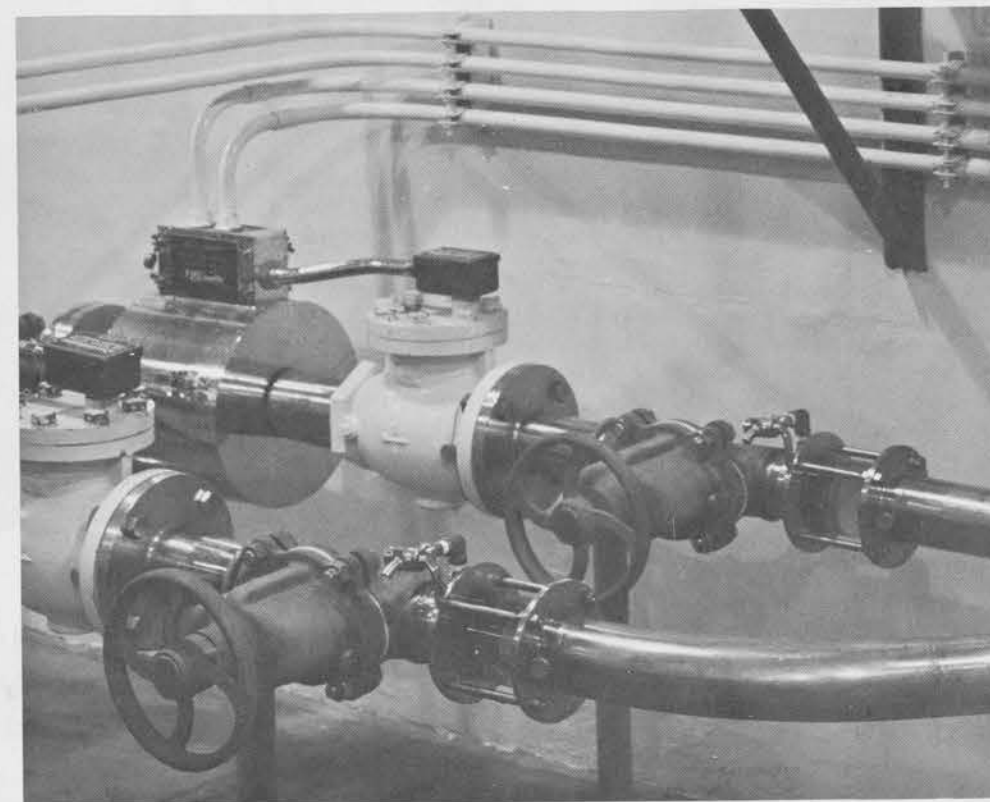
MR. FRANK D. KIEWEL  
President and General Manager

Minneapolis Brewing Company is one of Minnesota's growing successful enterprises. Their Grain Belt trademark has been well known in Minnesota for many, many years.

The history of beer is almost as old as the known history of mankind. Mention is made of cereal beverages in the records of the nations of Asia, hundreds of years before the Christian Era. The cultivation of barley and the making of malt are believed to have originated in Egypt. The Chinese, Egyptians, Greeks and Romans brewed beer. There are some "beer historians" who claim that Noah might have had beer with him when he set sail in the Ark. Four kinds of beer were known in the land of the Nile about 3000 B.C. Herodotus, writing in the fourth century, describes the barley beverage as the popular drink of Egypt. A barley beverage is mentioned



Safety Grip-Strut is used in various areas of the brewery; here it is shown in basement under engine room.



Special ASCO Beer Valves dependably control product in modern brewery.

in the "Book of the Dead," a record of the ancient Egyptian kings which scholars say is 5000 years old. Beer was used for hundreds of years on sailing vessels to prevent scurvy and to keep the crew in "good spirits." In 1445 a charter was granted in England to a Brewer's Guild. The Pilgrims had beer on the Mayflower. Women brewed most of the beer in the early days. During the Middle Ages, brewhouses were established in monasteries and villages. Among the Germans and Anglo-Saxons, the art of brewing beer has been of constantly growing importance for more than a thousand years. Materials and methods differed from country to country, but the use of cereals instead of fruit is the link which brings all of the early cereal beverages under the classification of "beers."

Today's brewing process is largely the same as it was 100 years ago; however, it is now faster and is performed under much more sanitary conditions than in the past. It is highly automated, yet is dependent upon knowledgeable brewing personnel. Here is the method of brewing at the Minneapolis Brewing Company:

Barley malt, which provides the body to beer, is mixed with corn and pure water. The mixture is heated to 142 degrees fahrenheit,

during which the starches are converted to fermentable sugars. More water is added to increase the volume of the mixture. At the Minneapolis Brewing Company, water from the firm's 1,074 foot Diamond Wells is used to insure the finest, purest water possible. The mixture of barley malt, corn and water, now called wort, is then brought to a boil in the kettles. Hops are added for flavor, tang and aroma. The mixture is boiled for 2 1/2 hours. The spent hops are extracted, and the liquid is drained into tanks and cooled. The liquid is then pumped into fermenting tanks where yeast is added. The yeast consumes the fermentable sugar and divides it into alcohol and CO2 gas. Storage tanks receive the beer and age it for several weeks at temperatures between 31 and 32 degrees fahrenheit. Then the beer is re-carbonated, filtered and packaged into bottles, cans and kegs.

Minneapolis Brewing Company was organized in 1891 through the merger of five Minneapolis breweries. Many of the present brewery buildings were built in 1891; however, inside the old buildings all is new and modern.

The brewery is located on the corner of N.E. Broadway and Marshall Sts.,

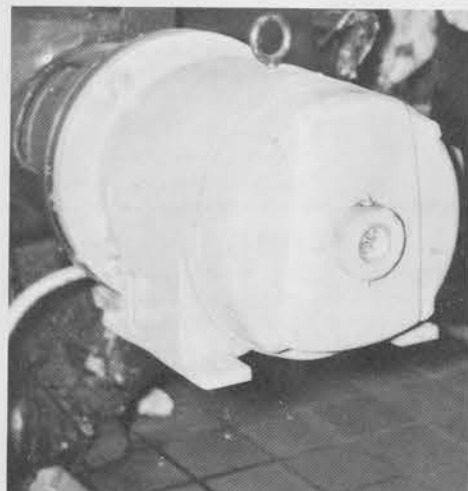


Minneapolis, Minnesota. Its early presidents included W. W. Eastman, Fred Noerenberg and Jacob Kunz. The company produced and sold Grain Belt beer, its principal product today, for over 30 years. The prohibition, in the form of the 18th Amendment, forced the firm to close down in 1928. On October 28, 1933, following the repeal of prohibition by the 21st Amendment, the first Grain Belt beer was released for sale. A new company had been formed to take over the former Minneapolis Brewing Company. The name was retained. Officers of the new company included Jacob Kunz, president; Charles E. Kiewel, vice president and general manager; and Fred A. Baumann, secretary and treasurer.

The company has enjoyed steady growth, both in sales and in its marketing area, since the re-opening and reorganization in 1933. Minneapolis Brewing Company is the 27th largest brewery in the United States and continues to grow. The company's Grain Belt products are marketed from the Upper Peninsula of Michigan across the northern tier of states to the Pacific Coast. The greatest portion of sales are in the states of Minnesota, North Dakota, Iowa and Wisconsin. Distributors also are located in Nebraska, Wyoming, Kansas, Montana, Illinois, Colorado, Washington, Oregon and Alaska.

Minneapolis Brewing Company is the only brewery in the city of Minneapolis and is the only locally owned brewery in the Twin Cities of Minneapolis and St. Paul. The firm's sales and earnings have increased each year for the past 11 years. Minneapolis Brewing Company stock is listed on the Midwest Stock Exchange.

The firm's present officers include Frank D. Kiewel, president and general manager; John P. Lampertz, vice president and treasurer; Frank B. Kunz, vice president; Rome A. Sexton, secretary; and Carl R. Sievers, Jr., assistant secre-



Special low speed D flange G.E. motor in engine room.

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Mr. Kiewel has long been active in the United States Brewers Association. He is currently a member of the association's executive committee and has served as a member of the board of directors for many years.

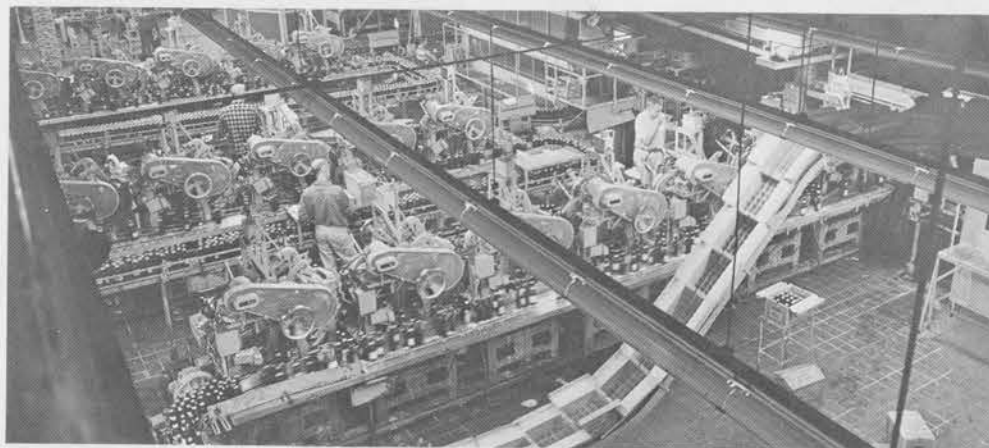
In the past ten years, Minneapolis Brewing Company has expended millions of dollars in plant and brewing process improvements. One of the world's finest beer finishing cellars, with a completely automated filter station, has become a model for the industry. Persons have visited the brewery from as far away as South America and Europe to inspect the company's brewing operations.

Minneapolis Brewing Company maintains an active public relations program with special emphasis on employee and community relations. The Grain Belt Diamond employee publication is issued six times yearly and last year accorded national honors in a brewing industry

competition. Grain Belt Park, an old-world garden and park with a geyser-like Diamond Wells fountain, Bavarian Gasthaus, live deer and cobblestone walks, was built on the corner of N.E. Broadway and Marshall St. in 1963. The park was dedicated to the community June 24, 1963, and expanded to cover the entire block alongside Broadway that same fall. The park has become a tourist attraction and draws thousands of guests each month.

In the summer of 1965 the company transformed the corner across Broadway and Marshall St. from the park into Grain Belt Concert Park. Sunday twilight band concerts, co-sponsored by the Minneapolis Board of Park Commissioners and the company, have been presented nine times each summer since June, 1965. Attendance at the concerts has averaged over 1,200 weekly.

Lakeland is pleased to be a supplier for this community citizen.



View of part of Bottlehouse operation.



A view of Grain Belt Park

## KENT'S SPORTS KEYHOLE by KENT WOLKOW



WITH THE HOLIDAY break on hand, most prep sport activities are limited to non-conference clashes and tournaments. In individual efforts, Mike Eull of Osseo, after three games in the Skyline cage league holds the number two slot as the top scorer along with Brooklyn Center's Gary Engebretson, as both cagers have 54 points. Spring Lake Park's Roger Sabby is the individual leader with 60 points. Other top scorers among the top 20 include Glynn Behman of Osseo with 40; Jack Ward of Brooklyn Center with 37, and Bruce Olson of Osseo with 25.

MINNESOTA NORTH STARS officials announced Dec. 28 that ticket sales for games beginning Oct. 1967 at Metropolitan Sports Center will be priced at \$2.50, \$3, \$4 and \$5. Season ticket orders will be processed in the order they are received. No orders will be accepted which are postmarked before 12:01 a.m., Jan. 26, 1967. Season tickets will be \$92.50, \$111, \$148 and \$185, and the buyers will have lifetime priority on their tickets, and will be entitled to preferential parking. They will also be assured of Stanley Cup playoff tickets in future years. Persons wanting further information can obtain a North Stars ticket brochure by writing Minnesota North Stars, P. O. Box 6623, Bloomington, Minn., and they will be mailed by Jan. 18.



PARSEGHIAN

THE LAKE CONFERENCE basketball race seems almost identical at this point, with the exception of St. Louis Park who is 3-3. Last year both Park and Edina were undefeated, with the Orioles getting the nod over the Hornets. Guess who is favored this season? Robbinsdale has posted an even 3-3 record in the league, while the Cooper Hawks are 1-5. The only squad still looking for a victory in the league is Wayzata who stands at 0-7. Hopkins holds down number two with the loss in their column coming against Robbinsdale. Richfield is 4-3, and the mostly junior squad seems to be developing early.

ALTHOUGH PRO GRID battles and college bowl games are now in the air, at St. Cloud, Van Nelson continues to run, and today (Dec. 29) he will compete in Canada in the Knights of Columbus Jubilee Games at Saskatoon, Saskatchewan. Nelson, who last month finished third in the NAIA national cross country championships, will enter the two-mile run, and will be running against Olympic and internationally ranked athletes. Among them will be Oscar Moore, who was a member of the U.S. Olympic team in 1964 and has run an 8:48 two-mile.

THE EDITORS OF PARADE magazine have picked their fourth annual All-America high school football teams. According to them, the selections were made by hundreds of high school and college coaches, professional scouts and sports writers who cover high school competition. Three squads comprising 33 players were selected. Each of the 11 boys in the first team has received a minimum of 40 scholarship offers from colleges. I wonder if that's how they select them? The one with most offers get first place, because it is awfully hard to choose an All-American high school squad with the number of them around the nation. Wayne Iverson of Robbinsdale received this honor, however, as an end on the third team. Personally, I have heard of only one other player, who is Mickey Cureton of Centennial high in California. From what I gather, the back has re-written all their records.

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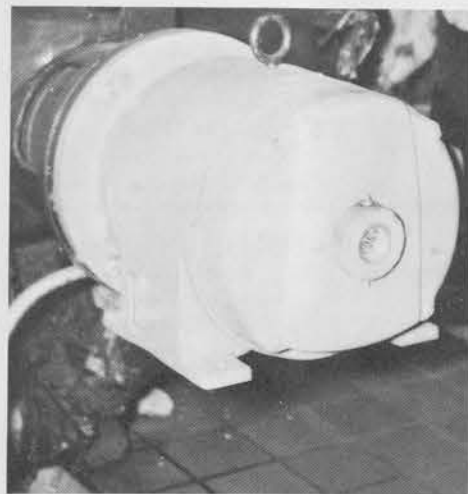


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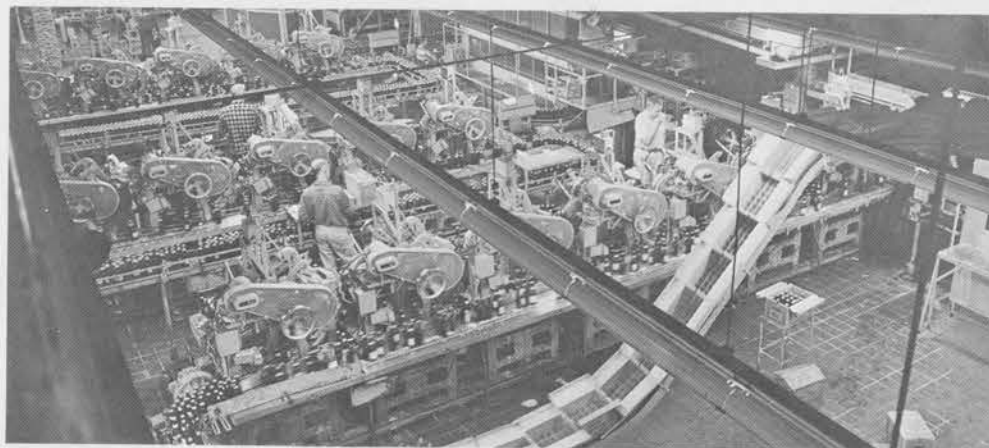
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ARA PARSEGHIAN

four straight victories over Notre Dame from 1959 through 1962. He went to Notre Dame in December of 1963 to become the school's 22nd head football coach.

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BEVERAGE JOURNAL, January, 1967

ST. PAUL SUNDAY PIONEER PRESS, JANUARY 15, 1967  
FOURTH SECTION 3☆ SEVEN

## Parseghian Fete At Prom Feb. 18

National championship coach and highly controversial personality Ara Parseghian will be feted during an "Afternoon With Ara" sports program at the Prom center Saturday, Feb. 18, from 5 to 7 p. m.

Featuring his appearance will be the colorful highlights of Notre Dame's drive to the national crown the past season with Parseghian's accompanying remarks.

The event is sponsored by the Twin Cities Notre Dame Alumni association in cooperation with the Minneapolis Brewing Co.

Invitations are being sent to 600 area members of the Notre Dame Alumni Association and to all high school and college football coaches and players in Minnesota and western Wisconsin. The event is open to the public.



ARA PARSEGHIAN  
Appears Here Feb. 18

Tickets are available in advance by contacting James C. Rogers, president of the alumni group, 345 Cedar St., St. Paul 55101. Prices are \$3 for adults and \$1.50 for youngsters under 18 years of age. They also will be sold later at the Prom Center, Field-Schlick's and Dayton's.

Other features of the program include filmed highlights of the 1966 Notre Dame football season and a coaches panel discussion moderated by St. Paul Pioneer Press sports columnist Don Riley.

Participants will be Parseghian; Dick Mulkern, coach of the championship Hamline University team; John McManus of St. Paul Washington high school; Chuck Elias of Minneapolis Central; and Shorty Cochran, who recently resigned as coach at Bloomington Lincoln.

Parseghian will address more than 700 members of the Grain Belt sales organization at Minneapolis Brewing Company's annual sales meeting at Hotel Radisson earlier on Feb. 18.

Commercial West  
1/21/67

## Brewer Names Pair

Minneapolis Brewing Co. has appointed Richard C. Neu of Moorhead, Minn., regional sales manager for North Dakota, South Dakota, Montana, Oregon, Washington, and Alaska. The brewing firm appointed Richard D. Chiado, 49, Des Moines, Iowa, as regional sales manager of Iowa, Kansas, Nebraska, Colorado, and Wyoming. Chiado previously was western regional sales manager.

Brewers Bulletin

1/19/67

## Two New Regional Sales Managers Named By Grain Belt

Minneapolis, Minn.—The Minneapolis Brewing Company here recently announced two major appointments under its continuing expansion and manpower realignment program, according to E. L. Birdsong, director of sales and marketing.

Richard C. Neu of Moorhead, Minn., has been named regional sales manager for Grain Belt beer. In his new position, he will serve as sales manager for North and South Dakota, Montana, Oregon, Washington and Alaska.

Neu was previously sales representative for Minneapolis Brewing in North Dakota, and for 11 years had been a divisional sales manager for the Storz Brewing Company, Omaha, Neb.

At the same time, Birdsong announced the appointment of Robert D. Chiado of Des Moines, Iowa, as regional sales manager for Iowa, Kansas, Nebraska, Colorado and Wyoming.

Chiado was previously western regional sales manager.

Thurs., Jan. 19, 1967—SUN-SUBURBANITE—

## Cochran to Appear With Parseghian

Recently resigned Bear grid coach Shorty Cochran will participate in a panel discussion with Notre Dame football coach Ara Parseghian, who will be feted during an "Afternoon with Ara" program at the Prom Center, St. Paul, Saturday, beginning at 5 p.m.

The event is sponsored by the Twin Cities' Notre Dame Alumni Association in cooperation with the Minneapolis Brewing Co.

Other participants in the panel discussion will be Dick Mulkern, coach of the championship Hamline University grid team, Chuck Elias, grid coach at Minneapolis Central and moderator Don Riley, St. Paul sports columnist.

Tickets will be available at the door or by contacting James C. Rogers, 345 Cedar St., St. Paul.

Greater Minneapolis 1/67

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Commercial West 1/14/67

## FRANK D. KIEWEL

President & General Manager,  
Minneapolis Brewing Co.



The year 1966 was by far the largest sales year in the history of Minneapolis Brewing Co. and marked our 12th successive year of sales increases. Audited net earnings for 1966, while not yet available, will

show substantial increases over the previous year.

For 1967 we anticipate a continuance of our strong sales trend with further increases in our share of the total market. Earnings also should improve, although this depends in part on new wage contracts to be negotiated with the principal unions at Minneapolis Brewing during the mid-year of 1967.





R. C. Neu



R. D. Chiado

Beverage Journal  
February 1967**GRAIN BELT NAMES  
RICHARD NEU**

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Richard C. Neu, 39, Moorhead, Minn., has been named regional sales manager for the brewers of Grain Belt Beer. In his new position, Neu will serve as regional sales manager for North and South Dakota, Montana, Oregon, Washington, and Alaska.

Neu was sales representative for Minneapolis Brewing Company in North Dakota, and for 11 years was a divisional sales manager for Storz Brewing Company of Omaha, Neb.

A native of Omaha, Neu and his wife are the parents of four children.

**THE MINNEAPOLIS  
Business and Markets**

CF

10B III

Thursday, February 9, 1967

**Brewing Firm's  
Income Rises**

Earnings of Minneapolis Brewing Co. increased from \$655,813 in 1965 to \$870,820 in 1966, the company reported today.

That 33 per cent gain for the year ended Dec. 31 was equivalent to 47 cents per share — from \$1.35 to \$1.82.

In the fourth quarter, earnings were \$373,820, or 78 cents per share, compared with \$248,813, or 51 cents per share, the previous year.

The company does not release sales figures until detailed financial results are published in the annual report, scheduled to be out about April 1.

**Mpls Tribune 2/23/67  
Minneapolis Brewing  
Increases Dividend**

The directors of Minneapolis Brewing Co. voted to increase the quarterly dividend from 18 cents a common share to 20 cents, payable March 15 to stockholders of record March 3. There are 479,300 common shares outstanding.

**Mpls Morning Tribune - 2/10/67  
Minneapolis Brewing Reports  
Record \$870,820 Earnings**

Minneapolis Brewing Co. had record earnings of \$870,820, or \$1.82 a share, in 1966, President Frank D. Kiewel reported Thursday.

This is a 33 per cent increase over 1965 sales of \$655,813, or \$1.35 a share, on slightly more shares outstanding.

The company does not release sales figures until the annual report is published, Kiewel said, but "sales totals were the largest in history" for the Grain Belt brewery.

Kiewel said 1966 was the 12th consecutive year of record sales and earnings. Fourth quarter earnings in 1966 were \$373,820, or 78 cents a share, a 53 per cent increase over earnings of \$248,813, or 51 cents a share, a year earlier.

operation with the Minnesota Department of Employment Security, Duluth Chamber of Commerce and the Duluth Industrial Bureau. During the year 12 of the 15 factors used in computing the index showed gains over 1965.

26 ★ ST. PAUL DISPATCH Fri., Feb. 10, 1967

**Injunction Against Hamm's Denied**

LOS ANGELES — A superior judge Wednesday refused to issue a preliminary injunction against the Hamm Brewing Co., which a wholesaler firm claimed refused to sell it beer.

Judge Robert W. Kenny denied the injunction sought by Beverage Distributors, Inc. It was the first move by BDI in its 7.5-million-dollar suit against Hamm and Heublein, Inc., owner of the brewery, according to United Press International.

BDI claimed Hamm refused to sell it beer last Sept. 15 after BDI told the brewery it would not adhere to prices set by Hamm. Hamm claimed BDI sold the beer to chain company warehouses 31 cents per case cheaper than other wholesalers.

Kenny ruled that the fair trade law which allows producers to set retail prices applied to wholesalers. The state supreme court has upheld the law.

No hearing has been held yet on a similar 20-million-dollar suit filed by BDI against Anheuser-Busch, Inc.

**★  
Minneapolis Brewing Earns \$870,820**

Minneapolis Brewing Co., maker of Grain Belt beer, earned \$870,820 during the past year, according to president Frank D. Kiewel. The earnings amounted to \$1.82 a share, or a gain of 47 cents over 1965.

Fourth quarter earnings were at \$373,820 or 78 cents a share, as compared with 1965's final three months results of \$248,813 or 51 cents a share.

**Modern Brewery Age 2-20-67  
Minneapolis Brewing  
Ends 1966 With 33%  
Record Sales Gain**

Minneapolis Brewing Company has reported a 33% sales gain in 1966, continuing its 12-year record of sales and earnings increases, it was reported February 9th by Frank D. Kiewel, president.

Unaudited net earnings after taxes were \$870,820 and compared to the 1965 total of \$655,813.

Earnings per common share rose to \$1.82 during 1966, an increase of 47 cents per share over the \$1.35 recorded in 1965. At year-end, 479,600 shares were outstanding.

Kiewel said that the 1966 sales totals were the largest in the company's history.

**CBI Workers Walk**

**American Brewer January 1967**  
Minneapolis Brewing Co., Minneapolis, Minn., has announced the appointment of RICHARD C. NEU to regional sales manager for North and South Dakota, Montana, Oregon, Washington, and Alaska, for Grain Belt Beer. . . ROBERT D. CHIADO has been named regional sales manager for Iowa, Kansas, Nebraska, Colorado, and Wyoming.

**Ma 2/24 Wall Street Journal**

Minneapolis Brewing Co. increased its quarterly dividend to 20 cents a common share from 18 cents, payable March 15 to stock of record March 3. The company, which paid an 8-cent extra dividend in December, recently reported sharply higher sales and earnings for 1966.

American Commercial Lines Inc. raised its quarterly dividend to 45 cents from 40 cents payable March 16 to common stock of record March 6. The company carries freight by

**Brewing Company  
Increases Dividend**

Directors of Minneapolis Brewing Co. declared a quarterly dividend of 20 cents a share payable March 15 to shareholders of record March 3. There are 479,300 shares outstanding.

The new rate is an increase of 2 cents over the quarterly rate paid last year. In the final quarter of 1966 the directors declared a special dividend of 8 cents a share.

**Mpls. Star 2/22/67**



## Parseghian Will Speak in City

Ara Parseghian, coach of Notre Dame's national football champions, will be the featured speaker at the annual sales meeting of the Minneapolis Brewing Co. at the Hotel Radisson Feb. 18.

Parseghian, whose 1966 team won nine games and played a 10-10 tie with Michigan State, will address more than 700 distributors and their employees at the one-day meeting.

Ara's 16-year record at Miami (Ohio), Northwestern and Notre Dame is 100-44-4.



## Brewers Bulletin

### Notre Dame Coach Will Address Grain Belt Sales Meeting

St. Paul, Minn.—Notre Dame football coach Ara Parseghian will reveal his training methods and his theories of game tactics during "An Afternoon with Ara" at the Prom Ballroom here on Saturday, February 18. The 5 to 7 p.m. event is open to the public and sponsored by the Twin Cities Notre Dame Alumni Association in cooperation with the Minneapolis Brewing Company.

Parseghian will narrate color films of the Notre Dame race to the 1966 national collegiate championship and take part in a question-and-answer session with a panel of top area prep and college coaches.

In his first three years with the Irish, Parseghian has posted the third best coaching mark in the country, just behind Paul "Bear" Bryant of the University of Alabama and Bob Devaney of the University of Nebraska.

... Earlier in the day, Parseghian will speak to more than 700 members of the Grain Belt beer sales organization at the Minneapolis Brewing Company's annual sales meeting at the Hotel Radisson.



ARA AND HIS FRIENDS. Notre Dame football coach Ara Parseghian, front and center, is surrounded by area coaches during a get-together at the Prom Saturday. Left to right are Dick Mulkern, Hamline; Bill Ridley, St. Thomas Academy; Shorty Cochran, Bloomington Lincoln; John McManus, Washington, and Chuck Elias, Minneapolis Central.—Pioneer Press Photo.

St. Paul Pioneer Press - Sunday, Feb. 19, 1967

St. Paul Pioneer Press Thurs., Feb. 16, '67 C 19

## Parseghian Talks Tactics Saturday

Notre Dame football coach Ara Parseghian will reveal his training methods, theories, beliefs and inspirational guides at "An Afternoon with Ara" at the Prom Ballroom Saturday.

The 5 p. m. to 7 p. m. event is open to the public and sponsored by the Twin Cities Notre Dame Alumni Association in cooperation with the Minneapolis Brewing Company.

Tickets are available at Field Schlick's, Dayton's and the Prom Center in St. Paul. Mail orders may be sent to James C. Rogers, president of the alumni group, 345 Cedar St., St. Paul 5301.

St. Paul Sunday Pioneer Press

2/19/67

## WRITING OUT LOUD

by Bill Boni



### Irish 'Image' Still Awes the Irish Coach

Ara Parseghian, after 17 years of coaching and three of those at Notre Dame, is a man still tremendously impressed by the vast "national image" which the South Bend school projects across the entire map of intercollegiate football.

"I had better reason than some to know what Notre Dame stood for," the dark-haired, dark-eyed, dynamic football coach said Saturday. "After all, I'd been head coach at Northwestern, and that was one of our biggest rivals, and it was a great feather in your cap to be able to beat Notre Dame."

"I knew it was a national school, with a national following. But it isn't until you're there and a part of it yourself that you come to realize how national it is, that there are Notre Dame alumni wherever you go, that the 'subway alumni' are real people who follow Notre Dame even though they've never been there."



★ ★ ★

### Viking Job? 'I Enjoy College Coaching'

Parseghian was entertained at a press luncheon by the Grain Belt brewery people, who had brought him here to talk to their sales convention (to which subsequently was added a late-afternoon alumni-sponsored session at the Prom). He spoke freely, eagerly, at length, on a wide variety of subjects.

Is he interested in the Viking vacancy?

"Not in the least. I enjoy college coaching. I've been in it for 17 years and I have the feeling that in a sense I'm an educator. I enjoy working with young men at this particular age level. I like to be able to swing around in my swivel chair in my office at Notre Dame and look out across the campus. I've had a number of opportunities over the years to become associated with pro football. I like what I'm doing."

It may be worth adding, by way of footnote, that Parseghian had extremely glowing recommendations for the Viking job from a number of pro football people, the Bears' George Halas among them, when Viking management was seeking its first coach—and eventually settled on Norm Van Brocklin.



## IN TWIN CITIES

## Ara Uninterested in Head Viking Post

By DWAYNE NETLAND

Minneapolis Tribune Staff Writer

Ara Parseghian, Notre Dame's man-in-motion football coach, breezed into the Twin Cities Saturday with these observations:

He has no interest in becoming head coach of the Vikings.

He still Parseghian justifies Notre Dame's strategy in the closing minutes of the 10-10 tie last fall with Michigan State.

His goal this year is another national championship.

Parseghian was in town to speak to a sales meeting, confer with the Notre Dame Alumni Club, to recruit, and to head a panel discussion of a Twin Cities area college and high school coaches at the Prom Ballroom. He managed them all within a short time span yesterday.

Asked about the Viking vacancy, Ara replied:

"I was interested in 1960. But I've become too much of a college man to change. I'm 44 years old now. I've turned down several chances to get into pro coaching during the last five years, because I like working with college kids.

"A man is foolish to say categorically he will never change jobs. But I have a long term contract at Notre Dame, and I hope to stay there as long as they want me around."

As it does wherever Parseghian goes these days, the charge that Notre Dame deliberately played out the clock for a tie with Michigan State came up:

"That provoked me for about two weeks after the game," he said. "Now I've cooled off. The thing that got me was that we were not stalling for a tie. We

tried to get the ball into good position for a field goal, but we did it by running, not throwing.

"I knew what the stakes were. Michigan State was rated No. 2 before the game. To win the championship, they HAD to beat us. The only way we could lose the top spot was by getting beat."

Ara admitted that he openly sought the national championship last fall and he will be shooting for it again in 1967.

"As an independent school, with no conference, we gear everything for the national title," he said.

"I'd like to see a better way of selecting the champion, though. The idea of a post-season playoff of conference winners is impractical. I'd suggest having a committee of athletic directors and sports writers pick the top two teams to meet in one post-season game.

"If they cannot agree on two teams, then no game would be held that year, and the wire service polls would determine the winner."

From a list of high school prospects in the Twin Cities area, Parseghian is attempting to recruit Gary Kos, a De La Salle line-man. Kos visited the Notre Dame campus recently.

"We'll have 33 incoming freshmen on aid this fall," he said, "and we recruit them nationally. I'm just beginning to realize what a national institution Notre Dame is. To me, Notre Dame was the cradle of college football and that's why I'm happy it is back on top, where it belongs."

Notre Dame will play five new opponents this year — California, Iowa, Illinois, Georgia Tech and Miami of Florida. The Irish meet Michigan State on the fifth game of their schedule, at Notre Dame.

## Ara, Area Pilots To Swap Thrusts

By DON RILEY  
Staff Writer

Controversy is a world in which Ara Parseghian thrives.

The hapless Notre Dame football coach is expected to be surrounded by it Saturday when he speaks and shows his national championship team's color movies at the Prom Ballroom at 5 p. m.

The event is open to the public and is co-sponsored by Minneapolis Brewing Co. and the Notre Dame alumni group.

This is Parseghian's first appearance in St. Paul. He brings in a 25-9-2 record for his first three years as coach of the Fighting Irish.

As for controversy, he's

been accused this season of "pouring it on," being overzealous in his recruiting, too commercial in his sidelines and too timid for playing for a tie in the last two minutes with Michigan State.

A panel of area high school and college coaches will take part in a free-wheeling discussion of just such matters. On hand to mince words with Ara will be Hamline's championship coach, Dick Mulken; Twin Cities and Minneapolis title winner from Central, Chuck Elias; two-time title winner at St. Thomas Academy, Bill Ridley; John McManus, Washington's winning mentor, and Shorty Cochran, former Minnesota standout who coached Bloomington to a 65-22 record the past eight years.

Feb. 17-23, 1967

SAINT PAUL GUIDE

## SPORTS

Notre Dame Alumni Sponsor  
'Afternoon With Ara Parseghian'

The controversy surrounding Notre Dame's 10-10 tie with Michigan State last season is certain to be explored Feb. 18 when Ara Parseghian, head coach of the Irish, is feted at the Prom Center, Saint Paul.

The "Afternoon with Ara" program, from 5 p.m. until 7 p.m., is being sponsored by the Twin Cities Notre Dame Alumni Association in cooperation with the Minneapolis Brewing Company.

Parseghian will show color films of the 1966 Notre Dame season which saw the Irish sweep to a 9-0-1 record and claim the national title in both wire service polls.

Don Riley, Saint Paul Pioneer Press sports columnist, will moder-

ate a panel discussion involving Parseghian and several outstanding area coaches.

Tickets are available at Field Schlick's, Dayton's and the Prom Center in Saint Paul. Mail orders may be sent to James C. Rogers, president of the alumni group, 345 Cedar St., Saint Paul 55101. Prices are \$3 for adults and \$1.50 for children under 12.

Parseghian will address more than 700 members of the Grain Belt sales organization at Minneapolis Brewing Company's annual sales meeting at Hotel Radisson earlier on Feb. 18. Originally, this was to be his only appearance in the Twin Cities.

## 112 The BREWERS DIGEST—March 1967

Minneapolis Brewing Co., Minneapolis, Minn., continued its 12-year record of sales and earnings increases during 1966, it has been reported by Frank D. Kiewel, president.

Unaudited net earnings after taxes for the fiscal year ended December 31, 1966, were \$870,820, compared to \$655,813 during the preceding year. This amounts to a 33 per cent gain, continuing a strong growth pattern unbroken since 1955.

Earnings per common share rose to \$1.82 during 1966, an increase of 47 cents per share over the \$1.35 recorded in 1965. There were 479,600 shares outstanding at year-end.

Mr. Kiewel said sales totals were the largest in history for the brewers of Grain Belt beer. Traditionally, the company does not release sales figures until detailed financial results are published in the annual report, scheduled for publication about April 1 this year.

During the fourth quarter of fiscal 1966, after-tax earnings were \$273,820, or 78 cents per share, contrasted with \$248,843, or \$1.35 per share. This is a gain of 33 per cent over the comparable quarter of 1965.

## 114 The BREWERS DIGEST—March 1967

The board of directors of the Minneapolis Brewing Co., Minneapolis, Minn., voted to increase the quarterly dividend from 14 cents per share of common stock to 20 cents per share payable March 15,

1967, to stockholders of record March 4, 1967. There are 479,600 shares of common stock outstanding.

Grain Belt Sales,  
Earnings Continue Rise

Minneapolis Brewing Co. continued its 12-year record of sales and earnings increases during 1966, it was reported by Frank D. Kiewel, president.

Unaudited net earnings after taxes for fiscal year ended Dec. 31, 1966, were \$870,820, compared to \$655,813 during the preceding year. This amounts to a 33 percent gain, continuing a strong growth pattern unbroken since 1955.

Earnings per common share rose to \$1.82 during 1966, an increase of 47 cents per share over the \$1.35 recorded in 1965. There were 479,600 shares outstanding at year-end.

N.W. Beverage Journal  
March 1967



# MINN. BEER WHOLESALERS HOLD 23rd ANNUAL CONVENTION

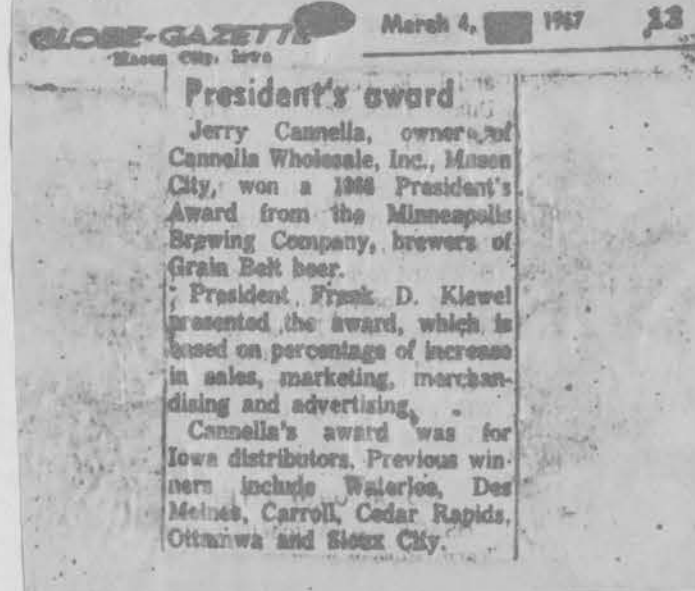
OVER 500 ATTEND IN MINNEAPOLIS  
LESTER SCHMIDT ELECTED PRESIDENT



The 23rd annual convention of the Minnesota Beer Wholesalers Association held at the Hotel Leamington, Minneapolis was the largest in the past five years with a total banquet attendance of 509.

Results of election of officers for 1967—President: Lester Schmidt, Grain Belt Distributing Co., Hinckley, Minnesota; Vice President: Lowell Hay, Lowell Hay Distributing, Ortonville, Minnesota; Treasurer: George A. Meyers, Rex Distributing Company, Minneapolis, Minnesota; Directors re-elected: Oliver A. Hanson, Brainerd Beverage Distributing, Brainerd, Minnesota, Region No. 5; Frank Murphy, Royal Beer Sales Co., Inc., Duluth, Minnesota, Region No. 3; New Directors: Clarence Jetty, Jetty Beverage Dist., Hibbing, Minn., Region No. 2; H. C. LeDuc, Jr., Crown Bottling Company, Mankato, Minnesota, Region No. 8; George Kondelis, Kondelis Sales Company, Detroit Lakes, Minn., Region No. 4; Rolland Nessler, Rollie's Distributing Co., Rochester, Minnesota, Region No. 9.

New Officers: Top, left to right, George A. Meyers, Treasurer, Minneapolis, Minn.; Lester Schmidt, President, Hinckley, Minn.; Lowell Hay, Vice President, Ortonville, Minn. Retiring Directors: 2nd row, left to right, Milt Bergseth, Moorhead, Minn.; Alan Kump, Mankato; Eric Norri, Virginia; Joe Shea, Owatonna; Joe Hyduke, Hibbing. Joe Shea will remain on the board as Immediate Past President. New Directors 3rd row, left to right, H. C. LeDuc, Jr., Mankato; Ollie Hanson, Brainerd; Les Schmidt, Hinckley; George Kondelis, Detroit Lakes; Frank Murphy, Duluth. Elected, but not present at convention: Clarence Jetty, Hibbing, Minn.; Rolland Nessler, Rochester. Past Presidents, who attended the Past Presidents party. Bottom row, left to right. Top row, Walter Marquardt, Winona; Carl Weinman, Lake City; Jean W. Owen, Mankato; Quint Rubald, St. Cloud; T. L. Wettstad, Tracy. Bottom row, Eric Norri, Virginia; Orve Brink, Minneapolis; N. P. Pat McLean, St. Paul; H. Boyd Nelson, Alexandria; Wayne Austin, Austin.



Commercial West 4/11/67

## Brewer's Sales Up

Minneapolis Brewing Co. continued its 12-year record of sales and earnings increases during 1966. Unaudited net earnings after taxes for the fiscal year ended December 31 were \$870,820, compared to \$655,813 during the preceding year. Earnings per share rose to \$1.82 during 1966, an increase of 47 cents per share over the \$1.35 recorded in 1965.

Sales totals, although not released yet, reportedly were the largest in history for the brewers of Grain Belt beer.

During the fourth quarter of fiscal 1966, after-tax earnings were \$373,820, or 78 cents per share, contrasted with \$248,813, or 51 cents per share, a gain of 53 percent.

## Grain Belt Votes

### Increased Dividend

The board of directors of Minneapolis Brewing Company voted to increase the quarterly dividend from 18 cents per share of common stock to 20 cents per share, payable March 15, 1967, to stockholders of record March 3, 1967. There are 479,300 shares of common stock outstanding.

The company recently reported sharply increased sales and earnings for the year 1966. Last November 15, the directors declared a special, year-end dividend of eight cents per share, in addition to the regular dividend of 18 cents per share.

Advertisers please mention Beverage Journal

March 1967

## Modern Brewery Age Twin City Brewers To Meet In Minneapolis

The next regular monthly meeting of District St. Paul-Minneapolis, MBAA, will be held on Thursday, March 16th, at the Friendship Room of the Minneapolis Brewing Company, Minneapolis, Minnesota.

Members are reminded of the forthcoming annual Dinner-Dance to be held on April 1st at the Interlachen Country Club, Minneapolis. Raymond A. Wiesner, Asst. Master Brewer, Theo. Hamm Brewing Company, 720 Payne Avenue, St. Paul, Minnesota, is chairman of the Dance Committee. Reservations should be made through Mr. Wiesner by March 18th.

Ray Beer Appoints

Finance & Commerce

3-2-67

No. 43

## Brewing Company Votes Dividend

The board of directors of Minneapolis Brewing Company Feb. 21, 1967 voted to increase the quarterly dividend from 18 cents per share of common stock to 20 cents per share, payable March 15, 1967, to stockholders of record March 3, 1967. There are 479,300 shares of common stock outstanding.

The company recently reported sharply increased sales and earnings for the year 1966. Last Nov. 15, the directors declared a special, year-end dividend of eight cents per share, in addition to the regular dividend of 18 cents per share.



## Minneapolis Brewing Seeks To Change Name To Grain Belt

Record Sales Year Shows Growth Possibilities Of Well-Run Regional Producers.

Minneapolis, Minn. — Stockholders of the Minneapolis Brewing Company will be asked at a meeting later this month to vote on a proposal changing the name of the firm to Grain Belt Breweries Inc. Management strongly favors the move.

The company recently reported record 1966 sales of \$23,751,283, a gain of 10 per cent over the previous year (\$21,570,931). It was the strongest advance since Minneapolis Brewing's unbroken string of sales gains began in 1955.

In urging the corporate name change, Frank D. Kiewel, president and general manager, pointed out that the move "is intended to provide stronger product identification and underscore the firm's widening area of marketing operations." (Minneapolis Brewing's two brands are Grain Belt and Grain Belt Premium beers.)

Discussing the suggested new name, Kiewel said: "... In 1967, we are beginning to reach out to new markets at the periphery of our previous major selling areas in Minnesota, North and South Dakota, Iowa and Wisconsin. In areas outside those states, we are seeking new distributors. We, in turn, are being sought by distributors who want to handle our product.

"We believe that the old name (Minneapolis Brewing) is too suggestive of a long-ago local business. It does not identify with the name of our product nor does it suggest the widening area of our marketing opportunities. In possible future acquisitions by the company, the

total identification of the corporate name with Minneapolis might prove a handicap."

### Anticipating Sound Future.

In a report issued earlier this year, the management of Minneapolis Brewing told shareholders that net earnings after taxes for 1966 were \$870,820 (or \$1.82 a share), up 33 per cent over 1965 — \$655,813, (or \$1.35 a share).

The company sees no reason that the growth trend should not continue.

"... There is a sound future for the well-run regional brewery," Kiewel declared. "The year 1966 again demonstrated that size alone is no criterion for success in the brewing industry. Several of the largest breweries have recently encountered serious problems. Others did very well. Most of the larger regional breweries showed solid improvement. Only two out of a score of top regional brands experienced sales losses in 1966.

"We placed 25th in the nation in beer sales last year. This is the highest rating Grain Belt has ever attained. For 1967, we look forward to continued growth. We have a fine organization and an excellent and well-accepted product. . . ."

Success for the regional brewery, Kiewel continued, is closely tied to plant improvement. Minneapolis Brewing maintained a continuous program of modernization last year. "Producers who have not kept pace have failed," he said. "Those who have modernized plant facilities continue to progress. This has been true irrespective of the size of the plant. Size alone does not necessarily assure a profitable operation."

### "The Healthiest Of Signs".

Expenditures for plant improvement in 1966 totaled \$603,331. The three major items were: a new keg-washing machine (\$78,700); new bottling line equipment for packaging twist-top bottles (\$32,000), and a new stainless steel Strainmaster (\$428,000).

Commenting on installation of the Strainmaster, a spokesman for the company said: "It comes on stream at an opportune time to greatly increase our brewing capacity for the summer season and thereafter. It represents the latest in brewhouse equipment. Similar units are integral parts of all new major breweries now being built or recently completed in the United States."

Of Grain Belt's sales increase of nearly \$2,200,000 last year, only a small portion came from new markets. Most came from existing distribution areas, management explained, "as is demonstrated by the fact that the company has consistently increased its share of the market at a percentage rate greater than that enjoyed by the industry as a whole. In our opinion, this is the healthiest of signs."

... At its recent meeting, the Minneapolis Brewing board of directors emphasized its intention to maintain the 80-cent-per-share annual dividend rate, "subject always to possible changes in the company's circumstances."

In the years 1964 through 1966, Grain Belt paid 72 cents a share. Last year, however, an 8-cent extra was declared, bringing total payments to 80 cents.

## 10% More Beer Sold

Minneapolis Brewing Co., brewer of Grain Belt beer, reported that record 1966 sales of \$23,751,283 represent a 10 percent increase over the previous year. It was the strongest advance since the firm's unbroken string of sales gains began in 1955.

Pres. Frank D. Kiewel said sales for fiscal 1966 were \$2,180,352 greater than the previous record of \$21,570,931 attained in 1965.

He also revealed that the board

APRIL 8, 1967

Commercial West

## Hamm's Makes Hole in One City Golf Course Beer Barrier

By BERNIE SHELLUM  
Minneapolis Tribune  
Staff Writer

St. Paul's Hamm's scored well on Minneapolis golf courses Thursday and picked up the prize for the city Park Board's breaking of the Twin Cities beer barrier.

The managers of the city's five full-size courses, and one par-three course, unanimously voted Hamm's the alternative to Minneapolis-brewed Grain Belt.

GRAIN BELT willingly accepted an end to its traditional monopoly to avoid being stuck with its low bid of \$2.95 a case, 25c cents below Hamm's and Schmidt's, both brewed in St. Paul.

Howard Runyon, Grain Belt sales manager, told the board Wednesday that the bid made Feb. 6, had been a mistake. He asked

that it be rescinded and that a new bid of \$3.20 be substituted.

The board finally agreed, but only on condition that at least two beers be sold at each course, one of them being Grain Belt.

THERE WERE three sides to the dispute in a long, stormy hearing:

"Hamm's is an out-of-town beer," said Commissioner Stefan M. Romanowski, a traditionalist.

"There has got to be some penalty or you destroy the bidding process," said Parks Superintendent Robert Ruhe.

"I insist that we owe loyalty to a local citizen," said Commissioner Benjamin Berger.

In the end, Commissioner Richard M. Erdall pushed through the compromise solution, which was so heavily amended that Chairman Henry C.

Rosacker exclaimed: "If you understand this, that's fine. I hope you do."

TO RUHE, who said "our local beer drinkers ought to have a choice" when it was still not safe to do so, the victory was sweet.

"You have no idea what progress this means," he whispered to a reporter.

Asked whether this means that St. Paul's golf courses will now be opened to Grain Belt, John Ricci, St. Paul deputy parks commissioner, said, "I'm sure we'll take this into consideration."

ST. PAUL does not take bids and buys beer according to the demand of customers, Ricci said.

Refectory manager Earl Bell said St. Paul courses have carried only Hamm's and Schmidt's "and the only reason we haven't been carrying Grain Belt is that we would be carrying too many beers."

He conceded, however, that the traditional beer barrier "might be part of it."

### \* Net loss American Brewer - March 1967

Minneapolis Brewing Co. (Year ended December 31)	\$	870,820	\$	655,813
Net income after taxes	up \$	215,107		1.35
Change from year earlier		1.82		
Earned per common share				
(Quarter ended December 13)	\$	373,820	\$	248,813
Net income after taxes	up \$	125,007		51¢
Change from year earlier		78¢		
Earned per common share				

Minneapolis Brewing Co. increased its quarterly dividend to 20 cents per common share, from 18 cents, payable March 15. The company, which paid an 8-cent extra dividend in December, recently reported sharply higher sales and earnings for 1966.

Frank D. Kiewel, president, recently announced improved profits figures, but he did not reveal sales figures, which will be done soon, however. He did say that 1966 sales were the largest in the company's history. Mr. Kiewel said he expects "the strong sales growth pattern to continue and accelerate."

### Minneapolis To Ask For A Name Change

At its annual meeting on April 24th, shareholders of the Minneapolis Brewing Co. will be asked to vote on a proposal to rename the brewery Grain Belt Breweries Inc.

Your Guide To Happen

Modern Bre

What's The Host City

Modern Brewery Age  
4/10/67



# Pioneer Press 4/16/67 Foamenting Inter-City Pacts

We are seeing the ultimate in inter-city cooperation.

Oh, there have been other times when St. Paul and Minneapolis have joined forces to tackle a specific problem. Back in the 1930's it was joint cooperation to provide sewers. Since then citizens in both communities have backed the Twins and the Vikings. Last week business, labor and civic representatives from both cities journeyed to the West Coast to present a united front in promoting the Twin Cities metropolitan area as a business and industrial and recreational center.

But it was the management of the

golf courses that really put a head on inter-city cooperation. Managers of Minneapolis public courses voted to allow a St. Paul-made beer to be sold on city golf courses! No one abstained from the vote. Hamm's, the managers said, would no longer be bottled up at the city border.

St. Paul golfers may take part in an act of reciprocity. St. Paul doesn't take bids on beer sold at the courses but if golfers want a Minneapolis-brewed product, Grain Belt, they probably will be able to get it. St. Paul park officials say they'll go along with customers' wishes. Good for them.

## APRIL 16 - THE U.S. Business: Midwest Show

### Many Concerns Set Records in Profit

Special to The New York Times

MINNEAPOLIS, April 15—Major Upper Midwest companies again enjoyed their share of the nation's corporate prosperity in 1966.

Worries about 1967 notwithstanding, a Minneapolis Tribune survey of last year's results showed that the record-setting sales and earnings trend of recent years helped write glowing 1966 annual reports for a number of the region's companies.

More than two dozen corporations whose fiscal years correspond with the calendar year or whose fiscal years ended in the last half of 1966 reported record revenues and profits.

Only seven reported lower earnings.

The survey included companies with annual revenues or sales exceeding \$5-million.

Minnesota's two biggest corporations, Honeywell, Inc., and the Minnesota Mining and Manufacturing Company, led the list of record setters. A variety of corporations joined them.

These included Super Valu Stores in retailing; La Mear and Fayette-Faberge in cosmetics; McQuay and H. F. Johnson in manufacturing; and Warner Transportation and Northern Pacific Railway in transportation.

Deluxe Check Printers, Minneapolis Brewing, G. Hellerman Brewing and Kahler were among the others with banner years.

tion to the problem. American Brewer - April 1966

Shareholders of Minneapolis Brewing Company voted unanimously at the annual meeting to approve of a board of director's request to change the company's name to Grain Belt Breweries, Inc., Frank D. Kiewel, president and general manager said the change was intended to provide stronger product identification and underscore the firm's widening of marketing operations. "At the same time," he said, "are studying the possible additional enlargement of our Minneapolis plant and possible acquisitions." Frank B. Kunz, vice-president, and R. A. Sexton secretary have retired. Officers. Both will continue as directors. Officers elected were Mr. Kiewel, president and general manager; John P. Lambert, vice-president and treasurer; C. R. Sievers Jr., secretary and assistant treasurer; Joseph J. Barrett, assistant secretary.

### Brewer Changes Name

Frank D. Kiewel, president & general manager of Grain Belt Breweries, Inc., Minneapolis, told shareholders at the company's annual meeting that sales were up 13 percent and earnings up 30 percent in the first quarter this year as compared with the same period in 1966.

Grain Belt showed net earnings of \$116,000 or 24 cents per common share in the first quarter of 1967. During the similar period last year, net earnings were \$89,000 or 18 cents per common share.

Shareholders unanimously approved a request to change the name from Minneapolis Brewing Co. to Grain Belt Breweries, Inc.

In 1966 Grain Belt rose to 25th in sales among U. S. brewers, and is studying possible additional enlargement of its Minneapolis plant and possible acquisitions.

Commercial West 4/29/67

1,600 Medtronic shares in December, leaving 86,649.  
Mpls Trib. 4/17/67

Frank D. Kiewel, president of Minneapolis Brewing Co., bought 500 Minneapolis Brewing common shares in November, giving him 5,201. His children bought 200 shares in October, giving them 725. The wife of Frank B. Kunz, vice-president, bought 300 shares in December and January, for a total of 500. Kunz owns 10,000 shares.

OTT, McLEOD, CARVER, ANOKA AND WRIGHT COUNTIES, MINNESOTA  
S, MINN., APRIL 13, 1967  
PRICE 10 CENTS



Jordan Melloy, financial secretary of Hotel and Restaurant Employees and Beverage Dispensers Local 458, which has a contract with the baseball club. Malloy urges all local unions to start planning now to select their queen candidates for the 1967 Labor Day celebration.

Carroll Melloy, financial secretary of Hotel and Restaurant Employees and Beverage Dispensers Local 458, which has a contract with the baseball club. Malloy urges all local unions to start planning now to select their queen candidates for the 1967 Labor Day celebration.



# Grain Belt Profits Rise 30 Per Cent

By DAVID KUHN

Minneapolis Tribune Staff Writer

First-quarter earnings of Minneapolis Brewing Co. rose 30 per cent on a 13 per cent sales increase, President Frank D. Kiewel told the annual stockholders meeting Monday.

In other developments at the meeting:

**Stockholders** voted to change the company's name to Grain Belt Breweries, Inc.

Kiewel said the company must expand its brewing capacity, either through an addition to its Minneapolis plant or by acquiring another brewery.

Net income for the first quarter was about \$116,000, or 24 cents a share, up from \$89,000, or 18 cents a share, on slightly more shares outstanding a year ago, Kiewel said.

The company doesn't report interim sales figures.

Kiewel said the grain, on top of a 33 per cent earnings increase for 1966, reflected the operation of the brewery at top capacity.

**HE NOTED** that additional equipment to boost the plant output was installed recently, but said the plant still wouldn't be large enough to handle anticipated sales gains this summer.

He said he was "unable to comment" on the possibility



Sievers Kiewel  
Firm's name changes

of an acquisition. At the 1966 annual meeting Kiewel said the company had discussed the purchase of two brewing concerns, both outside Grain Belt's primary trade area. He didn't identify the two companies.

The president also said he expects further earnings gains in 1967 and believes that Grain Belt will move up from its present 25th position in sales in the brewing industry. Grain Belt sales in 1966 totaled \$23.75 million.

**GRAIN BELT'S** distribution will be expanded this year, with emphasis on the states of Nebraska, Washington and Oregon, he said. The company's primary sales territory is Minnesota, North Dakota, South Dakota, Iowa and Wisconsin.

In proposing the name change, management said that "Minneapolis Brewing" didn't reflect the company's widening market area and "might prove a handicap" in possible future acquisitions.

The retirements of Frank B. Kunz, vice-president, and Rome A. Sexton, secretary, were announced following a directors' meeting yesterday. They will continue as directors.

C. R. Sievers Jr., formerly assistant secretary and assistant treasurer, was named secretary and assistant treasurer. Joseph J. Barrett was named assistant secretary.

## Grain Belt Says Sales Up 13%

Grain Belt Breweries, Inc., reported Monday that first quarter sales were up 13 per cent and earnings advanced 30 per cent, compared with the same period of 1966.

The Minneapolis brewery reported net earnings of \$116,000 or 24 cents a common share, compared with \$89,000 or 18 cents a share in the first quarter a year ago.

At its annual meeting Monday, shareholders approved unanimously the board of directors' request to change the company's name from Minneapolis Brewing Co. to Grain Belt Breweries, Inc.

Frank Kiewel, president and general manager of the brewery, said the change is intended to provide stronger product identification and "underscore the firm's widening area of marketing operations."

Grain Belt was 25th in sales among U.S. brewers last year and is adding distributors in Nebraska, Oregon and Washington.

Kiewel said the firm is "studying possible additional enlargement of our Minneapolis plant and possible acquisitions." The company expects sales in the neighborhood of a million barrels in 1967.

plant at its Galveston, Texas, operation

The continuation of the trial in which the government is seeking to force the Pabst Brewing Co., Milwaukee, Wis., to divest itself of the Blatz Brewing Co., acquired in 1958, got underway in Federal District Court in Milwaukee on April 4.

**Minneapolis Brewing Co.**, Minneapolis, Minn., brewer of Grain Belt Beer, has reported that record 1966 sales of \$23,751,283 represent a 10 per cent increase over the previous year. It was the strongest advance since the firm's unbroken string of sales gains began in 1955.

President Frank D. Kiewel reported to shareholders that sales for the fiscal year ended December 31, 1966, were \$23,751,283, greater than the previous record of \$21,570,931 attained in 1965.

He also revealed that the board of directors is recommending a change in the company's name to Grain Belt Breweries, Inc. The change, intended to provide stronger product identification and underscore the firm's widening area of marketing operations, is subject to approval by shareholders at the April 24 annual meeting in company headquarters.

In an earlier report issued Feb. 9, 1967, shareholders were told 1966 net earnings after taxes were \$870,820, a 33 per cent gain over 1965 net earnings of \$655,813. Earnings per share of common stock were \$1.82 compared to \$1.35 in 1965. There were 479,600 shares outstanding at year-end.

Plant improvements during the year totaled \$601,331. Major items in the continuing program to update plant facilities were a \$438,000 stainless steel Strainmaster \$78,700 keg washing machine and \$37,000

of bottling line equipment to package twist top bottles.

## Brewers Digest 4/67

Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., Minneapolis, Minn., told shareholders at the company's annual meeting that sales were up 13 per cent and earnings up 30 per cent in the first quarter this year as compared with the same period in 1966.

Grain Belt showed net earnings of \$116,000 or 24 cents per common share in the first quarter of 1967. During the similar period last year, net earnings were \$89,000 or 18 cents per common share.

## Brewers Digest 4/67

The board of directors of Grain Belt Breweries, Inc., Minneapolis, Minn., on May 10, 1967, declared a quarterly dividend of 20 cents per share on all common stock of the company payable June 12, 1967, to stockholders of record at the close of business May 11, 1967.



## 30-Pct. Jump In Profit Reported By Grain Belt

**Stockholders Officially Approve Change In Name.**

Minneapolis, Minn.—Frank D. Kiewel, president and general manager of Grain Belt Breweries Inc., told shareholders at the company's annual meeting Monday that sales were up 13 per cent and earnings up 30 per cent in the first quarter this year from the same period last year.

Grain Belt showed net earnings of \$116,000, or 24 cents a common share, in the first quarter of 1967. During the similar period last year net earnings were \$89,000 or 18 cents a common share.

The shareholders unanimously approved a board of directors' request to change the name of the company from Minneapolis Brewing Company to Grain Belt Breweries Inc.

Kiewel said the change will provide stronger product identification and underscore the firm's widening area of marketing operations.

In 1966, Grain Belt rose to 25th in sales among U. S. breweries and is adding new distributors monthly in states south and west of Minnesota, particularly in Nebraska, Washington and Oregon.

"At the same time," Kiewel said, "we are studying possible additional enlargement of our Minneapolis plant and possible acquisitions."

Kiewel said constantly mounting sales at Grain Belt are the biggest reason for the spectacular earnings growth in recent months. He said the company expected sales of approximately one million barrels in 1967.

"We have come a long way since 1955 when earnings per common share were at the rate of 10 cents a share," Kiewel said. "Last year they were \$1.82 and this year we believe they will be even better."

In 1966, Grain Belt had sales of \$23,751,283 and net earnings of \$870,820.

... In February, the brewery's board of directors raised the annual dividend rate on the common stock from 72 to 80 cents a share. Last year, the company paid four 18-cent dividends plus a year-end extra of 8 cents.

### Two Retire.

Kiewel also announced the retirements of Frank B. Kunz, vice president, and R. A. Sexton, secretary, as officers following the company's board of directors meeting. Both will continue as directors.

Officers elected were Kiewel, president and general manager; John P. Lampertz, vice president and treasurer; C. R. Sievers Jr., secretary and assistant treasurer, and Joseph J. Barrett, assistant secretary.



The new Storz package uses

**THE STORZ BREWERY COMPANY** of Omaha, Nebraska, first brewer to make use of the aging system developed by Reynolds Metals Company.

The new Storz 12/12 carton was introduced by J. Thomas, president, at the March 11th sales meeting. Close to 200 men attending the Storz distribution meeting in Nebraska, Iowa, South Dakota, Kansas, Missouri and Oklahoma.

In taking part in the project Thomas said recently, "I am tremendously enthused by the prospects of this new packaging development by the Reynolds Company. We also feel honored that the Reynolds Company chose us for a pilot operation."

Marketed by Reynolds under the trade name "Reynolon," Storz has copyrighted the packaging. Storz "Kleer Pak" Special packaging machine installed at the plant in March.

In Storz' "Kleer Pak" 12 oz. can units are placed on board trays and wrapped in parent polyvinyl chloride.



● Industry

● Markets

## Grain Belt Names Five Men to Corporate Posts

Grain Belt Breweries, Inc., has named five corporate officers, it was announced by Frank D. Kiewel, president and general manager.

Frank E. Mathes, formerly director of brewing, was named vice-president, brewing.



Mathes

E. L. Birdsong was named vice-president, marketing. He was formerly director of sales and marketing.

Edmund D. Burke, formerly bottlehouse superintendent, was named vice-president, packaging.

Donald R. Anderson, formerly office manager, was named treasurer. He suc-



Birdsong



Burke

Get new positions

ceeds John P. Lampertz, formerly vice-president and treasurer who was named first vice-president.

Luke L. Laskow, formerly advertising manager, was named director of advertising.

The firm changed its name from Minneapolis Brewing Co. last month.



Birdsong



Mathes



Burke



Lampertz

## Brewery Picks New Officers in Expansion

Three new vice-presidents and a treasurer have been named in a major management expansion at Grain Belt Breweries, Inc.

Frank D. Kiewel, president, announced the new vice-presidents are Frank E. Mathes, formerly director of brewing; E. L. Birdsong, who has been director of sales and marketing, and Edmund V. Burke, previously bottlehouse superintendent.

The company, which until last month was known as Minneapolis Brewing Co., also promoted John P. Lampertz from vice-president and treasurer to first vice-president and named Donald R. Anderson, formerly office manager, to succeed him as treasurer.

Kiewel also announced that Luke L. Laskow, advertising manager, had been promoted to director of advertising.

being used to locate the TV sets.

## Wall Street Journal 5/19/67 Grain Belt Breweries

MINNEAPOLIS—Grain Belt Breweries Inc. leased the Omaha brewery of Storz Brewing Co. of that city, with an option for eventual purchase. The dollar amount of the lease or possible purchase price wasn't disclosed.

Grain Belt will assume management of the Storz facility June 1, said Frank D. Kiewel, Grain Belt president and general manager. The Grain Belt plant is operating at capacity and is expected to produce about 1 million barrels of beer this year, he added. Storz's plant has a rated capacity of 750,000 barrels annually but isn't believed to be operating at capacity, Mr. Kiewel said.

The beers of both companies will be made in Omaha, he said.

## Luke Laskow Named Advertising Director at Grain Belt Brewery

The appointment of Luke L. Laskow as director of advertising for Grain Belt Breweries, Inc., was announced May 11, by Frank D. Kiewel, president and general manager.

Laskow, 2651 Xerxes ave. N., Robbinsdale, joined Grain Belt in 1947. He was named advertising manager in 1952 and continued in that capacity until the new promotion. Post, Brooklyn Ctr.

had 185 employees.

## May 16, 1967 - Mpls Star GRAIN BELT DIVIDEND

Directors of Grain Belt Breweries, Inc., have declared a regular quarterly dividend of 20 cents per share, payable June 15 to shareholders of record May 31. There are 479,300 shares outstanding.



Grain Belt Breweries, Inc. under their old name wound up 25th in the nation in beer sales during 1966, the high mark for sales for the pioneer brewing firm. Mr. Kiewal pointed out the company enjoyed substantial sales increases in existing markets and stepped up its share of sales at all levels at a more accelerated pace than was generally achieved by the industry as a whole.

Total sales for the year were \$23,751,283 which figure showed an increase of ten percent over the previous 12 months. This represented the strongest advance since the firm's unbroken string of sales gains which began in 1955.

So, it's "Grain Belt," all the way now—product, corporate name and all!

In the company's annual election Mr. Kiewal was named president and general manager, John P. Lampertz, vice-president and treasurer, C. R. Sievers, Jr., secretary and assistant treasurer and Joseph J. Barrett, assistant secretary. Frank B. Kunz and R. A. Sexton, former vice-president and secretary respectively, have retired from active management but will retain their membership on the firm's board of directors.

the Grain Belt Breweries Inc. He said the election was "in line with the continued growth of the company and projected expansion."

Grain Belt is the former Minneapolis Brewing Company.

Frank E. Mathes, E. L. Birdsong and Edmund V. Burke were named vice presidents.

Mathes, formerly director of brewing, becomes vice president in charge of brewing. . . . Birdsong, who held the post of director of sales and marketing, is now vice president for marketing. . . . Burke, previously bottlehouse superintendent, was named vice president of packaging operations.

John P. Lampertz, former vice president and treasurer, becomes first vice president and relinquishes the post of treasurer to Donald R. Anderson, who was office manager.

Kiewal also announced that Luke L. Laskow, advertising manager, has been promoted to director of advertising.

At a board of directors meeting April 24, C. R. Sievers Jr. was named secretary and assistant treasurer, and Joseph J. Barrett was named assistant secretary.

company has consistently increased its share of the market," Mr. Kiewal said, "at a percentage greater than that enjoyed by the industry as a whole. In our opinion, this is the healthiest of signs."

In looking ahead the company's chief executive said that "management has long held that there is a

#### AMERICAN BREWER May 1967

sound future for the well run regional brewery. The year 1966 again demonstrated that size alone is no criterion for success in the brewing industry. Several of the largest

breweries experienced sales losses in 1966.

"For 1967 we look forward to continued growth at Grain Belt. . . We look to the future with anticipation and confidence."

#### American Brewer - May 1967

Grain Belt Breweries, Inc. (Year ended December 31)*	1966	1965
Sales	\$ 23,751,283	\$ 21,570,331
Change from year earlier	up 10.1%	
Net sales after excise taxes, sales taxes	\$ 14,461,771	\$ 13,128,880
Change from year earlier	up 10.15%	
Net income after taxes	\$ 870,810	\$ 655,813
Change from year earlier	up 32.87%	
Earned per common share	1.82	1.35
Earned per dollar of net sales	6.02¢	4.99¢

—10 seconds.

#### GRAIN BELT BEER CO. —Second

Advertising Manager: Luke Laskow  
Copywriter: Ron Oakland  
Art Director: Tom Donovan  
Agency: Knox-Reeves Advertising, Inc.



Format - May 1967

#### TELEVISION

—20 or 30 seconds.



#### GRAIN BELT BEER CO. —First

Advertising Manager: Luke Laskow  
Copywriter: Ron Oakland  
Art Director: Tom Donovan  
Agency: Knox-Reeves Advertising, Inc.

#### GRAIN BELT BEER CO. —Third

Advertising Manager: Luke Laskow  
Copywriter: Ron Oakland  
Art Director: Tom Donovan  
Agency: Knox-Reeves Advertising, Inc.



#### S, INC. —First

W. W. Woodward  
Mel Edman  
Joe Greenwald  
Knox-Reeves Advertising, Inc.



## Plant Lease With Option Is Discussed

### Might Increase Both Hiring, Operation

By Howard Silber

Grain Belt Breweries, Inc., a Minneapolis-based company, will take over the operation of the Storz Brewing Company plant in Omaha if current negotiations are successful. The World-Herald learned Thursday.

Representatives of Grain Belt and the Iowa Business Investment Corporation, a holding company which purchased Storz a year ago, were reported early this afternoon to be close to agreement on an arrangement to lease the multimillion-dollar plant with an option to purchase it.

Grain Belt is the nation's twenty-fifth largest brewer. It produced approximately 800 thousand barrels of beer last year and had sales totaling \$14,500,000—a \$1,400,000 increase over 1965.

#### Changed Name

The corporation, which recently changed its name from the Minneapolis Brewing Company, has distribution across the Upper Midwest and in the Pacific Northwest.

Grain Belt, which is listed on the Midwest Stock Exchange, is headed by Frank D. Kiewel, president, a brewing industry veteran.

E. Lee Birdsong, who was general sales manager of Storz until shortly before the Iowa investment organization purchased the company, was named Grain Belt's vice-president for merchandising only this month.

Messrs Kiewel and Birdsong were both taking part in negotiations with the Storz owners in Omaha. Richard Gaffney, Storm Lake, Ia., IBIC board chairman, and Carl Bluedorn, Waterloo, Ia., president, were participating for the holding company.

#### Same Label

It was learned that Grain Belt proposes to continue to produce beer under the Storz label and at the same time use some of the facilities of the Omaha plant to supplement the production of its Minneapolis brewery.

Mr. Kiewel informed stockholders in the corporation's annual report early this year that the Minneapolis plant

Continued from Page 1

was operating at capacity and "new acquisitions are being considered."

The Grain Belt president was quoted in a recent issue of Barron's, a financial weekly, as predicting that his company will pass the one-million-barrel production and sales mark this year.

The Storz plant, one of the most modern, has an annual capacity of 600 thousand barrels. Trade sources have said it was operating considerably below that level.

#### More Workers

Increased production under Grain Belt management would result in some employment increase from the present average of about two hundred, it was understood.

Iowa Business Investment Corporation purchased the Storz Company May 4, 1966. The principal stockholders were Arthur C. Storz, Sr., and his brother Adolph.

IBIC said at the time it was taking over the company as an investment for its more than two thousand stockholders in Iowa and Nebraska.

The holding company also has a majority interest in the Pioneer Insurance Company of Lincoln.

Under IBIC ownership and the supervision of Norman J. Thomas, who came to Omaha last May from Louisville, Ky., to become president of Storz, the Omaha brewery has extended its distribution to Colorado, Southern California and areas of the Southwest.

#### Output Rises

Mr. Bluedorn became president of IBIC last January. He said at the time the company planned to continue to operate the Storz brewery but he did not rule out the possibility of a sale.

Grain Belt has been expanding its operation rapidly. Its sales and production have risen consistently the last 10 years.

Its traditional marketing area has been Minnesota, the Dakotas, Iowa and Wisconsin. Nebraska distribution was started about a year ago. The move into the Oregon and Washington markets also occurred recently.

Mpls Star 5/19/67

## Grain Belt Will Lease Brewery

Grain Belt Breweries, Minneapolis, has entered into an agreement to lease Storz



Kiewel  
and Richard Gaffney, chairman of the board of Storz.

The option to purchase includes property, goodwill, labels, trademarks and other assets of the Storz brewery. Dollar amount of the lease and proposed purchase price were not disclosed.

#### Starting June 1

Kiewel said Grain Belt will assume management of the Storz properties June 1. Norman J. Thomas, president, and Charles F. Vorda, vice-president of Storz, will not continue in those capacities. No replacements have been named.

Grain Belt had record 1966 sales of \$23.75 million, a 10 per cent increase over the previous year. The Minneapolis facility is operating at full capacity and sales of about one-million barrels a year are expected this year.

The Omaha plant has a rated capacity of 750,000 barrels but may not be operating at full capacity. A privately owned company, its 1966 sales and earnings were not made public. It has a payroll of more than 200 employees.

#### Big Increase

Kiewel said plans are being completed for a substantial increase in storage and fermenting capacities to bring the total Minneapolis production to about 1.25-million barrels a year. Combined total of the two plants will be about 2-million barrels a year, Kiewel said.

Grain Belt beer is distributed through the northern tier of states from the Upper Peninsula of Michigan to the Pacific Coast. Storz products are sold chiefly in Nebraska, Iowa, South Dakota and Kansas.

Mpls. Trib. 5/19/67

## Grain Belt Leases Omaha Brewing Firm

Grain Belt Breweries, Inc., announced Thursday that it has leased the facilities of Storz Brewing Co. in Omaha, Neb., and has an option to purchase the property, trademarks and assets of Storz.

The amount of money involved in the lease and purchase option was not disclosed.

Under terms of the transaction, Grain Belt (formerly Minneapolis Brewing Co.) takes over the Storz brewery, where it will produce both Grain Belt and Storz beer.

THE STORZ brewery has an annual capacity of 750,000 barrels annually, but it reportedly has not been operating at capacity.

The lease-purchase agreement was signed yesterday with a group of Iowa investors headed by Richard Gaffney, Storz chairman. The group also includes Norman J. Thomas, president, and Charles F. Vorda, vice-president and marketing director.

The Iowa group, in turn, purchased the brewery from the Storz family last year.

BECAUSE the company is privately owned, Storz sales have not been disclosed. Officials didn't say whether the company has been profitable.

Grain Belt will take over the properties June 1. About 200 persons are employed by Storz. Grain Belt President Frank D. Kiewel said additional jobs may be offered at the Omaha plant.

Storz, like Grain Belt, is a regional marketer. Its major territory includes Nebraska, Iowa, South Dakota and Kansas.

Grain Belt's sales, \$23.75 million in 1966, are concentrated in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin.

THE MOVE gives Grain Belt some sorely needed additional production capacity. Kiewel cited that need at the recent annual meeting, and said Grain Belt would have to acquire a brewery or expand its plant.

Grain Belt's Minneapolis plant is already being expanded to a capacity of about 1.25 million barrels annually.

According to the announcement, Thomas and Vorda will leave Storz, and no replacements have been named.

E. L. Birdsong, vice-president of marketing for Grain Belt, was sales and marketing director of Storz for seven years before joining Grain Belt in January 1966.



## Grain Belt Breweries To Lease Storz; Both Brands To Be Produced In Omaha

The Minneapolis, Minn., firm of Grain Belt Breweries Inc. announced May 18th that it has entered into a lease agreement with the Storz Brewing Co. with an option to purchase its property, goodwill, labels, trademarks and other assets, according to Frank D. Kiewel, Grain Belt president and general manager, and Richard Gaffney, Storz chairman of the board. Terms of the lease arrangement and purchase price of Storz' eight-building complex were not disclosed.

Management of Storz properties will be assumed by Grain Belt June 1. Under lease terms, both Grain Belt and Storz products will be produced in Storz' Omaha, Ne-

braska plant. Kiewel said that he expected additional employment to be offered at the Omaha plant, which although did not run at full capacity in 1966, has a rated capacity of 750,000 barrels.

Kiewel also stated that there would be no diminishment of production or employment at Grain Belt's Minneapolis plant. He said that planned increases in storage and fermenting capacities would bring the total Minneapolis production capacity to about 1.25 million barrels annually, and together with the Omaha facilities total production would reach approximately two million barrels.

The Storz Brewing Co. was founded in 1876 by Gottlieb Storz. The firm was family-owned and operated until 1966 when it was purchased by an Iowa business investment group. A privately-owned company, its 1966 sales and earnings were not made public. Storz products are marketed mainly in Nebraska, Iowa, South Dakota, Kansas, with limited distribution in surrounding states.

Norman J. Thomas, president of Storz, and Charles F. Vorda, vice president and director of marketing, will not continue under the new management. Replacements have not been named.

### Storz Summer Bows



Storz Brewing Co. is launching its summer campaign to promote special events and holidays with a series of full page color ads in the regional edition of Life Magazine. This, their first ad, will appear prior to Memorial Day. Their second ad, to appear before July 4th, won best of show award at the recent Kansas City Art Show. Bozell & Jacobs, Inc. is the agency.

Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., Minneapolis, Minnesota, and Richard Gaffney, chairman of the board of Storz Brewing Company, Omaha, Nebraska, announced May 18 that the Minneapolis firm has entered into a lease arrangement with Storz with an option to purchase the property, goodwill, labels trademarks and other assets of the Omaha brewery. Dollar amount of the lease arrangement and purchase price was not disclosed. Both Grain Belt and Storz products will be produced in the Omaha facility, which has a rated capacity of 750,000 barrels. Grain Belt was to assume management of Storz properties June 1. Norman J. Thomas, president of Storz, and Charles F. Vorda, vice-president and director of marketing, will not continue in those capacities under the new management. No replacements have been named. Grain Belt Breweries, Inc., now operating at full capacity, currently ranks as 25th largest brewery in the United States. Combined with Storz production, it is expected to move into the top 20 next year, with approximately two-million barrels yearly. Grain Belt products are marketed from the Upper

AMERICAN BREWER May 1967

Peninsula of Michigan across the northern tier of states to the Pacific coast. Storz products are sold chiefly in Nebraska, Iowa, South Dakota and Kansas.

## BREWERS BULLETIN

May 22, 1967

SUBSCRIPTION RATE

Eleven Dollars per Year



### Volume 60

## Grain Belt Leases Storz With Option To Purchase

**No Output Reduction At  
Minneapolis, Kiewel Says,  
As Expansion Continues.**

Minneapolis, Minn.—The Grain Belt Breweries Inc. here late last week announced that it has entered into a lease agreement with the Storz Brewing Company of Omaha, Neb. The pact between the two firms carries with it an option to purchase the Storz property, good will, labels, trademarks and other assets.

Announcement of the agreement was made jointly by Frank D. Kiewel, president of Grain Belt (formerly the Minneapolis Brewing Company), and Richard Gaffney, board chairman of Storz. . . . Neither the dollar amount of the lease nor the possible future purchase price were disclosed.

Under terms of the contract, both Grain Belt and Storz brands will be produced at the Omaha facility.

Kiewel said Grain Belt will assume management of Storz properties June 1. He added that it is expected that additional employment will be offered at the Nebraska plant.

Norman J. Thomas, president of Storz, and Charles F. Vorda, vice president and director of marketing, will not continue in those capacities under the new management. No replacements have been named.

E. L. Birdsong, vice president in charge of marketing for Grain Belt, was director of sales and marketing for Storz for seven years. He joined Grain Belt in January 1966 as director of marketing and was elected to his present position earlier this month.

The Grain Belt brewery in Minneapolis is operating at full capacity, and sales of approximately 1,000,000 barrels are expected from that plant alone this year, according to a recent shareholders' meeting report by Kiewel.

**Combined Capacity:  
2,000,000 Bbl.**

The Storz brewery in Omaha has a rated capacity of 750,000 barrels, but it is believed the plant is not operating at full capacity. A privately-owned company, its 1966 sales and earnings were not made public. Storz has been one of Omaha's major employers since 1933, with a current payroll of more than 200.

There will be no reduction of production or employment at Grain Belt in Minneapolis, Kiewel said. He pointed out that plans are being completed for a substantial increase in storage and fermenting capacities, bringing total Minneapolis output capacity to approximately 1,250,000 barrels annually. The com-

[Cont. on Page 4, Col. 1]

combined total capacity of the two plants will be approximately 2,000,000 barrels.

Grain Belt had record sales in 1966 of \$23,751,283, a 10-per cent increase over the previous year. It was the strongest advance since the firm's unbroken string of sales gains began in 1955.

At the recent shareholders' meeting, Kiewel reported that sales were up 13 per cent and earnings up 30 per cent in the first quarter this year as compared with the same period in 1966.

"We have come a long way since 1955, when earnings were at the rate of 10 cents per common share," Kiewel continued. "Last year, they were \$1.82, and this year we believe they will be even better."

Grain Belt Breweries' principal brands are Grain Belt and Grain Belt Premium beers. They are now distributed in an area from the upper peninsula of Michigan across the northern tier of states to the Pacific coast.

. . . Storz products are sold chiefly in Nebraska, Iowa, South Dakota and Kansas, with limited distribution in surrounding states.

### Steady Growth Since 1891.

Grain Belt Breweries Inc. was organized as the Minneapolis Brewing Company in 1891 through the merger of five local breweries. It has produced and sold Grain Belt beer since then, except during the prohibition years.

The firm has experienced steady growth, both in sales and in its marketing area, and currently ranks as the 25th largest brewery in sales in the United States. Combined with Storz production, it is expected to move into the top 20 next year. The greatest portion of Grain Belt beer sales is in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. Distributors also are situated in Nebraska, Alaska, Colorado, Illinois, Kansas, Michigan, Montana, Oregon, Washington and Wyoming.

The company's officers include Frank D. Kiewel, president and general manager; John P. Lampertz, first vice president; E. L. Birdsong, vice president in charge of marketing; Frank E. Mathes, vice president for brewing; Edmund V. Burke, vice president in charge of packaging; Carl R. Sievers Jr., secretary and assistant treasurer; Donald R. Anderson, treasurer, and Joseph J. Barrett, assistant secretary.

### \$9,000,000 In 10 Years.

Kiewel, who became Grain Belt's president in 1954, has long been active in the United States Brewers Association. He is currently a member of the executive committee and has served as a member of the board of directors for many years.

In the past 10 years, Grain Belt Breweries has invested more than \$9,000,000 in plant and brewing process improvements. Its beer finishing cellar with a completely automated filter station has been described as "one of the world's finest" and has become a model for the industry. Visitors have come to the brewery from as far away as South America and Europe to inspect its brewing operations. The firm employs more than 600 people.

. . . Grain Belt Park, an "old world" garden and park with a geyser-like Diamond Wells fountain, Bavarian Gasthaus, live deer and cobblestone walks was

built on brewery property in 1963 and attracts thousands of guests each week in summer months.

Storz Brewing of Omaha was founded by Gottlieb Storz in 1876 and was family-owned and operated until 1966, when it was purchased by an Iowa business investment group.

The Storz eight-building complex is situated at 1807 North 16th Street in Omaha. The company is a leader in Nebraska beer sales. The firm employs more than 200 people. Its principal brands are Storz Triumph and Storz Premium beers.



## 'Like a Phoenix From Our Own Ashes'—

# Storz Spreads Grain Belt Beer Area

By Howard Silber

World-Herald Staff Writer

Minneapolis, Minn.—In the 1920's, when he was a boy, Frank Donald Kiewel, Jr., would accompany his father, a small-town brewer forced into the ice business by Prohibition, to Minneapolis.

The return drive to Little Falls, Minn., one hundred miles away, would take father and son through Northwest Minneapolis, an immigrant neighborhood dominated by a vast, pseudo-medieval and lifeless building—the brewery in which Grain Belt beer had been produced from 1891 until Prohibition took effect in 1919.

Frank Kiewel, now 62, recalled the occasional trips:

"My father would look at those blank walls and smokeless chimneys. He would shake his head and tell me: 'That plant will never re-open. It's too big.'"

### 'Hard to Believe'

"Now I'm president of the company that owns the plant. It's difficult to believe."

Other experts have been proved wrong by Frank Kiewel over the years.

When he took over administrative control of Grain Belt Breweries, Inc., (then the Minneapolis Brewing Company) in April, 1955, the brewery was in trouble.

There had been a proxy fight, he said. There was dissension and bickering among personnel, including key executives. Sales had fallen and competitors were exploiting the situation with heavy promotional efforts.

Above all, many regional breweries were closing their doors. It appeared that Grain Belt would be no exception.

But it has been. From 480 thousand barrels in 1955, its sales rose to 880 thousand barrels last year. Profits increased 1,800 per cent.



Minneapolis show place . . . Award-winning park.



Kiewel . . . "Loose reins."

### Grew Every Year

In Grain Belt's traditional area of Minnesota, Iowa, the Dakotas and Western Wisconsin, "our share of the market has grown every year since 1955," said Mr. Kiewel.

"We are now a clear first in Minnesota," he declared. "We passed our biggest competitor 2½ or three years ago. We are second in North and South Dakota. In Iowa, we were thirteenth five years ago. Now we are fourth or fifth."

"We expect to pass the million-barrel point this year."

"You might say that, like a Phoenix, we rose from our own ashes."

Recently Grain Belt successfully negotiated to take over the plant of the Storz Brewing Company of Omaha on a lease basis, with a purchase option.

### Storz to Continue

Mr. Kiewel plans to use the Omaha brewery to continue production of Storz beer and to augment the output of the brewery in Minneapolis.

If his hopes are realized, he said, Grain Belt beer brewed in Omaha will pour into Kansas, Oklahoma, Colorado and Arizona—markets never before tapped by his company. Storz will continue to flow into its markets in Nebraska, Iowa, Kansas and South Dakota.

Mr. Kiewel, a wavy-haired descendant of Prussian peasants, who bears a resemblance to Senator Roman Hruska of Nebraska, said a simple formula is responsible for Grain Belt's success:

"We got people working together again."

He said: "there was a lack of direction in 1955. There had been for several years."

### 'Own People'

"When the directors decided that I ought to be president, I was determined we could get the company moving again with our own people. I was certain they could function in their own bailiwicks if they were given the necessary authority. I kept at loose a rein as possible. In turn, I did not want them to consult me about every decision."

"With one exception, the same people we had in 1955 are running the brewery today," said Mr. Kiewel.

The one new face belongs to E. Lee Birdsong, a former Storz executive who recently became Grain Belt's vice-president for marketing.

Major considerations in 1955 were improvements of both the aging Grain Belt plant and its product.

### Virtually New

Except for its massive outer walls, which have been described as "fake feudal," the Grain Belt plant is virtually new. Everything has been replaced or refurbished.

"In the last nine years, we plowed back nine million dollars. It all came from internally generated funds. We didn't have to borrow," said Mr. Kiewel.

As for product: "The first thing I did upon becoming president," said Mr. Kiewel,

"was to appoint Frank Mathes brewmaster-in-charge. From that day our sales have risen."

Mr. Mathes, now vice-president of brewing, is a second-generation brewmaster. He is a graduate of, and former instructor at, the Weiner-Stephan Brewmaster Academy near Munich. He will take over general supervision of the Storz plant.

### 'Bland Sells'

Grain Belt has become a bland beer and Mr. Kiewel believes this is a major reason for the 12-year sales success. He commented:

"The big successes among regional beers in the Western United States are Coors, Olympia and Grain Belt. The big thing they have in common is that they are milder than competing beers."

"Young people, those between 21 and 35, represent the biggest consumers of beer by far."

As they come of beer-drinking age after a young lifetime of milkshakes, Cokes and candy bars, "there is a much easier transition to our type of product than to a bitter beer." The Grain Belt president said.

And more women are drinking beer. They, too, prefer the bland product, he said.

However, Mr. Kiewel insists, the choice of beer brands remains a male prerogative.

### Grandfather Founder

Mr. Kiewel grew up close to his family brewery in Little Falls, the hometown of Charles Lindbergh. His grandfather had founded the company along with another brewery in Fergus Falls. And an uncle, Charles Kiewel, owned a brewery at Crookston, Minn.

But there was no brewery business in 1930 when Charles Kiewel was graduated from the University of Minnesota with a degree in business administration. He went to work for Remington Rand as a business machines salesman in Duluth.

In the meantime, Uncle Charles had become a brewery executive in Canada.

When the Eighteenth Amendment was repealed, the owners of the Grain Belt plant sought out Charles to become executive vice-president and general manager of their company and put their brewery back into production. Frank joined his uncle in May, 1933, as his secretary, office clerk and general handyman.

### Bottles by 1934

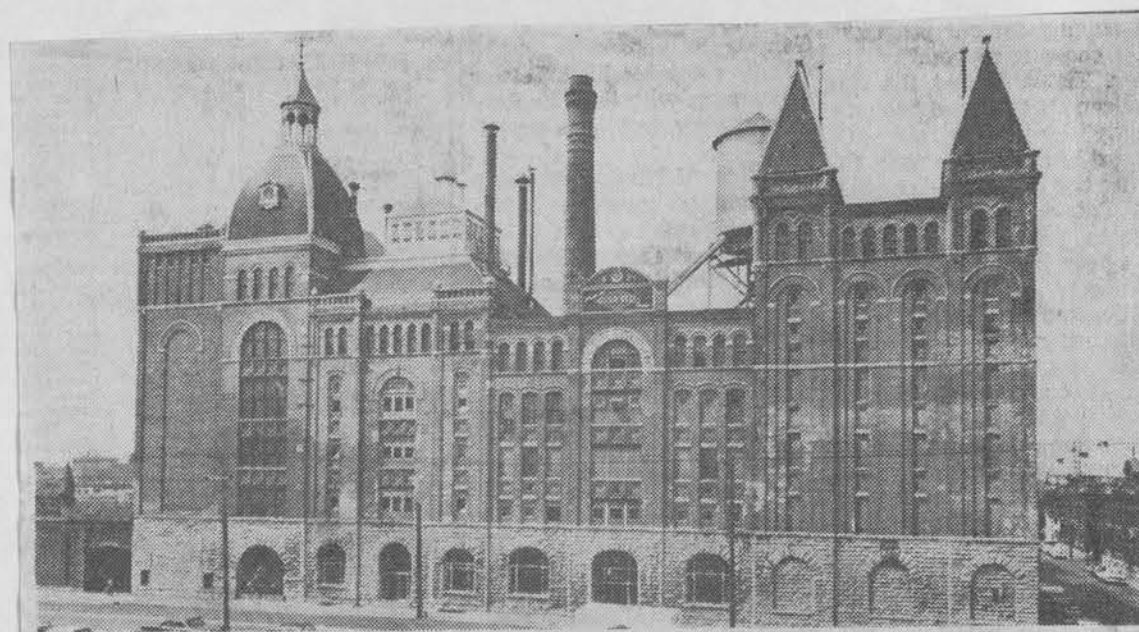
Keg beer began to flow in October of that year and cases of Grain Belt bottled beer moved into retail establishments in 1934.

The company prospered. By 1936, Mr. Kiewel was advertising manager. In 1949 he was named director of sales and advertising.

But trouble was setting in. The long illness of Charles Kiewel contributed to the problem.

It was after his uncle became incapacitated that Frank Kiewel took command.

Now he commands two breweries.



—World-Herald Photo.

## 'Like Phoenix From the Ashes'

The "fake feudal" walls of everything inside is virtually new. The story of how the Minneapolis are 86 years old; new administrators of the Storz Brewing Company "rose like a phoenix from the ashes" is told on Page 6.



## PURCHASE OF OMAHA'S STORZ POSSIBLE

# Grain Belt Leases Brewery

Grain Belt Breweries, Inc., of Minneapolis announced Thursday that it has entered a lease agreement with option to purchase the Storz Brewing Co. of Omaha.

Frank D. Kiewel, president and general manager of Grain Belt, said his brewery will assume management of Storz properties June 1.

No dollar figures were disclosed for either the lease arrangement or the purchase price. The lease provides that both Grain Belt and Storz products will be produced in Omaha.

Norman J. Thomas, Storz president, and Charles F. Vorda, vice president and marketing director, will not continue under the new management. Their successors have not been named.

The Storz brewery has a rated capacity of 750,000 barrels, but according to a Grain Belt announcement, "it is believed the plant is not operating at full capacity." Grain Belt said it intends to hire more workers at the Omaha

plant that now employs about 200.

Grain Belt's vice president in charge of marketing, E. L. Birdsong, had directed sales and marketing for Storz for seven years before joining the Minneapolis brewery in Jan., 1966.

The Grain Belt Minneapolis plant is operating at full capacity with sales of one million barrels expected this year. Production and employment will not be reduced in Minneapolis, Kiewel said.

Storz is privately owned and did not disclose its 1966 sales and earnings. Grain Belt had record sales in 1966 of \$23,751,283, net earnings of \$870,820 or \$1.82 a share.

NEBRASKA CITY, (NEBR.) NEWS-PRESS  
SUNDAY, MAY 21, 1967

## Grain Belt buys Storz Brewery

OMAHA (UPI) — Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc. of Minneapolis, Minn., and Richard Gaffney, chairman of the board of Storz Brewing Co., Thursday announced the Minnesota firm has entered a lease agreement with Storz.

Under the agreement, Grain Belt will have an option to purchase the property, goodwill, labels, trademarks and other assets of the Omaha brewery.

Grain Belt officials said their plant in Minneapolis is operating at full capacity. They said sales of approximately one million barrels are expected from that facility this year.

The Omaha Storz plant has a rated capacity of 750,000 barrels but it is believed the plant is not operating at full capacity.

Storz is privately owned and its 1966 sales and earnings were not made public.

### Major Employer

Storz, a major Omaha employer since 1933, has a current payroll of more than 200.

Kiewel said there will be no diminishment of production or employment at Grain Belt's Minneapolis plant.

Grain Belt had record 1966 sales of \$23,751,283, up 10 per cent over the previous year.

Kiewel told a recent stockholders meeting that sales were up 13 per cent and earnings were up 30 per cent in the first quarter this year, compared with the same period in 1966.

Storz products are sold chiefly in Nebraska, Iowa, South Dakota, and Kansas, with limited distribution in surrounding states.



# Grain Belt's Team Moves Into Storz Brewery

By Howard Silber

A Grain Belt Breweries, Inc., management team moved into the eight-building Storz brewery at 1807 North Sixteenth Street Friday to pave the way for the Minneapolis company to take over the Omaha plant June 1.

An agreement under which Grain Belt will operate the brewery on a lease basis with an option to buy the multimillion-dollar plant was announced Thursday afternoon.

Frank D. Kiewel, Grain Belt president and general manager, looked out a hotel window as he announced the lease-purchase plan and commented:

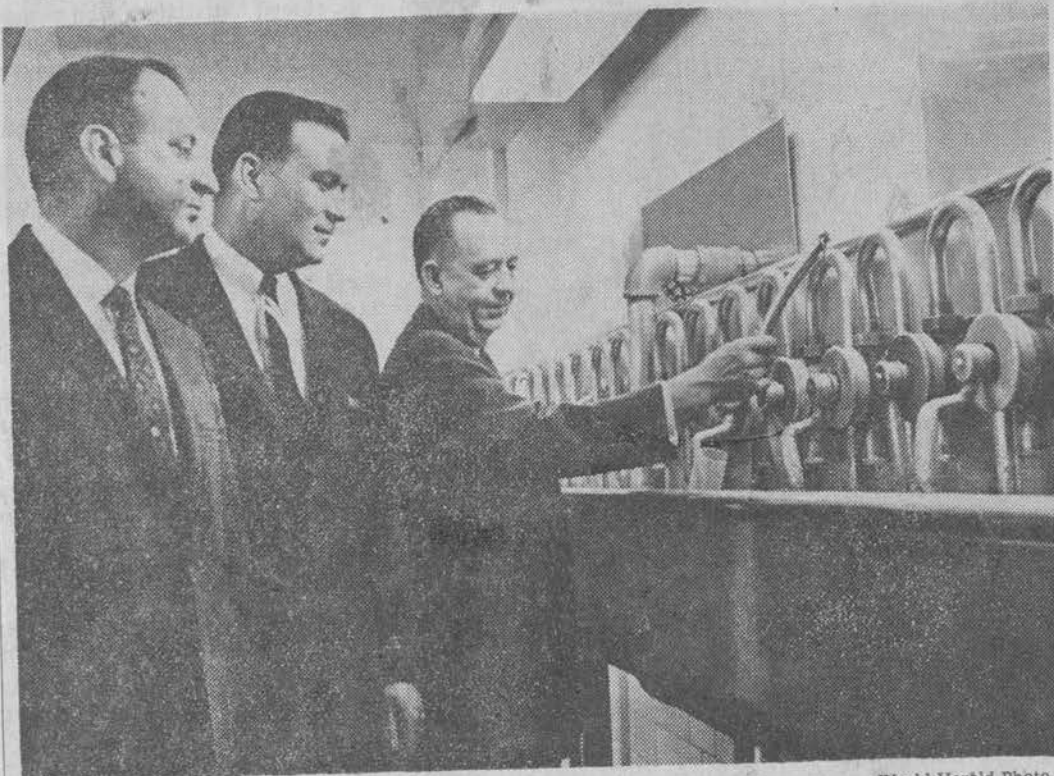
"This is a beautiful day for a wedding—a wedding of two fine old beers."

Grain Belt, which ranked twenty-fifth among the nation's breweries in 1966, will use Storz sales and the production of the Omaha plant "to climb into the top 20 this year," Mr. Kiewel predicted.

The Minneapolis-based company has worked out a plan with the Iowa Business Investment Corporation, the Storz owner, to take possession of labels, trademarks and other assets of the Omaha brewery.

IBIC, a holding company headquartered at Storm Lake, purchased the brewery from Arthur C. Storz, Sr., Adolph Storz and other members of the Storz family May 4, 1966. The Iowa company, which says it has more than two thousand stockholders, also controls the Pioneer Insurance Company of Lincoln.

Richard Gaffney of Storm Lake, chairman of both Storz and IBIC, who joined Mr. Kiewel in the announcement, said Norman J. Thomas, president of Storz for the last year, and Charles F. Vorda, vice-president and director of marketing, have resigned.



—World-Herald Photo.

Storz brewing operation . . . checked by, from left, Charles Swanson, assistant brewmaster; Birdsong, and Frank Mathes, vice-president of brewing, all of Grain Belt.

market and continue to broaden the Storz label market area.

The dollar amount of the lease arrangement and the length of time the purchase option will run were not made public.

However, Mr. Kiewel said Grain Belt has no plans to actually buy the Storz property during the remainder of 1967.

"There may be some indication in our next annual report," he declared. The report will be issued in February or March.

Grain Belt will officially take over the Storz plant June 1, but management representatives moved in ahead of time to assure a smooth transition, Mr. Kiewel explained.

One of them is E. Lee Birdsong, who was director of sales and marketing for Storz for seven years before he joined Grain Belt in January, 1966. Just this month Mr. Birdsong was elected Grain Belt's vice-president for marketing.

Mr. Birdsong said he plans to make use of the Storz distribution organization "to increase the sales of both Storz and Grain Belt beers."

The Storz plant has a production capacity of about 750 thousand barrels a year. Mr. Gaffney said it has been operating below capacity.

The Grain Belt brewery produced 880 thousand barrels last year. New equipment is expected to boost the total to one million this year and plans are now being completed for an increase in storage and fermenting capacities to permit an increase to 1,250,000 barrels, Mr. Kiewel said.

Grain Belt employs between 625 and 650 people in Minneapolis. There will be no reduction in personnel in that city as a result of the Storz arrangement, Mr. Kiewel said.

Grain Belt had record sales of \$23,751,283 in 1966, a 10 per cent increase over 1965. It was the strongest advance in the company's unbroken string of annual sales gains that began in 1955, soon after

At a press conference announcing the lease arrangement, Mr. Kiewel said the new management will:

—Continue to produce Storz beer in Omaha and also brew Grain Belt beer in the Storz plant. "They will be two different beers," he said.

—Increase employment at the Omaha brewery from the present two hundred. "There will be a nice employment increase, but I cannot say exactly what it will amount to," he said.

—Use the Omaha plant as his company's product gateway to the growing Southwest

ness and increased our earnings 180 per cent since 1955," said Mr. Kiewel. "With the exception of Lee Birdsong, we have the same people running the company we had then."

Grain Belt has 22 hundred shareholders in 47 states and some foreign countries.

"We have always been publicly owned since the company was founded in 1891 through the merger of five Minneapolis breweries," he said.



## BREWERY PERSONNEL changes, promotions and appointments



A. Grissledick, Jr. H. Belfa, Jr. M. Schwankar P. J. Gutzog R. T. Colson F. E. Mathes E. L. Birdsong



E. J. Burke J. P. Lampertz D. R. Anderson G. McDonald A. Cooperstein S. Mucka Dick Bee

A major management expansion involving the election of five corporate officers has been announced by Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., Minneapolis, Minn.

Mr. Kiewel said the election was in line with continued growth of the company and projected expansion.

Frank E. Mathes, E. L. Birdsong and Edmund V. Burke were named vice-presidents.

Mr. Mathes, formerly director of brewing, becomes vice-president, brewing. Mr. Birdsong, who held the post of director of sales and marketing, is now vice-president, marketing, and Mr. Burke, formerly bottle-house superintendent, was named vice-president, packaging.

John P. Lampertz, former vice-president and treasurer, becomes first vice-president and relinquishes the post of treasurer to Donald R. Anderson, formerly office manager.

Mr. Kiewel also announced that Luke L. Leskew, advertising manager, has been promoted to director of advertising.

C. R. Sievers, Jr., has been named secretary and assistant treasurer, and Joseph J. Barrett was named assistant secretary.

## Brewers Digest 6/67

Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., Minneapolis, Minn., and Richard Gaffney, chairman of the board of Storz Brewing Co., Omaha, Neb., have announced that the Minneapolis firm has entered into lease agreement with Storz with an option to purchase the property, goodwill, labels, trademarks and other assets of the Omaha brewery.

Dollar amount of the lease arrangement and purchase price were not disclosed.

Under terms of the lease, both Grain Belt and Storz products will be produced in the Omaha facility.

Mr. Kiewel said Grain Belt assumed management of Storz properties June 1.

Norman J. Thomas, president of Storz

and Charles F. Yordis, the president and director of marketing, are not continuing in those capacities under the new management. No replacements have been named.

## Mod. Brewery Age 6/19/67

GRAIN BELT BREWERIES, INC. board of directors has declared a quarterly dividend of \$.20 per share on all common stock of the company payable June 15, 1967, to stockholders of record at the close of business May 31, 1967. A total of 479,300 shares were outstanding as of May 16, 1967.

## 6/10/67 Finance &amp; Commerce

Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., and Richard Gaffney, chairman of the board of Storz Brewing Co., Omaha, Neb., announced that the Minneapolis firm has entered into a lease agreement with Storz with an option to purchase the property, goodwill, labels, trademarks and other assets of the Omaha brewery.

Dollar amount of the lease arrangement and purchase price were not disclosed.

Grain Belt Breweries, Inc., has announced the election of Frank D. Kiewel to the post of president and general manager; John P. Lampertz, to vice president and treasurer; C. R. Sievers, Jr., to secretary and assistant treasurer; and Joseph J. Barrett has been promoted to assistant secretary. Also announced were the retirements of Frank B. Kunz as vice president and R. A. Sexton as secretary. Both men will continue as directors.

JUNE, 1967

Greater Minneapolis

Municipal Liquor Stores - June 1967

No more "Minneapolis" ...

## GRAIN BELT OFFICIAL NAME NOW

One of George M. Cohan's most popular tunes had to do with "a grand old name." Board members of Minneapolis Brewing Company borrowed a leaf from the musical Irishman and renamed the famed brewery, "Grain Belt Breweries, Incorporated." The change, according to MMLSA's good friend and president of the company, Frank D. Kiewel, is intended to provide stronger product identification and underscore the firm's widening area of marketing operations.

Grain Belt Breweries, Inc. under their old name wound up 25th in the nation in beer sales during 1966, the high mark for sales for the pioneer brewing firm. Mr. Kiewel pointed out the company enjoyed substantial sales increases in existing markets and stepped up its share of sales at all levels at a more accelerated pace than was generally achieved by the industry as a whole.

Total sales for the year were \$23,751,283 which figure showed an increase of ten percent over the previous 12 months. This represented the strongest advance since the firm's unbroken string of sales gains which began in 1955.

So, it's "Grain Belt," all the way now—product, corporate name and all!

In the company's annual election Mr. Kiewel was named president and general manager, John P. Lampertz, vice-president and treasurer, C. R. Sievers, Jr., secretary and assistant treasurer and Joseph J. Barrett, assistant secretary. Frank B. Kunz and R. A. Sexton, former vice-president and secretary respectively, have retired from active management but will retain their membership on the firm's board of directors.

## Minneapolis Becomes Grain Belt Breweries

At its annual meeting April 24th, shareholders of the Minneapolis Brewing Co. unanimously approved a board of directors request to change the name of the company to Grain Belt Breweries, Inc.

Rising to 25th in sales among U.S. brewers, Grain Belt's president Frank D. Kiewel said that the company was "studying possible additional enlargement of our Minneapolis plant and possible acquisitions." He said that he expected sales would rise to one million barrels in 1967.

"We have come a long way since 1955 when earnings per common share were at the rate of 10 cents per share," Kiewel said. "Last year they were \$1.82 and this year we believe they will be even better."

In 1966, Grain Belt had sales of \$23,751,283 and net earnings of \$870,820. Mod. Brewery Age - 5/8/67

## GRAIN BELT BREWERIES, INC.

President and General Manager Frank D. Kiewel announced the election of John P. Lampertz as vice president and treasurer; C. R. Sievers, Jr., secretary and assistant treasurer; Joseph J. Barrett, assistant secretary. Although retiring from their posts, Frank B. Kunz, vice president, and R. A. Sexton, secretary, will continue as directors.

Modern Brewery Age

5/8/67



## Major Management Expansion At Grain Belt Breweries



KIEWEL

BIRDSONG

MATHES



BURKE

LAMPERTZ

ANDERSON

MINNEAPOLIS, MINN.—A major management expansion involving the election of five corporate officers has been announced by Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc.

Kiewel said the election was in line with continued growth of the company and projected expansion.

Frank E. Mathes, E. L. Birdsong and Edmund V. Burke were named vice-presidents.

Mathes, formerly director of brewing, becomes vice-president, brewing. Birdsong, who held the post of director of sales and marketing, is now vice-president, marketing, and Burke, formerly bottlehouse superintendent, was named vice-president, packaging.

John P. Lampertz, former vice-president and treasurer, becomes first vice-president, and relinquishes the post of treasurer to Donald R. Anderson, formerly office manager.

Kiewel also announced that Luke L. Laskow, advertising manager, has been promoted to director of advertising.

At a board of directors' meeting, C. R. Sievers, Jr., was named secretary and assistant treasurer, and Joseph J. Barrett was named assistant secretary.

BEVERAGE JOURNAL June 1967

Minneapolis Tribune

6/1/67



☐ Good ☐ Bad

Street view

Crutcher strongly dislikes the "Erector-set signs dominating the skyline" like those on Nicollet Island, and the way wide, straight Minneapolis streets end, "not in an Arc de Triomphe," but in a beer sign. "To allow advertising to deface a beautiful city like yours is criminal," Crutcher said.

Mpls. Star - 6/1/67

INNER

from Page 1C

the houses and flats in the Riverside area off Cedar Av. and was delighted at the homes on Nicollet Island.

Crutcher said the Broadway bridge over the Mississippi — a structure built in 1887 by the King Iron Bridge Co. of Cleveland is a gem and should be maintained.

When he saw the Grain Belt Breweries building, he said, "How magnificent! That building is an ad in itself... why do they need to ruin it with that terrible painted sign?"

Crutcher said there is hope in saving what the planners haven't yet touched if enough people become interested enough to fight for it.

"You see," he said, "what most city planners forget is they're supposed to be planning for people, not cars."

Mod. Brewery Age  
July 17, 1967

### Brewery Appointments

GRAIN BELT BREWERIES, INC. have named Gerald N. Meyer controller, it was announced by Frank Kiewel, president and general manager. Meyer was previously manager of the Minneapolis office of Ernst and Ernst, CPA's who have served Grain Belt Breweries since 1934.



G. N. Meyer

Mod. Brewery Age - 6/19/67

GRAIN BELT BREWERIES, INC. board of directors has declared a quarterly dividend of \$.20 per share on all common stock of the company payable June 15, 1967, to stockholders of record at the close of business May 31, 1967. A total of 479,300 shares were outstanding as of May 16, 1967.

LOS SCHULTZ BREWING CO.

Management teams within the  
Mod. Brewery Age 6/26

GRAIN BELT BREWERIES, INC. elected three new officers, announced Frank D. Kiewel. They are: W. Wallace Keenan to vice president, public relations; Charles W. Warner to assistant secretary; and H. Wyman Woodke to assistant treasurer. The three men will make their headquarters at the Storz plant in Omaha.

relief 6/21/67

Omaha World-Herald

## Three Named By Grain Belt

### Omaha Men Officers In Brewery Firm

Three Omaha men were named officers of Grain Belt Breweries, Inc., Wednesday, it was announced in Minneapolis by Frank Kiewel, the president.

W. W. Keenan, associated with Storz Brewing Company for five years, has been elected vice-president for public relations.

Mr. Keenan and the other new officers will have their offices in Omaha at Storz which entered into a lease agreement with Grain Belt May 18. Grain Belt has an option to buy the property, goodwill, labels, trademarks and other assets of the Omaha brewery.

Chairman of the Mayor's Crime Commission, Mr. Keenan lives at 707 North Thirty-sixth Street. He is a former Creighton University instructor, former agent of the FBI, and former officer of the Leo A. Daly Company. He joined Storz in 1961.

Charles W. Warner, 8704 Grand Avenue, was elected an assistant secretary of Grain Belt. He has been with Storz since 1940 as an accountant, credit manager, office manager and officer.

H. Wyman Woodke, 3424 South Ninety-fourth Street, was elected an assistant treasurer of Grain Belt. He has been an officer and controller of Storz since he joined the company last year. Before that he was an officer of the Citizens First National Bank of Storm Lake, Ia. He is a certified public accountant.

In addition Earl M. Neu, 5010 North Fifty-fifth Street, who has been general manager for Storz, was named Omaha city sales manager for the Storz division of Grain Belt.



## Three Omaha Men Named Executives Of Grain Belt

Minneapolis, Minn., June 21—Election of three Omaha, Neb. executives as officers of Grain Belt Breweries Inc. was announced today by Frank Kiewel, president of the brewing firm.

W. Wallace Keenan, who was associated with the Storz Brewing Company in Omaha for five years, has been elected vice president, public relations, of Grain Belt Breweries. Keenan and the other two newly-elected officers will have headquarters at Storz in Omaha, which entered into a lease agreement with Grain Belt Breweries May 18. Grain Belt has an option to purchase the property, goodwill, labels, trademarks and other assets of the Omaha brewery.

Keenan, who lives in Omaha, is chairman of the Mayor's Crime Commission in that city. He obtained a bachelor's, master's and doctor's degree from Creighton University and later taught at Creighton. He was a special agent with the Federal Bureau of Investigation in Omaha from 1940 to 1946 and was a member of the firm of Leo A. Daly Architects, Engineers and Planners from 1946 until he joined Storz in 1961.

Charles W. Warner, elected an assistant secretary of Grain Belt, has been with Storz since 1940 as an accountant, credit manager, office manager, and officer of the Omaha company. He attended accounting school in Chicago and Creighton University. Warner lives in Omaha.

H. Wyman Woodke, elected an assistant treasurer of Grain Belt, has been an officer and controller of Storz since he joined the company last year. For 10 years prior to that time he was a vice president and trust officer of the Citizens First National Bank of Storm Lake, Iowa. Woodke is a certified public accountant and was a staff auditor with Arthur Andersen and Company, Chicago, before becoming a banker. He was an instructor of accounting at Lehigh University, Bethlehem, Pa., for two years after receiving a bachelor's degree in commerce and a master's degree from the University of Iowa. He lives in Omaha.

## Quad-District Has Full Program Lined Up For June 16-17

The Quad District Technical Committee has announced its banquet speaker for its second annual meeting to be held June 16 and 17 at the Pioneer Motel in Oshkosh, Wisconsin.

Addressing the banquet will be Henry Protzman, retired executive vice-president of Associated Brewing Company of St. Paul, Minnesota. His subject is "The Brewing Industry—Its Past and Its Future." Mr. Protzman brings many years of brewing experience to the meeting.

Also announced by the Quad District Technical Committee are the panel members for the Technical Programs. They are all members of the Quad District Area.

Dr. William J. Olson of the Fleischmann Malting Co. is moderator on the first Technical Session entitled "Malt—The Soul of Beer." The five panel members are: Len Hunt, Jos. Schlitz Brewing Co.; Flory Muehl, Miller Brewing Co.; Robert Smith, Falstaff Brewing Co.; Andy Lejuene, M.B.I.A.; and Dr. Cliff Hollenbeck, Wisconsin Malting Co.

The second Technical Session entitled "Filtration—The Finishing Touch," moderated by Lawrence H. Bradee, Jos. Schlitz Brewing Co., will have the following as its panel members: Herb Haberstroh, United States Filter; Jim Zievers, Industrial Filter and Pump Mfg. Company; Fred

## District Texas Plans Its Summer Outing

District Texas, MBAA, will hold its annual summer outing August 25-27 at the Inn of Hills in Kerrville, Texas.

According to Robert Manns, publicity chairman, family activities such as swimming, horseback riding, fishing and golfing, are planned in addition to the technical sessions of the meeting for members.

Inquires should be made to Harry C. Hagelin, committee chairman, Pearl Brewing Co., P. O. Box 1661, San Antonio, Texas 78206.

Thomason, Associated Breweries; William A. Gillick, Grain Belt Breweries Inc.; and Mel Potochnik, Jos. Schlitz Brewing Co.

The third Technical Session entitled "Cost Per Case on the Warehouse Floor," will be moderated by J. Harland Anderson of the G. Heilemann Brewing Co. The four panel members are: Russ Smith, Heilemann Brewing Co.; Don Albers, Theo. Hamm Brewing Co.; Ed Burke, Grain Belt Breweries Inc.; and Arvid Nelson, Meisterbrau, Inc.

Frank E. Mathes, vice president of Brewing, Grain Belt Breweries, Inc. is chairman of the Quad District Technical Committee.

William McFarlane, technical director of the MBAA, will be asked to comment on the meeting during lunch on Saturday, June 17th.



Mathes



Birdsong



Burke

## Grain Belt Makes Executive Changes

A management expansion involving the election of five corporate officers was announced Thursday by Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., Minneapolis.

Frank E. Mathes, E. L. Birdsong and Edmund V. Burke were named vice presidents.

Mathes, formerly director of brewing, becomes vice president, brewing. Birdsong, who held the post of director of sales and marketing, is now vice president, marketing, and Burke, formerly bottlehouse superintendent, was named vice president, packaging.

John P. Lampertz, former vice president and treasurer, becomes first vice president, and relinquishes the post of treasurer to Donald R. Anderson, formerly office manager.

Kiewel also announced that Luke L. Laskow, advertising manager, has been promoted to director of advertising.

**GRAIN BELT BREWERIES, INC.** elected three new officers, announced **Frank D. Kiewel**. They are: **W. Wallace Keenan** to vice president, public relations; **Charles W. Warner** to assistant secretary; and **H. Wyman Woodke** to assistant treasurer. The three men will make their headquarters at the Storz plant in Omaha.

## On the Business Side

**Earl M. Neu**, formerly of Sioux City, has been appointed sales manager for the Storz Division of Grain Belt Breweries, Inc. in Omaha, Neb.

He has been wholesale sales manager there the past two years, following 18 years as the exclusive Storz distributor in Sioux City. Mr. Neu is a native of Bellevue, Iowa.



Neu

## PERSONNEL

Election of three Omaha, Nebraska, executives as officers of Grain Belt Breweries, Inc., has been announced. **W. WALLACE KEENAN**, elected vice-president, public relations, has been associated with Storz Brewing Company in Omaha, Nebraska for five years. . . . **CHARLES W. WARNER**, with Storz since 1940, elected to assistant secretary. . . . **H. WYMAN WOODKE**, elected assistant treasurer, has been an officer and controller of Storz since he joined that company last year. The newly elected Grain Belt officers will headquarter at Storz in Omaha.

## Ram Distributing Co. To Handle Storz

Minneapolis, Minn. — William S. Ramacciotti, owner of the Ram Distributing Company, Omaha, has been appointed a Storz beer distributor in the city of Omaha, it was announced by E. L. Birdsong, vice president of marketing for Grain Belt Breweries Inc.

Ramacciotti, 32, has been a Grain Belt distributor since May, 1966. He will now service a portion of the retail accounts in Omaha with both the Storz and Grain Belt brands.

Grain Belt Breweries Inc., whose headquarters are in Minneapolis, entered into an agreement with the Storz Brewing Company last May for acquisition of the Storz facilities.

## E. M. Neu Appointed Sales Manager At Storz Plant

Minneapolis, Minn. — Earl M. Neu has been appointed sales manager of the Storz division of Grain Belt Breweries Inc. in the Omaha, Neb., metropolitan area, it was announced by E. L. Birdsong, vice president, marketing of Grain Belt Breweries Inc.

Neu, a native of Bellevue, Iowa, was the exclusive Storz distributor in the Sioux City area for 18 years before joining the Storz Brewing Company two years ago as wholesale sales manager.

Grain Belt Breweries Inc., whose headquarters are in Minneapolis, entered into an agreement with the Storz Brewing Company last May for acquisition of the Storz facilities.

## Meyer Appointed Controller At Grain Belt Breweries

Minneapolis, Minn. — Gerald N. Meyer, 31, has been appointed controller of Grain Belt Breweries Inc., it was announced last week by Frank Kiewel, president and general manager.

Meyer previously was a manager with the Minneapolis office of Ernst and Ernst, certified public accountants, and was employed by them for the past 10 years.

Ernst and Ernst have served Grain Belt Breweries Inc. since 1934.

A lifelong resident of Minneapolis and presently residing in Richfield, Meyer received a degree in business and accounting from the College of St. Thomas in St. Paul. He is a certified public accountant.

Grain Belt Breweries Inc. was formerly known as the Minneapolis Brewing Company. The company's main plant is in Minneapolis.



STAR 6-19-67

# THE BEST IN MINNEAPOLIS



**FOR A SUMMER EVENING**—The weather may be warm on those special evenings this summer, but this misty white evening dress is as cool as the drifting snow of winter. The skirt of the silk and rayon tent is trimmed with green and white medallions, and a film of white silk or-

ganza falls over it, caught at the shoulders with green velvet bows. The model stands by the fountain in Grain Belt Park. (For the name of the store, call Shopper's Service, 372-4459, 8:30 a.m. to 4:30 p.m., Monday through Friday.)

Minneapolis Star Photo by Roy Swan

18D THE MINNEAPOLIS STAR  
Tuesday, July 25, 1967

## Drivers Union OKs Grain Belt Contract

Members of Beverage Drivers Local 792 of the Teamsters Union voted Monday night to accept contract terms with Grain Belt Breweries, Inc.

The previous contract expired July 1, and the approximately 150 full-time and part-time driver-salesmen, warehousemen and other employees had threatened a strike.

Antonio G. Felicetta, secretary-treasurer of the union, declined to give the ratification vote figures.

A union-management

statement said the workers will receive pay increases of \$9.50, \$9 and \$7 a week over three years, an added \$1 weekly each year on pension payments, plus other fringe benefits. The company now pays \$6 a week into the jointly-managed pension fund.

Employees covered by the contract had minimum pay of \$135.10 to \$149.52 a week for regular employees under the old contract. Most of the

drivers also receive commissions.

In addition to driver-salesmen and warehousemen, the contract covers yardmen, car loaders and dispatchers.

The contract terms were worked out in sessions conducted by the State Labor Conciliation Office.

ST. PAUL DISPATCH 7/25/67

## Grain Belt Workers Get \$25.50 in 3-Year Contract

Some 142 drivers and inside employees of Grain Belt Breweries, Inc., of Minneapolis, will receive \$25.50 in weekly wage increases over a three year period under terms of a contract settlement announced today.

The pact was approved by members of Beer, Liquor, Soft Drink, Spring Water, Vending and Allied Sales Drivers, Helpers and Inside Employees Local 792 at a meeting Monday night in the Teamsters Hall, 706 First Ave. N., Minneapolis.

Antonio Felicetta, secretary-treasurer of Local 792, said a first-year weekly pay increase of \$9.50 is retroactive to July 1, with further boosts of \$9 on July 1, 1968, and \$7 on July 1, 1969.

Covered by the settlement are 112 regular and 30 temporary seasonal employees. Their new weekly pay ranges from minimums of \$144.60 to \$149.02.

The settlement provides for additional \$1-a-week-per-employee contributions by the company for the pension fund for the first, second, and third years of the contract, plus \$1 for the first year following contract.

Among other fringe benefits are an adjustment in commissions for driver-salesmen and improvements in hospitalization and vacations and an in-

crease in the disability allowance on and off the job to one-half of the regular salary, according to Felicetta. Felicetta said 80 per cent of the employees covered by the pact are inside employees, with the remainder being drivers and helpers.



STANLEY AND ALBERT, the two trade marks of Grain Belt Beer, rode atop their float during Sunday's Grande Day Parade.

St. Louis Park Courier



## OPTION TO BUY GRAIN BELT TAKES OVER STORZ MANAGEMENT

Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., Minneapolis, Minn., and Richard Gaffney, chairman of the board of Storz Brewing Co., Omaha, Neb., have announced that the Minneapolis firm has entered into a lease agreement with Storz with an option to purchase the property, goodwill, labels, trademarks and other assets of the Omaha brewery.

Dollar amount of the lease arrangement and purchase price were not disclosed.

Under terms of the lease, both Grain Belt and Storz products will be produced in the Omaha facility.

Kiewel said Grain Belt assumed



KIEWEL

management of Storz properties June 1. He said it is expected that additional employment will be offered at the Omaha plant.

E. L. Birdsong, vice-president of marketing for Grain Belt, was director of sales and marketing for Storz for seven years. He joined Grain Belt in January, 1966, as director of marketing and was elected to his present position earlier this month.

The Grain Belt plant in Minneapolis is operating at full capacity and sales of approximately one million barrels are expected from that facility this year, according to a recent shareholders' meeting report by Kiewel.

The Omaha Storz plant has a rated capacity of 750,000 barrels, but it is believed the plant is not operating at full capacity. A privately-owned company, its 1966 sales and earnings were not made public. Storz has been one of Omaha's major employers since 1933, with a current payroll of more than 200 people.

There will be no diminishment of

production or employment at Grain Belt's Minneapolis plant, Kiewel said. He pointed out that plans are being completed for a substantial increase in storage and fermenting capacities, bringing total Minneapolis production capacity to approximately 1.25 million barrels annually. Combined total of the two plants' capacities will be approximately two million barrels annually.

Grain Belt enjoyed record 1966 sales of \$23,751,283, a 10 per cent increase over the previous year. It was the strongest advance since the firm's unbroken string of sales gains began in 1955.

At the recent shareholders' meeting, Kiewel reported sales were up 13 per cent and earnings up 30 per cent in the first quarter this year as compared with the same period in 1966.



BIRDSONG



GRAIN BELT PARK with its "old world" garden is located on Grain Belt Breweries, Inc., property in Northeast Minneapolis. Thousands of visitors are attracted each week during the summer months. The park, complete with its live deer, Bavarian Gasthaus, cobblestone walks and geyser-like Diamond Wells, colorfully complements the brewery complex.

"We have come a long way since 1955 when earnings per common share were at the rate of 10 cents per share," Kiewel said. "Last year they were \$1.82, and this year we believe they will be even better."

Grain Belt Breweries' principal brands are Grain Belt and Grain Belt Premium. They are now distributed in an area from the Upper Peninsula of Michigan across the northern tier of states to the Pacific coast. Storz products are sold chiefly in Nebraska, Iowa, South Dakota and Kansas, with limited distribution in surrounding states.

## OMAHA EXECUTIVES ELECTED OFFICERS OF GRAIN BELT

Election of three Omaha, Nebr., executives as officers of Grain Belt Breweries, Inc., was announced by Frank Kiewel, president of the brewing firm.

W. Wallace Keenan, who was associated with Storz Brewing Co. in Omaha for five years, has been elected vice-president, public relations, of Grain Belt Breweries.

Keenan, 707 N. 36th St., Omaha, is chairman of the mayor's crime commission in his city. He was a special agent with the FBI in Omaha from 1940 to 1946 and was a member of the firm of Leo A. Daly Architects,

Engineers and Planners, from 1946 until he joined Storz in 1961.

Charles W. Warner, elected to be an assistant secretary of Grain Belt, has been with Storz since 1940 serving as an accountant, credit manager, office manager, and as an officer of the Omaha Company.

H. Wyman Woodke, elected as assistant treasurer of Grain Belt, has been an officer and controller of Storz since he joined the company last year. For 10 years prior to that time he was a vice-president and trust officer of the Citizens First National Bank of Storm Lake, Iowa.

*Mpls. Star 7/8/67*

Jim  
Klobuchar



On my desk this morning is a squat, brown empty bottle labeled Meister Brau Lite, whose makers have gone to some bizarre lengths this week to inform me this is a genuine, nonpasteurized, burpy low-calorie beer.

For years the nation's brewers have sulked in their vats while less worthy products, from high fizz cola to peanut butter, have been idolized by the public for going dietetic.

The ad writers do not tell you what dietetic cola may do to your teeth or that the notion of a low-calorie peanut butter is basically a fraud or that the words "dietetic" and "diabetic" are used interchangeably on sugarless food labels to slicker pudgy housewives at the freak-food counter.

We have now the surmounting creation of the dietetic dodge, a beer that is allegedly low-calorie, non-filling and which — its promoters claim — "you needn't hold back on."

My experience with the constitutional demands of drinking beer is that you would accept this last claim only at your own peril and should never be very far from some form of escape route.

Meister Brau in its advertising does not say overtly its newest foam is low-calorie. Instead, it claims mysteriously to have removed "all available carbohydrates." It does not talk about calories in beer because the government prohibits this form of advertising, but it does indulge itself a minor illegality by describing Meister Brau Lite on the label as not strong nor 3.2 but "hy power."

I DO NOT KNOW WHAT "hy power beer" is and I do not know what an available carbohydrate is, and if it has been removed, what makes it still available.

And so to clarify all the doubts and to fill these annoying voids in my professional education, the Meister Brau people asked two of their local skills to make available a sample of Meister Brau Lite.

Except for one night of forgivable depravity in Munich, Germany, I have not drunk beer since last August, but I understand the average 12-ounce bottle of strong beer contains about 165 to 175 calories.

This assumes strong beer at an alcoholic strength of 3.5 per cent, which is about what you're getting most of the time for your 40 or 60 cents. The synthetic-type

This proves nothing to me. I have seen people who when blindfolded could not tell the difference between 3.2 beer and yesterday's bean soup. There is, however, a retail outlet on Lowry named "Wig and Bottle," where I sampled the bottle whose remnants stand before me.

For 50 cents it was not bad weak beer as bad weak beer goes, being on the order, I would judge, of 3.3 per cent. Unsure, I administered the blindfold test to the discriminating Italian, Steve Critelli, who has been in mourning since Griffith fired Mele. Critelli could not pick out the Meister Brau but unerringly identified Grain Belt. "I sell," he explained, "a dozen cases of the stuff a day and if you don't think I can't pick it out a block away you are out of your mind."

As for the other, I will take farina.

## Storz Names Ram For Omaha Sales

William S. Ramacciotti, owner of Ram Distributing Co., has been appointed a Storz beer distributor in the City of Omaha, according to E. L. Birdsong, vice president, marketing for Grain Belt Breweries, Inc.

Ramacciotti, who has been a Grain Belt distributor since May, 1966, will now service some Omaha retail accounts with both Storz and Grain Belt brands.

Grain Belt, whose headquarters are in Minneapolis, signed an agreement last May for acquisition of the Storz facilities.

Mod. Brewery Age  
July 24, 1967



# Some Regional Brewers Prosper Despite the Odds

By DAVID KUHN  
Minneapolis Tribune  
Staff Writer

Roy Kumm and Frank Kiewel are competitors who have a lot in common. They are bucking the trend in the brewing industry.

Kumm heads G. Heileman Brewing Co., La Crosse, Wis., which last year sold about 1 million barrels of beer. Kiewel directs Grain Belt Breweries, Inc., Minneapolis, which sold about 880,000 barrels

in 1966, according to Modern Brewery Age.

A million barrels of beer—31 gallons to the barrel—may be a lot of suds, but it's a drop in the pitcher when compared to the giants in the industry.

For example, Anheuser-Busch, Inc., the nation's runaway No. 1 seller, last year rolled out 13.6 million barrels. Four other brewers sold from 5 to 9 million barrels. St. Paul's Theo. Hamm Brewing Co.—only No. 8—sold 4.2 million, or more than twice the output of Heileman and Grain Belt combined.

Heileman and Grain Belt are what the industry calls "regional brewers," whose market consists primarily of a small group of states.

In the past 20 years, brewers this size and smaller have been disappearing faster than a keg at an August picnic. The number of brewers in the United States is now down to about 100 from 470 right after World War II.

Despite this apparent correlation between large size and survival, both Grain Belt and Heileman have been doing quite well.

So has Jacob Schmidt Brewing Co., St. Paul. Schmidt is also a regional brand. But unlike Grain Belt and Heileman, it is part of a larger company—Associated Brewing Co., Detroit.

How have they done it?

The road to their survival, it seems, is paved with advertising dollars.

Obviously, you have to start with a good product.



Kumm Kiewel  
Bucking the trend

But, as Kumm says, "The industry has remarkable product control. I don't know of any bad beer."

When discussing beer marketing strategy, one of Kumm's favorite words is "image." The place a beer is brewed "has a lot to do with drinkability."

He claims that Wisconsin has a favored image for beer drinkers, and that Twin Cities brewers have learned to capitalize on "the Wisconsin lake image."

It wouldn't be smart to advertise that a brand was brewed in St. Paul, Kumm explains, "because St. Paul has a Sioux City image."

Heileman sells several brands, including Kingsbury, Braumeister, Fox Head and Gluek Stite (acquired through the purchase of Minneapolis' Gluek Brewing Co.), but its Old Style brand accounts for about 70 per cent of total sales.

Kiewel says Grain Belt is capitalizing on the success stories of two of the most successful regional brands, Coors in Colorado and Olympia in Washington.

Both emphasize the Beer  
Continued on Page Seven

## Beer

Continued From Page Five

water that goes into their "light" beer. Kiewel notes that Grain Belt's major sales gains started after the company drilled a deep well and began advertising it.

Charles Broughton, Schmidt resident manager,



agrees that advertising is the key. But he says the "weight of advertising"—repetition of whatever theme is chosen—can be as important as the theme itself.

The brewer's advertising outlays point up the key role ads play.

Industry sources say a rule of thumb is to spend \$2 a barrel on advertising.

That means Anheuser-Busch, for instance, is laying out more than \$25 million yearly for advertising campaigns using the services of Ed McMahon, Frank Sinatra and friends.

Heileman will spend more than \$2.5 million this year for advertising, Schmidt more than \$1 million and Grain Belt probably around \$2 million.

Another marketing factor is pricing, but most brewers are reluctant to talk about it.

"Let's just say it's real competitive," says a Schmidt official.

In contrast, Heileman's Kumm has more than once

## One Beer Names Another in Advertising Campaign

One Twin Cities brewer is now boldly mentioning its chief competitor in its advertising.

In the past couple of weeks 13 Hamm's billboard ads have appeared in the Minneapolis area with the theme: "On Grain Belt's Birthday, Hamm It Up."

"It's kind of a friendly, provocative line," says Joe Sullivan, Hamm's advertising and merchandising manager.

"We are touched by their consideration for us," responds Frank Kiewel, Grain Belt president.

Sullivan says Grain Belt is the only Hamm's competitor getting that treatment as part of the "Hamm It Up" advertising campaign which is being tested in the Twin Cities market.

"The whole idea of the campaign is that you don't need a reason to Hamm It Up," he explains.

So just exactly when is Grain Belt's birthday?

"We don't know," admits Sullivan.

"July 14, 1890," says Kiewel.

publicly lambasted the major brewers for what he says is price-cutting aimed at destroying the smaller brands.

In addition to price-setting power, Kumm claims the big brewers "can just clobber any regional brewer to death" with their national image and heavy advertising.

"They get a tremendous advertising impact," he says.

But neither Kumm nor Kiewel is sitting idly by while the rich get richer. In recent months both companies have made important acquisitions.

Grain Belt has leased, with option to buy, the facilities of Storz Brewing Co., in Omaha, Neb., producing 750,000 barrels a

year. The deal gives the Minneapolis brewery sorely needed production space and a chance to expand on its Upper Midwest marketing area.

Heileman recently bought Wiedemann Brewing Co., Newport, Ky., a firm reporting sales of more than \$20 million but low profits. The purchase puts Heileman in the hard-to-penetrated Cincinnati market area. "That's why it's a choice grab," Kumm explains.

Both Grain Belt and Heileman have enjoyed steadily increasing sales and earnings.

Last year Grain Belt (formerly Minneapolis Brewing) earned \$870,820, or \$1.82 a share, on sales of \$23,751,000 and ranked 25th in the industry in barrel sales. The Storz deal probably will push it into the top 20 this year.

Those figures compare with a profit of only \$245,460, or 49 cents a share, 10 years earlier, on sales of \$13,492,000.

Heileman in 1966 ranked 22nd and earned \$1,515,000, or \$3.54 a share, more than double the earnings recorded five years earlier. Sales totaled \$31,917,000. Heileman this year undoubtedly also will move up in the rankings through its Wiedemann purchase.

Schmidt's figures aren't available, because it is not independent. However, an official says sales have tripled in the last 10 years. Industry sources say Schmidt sales have gained particularly in the last four or five years.

The company's St. Paul brewery has an annual capacity of 1 million barrels. It's believed that sales aren't that high, however.

(Associated, whose brands include Pfeiffer, Drewrys, Piels, Sterling and others, sold about 4.53 million barrels last year, according to Modern Brewery Age.)

Sources say Grain Belt and Hamm's, a subsidiary of Heublein, Inc., are fighting it out for No. 1 in Minnesota and the Upper Midwest; Schmidt is a strong third.

In fact, a Schmidt official estimates that the three account for some 70 per cent of the region's beer market.

Besides Wisconsin, Heileman's area includes Illinois, Michigan, Ohio, Indiana, New Jersey and New York state, with some sales in Minnesota.

## Finance & Commerce

The board of directors of Grain Belt Breweries, Inc., declared a regular quarterly dividend of 20 cents per share of common stock payable Sept. 15, 1967, to shareholders of record Sept. 5, 1967.

There are 479,300 shares of common stock outstanding.

8/29/67 \* \* \*



## Business Topics—

Grain Belt's Earnings Up  
34 Per Cent in First Half

Grain Belt Breweries, Inc., Wednesday reported a 34 per cent increase in net earnings for the first six months of 1967. President Frank D. Kiewel said the earnings were 334 thousand dollars, or 70 cents a common share, compared to 250 thousand dollars or 52 cents a share in the comparable 1966 period.

The Minneapolis company does not report sales figures until the year end, but Mr. Kiewel said sales for this year's second quarter were 21 per cent ahead of 1966.

Grain Belt's report included for the first time operating figures of its Storz Division here. Grain Belt obtained the Storz Brewing Company June 1 under a lease arrangement with an option to purchase.

Mr. Kiewel said in the report that most Storz brands will be retained. He said Grain Belt products will be produced in the Omaha facility "as soon as possible, perhaps by early autumn."

Grain Belt's Minneapolis plant has been operating at full capacity and has been unable to accept additional business during the summer months of 1967, Mr. Kiewel said.

The election of five corporate officers of Grain Belt Breweries, Inc. (formerly Minneapolis Brewing), Minneapolis, Minn., was recently announced as part of a major management expansion: FRANK E. MATHES, director of brewing, becomes vice-president, brewing; E. L. BIRDSONG, director of sales and marketing, becomes vice-president, marketing; EDMUND V. BURKE, bottlehouse superintendent, becomes vice-president, packaging; JOHN P. LAMPERTZ, vice-president and treasurer, becomes first vice-president; DONALD R. ANDERSON, office manager, becomes treasurer. . . . Also announced: C. R. SIEVERS Jr. to secretary and assistant treasurer; JOSEPH J. BARRETT to assistant secretary; LUKE L. LASKOW named director of advertising, with responsibility for both Storz and Grain Belt brands; GERALD N. MEYER named controller. Frank D. Kiewel, president and general manager of the brewery has announced that FRANK B. KUNZ, vice-president, and R. A. SEXTON, secretary, have retired, but will remain as members of the board.

AMERICAN BREWER August 1967

insurance business with the Aetna Life Insurance Company in 1958.

Mpls Star - 8/10/67

Grain Belt  
Earnings Rise

Grain Belt Breweries, Inc., reported net earnings of \$334,000 or 70 cents a share for the six months ended June 30.

This figure compares with earnings of \$250,000 or 52 cents a share in the same period last year.

Frank D. Kiewel, president, said the figures include operation of the former Storz Brewing Co. facility in Omaha, which Grain Belt leased in June with an option to purchase.

The Minneapolis brewery announces sales figures annually, but Kiewel said sales in the second quarter were 21 per cent ahead of the same three months in 1966.

In the three months ended June 30 the company earned \$218,000 or 46 cents a share, compared with \$161,000 or 34 cents a share in the 1966 period.

Union by the Fiat Co. of Italy. Morning Trib. 8/11/67

Grain Belt Says  
Quarterly Income  
Jumped by 35%

Grain Belt Breweries, Inc., Thursday reported a 35 per cent increase in earnings for the second quarter of this year.

Earnings for the three months ended June 30 were \$218,000, or 46 cents a share, compared with \$161,000, or 34 cents a share, for the second quarter last year.

For the six months ended June 30, earnings were \$334,000, or 70 cents a share, a 34 per cent gain over earnings of \$250,000, or 52 cents a share, for the same period in 1966.

President Frank D. Kiewel said second-quarter sales were 21 per cent ahead of second-quarter sales last year. The company reports dollar values of sales at year-end only.

Storz Brewing Co., Omaha, Neb., became the Storz Division of Grain Belt Breweries, Inc., on June 1 under a lease agreement with an option to buy. Storz Division operations for June are included in Grain Belt's second-quarter results.

BUSINESS  
BRIEFS 8/11/67

The board of directors of Werner Transportation Co., Midwestern trucking firm declared a quarterly dividend payment of 12½ cents per share of common stock, payable July 29, 1967, to shareholders of record at the close of business July 14, 1967.

There are 998,826 shares of common stock outstanding.

Gerald N. Meyer, 31, has been named controller of Grain Belt Breweries, Inc., it was announced by Frank Kiewel, president and general manager.

Meyer previously was a manager with the Minneapolis office of Ernst and Ernst, certified public accountants, and was employed by them for the past 10 years. Ernst and Ernst has served Grain Belt Breweries, Inc., since 1934.

Brewers Bulletin

8/14/67

Volume 60—No. 65

Grain Belt Extends  
Unbroken String Of  
Sales Gains In Half

Profit Up 34 Pct., Says  
Kiewel; Union Contract  
Signed With Brewery Workers.

Minneapolis, Minn.—Substantial increases in sales and earnings of Grain Belt Breweries Inc. during the first six months of 1967 were reported by Frank D. Kiewel, president.

Net earnings of \$334,000 for the half-year were 34 per cent greater than the \$250,000 in net earnings during the same period of 1966. The 1967 earnings figure represents 70 cents per share of common stock, an 18-cent gain over the 52 cents per share earned during the first six months last year.

There are 479,300 shares outstanding.

The company does not release sales figures until year-end, but Kiewel reported to shareholders that sales for the second quarter of 1967 were 21 per cent ahead of the comparable 1966 period. Grain Belt has enjoyed an unbroken string of sales increases since 1955.

For the first time, the firm's report incorporates operating figures for its newly-formed Storz division in Omaha, Neb.

Grain Belt Breweries Inc. announced the session of the Storz Company June 1 arrangement with purchase. Kiewel said brands will be produced in the Omaha plant as soon as possible early autumn.

The company maintained the same rate of increases reported in the three months of the second quarter. Second quarter earnings of \$334,000 (46 cents per share) reported during the second three months

Kiewel said the company leased the Omaha plant to provide needed additional capacity for existing markets and to expand distribution into the Southwest at more favorable freight rates. He pointed out that the Minneapolis plant has been operating at full capacity and has been unable to accept additional business during the summer months of 1967.

He also reported that labor negotiations have been completed in Minneapolis with the Brewery Workers union and the Teamsters union, resulting in contracts extending until June 30, 1970. The Storz division contract with the Brewery Workers is in effect until March 31, 1969.

Com'l West 8/12/67  
GERALD N. MEYER has been named controller of Grain Belt Breweries, Inc., Minneapolis. Meyer previously

was a manager with the Minneapolis office of Ernst & Ernst, certified public accountants, and was employed by them for the past 10 years. Ernst & Ernst has served Grain Belt Breweries, Inc., since 1934.

GRAIN BELT BOARD 8/24  
DECLARES REGULAR  
QUARTERLY DIVIDEND

Minneapolis, Minn.—Directors of Grain Belt Breweries Inc., Minneapolis and Omaha, Neb., declared a regular quarterly dividend of 20 cents a share on the common stock, payable September 15 to shareholders of record September 5.

There are 479,000 shares of common stock outstanding.

Brewers Bulletin

GRAIN BELT BREWERIES, INC.	
Listed MSE - 8/14/67	
Recent Price:	20
1967 Price Range:	20-13½
Current Indicated Annual Dividend Rate:	\$0.80 Excluding Extra
Yield:	4.0%
P/E Multiple on 1966 Earnings of \$1.82:	11.0
P/E Multiple on Estimated 1967 Earnings of \$2.25:	8.9

ies, formerly Minneapolis Brewing, is successful regional brewers. The company's tradenames of Grain Belt and White primarily in Minnesota, North and Wisconsin. Competition in the field as a result of the leading national brands and their markets. Nevertheless, we are aggressive regional brewers will Grain Belt Breweries has achieved a far for more than a decade, and per capita increased in all but one of the last come advanced 35% in 1966 to \$1.82 a share from the previous year. Sales in 1966 were a 11 compared with \$21.6 in 1965. So far this year indicate that Grain Belt achieve another excellent earnings gain in \$2.25 a share appear to be possible. The is conservatively appraised and attractive, in our judgment.

time this report was prepared Merrill Lynch & Smith Incorporated for its own officers of voting stockholders had a direct beneficial interest (less than \$50,000 stock of Archer-Daniels-Midland and had no direct and/or indirect beneficial common stock of Pillsbury Co. and Grain Inc.

August 7, 1967

Street Transcript -Merrill  
Lynch



## Grain Belt Results Much Better Than '66

Grain Belt Breweries, Inc., Minneapolis, produced substantial increases in sales and earnings during the first six months of 1967.

Net earnings of \$334,000 for the first half of 1967 were 34 percent greater than the \$250,000 during the same period a year earlier. The 1967 earnings figure represents 70 cents per share of common stock, an 18-cent gain over the 52 cents per share earned during the first six months of 1966. There are 479,300 shares outstanding.

The company does not release sales figures until yearend, but Pres. Frank D. Kiewel told shareholders that sales for the second quarter of 1967 were 21 percent ahead of the comparable 1966 period. Grain Belt has enjoyed an unbroken string of sales increases since 1955.

For the first time, the firm's report incorporates operating figures for its newly-formed Storz division in Omaha, Neb. Grain Belt took possession of Storz Brewing June 1 under a lease arrangement with an option to purchase. Kiewel said most Storz brands will be retained and Grain Belt products will be produced in the Omaha facility as soon as possible, perhaps by early autumn.

The company maintained virtually the same rate of earnings increases reported after the first three months of 1967 during its second quarter. Second quarter after-tax earnings were \$218,000 (46 cents per share, up 35 percent from \$161,000 (34 cents) reported during the second three months of 1966.

Kiewel said the company leased the Omaha plant to provide needed additional capacity for existing markets and to expand distribution into the Southwest at more favorable freight rates. He pointed out that the Minneapolis plant has been operating at full capacity and has been unable to accept additional business during the summer of '67.

He also reported that labor negotiations have been completed in Minneapolis with the Brewery Workers union and the Teamsters union, resulting in contracts extending until 1970. The Storz division contract with the Brewery Workers is in effect until 1969.

Commercial West 9/9/67

## Storz Pack 12 In "Kleer Pak"

Storz Brewing Company, Omaha, Neb., has become the nation's first brewer to utilize a new, transparent 12-can multi-pack called the "Kleer Pak." It consists of a board tray over-

wrapped with "Reynolon" PVC film which is shrunk snugly around the tray, immobilizing the 12-ounce cans of beer. The cans are thus protected from shipping damage. □



Reynolds Aluminum Progress - Sept. 1967

GRAIN BELT BREWERIES on August 22 declared a regular quarterly dividend of 20 cents per share of common stock, payable September 15, 1967 to shareholders of record September 5, 1967. There are 479,300 shares of common stock outstanding.

Mod. Brewery Age  
9/11/67



Omaha World-Herald, September 20, 1967

## Martin Labels Shannon, Flood 'Chinks' in Red Birds' Defense

By Robert Williams

Billy Martin's World Series scouting report on the St. Louis Cardinals cites weaknesses at third base and in centerfield.

"Their third baseman (Mike Shannon) can be bunted on," Martin said at a brewery breakfast here today.

"Their centerfielder (Curt Flood) has a sore arm," continued Martin, the Minnesota Twins' third base coach.

"He tries to hide it by not taking pre-game practice," Martin continued, "but you're going to see a lot of running on base hits to centerfield if we get into the series."

Martin scouted St. Louis in its series at Cincinnati last week end. The Twins were playing in Chicago.

Martin stays out of Chicago because of legal ramifications of his fight with Chicago Cub Pitcher Jim Brewer at Wrigley Field in 1960. Martin was playing for Cincinnati at the time.

Martin is appealing a court judgment the Cubs won by default. Martin said he was never served with papers calling for his court appearance.

Billy said he has a deposition from Cal McLish, then a Cincinnati teammate, that it was he—and not Martin—who inflicted Brewer's eye injury.

Following this morning's breakfast, Martin boarded a plane for the Twin Cities and this afternoon's game with Kansas City.

He was pausing here en route from Kansas City, where the Twins won Tuesday night. They are tied with Boston for the American League lead.

If the Twins get into the series, Martin expects St. Louis will try to steal frequently.

"They will probably try

to run on Dean Chance," Martin said. "But the Cards have some pitchers we'll be able to steal on, too."

"We've got five who can motor pretty good," Martin said. They are Rod Carew, Cesar Tovar, Ted Uhlaender, Zoilo Versalles and Tony Oliva.

He indicated some are in a class with the Cards' Lou Brock, the National League base-stealing champion last year.

Martin sidestepped queries on which of the other three A. L. contenders would be the toughest down the stretch.

But he said he thought Detroit would be the hardest to handle in a play-off—if the regular season ends in tie. Detroit today is in fourth place, one-half game behind Chicago.

Martin praised Cal Ermer

as a potentially great manager. But at the same time he refused to put the rap on his old boss, Sam Mele.

Mele was fired June 9 with the Twins' record at .500.

"The Twins just were not jelling," Martin said, "but Sam always felt they were going to come around and win the pennant."

"Cal came along and just pushed the guys the proper way."

Martin lauded Ermer for following the suggestions of his coaches—and for giving them the credit for their ideas.

Martin, who gained his greatest fame as the New York Yankee second baseman in the Casey Stengel pennant years, believes Mickey Mantle will play two more years.



—World-Herald Photo.

Wally Keenan, left, brewery public information officer; Martin . . . Ermer praised.



# SUBURBAN NEWSPAPERS Sports



(Staff Photo by Westendorf)

**NEED SERIES TICKETS?** This discouraged Twins fan, seen drowning his sorrows in Vic's Red Door in Hopkins, is just one of many who must now return

their fall Classic ducats following the demise of their favorites in Boston Sunday. The "scoreboard" radio tells the story.

Grain Belt Breweries, Inc. (Quarter ended June 30)		
Net income after taxes	\$ 218,000	\$ 161,000
Change from year earlier	up 35.4%	
Earned per common share	46¢	34¢

(Six months ended June 30)		
Net income after taxes	\$ 334,000	\$ 250,000
Change from year earlier	up 33.6%	
Earned per common share	70¢	52¢

Grain Belt Breweries, Inc., reported "excellent sales and earnings increases for the second 1967 quarter, ended June 30, 1967, against a year earlier, said Frank D. Kiewel, president and general manager. (see table.) Sales during the 1967 quarter were up 21 per cent, he said, but figures were not disclosed. Net earnings, however, increased 35.4 per cent.

He said that Grain Belt, on June 1, 1967, took possession of the Storz

Brewing Co. of Omaha, Neb., under a lease arrangement with an option to purchase. That plant now is operating as the Storz division of Grain Belt. Most Storz brands will be retained and Grain Belt products will be produced at the Omaha plant as soon as possible.

Grain Belt "leased the Omaha plant's excellent facilities to provide additional capacity for existing markets and to expand its distribution into the Southwest at more fa-

**Mod. Brewery Age.**  
Sept. 1967

vorable freight rates, Mr. Kiewel said, "the Minneapolis plant is operating at full capacity and has been unable to accept additional business during the 1967 summer months."

EARL M. NEU has been appointed sales manager for the Storz Division of Grain Belt Breweries, Inc., in the Omaha, Neb., metropolitan area. Prior to joining the brewing firm in 1965, Mr. Neu was the exclusive distributor in the Sioux City area for 18 years.

**American Brewer - Sept. 1967**

## Brewers Bulletin 10/30 Shelton, Mainegra Elected To BAA Board of Directors

Chicago, Ill.—Two new members were elected to the board of directors of the Brewers' Association of America at the BAA's convention here this month. They are Jack Shelton of the Storz Brewing division of the Grain Belt Breweries Inc., Omaha, Neb., and C. M. Mainegra, president and general manager of the Dixie Brewing Company Inc., New Orleans, La.

Shelton was named to the board for a three-year term from District 14, while Mainegra was elected from the floor to a one-year term.

They replace two retiring BAA directors: Carlus E. Walter, president and treasurer of the Peter Bub Brewery Inc., Wi-

sona, Minn., and Joseph T. Sieben of Chicago, treasurer of the association and an executive of the former Sieben's Brewery Company here.

Reelected to the board for three years were John D. Koch, vice president and secretary, Fred Koch Brewery Inc., Dunkirk, N. Y., and Edmund B. Koller, president of The Walter Brewing Company, Pueblo, Colo.

Koller was named president of the BAA during the convention. (See The Brewers Bulletin, October 5, for the full list of new officers.)

Holdover directors are: J. F. Fesenmeier, president, Fesenmeier Brewing Company, Huntington, W. Va.; W. B. Jones, president, Jones Brewing Company, Smithton, Pa.; William Leinenkugel, secretary, Jacob Leinenkugel Brewing Company, Chippewa Falls, Wis.; Jess Nicks, president, General Brewing Corporation, San Francisco, Calif.; Floyd O. Schneider, vice president and general manager, Lone Star Brewing Company, San Antonio, Texas, and Edward Schoenling Jr., president, The Schoenling Brewing Company, Cincinnati.



used by tellers, account personnel and receptionists.  
 St. Paul Dispatch 10/25/67  
**Dividends Declared**  
 Grain Belt Breweries, Minneapolis, has declared a 20-cent quarterly dividend on all common stock, payable Dec. 15 to shareholders of record Nov. 20. The board also declared an extra dividend of 20 cents a share on the common stock, to be paid with the same dates applicable. This will bring the 1967 total to \$1 a share, up 20 cents. There are 479,300 shares outstanding.  
 Northwest Bancorporation Minneapolis bank holding

Mpls Star 10/25/67  
**Grain Belt to Pay  
 20-cent Dividend**

The board of directors of Grain Belt Breweries, Inc., Tuesday declared a regular quarterly dividend of 20 cents and an extra dividend of 20 cents per share on all common stock, both payable Dec. 15 to stockholders of record Nov. 20.

The extra dividend will bring total dividend payments for 1967 to \$1 a share, compared to 80 cents a share in 1966.

Sun., Oct. 22, 1967

E THE MINNEAPOLIS TRIBUNE

3



**WILL JONES**

**AFTER LAST NIGHT**

prolific, live TV drama seem rosier in retrospect, but it was barely a decade ago. We coffee-break critics sat around the next day complaining about the shows then, just as I'm complaining now; "Do Not Go Gentle" would have got its lumps, and then the conversation would have turned to the problems of families with aging parents.

I miss those days, and I welcome the return of shows like "CBS Playhouse," even on an occasional basis. But it would be more comfortable if we weren't oversold in advance with the suggestion that each one is going to be another "Death of a Salesman."

**Like many** another citizen, I've been intrigued by those Hamm's Beer billboards that kid Grain Belt by name. There was the first wave that suggested, "It's Grain Belt's birthday. Hamm it up."

Even funnier is the current crop, showing a Grain Belt truck driver sharing a Hamm's with a Hamm's driver. The

line under the picture: "Nobody's looking. Hamm it up." Or "Love beats hate. Hamm it up." And there are several varieties I can't remember.

One question that's bothered me every time I've seen one of those billboards is what happens in other parts of the country where Hamm's is distributed and Grain Belt isn't.

Does Hamm's have separate versions for other states where the competition is a local beer of a different brand? Do billboards in Denver and the far west, for example, show a Coors driver Hamm-ing it up, or do they use a Rainier driver in the Pacific Northwest?

The answer, supplied by a couple of representatives of Hamm's advertising agency: No. Or at least, not yet.

Before the Grain Belt-kidding campaign started, there was a lot of soul-searching, including some of the legal kind. Could a competitor sue successfully? There's still no clear answer, but the competition has

been so fierce locally, the Hamm's folk just couldn't resist the idea. It's strictly for the entertainment of beer drinkers in this area, however.

"We've discussed doing something with Budweiser and Schlitz but we're just not sure where that would take us legally," said one of the agency men.

And where will the Grain Belt needling go from here?

"That depends a little bit on what Grain Belt does," he said.

One of the Hamm's men recently encountered the art director who designs Grain Belt's own billboards.

"What do you think of our latest billboard?" he asked.

"It's all right," grumped the Grain Belt man, "but you could have made the Grain Belt logo a little bigger."

Grain Belt agency men say they've thought of a dozen wild and clever answers that they'd like to put on billboards, but brewery officials won't allow it.

The brewers point smugly to sales figures and say they'll let well enough alone. They won't even go for "Largest Selling Beer in the Land of Sky Blue Waters," which the agency suggested.

**Brewers Bulletin**

**Grain Belt Raises  
 1967 Dividend Rate  
 With 20c Extra**

10/26

**Pabst Brewing Declares  
 Regular Quarterly Payout.**

Minneapolis, Minn., Oct. 24—The board of directors of Grain Belt Breweries Inc. today declared a regular quarterly dividend of 20 cents a share on all common stock of the company, payable December 15 to holders of record November 20.

In addition, the board declared an extra dividend of 20 cents a share, which is also to be paid December 15. The extra will bring total dividend payments for 1967 to \$1 a share, compared to 80 cents a share in 1966.

In Milwaukee, Wis., directors of the Pabst Brewing Company declared the regular quarterly dividend of 25 cents a share. It is to be payable December 1 to stockholders of record at the close of business November 3.

**Business News**

10 B

★ THE MINNEAPOLIS STAR

Fri., Oct. 27, 1967

**Grain Belt  
 Reports Slight  
 Dip in Earnings**

A slight dip in third quarter earnings was reported by Grain Belt Breweries, Inc., Minneapolis.

Frank D. Kiewel, president, said net earnings during the three months ended Sept. 30 were \$234,000 or 49 cents a share, compared with \$247,000 or 52 cents a share in the same period last year.

In the nine months the company earned \$568,000 or \$1.19 a share, compared with \$497,000 or \$1.04 a share through the third quarter last year.

The decline in the latest period was attributed to costs associated with the leasing of the Storz division facilities in Omaha and to increased labor costs since July 1.

Kiewel said, "Heavy costs related to the Storz operation are expected to continue at least through the remainder of 1967."

The brewery does not announce revenue figures on a quarterly basis.

**Omaha World-Herald**

Markets, Business News

OMAHA, NEB., FRIDAY, OCT. 27, 1967

41<sup>M</sup>

**Business Topics—**

**Grain Belt Reports Higher  
 Earnings for Nine Months**

Grain Belt Breweries, Inc., Minneapolis, Minn., said Thursday net earnings for the nine months ended September 30 were 568 thousand dollars compared with 497 thousand dollars last year.

For the latest three months earnings were 234 thousand dollars against 247 thousand dollars a year ago.

Higher labor costs at the Minneapolis plant and heavy expenses related to the Storz operation, accounted for the third quarter declines, Frank D. Kiewel, president and general manager, said these costs were anticipated.

The firm's directors declared an extra quarterly dividend of 20 cents a share. This will bring total dividend payments for 1967 to one dollar a share compared with 80 cents in 1966.

**Record Issue**

The Northwestern Bell Telephone Company's board of directors approved a 100-million-dollar debenture issue, largest in the company's history, Thursday.

A. F. Jacobson, president, said the money is needed to finance a large amount of construction. The debentures will be offered for sale in competitive bidding about January 10.

**Supply Evaluation**

Larry Shoemaker, senior

vice-president of Northern Natural Gas Company, will be moved to Denver, Colo., to help direct a long-range study of the natural gas industry in the United States.

He will work with the Potential Gas Agency, sponsored by the Colorado School of Mines, and the Future Requirements Agency, sponsored by the Denver Research Institute.

His work will help Northern evaluate the potential gas supply available to the company.

**Ceco Earnings Mark**

Ceco Corporation reported new highs in earnings for the third quarter and the first nine months this year. Net income for the quarter was \$1,933,000, or 65 cents a share, compared with \$1,839,000, or 62 cents a year ago. Nine-month profits reached \$4,811,000, or \$1.61 a share, up from \$485,000, or \$1.50 a share last year.

**Supervisor**

Donald E. Little has assumed the new position of Supervisor, Data Processing Operation Section for Bankers Life Nebraska. Mr. Little, a University of Nebraska graduate, has been associated with the company since 1957.



# DESPITE SALES INCREASE

## Grain Belt Earnings Decline

Grain Belt Breweries, Inc., Minneapolis, reported a dip in third quarter earnings Thursday. Net income was \$234,000 or 49 cents a share, compared with \$247,000 or 52 cents a share during the like period last year.

President Frank Kiewel said sales were up and attributed the earnings decline to

higher labor costs and expenses from the Storz division in Omaha.

For the nine months ended Sept. 30, the brewery reported net earnings of \$568,000 or \$1.19 a share, compared with \$497,000 or \$1.04 a share last year.

Sales are up in October, said Kiewel, but the heavy

costs from the Storz brewery are expected to continue through the year.

October 26, 1967

The report of your declaration of the regular dividend and the extra dividend were part of the General Electric Business News Wednesday, October 25th.

Sincerely,

  
BROOKS HENDERSON  
KSTP RADIO

Amer. Brewer  
Nov. '67

Grain Belt Breweries, Inc., declared an extra dividend on common stock of 20 cents per share, in addition to its usual 20-cent quarterly dividend, both payable Dec. 15 to stock of record Nov. 20. Last year the company paid an extra dividend of 8 cents. Total 1967 declarations rose to \$1 per share from 80 cents per share in 1966.

Mod. Brewery Age 11/  
GRAIN BELT BREWERIES, INC. has promoted Francis Skilling to regional sales manager for the state of Minnesota, according to Lee Birdsong, vice president for marketing. Mr. Skilling has been serving as city sales representative in Minneapolis, Minn.

FALSTAFF BREWING CORP. has named Linus F. Pottebaum budget director to succeed Walter

American Brewer - November 1967			
Earned per dollar of sales			
Grain Belt Breweries, Inc. (Quarter ended September 30)			
Sales	\$ 5,359,558	\$ 4,407,300	
Change from year earlier	up 21.6%		
Net income after taxes	\$ 234,000	\$ 247,000	
Change from year earlier	off 5.3%		
Earned per common share	49¢	52¢	
Earned per dollar of sales	4.4¢	5.6¢	
(Nine months ended September 30)			
Sales	\$ 13,411,197	\$ 11,103,028	
Change from year earlier	up 20.8%		
Net income after taxes	\$ 568,000	\$ 497,000	
Change from year earlier	up 14.3%		
Earned per common share	1.10	1.04	
Earned per dollar of sales	4.2¢	4.5¢	

St. Paul Pioneer Press  
**BUSINESS**

22 C Fri., Oct. 27, 1967

Brewers Bulletin  
10/12/67

Volume 60—No. 82

## Revitalization Plan For Storz Told By Kiewel

Brewery Is "Here To Stay,"  
Executive Declares.

Omaha, Neb.—In the revitalization of the Storz Brewing Company here, there are three principal objectives, Frank D. Kiewel recently told a meeting of influential Omaha executives. These are: (1) to re-align management authority and responsibilities; (2) to rebuild the Storz image in Omaha as well as in Nebraska, and (3) to increase Storz's sales and production.

Kiewel is president and general manager of the Grain Belt Breweries Inc. in Minneapolis, Minn., which operates Storz Brewing as a division. In his address at the gathering, he emphasized the Storz position in the marketplace. "Storz is here to stay," he said.

Kiewel traced the 91-year history of the Omaha brewery and discussed "the many significant contributions Storz has made to the brewing industry, and to the Omaha community." (Grain Belt leased the Storz firm in May of 1967. Contained in the lease agreement was an option to purchase the Omaha property.)

"All Storz operations, including production and purchasing, will continue to be directed by local personnel at the Omaha plant," Kiewel said. He added that, "with Grain Belt's production and distribution enthusiasm in the Storz marketing areas, the Omaha brewery's position will be strengthened, and both brands will benefit."

DAVID PARADEAU has been appointed assistant advertising manager for the Storz Brewing Company. He was formerly associated with MacManus, John & Adams Advertising Agency. . . . CARL SAMUELSON has been named regional sales manager for Grain Belt, and will supervise sales in Nebraska and Kansas.

28 American Brewer - November 67

Host at the luncheon was Wally Keenan, vice president in charge of public relations for Storz, who declared that, "the future looks bright, and even greater contributions will be made by Storz and its employees."

Another speaker was Lee Birdsong, Grain Belt Breweries' marketing vice president, who reported on future sales goals and objectives. ". . . As Storz grows," he said, "so will Omaha and the entire state of Nebraska, where Storz is an important financial element." Birdsong briefly outlined Storz's financial influence. The company has a payroll of \$2,000,000, he declared, and pays more than \$1,500,000 in taxes annually.

### Ready For A Comeback.

"Five years ago, the Storz Brewing Company sold more beer in Omaha than did all other brands combined," Keenan said in his talk at the meeting. "In the state of Nebraska, Storz enjoyed more sales than the total of the two beers ranking second and third. It is no exaggeration to say that beer in those days meant Storz. But, that was yesterday."

"Today, competition for the beer dollar is fierce. Tomorrow, it will be even more so."

"What do we see in the crystal ball for Storz Brewing? Now a member of the Grain Belt family and guided by the expertise of that remarkably successful parent, Storz is ready for a comeback. Always popular, Storz will gather both strength and prestige as it runs as an entry with Grain Belt to make it once again a deserving winner."

The number 1 aim of the Storz Brewing division is to sell more Storz and Grain Belt products from the Omaha plant to an ever-expanding marketing area. An executive of the Omaha company outlined the way in which this will be accomplished.

Nebraska, Iowa and South Dakota will continue to be the primary sales region, he said. However, the Storz distributor organizations in these states will be expanded — particularly in Iowa and South Dakota. At the same time, a concentrated effort will be made in several other states to build or rebuild the wholesaler network. Plans are now in progress for the marketing of Storz products in Illinois, Wisconsin and North Dakota. Simultaneously, he continued, an effort will be made to acquire additional distributors for Storz brands in Kansas, Colorado, Wyoming, Texas and California. And in addition, a concentrated effort will be made to develop sales territories to a greater degree in the brewery's primary marketing area.

Arrangements have been recently concluded with The National Brewing Company of Baltimore, Md., "to serve a greater number of states with Colt 45 malt liquor from the Storz plant in Omaha," the executive concluded. (Colt 45 is an exclusive brand name owned by National Brewing and made both by that firm and by various franchised concerns.)

Storz will soon begin distribution of Colt 45 in North Dakota and Montana. It is already being sold—from the Omaha plant—in Nebraska, Iowa, South Dakota, Kansas and Wyoming.



## Grain Belt Net Dips

Grain Belt Breweries, Inc., Minneapolis, reported better nine-month earnings for the period ended September 30 than at the 1966 three-quarters mark, although third quarter results dropped slightly.

Nine-month net was \$568,000 or \$1.19 per share, compared to \$497,000 or \$1.04 a share in the 1966 period. Third quarter results, which the company says were affected by increased labor costs and costs associated with the lease of the Storz division in Omaha, were down \$13,000 or 3 cents a share. Third quarter net was \$234,000 or 49 cents a share, compared with \$247,000 and 52 cents in the similar 1966 period. Grain Belt does not give sales figures in its interim reports.

The company says heavy costs related to Storz are expected to continue to the end of the year, but October sales in Minneapolis and Omaha are ahead of the same month last year.

Commercial West—11/11/67  
First pellet production line at 60.

## Mod. Brewery Age 11/13/67 Earnings

PABST BREWING CO. has declared a quarterly dividend of 25 cents per share payable December 1, 1967 to stockholders of record at the close of business on November 3, 1967.

GRAIN BELT BREWERIES, INC. has declared a regular quarterly dividend of 20 cents per share payable December 15 to all stockholders of record November 20, 1967. It has also declared an extra dividend of 20 cents per share, same dates. Total dividends for 1967 thus come to \$1 per share, with 479,300 shares outstanding.

GRAIN BELT BREWERIES, INC. for the first nine months of 1967 have net earnings of \$568,000 or \$1.19 per share, a gain of \$71,000 or 15 cents per share over the comparable period in 1966.

GRAIN BELT BREWERIES, INC. has named Francis Skilling regional sales manager in Minneapolis.

# Sunday World-Herald

OMAHA, NEBRASKA, DECEMBER 17, 1967



New production for Storz . . . From left: Kiewel, Birdsong, Keenan.

marine service until his retirement from the navy.

GRAIN BELT BREWERIES, INC. has appointed Francis Skilling regional sales manager. He will be responsible for sales in Minnesota.

Mod. Brewery Age 12/18  
So. California BBPA  
Holds Final Meeting

## Cans Rolling Off Line—

# 'Made in Omaha' on Grain Belt Beer

By Robert Dorr

Grain Belt Beer got the "made in Omaha" stamp last week as cans of the beer rolled off the production line at the Storz Brewery for the first time.

Frank Kiewel, president of Grain Belt, on hand along with seven members of the company's board of directors, predicted 100 thousand barrels—or 32,880,000 cans—of Grain Belt will be produced at the Storz plant next year.

The Minneapolis brewing company took over the operation of Storz last May with an option to buy the company. The option expires in March, 1969.

Grain Belt officials began brewing the beer here shortly after taking over, but the aging process and adapting the plant to the new beer delayed the start of putting it into cans.

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## Decline Slowed

Bottling operations should begin soon after the first of the year, Mr. Kiewel said.

Grain Belt will account for about one-third of next year's production, with Storz continuing to be brewed as a separate beer, he said.

Storz sales have been declining since 1959. The World-Herald's Consumer Analysis in 1959 showed that 51 per cent of the Omaha-area persons surveyed

preferred Storz. This year the percentage declined to 29.

Lee Birdsong, Grain Belt-director of marketing, said the decline has been slowed in the last few months.

"We expect by the first of the year to see an uptrend in Storz sales," he said. He added, however, that the decline in Nebraska, the traditional stronghold of Storz, has not yet been corrected.

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## 'Matter of Pride'

Mr. Kiewel added:

"It's a matter of great pride to us to restore the sales of the Storz brand."

Mr. Birdsong said Storz is now distributed in 13 states, and he said he expects that next year the sales area will be extended to several Northwest States where Grain Belt now is distributed. He said the aim is to open new markets for the two beers together.

W. W. Keenan, vice-president of public relations, said he believes rumors that Storz would be discontinued as a brand have been put to rest by the strong promotion efforts recently.

Mr. Kiewel said he expects the current employment of two hundred to be increased, but he declined to estimate to what extent. He predicted production of Grain Belt and Storz together at the plant

here will reach the 1959 level of Storz production, 360 thousand barrels, in 24 to 36 months.

Grain Belt sales have increased every year since 1955, he said. The Grain Belt Brewery in Minneapolis is operating at capacity, 880 thousand barrels. Plans are being completed for an increase in storage and fermenting capacities in Minneapolis to permit an increase to 1,250,000 barrels.

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## Frequent Visitor

The Storz plant has a capacity of approximately 600 thousand barrels, Mr. Kiewel said.

He predicted the company's earnings this year will be about 960 thousand dollars. Last year net earnings were 871 thousand dollars.

"So far the Storz plant has not contributed to the earnings picture. We expect that next year it will," he said.

Mr. Kiewel said he has been in Omaha at least once or twice a month since May. He said he hopes to become more involved in Omaha's civic affairs.

Grain Belt leases the plant from the Iowa Business Investment Corporation, a holding company which purchased the brewery from Arthur C. Storz, Sr., Adolph Storz and other members of the Storz family in May, 1966.

present promotion.  
Sunday World Herald, Omaha 1/14/68

Storz continues to talk business to the "Beer Pro", according to Earl Neu, City Sales Manager for Storz Division/Grain Belt Breweries, Inc. As part of a continuing campaign, ads will appear January 16, 23, and 30.





—World-Herald Photo.

McManus, left, and Mikan . . . Hello, up there.

## Two Sturdy Sons Carry On In Mikan Court Tradition

By Don Lee

Look for the name of Mikan to be blazing brightly along the basket ball trail again one of these days.

No, it won't be George Mikan, the former De Paul collegian who developed into one of the greatest in professional basket ball history.

Yes, he's involved in the game now—as the chief, of the new American Basket Ball Association. But his playing days are long gone—about 13 years ago.

So the new potential stars are Mikans named Larry and Terry.

They're not quite as tall as their dad George, a massive 6-9. But Larry, 6-7, and Terry, 6-4, should be enough to lift a few eyebrows around the Big Ten Conference.

Pop, in Omaha for a breakfast discussion this morning on basket ball at Storz Brewing Company, disclosed that Larry is a sophomore at the University of Minnesota and is the No. 6 man on the varsity. Terry is a freshman.

George no longer is practicing law, due to his job as boss of the ABA. His talk to a group which included many coaches in the area bubbled with enthusiasm and optimism for the rival of the National Basket Ball Association.

He believes, also that the ABA has benefited salaries in the older league and eventually will belong to Omaha or the new league.

Mikan is the godfather of Barry's wife, the daughter of Oakland Coach Bruce Hale.

Other Mikan observations:

—Singer Pat Boone, the "money" behind Oakland, does attend games. He also performs at the contests, too.

—The ABA hopes to come to Omaha eventually. "We are looking for people to be our friends."

—He's not in favor of higher (12-foot) baskets. There are more chances for injury and they are more to the big man's advantage.

—Omahan Bob Boozer is playing great for the Chicago Bulls of the NBA. "He's got a beautiful attitude now."

One of the physical contrasts at the breakfast was offered by John (Red) McManus, Creighton's 5-10 coach who huddled with Mikan after the talk.

## THE MINNEAPOLIS STAR

WEDNESDAY, JANUARY 24, 1968

1C



## Jim Klobuchar

IN A SPIRIT OF CONTRITION, the impetuous brewers of Grain Belt have decided to square themselves with the cultural lions of the community with a new civic-minded billboard campaign.

For the last two weeks the company has been papering the city's skyline with billboards showing a horizontal, snow-cloaked bottle of Grain Belt and raising the question, "Does Florida Have This?"

My first inquiry to the firm's advertising director, Luke Laskow, was, "does Florida want it?"

"The thrust of this campaign," Laskow explained, "is to return Grain Belt to its rightful place on the side of the civic angels by trying to keep Minnesota money in Minnesota; that is, by convincing many potential Florida-craving tourists that they would be better off staying right here in Minnesota this winter. On the billboard we could have ticked off the many advantages it has, such as snowmobiling, skiing, fireplace mellowness, a variety of drycleaners to remove the slush stains from your clothes, all these things.

"But you decided to mention only Grain Belt on the billboard," I intervened.

"We could have denoted the other things with an asterisk," he said, "but there just wasn't room. The only other thing would have been to make the billboard bigger, and my company doesn't want to be accused of advertising tastelessness."

THERE ARE SOME, of course, who make that charge only against the beer. I acknowledge that during my beer-drinking days, Grain Belt happened to be one of my favorites until the company's Mutt and Jeff television sign painters, Stanley and Albert, turned me away. They left me with a feeling that every time I opened my lips for a quaff of beer I was going to get a mouthful of paste and brush bristles.

The Grain Belt people, as you probably know, are in bad odor with such formidable groups as the city beautification crusaders and the editorial writers of The Minneapolis Star, who were appalled by the crudities of Grain Belt's last billboard productions. These masterworks, vaulting directly above the freeway approaches in some places, showed an enormous can of beer being turned to the ready position, accompanied by huge block letters saying "TILT!"

This was a misfortune psychologically, in that it gave every passing motorist the impression he had just been caught cheating at pinball. Beyond this, the block-lettered "TILT" seemed to be some kind of oblique editorial comment on the Nicollet Mall.

On this issue I was something of a neutralist. Taken purely as a roadside distraction, the Grain Belt billboards are probably an esthetic improvement on Harold LeVander's signs of the 1966 political campaign and less homicidal than the Hwy. 35W and Crosstown 62 signs to the south. They are not quite as suspenseful as the Embers Restaurants signs, however, which are upside down and, therefore, require you to get overturned in a head-on collision before you can read them.

I THINK IT'S FAIR TO SAY, then that at this point the Grain Belt billboards are merely candidates for the rank of monstrosity, do seem to be making progress in that direction, but will not achieve full graduate status until they get hung in that Louvre of Billboardom, the Black Hills' entry roads.

Right now all you can say is that the new billboard design is functional, the bottle's horizontal position generally matching the posture of the product's more zealous users.

For all of this I sympathize with the Grain Belt decision to go billboarding. On television, it can't take on the Twins, the Hamm's Bear and Halsey Hall's bartending and still stay out of bankruptcy court. And because the majority of The Star's advertising executives are world-renowned as teetotalers, Grain Belt can't go that route.

"But assuming that not all Florida-craving tourists will decide to stay in Minnesota for the joys of drinking Grain Belt," I asked Laskow, "will your company pay the excess baggage if the tourist is going to take three six-packs of Premium to Miami Beach?"

"Are you kidding?" Laskow said. "Let Northwest Airlines put up their own billboard. How about 'Fly the Foamy Skies of Northwest?'"

Brup.

Advertisement

### Commercial West

January 13, 1968

#### FRANK D. KIEWEL

President, Grain Belt Breweries, Inc., Minneapolis



1967 saw further extension of Grain Belt's constant growth, which has continued without interruption since 1955.

Sales for the year increased approximately 20 percent over the previous year. Net earnings for 1967 are estimated to be approximately 10 percent ahead of the year 1966.

For the past 12 years Grain Belt has gained sales at a rate much faster than the brewing industry as a whole. We expect this strong trend to carry on in 1968, as Grain Belt continues to prosper, along with the geographical area for which it was named.

In San Francisco.

GRAIN BELT BREWERIES, INC. announces the election of Anthony A. Gasser to the board of directors. He succeeds John G. Moorhead, who recently retired. Mr. Gasser is a registered representative of the investment firm of Smith Barney and Co. of Minneapolis.

Mod. Brewery Age  
1/29/68







—World-Herald Photo.  
McManus, left, and Mikan . . . Hello, up there.

## Two Sturdy Sons Carry On In Mikan Court Tradition

By Don Lee

Look for the name of Mikan to be blazing brightly along the basket ball trail again one of these days.

No, it won't be George Mikan, the former De Paul collegian who developed into one of the greatest in professional basket ball history.

Yes, he's involved in the game now—as the chief, of the new American Basket Ball Association. But his playing

"I love the NBA . . . I feel eventually they will be our partners," is one way he will size up the rival.

There apparently are no definite maneuvers toward a merger, however. Mikan, who has at least 12 applications for new franchises, left the impression that the infant NBA (in its first year) is on strong financial footing.

The new loop, which has a three-point rule on shots of a certain length, uses a red-white-and-blue basket ball.

Another move—dressing officials in red, white and blue—is on the horizon. Referees in the loop earn from 12 thousand dollars to 15 thousand dollars for about six months' work.

By coincidence, Mikan is associated personally with Rick Barry, one of the controversial figures in the ABA.

Barry is the fellow who left the NBA and is sitting out this season and eventually will belong to Oakland of the new league.

Mikan is the godfather of Barry's wife, the daughter of Oakland Coach Bruce Hale.

Other Mikan observations:

—Singer Pat Boone, the "money" behind Oakland, does attend games. He also performs at the contests, too.

—The ABA hopes to come to Omaha eventually. "We are looking for people to be our friends."

—He's not in favor of higher (12-foot) baskets. There are more chances for injury and they are more to the big man's advantage.

—Omahan Bob Boozer is playing great for the Chicago Bulls of the NBA. "He's got a beautiful attitude now."

One of the physical contrasts at the breakfast was offered by John (Red) McManus, Creighton's 5-10 coach who huddled with Mikan after the talk.

## THE MINNEAPOLIS STAR

WEDNESDAY, JANUARY 24, 1968

1C



## Jim Klobuchar

IN A SPIRIT OF CONTRITION, the impetuous brewers of Grain Belt have decided to square themselves with the cultural lions of the community with a new civic-minded billboard campaign.

For the last two weeks the company has been pa-pering the city's skyline with billboards showing a horizontal, snow-cloaked bottle of Grain Belt and raising the question, "Does Florida Have This?"

My first inquiry to the firm's advertising director, Luke Laskow, was, "does Florida want it?"

"The thrust of this campaign," Laskow explained, "is to return Grain Belt to its rightful place on the side of the civic angels by trying to keep Minnesota money in Minnesota; that is, by convincing many potential Florida-craving tourists that they would be better off staying right here in Minnesota this winter. On the billboard we could have ticked off the many advantages it has, such as snowmobiling, skiing, fireplace mellowness, a variety of drycleaners to remove the slush stains from your clothes, all these things.

"But you decided to mention only Grain Belt on the billboard," I intervened.

"We could have denoted the other things with an asterisk," he said, "but there just wasn't room. The only other thing would have been to make the billboard bigger, and my company doesn't want to be accused of advertising tastelessness."

THERE ARE SOME, of course, who make that charge only against the beer. I acknowledge that during my beer-drinking days, Grain Belt happened to be one of my favorites until the company's Mutt and Jeff television sign painters, Stanley and Albert, turned me away. They left me with a feeling that every time I opened my lips for a quaff of beer I was going to get a mouthful of paste and brush bristles.

The Grain Belt people, as you probably know, are in bad odor with such formidable groups as the city beautification crusaders and the editorial writers of The Minneapolis Star, who were appalled by the crudities of Grain Belt's last billboard productions. These master-works, vaulting directly above the freeway approaches in some places, showed an enormous can of beer being turned to the ready position, accompanied by huge block letters saying "TILT!"

This was a misfortune psychologically, in that it gave every passing motorist the impression he had just been caught cheating at pinball. Beyond this, the block-lettered "TILT" seemed to be some kind of oblique editorial comment on the Nicollet Mall.

On this issue I was something of a neutralist. Taken purely as a roadside distraction, the Grain Belt billboards are probably an esthetic improvement on Harold LeVander's signs of the 1966 political campaign and less homicidal than the Hwy. 35W and Crosstown 62 signs to the south. They are not quite as suspenseful as the Embers Restaurants signs, however, which are upside down and, therefore, require you to get overturned in a head-on collision before you can read them.

I THINK IT'S FAIR TO SAY, then that at this point the Grain Belt billboards are merely candidates for the rank of monstrosity, do seem to be making progress in that direction, but will not achieve full graduate status until they get hung in that Louvre of Billbandom, the Black Hills' entry roads.

Right now all you can say is that the new billboard design is functional, the bottle's horizontal position generally matching the posture of the product's more zealous users.

For all of this I sympathize with the Grain Belt decision to go billboarding. On television, it can't take on the Twins, the Hamm's Bear and Halsey Hall's bartending and still stay out of bankruptcy court. And because the majority of The Star's advertising executives are world-renowned as teetotalers, Grain Belt can't go that route.

"But assuming that not all Florida-craving tourists will decide to stay in Minnesota for the joys of drinking Grain Belt," I asked Laskow, "will your company pay the excess baggage if the tourist is going to take three six-packs of Premium to Miami Beach?"

"Are you kidding?" Laskow said. "Let Northwest Airlines put up their own billboard. How about 'Fly the Foamy Skies of Northwest?'"

Brup.

Advertisement

Commercial West  
January 13, 1968

FRANK D. KIEWEL

President, Grain Belt Breweries, Inc., Minneapolis



1967 saw further extension of Grain Belt's constant growth, which has continued without interruption since 1955.

Sales for the year increased approximately 20 percent over the previous year. Net earnings for 1967 are estimated to be approximately 10 percent ahead of the year 1966.

For the past 12 years Grain Belt has gained sales at a rate much faster than the brewing industry as a whole. We expect this strong trend to carry on in 1968, as Grain Belt continues to prosper, along with the geographical area for which it was named.

IN SAN FRANCISCO.

GRAIN BELT BREWERIES, INC. announces the election of Anthony A. Gasser to the board of directors. He succeeds John G. Moorhead, who recently retired. Mr. Gasser is a registered representative of the investment firm of Smith Barney and Co. of Minneapolis.

Mod. Brewery Age  
1/29/68







Volume 61

## Grain Belt Earnings Up 10.7 Pct. Last Year: Kiewel

1967 Growth Five Times  
The Average Of 25  
Leading Breweries.

Minneapolis, Minn. — The Grain Belt Breweries Inc. here had 1967 net earnings of \$963,596, nearly 10.7 per cent greater than the \$870,820 of the previous year, it was reported at the Minneapolis headquarters recently. Earnings per share of common stock were \$2.01, compared to \$1.82 in 1966.

Sales of the Grain Belt brands (including those of the Storz division in Omaha, Neb.) totaled \$28,652,812. This was a gain of 20.6 per cent over 1966 sales of \$23,751,283. President Frank D. Kiewel announced that both sales and earnings of the company established new highs. The previous peak was in 1966.

"We are pleased to report that Grain Belt's strong growth . . . continued in 1967, as it has in every year since 1955," Kiewel said.

In the 1967 fourth quarter, Grain Belt Breweries earned \$395,596 (or 83 cents a share), compared to \$373,820 (78 cents a share) in the same period of the previous year.

Kiewel, in his fourth-quarter summary and year-end memo to shareholders, stated: "We expect our growth in both sales and earnings to continue in 1968."

20.6 Pct. vs. 4.5 Pct.

Speaking recently to more than 700 Grain Belt distributors and employees at the company's annual sales meeting here, Kiewel pointed out that, "The company grew five times faster in 1967 than the average of the nation's top 25 breweries." He based his statement on the 20.6-per cent sales increase reported by the firm.

"Approximately 91.5 per cent of all the beer sold in the United States last year was produced by the 25 leading breweries, of which Grain Belt was one," Kiewel declared. "The average 1967 growth of these top 25 was 4.5 per cent, as compared to the 20.6-per cent gain for Grain Belt."

"Grain Belt's standing among U. S. breweries has been rising steadily. Last year we were 22nd in size, compared to 25th in 1966, and our rate of growth has been much greater than the industry average for the past 12 years."

Lee Birdsong, Grain Belt director of marketing, placed emphasis on the growing sales potential in the 21-to-29-year-old age group. Based on population

figures, he said at the meeting, this market will increase by 24 per cent between 1965 and 1970.

Birdsong said "imaginative and creative selling and merchandising will be the key to continued growth."

Special guests at the Grain Belt sales meeting included Henry Jordan, defensive tackle for the world champion Green Bay Packers; Herb Shriner, stage and television performer, and W. W. Keenan, vice president for public relations for the Storz division of Grain Belt Breweries.

### Grain Belt Reports Gain In 1967 Income; Sees Good Year Ahead

Grain Belt Breweries, Inc., of Minneapolis had 1967 net earnings of \$963,596 compared with \$870,820 in 1966. Earnings per share of common stock were \$2.01 or up 19 cents per share in 1967, from \$1.82 in 1966. Grain Belt's 1967 sales totaled \$28,652,812, an increase over 1966 figures of \$23,751,283.

President Frank D. Kiewel said both sales and earnings set records over the previous record set in 1966. "We are pleased to report Grain Belt's strong growth in sales and earnings continued in 1967 as it has in every year since 1955," Kiewel said.

In the 1967 fourth quarter Grain Belt Breweries earned \$395,596, or 83 cents a share. This compares with \$373,820, or 78 cents a share a year earlier, or a gain of five cents a share.

In Grain Belt's fourth quarter memo and year's end summary to shareholders, Kiewel stated, "We expect our growth in both sales and earnings to continue in 1968."

Mod. Brewery Age  
2-26-68

### Grain Belt Offers New 24 Loose Pack

Grain Belt Breweries, Inc., Minneapolis, announced to 700 Grain Belt distributors and employees attending the annual sales meeting held February 10, at the Leamington Hotel in Minneapolis, a new 24-bottle, loose-packed case of strong and 3.2 12-ounce non-returnable bottles, according to Lee Birdsong, vice president marketing.

Available for distribution primarily to on-sale establishments, this select shaped amber bottle featuring a regular crown is designed to simplify and speed up tavern, bar and restaurant operation, Mr. Birdsong explained.

Modern Brewery Age - 2/19/68

## Grain Belt's Growth Into Top 25 Ranks Keynotes Annual Sales Meeting in Minn.

Showing a 21 percent sales increase in 1967, Grain Belt Breweries Inc. grew five times faster last year than the average of the nation's "Top 25," pointed out Frank D. Kiewel, president, at the firm's annual sales meeting last weekend. In addition to last year's surge, Mr. Kiewel said the organization had been performing much better than the industry average for the past 12 years.

Speaking to more than 700 Grain Belt distributors and employees attending the brewery's annual sales meeting in Minneapolis, Kiewel said 91.5 per cent of all the beer sold in the U.S. last year was produced by the top 25 brewers of which Grain Belt was one. The average 1967 growth of these top 25 brewers was 4.5 per cent, as compared to a 21 per cent gain for Grain Belt, Kiewel said.

Lee Birdsong, Grain Belt director of marketing, placed emphasis on the growing market in the 21 to 29-year-old age group. Based on population figures, he said, this market will grow 24 per cent between 1965 and 1970.

Special guests at the Grain Belt sales meeting included Henry Jordan, defensive tackle for the World Champion Green Bay Packers and Herb Shriner, noted stage and television performer, and W. W. Keenan, vice president for public relations for the Storz Division, Grain Belt Breweries, Inc.

Mpls Star - 2/13/68

### Grain Belt Sales, Earnings Set Record

Grain Belt Breweries, Inc., Minneapolis, today announced record sales and earnings for the 1967 fiscal year ended Dec. 31.

Net earnings were \$963,596, compared to \$870,820 in 1966. Earnings per share were \$2.01, up from \$1.82 in 1966.

Sales totaled \$28,652,812, compared to the 1966 figure of \$23,751,283.

Fourth quarter earnings were \$395,596 or 83 cents a share, up from \$373,820 or 78 cents a share a year ago.

President Frank D. Kiewel said sales and earnings have gone up every year since 1955 and "we expect our growth in both sales and earnings to continue in 1968."

BUSINESS

20

C

Fri., Feb. 9, 1968

### Grain Belt Earnings, Sales Rise

Grain Belt Breweries, Inc., of Minneapolis reported increased sales and earnings for 1967.

Earnings were \$963,596 or \$2.01 a share, compared with \$870,820 or \$1.82 a share in 1966.

Sales were \$28,652,812, up from \$23,751,283 in the previous year.

In the fourth quarter, Grain Belt earned \$395,596 or 83 cents a share, compared with \$373,820 or 78 cents a share in the like period a year ago.

8 THE MINNEAPOLIS TRIBUNE  
Sat., Feb. 10, 1968

Commercial West  
2/17/68

Grain Belt Breweries, Inc., Minneapolis, grew five times faster in 1967 than the average of the nation's top 25 brewers, says President Frank D. Kiewel. He based his statement on a 21 percent sales increase for Grain Belt last year. Kiewel said 91.5 percent of all the beer sold in the U. S. last year was produced by the top 25 brewers of which Grain Belt was one. Average 1967 growth of these top 25 brewers was 4.5 percent, as compared to a 21 percent gain for Grain Belt.

Modern Brewery Age  
2-12-68

### Earnings

GRAIN BELT BREWERIES, INC. declared a regular quarterly dividend of 20c per share on all common stock of the company, payable March 15 to stockholders of record February 20.

### Grain Belt Says Earnings, Sales Increased in '67

Grain Belt Breweries, Inc., Friday reported 1967 net earnings of \$963,596, or \$2.01 a share, on sales of \$28,652,812. The company earned \$870,820, or \$1.82 a share, on sales of \$23,751,283, a year earlier.

The 1967 record included fourth quarter earnings of \$395,596, or 83 cents a share, up from \$373,820, or 78 cents a share, for the same period in 1966.

Grain Belt does not issue quarterly sales figures.





The American Society of Brewing Chemists begins plans for the St. Paul convention in May as local chairmen for the local committees meet together. In clockwise fashion from left rear are: Frank Bawden, Rahr Malting Co., Chairman, Local Arrangements; Margaret Giuliani, Theo. Hamm Brewing Co., Co-Chairman, Local Arrangements; Wally Haus, Jacob Schmidt Brewing Co., Chairman, Registration and Finance; Helen Kuehn, Theo. Hamm Brewing Co., Chairman, Convention Booklet; Jerome Haggemiller, Theo. Hamm Brewing Co., Local Arrangements Committee; Gordon Schellhas, Rahr Malting Co., Chairman, Entertainment and Arrangements; Roy Schultz, Kurth Malting Co., Local Arrangements Committee; William Gillick, Grain Belt Breweries Inc., Chairman, Housing and Reception; Dr. Vincent Bavisotto, Theo. Hamm Brewing Co., Local Arrangements Committee; Dr. Robert Haman, Minnesota Malting Co., Chairman, Local Publicity and Chairman, National Publicity.

Commercial West 3/2/68

### Grain Belt Net Climbs

Grain Belt Breweries, Inc., Minneapolis, had 1967 net earnings of \$963,596, compared with \$870,820 in 1966. Earnings per share of common stock were \$2.01, up 19 cents from \$1.82 in 1966.

Grain Belt's 1967 sales totaled \$28,652,812, an increase over 1966 sales of \$23,751,283. President Frank D. Kiewel said both sales and earnings set records over the previous record set in 1966. In the 1967 fourth quarter Grain Belt earned

\$395,596, or 83 cents a share. This compared with \$373,820, or 78 cents a share a year earlier, or a gain of 5 cents a share.

Grain Belt Breweries, Inc., Minneapolis, reported a 21 per cent sales increase for 1967, according to President Frank D. Kiewel. This means that Grain Belt grew five times faster in 1967 than the average of the nation's top 25 brewers, he said.

Last year Grain Belt ranked 22nd in size as compared to 28th in 1966. Total sales in 1967 were \$28,652,812, an increase over 1966 sales of \$23,751,283.

MAC Gopher March 1968



James B. Tito, Latrobe Brewing Co.; Frank B. Kiewel, Grain Belt Breweries, Inc.; and Franklin Schultz, Union Camp Corp.

12

March 1968  
Modern Brewery Age

MODERN BREWERY AGE, March 18, 1968

### ASBC Convention Housing Committee



Busy planning housing and reception procedures for the American Society of Brewing Chemists' 1968 Convention, set for the St. Paul (Minn.) Hilton from May 5 to 9, are: Ray O'Halloran, left, Northwestern Malting Co.; William Gillick, Grain Belt Breweries, Inc., chairman; and Ron Stark, Fleishmann Malting Co., right. Missing from the picture are: Ken Griffiths, Arvid Kuutti, Milt Heiges, and Paul Voelker.

### Grain Belt Reports

#### Gain In 1967 Income

MINNEAPOLIS - Grain Belt Breweries, Inc., of Minneapolis had 1967 net earnings of \$963,596 compared with \$870,820 in 1966, it was reported today. Earnings per share of common stock were \$2.01 or up 19 cents per share in 1967, from \$1.82 in 1966.

Grain Belt's 1967 sales totaled \$28,652,812, an increase over 1966 sales of \$23,751,283. President Frank D. Kiewel said both sales and earnings set records over the previous record set in 1966. "We are pleased to report Grain Belt's strong growth in sales and earnings continued in 1967 as it has in every year since 1966," Kiewel said.

In the 1967 fourth quarter Grain Belt Breweries earned \$395,596, or 83 cents a share. This compares with \$373,820, or 78 cents a share a year earlier, or a gain of five cents a share.

In Grain Belt's fourth quarter memo and year's end summary to shareholders, Kiewel stated, "We expect our growth in both sales and earnings to continue in 1968."

ntion Beverage Journal

March 1968



## 700 ATTEND GRAIN BELT SALES MEETING



Shown are distributor winners of special sales awards from Frank D. Kiewel, president, Grain Belt Breweries, Inc., for increased sales of package and draft beer and total barrelage in 1967 over 1966. The awards were presented at this year's Grain Belt sales meeting. Shown standing, left to right, are Lee Birdsong, Grain Belt vice president of marketing; Armond Ballard,

Aberdeen, So. Dak.; Roy Hausauer, Wahpeton, No. Dak.; Frank D. Kiewel, Grain Belt president; Bob Bower, Ft. Dodge, Ia.; Joe Rouillard, Rogers, Minn.; James Kirsch, Victoria, Minn. Front row, (L. to R.) are Cort Langdon, Bemidji, Minn.; Sonny and Cy Le Duc, Mankato, Minn.; and Merton and Mike Cowley of Barron, Wis.

Grain Belt Breweries, Inc., grew five times faster in 1967 than the average of the nation's top 25 brewers, Frank D. Kiewel, president said.

He based his statement on a 21 per cent sales increase for Grain Belt last year.

Speaking to more than 700 Grain Belt distributors and employees attending the brewery's annual sales meeting in Minneapolis, Kiewel said 91.5 per cent of all the beer sold in the U.S. last year was produced by the top 25 brewers of which Grain Belt was one. The average 1967 growth of these top 25 brewers was 4.5 per cent, as compared to a 21 per cent gain for Grain Belt, Kiewel said.

"Grain Belt's standing among U. S. breweries has been rising steadily.

"Last year we stood twenty-second in size as compared to 25th in 1965 and our rate of growth has been much greater than the industry average for the past 12 years," Kiewel said.

Lee Birdsong Grain Belt director of marketing placed emphasis on the growing market in the 21 to 29-year-

old age group. Based on population figures he said this market will grow 24 per cent between 1965 and 1970. Birdsong said imaginative and creative selling and merchandising will be the key to continued growth.

Special guests at the Grain Belt sales meeting included Henry Jordan defensive tackle for the World Champion Green Bay Packers and Herb Shriner, noted harmonica virtuoso and television performer, and W. W. Keenan, Vice President for Public Relations for the Storz Division, Grain Belt Breweries, Inc.

### Grain Belt Dividend

The board of directors of Grain Belt Breweries declared a regular dividend of 20 cents per share on all common stock of the company, payable March 15, 1968 to stockholders of record as of the close of business February 20, 1968. There are 479,300 shares outstanding.

## New Loose - Packed Case Available For Retailers

Lee Birdsong, vice president marketing, Grain Belt Breweries, Inc., Minneapolis, announced to 700 Grain Belt distributors and employees attending the annual sales meeting held February 10, at the Leamington Hotel in Minneapolis, a new 24-bottle, loose-packed case of strong and 3.2 12-ounce non-returnable bottles.

Available now for distribution primarily to on-sale establishments, this select shaped amber bottle featuring a regular crown is designed to simplify and speed up tavern, bar and restaurant operation.

Beverage Journal, March, 1968 — 33

## The Old Log Theater

BOX 250, EXCELSIOR, MINNESOTA 55331  
TELEPHONE 474-5951 (Area Code 612)

### INDUSTRIAL DIVISION



Producer-director Don Stolz



## 700 ATTEND GRAIN BELT SALES MEETING



Shown are distributor winners Frank D. Kiewel, president, Grain Belt Breweries, and Lee Birdsong, Grain Belt director of marketing. The awards were presented at the 1967 over 1966. The awards were presented at the Grain Belt sales meeting. Shown standing are Grain Belt vice president

## The Old Log Theater combines Theater and Business for effective and entertaining industrial presentations

Located on the shores of beautiful Lake Minnetonka, the Old Log Theater was founded in 1940 to become the first professional theater in the Midwest. Now recognized as one of the nation's top production companies, it is the only repertoire or stock company open 52 weeks a year, and is a model of progressive commercial theater, having achieved its success without grants or subsidy of any kind.

Recognizing the effectiveness of theater in transmitting not only aesthetic ideas but commercial and industrial ideas as well, the Old Log, early in its development, opened an industrial division for the planning and producing of theater for sales and marketing meetings, product and program presentations, commercial training schools and conventions of all kinds.

Our staff of writers, directors, designers, actors, singers and dancers all know theater — and they know the business and commercial world as well — a combination which we feel will economically serve you as no other company can.

Though some of our industrial theater has been staged in our own theater building on Lake Minnetonka, we have also produced shows in almost every major city from New York to Los Angeles, from San Francisco to Miami Beach.

We would appreciate the opportunity to serve you and your company on whatever level might be your want and need; should it be assisting your executives in the preparation and delivery of their presentations, or the initial planning of a sales-marketing meeting concept; the writing and producing of a complete industrial theater covering your company's products and programs; handling the logistics involved in a large convention; furnishing entertainment for the families that may also be in attendance; or taking care of the arrangements for award banquets.

The list at right is taken from those clients whom we have been happy to serve through the years:



### SERVING THESE WELL-KNOWN NAMES!

- Northwest Bancorporation • Honeywell • Minneapolis Athletic Club
- Grain Belt Breweries • The Pillsbury Company • Red Owl Stores
- Hotpoint Co. • Theo. Hamm Brewing Co. • Super Valu Stores
- National Street Lighting Association • National Board, Methodist Church
- First National Bank of Minneapolis • Northern States Power Company
- Toro Manufacturing Co. • State of Oklahoma • Lindsay Bros. Co.
- Cargill, Inc. • Pittsburg Plate Glass Co. • Montana-Dakota Utilities Co.
- Episcopal Diocese of Minnesota • Minneapolis Gas Co. • Graybar Co.
- State of Minnesota • National Car Rental • Brown & Bigelow
- Standard Oil Co. • Land O'Lakes Creameries • Campbell-Mithun, Inc.



### ★ WRITING

From the staff that knows how to combine the spoken word with visual impact.

- Speeches
- Presentations
- Dramatizations of sales, service, merchandising plans.
- Creation of complete convention and meeting programs.

### ★ DRAMATIC PRESENTATIONS

There is no better way to outline sales programs, merchandising plans, company goals and policies than by the use of humorous, effective dialogue, written, directed and produced by people who know both business and theater.

- Directors from one of the top theaters.
- The most gifted and versatile actors in the country.

### ★ MUSICAL PRESENTATIONS

Music composed and arranged with lyrics written to specifically tell your sales story in a most entertaining, yet memorable fashion.

- Top musicians selected and combined for the needs of each individual show.
- Vocalists and vocal groups.
- America's prettiest and freshest dancers.

### ★ VISUAL PRESENTATIONS

The most modern equipment and methods to give visual impact to your meeting.

- Electronically controlled, multi-screen, multi-projector combination of slides and film.

### ★ CONVENTION LOGISTICS

A complete staff experienced in handling the unusual circumstances and the details of large meetings.

- Communication
- Transportation
- Hotel Reservations
- Food Service

### ★ ENTERTAINMENT

- Matinee and evening performances for the families at the Old Log Theater or meeting site.
- Feature attractions.
- Banquet programs.
- Entertainment based on convention themes.

Lee Birdsong Grain Belt director of marketing placed emphasis on the growing market in the 21 to 29-year-

able March 15, 1968 to stockholders of record as of the close of business February 20, 1968. There are 479,300 shares outstanding.

select shaped amber bottle featuring a regular crown is designed to simplify and speed up tavern, bar and restaurant operation.



## 700 ATTEND GRAIN BELT SALES MEETING



Shown are distributor winners Frank D. Kiewel, president, Grain Belt Breweries, Inc., for increased sales of package and draft beer in 1967 over 1966. The awards were presented at the Grain Belt sales meeting. Shown standing behind him are Grain Belt vice president

Grain Belt Breweries, Inc. increased sales five times faster in 1967 than the average of the nation's top 25 breweries. Frank D. Kiewel, president

He based his statement on a 91.5 per cent sales increase for Grain Belt last year.

Speaking to more than 700 Grain Belt distributors and employees at the annual sales meeting in Minneapolis, Kiewel said that 91.5 per cent of all the beer sold in the U.S. last year was produced by the top 25 breweries of which Grain Belt was one. The average growth of these top 25 breweries was 4.5 per cent, as compared to a 45 per cent gain for Grain Belt, Kiewel said.

"Grain Belt's standing among the nation's S. breweries has been rising

"Last year we stood twenty-first in size as compared to 25th and our rate of growth has been much greater than the industry average for the past 12 years," Kiewel said.

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Recognizing the effectiveness of theater in transmitting not only aesthetic ideas but commercial and industrial ideas as well, the Old Log, early in its development, opened an industrial division for the planning and producing of theater for sales and marketing meetings, product and program presentations, commercial training schools and conventions of all kinds.

Our staff of writers, directors, designers, actors, singers and dancers all know theater — and they know the business and commercial world as well — a combination which we feel will economically serve you as no other company can.

Though some of our industrial theater has been staged in our own theater building on Lake Minnetonka, we have also produced shows in almost every major city from New York to Los Angeles, from San Francisco to Miami Beach.

We would appreciate the opportunity to serve you and your company on whatever level might be your want and need; should it be assisting your executives in the preparation and delivery of their presentations, or the initial planning of a sales-marketing meeting concept; the writing and producing of a complete industrial theater covering your company's products and programs; handling the logistics involved in a large convention; furnishing entertainment for the families that may also be in attendance; or taking care of the arrangements for award banquets.

The list at right is taken from those clients whom we have been happy to serve through the years:



### SERVING THE

- Northwest Bancorporation
- Grain Belt Breweries
- Hotpoint Co. • The Pillsbury Company
- National Street Lighting
- First National Bank of Chicago
- Toro Manufacturing
- Cargill, Inc. • Pittsburgh
- Episcopal Diocese of Minnesota
- State of Minnesota
- Standard Oil Co. •

Since March 15, 1968 to stockholders of record as of the close of business February 20, 1968. There are 479,300 shares outstanding.

select shaped amber bottle featuring a regular crown is designed to simplify and speed up tavern, bar and restaurant operation.

Beverage Journal, March, 1968 — 33

"I WRITE TO TELL YOU HOW MUCH all of us enjoyed the presentation of the Old Log Theater group at our annual sales meeting. From the original concept by Don Stolz through the final production in which all of your group shared, the program and direction were superb. Of course, this is not the first great job your group has done for us at Grain Belt because, as we both know, you have assisted in our sales presentation for several years. The remarkable thing, however, is that each year you have topped the previous one! We highly recommend the type of presentation your group achieves. It enables us to enhance and dramatize our own effort through music, song and comedy; all of them beating a lively tattoo to our selling message.

Sincerely,

Frank D. Kiewel, president  
Grain Belt Breweries, Inc.

### Our Clients

and  
WHAT  
THEY  
SAY...

"... I WOULD LIKE TO ACKNOWLEDGE the very fine professional service performed for Pillsbury in the writing and production of our National Sales Meeting... our goals were not only accomplished but surpassed!"

Dean Thomas, vice president  
The Pillsbury Company

"... ACCEPT MY SINCERE APPRECIATION of your wonderful effort at our convention, and my personal thanks not only for your great ability but for the rapport you developed with our people... Not only would we recommend you and your company to any industrial enterprise for a similar presentation but we will insist on your participation in our future activities."

Jack Nichols,  
Director of General Merchandising Operations  
Super Valu Stores, Inc.

"... YOUR WHOLE CREW DID A SPLENDID JOB and certainly we at Campbell-Mithun are most pleased as is our client, National Car Rental."

Ralph F. Wittgraf, vice president  
Campbell-Mithun, Inc. Advertising

"... WE HAVE ACHIEVED TRUE PROFESSIONALISM in staging this annual affair and the results — a 35 per cent increase in sales in two years — are indicative of the means in which our new products and programs have been presented... You led the way and showed us how to stage a convention that clearly and enthusiastically presented our message."

C.W. Morris, Marketing Manager,  
Consumer Products  
Toro Manufacturing Corporation



# MUNICIPAL MANAGERS HOLD CONVENTION



The members of the Minnesota Municipal Liquor Stores Association gathered in St. Paul at the Hilton hotel to hear Henry King, President of the United States Brewers Association give the featured address at the annual luncheon.

Other speakers during the convention were:

Joseph C. Vesely, MMLSA chief counsel, who headed a panel which discussed two pertinent issues facing MMLSA in the 1969 Minnesota Legislative Session — FAIR TRADE and SPLIT-LICENSING.

Vesely is now serving on the League of Minnesota Municipalities Legislative Committee which is making a study of existing liquor laws and regulations.

William D. Lyons, lawyer and professional claims manager, an authority on Liquor Legal Liability spoke on changes, ramifications, legislative possibilities and developing problems within the industry.

A. P. "Mac" McEachern, one of the nation's outstanding merchandising experts spoke of merchandising problems and their solving was the thesis of his discourse. McEachern is a former Twin Cities resident and is presently a major executive for the Pearl Brewing Company of San Antonio, Texas.

Also on hand to speak to the managers was Gale Lindsey, Minnesota Liquor Control Commissioner and Larry Hall of the Minnesota Wine & Spirits Institute.



Top; left to right, Bob Snyder, Edina; Henry King, United States Brewers Association; Ole Bormes, Alexandria, president of the MMLSA and Frank Gallagher, Savage, vice-president. Center; Gale Lindsey, left, Minnesota Liquor Control Commissioner, congratulates Ole Bormes on the success of the Municipal convention. Bottom; left to right, Joseph C. Vesely, MMLSA chief counsel; King; Frank Kiewel, President of Grainbelt and Larry Hall of the Minnesota Wine and Spirits Institute.



## MUNICIPAL LIQUOR STORE - 1968



A rousing reception was accorded Henry B. King, president of the United States Brewers Association, who gave the main address at MMLSA's management conference. Here (in back) were Frank Kiewel, Grain Belt president and Robert E. Livingston, Hamm's vice-president. Front (left to right, Bob Snyder, MMLSA secretary, Charles W. Broughton, vice-president, manager of Schmidt's, Mr. King, George Grengs, MMLSA director, Alec Parkin, MMLSA director and E. A. "Ole" Bormes, MMLSA president.



## Getting Ready For St. Paul Welcome



Shown above in preparation for the influx of visitors to St. Paul for the American Society of Brewing Chemists 1968 convention are: Margaret Giuliani, co-chairman of the local arrangements committee; Frank Bawden, chairman for local arrangements; Dorothy Bawden and Gertrude Gillick, co-chairman of the ladies committee. For an overview of the attractions of the host city, see column on page 2.

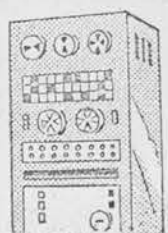
APRIL-MAY- 1968

Saint Paul Dispatch

April 3, 1968

## Business News

By Alan LeWin  
and Frank Godfrey



### Grain Belt Earnings, Sales Jump

Grain Belt Breweries, Inc., Minneapolis, set sales and earnings records in 1967, according to the firm's annual report.

Sales increased 21 per cent to \$28.6 million. Net earnings rose more than 10 per cent to \$963,596, or \$2.01 per share.

President Frank D. Kiewel, in his letter to stockholders, pointed out that Grain Belt, now the 22nd largest brewery in the country (up from 25th last year), now sells its products from upper Michigan to the Pacific coast, including Alaska, and from the Canadian border south into Texas.

### Make Every Bottle the Same, Kiewel tells ASBC Meeting

St. Paul, Minn. — There must be a complete understanding between the management and technical personnel if brewery operations are to be successful, Frank D. Kiewel, president of Grain Belt Breweries Inc., Minneapolis, said here last week.

Kiewel emphasized the importance of quality control in the brewing industry. The big secret, he said, is how to make every bottle the same.

Kiewel spoke at a convention luncheon of the American Society of Brewing Chemists at the Saint Paul Hilton Hotel.

In reviewing the history of the Coca Cola Company, which is known for its quality control program, Kiewel said "we in the brewing industry have much to learn from the soft drink industry."

The Brewers Bulletin - May 16, 1968

"Our product is the foundation on which our business is built," he told the chemists.

"You should have the full confidence of the management in doing your job," he said. "The management should listen."

But he added that the chemists should give their full cooperation as members of the production team. "We've all got to be team players to be winners," he said.

Kiewel has been in the brewing industry for 35 years and has been president of Grain Belt since 1955.

He was introduced by Gordon A. Schellhas of the Rahr Malting Company, who was in charge of convention arrangements.

Modern Brewery Age - May 13, 1968

## Grain Belt First Quarter Sales Jump 27%; April Estimates Even Higher

Grain Belt Breweries, Inc. increased sales by 27 percent during the first quarter to continue a yearly pattern of increases that began in 1955, according to Frank D. Kiewel, president. Mr. Kiewel announced the sales rise at the 1968 shareholders' meeting on April 29 at the brewery in Minneapolis. He added that business was excellent in April and estimated April sales would be approximately 40 percent ahead of 1967.

### Sales Hit New High



Frank D. Kiewel, president of Grain Belt Breweries, Inc., announced a 27 percent sales gain in first quarter and predicted an excellent year for the brewery at recent stockholders meeting in Minneapolis.

Net earnings for the first quarter of this year gained slightly, Mr. Kiewel said, rising to \$117,000 as compared with \$116,000 for the same period in 1967.

Higher labor and packaging costs, plus "unusual competitive pricing practices in certain markets by major brewers," were cited as principal causes for the limited gain in first quarter earnings.

The board of directors voted a quarterly dividend of 20 cents per share on outstanding stock, payable June 15 to shareholders of record May 20.

### Directors Elected

Re-elected to the board of directors were: Edward M. Callinan, Calvin DeLaitre, H. Finkelstein, Kenneth Foster, Anthony A. Gasser, Frank D. Kiewel, Frank B. Kunz, John P. Lampertz, R. A. Sexton, C. R. Sievers, Jr., and P. R. Wash.

Grain Belt officers include Frank D. Kiewel, president and general manager; John P. Lampertz, first vice president; Lee Birdsong, vice president-marketing; Frank E. Mathes, vice president-brewing; E. V. Burke, vice president-packaging; W. Wallace Keenan, vice president-public relations; C. R. Sievers, Jr., secretary and assistant treasurer; D. R. Anderson, treasurer; G. N. Meyer, company controller; and William A. Gillick, chief chemist.



Long established pattern continues ...

## GRAIN BELT SALES INCREASE DURING QUARTER

Continuing a yearly pattern of increases that began in 1955, Grain Belt Breweries, Inc., recently announced a 27 percent increase in sales for the first quarter of 1968.

The report was made by Frank D. Kiewel, president, during the 1968 annual shareholders' meeting.

Net earnings for the first quarter of this year gained slightly, Mr. Kiewel said, rising to \$117,000 as compared to \$116,000 for the same period of the previous year. Earnings for the first quarter in both 1968 and 1967 amounted to 24 cents per share.

Higher labor and packaging material costs, plus unusual competitive pricing practices in certain markets by major brewers, were cited as principal reasons for a limited first quarter gain in earnings.

Kiewel said April business was excellent and estimated that April sales would be approximately 40 percent ahead of sales in April of 1967.

At a meeting of the board of directors which immediately followed the stockholders' meeting, a quarterly dividend of 20 cents per share was voted on Grain Belt common stock outstanding, payable June 15, 1968, to shareholders of record at the close of business May 20, 1968.

Grain Belt officers include Frank D. Kiewel, president and general manager, John P. Lampertz, first vice president; Lee Birdsong, vice president-marketing; Frank E. Mathes, vice president-brewing; E. V. Burke, vice president-packaging; W. Wallace Keenan, vice president-public relations; C. R. Sievers, Jr., secretary and assistant treasurer; D. R. Anderson, treasurer; Joseph J. Barrett, assistant secretary, and Charles W. Warner, assistant secretary.

Brewers Bulletin 5-2-68

Volume 61

## Grain Belt's First Quarter Sales Jump 27 Per Cent

Net Earnings Up Slightly,  
Kiewel Tells Stockholders.

Minneapolis, Minn., May 1 — Continuing a yearly pattern of increases that began in 1955, Grain Belt Breweries Inc. yesterday announced a 27-per cent increase in sales for the first quarter of 1968.

The report was made by Frank D. Kiewel, president, at the 1968 annual shareholders' meeting at the brewery.

Net earnings in the first quarter this year gained slightly, Mr. Kiewel said, rising to \$117,000 from \$116,000 for the same period of the previous year. Earnings for the first quarter in both 1968 and 1967 amounted to 24 cents a share.

Higher labor and packaging material costs, plus unusual competitive pricing practices in certain markets by major brewers.

[Cont. on Page 4, Col. 1]

## Grain Belt Profit Remains Steady

Grain Belt Breweries, Inc., Minneapolis, reported it earned \$117,000, or 24 cents a share, in the first quarter of 1968, compared to \$116,000, or 24 cents a share, in the same period last year.

The firm said its sales rose 27 per cent in the first quarter. It does not report sales totals on a quarterly basis.

The company said the principal reasons for the limited earnings gain were higher labor and packaging material costs and "unusual" competitive pricing practices in some markets by major brewers.

## Grain Belt Sales Rise for Quarter

Frank D. Kiewel, president of Grain Belt Breweries, Inc., told stockholders at the annual meeting in Minneapolis that the firm's first-quarter sales were 27 per cent higher than the same period last year. He said net earnings were up slightly, from 116 thousand dollars to 117 thousand dollars.

Mr. Kiewel estimated that April sales would be 40 per cent ahead of the same month a year ago. Directors declared a dividend of 20 cents a share, payable June 15.

The Storz Brewing Company is a division of Grain Belt.

Omaha World-Herald  
5-1-68

## Grain Belt's First Quarter Sales Jump 27 Per Cent

[Continued from Page 1]

eries were cited as principal reasons for a limited first quarter gain in earnings.

Kiewel said April business was excellent and estimated that April sales would be approximately 40 per cent ahead of sales in April last year.

### Vote Dividend.

At a meeting of the board of directors which immediately followed the stockholders' meeting, a quarterly dividend of 20 cents a share was voted on Grain Belt common stock outstanding, payable June 15 to shareholders of record at the close of business May 20.

Re-elected to the board of directors were Edward M. Callinan, Calvin L. DeLaittre, Hy Finkelstein, Kenneth K. Foster, Anthony A. Gasser, Frank D. Kiewel, Frank B. Kunz, John P. Lampertz, R. A. Sexton, C. R. Sievers Jr. and P. R. Wash.

Grain Belt officers include Frank D. Kiewel, president and general manager; John P. Lampertz, first vice president; Lee Birdsong, vice president-marketing; Frank E. Mathes, vice president-brewing; E. V. Burke, vice president-packaging; W. Wallace Keenan, vice president-public relations; C. R. Sievers Jr., secretary and assistant treasurer; D. R. Anderson, treasurer; Joseph J. Barrett, assistant secretary, and Charles W. Warner, assistant secretary.

## Grain Belt Foaming

Continuing a yearly pattern of increases that began in 1955, Grain Belt Breweries, Inc., Minneapolis, reports a 27 percent increase in sales for the first quarter of 1968, according to Frank D. Kiewel, president.

Net earnings for the first quarter of this year gained slightly, Kiewel said, rising to \$117,000, compared to \$116,000 for the same period of the previous year. Earnings for the first quarter in both 1968 and 1967 amounted to 24 cents per share.

Higher labor and packaging material costs, plus unusual competitive pricing practices in certain markets by major brewers, were cited as principal reasons for a limited first-quarter gain in earnings.

JUNE 1, 1968

Commercial West

## New Hope-Plymouth Post - 5/23/68

## Wayne Wander of New Hope Elected to NAA

One more local accountant has been elected into membership in the Minneapolis Chapter of the National Association of Accountants.

He is Wayne A. Wander, assistant office manager of Grain Belt Breweries, Inc., residing at 4723 Decatur ave. N., New Hope.

The National Association of Accountants develops through research and exchange of information a better understanding of the nature, purpose and uses of accounting as applied to all types of economic endeavors.

The Minneapolis Chapter is comprised of more than 900 members and is one of the more than 170 chapters in the United States and foreign countries.





Press Convention . . . Editor "Cranston Drum" receives complaint from local grocer, and also receives

payment (sack of groceries) for full-page ad. Society editor at right takes dim view of ad payment.

Allan and Mrs. Barney, Chas. Pfizer & Co.; Erik Krabbe, Bio-Engineering Co.; and William Gulick, Grain Belt Breweries, Inc.



JUNE, 1968

Modern Brewery Age

Brewers Bulletin  
6-20-68

## Grain Belt Beer Goes On North Pole Expedition

Minneapolis, Minn. — Grain Belt beer joined the historic Plaisted Expedition, led by St. Paul insurance man Ralph Plaisted, when it became the first to reach the North Pole by snowmobile—in April of last year. Since the beer was considered important to the expedition's morale, it was carried all the way to the Arctic base camp.

That was on Ward Hunt Island in Canada's Northwest Territories, some 474 air miles from the pole. This camp, which served as a staging area, was the final destination for the party's supply of Grain Belt and was the last place on the expedition's route where beer could be kept warm enough to pour.

Grain Belt beer is made in Minneapolis by the Grain Belt Breweries Inc.

After 43 days on snowmobiles, the expedition reached the pole April 19. The next morning at 12:30 a.m., a United States Air Force weather reconnaissance plane flew over its encampment and verified by celestial navigation that the expedition was at 90 degrees north, or precisely at the North Pole.

The message, "Everywhere from where you are now is south!" was heard by Plaisted's Polar Expedition from the plane.

So, Plaisted's group accomplished a goal that eluded these same rugged adventurers the year before. This time, they departed their base camp March 7, 1967, in 62° below zero weather on four snowmobiles and then, some 474 statute miles (Plaisted said his snowmobile's odometer showed 825 miles) and 43 days later, became the first to drive mechanical vehicles over the ice cap to the North Pole and the first group to reach the pole overland since Admiral Robert Peary accomplished the feat by dogsled in 1909.

## Mod. Brewery age 67/24 Grain Belt Beer Goes On Polar Expedition

Grain Belt Beer was present on the historic Plaisted Expedition this spring, when the group of explorers became the first men to reach the North Pole on snowmobiles. After 43 days, the expedition reached the Pole on April 19. The expedition marked the first time men had reached the Pole over land since Admiral Robert Peary's party accomplished the feat by dogsled in 1909.

Grain Belt Beer, considered by the party's leaders to be very important for morale, was carried to the Arctic base camp at Ward Hunt Island in Canada, some 474 air miles from the Pole. The base camp was the last place on the route where beer could be kept warm enough to remain liquid and pour.

## Malt For Morale



That cool can of Grain Belt in the hand of Ralph Plaisted helped celebrate the first time men on snowmobiles reached the North Pole. See story in this page for details of this successful attempt—the first since Admiral Peary's dogsleds made the race to the Pole in 1909.

## Fish Tag Brings \$100



Dick Neu, right, Moorhead, Minn., regional sales manager for Grain Belt Brewing Co., is shown accepting a fish tag worth \$100 from Rodney F. Stroud, center, 221 North Star Trailer Court. James D. Rice, owner of Rice Distributing Co., Minot, holds a check which was given Stroud. The brewing company, in cooperation with the North Dakota Game and Fish Department, has a cash value listed on individual fish tag numbers, with the awards ranging from \$2 to \$300. In addition to the cash value offer on individual tags, all anglers turning in tagged fish are eligible for a drawing on a boat and motor which is conducted in October. The program is designed to be an incentive for anglers to turn in fish tags and currently is in its sixth year of operation. Stroud's pike, taken from Lake Darling, weighed 5½ pounds, with the tag turned in at the Hilltop Bottle Shop.

Antigo, Wis. Journal  
6/8/68

## Minneapolis Tour Enjoyed By Homemakers

One hundred nineteen Langlade County Homemakers took part in overnight tours to Minneapolis this week. They left in two groups, one leaving Antigo Monday and one Wednesday.

The trip was arranged by Mrs. Ralph Conone, Langlade county home agent, and John Simon, manager of the Antigo Cooperative Oil association.

The women saw many points of interest. They toured the Mutual Service company, Betty Crocker kitchens, Midland warehouses, Midland Cooperative, Minneapolis grain exchange, Food and Drug administration, Grain Belt brewery, and zoo and conservatory.



"What's Good for Nebraska is Good for the AFL-CIO"



# THE UNIONIST



Only Official Newspaper of the Nebraska State AFL-CIO

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OMAHA, NEBRASKA — JUNE, 1968

VOLUME 45 — Number 2

Beverage Journal 6/68

## GRAIN BELT SALES INCREASE CONTINUES CLIMB

Continuing a yearly pattern of increases that began in 1955, Grain Belt Breweries, Inc., announced a 27 per cent increase in sales for the first quarter of 1968.

The report was made by Frank D. Kiewel, president, during the 1968 annual shareholders' meeting.

Net earnings for the first quarter of the year gained slightly, Kiewel said, rising to \$117,000 as compared to \$116,000 for the same period of the previous year. Earnings for the first quarter in both 1968 and 1967 amounted to 24 cents per share.

Kiewel said April business was excellent and estimated that April sales would be approximately 40 percent ahead of sales in April of 1967.

At a meeting of the board of directors which immediately followed the stockholders' meeting, a quarterly dividend of 20 cents per share was voted on Grain Belt common stock outstanding, payable June 15, 1968, to shareholders of record at the close of business May 20, 1968.

## Omaha Beer

Grain Belt Brewery has started a campaign to encourage members of Omaha unions to buy locally made beer.

Frank D. Kiewel, president of Grain Belt, told members of organized labor in the Omaha area:

"If you don't like Storz, drink Grain Belt. If you don't like Grain Belt, drink Falstaff. Why? Because they are local beers."

Omaha Central Labor Union President Robert Danze encouraged local unions to "spread the word" about Omaha-made beer.

St. Paul Pioneer Press  
6/1/68

## Gunmen Hold Up Young Messenger

An 18-year-old messenger for Grain Belt Breweries, Inc., Minneapolis, was robbed of two money bags containing checks and currency about 2:20 p. m. Friday as he drove into a parking lot at the Northwestern National Bank branch office at 1223 Washington Ave. N., Minneapolis police reported.

The youth told police he had taken the bags for deposit and still was in his car when he was approached by two men who demanded the money bags.

He handed them to one of the men. One of the robbers then fired a shot close to the youth and warned him not to notify police.

The amount of the loot was not determined. The youth works for the beer company part-time.

## Grain Belt Brewery, Labor Work Together in Supporting Local Business



Frank Kiewel tells labor audience of perils for local economy at June 13 luncheon sponsored by Grain Belt Brewery.

## Danze Urges Unions' Support Of Omaha Products

Omaha, Nebr.—An alliance between the Grain Belt Brewery and organized labor in the Omaha area to promote the purchasing of locally made products was forged at a luncheon meeting Thursday, June 13.

Over one hundred labor leaders met with Frank D. Kiewel and Charles Swanson of the Grain Belt Brewery at the Frontier Room of the Storz Brewing Company.

Kiewel, the president of Grain Belt, put the blame on television more than anything else in the breakdown of loyalties toward law and order. "The average kid since high school has seen 500 movies and over 1,000 hours of television, almost two solid years of viewing. What does he see? Violence, murder, theft, burning and looting," said Kiewel.

This, the Grain Belt president said, is the reason we've lost our pride—in our town and in our state.



Labor chiefs and Grain Belt Brewery officials at Frontier Room of Storz Brewery. Left to right: Robert Danze, President of Omaha Central Labor Union; Frank Kiewel, President, Grain Belt; Richard Nisley, President, Nebraska AFL-CIO; Charles Swanson, Grain Belt; and Victor Meyers, Nebraska State COPE Director.

In reference to loss in pride of our town Kiewel said that while business is up 40 per cent overall, in Omaha where the beer is made, business is down.

Grain Belt is in the process of mounting a campaign through the help of organized labor, that hopefully will reach all union members in the Omaha area. Representatives of the brewery will ask to be invited to union meetings to encourage the working people to buy locally made products. They have offered to supply the beer and food for the union members after the meetings.

"If you don't like Storz, drink Grain Belt. If you don't like Grain Belt, drink Falstaff. Why? Because they are local beers," said Kiewel.

Charles Swanson told the labor audience, "We're not losers. We are going to come out winning. We have confidence in what we're selling."

Omaha Central Labor Union President, Robert Danze, encouraged local unions "to spread the word. We're interested in employment in this industry and other local industry." Danze emphasized the fact that if we do not support our local industry we are jeopardizing the jobs of our own people.

Rudy Chleborad of the Brewery Workers noted that there were 733 breweries in the United States after prohibition and that there are only 200 now. "In Nebraska, we had five breweries and now only two. We want to preserve the industry in Nebraska," he said.

The Nebraska State AFL-CIO Convention of 1967 passed a resolution submitted by the brewery workers to support Nebraska breweries.





—World-Herald Photo.

Tom Schuchart . . . Best amateur.

## Sons of Schuchart, Popp Click in Amateur Tourney

The sons of two Omaha golf professionals clicked in the amateur division of the Storz Open which finished at Miracle Hill Sunday.

Tom Schuchart, the son of former Happy Hollow pro Bill Schuchart, won the handicap title with a net total of 200. His total handicap was 18 strokes.

Bob Popp, Jr., passed a milestone in his career.

Bob Popp, Sr., of the Omaha Country Club, finished with a 219, which probably goes as a disappointing performance for a disapproving performance as the OCC expert. Bob's collegian son also handed dad a bit of a jolt on the last round on Father's Day. Young Bob shot a 72 against 74—for the first time son ever defeated father.

"I think it's great," the older Popp said. Leaders included:

### Professional Division

John Frillman, Happy Hollow 68-68-72-208  
Merle Backlund, G. Island 70-70-72-212  
John Pepple, Omaha 73-69-72-216  
Bonny Graham, Sioux City 68-72-76-216  
Chuck Duree, Shawnee Mis'n 73-69-74-216  
Jerry Dugan, Highland CC 72-70-74-216  
Tom Hornbuckle, Miracle 73-74-70-217

Jack Webb, Des Moines 74-74-69-217  
Oren Love, Columbus 73-71-74-218  
Carl Faddis, Sidney, Neb. 73-76-70-219  
Bob Popp, Omaha CC 74-71-74-219  
Juan Elizondo, Sunset Hills 72-71-76-219  
Larry Lowrey, Omaha CC 73-73-74-220  
Gary Gruenemeier, Lincoln 75-73-72-220  
Mar Zaslav, Spring Lake 71-74-77-222  
Leon Pounders, Omaha 77-75-71-223  
Don Lindsey, Burlington, Ia. 72-77-74-223  
Joe Brown, Des Moines 77-75-71-223  
Bob Schuchart, Lincoln Hill 77-75-73-225  
Louis Kill, Dodge Park 76-73-76-225  
Bob Holmes, Omaha 80-72-79-225  
George Kinley, Des Moines 73-74-78-225  
Steve McNichols, Denison 76-72-79-227  
Glen Blakeman, Norfolk 77-76-74-227  
Everett Comstock, Omaha 76-75-74-228  
Dick Pruitt, Cedar Hills 74-76-78-228  
Ron Gunia, Alliance 78-75-75-228  
Dave Williams, Hastings 76-72-82-230  
Jim McPartland, C. Ra'ds, Ia. 77-70-84-230  
Don Bitz, CB Elks CC 82-78-79-239  
Al Beister, Fremont 80-79-83-241  
Lorenz Schmidt, Miracle 87-80-82-249  
Kent Lyons, Omaha 84-81-77-242  
Bud Fullaway, Miracle 88-85-83-256  
Mike O'Brien, Omaha Oak Hills 80-79, WD  
J. B. Ferguson, Ord 83, WD  
Dave Noert, Offutt AFB 77, WD  
Bud Williamson, Jr., Hastings 76-78, WD  
Bud Williamson, Sr., Lin. CC 75, WD  
Chuck Schwaner, Scottsbluff 81, WD.

### Amateur Leaders

Tom Schuchart, Omaha (6) 200  
Hiram Snowden, Omaha (6) 201  
Tony Roth, Omaha (8) 205  
Bob Anthes, Jr., Omaha (10) 206  
Florian DiPaglia, Des Moines 206  
Bob Popp, Jr., Omaha (4) 207  
Darrell Bolte, Omaha (3) 207  
Chuck Paretchan, Offutt AFB 208  
Fred Bachaus, Omaha (8) 209  
Jerry Overgaard, Omaha (6) 210  
Hal Pryor, Omaha (5) 211  
Ed George, Omaha (5) 211  
Ralph Cooper, Omaha (6) 211  
Carl Swartz, Omaha 211  
Ed Printz, Omaha (6) 212  
Bob Epstein, Omaha (3) 212  
Hal Pryor, Omaha (5) 212  
Don Livonius, Omaha (9) 213  
Note: Handicap for one round is listed in parentheses.



—World-Herald Photo.

John and Judy Frillman . . . No pinch on budget.

## Now the Kids Will Have New Bikes

# Frillman Wins \$1,000 in Storz Test

By Don Lee

John Frillman had no choice today.

He was faced with the obligation—or privilege—of buying two new bicycles, one each for his sons Mark, 7, and Mike, 6.

It was all because of the Storz Open, which wound up a 54-hole two-day inaugural at Miracle Hill Sunday with Frillman winning with a 208 total.

The bicycles? Well, Frillman had promised the kids that if

### Other news, Page 17.

he won the tournament it would mean new bikes.

John and Mrs. Frillman (Judy) shouldn't be concerned about pinching the family budget with a couple of bikes. After all

Frillman's first prize in the Storz was one thousand dollars—the second largest of his career.

Frillman mastered the Miracle course with a two-under par tally of 208. His scores were 68, 68 and 72 over the par-70 layout.

He dominated the sparkling field of club professionals, finishing with a four-shot margin over Merle Backlund of the Grand Island Riverside Club. Backlund's 212 in turn was safely in the No. 2 position, four shots ahead of four tied for third.

Sharing that position at 216 were John Pepple of Omaha, Jerry Dugan of the Highland Country Club, Bonny Graham of Sioux City, and Chuck Dupree of Shawnee Mission, Kans.

The eighteenth hole, a par-3 challenge, proved to be too much for Frillman to handle Sunday. He three putted the home green twice, or might have had a wider margin.

On his last shot at that hole, he faced a putt of about 90 feet and wound up three putting.

Frillman, who had trouble with his drives, also missed a 2½ foot birdie putt on No. 3. One of his better shots, however, was on No. 5. His drive was in the left rough, behind a tree. But he put a six iron shot through the tree onto the green, leaving a 15-foot putt. He made a curling putt. He also rolled a putt from 15 feet for a birdie on No. 12.

The largest financial gain of Frillman's career was 19 hundred dollars on the pro tour.

## Grain Belt Gets Best-Of-Show For 1967 Advertising

Minneapolis, Minn.—A two-color newspaper ad for Grain Belt beer won an award here recently at the annual exhibition of the Art Directors Club of Minneapolis and St. Paul. The brand

is made by the Grain Belt Breweries Inc. in Minneapolis.

The advertising agency for the beer is Knox Reeves.

Grain Belt also won a print award certificate for a black-and-white newspaper ad of less than 500 lines, a television award certificate for a spot commercial and a citation for 24- and 30-sheet printed posters.

## Grain Belt Aids Litter Fight In Minneapolis

Minneapolis, Minn. — Minneapolis Park Board officials have received a helping hand from a local brewery in efforts to keep city parks, playgrounds, lakes and beaches spruced up for the summer. The assistance came in the form of more than a hundred 55-gallon metal barrels that were donated by the Grain Belt Breweries Inc. here and strategically placed in recreation areas by the board.

Grain Belt's local contribution is in cooperation with the United States brewing industry's goal of curbing litter bugs during June and throughout the year.

Litter bags were distributed to every Grain Belt employee for personal and company vehicles. Twin City area distributor and brewery trucks all display 1- by 3-foot signs urging everyone to fight litter and help keep America beautiful.

## Act of 1968. also speeds up cor- Greater Mpls Newsletter Davies, Kiewel Named 8/68 to Hospital Board

Walter H. Davies, Jr., executive vice president—treasurer of Gamble-Skogmo, Inc. has been elected to the Board of Trustees of St. Barnabas Hospital. Also elected was Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc.

## Grain Belt Donates Park Litter Baskets

Grain Belt Breweries, Inc. has donated more than 100 55-gallon metal barrels to the Minneapolis, Minn. Park Board. The metal barrels have been placed in park as trash and litter receptacles.

In another step to promote June at Anti-litter Month, Grain Belt distributed litter bags to every employee for personal and company vehicles. Area distributor and brewery trucks are displaying signs urging everyone to fight litter.

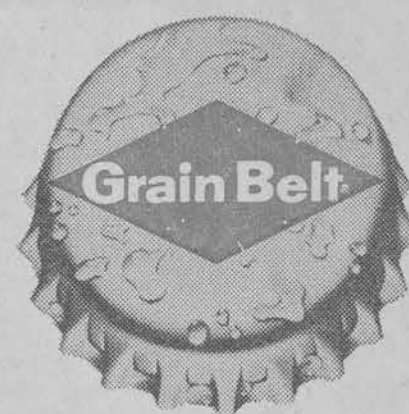
Mod. Brewery Age  
7/8/68



**Since 1891  
we've called ourself  
The Minneapolis Brewing Co.  
and you've called us  
"Grain Belt."**

**The customer is always right.**

Today our name becomes, Grain Belt Breweries, Inc. (doesn't it make more sense?)





## Grain Belt Beer Goes To Arctic

(Regretfully, the opening paragraph in this story was transposed in the last Newsletter. Here it is in its correct form.)

Grain Belt Beer joined the historic Plaisted Expedition, led by St. Paul insurance man Ralph Plaisted, when they became the first men to reach the North Pole on snowmobiles in April of this year.

Since Grain Belt was important to the Expedition's morale, it was carried all the way to the Arctic base camp. That was Ward Hunt Island, Northwest Territory, Canada, some 474 air-miles from the Pole. This camp, which served as a staging and supply area, was the final destination for the party's supply of Grain Belt. It was the last place on the Expedition's route where beer could be kept warm enough to pour.



PLAISTED

After 43 days on snowmobiles, the Expedition reached the Pole on April 19. The next morning at 12:30 A.M., a U.S. Air Force weather reconnaissance plane flew over their encampment and verified by celestial navigation that the Expedition was 90 degrees North, or precisely at the North Pole.

The statement, "Everywhere from where you are now is South!" was heard by Ralph Plaisted's Polar Expedition from the U.S. Air Force plane.

So Plaisted's group accomplished a goal that eluded these same rugged adventurers a year ago. This year they departed their base camp March 7, in 62 below zero weather on four snowmobiles and then, some 474 statute miles (Plaisted said his snowmobile's odometer showed 825 miles) and 43 days later, became the first to drive mechanical vehicles over the Ice Cap to the North Pole and the first group to reach the Pole overland since Admiral Robert Peary accomplished the feat by dogsled in 1909.

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Brewery Age 8/19/68  
VING INDUSTRY'S LIVEL  
TAMFORD, CONNECTICUT 06904

### Grain Belt Reports Sales Gains, Slight Earnings Rate Drop

Grain Belt Breweries, Inc. showed sales increases in the second quarter of 1968 but a slight decline in earnings per share, according to an announcement by Frank D. Kiewel, president. Net earnings for the second quarter were \$198,000, compared with \$218,000 for the same period last year.

Earnings per share amounted to 42 cents. In the same period last year earnings were 46 cents per share. Mr. Kiewel cited competitive pricing pressures, particularly in markets served by Grain Belt's Omaha, Nebraska plant as the major causes for the slight decrease in earnings.

Net earnings for the first half reached \$315,000, a decline of \$19,000 from the same period in 1967. Mr. Kiewel stated that the recently enacted Federal surtax was responsible for a portion of the decline.

"We are hopeful that more realistic pricing can be achieved in certain markets in the months to come, which would contribute toward a more favorable earnings report," Mr. Kiewel said.

84 The BREWERS DIGEST—July 1968

### Hold Quad-District Meeting

Over 360 people registered for the Third Midwestern Quad-District Technical Conference which was held June 28-29 at the Pioneer Inn, Oshkosh, Wis. Districts of the Master Brewers Association of America involved were Chicago, La Crosse, Milwaukee and St. Paul-Minneapolis.



Participants in the "Let's Talk Brewing with Top Management" question and answer session of the Quad-District meeting in Oshkosh. Seated, left to right: Frank E. Mathes, vice-president, brewing, Grain Belt Breweries, Inc.; Arnold E. Zimmermann, vice-president-brewing, Jos. Schlitz Brewing Co.; Karl M. Strauss, vice-president-production, Pabst Brewing Co.; James R. Fraser, vice-president-production, Theo. Hamm Brewing Co.; Standing: Joseph S. Pickett, vice-president, Drewrys Limited, U.S.A., Inc.; Willard C. Neeb, vice-president-production, Meister Brau, Inc.; Donald H. Westermann, manager, research and development, Miller Brewing Co.; and J. Harland Anderson, assistant to the president-production, G. Heileman Brewing Co., Inc.





**Super suds.**  
Advertising Age - 8/12/68

## Nine Outdoor Ads Nominated in Obie Competition

NEW YORK, Aug. 6—Doyle Dane Bernbach and McCann-Erickson each has three outdoor ads nominated for Obie awards in the 36th annual national outdoor advertising competition, sponsored by the Institute of Outdoor Advertising.

There are nine finalists in the Obie contest, selected from nearly 1,000 entries in four categories—posters, painted bulletins, embellished bulletins and campaigns. (The word Obie is short for Obelisk, the earliest known form of outdoor advertising.)

In addition, three organizational designs were nominated for the Kerwin H. Fulton public service award.

■ Doyle Dane clients nominated for awards are American Airlines, Volkswagen of America and Gen-



**Take one home to mother.**

eral Telephone & Electronics. The McCann-Erickson client tapped is United Vintners, which has had three ads nominated.

■ Others nominated for Obies, and their agencies, include: Blue Cross-Blue Shield (J. Walter Thompson Co.); Grain Belt Breweries (Knox Reeves advertising), and Society of American Florists (Henry J. Kaufman & Associates).

Three organizations whose designs were nominated for the Fulton medal were the Catholic Archdiocese of Chicago (J. Walter Thompson Co.); City of Detroit (Campbell-Ewald), and the Salvation Army (Griswold-Eshleman).

This year's Obie awards luncheon will be held Oct. 30 at the Plaza Hotel here. #



26-July-68 Pioneer Press  
THE  
**Paul Light**  
COLUMN

By BILL FARMER

### HAMMING IT UP

Ever seen those Grain Belt Beer signs, showing a picture of a beer mug with a dotted line around it? The caption reads, "If you drink anything else, cut it out." Somebody did. On Lake Street in Minneapolis.

# That's What The Sign Says

Some guys can't resist a challenge. Take the one, or two, or maybe even three guys in Minneapolis Thursday. There's this real clever billboard put up by jolly old Grain Belt beer. It says, "If You Drink Anything Else

... Cut It Out" and there's this big mug of GB with a perforated line around it (right, above). Of course it's just another advertising gimmick, but apparently a fun-loving group got bombed out on somebody else's beer Wednesday and accepted the invitation.

That's why, on Thursday morning, the Grain Belt people found a hole in their billboard (below). Not only that, jolly old GB has copped out on the deal and is looking for the culprits with blood, not suds, in their eyes. They figure it'll be simple pinch. Where you going to hide a 200 pound, 9x10 foot beer mug?

—UPI Telephoto



San Francisco

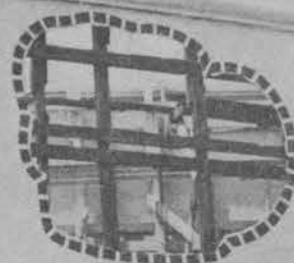


St. Cloud Daily Times - 7/26/68

## Confidence Is the Feeling You

The Albuquerque Tribune, 7/31/68

If you drink  
anything else  
...cut it out!



NAEGELE

FOLLOWING DIRECTIONS to the letter, some devotee of another brand of suds took the advertising message on this huge billboard on West Lake Street literally last week, tearing along the dotted

line in a dramatic matter. The inset shows how the missing portion of the sign looked prior to actions of the mysterious cut-up.

Suburban Papers

The billboard's message was apparently too suggestive. Anyhow, one day this Minneapolis sign displayed the beer mug, and the next day didn't. The culprit probably had a difficult time hauling and hiding the 9-by-10-foot section. (UPI)

TO DUPLICATE--  
ORDER

55B

FROM YOUR RETAILER



# ance' Says MacGregor

MEMBERS OF the Hennepin County Sheriff's Office were among the literally hundreds of marchers in yesterday's Raspberry Parade. One of the concluding events of the annual festival, the parade was viewed by thousands of onlookers lining Excelsior Avenue.

suggested that the 43 New York electoral votes could be split. This could give Nixon the number he might need to be elected president, when the electoral college formally meets following the November elections to elect a president.

MacGregor also said. ticket, MacGregor also said. Midwest campaign chairman for Nixon, said that Nixon had asked him to make a recommendation in writing on a vice president candidate.

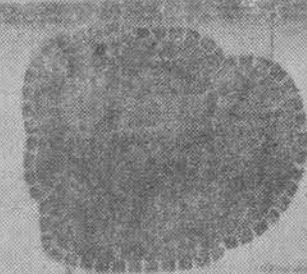
MacGregor said he did not think under Nixon's convention floor manager, Cong. Rogers C. B. Morton, Maryland, revealed that Lindsay had been approached by Ohio Gov. James A. Rhodes and GOP officials from Michigan and New Jersey about a Nixon-Lindsay ticket.

rst roll call Virgin Is- : polled, to member Mary- at happens, ted this will ons will fol- other fa-

If you drink  
anything else  
...cut it out!



If you drink  
anything else  
...cut it out!



... And So He Did Buffalo, N. Y.

The billboard's message was apparently too suggestive. Anyhow, one day this Minneapolis sign displayed the beer mug, and the next day didn't. The culprit probably had a difficult time hauling and hiding the 9-by-10-foot section. (UPI)

TO DUPLICATE--  
ORDER

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FROM YOUR RETAILER



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cluding events  
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(UPI Telephoto)

**CUT IT OUT:** Someone in Minneapolis believes in taking signs at their word. A spokesman for the billboard company said he believes the hole was cut — along the dotted lines of

course — by some unidentified admirer of another beer. He predicted speedy capture of the culprit, since hiding the 200-pound 9-by-10-foot beer mug seems difficult.

A practical joker made this beer billboard a bit draftier, and somebody with a 200 pound, 9 foot by 10 foot beer mug.

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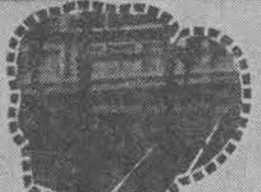
Meeting County rancher  
into and out of New Mexico at a  
safe pace.  
Rep. King was a point made by  
roads open to tourists in the  
Keeping snow, in a n t a i n  
tourists.  
of overparking  
And he would like to see  
employees trained to give in-  
to see hotel and restaurant  
Horn said that he would like  
Coffee tickets  
with a group like that.  
Governor he would like that.  
He said if he were elected  
all "tourist council" kept active  
to would like to see the state  
The candidate said that  
He called of newspaper people  
into the tourist  
and other areas," Cargio said.  
The governor said four bright  
new tourist information centers  
were recently opened at Gallup,  
Anthony, Tucuman and Raton  
to aid tourists.  
Four Years  
The governor also called for a  
four-year term "so governors  
could get more work done."  
On the Department said,  
Development the governor said,  
"We've got it out of politics for  
the first time."  
Right now, Mayfield said he  
is getting petitions signed to get  
the Civil Aeronautics Board to  
launch airline connections bet-  
ween New Mexico and Mexico.  
Mayfield said he is also  
working to "get a professional  
football team" for New Mexico.  
Sen. Basley said that no great  
big investments were needed to  
boost tourism.  
Tourism is grow-  
ing.

If you drink  
anything else  
...cut it out!



NAEGELE

If you drink  
anything else  
...cut it out!



NAEGELE

Somebody lifted one beer too many at  
Minneapolis. A practical joker made  
this beer billboard a bit draftier, and

officials are on the lookout now for  
somebody with a 200 pound, 9 foot by  
10 foot beer mug.

—UPI Photo



55B  
FROM YOUR RETAILER



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