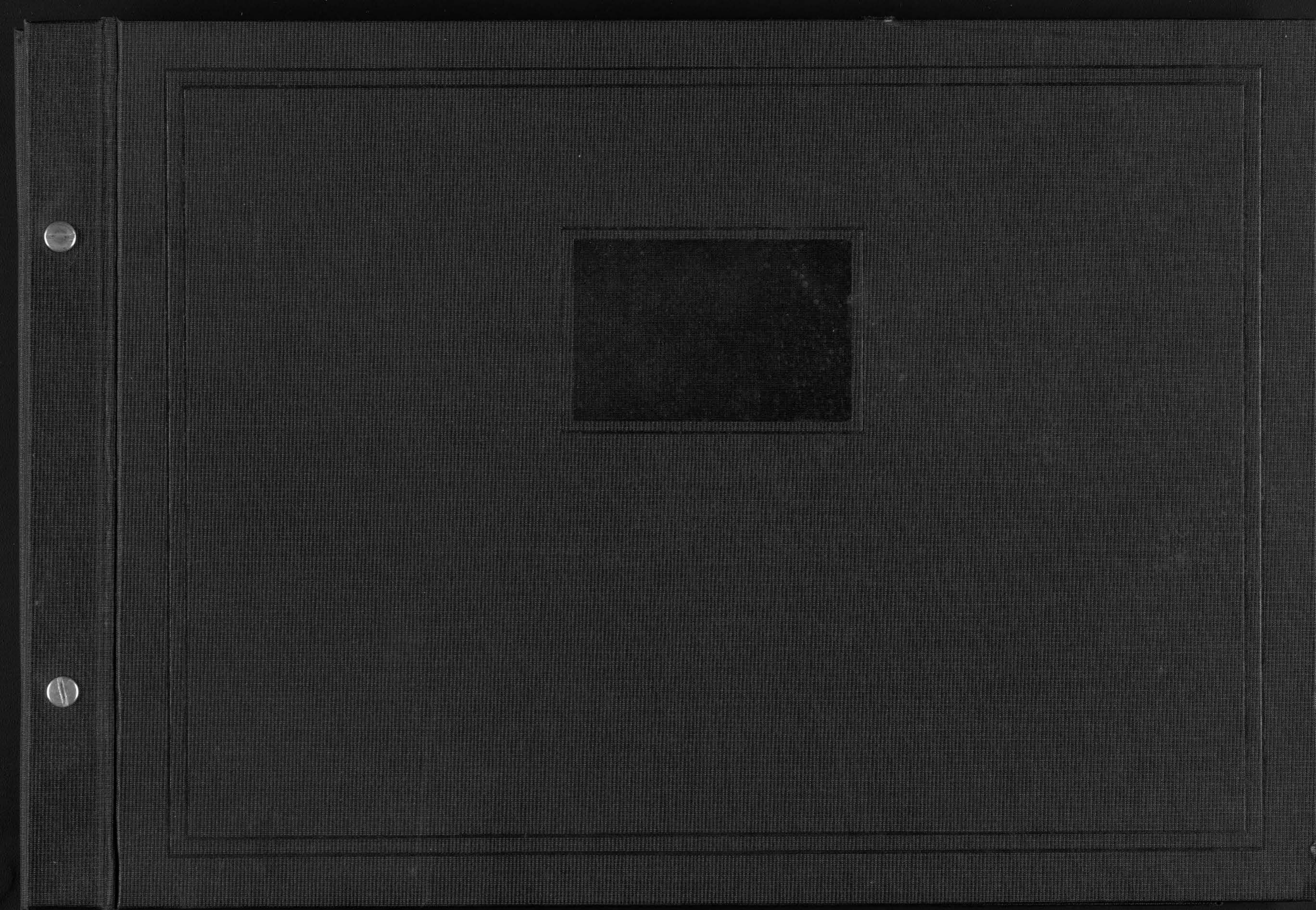




Grain Belt Breweries Company Records.

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Another Styled-by-HANSON feature — this alphabetic index for your convenience

Minneapolis Argus - June 27

"Fountain Uncapped"



FOUNTAIN "UNCAPPED" — Diamond Wells fountain, centerpiece in Minneapolis Brewing Company's new Grain Belt Park at N. E. Broadway and Marshall streets, is shown being "uncapped" by a quartet of officials. They are (from left) Walter U. Hauser, German Consul in Minneapolis; Wayne L. Huffman, president of the city's Chamber of Commerce; Frank V. Moulton, president of the City Council, and Frank D. Kiewel, president of the brewing firm. Shortly after this photo was taken, the fountain spurted a jet 10 feet into the air, from the center of the clump of rocks in foreground. More than 200 persons, including 85 Grain Belt distributors from five states, took part in the program. A German band and Bavarian Schuhplattlers dance group entertained.

THERE SHE BLOWS!

An 18-foot fountain roars skyward as civic leaders join officials of Minneapolis Brewing Co. in the dedication of Grain Belt Park, an old-world garden and park located in the historic St. Anthony area of Minneapolis.

Using a Grain Belt crown to uncap the fountain are, left to right, Walter U. Hauser, German Consul in Minneapolis; President Wayne L. Huffman, Chamber of Commerce; President Frank V. Moulton of Minneapolis City Council, and President Frank Kiewel of Minneapolis Brewing Co. The fountain, operating 24 hours a day, honors the company's Diamond Wells which reached a source of pure brewing water 1,074 feet under the park. Inset shows the dignitaries arriving via an Alpine cart for the ceremonies. The hospitality attracted more than 250 guests for a bierstube of German food and music plus the traditional "slap-dancing" by the Schuhplattlers Bavarian dance group. Special guests were 85 Grain Belt distributors from five states.



UNITED STATES BREWERS ASSOCIATION, INC. --NEWS LETTER 7/3/63

Grain Belt Gives Park To City of Minneapolis

7/4/63

Minneapolis, Minn. — An old world garden recently re-created here by the Minneapolis Brewing Company has been presented to the community for civic use. Announcement of the gift was made by Frank D. Kiewel, president of the brewery that produces Grain Belt beer.

The park was dedicated June 24. A pie-shaped commons, it was described by Kiewel as "representing the company's contribution toward beautifying and revitalizing the northwest corner of . . . the St. Anthony Renewal Area."

Grain Belt Park features the rustic charm of a Bavarian wayside inn, backgrounding the garden and a fountain. The latter, operated 24 hours per day, shoots a column of pure well water 10 feet in the air from a random-shaped pool. The fountain is fed by the brewery's Diamond Wells, which pump water from a source 1,074 feet underground.

The park is lighted by gas lamps.

The historic neighborhood south of Grain Belt Park contains buildings that date to the founding of St. Anthony in 1849. Some 1,300 properties, commercial and residential, are involved in the renewal project scheduled to commence in late 1964. The program will be carried out by the Minneapolis Housing and Redevelopment Authority with support and cooperation from the 2,400 families who live in the area.

Featured In Tours.

Kiewel said the park is intended to draw attention to restoration of the historic character of the neighborhood.

It is situated adjacent to the brewery and across the street from the Northeast State Bank completed in April. A colonial-style service station is being constructed on a third corner of the intersection. Additional building and remodeling is scheduled by other business firms in the vicinity.

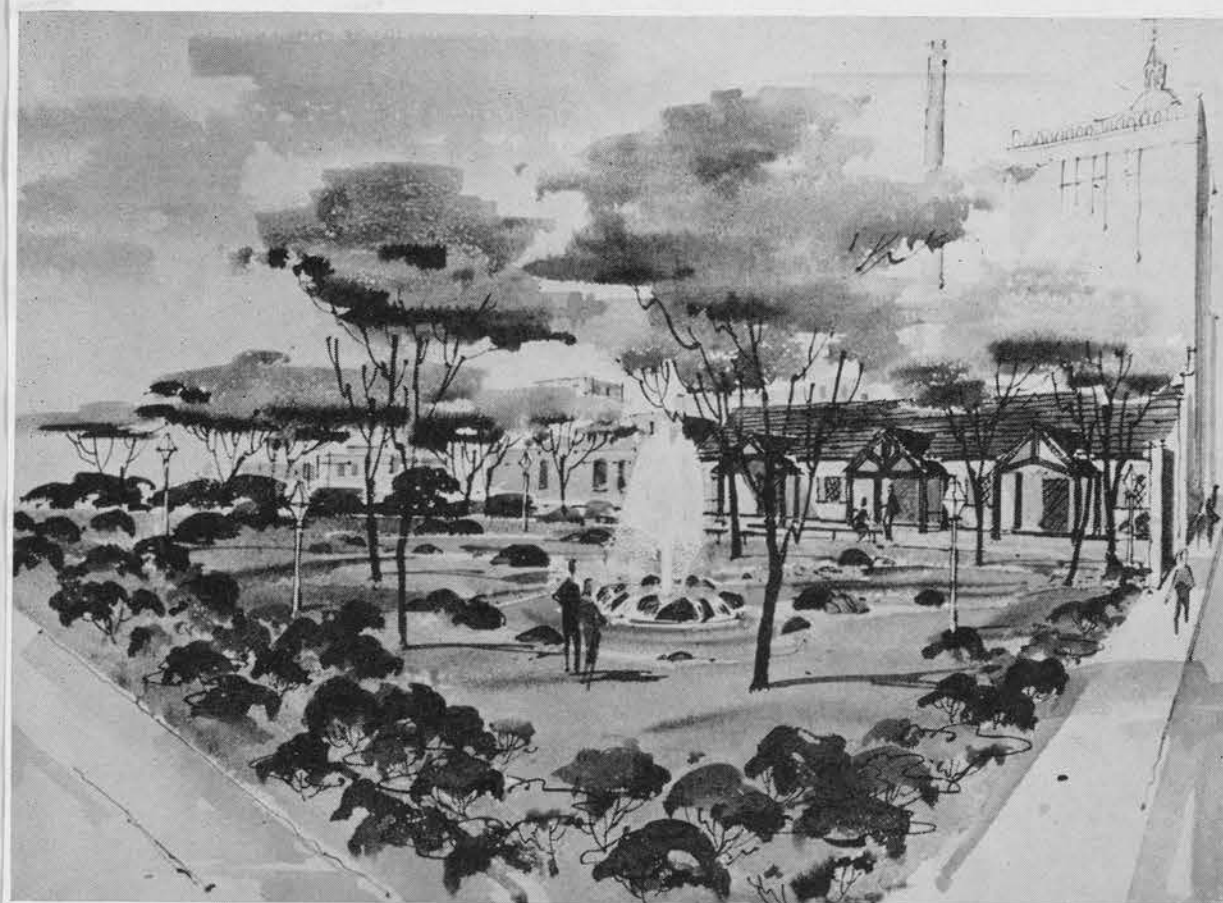
The public grounds is one of the stops on the daily tours of the brewery that conclude in the company's Friendship Room. Minneapolis Brewing officials said there are no present plans to serve beverages to visitors in the park area.

The fountain is being featured in Grain Belt advertising materials. It dramatizes the source of pure brewing water reached last January 30 after nearly four months of drilling by the Layne-Minnesota Company of Minneapolis.

The park-and-well project is added to previously announced 1963 construction programs totaling \$435,000 for a new cellar for storage of keg beer and a building to house refrigeration equipment. A \$608,000 storage cellar, begun last year, has been completed.

The company's 1962 sales of \$19,488,300 were the largest in its history.

MAC Gopher -- July 1963



The rustic charm of a Bavarian wayside inn, backgrounding a garden and fountain, has been recreated at the busy intersection of Broadway and Marshall St. in northeast Minneapolis by the Minneapolis Brewing Co. Dedicated as Grain Belt park last month, the old world garden has been presented to the community for civic use, it was announced by MAC'er Frank D. Kiewel, president of the brewing firm. The pie-shaped commons at the eastern approach to the Broadway Street bridge represents the company's contribution toward beautifying and revitalizing the northwest corner of a 300-acre tract which forms the St. Anthony Renewal area. The park and well project is added to previously announced 1963 construction programs at Grain Belt totaling \$435,000 for a new cellar for storage of keg beer and a building to house refrigeration equipment. A \$608,000 storage cellar, begun last year is now being completed. Grain Belt's 1962 sales of \$19,488,300 were the largest in its history.

Northwest Teamster
August 15, 1963

792 Signs Brewery Contract

Local 792, Beverage Drivers union, and Minneapolis Brewing (Grain Belt) agreed on a new two-year contract, raising wages, and increasing fringe benefits and vacations.

The new contract, effective as of July 1, provides seven cents an hour for all the first year and 10 cents an hour the second year. For seasonal employees the increase is \$1 a week each year, said Tony Felicetta, 792 business agent.



Felicetta

For route drivers on holiday weeks the pay will be an additional one-fifth of the weekly guarantee as holiday pay. Vacation drivers will receive the same commissions as regular drivers.

When a route is split the average earnings of the previous 10 weeks will be the average earnings of the following 10 weeks.

Members with 18 years' service will receive 5 weeks vacation this year, and members with 17 years will receive five weeks next year. Those with 20 years service will receive six weeks this year. The vacation schedule calls one week for one year, two for three years, three for five years and four weeks for 10 years.

Life insurance was increased \$500 to \$4,500, and on accidental death the insurance increase was \$500 to \$9,000.

The brewery is to pay for the second doctor's office call, and for a total of five office calls. X-ray and laboratory fees allowances were increased \$25 to \$50. There are more than 100 covered by the contract.

MADISON SALUTED IN MAGAZINE

'New' Madison Became County Seat

A salute to Madison is published in a recent issue of the "Grain Belt Diamond", trade magazine published by the Minneapolis Brewing company, which describes the civic advantages and traces this city's growth from its founding as "new Madison" in 1880.

Pictures of the business district on Egan avenue, the new Madison Community hospital and the new municipal swimming pool are printed with the two-page article, which follows:

When oldtimers gather in Madison, South Dakota, they talk about the "old" and the "new" Madison.

The present city of Madison was platted in July, 1880, when it became apparent that the railroad was going to by-pass both "old" Madison and the nearby town of Herman, located several miles away.

"Old" Madison moved to "new" Madison and the town of Herman followed shortly thereafter. When the Lake County seat was moved to "new" Madison in December, 1880, the two townships were incorporated into one and have remained that way for 83 years.

Though the term "new" is no

longer applied to Madison, there is every reason why the adjective should be continued.

So much that is new and modern has been constructed in Madison during the past five to ten years that the city presents a "new" appearance to visitors.

Madison is justifiably proud of its National Guard Armory and General Beadle College Memorial Gymnasium, located just four blocks from the college campus. This building, constructed with state and federal funds, seats 3,000 persons and is a center for Madison cultural and community activities.

Also on the General Beadle College campus is the new state-operated, Smith-Zimmerman Lake County Historical Museum.

Since 1920, more than 71,000 patients have been treated at the Madison Community Hospital, which last year completed a new \$900,000 one-story, split-level building accommodating 55 patients and containing two operating rooms and physiotherapy section.

Other new buildings include the North American Baptist Home, opened in 1958, and accommodating

27 persons, and the Bethel Lutheran Home, completed in 1962 with housing for 58 men and women.

Construction of new homes and buildings is currently a major industry for thriving Madison.

Chief among Madison's attractions is the fact that it is located just minutes away from five picturesque lakes. It is a leading pheasant hunting region in South Dakota, and is a farm and retail trade center for a 25-mile radius.

In 1883, the Madison Normal School was established. It had been authorized by an act of the territorial legislature in 1881. Initial enrollment was eleven students, and two students comprised the first graduating class in 1885.

Today, as General Beadle State Teachers College, more than 8,000 students have been graduated. The 20 acres on which the present college is located were donated by Charles B. Kennedy from his original homestead.

In 1945, some 118 acres of land south and west of Madison were transferred to the State of South Dakota for establishment of Lake Herman State Park, one of the most scenic spots in all eastern South Dakota.

In addition to its state park and its lakes, Madison boasts other fine recreational facilities: a nine-hole golf course, Izaak Walton League clubhouse and grounds, \$100,000 swimming pool and playground, athletic fields, and four public parks. The Madison Music Association sponsors big-name musical attractions in the city each year.

In business and agriculture, Madison has come a long way since an early settler, William Lee, planted the first crop—rutabagas. Principal crops today are corn, livestock, small grains and soybeans.

By 1956, 97 per cent of all farm homes in Lake County had been electrified. With electricity, modern agricultural know-how and improved seeds and fertilizers, Madison area farmers are among the leaders in South Dakota agriculture.

In business, Madison is basically a retail sales center for the neighboring farm community.

The city has some manufacturing and light industry. The Madison Chamber of Commerce owns land which is available for industrial development.

Principal business firms in modern Madison include John Morrell and Co. (140 employees), Wenks Produce and Hatchery (100 to 200 workers on a seasonal basis), Farmers Cooperative Creamery

and Milk Drying Plant (35 workers) and two elevators and feed mixing plants (20 employees). Madison elevators boast the largest grain storage capacity in South Dakota.

The Lake County area is served by a newspaper, the Madison Daily Leader, and a radio station, KJAM. Newer, fresher, more modern than ever in its history, Madison, South Dakota, is a progressive community populated by energetic and happy people—a community with not only a proud heritage but also with promise for the future.

Sunday Suburban Newspapers, 8/18/3



NOTHING INTERRUPTS meal time when the Twin City Folk Dance Workshop performs its Schuhplattles and other native dances at civic and social events. The hungry miss is Valerie Thompson, daughter of Mrs. Lynn Thompson of Minneapolis, shown during a rest between dances at the new Grain Belt park in northeast Minneapolis. Mrs. Thompson's parents, Mr. and Mrs. Joseph Perrault, Excelsior, are leaders of the folk dancing group.

COMMERCIAL WEST

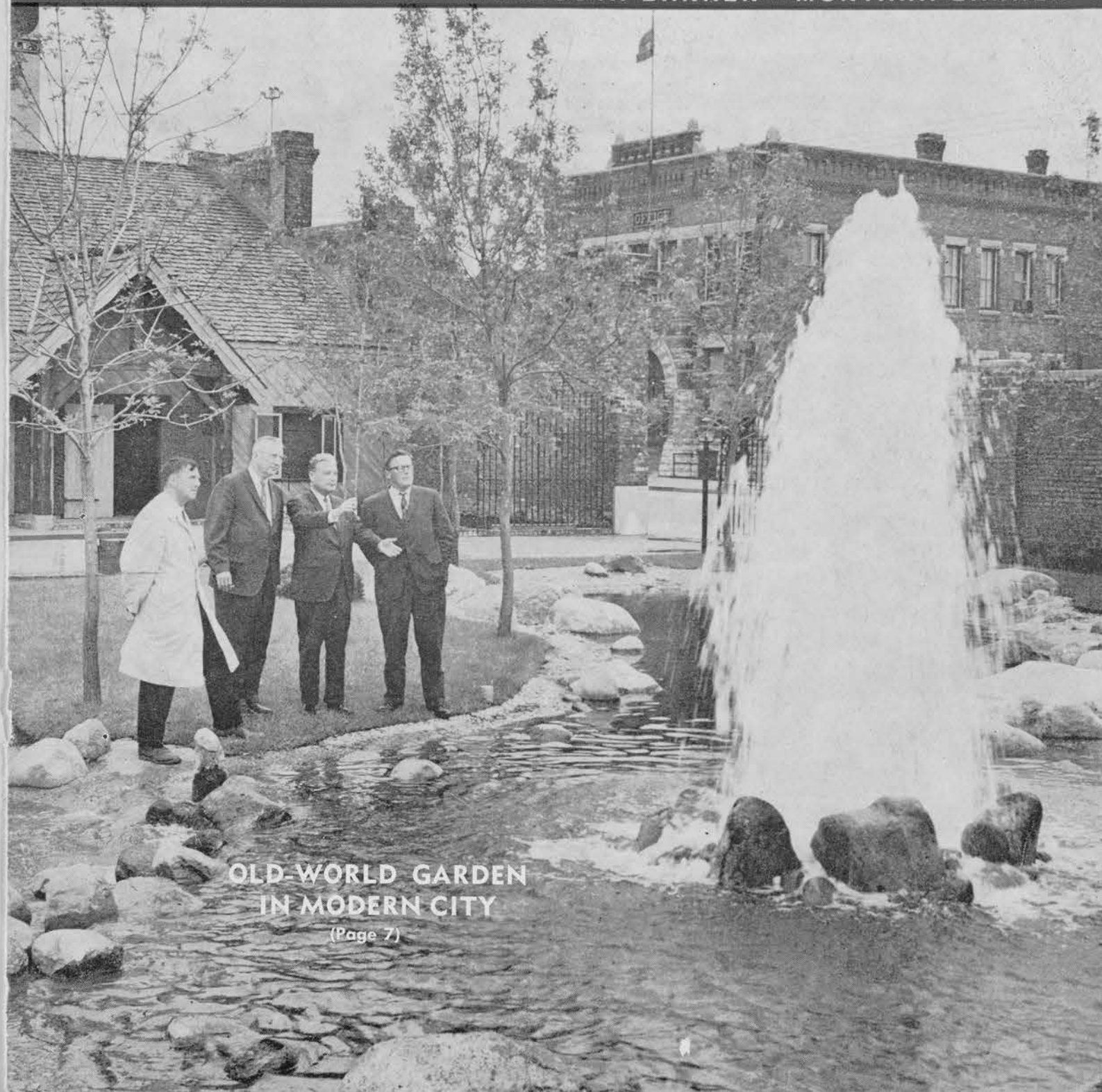
THE WEEKLY MAGAZINE OF
BANKING AND BUSINESS

July 13, 1963

Life Insurance Industry Supports Research in Social Sciences

Page 23

NINTH DISTRICT BANKER • MINNESOTA BANKER • MONTANA BANKER



OLD-WORLD GARDEN
IN MODERN CITY

(Page 7)

THE COVER PICTURE:

Diamond Wells Fountain Keys Grain Belt Park

Of course that's not beer spouting skyward in this week's cover picture taken by COMMERCIAL WEST Camera in brand-new Grain Belt Park in northeast Minneapolis — it's the cool, refreshing water that brewers like to talk and sing about in the radio and television commercials.

Minneapolis Brewing Co. had the park designed as an old-world garden embracing a fountain and pool in a pie-shaped plot of ground at Broadway and Marshall Sts., then donated the park to the city.

For the "uncapping" of Diamond Wells fountain, representatives of Minneapolis Brewing Co., the city government, the Chamber of Commerce, civic groups and labor organizations gathered to join in appropriate ceremonies.

In the picture (left to right) are Irv Malin, architect who designed the park; Ray Mikolajczyk, executive vice president of the neighboring Northeast State Bank; Frank D. Kiewel, president of the brewing company, and W. C. Rasmussen, president of the bank.

The fountain is operated 24 hours a day, shooting a column of pure well water 18 feet into the air. It is surrounded by boulders and illuminated at night by underwater lighting. A wayside inn built in the park is in the Bavarian motif.

Grain Belt Park is in the northwest corner of a 300-acre tract which forms the St. Anthony Renewal Area. The Minneapolis Housing & Redevelopment Authority, with cooperation from 2,400 families living in the district, has scheduled the start of the renewal project for late 1964. The neighborhood contains some of the oldest structures in Minneapolis, dating back to the founding of St. Anthony in 1849.

JULY 13, 1963

Said Frank D. Kiewel: "We have strived to recapture a 19th century atmosphere to call attention to the historic character of our neighborhood. The courtyard in front of the inn is paved with cobblestones which once supported brewery wagons drawn by horses".

The fountain dramatizes the company's Diamond Wells, which reached a source of pure brewing water 1,074 feet beneath the park last January, after four months of drilling.

The backdrop is constructed of wooden timbers, cedar shakes, and diagonal siding. It is 98 feet long and has three timbered gables supported by carved beams. Landscaping features a border of pines and junipers and groupings of trees surrounded by grass and ivy. An ornamental iron gate flanked by weathered brick wall sections provides an entrance to the park from Marshall.



CANOEISTS STOPPED FOR LUNCH ON RIVER ISLAND AFTER TRIP
Minneapolis Star - 8/22/68

Husbands of the Mrs. America candidates, the "forgotten men" of the pageant, had their day Wednesday. About 30 of the 49 husbands traveled to St. Croix State Park, near Hinckley, Minn., for a 10-mile downriver canoe trip on the scenic St. Croix.

After a briefing by park naturalist Herb Harper, they set out on a wild river canoe caravan that ended on an island downstream where they stopped for lunch.

Husbands who made the trip became life members of St. Croix Voyageurs and were issued membership cards by Harper.

Minneapolis Star Photos
by Russell Bull



The Storz Party . . . the above is quite an amazing photo by Frank O'Neill (who took all of the 1968 NPA Convention pictures) in that many people in the far background can be identified. The picture was

taken Thursday evening, April 4, at Storz Brewery in Omaha as the newspaper faithful gathered for their 94th consecutive year.

STURGIS (S. D.) BLACK HILLS PRESS
Saturday, August 24, 1968

Former FBI Agent To Be Featured At August 31 Chamber Banquet

W. W. (Wally) Keenan of Omaha, Nebr., former FBI agent and one of the country's most outstanding speakers, will headline the annual banquet meeting of the Sturgis Chamber of Commerce on Saturday, Aug. 31, at Phil-Town.

The dinner meeting, which will also include an election of Chamber directors, is scheduled to start at 7 p.m.

Keenan, who was raised at Clark, S.D., is a graduate of Creighton University, Omaha, with three degrees - bachelor of philosophy, master of arts, and doctor of law. He was admitted to the Nebraska Bar in 1939.

In addition to service as a special agent for the FBI, Keenan has served on the faculty of Creighton University, trust officer of the Livestock National Bank, and is now area director

and instructor of Dale Carnegie speech courses.

He is also vice president of the Leo A. Daly Co., Omaha architects, engineers and planners; and vice president of the Storz Division-Grain Belt Breweries, Inc.

"We are extremely fortunate to get a speaker of Mr. Keenan's ability and diversified experience," commented Chamber Director Gunner Earley. "He is familiar with the problems of small communities in the agricultural Midwest and he will have some suggestions for meeting them."

Keenan's speech theme will be, "Quo Vadis" -- "Whither Goest Thou?"

Tickets for the program at \$2.50 per person are available at the Chamber of Commerce office.

Omaha World Herald 8/14/68

Business Topics

Grain Belt's Sales Increase, Firm Reports Earnings Dip

Grain Belt Breweries, Inc., reported that sales were up but earnings were down for the second quarter and the first six months of this year.

Net earnings for the second quarter were 198 thousand dollars compared to 218 thousand dollars for the same period last year. For the six months ended June 30, earnings totaled 315 thousand dollars compared to 334 thousand dollars for the like period in 1967.

The Omaha plant, formerly the Storz Brewery, continues to record increased sales, said the

company. Sales were up 37 per cent in May, 33 per cent in June and 63 per cent in July over the same months last year.

The Minneapolis-based company said unusual competitive pricing in certain markets, particularly those served by the Omaha plant, and the 10 per cent Federal income surtax accounted for the lower earnings.

Grain Belt Ups Sales



Kiewel

In an interim report to Grain Belt Breweries, Inc. shareholders, Frank D. Kiewel, president, says the company continued to show sales increases in the second quarter, but earnings were down 4 cents a share.

Net earnings for the second quarter of this year were \$198,000 as compared to \$218,000 for the same period last year, a decrease of \$20,000.

Earnings per share in the second quarter of 1968 amounted to 42 cents per share, compared to 46 cents per share for the same period of the previous year.

Net earnings for the first six-month period, were \$315,000 compared to \$334,000 for the same period last year, a decrease of \$19,000.

Earnings per share for the six-month period were 66 cents compared to 70 cents for the same period last year.

Unusual competitive pricing in certain markets, particularly those served by the Omaha plant, was cited as a major reason for the second quarter decrease in earnings. The recently enacted 10 percent federal income surtax also contributed to the decrease.

Grain Belt Breweries Declares Dividend

The Board of Directors of Grain Belt Breweries, Inc. declared a dividend of 20 cents a share on all common stock of the company payable September 16, 1968, to stockholders as of record at the close of business August 20, 1968.

There are 479,300 shares outstanding.

Beverage Journal 9/68

Grain Belt Reports Sales Gains In Second Quarter

Minneapolis, Minn. — In an interim report sent to Grain Belt Breweries, Inc. shareholders this week, Frank D. Kiewel, president, said the company continued to show sales increases in the second quarter but earnings were down four cents a share.

Net earnings in the second quarter of this year were \$198,000, compared to \$218,000 for the same period last year, a decrease of \$20,000.

Earnings in the second quarter amounted to 42 cents a share, compared to 46 cents a share for the same period of the previous year.

Net earnings for the six month period, January 1 through June 30, were \$315,000, compared to \$334,000 in the same period last year, a decrease of \$19,000.

Earnings per share for the six

month period were 66 cents, compared to 70 cents a share for the same six month period last year.

Unusual competitive pricing in certain markets, particularly those served by the Omaha plant, was cited as a major reason for the second quarter decrease in earnings. The recently enacted 10 per cent Federal income surtax also contributed to the decrease.

"We are hopeful that more realistic prices can be achieved in certain markets in the months to come, which would contribute toward a more favorable earnings report," Kiewel said.

Services for Frank B. Kunz to Be Saturday

Services for Frank B. Kunz, 80, veteran director and retired vice-president of Grain Belt Breweries, Inc., who died Wednesday, will be 8:30 a.m. Saturday in Knaeble mortuary and 9:30 a.m. in Holy Family Catholic Church, St. Louis Park. Burial will be in Resurrection Cemetery.

Mr. Kunz, 2900 Glenhurst Av., St. Louis Park, had been associated with the Grain Belt firm more than half a century. He retired as its vice-president in April 1968.

Survivors include his widow, Mattie; a son, Edward B., St. Louis Park; a daughter, Mrs. Spencer Holle, Hopkins, and a sister, Mrs. Fred Thielen, Oxnard, Calif.

Reviewal was held today in the Knaeble Mortuary and a prayer service has been scheduled for 8:30 p.m.

Minneapolis Star
9/13/68

Grain Belt Net Slips In First Half, Second Quarter

Minneapolis, Minn. — Despite increased sales in the second quarter, net earnings of the Grain Belt Breweries Inc. here did not keep pace with the corresponding period of 1967. After provision for Federal and state income taxes, profits in the three months through June 30 were \$198,000 (or 42 cents a share), down 9.1 per cent from the same quarter last year—\$218,000 (46 cents a share).

The brewery's six-month results were down 5.7 per cent—from net earnings of \$334,000 (or 70 cents a share) in 1967 to \$315,000 (66 cents a share) this year.

Frank D. Kiewel, president of Grain Belt, remains optimistic, however. "Earnings in 1968 are being depressed by unusual competitive pricing conditions in certain of our markets," he told shareholders in a recent interim report "—particularly those served by our Omaha (Neb.) plant, and also by the recently enacted 10-per cent Federal income surtax. We are hopeful that more realistic prices can be achieved in certain markets in the months to come that would contribute toward a more favorable earnings report."

At a recent meeting of the board of directors, a quarterly dividend of 20 cents a share was voted on all of Grain Belt's outstanding common stock. The dividend is payable September 16 to shareholders of record at the close of business August 20.

In addition to its plant here, Grain Belt operates a brewery in Omaha. The company's brands are Grain Belt, Grain Belt Premium and Wunderbar beers.

GRAIN BELT BREWERIES, INC. has announced that earnings per share in the third quarter reached 51 cents. Net earnings for the first nine months of the year were \$560,000. 11-11-68 Mod. Brewery A GE

COMPANY EARNINGS

GRAIN BELT

Grain Belt Breweries, Inc., Minneapolis, reported earnings of \$245,000, or 51 cents a share, for the third quarter ended Sept. 30, compared with earnings of \$234,000, or 49 cents a share, in the same period last year.

For the first nine months of the year, Grain Belt earned \$560,000, or \$1.17 a share, compared with

\$568,000, or \$1.19 a share, in the same period last year.

The company does not report sales totals on an interim basis.

Business News

THE MINNEAPOLIS STAR

Wed., Oct. 30, 1968

Grain Belt Has Earnings Rise

Grain Belt Breweries, Inc., has reported increased sales and earnings for the third quarter ended Sept. 30.

Net earnings were \$245,000 or 51 cents a share, compared with \$234,000 or 49 cents a share for the same period in 1967.

Nine-month earnings are \$560,000 or \$1.17 a share, down from \$568,000 or \$1.19 a share in 1967.

ST. PAUL DISPATCH

Tues., October 29, 1968

Grain Belt Sales, Earnings Up

Grain Belt Breweries, Inc., Minneapolis, today reported increased sales and earnings for the third quarter of 1968.

Net earnings of \$245,000, or 51 cents a share, compared with earnings of \$234,000 and 49 cents a share a year ago.

For the first nine months earnings of \$560,000 were down \$8,000, or 2 cents a share, from 1967.

11/13-68

Grain Belt Beer Ads Win Award

Advertising for Grain Belt Beer was selected as one of the two best over-all campaigns in all areas and categories in the United States at the 36th Annual Outdoor Advertising Competition in New York.

Awards were presented to Grain Belt Breweries, Minneapolis, and its advertising agency, Knox Reeves Advertising, Inc., Minneapolis. In addition, one Grain Belt billboard, entitled "Take our Best with your Wurst" was honored as one of the best single outdoor ads for 1968.

THE BREWERS BULLETIN

Thursday, November 28, 1968

Grain Belt Gets Award For Outdoor Ads

New York, N. Y.—Grain Belt Breweries, Inc., Minneapolis, was one of the award winners in the recent 36th Outdoor Advertising Competition, sponsored by the Institute of Outdoor Advertising.

The outdoor competition each year honors the finest national and local outdoor advertising in four categories: posters, painted bulletins, painted bulletins with embellishment and campaigns. Winners were selected from more than 1,000 entries.

The awards were given at a special luncheon at the Plaza Hotel. First award winners were presented clocks and second and third winners received bronze and aluminum plaques.

The winning designs will become part of the 36th outdoor advertising exhibition which will be displayed at various business, civic and educational gatherings across the country in the next year.

Grain Belt Ads Win Outdoor Competition

Advertising for Grain Belt Breweries, Inc. was selected as one of the two best over-all campaigns in all categories in the U.S. at the 36th annual Outdoor Advertising Competition in New York City.

Awards were presented to Grain Belt and its agency, Knox Reeves Advertising, Inc. Grain Belt also captured the award for the best single billboard for 1968.

Mod. Brewery Age
11/25/68

St. Paul Dispatch
11/22-68

Grain Belt Votes Extra Dividend

The board of directors of Grain Belt Breweries, Inc., Minneapolis, has declared a dividend of 20 cents a share, and an extra dividend of 20 cents a share, on the common stock of the company.

Both dividends are payable Dec. 16 to shareholders of record Dec. 2. There are 479,300 shares outstanding.

Mod. Brewery Age 12/9

Grain Belt Division Receives FAAN Award

Storz Division, Grain Belt Breweries, Inc., has received a top award in the First Advertising Agency Network's (FAAN) 1968 awards competition, results of which were announced at the network's 40th Annual Conference held recently at Grosvenor House, London, England.

Storz Division won first place honors for the Storz Training Table Breakfasts, selected the best public relations project of the year.

The Storz Training Table Breakfasts are hosted by W. W. Keenan, Omaha, Nebraska, vice president-public relations, Grain Belt Breweries, Inc. Various news and sports personalities handle the M. C. duties.

Frank D. Kiewel, president, and Luke Laskow, director of advertising, Grain Belt Breweries, Inc., accepted the award.

Earnings

GRAIN BELT BREWERIES, INC. has announced a dividend of 20 cents per share of common stock and an extra dividend of 20 cents per share, both payable December 16 to shareholders of record December 2.

Mod. Brewery Age 12-9-

GRAINBELT SALES UP

In a report to shareholders of Grain Belt Breweries, Inc., Frank Kiewel, president, said that sales and earnings for the third quarter of 1968 had increased over the same period in 1967.

Net earnings for the third quarter of this year were \$245,000 as compared to \$234,000 for the same period last year, an increase of \$11,000.

Earnings per share in the third quarter of 1968 amounted to 51 cents per share, compared to 49 cents per share for the same period last year. A gain of 2 cents per share.

Net earnings for the nine-month period January 1 - September 30, 1968, were \$560,000 as compared to \$568,000 for the same period last year, a decrease of 2 cents per share.

Kiewel said the company is anticipating satisfactory sales and earnings in the final quarter. He believes that 1968 will be a good overall year.

30—Beverage Journal, December 1968

Greater Minneapolis Newsletter - Dec. 1968



CLICK-CLICK-CLICK went the glasses as two members of the Chamber's Agriculture Committee toasted Frank D. Kiewel (right), president of Grain Belt Breweries, Inc., following a luncheon and tour of the brewery on Dec. 5. Doing the toasting are Kenneth McCoy (left), Cargill, long-time committee member, and Nathan Haw NSP, committee chairman. Kiewel told committee members something of the history of the corporation and commented on the continuing increase in sales that has made Grain Belt the top seller in Minnesota.

Modern Brewery Age
1/20-69

GRAIN BELT BREWERIES, INC. has elected two new directors. Malcolm G. Pfundler, who was elected to the board, is senior vice president of Northwestern National Bank, Minneapolis, Minn. E. Lee Birdsong, who has also become a director, is vice president-marketing for the brewery. Mr. Pfundler replaces P. R. Walsh, who retired December 17. Mr. Birdsong takes the position held by Frank D. Kunz, who passed away recently.

FRANK D. KIEWEL

President, Grain Belt Breweries, Inc., Minneapolis



Grain Belt Breweries, Inc. sales reached another new all-time high in 1968, and thus continued an unbroken record of sales increases reaching back to 1955.

We believe that in 1969 we will continue to grow at a faster rate than that enjoyed by the brewing industry as a whole.

The Upper Midwest is a stimulating place to live and to work. Some people call it the Grain Belt of the nation!

COMMERCIAL WEST
1/18/69

2

Modern Brewery Age - December 16, 1968

Grain Belt Outdoor Ads Win Competition

Advertising for Grain Belt Beer was selected as one of the two best overall campaigns in all categories in the U. S. at the recent 36th annual Outdoor Advertising Competition in New York.

Frank D. Kiewel, president, accepted the awards for Grain Belt Breweries, Inc., Minneapolis and Omaha, at the awards ceremonies held at the Plaza Hotel in New York City.

In addition to the campaign awards, Grain Belt's outdoor board entitled "Take Our Best With Your Wurst" was selected for special honors as one of the best single outdoor advertisements of 1968.

Grain Belt for the past three years has placed the largest share of their total advertising budget in outdoor media, stated Luke Laskow, Grain Belt director of advertising.

Grain Belt Wins Outdoor Ad Award

Frank Kiewel, left, president of Grain Belt Breweries, Minneapolis, Minn., accepts the national campaign award in the Outdoor Advertising Institute's annual awards competition from Frank Call of the Outdoor Advertising Institute. Looking on are Harold Settergren of Naegle Outdoor Co. and Ralph Klapperich of Knox Reeves Advertising, Grain Belt's advertising agency.

Minneapolis, Minn.—Directors of Grain Belt Breweries, Inc., last week elected two new directors. They are Malcolm G. Pfunder, senior vice president of the Northwestern National Bank of Minneapolis, and E. Lee Birdsong, vice president-marketing of Grain Belt.

Pfunder replaces P. R. Wash, who retired. Birdsong replaces Frank D. Kunz, a former vice president of Grain Belt Breweries, who died recently.

Grain Belt Is 12-year Ad Success

By RANDALL HOBART
MinneapolisStar Staff Writer

People at Knox Reeves Advertising, Minneapolis' second largest home grown agency, will tell you Grain Belt Breweries, Inc., comes close to being the "ideal client."

The company's flexible, marketing-minded management, they say, is geared to make quick decisions and has confidence in the agency's ability to create fresh, effective advertising.

In each of 12 full years of the agency-client relationship Grain Belt sales have exceeded the previous year's. Figures for 1968 are not yet available, but 1967 sales of \$28.65 million were up more than 20 per cent from \$23.75 million in 1966.

Bigger Capacity

Brewing capacity added through lease of the Storz plant in Omaha, Neb., helped the company move into the elite million-barrel-a-year sales class in 1967. An industry tabulation listed Grain Belt as the nation's 22nd largest beer producer with 1.06 million barrels.

When 1968 figures are in, they are expected to show another increase of about 21 per cent to 1.2 million barrels.

Market-by-market sales figures are hard to come by, but industry observers say Grain Belt now outsells all other brands in its home

state of Minnesota, including arch rivals Hamm's and Schmidt's.

Grain Belt beer is marketed in 16 states from the Upper Midwest to the Pacific Coast including Alaska. It moved into Idaho for the first time in 1968, and some distribution in California may be established this year.

With the five Midwest and Southeast states where Storz brand only is sold, the company has operations in 21 states. The Twin Cities office of Batton, Barton, Durstine & Osborn handles advertising for Storz.

Grain Belt, Frank W. Kiewel, president, said in an interview, is a growing regional brewer, but has a way to go to match the success of Coors of Colorado (with 1967 sales of 4.6 million barrels) of Olympia in Washington (2.8 million barrels in 1967).

"We like to think of ourselves as the Coors of Minnesota," he said. "In a number of ways our operation parallels theirs."

Both brewers, Kiewel said, have an exclusive source of pure water. Grain Belt gets its "perfect brewing water" from a 1,074-foot well completed in 1963.

"We have products whose appeal to consumers is reflected in sales growth," he said. "Our light brews have what the Germans call 'Suffigkeit,' a word which conveys the idea they are pleasant tasting, nonfilling, one glass calling for another."

Staff Decisions

Another similarity involves corporate management.

"In our company we don't emphasize committees," Kiewel said. "We have a military staff concept and can make fast decisions that leapfrog over operations. Like Coors, we can move rapidly to solve specific marketing problems. I consult with Lee Birdsong (vice president for sales), Luke Laskow (advertising manager) and the agency people, then go."

Grain Belt differs from Coors in its emphasis on consumer advertising.

"In our major markets we do a lot of advertising," Kiewel said. "We felt there was a vacuum here that we could fill. We and our agency know how to do it better than our competitors and their agencies."

Contrary to the industry trend of placing a high per-

centage of beer advertising in television, Grain Belt has invested the largest share of its budget in outdoor media for the last three years.

Of the total outlay for outdoor, radio and television, about 50 per cent goes into outdoor, Laskow said.

Stress on Billboards

The company doesn't reveal dollar expenditures for advertising but the total, including a sizeable chunk for point-of-sale merchandising materials, is believed to approach \$2.4 million.

"We are a small company so we have to make our dollars count," Kiewel said. "We and our agency have learned to use outdoor effectively and economically. It has helped us achieve sales success."

Awards won by Grain Belt in 1968 competition sponsored by the Institute of Outdoor Advertising, he said, testify as to its quality.

Grain Belt placed second in the national campaign category and a poster captioned "Take our best with the wurst" won honorable mention as one of the best single outdoor ads of the year.

Key members of the Knox Reeves team are Barron Boe, account manager; Douglas Holcombe, account executive; William Doyle, media supervisor; Tom Donovan, art director, and Ron Oakland, copy writer.

Ads Depart

Boe pointed out that current ads depart from the traditional beer sell and impose no constant slogan on the public.

Instead they present a good illustration of the product with a single line of "contemporary" copy designed to establish empathy with the young adults Grain Belt wants to reach.

A foaming stein of beer with brand name clearly visible for example, carries the simple caption "Super Suds."

Another, showing a bottle tilted for consumption, uses the line "Swallow Our Pride."

About 12 poster designs are created each year, enough to launch a new one every month.

Members of the account team call it a "non-campaign campaign."

"Most brewers have a campaign based on one big idea that is repeated over and over again," said Oak-

Business News

Fri., Jan. 3, 1969

THE MINNEAPOLIS STAR

* 17A



Jake our best with the wurst.

OUTDOOR BOARD PICKED AS ONE OF NATION'S BEST IN 1968
A simple 'contemporary' consumer communication

land, one of the agency's three creative directors.

"Ours is a campaign of many big ideas, all selling the fact Grain Belt is a great beer that is refreshing and fun to drink," he said.

The simplicity imposed by requirements of outdoor ads, Oakland said, is carried over into 10-and 20-second television commercials and in radio jingles written to the tune of "Give a Little Whistle" from the Broadway musical "Wildcat."

Similarly, the "Stanley and Albert" cartoon sign painters developed by Knox Reeves shortly after taking on the Grain Belt account, were adapted visually to both outdoor and television. And on radio the characters were identified by distinctive voices, one of which boomed "been a long time a-brewing" in a deep bass.

"That was a successful campaign which helped establish identity of the brand in our markets," Oakland said. It was phased out about the time the company began emphasizing deep well water in its advertising.

Modern Brewery Age Feb. 1969

Grain Belt Sales Make Steady Gains; Surtax Causes Slight Earnings Drop

Grain Belt Breweries, Inc., Minneapolis, continued to show steady growth in sales during 1968, according to an announcement by Frank D. Kiewel, president. Mr. Kiewel stated that the company has consistently shown sales gains for the past thirteen years. Net earnings in 1968 were \$933,801, compared with \$963,596 in 1967. Mr. Kiewel reported. He attributed the slight decline to the additional Federal surtax enacted in 1968.

Without the surtax, earnings would have shown a gain of \$54,505, or 12 cents per share, Mr. Kiewel said.

Grain Belt sales in 1968 reached \$31,223,705, an increase of nine percent over 1967 sales of \$28,652,812.

Outlook Good

In a year-end message to stockholders, Mr. Kiewel stated that 1969 should be a very satisfactory year, with continued growth of both sales and earnings.

The company had 479,300 outstanding shares in both 1967 and 1968.

THE MINNEAPOLIS STAR

February 13, 1969

Grain Belt Sales Up for 13th Year

Grain Belt Breweries, Inc., reported record sales last year, its 13th straight year of gains. But earnings were off slightly, mainly because of the 10 percent federal income surtax, brewery officials said.

Grain Belt earned \$933,801 or \$1.95 a share on sales of \$31.22 million. In 1967 it earned \$963,596 or \$2.01 a share on sales of \$28.65 million.



FRANK KIEWEL (LEFT) ACCEPTS AWARD
Also shown are Harry Settergren of Naegele Co. and Frank Call of Outdoor Institute



Storz plant . . . Now operated by Grain Belt.

—World-Herald Photo.

The Merger Fever, No. 3

Profits, Old Age Among Motives

By Robert Dorr

"American companies are on a merger binge," said Dr. Salvatore Valentino, chairman of the Department of Economics and Finance at Creighton University.

What are the reasons for the upsurge in corporate mergers? Dr. Valentino said:

"The drive for profits is the common core. The buyer may believe a particular company will fit into his operations and improve profits. Or diversification of a company's operations may allow better use of man power.

"From the seller's viewpoint, the owner may be getting old and tired. He doesn't want to work

Last of a Series

so hard and would like to sell while the company still has the vigor he put into it. Sometimes tax factors are involved, although these are less important."

Other comments:

—Warren Buffett, general partner of Buffett Partnership, Ltd.: "The big reason is that the seller wants to cash in his chips."

—Dr. George Harris, professor of finance at the University of Nebraska at Omaha: "A main reason is the urge to diversify by corporations—to spread the risk and even out the income. By an exchange of stock with a larger company, a person avoids the capital gains tax for a time."

—Morris Miller, president of the Omaha National Bank: "The big companies have a pool of management talent, something that is lacking in many small companies. Frequently, a successful business man has been so busy building his company that he hasn't taken the time to train any successors."

Fairmont Adds 19

With the merger trend galloping, some Omaha-based companies are trying to stay in the saddle with an aggressive acquisition program.

Fairmont Foods Company is one. Since 1959, Fairmont has bought 19 companies. Why?

"Our purposes are to move toward national

How does the merger process appear from the seller's standpoint?

The Storz Brewing Company was sold in 1966 by Arthur C. Storz and Adolph Storz to the Iowa Business Investment Corporation, which later turned over operation of the plant and an option to buy it to Grain Belt Breweries, Inc.

Arthur Storz explained the reasons for selling: "The company's big growth was from 1950 to 1960. At one time, Storz sold more beer in Nebraska than all other breweries combined. But sales stayed about the same from 1960 on and profits dropped.

"The big companies would run more ads in a day than we could in a month and they would undersell us. We could see the handwriting on the wall. In the year before the sale we had a slight deficit."

Arthur was 76 years old and Adolph 81 at the time of the sale.

Duane Hillmer sold Paramount Paper Products Company, in which he held the bulk of the stock, to the Nashua Corporation, Nashua, N. H., in 1965 for \$4,125,000 in Nashua stock.

Paramount was making a profit and Hillmer said he felt the company had a good future. But he considered Nashua's offer too good to pass up. "I sold the company at a time when it was worth quite a bit to Nashua, and I was convinced the value of Nashua stock would increase greatly," Hillmer said.

Stock Quadruples

He was right. In the 3½ years since the sale, the price of Nashua common stock has nearly quadrupled.

Another reason for selling, he said, was his feeling that the Government might decide the nation's businesses are overmerged and call a moratorium.

The estate tax question also was in the back of his mind, he said. "A company can be sold after a man's death to settle the taxes, but the question is whether it would be sold then to the best advantage. The man who has run a business is in the best position to evaluate a buyer."

Hillmer, who managed the Paramount division of Nashua for 1½ years after selling, said the

distribution of our present snack-food lines and to increase the number of food products we can offer," said Stuart C. Sherwood, board chairman and chief executive.

Fairmont's increasing scope as a snack-foods company puts it in a better position to deal with national supermarket chains, which like to have as few suppliers as possible, Sherwood said.

Why are companies willing to be merged into Fairmont? Sherwood said the most common reasons are these:

—The owner wants to retire.

—The company has become so large that the owner, working 14 hours a day or more, no longer can control it. Many an owner who is an expert operator of his business can't delegate authority to others, he said.

—The company isn't doing too well.

—The owner has all his assets in his own company and wants to get them into one or more marketable securities, primarily to protect his heirs.

More Production

In only one case has Fairmont closed a plant it has bought. That one would have been shut down anyway because it was small and uneconomical, Sherwood said. In every other instance, production of the purchased company's products has increased, he said.

Sherwood said the employees of purchased companies generally are better off because of better fringe benefits and greater opportunities to advance.

He said the merger trend does not mean a business man starting out today can't succeed. "If the man is sharp, he'll do okay. The concentration of business isn't much greater than it was 20 years ago."

Business observers believe the economic power brought to Omaha by Fairmont and a few other local companies that are buying companies has been more than offset by the sale of many locally owned firms to outsiders.

Brewers Bulletin Feb. 1969 Grain Belt Breweries Declares Dividend

Minneapolis, Minn. — The board of directors of Grain Belt Breweries, Inc., Minneapolis, last week declared a regular quarterly dividend of 20 cents a share on the common stock, payable March 17 to stockholders of record March 3.



Hillmer

Arthur Storz

merger has worked out well for Omaha because it led to Nashua locating another plant here.

Some Regrets

Storz and some others who have sold their companies say, however, that they regret what is happening.

Storz recalled raising money locally for outfitting a barracks and developing a golf course at Offutt Air Force Base. He believes the local interest was a key factor in keeping the Strategic Air Command headquarters at Offutt. Two other cities made serious efforts to wrest SAC from Omaha in its first years here, he said.

"If necessary," he said, "you could get 10 thousand or 15 thousand dollars from an Omaha company. You could go to the head man. But I don't think you can get that kind of money today. The branch manager has to call headquarters to get permission to make a 50-dollar donation."

Of his company's sale, he said: "I hated to do it, but could see it was inevitable."

Clarence Landen, who was president of Securities Acceptance Corporation when it was merged into Associates Investment Company, South Bend, Ind., in 1961 and board chairman of the Central National Insurance Group, bought by Fidelity Bankers Life Insurance Company of Richmond, Va., in 1967, said:

"I have to agree that this trend is somewhat unfortunate for Omaha, even though some new businesses help fill the gap. But there are economic reasons to merge, whether we want to or not for the sake of the city, and the stockholders are the bosses."

Mpls. Star 2/13-69

Crookston's Mr. Kiewel Dies at 93

Special to The Minneapolis Star

CROOKSTON, Minn. — Charles E. Kiewel, 93, former president of the Minneapolis Brewing Co. and active in the Polk County Bank here until a year ago, died here Tuesday night.

He was a native of Moorhead, Minn., grew up in Fergus Falls, Minn., where for years he worked in the brewery business of his father, Jacob Kiewel. When the Crookston Brewery failed Charles Kiewel turned his brewing interests to Winnipeg and Toronto, Canada.

He served as head of the Minneapolis Brewing Co. until his retirement in 1953. The following year he moved to Crookston. He was chairman of the board of the Polk County Bank until a year ago when he was named chairman emeritus.

Survivors include a son, Dewey J. Crookston; two daughters, Mrs. Herman Pantzke, Minneapolis, and Mrs. B. V. McGivern, Little Falls, Minn.; a brother, Benjamin, Thief River Falls, Minn.; one grandchild; and three great-grandchildren.

Services have been scheduled for 10 a.m. Friday here at the Cathedral of the Immaculate Conception, with burial in Calvary Cemetery.

CORRECTION

A news report of the death of Charles E. Kiewel, which appeared in The Minneapolis Star Thursday, incorrectly stated that a brewery operated by Mr. Kiewel in Crookston, Minn., suffered a business failure. The brewery was closed by the advent of prohibition.

BREWERS BULLETIN 2/10-69

Grain Belt Showed 8.7 Per Cent Gain In 1968

Minneapolis, Minn. — Grain Belt Breweries, Inc., had an 8.7 per cent sales increase last year and profits for the year as a whole were satisfactory, according to Frank D. Kiewel, president.

Grain Belt sold 1,156,000 barrels last year, up from 1967's 1,065,000. In addition to the Minneapolis plant, the company operates the Storz brewing division at Omaha. Profits were lower in the first half of 1968 but began to improve in the third quarter, according to the company report.

In 1967, when Grain Belt leased the Storz Brewing Company plant in Omaha and moved into the 1,000,000 barrel class for the first time, sales climbed more than 20 per cent to a new high of \$28,652,812.

Kiewel credits the company's
[Cont. on Page 4, Col. 1]

Grain Belt Showed 8.7 Per Cent Gain In 1968

[Continued from page 1]

success to the quality of its product, consumer advertising and management flexibility. "We are a growing regional brewery, but we have a way to go to match the growth of Coors in Colorado and Olympia in Washington," he said. "We like to think of ourselves as the 'Coors of Minnesota.' In a number of ways our operation parallels theirs."

Both breweries, Kiewel said, have exclusive sources of pure water. Coors talks about its "pure Rocky Mountain spring water" and Grain Belt about its "perfect brewing water" from a 1,074-foot well completed in 1964.

"We have products whose appeal to consumers is reflected in sales growth," he said. "Our light brews are pleasant tasting non-filling, one glass calling for another."

Committees Not Used.

The companies are also similar in management flexibility, Kiewel pointed out. "In our company we don't emphasize committees," he said. "We have a military staff concept. Like Coors, we can move fast to solve specific marketing problems."

Decisions are reached rapidly after consultations involving Kiewel; Lee Birdsong, marketing vice president; Luke Laskow, advertising manager; and the Knox Reeves advertising agency.

Grain Belt differs from Coors, Kiewel believes, in its emphasis on consumer advertising. "We have felt there was a vacuum here that we could fill," he said. "We and our agency know how to do it better than our competitors and their agencies."

In contrast to the industry trend to television, Grain Belt for the last three or four years has been putting 50 per cent of its advertising money into outdoor. The remainder goes into television and radio.

"We are a small company, so we have to make our advertising dollars count," Kiewel said. "We and our agency have learned to use outdoor effectively and economically. It has helped us achieve sales success."

Leads In Minnesota.

Industry sources agree that Grain Belt presently outsells all other brands in its home state, including local rivals Hamm and Schmidt.

Last year Grain Belt more than held its own in neighboring states, where the company concentrates its advertising and promotion effort.

Industry sources said Grain Belt was the top seller during some months in South Dakota, where it vies for leadership with Hamm and Schlitz. While Schlitz is the acknowledged leader in North Dakota, Grain Belt is believed to be running neck and neck with Budweiser for second, with Schmidt moving into a challenging position.

In Iowa, Grain Belt is in sixth place, but ahead of such formidable competition as Falstaff and Pabst. To the east in Wisconsin, the brand moved up two notches to seventh place.

In all, Grain Belt is marketed in 16 states, from Wisconsin, Illinois and Michigan to the West Coast, including Alaska. It moved into Idaho for the first time in 1968, and distribution will be sought in California this year.

Including the five midwestern and southwestern states where Storz brand only is sold, the company has operations in 21 states.

Brewer's Bulletin
2/13-69

Grain Belt Reports Record Sales For 13th Straight Year

Minneapolis, Minn. — Grain Belt Breweries, Inc., Minneapolis, continued its steady sales growth in 1968, Frank D. Kiewel, president, said in a report to shareholders Monday. The brewery has had consistent increases in sales for the past 13 years, without interruption.

Kiewel said 1968 net earnings were \$933,801, compared to \$963,596 a year earlier. Earnings per share were \$1.95, a decrease of six cents a share from \$2.01 in 1967.

The decrease in earnings per share, the first since 1955, was primarily attributed to the 10 per cent surtax in 1968. Had the surtax not applied, earnings would have been increased \$54,505, equal to 12 cents a share over 1967.

Grain Belt's sales in 1968 rose to \$31,223,705, an increase of nine per cent over 1967 sales of \$28,652,812.

Kiewel told the shareholders that 1969 promises to be a most satisfactory year of continued growth in both sales and earnings.

There were 479,300 shares outstanding in both 1968 and 1967.

Grain Belt, in addition to its Minneapolis brewery, also operates the Storz Brewery in Omaha as a division of Grain Belt Breweries, Inc.

MINNEAPOLIS SPOKESMAN 2/10-69

GRAINBELT BEER BOOSTERS CONFER ON SALES



When Christopher Avant, center, sales representative for Grainbelt Brewing Co., in Omaha came to Minneapolis for a meeting of 700 distributors of the popular beer in 16 states at the Radisson Hotel he naturally dropped into the home plant in Grainbelt Park to talk a little business.

Here he is shown conferring with Frank D. Kiewel, Jr., chairman of the Grainbelt board of directors at left and E. L. Birdsong, Vice-President in charge of marketing for the Minnesota based firm.

Mr. Avant is one of the top Grainbelt salesmen in the Omaha territory and on his visit to the Twin Cities has made many friends. He has been employed in the brewing industry for 18 years.

Minneapolis Star
2/20-69

Grain Belt's Kiewel Is Ad Medal Winner

Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., will be saluted at a reception dinner tonight as Minnesota's "Ad Man of the Year."

He will become the 10th recipient of the annual Silver Medal Award of the Advertising Club of Minnesota and Marketing - Communications (formerly Printer's Ink) magazine at ceremonies in the Pick - Nicollet Hotel.

The medal is given to a member of the advertising community "who has demonstrated a contribution to his company, his community and the general advancement of advertising."



FRANK D. KIEWEL
Ad man of the year

Kiewel, who joined Grain Belt in 1933, was named advertising manager in 1936 and director of sales and advertising in 1949. He became president of the company in 1951 and was designated president and general manager in 1955.

A native of Little Falls, Minn., and a graduate of University of Minnesota, Kiewel is a past president of Advertising Club of Minnesota and of Minnesota 10,000 Lakes Association, secretary of Marvelous Minnesota, Inc., and a former vice-president of the Minneapolis Chamber of Commerce.

He is a director and member of the executive committee of United States Brewers Association, Inc., and vice-president of Minnesota Brewers Association.

WEDNESDAY, FEBRUARY 12, 1969

1C

Jim Klobuchar



DESPITE THE COMPANY'S elaborate denials, it's becoming clear that the Hamm's bear is heading for that same zoological twilight from which the good ones never return—the whooping crane, the dodo bird and Shep the Faithful Dog.

This suspicion was confirmed a few days ago with the news of Hamm's switch in advertising agencies to the bear-shunning dudes of J. Walter Thompson Co. out east, where the only hints of lakes and sunset breezes come from the garbage piles on the Hudson River.

The displaced agents are the locally-based brainstormers of Campbell-Mithun. Campbell-Mithun is the Uncle Remus of the Hamm's menagerie, and the bear's creator, keeper and psychiatrist.

I am airing the controversy publicly today not necessarily as a Campbell-Mithun sympathizer but simply to appeal to Hamm's conscience and humanity. Shouldn't the bear be granted the dignity of a quick and honorable oblivion? Does he have to go out as a hot-air balloon in the Winter Carnival?

This sense of propriety, no doubt, lay behind Campbell-Mithun's highly emotional outburst Monday when it virtually accused the present eastern-based Hamm's management of being against bears and "all the little wild animals."

This set off the expected hysteria in the brewing company's offices in St. Paul. There, the suds-mixers are torn between their childlike loyalty to the payroll department of the parent Heublein Co. in Hartford, Conn., and their animal-loving neighbors at the Como Zoo. It was like being accused of poisoning the pandas' water.

At approximately 8:40 last night I received this desperate statement from the local Hamm's office, hastily scrawled in honey: "Personally," it said, "the management of Hamm's all love the bear. Our employees love him, our wholesalers love him, retailers love him and beer drinkers love him. You will continue to find the bear in our point-of-sale pieces, advertising specialty items and at major festivals. He recently appeared at the balloon races at White Bear Lake to prove that he still lives, HE LIVES!"

"WE CONTINUE TO RECOGNIZE the value of humor in advertising, but we have come to believe that our television and other advertising must contain more than humor alone."

In other words, the bear is being farmed out from the big, fish-filled forests of television and will spend his declining years in the brambles of moldy municipal liquor joints, sitting lugubriously on a case half-filled with Hamm's.

Friends, they said there was no room for sentiment in the malt vats but I never really believed them. And I don't really know whether the bear sold any beer for Hamm's, but he came into our homes, you see, and he was immediately accepted into the domestic chaos as a kindred bungler. He was the Joe Kapp of television commercials, somebody with whom all viewers could instantly identify. As a matter of fact, he was somebody with whom Harmon Killebrew playing first base could instantly identify, and very often did.



Farmed Out

But Heublein pushed Campbell-Mithun out of the wilderness and back into the brewery and told it to peddle Hamm's by telling the nation's beer-drinkers all about some miracle in the vats that made Hamm's smooth. The trouble is, you can identify with a blundering bear and an irritated raccoon, but how do you identify with a kettle of hops?

And so in three years the advertising Gepettos tried to sell Hamm's as three different kinds of elixir. First they called it pure and sparkly from the unalgaed depths of Minnesota's northern lakes; then they called it smooth from the stainless steel kegs in St. Paul and, in between, they put on a think-young Hamm-it-up campaign apparently intended to get the product rolling at junior proms and Bluebird meetings.

None of this seems to have caused too much alarm, admittedly, among Hamm's local competitors. According to television figures, Grain Belt will have outsold Hamm's by 282,000 to 254,000 barrels in the metropolitan market in 1968.

Hamm's thus is going to strike out toward new horizons, leaving unclear the fate of the current brand symbol, a kind of integrated Pocahontas who seems to materialize out of Muskie Bay and flow entrancingly through the forest with a tray of Hamm's beer.

THE IDEA HERE IS that what was good enough for John Smith is good enough for you, buster. Personally, the girl has always struck me being almost too fragile and young. I keep wanting to ask her for her ID card. They tell me, however, she is 27 and has three kids, which is the real reason—history to the contrary—why Sir Walter Raleigh lost his head.

All of which leaves us the inquire, ultimately, whither the Hamm's bear? Does he really belong to an eastern absentee keeper? Does he belong to the animal-lovers at Campbell-Mithun? Does he belong to the ages? Or does he belong at third base for the Twins?

Man Robs Brewery Office

A bearded robber took an undetermined amount of money Monday night from the Grain Belt Breweries, Inc. office at 1215 Marshall Av.

Minneapolis police said Larry Miskowicz, an employee, was checking in money brought in by delivery drivers when a man entered, stuck a pistol in his face and said, "put the money in a bag."

The robber then told Miskowicz to lie on the floor and count to 120. The victim complied, then called police.

Miskowicz told police that the robber was 20 to 30 years old, had wavy hair and a goatee and was wearing sun glasses.

Grain Belt Breweries Plans Addition

Grain Belt Breweries, Inc., plans to build a \$1-million, 3-story addition to its Minneapolis bottlehouse warehouse complex this year. The additional 75,000 square feet of space will provide greater efficiency in material handling and will increase storage space for bottles, cans and other supplies.

Mpls. Trib. 4/2/69

Little Falls

Daily Transcript
2/21-69

Kiewel Named Top Ad Man

A former Little Falls man, Frank D. Kiewel, president and general manager of Grain Belt Breweries, Inc., was saluted at a reception dinner last night in Minneapolis as Minnesota's "Ad Man of the Year."

Kiewel is the 10th recipient of the annual Silver Medal Award of the Advertising Club of Minnesota and Marketing-Communications magazine. The banquet was held at Minneapolis' Pick-Nicollet Hotel.

The medal is given to a member of the advertising community "who has demonstrated a contribution to his company, his community and the general advancement of advertising."

The former Little Falls man, who joined Grain Belt in 1933, was named advertising manager in 1936 and director of sales and advertising in 1949. He became president of the company in 1951 and was designated president and general manager in 1955.

A graduate of the University of Minnesota, Kiewel is a past president of the Advertising Club of Minnesota and of Minnesota 10,000 Lakes Association, secretary of Marvelous Minnesota, Inc., and a former vice-president of the Minneapolis Chamber of Commerce.

He is a director and member of the executive committee of United States Brewers Association, Inc., and vice-president of Minnesota Brewers Association.

St. Paul Pioneer Press - 5/2-69

Kiewel New Grain Belt Chief

Frank D. Kiewel has been named president and board chairman of Grain Belt Breweries, Inc., Minneapolis, it was announced following the annual stockholders meeting Monday.

Earnings rose about 9 per cent in the first quarter of 1969 Kiewel said, despite a slight drop in sales revenue. Net earnings for the period were \$127,000, equal to 26 cents a share.

Directors declared a dividend of 20 cents a share on 479,300 shares of common stock, payable June 16 to holders of May 19.

Grain Belt Shows 8 Pct. Earnings Rise

Despite lower sales, Grain Belt Breweries, Inc., Minneapolis, reported earnings Monday that were up more than 8 percent in the first quarter of 1969, compared with the same period of 1968.

Frank D. Kiewel, president since 1961, who also was named chairman last Tuesday, told the annual meeting that first-quarter earnings were \$127,000, or 26 cents a share, against \$117,000, or 24 cents a share, for a year ago.

Although the company only reports annual sales figures, Kiewel said the sales decline for the first quarter was "slight." He attributed it to heavy snows and adverse weather in January and February and to "the mounting pressure of national brewers in our primary sales area."

"The bigger brewers are offering bigger deals to the retailers and also are increasing their selling pressure on the consumer by increased advertising," Kiewel said.

Grainbelt has met the attack on its major markets, Kiewel said, with "a consistent product of excellent quality, advertising which has won praise and awards as being among the very best in the country, and by changes in our sales force and among some of our distributors."

The board declared an unchanged quarterly dividend of 20 cents per share, payable June 16 to shareholders of record May 19.

In naming Kiewel chairman, the board filled a post that had been vacant since the death of Jacob Kunz in 1946.

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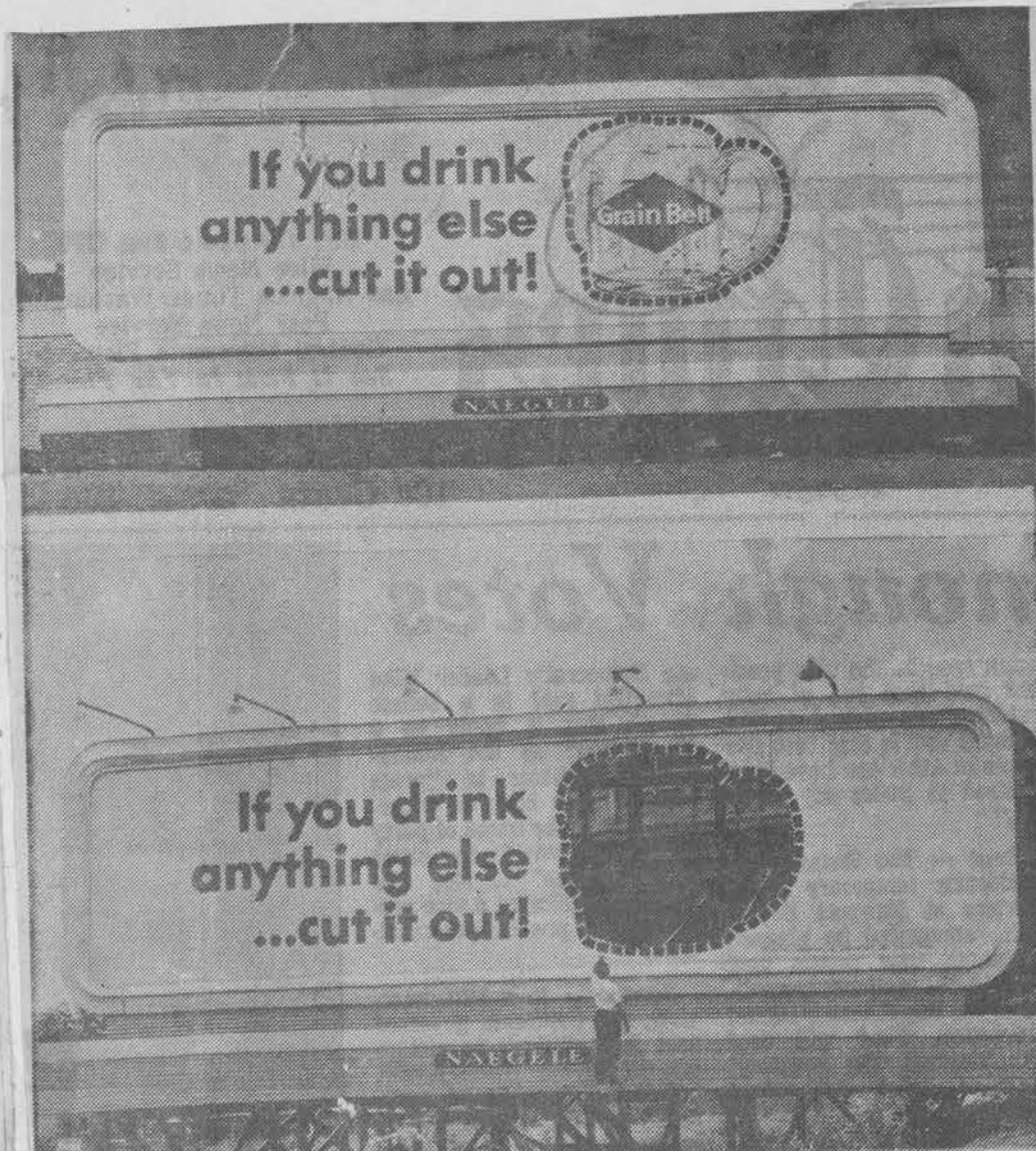
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—Staff Photo
A TELEGRAM OF BEST WISHES and good luck was received by Manager Billy Martin in his Metropolitan Stadium office Friday night from employees of the Grain Belt brewery. Martin worked in the company's public relations department before being named manager of the Twins. When he was named manager he quit the job. Making the presentation is Howard Runyan, sales manager. Some 60 employees were on hand to cheer the Twins to victory.



TAKEN AT WORD — While driving to work Thursday, Mike Ohland, Minneapolis, noticed the sun shining through a gaping hole in an outdoor sign left by an unknown admirer of another beer. A company spokesman for the

sign predicted the early capture of the culprit who chopped through the billboard since hiding the 200-pound, 9 foot by 10 foot beer mug seemed difficult.

(UPI Photo)

MINNEAPOLIS STAR JULY 15, 1969

Forrest Powers

—TV-RADIO CHATTER—



NBC-TV signed Johnny Carson to a new contract the other day which calls for his services on the "Tonight" show into the 1970s.

I'm happy to learn that Carson will continue as host of the late-evening program because I dig his presence on the tube, but I do hope that terms of the deal don't include additional vacation time for the entertainer.

No, my name isn't Scrooge. It's just that "Tonight" goes flat when Carson isn't presiding, and at times I get the feeling he is off the program more often than he is on.



Carson

For months the network has been fishing around for a substitute host who is capable of moving the show along at Carson's customary brisk pace. Peter Lawford, Bob Newhart and Corbett Monica, among many others, have sat in for an evening or a week, but none has had more than middling success.

Flip Wilson is taking his turn this week. Although he is an extremely funny comedian and a man quick with an ad lib, he, too, lacks Carson's deft touch in drawing out the best from his guests between the myriad of network and local-station commercials.



Wilson

On Tuesday night's show, basketball star Lew Alcindor was so ill at ease that it was painful to watch. Rip Taylor, who once did a crying comedy routine, was also on hand. He reaches for laughs now by throwing confetti. Dody Goodman was present, too, but her pretended or for-real naivety has worn mighty thin. It was a particularly dull program.

Next week NBC—still fishing—will give Carl Reiner a chance to put a little life into "Tonight."

★ ★ ★

MY WIFE is threatening to put an off-limits sign on our radio and television sets during broadcasts of the Minnesota Twins baseball games.

I tend to become violent when an obnoxious commercial is thrown at me repeatedly, and Hamm's and Pure Oil two of the baseball broadcast sponsors, are doing just that in an infuriating manner.

The other night, after hearing "a beer is a beer is a beer" for the eighth or ninth time, I came ever so close to hurling a bottle of beer at the set. Grain Belt beer, that is. Bring back the bear, the bear, the bear, the bear, Hamm's.

Equally annoying is the overworked blurb in which a man "beats the dealer" in a gasoline promotion contest while his family squeals with happiness. I might even agree to buy a tankful of the product if that would help enable the company to film a new commercial.

Have a heart, sponsors, I do like baseball.

ST. PAUL DISPATCH JULY 29, 1969



ANYONE BUY THE IDEAS OF THESE SIDE-BY-SIDE BILLBOARDS?
Building-Top Signs Were Viewed at University and Fairview Avenues.

—Pioneer Press Photo by Mark Morson.

Jim Klobuchar



WITH A SINGLE EXCEPTION, the orderly processes of the universe are being restored one by one and mankind's only unrelieved anguish is the continuing exile of the Hamm's bear.

On all other horizons of the spirit, normalcy reigns. Joe Namath is successfully exhumed as a living legend and will thrill us all again unless one of his girl friends sues him for violating her principles. Joe Kapp heads for another training camp, an event that always stirs us with the hints of zesty adventures ahead.

Everybody is back in the ball game except the old Hamm's mascot. Because there has been so much public protest I was asked by a reader to make some effort to interview the popular talking bear of adolescence.

"A bear is a bear," I replied, unmoved. "I liked the old scoundrel as much as the next guy and have so testified publicly, but why make a martyr out of him? Do savers ask Twin City Federal whatever happened to 5 1/4 percent?"

"There," the reader said vigorously, "you've hit on it. I'm so mauled by advertising and commercials I feel exhausted and unable to orient myself. Now that you mention it, I DON'T know where to put my savings. I get one commercial telling me how sure and convenient 5 percent passbooks are and how American they are, and five minutes later I get another telling me I'm losing money if I don't go for 5 1/4 percent, and the savings people are accusing each other of playing shell games with my money. It's enough to make you go back to the coffee can and mattress. The thing is, the Hamm's bear uncomplicated things."

"No, no," I said, "that's General Motors Acceptance Corp. They uncomplicate your life with their credit hangups by charging you interest."

"ANYHOW, Y don't have the faint Hamm's, but I do in my innings. If I see more time about day I'm going to the and switch to Wins."

"That's a cigar."

"You may win the matter which one Hamm's bear and of honey or old R."

I found the league, straighter immense and long baseball glove on."

"Yes, friend, he said wearily. sales promotions placards and stuff thousands in the cue balls dropping not kidding me."

The bear lo talgia and asked mates, the raccoo."

"Most of the at the Como Zoo, of the business they spend even drinking Griesed."

"But the new, high pressure Hamm's campaign," the bear continued, "is it really selling more beer than the Indian tom-toms and the racoon fire brigade?"

"IT MAY BE NOISIER," I said, "but at least it's more obnoxious. Most of the new campaign is intended to show young beer guzzlers just starting out that you can't claim to have hair on your chest until you've tasted Hamm's, not once but 104 years worth, all during one ball game."

"But don't some of my old fans object?"

"Certainly. At the Monte Carlo, for example, are a couple of customers who have worked up their own parody between innings. One of them tells the bartender, 'gimme a beer.' The bartender says 'what kind of beer?' And the guy says 'a beer is a beer.' Whereupon the older one looks at him sagely and sings:

"I've drunk beer at 30,000 feet over Decatur; I've drunk beer while crossing the Equator."

"I've got potted with mademoiselles from France and bombed with pirates from Penzance;

"I've ordered my brew on the South African veldt and downed a few while chasing smelt—BUT—"

"A beer is a beer is a beer is a beer until you've tasted Grain Belt."

"Do you think that may be the start of a new commercial?" asked the bear. "And I can jump to a new beer after playing out my option?"

"It deserves watching," I observed.

"No, no," he said with a brave small defiance, "it BEARS watching."

MODERN BREWERY AGE, August 18, 1969

GRAIN BELT BREWERIES, INC. announces the election of Gerald N. Meyer as vice president-finance. Prior to joining the company in 1967, Mr. Meyer was a manager for the Minneapolis, Minn. office of Ernst & Ernst.

THE MINNEAPOLIS TRIBUNE 5

is Bus Ad Was Bad

Editor: There has been some controversy going in or on city buses. This probably is a generating principle and, of course, revenue. caliber of advertising is something else.

ite taken back as I recently approached a bus during rush traffic and saw a sign across back of the vehicle saying, "Do Not Pass," with

a mug of beer. There is already plenty of con- for local traffic without some sudsy-headed ad- manager adding to it. For billboard material, it may be OK.—Henry M. Jensen, Minneapolis.

Grain Belt machinists go on strike

Twenty - one machinists' union members went on strike Friday against Grain Belt Breweries, Inc., 1215 NE. Marshall St.

They established picket lines, with varying effects on about 600 other employees in the building.

Members of the bottlers' and brewers' locals decided to finish out the week while awaiting instructions from their international unions whether they should decline to cross the picket lines.

The Teamsters left the question to the individual truck drivers. The machinists are expected to meet Monday with the Teamsters Joint Council and ask sanction for the strike.

The company said the brewery continued operations Friday. It normally does not operate on Saturdays or Sundays.

The machinists are members of Lodge 1313, International Association of Machinists.

Don McKliget, business representative of the union, said the contract was open on wages July 1 and negotiators have met seven times with company representatives.

Offer rejected

A "final" contract offer was rejected by the members late Thursday, McKliget said, and they authorized the strike.

The company said the machinists had been offered a pay increase of 39 cents an hour for the final year of a three-year contract. Machinists' base pay is \$4.63 an hour, the company said.

Earlier this summer there have been strikes lasting more than a month by other unions against the Anheuser-Busch Co. (Budweiser), St. Louis, Mo.; most breweries in Milwaukee, Wis., and a short strike in St. Paul by beer distributors that cut off supplies of Hamm's and other beers for retailers. Those strikes have been settled.

Machinists, Grain Belt to parley

Representatives of Grain Belt Breweries, Inc., 1215 NE. Marshall St., and of the International Association of Machinists were to meet in federal conciliation today in an effort to settle a strike by 21 machinists that began Friday.

Between 150 and 160 members of the Teamsters Beverage Drivers Union continued to work. Antonio G. Felicetta, secretary-treasurer of the union, said the machinists union did not request strike support from the Teamsters in advance of the walkout.

Felicetta said he agreed to attend the meeting called by George Long, federal conciliation commissioner.

Also working were 275 to 300 members of the brewers' and bottlers local.

Several employees who are members of the electricians or plumbers locals of the building trades are refusing to cross the machinist picket lines, but members of the Operating Engineers Union are working.

The 21 machinists are members of Lodge 1313, International Association of Machinists.

Company officials said production and distribution are normal.

No Talks Set in Beer Strike

No new talks have been scheduled between Grain Belt Breweries, Inc., and 21 Machinists' Union members who went on strike Friday against the Minneapolis brewery.

Carl Sievers Jr., secretary of the company which is located at 1215 NE. Marshall St., said the brewery continued operations Friday with only about a dozen craftsmen honoring the picket lines. The plant employs about 600 people.

The brewery was not scheduled to operate this weekend. The wage dispute arose July 1, at the beginning of the last year of a three-year

COMMERCIAL WEST
Grain Belt Promotes 8/19-69
Meyer to Head Finance



Meyer

neapolis office of Ernst & Ernst. He received his B.A. degree from St. Thomas College and graduated with honors, is a member of the American Institute of Certified Public Accountants, Minnesota Society of CPA's and National Association of Accountants.

Gerald N. Meyer, controller for Grain Belt Breweries, Inc., Minneapolis, has been elected vice president-finance, according to Frank Kiewel, chairman & president.

Prior to joining Grain Belt in 1967, Meyer was a manager for the Min-

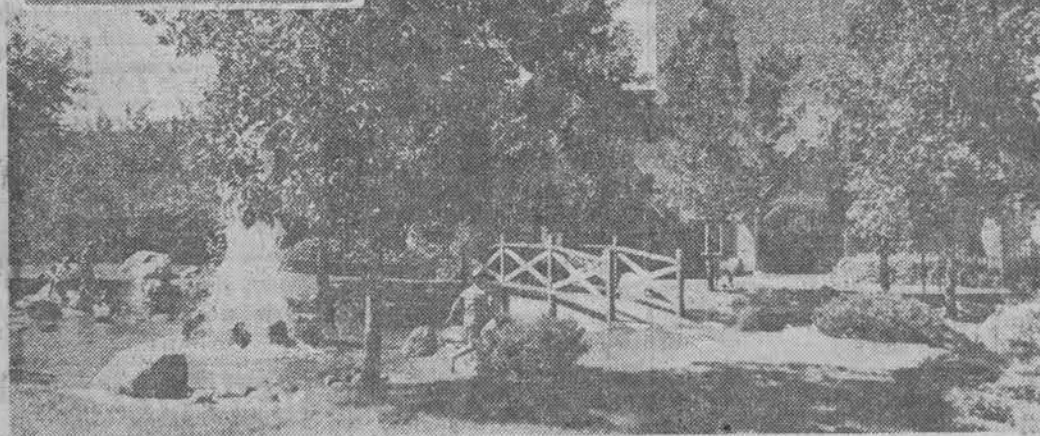
THE WALL STREET JOURNAL,
Wednesday, August 27, 1969

Grainbelt Breweries to Buy Storz Brewery in Omaha

MINNEAPOLIS—Grainbelt Breweries, Inc. announced it has purchased Storz Brewery in Omaha, effective next Jan. 1.

Grainbelt has been leasing the Omaha Brewery for two years. The leasing agreement included an option to purchase the brewery. The purchase price wasn't disclosed.

Grainbelt produces both Grainbelt and Storz brands in the Omaha plant, which employs about 200 persons.



Minneapolis Tribune Photo by Mike Zerby

A Softer Sell

Grain Belt Breweries Inc. has painted out the foamy billboard (insert) which used to adorn the wall of its main building at NE. Broadway and Marshall Sts., and replaced it with a "stone" wall, simulated by painting the bricks, overlooking its semi-public park, Cuthaus and deer pen. The shift drew immediate praise from park board architect Lewis Crutcher, who two years ago publicly criticized the old billboard as "vulgar" scene which eliminated—as far as the eye is concerned—the view of what is really a handsome old building."

MPLS. STAR STA 8/9-69 Brewery says its earnings rose \$336,000

Grain Belt Breweries, Inc., reported net earnings of \$336,000 or 71 cents a share for the second quarter ending June 30.

This compared with \$198,000 or 42 cents a share in the same period a year ago.

Frank D. Kiewel, president and board chairman, attributed the sharp increase to higher sales and improved performance of the company's Omaha, Neb. plant.

Strikes in May and June at some of the nation's major breweries, Kiewel said, contributed substantially to Grain Belt's second quarter sales gains.

"We believe our progress in sales and earnings gains will continue but at a less spectacular rate than was achieved in the second quarter," he said.

Earnings for the six months ending June 30 were \$463,000 or 97 cents a share compared with \$315,000 or 66 cents a share a year earlier.

Grain Belt reports sales only on an annual basis.

MODERN BREWERY AGE AUG. 18, 1969 Grain Belt Second Quarter Earnings Jump 70%; Sales Up For First Half

Grain Belt Breweries, Inc. has reported that net earnings for the second quarter rose sharply to \$336,000, compared with \$198,000 for the same period last year. Per share earnings gained 70 percent, to 71 cents per share. Strikes in May and June at some of the major U.S. breweries contributed substantially to the second quarter results, Frank D. Kiewel, president of Grain Belt reported. Mr. Kiewel indicated that the company expects progress in sales and earnings to continue throughout the rest of 1969, but at a "less spectacular rate."

For the first half of the year, Mr. Kiewel noted that both sales and earnings showed good increases. Net earnings were up 47 percent, to 97 cents per share. Earnings totalled \$463,000 for the period, compared with \$315,000 for the first half of 1968.

The company also reported that work has begun on a new, 75,000-square-foot warehouse building to be erected at the rear of the bottle house at Grain Belt's Minneapolis, Minn. plant.

The new building and equipment will cost over \$1 million and should be ready for use by mid-summer of next year, the company

said. The facility will be used to allow savings in the handling of cans and to provide more storage space.

Mr. Kiewel also reported that business in July continued to be "excellent." He said that competitive prices in many areas have firmed up, due in part to the economic after effects of the series of strikes.

The board of directors approved a 20 cents per share dividend on all company stock for the quarter. The dividend is payable September 15 to shareholders of record August 22.

Grain Belt Nominated For Outdoor



The wizard of ahhhhhhs.

Grain Belt Breweries, Inc. has been nominated for two awards in the annual Outdoor Advertising Competition, sponsored by the Institute of Outdoor Advertising in New York City. Winners will be announced at a special luncheon to be held November 4 at the Outdoor Advertising Association of America's convention in Atlanta, Ga.



PARKITE ROBERT GRODAHL, 2570 Webster Ave., was one of nine business and organizational representatives who accepted Aquatennial 1969 parade awards Tuesday, Aug. 19. Grodahl, customer relations manager of the Grain Belt entry in "South Seas - '69" parades. The float took the Directors' Award in the Grande Day Parade Saturday, July 19 as the most novel or unusual entry. Pictured with Grodahl at the awards presentation were Aquatennial Vice Commodore James Marson and Queen of the Lakes Annette St. Dennis. Awards were made at the August meeting of the Board of Directors.

Business News

THE MINNEAPOLIS STAR
Tuesday, Aug. 26, 1969

Grain Belt buys Omaha brewery

Grain Belt Breweries, Inc., Minneapolis, announced purchase of the Storz Brewery in Omaha, Neb., effective Jan. 1.

The purchase price was not disclosed.

Grain Belt had been operating the plant since May 1967 under a lease agreement with an option to buy from Iowa Business Investment Corp., Storm Lake, Iowa.

The Iowa group had purchased the plant a year earlier from Arthur C. Storz Sr., board chairman, and Adolph Storz, president.

Frank D. Kiewel, Grain Belt chairman and president, said the Storz label will be retained on bottles from Omaha and plant organization will be unchanged for the present. The plant employs about 200 persons.

10 THE MINNEAPOLIS TRIBUNE
Tues., Aug. 26, 1969

Grain Belt Buys Omaha Brewery, Starts Building

Grain Belt Breweries, Inc., Minneapolis, announced Monday that it has purchased the Storz Brewery in Omaha, Neb., effective Jan. 1, 1970.

Grain Belt has been leasing the Omaha plant for two years. The leasing agreement included an option to purchase the facilities.

The purchase price was not made public.

The company produces both Grain Belt and Storz brands of beer in the Omaha plant, which employs about 200 people.

Grain Belt also announced yesterday that it has begun construction of a 75,000 square-foot warehouse at its Minneapolis manufacturing complex. The firm said that the new building, when equipped, will cost slightly more than \$1 million.

BUSINESS

16 C★

Tues., Aug. 26, '69

Grain Belt Buys Storz Brewery, Expands Plant

Grain Belt Breweries, Inc., Minneapolis, has purchased the 93-year-old Storz Brewery of Omaha, Neb., effective Jan. 1, it was announced by Frank D. Kiewel, Grain Belt chairman and president.

Storz Brewery, founded in 1876 by Gottlieb Storz, has been leased by Grain Belt since June 1967.

Kiewel said construction has started on the new 75,000-sq. ft. warehouse building, being erected at the rear of the bottle house at Grain Belt's Minneapolis plant.

The new building and its equipment will cost slightly more than \$1 million. It will enable Grain Belt to make substantial savings in materials-handling and give the brewery needed warehouse space.

In addition, he announced the purchase of a new high-speed canning line for Grain Belt's Minneapolis plant, capable of filling 1,200 cans a minute. Cost of this line will be approximately \$500,000. Completion of the new warehouse and the canning line is ex-

pected by next summer making a total of \$1½ million in additions and improvements to the Minneapolis plant.

Kiewel, who made the purchase announcement, said in a report issued Aug. 7, that sales in the second quarter of 1969 ran well ahead of the same period last year, at both Minneapolis and Omaha plants.

Net earnings in 1969 were \$336,000, compared to \$198,000 for the second quarter in 1968. Earnings per share in 1969 were 71 cents a share, compared to 42 cents a share for the same period in 1968, an increase of 29 cents a share, a gain of 70 per cent.

For the six months period, Jan. 1, 1969, through June 30, 1969, both sales and earnings showed good gains. Net earnings for Grain Belt Breweries were \$463,000, compared to \$315,000 for the same period last year, an increase of \$148,000. Earnings per share were 97 cents for 1969 compared to 66 cents a share in 1968, a gain of 31 cents a share for an increase of 47 per cent.

Grain Belt to Acquire Brewery

Omaha, Neb. —AP— Grain Belt Breweries, Inc., of Minneapolis, has announced the purchase, effective Jan. 1, of Storz Brewery, Omaha, Neb.

Grain Belt signed an agreement in May, 1967, under which it operated the brewery on a lease basis with an option to buy from Iowa Business Investment Corp.

The Iowa group had purchased the plant a year earlier from Board Chairman Arthur C. Storz, sr. and President Adolph Storz.

Announcement of the purchase of the 90 year old, multi-million-dollar plant was made by Frank D. Kiewel, chairman of the board and president of the Minneapolis firm. No price was reported.

[Grain Belt was a minority partner in a bid by Stroh Brewery Co., Detroit, for the Blatz division of Pabst Brewing Co., Milwaukee. Blatz later was sold to G. Heileman Brewing Co., Inc., La Crosse, for \$10,750,000.]

Kiewel said the Storz label would be retained on bottles from Omaha and plant organization temporarily would remain unchanged. The plant employs about 200 persons.

Earnings of the Omaha plant were \$336,000 for the last quarter, Kiewel said, and \$463,000 for the first six months of this year.

Lee Birdsong, Grain Belt's vice-president for marketing, said the company planned to concentrate on marketing in states surrounding Nebraska and look to southwestern states for future development.

28 Omaha World-Herald, Tuesday, August 26, 1969

Grain Belt Buys Storz

Grain Belt Breweries, Inc., of Minneapolis, which has operated the Storz Brewery at 1807 North Sixteenth Street for more than two years, announced its purchase of the Omaha brewery Monday.

The sale will be effective Jan. 1. Grain Belt officials declined to disclose the price.

In May, 1967, Grain Belt signed an agreement under which it operated the brewery on a lease basis with an option to buy the multimillion-dollar plant from the Iowa Business Investment Corp., with headquarters at Storm Lake, Ia.

The Iowa group purchased the plant a year earlier from the two men who owned nearly all the stock in the 90-year-old company, board chairman Arthur C. Storz Sr. and president Adolph Storz.

Retain Label

Monday's announcement was made at a press conference by Frank D. Kiewel, chairman of the board and president of the Minneapolis firm.

He said the Storz label will be retained on bottles from Omaha. The Omaha organization will temporarily remain unchanged. He said the plant currently em-



—World-Herald Photo.

Kiewel . . . Chairman.

employs about 200 persons.

Kiewel said he intends to hire "an executive with a strong background in brewery management as vice-president for operations, with the appointment being made by the end of the year."

Expand Market

Kiewel said the Storz plant is "operating on a volume much larger than in recent years."

He said the net earnings in the past quarter were 70 per cent greater than in the same quarter last year, and in the past six months were 47 per cent more than in the same half of 1968.

Net earnings were \$336,000 for the quarter, he said, and \$463,000 for the six-month period.

Lee Birdsong, Grain Belt's vice-president for marketing, said the company "will strengthen our marketing organization" in the states surrounding Nebraska and, in the future, "will look particularly toward the Southwestern states."

W. W. Keenan, vice-president for public relations of Grain Belt, described Omaha as "a great shipping center."

Keenan has been the top official of the company based in Omaha.

He said the Omaha plant "can better service Grain Belt and Storz products in the central midwest and the Southwestern states than the Minneapolis facility. The current growth of the Omaha plant has been very encouraging and will lead to even greater expansion in the future."

No Pabst, A-C Showdowns Expected Today

Interest In Blatz Reported

A number of brewing firms reportedly are interested in acquiring the Blatz operation which the federal court has ruled must be severed from the Pabst Brewing Co. here, industry sources reported Tuesday.

However, their interest may complicate a scheduled conference on a formal divestiture decree, scheduled at 2 p.m. Wednesday before Judge Robert E. Tehan in the federal district court here.

Bertram M. Long, an attorney for the justice department's antitrust division office in Chicago, declined to comment Tuesday on the government's possible position on any plan for the acquisition of Blatz by another, perhaps smaller, brewing firm.

Judge Tehan ruled last Feb. 28 that Pabst violated federal antitrust laws in its 1958 acquisition of the old Blatz Brewing Co. from Schenley Industries, Inc. Some that time, he has held a series of conferences to determine the future of the Blatz operation.

Long indicated Tuesday that a decision had not been reached by the parties involved for approval by the court.

Industries sources indicated that at least three brewing firms, including one east coast company, have indicated interest in Blatz. Spokesmen for the firms, however, either declined to comment or were unavailable for comment Tuesday.

While Pabst attorneys have indicated they favor the return of Blatz to Schenley, government lawyers are not so sure that they are equally in favor of that solution. Schenley has become a part of Glen Alden Corp., a conglomerate, since the sale of Blatz to Pabst. A majority of Glen Alden stock is held by Rapid-American Corp., another conglomerate company based in New York city.

However, the government's case was based on the alleged reduction of competition in the production and sale of beer in the United States, the state of Wisconsin and the three state area of Wisconsin, Illinois and Michigan.

The case is the second in which a Milwaukee brewing firm has been ordered to dispose of brewing operations. Earlier, the justice department ordered the Jos. Schlitz Brewing Co. to sell the Burgermeister Brewing Co., San Francisco. In the two years since the order was issued, however, Schlitz has been unable to find a suitable buyer and soon may return to the court for additional instructions, stockholders were told at Schlitz' annual meeting here earlier this year.

The Pabst case actually predates the Schlitz matter. The government's allegations were filed Oct. 1, 1959 but the case was dismissed in 1964. The United States supreme court reversed the dismissal, however, and the case was returned to the federal district court here for trial.

MPLS. STAR 6/14 Grain Belt says it's interested in buying Blatz

MILWAUKEE, Wis. (UPI)—Grain Belt Breweries Inc., Minneapolis, has expressed interest in buying the Blatz operation of the Pabst Brewing Co.

In February, U.S. District Court Judge Robert Tehan declared Pabst's 1958 purchase of Blatz Brewing Co. in violation of federal antitrust laws. Tehan ordered Pabst to divest itself of Blatz operations.

Frank D. Kiewel Jr., president and board chairman of Grain Belt, said Friday Grain Belt definitely was interested in Blatz.

Among other possible buyers are the G. Heileman Brewing Co. of La Crosse, Wis., and Associated Brewing Co. of Detroit, Mich.

BREWERS BULLETIN 6/9-69 Court Sets July 8 For Ruling On Blatz Case

Milwaukee, Wis.—After being unable to secure an agreement between U. S. Justice Department attorneys and counsel for the Pabst Brewing Company on the sale of the Blatz Brewing Company as ordered by Federal court here several weeks ago, U. S. Judge Robert E. Tehan has set July 8 for formal disposition of Blatz, according to reliable information in the Federal Building.

Pabst was understood to favor the sale of its Blatz subsidiary to the Associated Brewing Company rather than to two other reported bidders, Grain Belt Breweries of Minneapolis and the G. Heileman Brewing Company of LaCrosse, Wis., these sources reported.

The Government antitrust division attorneys attending the June 4 hearing in Judge Tehan's

[Cont. on Page 4, Col. 3]

Court Sets July 8 For Ruling On Blatz Case

[Continued from page 1]

chambers were reportedly unwilling to approve the proposed sale contract between Pabst and Associated, and took the position of not recommending any specific purchaser, while at the same time not objecting to any of the three reported bidders. No terms of the reported offers to Pabst were revealed.

At the July 8 hearing, it is expected that spokesmen for the three bidding breweries will be heard, subject to cross-examination by attorneys for Pabst and the Government. The hearing is expected to consume three or four days, and Judge Tehan would then take the matter under advisement before ruling on which bid should be accepted, and for what price and terms of sale.

It is expected that William M. O'Shea, executive secretary of the Brewers' Association of America, will ask to make a statement and give testimony at the July hearing. He is reported to oppose the purchase of the Blatz label by Associated Brewing Company, which currently operates plants in South Bend Ind.; Brooklyn, N. Y.; Evanston, Ind.; Chicago and St. Paul, Minn. Associated reported total sales of 4,000,000 barrel making it the industry's 10th largest brewery in 1968. Sales in 1967 were reported at 4,200,000 barrels.

BREWERS BULLETIN - June 23, 1969 Hearing On Blatz Sale Scheduled On June 26

MILWAUKEE—Further proceedings on how the Pabst Brewing Company will dispose of its subsidiary, the Blatz Brewing Company, will be held here June 26, instead of July 8 as announced earlier. A recent Federal court ruling held that Pabst violated the Clayton Act when it acquired the Blatz Brewing Company in 1958. The court has ordered that Pabst divest itself of the Blatz brand.

The recent sales volume of Blatz beer has been from 1,700,000 to 1,800,000 barrels annually.

Attorneys for Pabst and the U. S. Department of Justice have not been able to agree on what should be done with Blatz.

The public hearing on June 26 will be held in the court of Federal Judge Robert E. Tehan, according to informed sources here, and may continue for at

[Cont. on Page 4, Col. 4]

Hearing On Blatz Sale Scheduled On June 26

[Continued from page 1]

least two days.

The court will hear testimony from Pabst attorneys, Government lawyers, representatives of breweries seeking to acquire the Blatz brand as well as witnesses that may be called to testify.

After hearing testimony of the various parties, the court will then decide on the disposition of Blatz, the Bulletin learned.

It is understood that the Associated Brewing Company, Grain Belt Breweries, Inc., and the G. Heileman Brewing Company, Inc., are interested in taking on the Blatz label.

Pabst Gets \$11.5 Million Associated Brewing Bid For Some Blatz Assets

Offer, Needing Court Approval, Comes as Divestiture Hearing Opens; 2 Others Plan Proposals

By a WALL STREET JOURNAL Staff Reporter

MILWAUKEE — Associated Brewing Co., Detroit, opened bidding for the Blatz beer business of Pabst Brewing Co. with an offer of \$11.5 million for the brand name and certain assets. The proposal, which is subject to the approval of the Federal district court here, didn't include the Blatz buildings.

Hearings on divestiture plans opened before Federal Judge Robert E. Tehan yesterday. In February, Judge Tehan ruled that Pabst's 11-year-old acquisition of Blatz from Schenley Industries Inc. violated Federal antitrust laws. Subsequent meetings between Pabst and Justice Department attorneys failed to produce an agreement on a divestiture plan and the hearings were then ordered by the court.

In addition to Associated Brewing, G. Heileman Brewing Co., La Crosse, Wis., and Grain Belt Breweries Inc., Minneapolis, are understood to be preparing offers for Blatz. Details of those proposals, however, haven't been disclosed.

Associated Brewing said it would finance the proposed purchase with a private placement of \$8 million of subordinated notes with warrants to purchase 410,000 shares of common stock at \$13 per share and also by increasing its term bank loans by \$5 million.

Robert E. Spiller, executive vice president of Pabst, said that, though all "ramifications and details" of the offers aren't yet available, "I think we are favorably inclined to it (the Associated Brewing offer)."

Pabst purchased Blatz Brewing Co. for \$11 million cash, \$3.5 million of debentures, 200,000 shares of Pabst common and warrants for an additional 350,000 common shares.

Grain Belt's Hope to Buy Blatz Fades

By SAM MARTINO

Minneapolis Tribune Staff Writer

MILWAUKEE, Wis. — A U.S. antitrust attorney said Thursday the federal government would not look favorably on a proposal by Grain Belt Breweries Inc. to purchase the brand name Blatz from the Pabst Brewing Co. of Milwaukee.

The attorney, Bertram Long, said Grain Belt's proposal to buy Blatz contained too many conditions.

Grain Belt, G. Heileman of La Crosse, Wis., and Associated Brewing Co. of Detroit, Mich., submitted bids to Federal Judge Robert E. Tehan for the purchase of Blatz.

Associated Brewing Co., which owns the Jacob Schmidt Brewing Co. of St. Paul, yesterday offered to buy the Blatz brand name for \$11.5 million.

THE OFFERS from the other two firms were described as "substantially lower" by Pabst President James C. Windham.

Pabst was ordered to sell Blatz earlier this year following successful prosecution against the firm for antitrust violations in acquiring Blatz in 1958.

Long said Grain Belt sought to franchise Blatz production with National Brewing Co. and Hudepohl Brewing Co. The two firms would produce the beer in Michigan, Ohio, Kentucky and Indiana.

Long said the arrangement would not be favorable to the government.

"We feel fragmentation of brands raises a great many kinds of problems," Long said.

WINDHAM also said Grain Belt was not the best potential buyer. He said he favored Associated Brewing because it could get into production the Blatz brand more quickly, with its plants in St. Paul; South Bend, Ind.; Chicago, Ill., and Evansville, Ind.

"If we obtain the Blatz brand it would mean more production in St. Paul, said Herman Epstein, president of Associated Brewing. We feel we can do a great job in handling the beer."

Grain Belt argued that the sale of the Blatz name either to Heileman or Associated would accelerate the trend toward monopoly and lessen competition in the brewery industry.

The Minneapolis brewery said Associated would move from the nation's tenth-ranked brewery firm to No. 5 if it won acquisition and Heileman's from 18th to 11th. Grain Belt is ranked as the 23rd largest beer producer in the country, and would jump to 13th if it owned Blatz.

BREWERS BULLETIN Windham Testifies At Court Hearing On Blatz Sale

Associated Brewing Co.
Offers Highest Bid

MILWAUKEE, June 27 — James C. Windham, president of the Pabst Brewing Company, took the stand yesterday at a hearing in Federal Court before Judge Robert E. Tehan which will determine who will be the purchaser of the Blatz Brewing Company, a Pabst subsidiary.

A recent Federal court ruling held that Pabst violated the Clayton Act when it acquired the Blatz Brewing Company in 1958. The court has ordered Pabst to divest itself of the Blatz brand.

The recent sales volume of Blatz beer has been from 1,700,000 barrels to 1,800,000 barrels annually.

The purpose of the hearing, which is expected to continue next week, is to determine what progress if any has been made on the divestiture plan. The court ordered the hearing after attorneys for Pabst and the Department of Justice were not able to agree on what should be done.

Windham was questioned by B. M. Long, a Government attorney. During the hearing it was disclosed that the highest bidder for the Blatz label and certain other assets was the Associated Brewing Company, with headquarters in Detroit, which offered \$11,500,000.

It was learned that the G. Heileman Brewing Company, La Crosse, had bid about \$9,500,000. Grain Belt Breweries, Inc., is reported to have bid \$5,500,000 to \$6,000,000 for Blatz. Windham testified that he did not favor the offers by Heileman or Grain Belt.

Windham said that Associated had offered to hire some of the Blatz sales and production personnel and to take over the franchises of Blatz distributors throughout the country.

Offers Spin-Off

The testimony brought out that Associated, if allowed to acquire Blatz, would spin-off about 450,000 barrels of its annual production of certain brands brewed at some of its plants. Windham said he believed that smaller breweries would be interested in acquiring these labels and would thereby benefit. At last count, Associated was marketing about 20 brands.

Associated apparently would make this move to counter any charges that its acquisition of Blatz would lessen competition in some markets, observers said.

Windham noted that Heileman is already a strong competitor in the Wisconsin market, whereas Associated is not. He also objected to the Heileman bid because Heileman has been involved in lawsuits with distributors recently.

Windham opposed the Grain Belt offer because it was less than the others and also because it will involve contract brewing of the Blatz brand. The Grain Belt plan, according to the testimony, calls for substantially all of the Blatz production to be done outside of the Grain Belt plants under contract. Grain Belt itself does not have the capacity. Grain Belt was said to be attempting to develop an arrangement for contracting for the production of about 1,700,000 barrels of Blatz by other breweries. These were named by Windham as The National Brewing Company of Detroit and the Hudepohl Brewing Company of Cincinnati, as well as 300,000 barrels with Pabst.

Windham said he opposed contract brewing because of the quality factor, among other things.

Windham was expected to testify further on Friday. Witnesses from the bidding breweries were also expected to be heard. Judge Tehan will decide what to do after hearing the testimony.

Associated Brewing Company said it would finance the proposed purchase with a private

By RAY KENNEY
Sentinel Business Editor

The president of the G. Heileman Brewing Co., La Crosse, Wis., Tuesday testified to his company's interest in brewing operations conducted by two Milwaukee brewers — Pabst and Schlitz.

Roy E. Kumm, the outspoken chief of the state's fourth largest brewing firm, testified he had bid \$5 million for the Burgermeister Brewing Co., San Francisco, Calif., which is operated by the Jos. Schlitz Brewing Co., and \$8.5 million for the Blatz operation conducted by the Pabst Brewing Co.

Schlitz officials were unavailable for comment on Kumm's testimony late Tuesday.

The statements were the latest in the surprising and increasingly complex case in which Federal District Judge Robert Tehan must determine the future of the Blatz operation. The hearing was scheduled after the court ruled that Pabst violated antitrust law in the acquisition of Blatz from Schenley Industries in 1958.

Acquisition of either or both operations would expand the La Crosse firm substantially.

Heileman has described itself as "America's fastest growing brewer," recording a 33% increase in barrelage last year. The company ranked 39th in size among the nation's brewers in 1956 and last year was ranked in 18th position.

The firm supplies an estimated 600 wholesalers from breweries at La Crosse and Sheboygan, and has been a major supplier of beer to the Mil-

waukee area market during the current strike at local plants by brewery workers. Industry sources Tuesday pointed to gains made during the strike and predicted that Heileman would expand its market here as a result of its introduction of labels to beer drinkers here.

Kumm had puled out several stops in his effort to acquire the Blatz operation.

Talked of Mergers
In earlier testimony, he told Tehan and attorneys for the justice department that another bidder, the Duquesne Brewing Co., Pittsburgh, Pa., had approached Heileman in the hope that the Wisconsin firm could acquire Duquesne. However, he said, the Duquesne losses had been too heavy to provoke Heileman interest.

He also revealed that Heileman and another bidder, Associated Brewing Co., Detroit, had discussed the possible merger of Associated into Heileman in 1968 but that the talks never resulted in a merger agreement.

Associated's offer, the highest known bid, has won the recommendation of Pabst President James Windham. Associated has offered \$11.5 million for the Blatz operation.

Last week, Heileman revealed ownership of 40,000 shares of stock in yet another bidder, Grain Belt Brewing Co., of Minneapolis. After acquisition of the 40,000 shares of Grain Belt, he said in court here this week, "Washington told me not to buy any more."

Heileman also has retained a local advertising and public relations agency, Klau-Van Piersom-Dunlap, Inc., to distrib-

placement of \$8 million of subordinated notes with warrants to purchase 410,000 shares of common stock at \$13 per share and also by increasing its term bank loans by \$5 million.

Robert E. Spiller, executive vice president of Pabst, said that though all "ramifications and details" of the offers aren't yet available, "I think we are favorably inclined to it (the Associated Brewing offer)."

Windham also said that discussions about Blatz had been held with the Rheingold and Ballantine breweries although the latter firm did not make bids. He said no offers were received from firms outside the brewing industry.

Wednesday, July 9, 1969 MILWAUKEE SENTINEL

Kumm Also Eyes Schlitz Unit

BACKGROUND
OF THE NEWS

ute press releases each day, recapping Kumm's testimony on the witness stand during the hearing.

Economy Stressed

Kumm's statements earlier this week, that the removal of Blatz production from the state would have a \$56 million impact on the Wisconsin economy, were widely circulated to news media.

The figure, Kumm said, included payrolls, state taxes, supplies and freight costs, and sales.

If Heileman purchases Blatz, Kumm told the court, the company hopes to retain all Blatz drivers, outside salesmen and supervisors, and would offer jobs to at least 150 production workers if they wish to move out of Milwaukee.

Kumm's interest in Burgermeister appears equally intent if less widely publicized.

Like the divestiture of Blatz by Pabst, Schlitz was ordered by the justice department to dispose of the Burgermeister operations more than two years ago. Robert Uhlman, chairman of the board and president of Schlitz, told his stockholders last spring that Schlitz had been unable to locate a suitable buyer and that the Burgermeister operation had been failing.

He indicated at the time, however, that at least one indication of interest appeared to be a serious one.

History Repeats

The Duquesne bid, received by the court this week, appeared to be a case of history repeating itself.

When Pabst acquired Blatz in 1958, the Pabst brand was in trouble and Blatz was thriving. Pabst argued in the subsequent trial of the antitrust suit that the company was nothing less than a failing corporation at the time and that the acquisition had saved the company from potential failure.

Eleven years and one lawsuit later, Duquesne said in a statement filed with the court that sales had slipped badly in recent years.

Unless Blatz is absorbed into the operation to bolster sagging sales of Duke and Duquesne Bavarian brands, the company said, "petitioner may be compelled to go out of business."

Wisconsin Record Herald

July 2, 1969

Associated Brewing Files Brief in Court

MILWAUKEE, Wis. (AP) — Associated Brewing Co. of Detroit says it would dispose of two of its brands if its acquisition of Blatz Brewing Co. of Milwaukee goes through.

Associated, having offered \$11.5 million to Pabst Brewing Co. for Pabst's Blatz division, filed a brief Monday in U.S. District Court in support of the deal, to which officials said Associated and Pabst had agreed April 26.

Pabst acquired Blatz in 1958, but was told by U.S. District Judge Robert Tehan in February to dispose of the acquisition because of antitrust laws.

A hearing in Tehan's court was in its third day Monday, and was told by Herbert Epstein, 42, chairman of the Associated board, that his firm is ready to take over full production of Blatz.

The Associated brief said the Detroit firm would be willing to sell its Old Dutch and E & B brands to "smaller brewers" who then would be strengthened in the competitive beer market.

The brief said Associated's acquisition of Blatz would free an annual output of about 400,000 barrels at four Midwest plants operated by Associated.

G. Heileman Brewing Co. of La Crosse and Grain Belt Brewing of Minneapolis, of which Heileman owns a portion, had made what Pabst called substantially smaller bids for Blatz.

"The companies which are interested in acquiring the Associated brands... are smaller, local and regional brewers that are struggling to maintain their volume of sales in the face of intense competition from the large national brewers such as Anheuser-Busch, Schlitz and Pabst," the Associated brief said.

July 3, 1969

Seek to buy Blatz firm

MILWAUKEE (UPI) — Two wholesale beer distributors who handle both Heileman and Blatz products testified Wednesday that they favor the acquisition of Blatz by Heileman.

The testimony came at a hearing before U.S. District Judge Robert E. Tehan who recently ordered the Pabst Brewing Co. to divest itself of Blatz. Tehan ruled the 1958 acquisition had violated antitrust laws.

Heileman, a La Crosse firm; the Associated Brewing Co. of Detroit, and Grain Belt Breweries, Inc., of Minneapolis had

earlier indicated they were interested in obtaining Blatz.

Meister Brau of Chicago and the Burger Brewing Co. of Cincinnati told Tehan Wednesday they were also interested in obtaining the Milwaukee brewery.

Associated has made public an \$11.5 million bid for Blatz and Heileman has offered \$8.5 million.

Emil Wetzler, Cedarburg, Wis., a Blatz distributor for 27 years, said he felt consumer acceptance in his area would drop and resultant sales decreases would jeopardize his business.

He said his opinion was based

on recent conversations with "the people who consume the beer" and some of the dealers he serves.

Wetzler said that 80 per cent of his sales involve Blatz and about 15 per cent Heileman.

James Meier, Madison, a Heileman distributor for the past six years, said he became a Blatz distributor two months ago, thinking he was buying "a Milwaukee brand."

Tuesday, July 8, 1969

PROSPECTIVE BUYERS NOW TOTAL SEVEN 4 Firms Ponder Blatz Bids

Four more potential bidders — two additional brewing firms, an organization of black businessmen here and an unidentified local group — entered the complex Pabst-Blatz divestiture picture Monday.

Their presence, revealed by Federal District Judge Robert Tehan, boosted the number of prospective Blatz purchasers to seven, including five brewing firms.

Tehan presently is hearing testimony to determine the future of the Blatz brewing operation here, following a ruling last February that Pabst violated antitrust laws in the acquisition of Blatz from Schenley Industries in 1958.

The new names in the case Monday include:

- United Black Enterprises, group of black businessmen who told Tehan they would submit a bid before noon Friday.

- Stroh Brewing Co., a major brewing firm in Detroit, Mich.

- Duquesne Brewing Co., Pittsburgh, Pa., which told the court that "petitioner may be compelled to go out of business," unless sales are increased substantially.

- An unidentified group represented by Atty. Richard Y. Fisher, who is chairman of

the board of Bankit Corp., a three year old credit card service for nonretail business organizations which has branching into other areas since the first sale of stock to the public last March.

Earlier bidders include:

- Associated Brewing Co., Detroit, which has offered \$11.5 million for the right to brew Blatz in Detroit and other breweries.

- G. Heileman Brewing Co., La Crosse, Wis., which has argued that the Blatz operation ought to be retained in Wisconsin.

- Grain Belt Breweries, Inc., Minneapolis, Minn., which has argued that approval of its offer would not bolster the company's share of the national market substantially, thereby reducing competition.

In a press conference earlier Monday, spokesmen for United Black Enterprises indicated the organization was formed "as a result of the ruling" in the Pabst-Blatz case.

Harold B. Jackson, Jr., former assistant district attorney and legal spokesman for the group, indicated UBE would seek a court order suspending Tehan's hearing until a Blatz bid could be submitted, but the request was withdrawn after the judge indicated he would

accept a bid prior to noon Friday.

Plans have not yet been formulated, but the group of Negro businessmen and professional men may form a holding company. If Blatz is acquired, its top and middle management posts would go to blacks and the policy would be to employ black workers, Jackson said.

Black Enterprises could be a national enterprise based in Milwaukee, Jackson added, and would not limit its attention to the Blatz bid.

The group is the first to indicate it would be willing to rehabilitate the entire Blatz operation here. Pabst officials have indicated that the rehabilitation of the brewery would cost between \$15 million and \$17 million.

Other potential bidders are seeking authority to brew beer under the Blatz and Tempo labels.

In a petition filed with the court, Duquesne attorneys said the Pittsburgh brewery has the capacity to produce 2.5 million barrels of beer a year but that annual sales have been declining steadily.

Eight years ago, the petition said, sales totaled 1.2 million barrels in a market area that includes Ohio, Pennsylvania, West Virginia, Maryland, New

York and New Jersey. Last year, the company said, sales totaled 699,000 barrels and, in the first five months of 1969, are running 7% below a year ago.

After a transitional period of about two months, the company said, it could brew all the Blatz beer required by the court, in its brewery in Pittsburgh.

The company said it had obtained a line of credit which would permit a cash offer, with half of the money paid at the time the order is entered and the balance at the end of the year. The monetary value of the offer was not disclosed, but the company indicated the formal offer would be submitted to the court before 2 p.m. Thursday.

Duquesne executives have been attempting to sell the brewing firm to interests which would retain the operation in Pittsburgh, but have been unsuccessful, according to the petition. Economic forecasts by the firm indicate that it may have to suspend operations unless sales are increased, the document added.

Peter Stroh, president of the Stroh Brewing Co., said he had contacted Tehan's staff last week to determine whether his company "would be eligible" to bid on the Blatz operation.

"We're not a potential bidder at this point, but we are considering it," Stroh said.

"We assumed that we would be ineligible for antitrust reasons, but when we saw who else was bidding..."

He apparently referred to his Detroit competitor, Associated Brewing Co.

The company last year sold 2.5 million barrels but has a capacity to brew 4 million barrels, "so you can see that we would be able to handle any or all the Blatz operation," the brewer said. The company markets Stroh and Goebel beer in Michigan, Ohio, Indiana and West Virginia.

Stroh said he would continue his conversation with the court to determine whether his company would be an eligible bidder.

Fisher said Monday that he was not prepared to comment on the identity of the group he represented, or whether it was connected with Bankit.

"The group isn't even prepared to move," he said. "We do not even know whether we would want to move (on it) until we have made an investigation."

Black Group's Bid for Blatz Serious, Seeks Momentum

By JOE PECOR

The effort by a group of black businessmen to acquire the Blatz brewing operations here is an earnest one, sources indicated Tuesday.

The Milwaukee group reportedly has received tentative commitments for \$5 million in loans from several eastern banks, including the Freedom National bank, New York city, and First Philadelphia Bank & Trust Co., Philadelphia, Pa. Both banks are run by blacks.

In New York, William Hudgens, president of Freedom National, said he was "well aware" of the Milwaukee group and its bid for Blatz.

However, he added, "It would not be right to comment on any financial considerations" between Freedom National and the local group.

In Milwaukee, Atty. Harold B. Jackson, Jr., spokesman for the group calling itself United Black Enterprises, said tentative commitments had been reached with five eastern banks.

He confirmed that two of the banks were Freedom National and First Philadelphia Bank & Trust. He also confirmed that \$5 million was the amount of the loans, which includes a half million each from the five banks.

Freedom National bank, with its main offices in the Harlem section of New York, was founded in 1964 by John Roosevelt (Jackie) Robinson, the former baseball player who became the first Negro to play in the major leagues.

The bank reported assets of \$32 million and deposits of \$29 million at the end of 1968. It has a branch office in Brooklyn, N. Y.

Jackson said that Black Enterprises was still negotiating to raise further capital to purchase the Blatz operation.

Federal Judge Robert Tehan has given the group until noon Friday to submit a formal bid. Tehan presently is hearing testimony to determine the future of the Blatz operation here, following a ruling last February that the Pabst Brewing Co. violated antitrust laws in the acquisition of Blatz from Schenley Industries in 1958.

Several other parties, including five brewing companies, have already submitted or are considering bids for Blatz. The highest known bid, \$11.5 million, was made by Associated Brewing Co., Detroit.

The major asset would be only the name Blatz, because the brewing plant is not now in operation. James C. Windham, president of Pabst, has told the court it would cost an additional \$15 to \$17 million to rehabilitate the plant. The rebuilding would take a year and a half to two years, Windham said.

"That Friday deadline makes it difficult," Jackson said. "That's not much time to put our bid together."

Brewery sources Tuesday questioned whether the group had the experience to market its product in the fiercely competitive industry.

"Marketing's the least of our worries," Jackson answered. He has said that, if the brewery were acquired, all top and middle management jobs would be filled by blacks and the policy would be hire blacks.

"My work background is in minority marketing," Jackson said. "And we anticipate using a black New York advertising and public relations firm to help us market the beer nationwide," he said.

Jackson, a former assistant district attorney here, is a graduate of Marquette university and the MU law school. Prior to earning a law degree, he worked in the New York brokerage offices of Bache & Co.

He also worked as a public relations counsel with Hal Jackson & Associates, his father's firm in New York.

Besides Jackson, others in Black Enterprises are Theodore Mack, an insurance agent for the New York Life Insurance Co.; Henry S. Crosby, president of Henry S. Crosby & Associates, an insurance agency; Robert Peeple, assistant branch officer for the First Wisconsin National bank; Ray Alexander, community relations specialist at the Northtown planning project; Mrs. Alexander, and Diane Williams, executive secretary of United Black Enterprises.

BREWERS BULLETIN
Grain Belt Withdraws Offer For Blatz;
 10th July '69
Cites Lack Of Necessary Capacity

Grain Belt Breweries, Inc. has announced that it is withdrawing its bid to acquire the Blatz beer label and other Blatz assets from Pabst Brewing Co. Frank D. Kiewel, president and chairman of Grain Belt, stated that the company's offer "contemplated participation by other brewers with Grain Belt, in order to make available the needed extra productive capacity required to produce the expected added Blatz volume." Grain Belt has little excess productive capacity at its two plants in Minnesota and Nebraska, Mr. Kiewel reported.

Grain Belt had been negotiating with National Brewing Co. and the Hudepohl Brewing Co. for necessary productive capacity to handle the Blatz brand. After lengthy negotiations, Grain Belt and National Brewing could not come to a mutually satisfactory agreement, Mr. Kiewel reported.

In concluding his statement, Mr. Kiewel noted that Grain Belt management found it necessary to withdraw its offer for Blatz, since it could not get a guarantee of extra production capacity.

It was also reported that several banks have put up \$5 million to help finance a bid by a group of black businessmen who want to purchase the Blatz brewery from Pabst. Harold B. Jackson, a spokesman for United Black Enterprises, Inc., Milwaukee, Wis., confirmed that the group has received a commitment for capital from the banks, two of which are owned and operated by blacks.

Mr. Jackson stated that the company would fill all top and middle management jobs with black persons, if the bid is accepted by Judge Robert Tehan and if United Black Enterprises can raise more capital for the venture.

Judge Tehan ruled earlier this year that Pabst had violated anti-trust laws by its 1958 purchase of Blatz Brewing Co. from Schenley Industries, Inc. He ordered Pabst to divest itself of the Blatz label and assets.

Milwaukee Journal
 7-10-1969

Associated Brewery Trims Offer for Blatz by \$1 Million

Associated Brewing Co., Detroit, Thursday reduced its \$11.5 million offer for Blatz by \$1 million.

The announcement came after a morning long closed door session in the chambers of Federal Judge Robert E. Tehan.

Associated, which had made the highest known bid for Blatz, gave several reasons for the reduction. It said the lengthy hearing had disrupted plans which Associated had for Blatz. The brewery said the potential addition of other interested parties also influenced the decision.

Tehan Thursday recessed the hearing until 1:45 p.m. Monday.

G. Heileman Brewing Co., Inc., officials, another bidder for Blatz, declined comment. Pabst Brewing Co. spokesmen were not immediately available for comment.

The president of Grain Belt Breweries, Inc., Minneapolis, late Wednesday explained why his company had withdrawn from the competition to acquire Blatz.

At a press conference in Minneapolis, Frank D. Kiewel, said Grain Belt had not been able to get help in producing Blatz from two breweries with which it had been negotiating.

Kiewel said the Grain Belt offer "contemplated participation by other brewers in order

to make available the needed extra productive capacity required. . . ."

He said Grain Belt had only limited capacity at its plants in Minneapolis and Omaha, Neb. He said Grain Belt's 1968 production was about 1.2 million barrels. He declined to say what the brewery's capacity was but said it could not have handled the Blatz operation without expansion.

Additional Capacity

He said the breweries with which Grain Belt had been negotiating for additional capacity were National Brewing Co., Baltimore, and Hudepohl Brewing Co., Cincinnati. He said the talks were for about one million additional barrels per year.

Kiewel said that after the negotiations broke down, Grain Belt found it mandatory to withdraw its offer.

The Grain Belt offer never was disclosed but Pabst President James C. Windham had testified that it was "substantially" below the \$11.5 million offer made by Associated.

Offer Withdrawn

In a related development Kumm revealed that his company earlier this year had made an informal \$5 million offer for Burgermeister Brewing Co., San Francisco, which is operated by Jos. Schlitz Brewing Co.

It was learned that Heileman's offer for Burgermeister had been made within the last two or three weeks but had been withdrawn when financing for its acquisition fell through.

Officials at Schlitz had no immediate comment. Kumm said he could not comment until he was through testifying.

Kumm also testified Wednesday that Heileman owned 40,000 shares of Grain Belt stock which it acquired as an investment about two years ago in a single block. Grain Belt has 479,300 shares outstanding.

Kumm said Heileman and

Grain Belt officials had discussed merger possibilities before the stock purchase was made but that the talks were discontinued after the purchase. He said justice department attorneys had informed the company that a merger could create antitrust problems.

In other developments Wednesday, Tehan extended the deadline to 10 a.m. Monday for any interested parties to submit offers for Blatz.

Tehan also read a telegram informing the court that the Wisconsin Wholesale Beer Distributors association would meet Friday at the Chula Vista resort, Wisconsin Dells, to discuss the Blatz situation.

Milwaukee Sentinel Monday, July 14, 1969

Bankit Will Submit Bid for Blatz Today

By RAY KENNEY
 Sentinel Business Editor

A Milwaukee firm not presently engaged in the production of beer will submit a formal bid Monday for the Blatz brewery here, "lock, stock and barrel," officers of the company said Sunday.

Bankit Industries, Ltd., a subsidiary of Bankit Corp., will ask Federal Judge Robert Tehan for authority to acquire the brewery and reconstruct it as it was operated prior to the acquisition of Blatz by the Pabst Brewing Co. in 1958, according to Attys. Richard Y. Fisher and Sidney B. Lilly.

Fisher is chairman of the board of Bankit Corp. and Lilly is secretary of the firm.

"We spent last week trying to determine whether management might be available and whether capital would be available," Fisher said. "We now have determined that both would be available. Blatz is Milwaukee's finest beer; it's a 120 year old institution, and we think it should be kept here and brewed here."

Fisher declined to reveal the amount of the bid in advance of the 10 a.m. Monday court deadline for the acceptance of offers by Tehan.

The court ruled earlier this year that Pabst violated anti-trust law in the acquisition of Blatz from Schenley Industries 11 years ago. Tehan presently is hearing testimony in support of earlier offers from the Associated Brewing Co., Detroit, and the G. Heileman Brewing Co., La Crosse, Wis. A third bidder, Grain Belt Breweries, Inc., Minneapolis, Minn., dropped out of the bidding last week.

A second group of Milwaukeeans, organized as United Black Enterprises, also is expected to bid for the Blatz operation Monday. The existence of the group, organized by black businessmen, was announced last week.

Other brewing firms also may submit bids Monday.

"As far as we know, we are the only persons bidding under Government Plan A," Fisher said. "That is, we are interested in the entire Blatz operation, just as it was before the acquisition."

Associated and Heileman have offered \$10.5 million and \$8.5 million, respectively, for the rights to the Blatz labels, the brewing formulas, and certain other equipment, but the brewing process would be transferred from the Pabst brewery here to the bidders' plants.

Lilly cited testimony last week by Roy E. Kumm, president of Heileman, who said the removal of Blatz from Wisconsin could have a \$56 million impact on the economy of the state, including payrolls, state taxes, supplies, freight costs and sales.

Lilly noted that cans presently are purchased here and that much of the malt used in the brewing process is purchased from area companies.

Bankit Corp., which earlier this year was authorized to sell stock to the public at \$5 a share, was founded in 1966 to offer a credit card service to non-retail business firms; manufacturers, wholesalers and distributors. The offices are located at 2222 N. Mayfair rd., Wauwatosa.

The subsidiary was formed last April to purchase the operating assets and to lease existing real estate of the Roberts Wholesale Co., Eau Claire, Wis., with annual sales of almost \$14 million.

Fisher, formerly vice-president of the parent company, was elected chairman of the board several weeks ago. A

practicing attorney here for the past 11 years, he is a specialist in corporate finance, mergers and acquisitions, a colleague said.

Blatz Bids Total Six; Judge Closes Door to New Offers

Federal District Judge Robert E. Tehan Monday closed the door on further bids for the acquisition of the Blatz brewing operation here.

The judge acted following the formal receipt of four bids earlier in the day which boosted the number of active bidders to six.

Three of the active bidders presently are engaged in the production of beer. Two were submitted by Milwaukee area businessmen and the sixth by a group of Negro entrepreneurs who have formed United Black Enterprises here in an effort to acquire the Blatz operation.

Tehan has ruled that the Pabst Brewing Co. violated antitrust laws in the acquisition of Blatz from Schenley Industries in 1958. He currently is conducting hearings to determine the best method of implementing that ruling.

The bidders, after the deadline passed Monday, include:

- Associated Brewing Co., Detroit, which was the highest bidder at the outset of the hearing; reduced its bid last week, and Monday, found it had been topped in monetary value by another brewery.

- G. Heileman Brewing Co., La Crosse, Wis., which revised its offer to \$10,750,000 Monday, \$250,000 above the Associated offer.

- Stroh Brewing Co., Detroit, which submitted a plan for the joint production of Blatz by Stroh and Grain Belt Breweries, Inc., Minneapolis, Minn., for the production of Blatz by both companies.

Grain Belt earlier withdrew a bid for the Blatz operation.

- United Black Enterprises, which formally offered \$9 million for the operation Monday.

- Bankit Industries, Ltd., which submitted a formula for the acquisition of the reconstructed Blatz brewery for a price 10 times that of Blatz earnings in 1968. Atty. Richard Fisher, chairman of the board of the firm, indicated the figure would be between \$28 million and \$30 million.

- Gerhard J. Vetter, president of Sanisco Co., Inc. here, who wrote a formal letter to Tehan Monday but did not appear in court. Vetter could not be reached for comment Monday.

The brewing firms are bidding for the right to produce Blatz and for acquisition of labels, marketing equipment, brewing formulas and vehicles.

Bankit is seeking the entire brewery, reconstructed (by Pabst) to produce a minimum of two million barrels a year. United Black Enterprises plans still are incomplete.

Stroh took the stand later Monday to support his bid. The company is prepared to offer \$6 million, he said, and to back it with a \$7.5 million marketing campaign. In a separate agreement, Stroh would turn over production rights for the manufacture of Blatz in Minnesota, Nebraska and Wisconsin to Grain Belt for \$2 million. Grain Belt also would contrib-

ute up to \$2 million toward the marketing campaign, he said.

The Stroh offer, however, is contingent upon settlement of the current brewery workers strike on or before July 31, Stroh said in a letter to James Windham, president of Pabst. The letter was filed with the court Monday.

An attorney for the Duquesne Brewing Co., Pittsburgh, Pa., indicated that the company no longer was interested in the bidding. However, he remained in the courtroom to make notes on the case Monday.

United Black Enterprises representatives indicated that the organization is negotiating with an investment banking firm for an underwriting of some \$40 million. A spokesman for the group asked the court for a three week extension in order to seek managerial talent and other assets.

Fisher also requested an extension on behalf of Bankit.

The judge however indicated that he was concerned about delays in the case that might be detrimental to the Blatz operation. He said he would rule on the extension requests within a few days.

"The Blatz operation is being severely strained," the judge said. "If new participants are permitted to come in as this hearing progresses or if those now in cannot proceed without extensions, the uncertainty and resultant lapse of time may well destroy Blatz, and effect for which I do not

want to be responsible," he said in a statement read in open court.

Tehan also indicated he did not wish to jeopardize the existing offers.

"As I understand it, the whole purpose of this case was to restore Blatz to a competitive position and, to achieve that end, prompt action must be taken," he said.

"As of right now, I am establishing a conclusive presumption that anyone or any firm or group which might be interested in any phase of the Blatz operation but has not come in with a definitive bid, prepared to submit proof, has demonstrated by inaction and a lack of concern for the brand, an incapacity to make of Blatz a viable competitor and cannot be considered a prospective purchaser.

"No more offers will be considered," he added, (unless) "all parties to the original lawsuit request the court to consider."

SBIC Invests

Commerce Capital Corp., a small business investment company here, has added 68,000 shares of stock of Diagnostic Data, Inc., Palo Alto, Calif., to its portfolio, according to Edward L. Machulak, president of the SBIC. The purchase represents a \$340,000 investment in the firm, which is engaged in research and development of protein and other products, he said.

US Declines to State Position on Brewery Offer for Blatz

United States government attorneys Tuesday declined to take a position on the offer by Stroh Brewery Co., Detroit, for the Blatz division of the Pabst Brewing Co.

Headed by Bertram S. Long, of the justice department's antitrust division, the government said it would treat the Stroh offer in the same way that it viewed offers by two other breweries for Blatz.

Federal Judge Robert E. Tehan is conducting a hearing into the methods by which Pabst may divest itself of Blatz. Tehan has ruled that Pabst's 1958 acquisition of Blatz violated antitrust laws.

5 Bidders Recognized

Five bidders have been officially recognized by the court. In addition to Stroh, G. Heileman Brewing Co., Inc., La Crosse, and Associated Brewing Co., Detroit, have made offers, as have United Black Enterprises, a group of business and professional people, and Bankit Industries, Ltd., a subsidiary of Bankit Corp., a credit card service for nonretail businesses.

Long told the court, after conferring with justice department officials in Washington, that he viewed the brewery offers as having "similar but not identical adverse anticompetitive effects."

Long said, however, that he had not had sufficient time to study in detail the brewery offers.

Attorneys Make Request

Attorneys for the other bidders had requested the government to present some guidelines on its view of the Stroh offer. As part of the offer, Grain Belt Breweries, Inc., Minneapolis, would own one-third of Blatz and one-third of a marketing corporation organized to promote the brand. Stroh would own the remaining two-thirds of both entities.

Tehan Tuesday also took notice of the absence of a representative of United Black Enterprises.

Later, Atty. Harold B. Jackson, jr., spokesman for the group, said he did not see any value in cross examining other bidders' witnesses. He said he was busy gathering his own witnesses.

Jackson said there had been no change in the desire by UBE to acquire Blatz. He said he had not had further talks with Kidder, Peabody & Co., Inc., a New York investment banking firm, regarding the underwriting of a public stock offering in Blatz.

Offering Sought

UBE has approached Kidder, Peabody about the possibility of underwriting a \$40 million offering. The company has expressed interest but has not made a commitment.

Peter Stroh, president of Stroh Brewery, Tuesday testified that officers at his company viewed as "critical" the marketing support a bidder could give Blatz after purchase.

He said for this reason, Stroh's purchase offer — \$6 million — was the lowest of the five bids. An additional minimum of \$7.5 million was pledged for marketing the brand. Stroh told the court he saw no value in outbidding others for the purchase price only to be defeated later in the market place because of a lack of promotional support.

Price Believed High

He said he thought for what was being offered, both Associated's and Heileman's bids were "exceedingly high."

Stroh Brewery would not need to make any loans to acquire Blatz on the basis of its offer and Stroh probably could put Blatz on retail shelves in about 90 days after a court decision, Stroh said.

Bid For Blatz 7/18-69 Withdrawn By Associated Firm

Pabst Favors Offer
By G. Heileman

MILWAUKEE—Attorneys for the Pabst Brewing Company last week filed a motion with Federal Judge Robert E. Tehan recommending the sale of the Blatz Brewing Company to the G. Heileman Brewing Company, La Crosse. Heileman reportedly has offered \$10,750,000.

The action was the latest development in the four-week Federal Court hearing on the future of Blatz. Pabst was ordered to sell Blatz earlier in the year.

The motion by the Pabst lawyers came after the Associated Brewing Company withdrew its \$10,500,000 bid for Blatz. The only other active bidder for Blatz is the combination of The Stroh Brewery Company, Detroit, and Grain Belt Breweries, Inc., Minneapolis and Omaha. Informed sources said Judge Tehan will hear more testimony this week and may possibly reach a decision on Friday.

Also complicating the issue over control of Blatz was a bid submitted on July 14 by United Black Enterprises of Milwaukee, a recently-formed black business group, which said it had pledged of \$9 million toward acquisition of Blatz. The spokesman for this group asked for 30 to 60 days to raise funds for a firm bid and to study sales, marketing and fiscal data concerning the Pabst Brewing Company, present owner of Blatz.

Judge Tehan denied the delay and ordered statements by the U.B.E. to be made during the week of July 21. As a result of his ruling, the U.B.E. is expected to decide this week whether to withdraw its bid or appeal Judge Tehan's decision.

The Stroh-Grain Belt offer was based on an agreement between the two firms calling for Stroh to grant Grain Belt a "perpetual" license to make Blatz for distribution in Minnesota, Nebraska and Wisconsin principally. Stroh presumably would handle the rest of the market. Grain Belt would pay Stroh \$2,000,000 for brewing and distribution privileges and would also pay Stroh \$2,500,000 of the \$7,500,000 estimated "marketing costs" during the next three years.

There was some question on the part of the other bidders of the anti-trust aspects of the Stroh offer, which was described from the witness stand in statements by Peter Stroh, president Robert T. Hyde, Stroh marketing vice president, and Frank D. Kiewel, Grain Belt president. Hyde termed Blatz as having "the image of a loser" at this time, and was confident that Stroh "with its excellent image and unsurpassed distributor relations" could turn the brand around and restore depressed personnel morale.

G. Heileman Wins Right to Purchase Blatz Brewing

By SAM MARTINO
Minneapolis Tribune Staff Writer - 8/7-69

MILWAUKEE, Wis. — The G. Heileman Brewing Co. of LaCrosse, Wis., Wednesday won the right to purchase the Blatz division of the Pabst Brewing Co. of Milwaukee for \$10.7 million.

Federal Judge Robert E. Tehan made the decision yesterday, eliminating a joint offer of \$6 million for the purchase of Blatz by Grain Belt Breweries Inc., of Minneapolis, and Stroh Brewery Co., of Detroit, Mich.

Judge Tehan ordered the sale of Blatz last February after Pabst was found guilty of violating antitrust laws in acquiring Blatz from Schenley Industries in 1958.

GRAIN BELT earlier sought to purchase Blatz alone but dropped out of the running because it could not get cooperation from two eastern breweries to help it produce the Milwaukee beer.

The Minneapolis brewery has only a limited amount of excess production at its two plants in Minneapolis and Omaha, Neb. Grain Belt agreed to pay Stroh \$2 million for the privilege of manufacturing Blatz in Minnesota, Nebraska and Wisconsin.

Judge Tehan yesterday said in making his decision that the Stroh-Grain Belt "agreement in practice would probably be unworkable . . ."

"The Stroh-Grain Belt offer is also by far less desir-

able than Heileman when an examination in resultant market shares is made," Judge Tehan said.

HEILEMAN would move from a national ranking of 18th in the brewery industry to 11th with the purchase of Blatz, according to projected figures by brewery industry officials.

Blatz has declined steadily in its beer production, according to Pabst president James Windham, partly because of the order for Pabst to divest itself of Blatz.

Pabst Must Sell Blatz To Heileman

MILWAUKEE (UPD)—U.S. Judge Robert E. Tehan Wednesday ordered the sale of the Blatz Brewing Co. to the G. Heileman Brewing Co. of La Crosse for \$10,750,000.

Tehan had ruled earlier that the acquisition of Blatz by the Pabst Brewing Co., Milwaukee, from Schenley Industries in 1958, violated federal antitrust regulations and ordered Pabst to divest itself of Blatz.

The La Crosse brewery was one of two bidders. The other was the Stroh Brewing Co., Detroit, which bid \$6 million and pledged to launch the brand with a \$7 million marketing campaign.

The Heileman bid was for the right to brew Blatz, the brewing formula, merchandising and promotional materials and equipment and 32 delivery trucks.

"It is sufficient to state that the court, that the government and that Pabst is satisfied as of the present time that Heileman can pay the purchase price and compete effectively," Tehan said in announcing his decision.

Tehan said the written form of the order is being prepared.

The antitrust division of the Justice Department had recommended the sale of the actual Blatz plant here to a third party if existing bidders were not interested in acquiring the facility.

The department also asked that Pabst be prohibited from acquiring another brewery or label for 10 years unless prior federal approval is given.

Pabst had recommended the Heileman offer be accepted.

Roy Kumm, Heileman president, hailed the judge's decision and said it would mean Heileman facilities would double and possibly even triple in Wisconsin. The firm's main brewery is at La Crosse, but it also has a brewery at Sheboygan.

Kumm said the main reason Heileman sought the Blatz label was for its semi-national distribution system which will allow Heileman to market its own labels in different areas as well as Blatz.

He said the transaction was "bigger than anything we've ever tackled."

The executive said expansion would occur primarily at La Crosse, but some expansion would occur at the Sheboygan brewery.

The acquisition of Blatz, said Kumm, means "the Heileman brewery will become more solid in the Midwest and will also expand on a greater scale nationally."

COMMERCIAL WEST
AUG. 30-1969
**Grain Belt Buys Plant,
Reveals Expansion Plans**

Respective gains of 70 percent and 47 percent for second quarter and six month periods on net earnings of Grain Belt Breweries, Inc., Minneapolis, highlighted President & Board Chairman Frank D. Kiewel's report that Grain Belt has purchased the 93-year-old Storz Brewery, effective January 1970, for an undisclosed amount. Grain Belt has been leasing the Omaha plant since June of 1967.

Grain Belt and Storz brand products are being produced in Omaha in greater quantities to serve a constantly growing marketing area, according to Lee Birdsong, vice president-marketing, with production at a high level and both brands now being marketed in 16 states from the Omaha facility.

In Minneapolis, Kiewel reports that construction has begun on the new 75,000 sq. ft. warehouse building, which will cost slightly more than \$1-million, including equipment. For Grain Belt's Minneapolis plant, a new high-speed canning line, capable of filling 1,200 cans per minute and costing approximately \$500,000, has been purchased, Kiewel adds. Completion of the new warehouse and canning line is expected by next summer.

OMAHA WORLD HERALD 8/26-69

Storz Brewing Plant Is Sold to Grain Belt

Grain Belt Breweries, Inc., of Minneapolis which has operated the Storz Brewery at 1807 North Sixteenth Street for more than two years, announced its purchase of the Omaha brewery Monday.

The sale will be effective Jan. 1.

In May, 1967, Grain Belt signed an agreement under which it operated the brewery on a lease basis with an option to buy the multimillion-dollar plant from the Iowa Business Investment Corporation, with headquarters at Storm Lake, Ia.

The Iowa group purchased the plant a year earlier from the two men who owned nearly all the stock in the 90-year-old company, board chairman Arthur C. Storz Sr. and president Adolph Storz.

Retain Label

Monday's announcement was made in a press conference by Frank D. Kiewel, chairman of the board and president of the Minneapolis firm.



—World-Herald Photo.
Kiewel . . . Chairman.

MODERN BREWERY AGE 9/8-69 Grain Belt Purchases Storz In Omaha; Second Quarter Earnings Up Sharply

Grain Belt Breweries, Inc. has purchased the Storz Brewery in Omaha, Nebraska, Frank D. Kiewel, chairman and president, announced recently. Grain Belt has been operating the Storz facility for the past two years under a leasing arrangement. The purchase will become effective January 1. No disclosure of the purchase price was made. Mr. Kiewel also announced that Grain Belt has begun construction on a new warehouse at its Minneapolis, Minn. brewery, which will cost more than one million dollars.

Mr. Kiewel revealed that earnings in the second quarter showed a marked increase over the same period last year. Net earnings for the quarter were \$336,000, or 71 cents per share, compared with \$198,000, or 41 cents per share, in the second quarter of 1968.

For the first six months of the year, earnings rose to \$463,000, compared with \$315,000 for the same period in 1968. Per share earnings for the first half were 97 cents, compared with 31 cents a year ago.

The new warehouse will contain 75,000 square feet and is being erected at the rear of the present bottle house. The addition will enable Grain Belt to make substantial savings in material handling, especially cans, Mr. Kiewel noted.

The company has also purchased a new high-speed canning line, capable of filling 1,200 cans per minute. Cost of the line was about one-half million dollars.

He said the Storz label will be retained on bottles containing the Omaha brew. The Omaha organization will temporarily remain unchanged. He said the plant currently employs about 200 persons.

Kiewel said he intends to hire "an executive with a strong background in brewery management, as vice-president for operations, with the appointment being made by the end of the year."

Expand Market

Kiewel said the Storz plant is "operating on a volume much larger than in recent years." He said the net earnings in the past quarter were 70 per cent greater than in the same quarter last year, and in the past six months were 47 per cent more than in the same half of 1968.

Net earnings were \$336,000 for the quarter, he said, and \$463,000 for the six-month period.

Lee Birdsong, Grain Belt's vice-president for marketing, said the company "will strengthen our marketing organization in the states surrounding Nebraska and, in the future, 'will look particularly toward the Southwestern states.'"

W. W. Keenan, vice-president for public relations of Grain Belt, described Omaha as "a great shipping center."

"Business in July continued to be excellent," Mr. Kiewel noted. Acknowledging that sales were affected by the strike against other brewers in Milwaukee, Wis., Mr. Kiewel said the company expects progress in sales and earnings to continue, but at a less "spectacular rate."

Lee Birdsong, vice president-marketing, noted that the company plans to strengthen its marketing activities in states adjacent to Nebraska. He said Grain Belt hopes to make an appointment of an industry executive with a strong brewery background as vice president-operations by the end of the year.

Mr. Kiewel indicated that more improvements will be planned.

NEBRASKA ANALYST SEPTEMBER 1969

Grain Belt Buys Storz Brewery

Frank D. Kiewel, chairman of the board and president, Grain Belt Breweries, Inc., Minneapolis, announced at a news conference in Omaha that Grain Belt has purchased the 93-year-old Storz Brewery, its labels and good will, effective January 1, 1970, for an undisclosed amount. Grain Belt has been leasing the Omaha plant since June of 1967.

Storz brewery was founded in 1876 by Gottlieb Storz, an immigrant from Wurttemberg, Germany. In those days beer was delivered in wheelbarrows; today a fleet of gleaming red and white trucks and semi-trailers speed Storz beer to sixteen states.

Kiewel also said that construction has started on the new 75,000 square foot warehouse building being erected at the rear of the bottle house at Grain Belt's Minneapolis plant.

The new building and its equipment will cost slightly more than one million dollars, and will enable Grain Belt to make substantial savings in materials-handling, especially of cans, and will give the Brewery badly needed warehouse space.

Kiewel who made the purchase announcement said in an Interim Report issued by the company on August 7, sales in the second quarter of 1969 ran well ahead compared to the same period last year, at both Minneapolis and Omaha plants.

Net earnings in 1969 were: \$336,000, compared to \$198,000 for the second quarter in 1968. Earnings per share in 1969 were: 71 cents per share, compared to 42 cents per share for the same period in 1968, an increase of 29 cents per share. A gain of 70 percent.

For the six months' period, January 1, 1969 through June 30, 1969, both sales and earnings showed good gains. Net earnings for Grain Belt Breweries were: \$463,000 compared to \$315,000 for the same period last year, an increase of \$148,000. Earnings per share were: 97 cents for 1969 compared to 66 cents per share in 1968, a gain of 31 cents per share for an increase of 47 percent.

"Business in July continued to be excellent," said Kiewel. Despite the fact that the Milwaukee brewery strike was settled on July 15, Grain Belt believes its progress in sales and earnings will continue, but at a less spectacular rate than the 70 percent gain achieved in the second quarter of 1969.

The sharp rise in net earnings for the second quarter of 1969 reflected both the second quarter sales increase and vastly improved operations in the Omaha plant, Kiewel added.

Lee Birdsong, vice president marketing, said Grain Belt and Storz brands are being produced in the Omaha plant in greater quantities to serve a constantly growing marketing area for Grain Belt Breweries. Production in the Storz plant is at a higher level than it has been for many years. Grain Belt and Storz brands are now being marketed in sixteen states from the Omaha facility.

"We plan to strengthen our marketing organization and activities in the states adjacent to Nebraska and we anticipate that sales will continue to increase in the states of Iowa, Missouri, Kansas, Colorado, Wyoming and South Dakota, as well as in the state of Nebraska," said Birdsong.

"We have been operating the Omaha plant from Minneapolis during the two year leasing period. We now intend to hire an executive with a strong background in brewery management, as vice president—operations, with the appointment being made by the end of the year," stated Kiewel. He also indicated that extensive improvements in the Storz plant are contemplated in the future.

The Storz plant employs more than 200 people which represents a meaningful contribution to the city and state tax rolls and through local purchasing of Omaha and Nebraska made products makes significant contributions to the state's fiscal growth.



Meyer

Grain Belt Breweries, Inc., Minneapolis, has appointed Gerald N. Meyer vice-president for finance. Meyer moves up from controller.

THE MINNEAPOLIS STAR
Thursday, Sept. 11, 1969

TUESDAY, SEPTEMBER 16, 1969

10

Barbara Flanagan



WHAT'S MISSING IN MINNEAPOLIS? The Mississippi River, that's what. It's been hiding out Downtown for more than 50 years. Only a few knew where to find it.

Now we've rediscovered the big river. Planners are poking about the riverbank making recommendations to move mountains—mountains of coal, that is. And the Minnesota chapter of the American Institute of Architects is throwing a river conference Wednesday at the Minneapolis Institute of Arts that is open to anyone.

Upriver from the University's Showboat landing, the Mississippi is a mess. I cruised it Monday with some "U" faculty wives aboard the true-blue "Miss Prescott," a dandy little boat from Prescott, Wis.

You leave the greenery behind at the Washington Av. bridge. Jim Carver, a metropolitan planner who led us, explained that the hope is to extend W. River Rd., from where it stops now, Downtown to 3rd Av. S. What a tourist treat that would be.

Cruising into Downtown waters, one can admire the old Stone Arch bridge. The buildings belonging to Northern States Power Co. (NSP), also have some charm. If NSP abandons that plant, I hope somebody grabs it and turns the buildings into a Minnesota version of San Francisco's waterfront cannery—a shopping boutique.

Going through the locks was fun and faster than I expected. It takes only 15 minutes for the big 50-ft. lock at the bottom of Portland Av. It's the highest on the river, Frank Ryder of the U.S. Army Corps of Engineers, another tour guide, told us.

This season, 6,000 pleasure boats have gone through the locks. Gone where, I wondered. There is no place to tie up upstream except the Edgewater Inn, 2420 NE. Marshall St. That's great, but we could use a couple more restaurant-marinas up river.

We passed some of the elegant old mill buildings—landmarks that could become lively again. The Fuji-Ya restaurant is a riverside gem. And I looked across to the east bank where Peter Hall hopes to restore an "old town" block or two on SE. Main St. with luck!

The billboard blight more or less begins at the 3rd Av. bridge. At Hennepin Av. is a billboard jungle overlooking the bridge and the river. A riverfront cleanup should clear it out.

Nicollet Island could be our pride. As we skimmed by yesterday, Mrs. John Ordway of St. Paul looked above the trees at the green mansard roof on a building of weathered Minnesota limestone.

"I was born there," she said simply. "It used to be a block of townhouses just like they have in New York. The Island was the place to live in those days."

I wish it could be again. And I also wish there would be room for our version of Denmark's Tivoli Gardens. The Island could become downtown Minneapolis' greatest asset.

Above the island, the Mississippi riverbanks are bleak and blighted—either unused or overused. Industry moved in years ago and smothered the riverbanks. Yesterday, though, a few fishermen and women had found their way to the river. You could see what a haven that stretch could become.

Carver said a proposed industrial-park area would be set back from the riverbank to leave room for a parkway, bike path, and hiking trail. That sounds like good thinking.

Across from it, on the east bank, at least two firms agreed to develop their riverbank property in a parklike manner. Now if we could only screen the automobile junkyard across from the Edgewater. What a view that gives diners.

The lacy ironwork of the old Broadway bridge and the Germanic towers of the Grainbelt Brewery were two of the finest sights upstream. Everything else needs to be replanned with pizzazz for people.

It's time to bring the Mississippi back to life again.

THURSDAY, SEPTEMBER 18, 1969

1C

Barbara Flanagan



LIFE CAN BE BEAUTIFUL—or beautified. In Minneapolis, anyway, we do try harder.

This week a handsome new sculpture by super-artist Paul Granlund was unveiled in the courtyard of the newly connected Swedish and St. Barnabas Hospitals.

And Martin Christensen, a sculpture student at the Minneapolis School of Arts, concocted that chuckle of clocks in the window of Bill Gregory's Traveling, Inc., 1010 2nd Av. S.

True, they're putting up another billboard on dirty old 3rd Av. S. But it's heartening to know that Frank Kiewel has taken that florid mural off the side of the elegant Grain Belt brewery tower. That charming old building is too beautiful to be botched up.

Kiewel, Grain Belt's dapper president, is for flower stalls on the Nicollet Mall. When I mentioned billboards and blinking bottle caps, he smiled and came up with a good idea for the Mall.

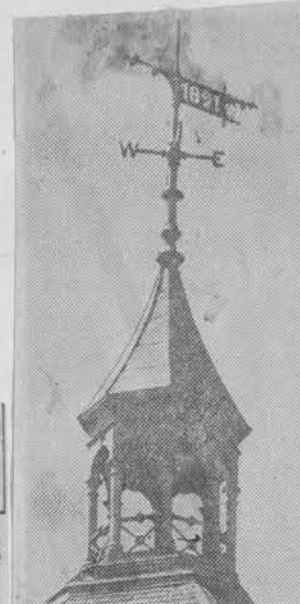
"Why not put displays of color photographs of beautiful and historic local sites in those kiosks on the Mall?" he asked. A good thought. Those kiosks need something colorful inside.

Kiewel had invited me to Grain Belt to view his year-around fountain in the park adjacent to the brewery. He thinks it's possible for Mall fountains to bubble most of the year—if steam is nearby.

He explained that the water in the park fountain flows from a well 1,084 feet deep. "I'm told the water fell as rain and snow up near Hinckley, Minn., before George Washington took command in the Revolutionary War," Kiewel said. "Geologists tell me this water from the Hinckley strata then filtered down here."

Kiewel completed the park and fountain seven years ago next to the building that has stood at 1215 NE. Marshall St. since 1891.

"In winter," he said, "we add steam to the sump and hold the temperature to 44 degrees. Some of the water forms ice sculptures. The only danger to a winterized fountain is that the steam can cause fog on very cold days. I'm afraid we've fogged the intersection a few times."



GRAIN BELT CUPOLA
Brewery built in 1891

We walked around the park on cobblestones that once kneed the hoofs of brewery horses. It was a sunny morning, and tourists were already sampling free beer in the garden.

Kiewel said the garden is popular for wedding pictures. "On June Saturdays they stand in line," he said.

Deer in the park during the summer are the delight of youngsters. An addition to the nearby grounds is a flower bed of bright red begonias in the diamond pattern of Grain Belt's trademark.

Kiewel said a member of the pioneering Eastman family of Minneapolis, Alvah Eastman, was the brewery's first president. He hired the architect to design the building with its fairy-castle tower.

After a trip to West Germany, Kiewel was convinced he must restore the exterior of the old building and add the garden to make the public feel welcome—at least during the summer. But people like it enough to stroll through even in winter to see the fountain. That water never stops bubbling.

The old landmark looks great now. And isn't it nice to know that's one historic site that won't come down for a parking lot?

Speaking of parking lots, I shocked three 4-H Club girls by showing them the lots on dirty old 3rd last week. They were beautification experts from their counties in town as guests of Northrup King, the seed people who believe in beautification.

The kids were almost speechless at the blight. Well, who isn't?

BREWERS BULLETIN 10/27-69 Grain Belt Pays Regular And Extra Dividends

MINNEAPOLIS — A quarterly dividend of 25 cents a share, an increase of 5 cents a share over last quarter, and an extra dividend of 25 cents was

declared by directors of Grain Belt Breweries, Inc., on all shares of the company's common stock outstanding.

The dividends will be payable December 15 to shareholders of record on November 21.

The extra payment will bring total dividends paid by Grain Belt in 1969 to \$1.10 a share. Dividends paid in 1968 totaled \$1.00 a share.

There are 479,000 shares of Grain Belt common stock outstanding.

BREWERS BULLETIN 10/23-69 Officers Named At St. Paul Meeting

ST. PAUL — Lawrence J. Schuller of Grain Belt Breweries, Inc., last week was elected to a two-year term as president of District St. Paul-Minneapolis, Master Brewers Association of America, at a meeting at the Jacob Schmidt Brewing Company.

Vincent Daley, Rahr Malting Company, was elected first vice president of the district; Raymond A. Wiesner, Theo. Hamm Brewing Company, second vice president; and Klaus Kutter, Associated Brewing Company, secretary-treasurer.

Stuart Seidl, executive vice president of the Rahr Malting Company, presided at the technical session. Guest speakers were Dr. Paul Pawlisch of the Malting Barley Improvement Association and George Wilkins of the Minneapolis Grain Exchange.

MPLS. TRIBUNE 10-24-69 Grain Belt Issues Two Dividends

Grain Belt Breweries, Inc., reported a second-quarter dividend of 25 cents per share, an increase of 5 cents a share over last quarter, and an extra dividend of 25 cents per share.

The dividends reflect a 70-percent rise in earnings during the quarter, when July business was termed "excellent." They will be payable Dec. 15 to shareholders of record Nov. 21.

The increased second-quarter earnings also reflected improved operations in Grain Belt's Omaha, Neb., plant, a company spokesman said.

Earnings Rise For Grain Belt

Grain Belt Breweries, Inc., in an interim report to shareholders announced that sales and earnings in the third quarter of 1969 continued to rise. Grain Belt's third quarter earnings exceeded the same period of 1968 by 81 per cent.

Net earnings for the third quarter (July 1 through Sept. 30) were \$443,000 or 92 cents a share, compared with \$245,000 or 51 cents a share earned during the same period last year, an increase of \$198,000 or 41 cents a share.

For the nine month period ending Sept. 30, earnings were 62 per cent ahead of the same period last year. Net earnings were \$906,000 or \$1.89 a share, compared with \$560,000 or \$1.17 a share, an increase of \$346,000 or 72 cents a share.

"A substantial factor in our increased third quarter earnings was the improvement in operations at our Omaha plant, as well as the sale gains made last summer during the competitive strikes at some of the major breweries," said Frank D. Kiewel, president and chairman of the board.

Grain Belt announced in August the purchase of the Storz plant in Omaha, Neb., effective Jan. 1, 1970. A quarterly dividend of 25 cents a share, an increase of 5 cents a share over last quarter, and an extra dividend of 25 cents a share was declared by the board of directors.

The dividends will be payable Dec. 15 to shareholders of record as of Nov. 21. There are 479,000 shares of Grain Belt common stock outstanding.

A special shareholders meeting will be held on Dec. 1, to request shareholder authorization for a two for one stock split of the common shares of the company, to increase the number of authorized shares to a total of 2,000,000 and to adopt an employee stock option incentive for officers and key employees.

Grain Belt Breweries, Inc., today reported improved sales and earnings for the latest quarter, and announced it would request stockholder approval of a stock split.

Grain Belt sales, Profit Gains earnings rise; split requested

The Minneapolis brewery said profits for the three months ended Sept. 30 were \$443,000, or 92 cents a share, compared with \$245,000, or 51 cents a share, a year ago. Gross sales were not announced.

A special stockholders meeting will be Dec. 1 to vote on a 2-for-1 split of common shares, to increase the number of authorized shares to two million and to adopt an employee stock option incentive for officers and "key employees."

Reported By Brewing Firm

Grain Belt Breweries, Inc. reported net earnings for the third quarter ended Sept. 30 were \$443,000, or 92 cents per share, up from \$245,000, or 51 cents per share during the same period a year ago.

Earnings for the nine months ending Sept. 30, totaled \$906,000, or \$1.89 per share, up from \$560,000, or \$1.17 per share last year.

"A substantial factor in our increased third quarter earnings was the improvement in operations at our Omaha plant, as well as the sale gains made last summer during the competitive strikes at some of the major breweries," Frank D. Kiewel, president said.

Grain Belt announced in August the purchase of the Storz plant in Omaha, effective Jan. 1, 1970. Storz Brewing Co. had merged with the Minneapolis firm in 1968.

Grain Belt Plans Stock Split; Earnings Rise

Grain Belt Breweries, Inc., Minneapolis, Monday announced an 81-percent increase in its third-quarter earnings. Plans for a 2-for-1 stock split were disclosed.

Earnings totaled \$443,000, or 92 cents a share, in the quarter, compared with \$245,000, or 51 cents a share, in the same period last year.

In the first nine months this year, the firm earned \$906,000, or \$1.89 a share, compared with \$560,000, or \$1.17 a share, in the same period last year.

Grain Belt announced its sales only on an annual basis.

The firm yesterday also announced a quarterly dividend of 25 cents a share, an increase of 5 cents over the last quarter, and an extra dividend of 25 cents a share.

The dividends will be payable Dec. 15 to shareholders of record Nov. 21. There are 479,000 shares of common stock outstanding.

A special meeting of shareholders has been scheduled for Dec. 1 to consider the stock split. Shareholders also will vote on a proposal to increase the number of authorized shares to 2 million, and a proposal for an employee stock-option program.

WALL STREET JOURNAL Grain Belt Breweries Plans 2-for-1 Split; 3-Month Net Up

MINNEAPOLIS—Grain Belt Breweries Inc. proposed a two-for-one stock split and a boost in authorized common stock and reported an 81% gain in third quarter earnings.

The Minneapolis brewing company said stockholders will vote at a special meeting Dec. 1 on the proposed split and on an increase in common to two million shares from 500,000. Currently 479,000 shares are outstanding. The split, if approved, would be effective Dec. 1.

Last week the company's directors raised the quarterly dividend to 25 cents from 20 cents and declared a 25-cent extra, both payable Dec. 15.

Third quarter earnings, the company said, rose to \$443,000, or 92 cents a share, from the year-earlier \$245,000, or 51 cents a share. Nine-month net increased 62% to \$906,000, or \$1.89 a share, from \$560,000, or \$1.17 a share.

Commenting on the third quarter gain, Frank D. Kiewel, president, credited "the improvements in operations of our Omaha plant as well as the sale gains made last summer during the ... strike at some of the major breweries."

WALL STREET JOURNAL		
GRAIN BELT BREWERIES		
Quar Sept. 30:	1969	1968
Shr. earnings	\$1.89	\$1.17
Net income	\$443,000	\$245,000
9 mo. shr.	\$1.89	\$1.17
Net income	\$906,000	\$560,000

Thursday, Oct. 30, 1969

-MINNEAPOLIS DAILY AMERICAN

PAGE 13

Back In Beer . . .

Billy Will Keep Lip Buttoned

By MILTON RICHMAN

NEW YORK (UPI) — Billy Martin is trying to put the whole thing out of his mind.

He's trying, but it's difficult for him to do it if not downright impossible.

For nine years he has worked for a Minneapolis brewery during the off-season and he's at that same job now doing sales promotion for the Grain Belt Beer Company.

"I don't plan to get back into baseball," he says, then adds quickly, "not right now anyway."

Billy Martin is an individual who says what he thinks at all times but he's making this time an exception. There is a lot he would like to say about his being fired by the Minnesota Twins after piloting them to the American League's Western Division title in his first try but he's doing something he hasn't done before, keeping his lip buttoned.

"I still like Calvin, he's a fine man," Martin says about Calvin Griffith, the Twins' owner and the man who hired and fired him within a period of one year, "but he already has fired me so why does he keep talking about me. What is he looking to do? Fire me again?"

Martin is 41 years old and has been involved in professional baseball the past 23 years.



BILLY MARTIN

In three or four weeks the winter baseball meetings will be held in Florida. That's when Billy Martin will have second thoughts about putting the game behind him, and that's when he'll probably hook on with some ball club who'll be getting themselves a whale of a man.

When they handed out pride, Billy Martin somehow came up with more than his fair share. Few people in or out of baseball are endowed with more pride than Billy Martin is and few are more honest. Likewise, few are more hardheaded at times and curiously that's part of Billy Martin's general appeal.

You can always tell when he's convinced he's right. He clams up. Like he did for seven years when he didn't speak with Casey Stengel. The two are friends again and the day will come when Billy Martin and Calvin Griffith will be, too. Not today, though.

"I don't wanna get into a foot-kicking contest with a one-legged man," Martin says. "It would be unfair."

Billy Martin is disappointed at the way everything came out. He feels betrayed and hurt to the extent where he believes he can live without baseball from now on.

"Didn't you once say baseball is your whole life?" I asked him.

"That's right," he said. "It was."

MPLS. TRIB. 11/2 Minneapolis Man Shot and Killed in Chicago

A 22-year-old Minneapolis man was shot and killed Sunday morning in Chicago, Ill.

James Brown, son of Mr. and Mrs. Gene A. Brown, 4136 32nd Av. S., died about 3:45 a.m. when he was shot in the head in his car near the International Amphitheatre. He had gone to Chicago to attend the National Rod and Custom Car Show.

Police there said the killing occurred before 100 witnesses. The witnesses said Brown was sitting in his car near a newsstand when he apparently became involved in an argument.

Brown's car sped away from the curb and then veered out of control as two shots rang out, police said. Homicide detectives said he was shot once in the head. Another bullet was found imbedded in the rear of the car.

No one was being held last night.

Brown, a warehouseman for Grain Belt Breweries, lived with his parents and three brothers.

Martin Denies Large Poker Pots, Wooing Seattle



BILLY MARTIN
Denied charges

By **SID HARTMAN**
Minneapolis Tribune
Staff Writer

Fired Minnesota Twins manager Billy Martin denied Monday that \$500 poker games were played on the Twins' chartered flights.

Martin, appearing publicly for the first time since his firing, was responding to statements made by Twins' President Calvin Griffith on Jim Klobuchar's television interview program Sunday night.

"At one time this year, the players did pass money across the table," said Martin. "The figure of \$500 that Calvin used is just ridiculous — \$70 to \$80 would be a lot closer."

"I talked to Calvin about

the matter. He didn't seem to object as long as the stakes weren't big and chips were used rather than money.

"The players who were in the games were in the \$40,000 to \$50,000 per year category. They could afford to lose. The players who couldn't stand the losses were asked to leave the game by me."

"I felt this was a way of relaxation for the players."

Griffith didn't agree with Martin's version of the card playing.

"I made it very clear to Martin that I didn't want any poker games on the planes or any gambling at all," said Griffith. "I didn't object to bridge or a game

of this type, but I didn't want any game played with high stakes involved."

Martin, appearing at a press conference yesterday, announced that he would stay out of baseball in 1970 while returning to his job at Grain Belt Breweries. He also will become a "special assistant" to the president of Val-Jon, Inc., which owns radio station KDWB in the Twin Cities and is purchasing two other stations.

Martin also questioned Griffith's version of the former manager's dealings with the owners of the Seattle Pilots.

On the Klobuchar show and also in previous conversations with The Tribune, Griffith had accused

Martin of showing interest in managing Seattle in 1970.

"I think Calvin has a strange way of twisting certain things around," said Martin. "I always thought the truth was the most honest way to operate."

"I did visit with the Seattle executives on our last trip there. When I walked into the offices at Seattle, Mr. Bill Daley, the majority owner of the team, was on hand. When Mr. Daley stood up to greet me, everybody else in the room did the same thing."

"Mr. Daley had been in my wedding and we were good friends."

"Marvin Milkes (general manager of the Seattle team) then told me that

he didn't realize that Mr. Daley and I were such close friends."

"I asked Milkes if he had known this, would he have offered me the job as manager of the Seattle team last year before I was hired by the Twins?"

"Milkes answered: 'By the way, when is your present contract up?' I told Marvin that I had a one-year contract and it expired on Oct. 2. I assumed that anybody could talk to me unless my present contract was renewed before the old one expired."

"I never did apply for the Seattle job. If anybody said otherwise, he is not telling the truth," said Martin.

Griffith told this report-

er that he had heard from Seattle that Martin had applied for the job.

On the Klobuchar show, Griffith said he had heard in Baltimore during the American League playoffs that Martin was "honey-mooning" the Seattle people for the job.

Griffith had said that the Seattle report played a big part in his decision to fire Martin.

"If people aren't happy working for me, I don't want them around," said Calvin.

Martin said he never had an opportunity to make any demands at his meet-

Martin

Continued on Page 24



CALVIN GRIFFITH
On firing line again

Martin

Continued From Page 23

ing with Griffith on the Thursday before the Monday he was fired.

"Calvin told me that a couple of players had come up and complained to him," said Martin. "Calvin's policy had been that the players couldn't talk to him without clearance from me. He didn't have an answer for this."

"It's unfortunate things that happened on the club were built way out of proportion by Calvin's professional informer."

"Griffith also promised me that nobody but himself would hire or fire me. Then I heard a report that I was fired that he denied. I got the news of my dismissal in a phone call that proved the original story right."

Martin said he wanted to wish new manager Bill Rigney a lot of luck.

"Rigney is a great guy and a great manager," said Martin. "He has great players to manage and they want to win. If he has any trouble it won't be with the players."

"Rigney should at least send me a television set. I got him a \$60,000 managers' job. I guess I was worth only \$35,000."

Martin said he definitely wouldn't be in baseball in 1970 unless he was offered at least a two-year contract to manage.

"I'm a director of the United Sulpha and Chemical Company. I have the job with Grain Belt and with KDWB."

"Right now I'm set unless an unusual job comes along."

MPLS. DAILY AMERICAN
10/28-69



Billy

Billy Martin In The Record Biz

Former Twins manager Billy Martin, for the present, at least, will not be in organized baseball next year.

Martin appeared at a news conference Monday to promote a new record called "Ode to Billy Martin," which has been recorded by a Twin Cities group.

Martin said he would retain his old job with Grain Belt Breweries here, and also become executive assistant to the vice president of Val-Jon, Inc., a firm that owns radio station KDWB here.

MOD. BRY. AGE

GRAIN BELT BREWERIES, INC. reports an increase of five cents a share over last quarter, and an extra dividend of 25 cents per share has been declared by the board of directors on all shares of the company's common stock outstanding.

The dividends will be payable December 15 to shareholders of record as of November 21.

MPLS. TRIBUNE Grain Belt 11/20/69 to Elect Officer

Luke Laskow will be elected a vice-president of Grain Belt Breweries, Inc., according to Frank D. Kiewel, president and chairman of the board.

Laskow has been appointed manager of the firm's Storz Division, located in Omaha, Neb.

Laskow is to assume the new positions Jan. 1, when the previously announced acquisition of Storz Brewery is completed.

Director of advertising since 1967, Laskow has been with Grain Belt for 25 years.

THE BREWERS BULLETIN

Outdoor Posters Of Grain Belt Win Top Honors

MINNEAPOLIS—For the second consecutive year, the outdoor advertising of Grain Belt Beer has scored top honors in a national competition conducted by The Institute of Outdoor Advertising.

The announcement was made last week by Luke Laskow, advertising director of Grain Belt Breweries, Inc., Minneapolis. Sharing honors with Grain Belt is its advertising agency, Knox Reeves Advertising, Inc., Minneapolis.

Competing against a thousand advertisers all over America, Grain Belt took two third places in the only categories entered: national posters, individual, and national posters, campaigns. The awards were presented to Laskow at Atlanta, Ga.

In the 1968 competition, Grain Belt placed second in the campaign classification, and won honorable mention in the single poster category.

"We're all very happy that our regional brewery can match advertising punches with the best of them," Laskow said. "I personally enjoy our advertising and never miss a presentation

MODERN BREWERY AGE 11/24-69

Grain Belt Garners Outdoor Prizes Again In Nat'l. Competition

For the second consecutive year, the outdoor advertising of Grain Belt Beer has scored top honors in a national competition conducted by The Institute of Outdoor Advertising.

The announcement was made last week by Luke Laskow, advertising director of the Minneapolis brewery. Sharing honors with Grain Belt is its advertising agency, Knox Reeves Advertising, Inc., Minneapolis.

from our agency, Knox Reeves. I'm always wondering what will they come up with next?

"Awards mean recognition," said Laskow, "but if our outdoor posters weren't persuading people to try our beer, awards would mean nothing."

That the public is trying and buying Grain Belt in increasing quantities can be judged by the fact that the company has increased barrelage every year for the last 14 years, and in 1967 entered the "inner circle" of the nation's top 25 breweries.

Responsible for the account at Knox Reeves are Barron Boe, senior vice president and management representative; Ron Oakland, senior vice president and creative director; Tom Donovan, vice president and art director; and Doug Holcombe, account supervisor.

Competing against a thousand advertisers all over America, Grain Belt took two third places in the only categories entered: national posters, individual, and national posters, campaigns. The awards were presented to Laskow at Atlanta, Georgia.

In the individual posters contest, the winning entry showed only a hand holding a bottle of beer—but the "grab" was in the deliberate misspelling of the name of the bottle at "Great Belt."

In the campaign category, Grain Belt won with the "Great Belt" poster and two others. The second poster showed a stein of beer labeled with the familiar red diamond and captioned "Wizard of Ahhhs." The third poster pictured a beer stein converted to a sprinkling can, and was captioned: "No. 1 in the beer garden."

ST. PAUL DISPATCH 11-17-69

Grain Belt Wins Two Awards

Grain Belt Breweries has won honors in a national billboard competition sponsored by the Institute of Outdoor Advertising.

Competing against a thousand advertisers across the country, Grain Belt took two third place awards, topped by such firms as American Airlines, Marlboro and Volkswagen.

Knox Reeves Advertising, Inc., Minneapolis, is advertising agency for the company.

MINN. BUSINESS INDSTRY DEC
Grain Belt Breweries has won honors in a national billboard competition sponsored by the Institute of Outdoor Advertising. Knox Reeves Advertising, Inc., Minneapolis, is advertising agency for the company.

Dividend News

Grain Belt Breweries Holders Approve 2-for-1 Stock Split

MINNEAPOLIS—Grain Belt Breweries Inc. stockholders approved a two-for-one stock split at a special meeting, and authorized a corporate charter change designed to block a competing brewer from seeking representation on the company's board.

To permit the doubling of presently outstanding shares to 958,000 via the split, stockholders approved an increase in authorized common stock to two million shares from 500,000 and a reduction in par value to 50 cents a share from \$1. The record date for the split was yesterday.

Posing a possible threat to the "best interests" of Grain Belt, the proxy statement noted, are the holdings of G. Heileman Brewing Co., La Crosse, Wis., which currently account for 7.9% of Grain Belt's outstanding shares. The Heileman holdings in Grain Belt were acquired in 1967 with the purchase of 40,145 shares. Subsequently, that total was reduced to 38,045 shares.

Under the former cumulative voting provisions, "Heileman Co. could, if it so desired, multiply its shares and probably elect a representative to the board of 11 directors," the proxy said.

While Heileman has not indicated its intention of seeking a directorship, Grain Belt's management doesn't "believe that it is in the best interests of the shareholders to allow a situation to exist whereby a competitor could, at its discretion, obtain a membership" on the board, it added.

To eliminate that threat, holders erased the charter's cumulative voting provision and also relinquished their preemptive rights to subscribe for any new shares that might be issued at some future time.

MOD. BRY. AGE 12/8-69
GRAIN BELT BREWERIES, INC.

appointed Luke Laskow to resident manager of Storz Division of Grain Belt Breweries in Omaha, effective January 1. Prior to his move to the Omaha division, Mr. Laskow, presently director of advertising, will be elected a vice president of the Minnesota brewery.

MPLS. TRIB. 12/16-69

C. Douglas Holcombe has been named director of advertising and public relations for Grain Belt Breweries Inc., effective Jan. 1. Holcombe is the Grain Belt account supervisor with Knox Reeves Advertising. He replaces Luke Laskow, who will become vice-president and resident manager of the Storz Division of Grain Belt in Omaha, Neb.

THE MINNEAPOLIS STAR

THURSDAY, DECEMBER 4, 1969

1C

Barbara Flanagan



I HAVE NOTHING TO GIVE to the people who have worked for beauty, charm and good design in our town except my applause.

And so, as 1969 ends, here's a hearty clap of my hands to:

Ed Peterson of the Loring-Nicollet Council, who, with help from Maurice Ranney, the man with the green thumb, created the prettiest mini-park in town at Nicollet Av. and Interstate Hwy. 94.

The Committee on Urban Environment (CUE) — or most of its members — who showed up at more than 50 percent of the meetings to devote their expertise to solving some of our knottier beautification problems.

The women who live in Glendale Homes in south-east Minneapolis, who, egged on by Mrs. Norma Olson of CUE, painted their garbage cans to brighten backdoor stoops.

Mrs. Olson, again, for constant enthusiasm for neighborhood beautification projects. Now she's promoted 1,000 tulips from the Netherlands to plant in Glendale Homes yards.

The Board of Park and Recreation Commissioners — most of them — for fighting hard against all freeways through parklands and most particularly for their fight to preserve Minnehaha Park.

Walter Robinson, president of the Minneapolis Society of Fine Arts (and chairman of CUE), who saved the Charles Pillsbury mansion from the wrecking ball with help from some anonymous fund donors.

Frank Kiewel, president of Grain Belt Breweries, Inc., who removed that ugly mural from the tower of his fine old 19th-century brewery in response to public opinion.

Donald J. Fesenmaier, a heating contractor, who saved an old Downtown townhouse row with historical credentials from destruction by refurbishing it into modern apartments complete with fireplaces.

The Dream Kids of South Minneapolis and their mothers who yearned to beautify a neighborhood. With help from you, they started.

The Whittier neighborhood residents for their "spring thing."

The Mikulay brothers, who ringed their parking lot at 3rd Av. S. and Washington with rock gardens and trees. (Now, fellows, if you'd only take your sign out of that dirty old oil can at the entrance).

All pedestrian bridge builders Downtown and to Les Park, the man who thought of it first in our town and stuck with it in spite of jibes from businessmen who said "it just wouldn't work."

Mrs. Virginia Kremen of the library board for leading the move to save the old Pillsbury Library.

Richard V. Novack, president of M.L. Novack, jewelers, for being the first on Downtown Hennepin to renovate its building. In spring, it will feature flowers out front.

finance

Grain Belt Earnings Climb

Grain Belt Breweries, Inc., has announced that sales and earnings in the third quarter of 1969 continued to rise, and that third quarter earnings exceeded the same period of 1968 by 81 per cent. Net earnings for the third quarter were \$443,000 or 92 cents a share, compared to \$245,000 or 51 cents a share earned during the same period last year.

For the nine month period of 1969, earnings were 62 per cent ahead of the same period last year. Net earnings were \$906,000 or \$1.89 a share, compared to \$560,000 or \$1.17 per share for the 1968 period.

A special shareholders meeting was held on Dec. 1, to request shareholder authorization for a two for one stock split of the common shares of the company, to increase the number of authorized shares to a total of 2,000,000, and to adopt an employee stock option incentive plan for officers and key employees.

COMMERCIAL WEST 12/20

Grain Belt Breweries Names New PR Head



Holcombe

sion in Omaha.

Holcombe, account supervisor with Knox Reeves Advertising, Minneapolis, on the Grain Belt account, joined that firm in 1967 as an account executive, and worked on the General Mills products account, in addition to Grain Belt.

Last January, he was made account supervisor on the Grain Belt account and also serviced Minneapolis Gas Co., Farmers & Mechanics Savings Bank, the protein division of General Mills and a division of National Car Rental.

He is a member of the Advertising Club of Minnesota and serves on the board of directors of the Afro-American Institute, Center for Creative Communications, National Foundation Sudden Infant Death and Edina Shlands PTA.

BREWERS BULLETIN

Dec. 4-1969

SUBSCRIPTION RATE
Twelve Dollars per Year

Volume 62

Grain Belt Stockholders Vote To Split Stock 2 To 1

MINNEAPOLIS — The shareholders of Grain Belt Breweries, Inc., at a special meeting here Monday, overwhelmingly approved the recommendations of the company's board of directors for a proposal to amend the articles of incorporation increasing the amount of authorized stock, splitting the present issued 479,000 shares 2-for-1, and dispensing with cumulative voting and preemptive rights. The stockholders also voted overwhelmingly for the proposal to adopt a qualified stock option plan for key employees.

As a result of the shareholders' action, the company now has 2,000,000 shares authorized and 958,000 shares outstanding. The unissued shares are now available for possible future acquisitions or stock dividends.

The split shares will be traded

[Cont. on Page 4, Col. 2]

Grain Belt Brewery Stockholders Vote To Split Stock 2 To 1

[Continued from page 1]

on the Midwest Stock Exchange beginning December 2.

Frank D. Kiewel, president and chairman of Grain Belt, reported recently that the company's third quarter earnings exceeded the same period of 1968 by 81 per cent.

Net earnings in the July 1 through September 30 period were \$443,000, or 92 cents a share, compared to \$245,000, or 51 cents a share, earned during the same period last year. That was an increase of \$198,000, or 41 cents a share.

In the nine months ended September 30, earnings were 62 per cent ahead of the same period last year. Net earnings were \$906,000, or \$1.89 a share, compared to \$560,000, or \$1.17 per share, an increase of \$346,000, or 72 cents a share.

Grain Belt Breweries, Inc., Minneapolis, has appointed Luke Laskow, director of advertising, to the position of resident manager of Storz division in Omaha, effective January 1.

MOD. BREWERY AGE 12/22-69
**Wholesaler Sues
 Grain Belt Over Area
 Sales Restrictions**

A Milwaukee beer wholesaler has asked the Federal District Court of the Fourth District of Minnesota in St. Paul, to award at least \$300,000 damages allegedly resulting from actions by Grain Belt Breweries, to prevent the distributor from selling in areas and to customers of his own choosing.

Associated Beverage Distributors, Inc. and National Beer Sales, Inc. accused Grain Belt of conspiring with others, including distributors of Grain Belt beers, to eliminate competition at the wholesale level in Grain Belt beer in the State of Wisconsin by "allocating to each of its distributors a certain market territory and by Grain Belt's agreement with each distributor that such distributor will confine its sales of Grain Belt products to purchasers and users located within that territory."

The complaint states that Associated and National "unwillingly acquiesced in the unlawful contract...in order to retain its status as a distributor of Grain Belt products and to protect and safeguard the substantial investment which plaintiffs have made in facilities used to distribute Grain Belt and other beer products."

The suit alleges that since 1959, Grain Belt has done the following for purpose of enforcing its "unlawful market allocation and customer and territorial confinement restrictions:

"Threatening to terminate or otherwise taking disciplinary action against plaintiffs because of the persons to whom, and the geographic areas in which plaintiffs have sold, sell, or intend to sell Grain Belt products, including the communication to plaintiffs or repeated threats that Grain Belt's 'simply cannot tolerate sales by one distributor in another distributor's territory;' and

"Terminating Associated's relationship with Grain Belt because of the retail accounts to whom and the territories in which plaintiffs have sold, sell, or intend to sell Grain Belt products."

The wholesaler's lawsuit was filed by the Minneapolis law firm of Robins, Davis and Lyons.

GREATER MPLS. C/C Newsletter
**Women's Division Visits
 Grain Belt Park, Brewery**

Members of the Chamber's Women's Division held their October meeting at Minneapolis Brewing and were treated to a tour of Grain Belt Park and the brewery.

More than 100 members attended the event and heard comments by Frank Kiewel, president of Minneapolis Brewing, and Mrs. Norma Olson, secretary of the Minneapolis Committee on Urban Planning and a member of the City Planning Commission.

Holcombe Named Grain Belt Ad Manager

Lee Erdsong, vice president-marketing for Grain Belt Breweries, Inc., has announced the appointment of C. Douglas Holcombe, as director of advertising and public relations for Grain Belt Breweries, Inc. He replaces Luke Laskow who will become vice president and resident manager of the Storz Division, Grain Belt Breweries in Omaha.

Holcombe, 34, account supervisor, with Knox Reeves Advertising on the Grain Belt account, joined that firm in 1967 as an account executive. He worked on the General Mills products account, in addition to Grain Belt.

He attended Gustavus Adolphus College from 1953-1955, and graduated from the University of Minnesota in 1959. Holcombe, a graduate of Blake school, returned there 1959-1967, where he taught Latin and Speech and was chairman of the speech department, director of drama, and coached football, basketball and golf.

Holcombe lives with his wife, Diane, and two children, Charles 10, and Elizabeth 8, in an 85-year old remodeled farmhouse in Edina.

CHAMBER HEARS KIEWEL

The Women's Division, Minneapolis Chamber of Commerce, met recently in the Friendship Room of Grain Belt Breweries, to discuss what they and their employers might do to help beautify Minneapolis.

Main speaker was Frank D. Kiewel, president and chairman of the board, Grain Belt Breweries. He traced the history of beer, recorded by historians as far back as 5,000 years before the birth of Christ.

He talked of the needs of man for fellowship which so often have been pledged over the foaming cup that cheers. "Yes, from the earliest times, beer has gone with friendship and faith," continued Kiewel.

He stated that faith of our grandfathers and great grandfathers was faith in the future. "Our pioneering fathers were the tree planters of our country. The legend of Johnny Appleseed has come down through generations and the beauty of our countryside is due to the activities of the men he represented," said Kiewel.

Three were planted by these great men with no thought of gaining a profit for themselves. Many of them planted slow-growing hardwoods with the certain knowledge that they would



Kiewel

never see the beauty of a mature tree among their plantings. They planted for the future so their grandchildren and great grandchildren would have the beauty, shade and comfort, Kiewel remarked.

"I would like to believe that some of that faith in the future, one of that joy in sharing, is the real reason for Grain Belt Park. We, too, have planted trees for shade and beauty for

children yet unborn!" stated Kiewel.

Grain Belt Park, built in 1963, has re-created all the rustic charm of a Bavarian wayside Inn, backgrounded by shrub and tree laden garden. Brick wall sections, covered by ivy, provide a partial screen between the cobblestone patio and the street. Planters filled with flowers add bright colors to the patio area.

A diamond fountain symbolizing the diamond wells of perfect brewing water, shoots 18 feet in the air, 24 hours a day, and is illuminated at night by underwater lighting.

Grain Belt Park has played host to thousands of visitors each year. It is the company's contribution toward beautifying and revitalizing the 100-year old area. Grain Belt recently repainted the exterior walls above the park, with a simple red diamond. Previously, the wall had held a multihued mural. The ladies gave Grain Belt's latest aesthetic contribution their approval.



Take our best with the wurst.

When writing to advertisers please mention Beverage Journal

Beverage Journal, January 1970 — 29

MODERN BREWERY AGE 1/12-70
Grain Belt Wins Advertising Award



Grain Belt Breweries' third award in the national campaign category is accepted by Luke Laskow, second from right. Sponsored by the Institute of Outdoor Advertising, Frank Cawl, left, president, presents the award of the 37th competition. Doug Holcombe, right, Knox Reeves Advertising, holds the award his agency won for designing the Grain Belt ad. Ann Noonan, chairman of the awards competition and secretary of the Outdoor Advertising Association of America, assists Mr. Cawl during the 67th national convention that was held in Atlanta, Ga.

COMMERCIAL WEST
 1/17-70

FRANK D. KIEWEL

President & Chairman, Grain Belt Breweries, Inc., Minneapolis



1969 was by far the greatest sales year in the history of Grain Belt and marked the 14th consecutive year of sales increases.

Earnings figures for 1969 are not yet available but they will show a sharp increase over 1968, and

continue the long upward climb in earnings begun 14 years ago.

We believe that the decade of the '70s will be good to us and to other businesses in this great geographical area called "the Grain Belt of America."

The people of this area are sound. That is why the future of this area is sound.

ASHLEY (N. DAK.) TRIBUNE W 2,174
 THURSDAY, JANUARY 1, 1970

WINS GRAND PRIZE FOR TAGGED FISH

G. Juengling, Jamestown, former local resident, was the Grand Prize Winner in Grain Belt's 1969 Lucky Tag Fishing Contest, which was open to all fishermen in North Dakota, last season.

This year's grand prize was a 14-foot Alumacraft Tampico IV boat and Spartan trailer, and a 33-horse Johnson Sea Horse motor.

Juengling became eligible by catching a tagged fish. His number was selected in a mass drawing held in the television studios of KXJB-TV, Fargo.

Each year, Grain Belt Breweries and their North Dakota Distributors conduct the Lucky Tag Fishing Contest in cooperation with the North Dakota Game and Fish Department, who tag the fish before releasing them in North Dakota lakes.

Stockholders of Grain Belt Approve Split

The shareholders of Grain Belt Breweries, Inc., at a special meeting Monday, approved a previously announced proposal of the company's board of directors for splitting the present issued 479,000 shares 2-for-1.

As a result, the company now has 2 million shares authorized with 958,000 shares outstanding. The unissued shares are now available for possible future acquisitions, stock dividends and other uses.

Frank D. Kiewel, president and board chairman, said the company has no acquisitions in mind at present.

Grain Belt Announces Amateur Photo Contest



Robert Grodahl of Grain Belt Breweries, Inc., announced last week the details of an amateur photo contest which the brewery is conducting.

All photos must be of Grain Belt Park and it must be a photographic print, not negatives or slides. Both color and black and white are eligible which must be mounted on 8½ x 11 cardboard and submitted before and no later than Jan. 31, 1970.

The photo must have been taken after Dec. 15, 1969 and the print can be made commercially or by the photographer. An entry blank may be obtained at any town Photo Store or at the Grain Belt office, 1215 Marshall N.E., and must be attached to the back of the photo. Brewery employees, its ad-

vertising agency, distributors and families are not eligible.

All entries should be submitted to Grain Belt Breweries, Inc., P.O. Box 599, Minneapolis, Minn. 55440—Att'n: Robert Grodahl or delivered to the office.

The judges' decision is final and all winning photos become property of the brewery.

Three winners will be selected in both black and white and color with first place receiving \$100.00; second place, \$65.00, and \$35.00 going to each of the third place winners. Seven Honorable Mention Ribbons will be awarded in each category.

Make room for Santa's gifts — sell your don't needs thru Argus Want Ads.

Grain Belt Declares Quarterly Dividend

The board of directors of Grain Belt Breweries, Inc., Minneapolis, declared a 12½-cent quarterly dividend, payable March 16 to stockholders of record on Feb. 27. The dividend, equivalent to 25 cents a share paid before a two-for-one stock split in January, represents an increase of 2½ cents over the dividend paid for the same period a year ago.

Grain Belt plans park photo contest

Grain Belt Breweries has announced an amateur photo contest for photographs taken of Grain Belt Park, adjacent to the breweries, 1215 NE. Marshall St.

Entries must be submitted to Grain Belt by Jan. 31, and must be photos taken of the park after Dec. 15, 1969. First prize is \$100 each in the black and white and color categories.

MODERN BREWERY AGE, January 26, 1970

Civic Improvement Major Aim Of New Grain Belt Park

Frank D. Kiewel, president and chairman of the board of Grain Belt Breweries was the main speaker at a recent meeting of the women's division, Minneapolis Chamber of Commerce, held in the Friendship Room of Grain Belt in Minneapolis. They met to discuss what they and their employers might do to help beautify Minneapolis.

Retracing the findings of historians back to 5,000 B.C., Mr. Kiewel stressed the needs of man for fellowship, and found "from earliest times, beer has gone with friendship and faith."

Directing his talk toward the aim of beautification, he cited the "legend of Johnny Appleseed that has come down through generations and the beauty of our countryside which is due to the activities of the men he represented."

Referring to the recreated version of an authentic rustic Bavarian wayside inn located in Grain Belt Park, Mr. Kiewel hoped "that some of that faith in the future, some of that joy in sharing, is the real reason for this park."

Ivy covered walls, tree and shrubbed background enhance the 100-year old area. An added attraction to the thousands of annual visitors to the park is a diamond fountain that shoots 18 feet of water in the air 24 hours a day—underwater lighting illuminating it at night. This handsome display symbolizes the "diamond wells of perfect brewing water." Interior walls above the park were recently repainted with a single red diamond.

Grain Belt Park has played host to thousands of visitors each year. It is the company's contribution toward beautifying and revitalizing the 100-year old area.

Grain Belt Achieved Historic High In 1969 Sales And Earnings Increases

Both sales and earnings of Grain Belt Breweries, Inc. were up substantially in 1969 over 1968, it was reported by Frank D. Kiewel, board chairman and president. "This was Grain Belt's 14th consecutive year of sales increases and the highest sales by far in the history of the company," Mr. Kiewel declared to shareholders on Feb. 14 in Minneapolis.

Mr. Kiewel stated that gross sales for 1969 were \$41,380,212, compared with the \$37,989,435 for 1968 — an increase of nine percent.

Earnings for 1969, before an extraordinary gain, were \$1,213,409 or \$1.27 per share, representing a 30 percent gain over 1968 earnings of \$933,801 or \$.97 per share. After including a non-recurring extraordinary gain of \$118,000 in 1969, total net earnings were \$1,331,409 or \$1.39 per share, an increase of 43 percent over 1968 net earnings when there was no extraordinary gain.

Earnings per share figures for both years give effect to a two for one stock split approved by shareholders on December 1, 1969. After adjusting for the two for one split there were 958,000 shares outstanding on December 31, 1969 as compared to 958,000 shares on the same date in 1968.

Area Christmas Lighting contest Winners named

Winners in the Minneapolis area Christmas Lighting contest sponsored jointly by the Jaycees and the National Electrical Contractors Association were announced Monday.

Three winners in the residential contests are James Halek, 3955 Russell Av. N., class A classification; Tom H. Bauer, 115 Lawn Ter., Golden Valley, and Ralph Dittberner, 4433 Fondell Dr., Edina.

Class A classification is for homes up to about \$30,000 in value; Class B for homes over that amount and Class C is for unusual displays, said contest officials.

Winner of the institutional contest award was the Grain Belt Breweries, Inc., display at 1215 NE. Marshall St.

Winners will receive plaques.

Displays will be left up at least through New Year's Day.

ST. PAUL DISPATCH 2/17-70 Grain Belt Sales, Earnings Up

Sales and earnings of Grain Belt Breweries, Inc., Minneapolis, increased substantially in 1969. Frank D. Kiewel, president, announced.

Gross sales for 1969 were \$41.4 million, an increase of 9 per cent over \$38 million the year before. Kiewel said it was the firm's 14th consecutive year of sales increases and the highest sales by far in the history of the company.

Earnings for the year, before an extraordinary gain, were \$1.2 million or \$1.27 a share, up 30 per cent from 1968 earnings of \$933,801 or 97 cents a share. After included a non-recurring extraordinary gain of \$118,000 in 1969, total net earnings were \$1.3 million or \$1.39 a share.

Grain Belt sales, profits up in '69

Grain Belt Breweries, Inc., today reported higher sales and profits for 1969. Per-share earnings were equal to \$1.39 compared with 97 cents the year before.

Sales reached a record \$41.3 million as against \$37.9 million in 1968. Net earnings before an extraordinary gain of \$118,000 were \$1.2 million, a 30-percent gain over 1968 figures, the brewer said.

Beverage Firms in Area Expand, Build and Diversify

Beer, jet engine parts and bakery items are expected to do quite well as one big happy family these coming years.

Actually, this business mixture, coming together through the efforts of G. Heileman Brewing Co., Inc., in La Crosse, Wis., is an example of the growth of industries concerned primarily with quenching thirsts.

Companies in the soft drink and beer industries reported that 1969, indeed, was a good year of progress.

R. E. Kumm, president of Heileman, reports that to provide for long-term growth, his company recently acquired Machine Products Co., which manufactures jet engine parts, and signed a letter of intent to acquire the Erickson Sunbeam Bakeries.

Heileman already is doing quite well in beer alone. In fact, with the addition of the Blatz brand to its line, the company's sales in 1969 should exceed \$75 million, quite a jump from a low of about \$12 million in 1958.

According to Kumm, the company sees acquisition of other firms as the most logical way of strengthening itself as a regional brewery with the ultimate goal of eventually gaining national recognition.

To help attain this recognition, Heileman has been modernizing its plant and equipment. Because of the addition of Blatz, for example, new cellars and bottling and brewing equipment are being installed at a cost of over \$4 million in the company's La Crosse and Sheboygan plants.

Heileman is expected to go into full production of the Blatz brand early in 1970. The company has over 1,300 employees.

Jacob Schmidt Brewing Co. in St. Paul likewise reports it had an excellent year in 1969, with a 15 per cent increase in sales over 1968.

Ron Mitchell, advertising manager, attributes Schmidt's success to increased marketing efforts. The advertising budget, concentrated on major league sports, has been stepped up. Schmidt will continue to sponsor North Stars hockey games on radio; it was partial sponsor on television of Minnesota Vikings football games the past season. For the next three years, Schmidt will be one of three sponsors of Minnesota Twins baseball games.

The company also increased sales by expanding its sales area. Mitchell said. It increased sales activities in the states of Washington, Oregon and Idaho and ventured into a new area, eastern Wisconsin.

Charles Broughton, vice president and resident manager, said because Schmidt is engaged in an extremely competitive industry, it must modernize and keep putting money into the plant to increase capacity.

This meant a lot of painting, cleaning, renovating and black topping at the Schmidt plant, he said, in addition to installing a 72-spout bottle filler, which fills 600 bottles a minute.

"The brewery has been keeping up with changes in the industry," Broughton said.

Grain Belt Breweries, Inc., Minneapolis, reported that during the nine-month period ending September 30, 1969, the company's earnings were 62 per cent ahead of the same period in 1968. This represented an increase in net earnings of \$346,000.

company's Omaha, Neb., plant.

Major improvement programs approved last year and scheduled for completion in 1970 for the Minnesota Grain Belt plant, include a new bottle house and warehouse costing over \$1 million and a new \$500,000 can line capable of producing 1,200 cans per minute.

For the 105-year-old Theodore Hamm Brewing Co. in St. Paul, 1969 was a year of sales in old and new areas which placed the company among the 10 largest brewers in America.

"Improved packaging,



NEW "old look" of Hamm's label introduced last year by the 105-year-old St. Paul brewery.

advertising, public relations and point-of-sale support made major contributions," Barry M. Rowles, Hamm's president, said.

For the first time last year, Hamm's beer was marketed in parts of Indiana and Louisiana. The company's premium products are marketed in the 27 westernmost states, including Hawaii and Alaska. Hamm's has breweries in San Francisco and Los Angeles, Calif., as well as St. Paul.

Also, the company introduced a new, "old-look" label and an advertising campaign with the theme, "A beer is a beer is a beer until you've tasted Hamm's."

During the summer and early fall of 1969, Hamm's sponsored "America Sings," an original musical stage production with a "prideful view of America" message. The show was presented in 28 cities and three servicemen's bases.

Soft drink manufacturers didn't take a back seat in progress to the beer industry.

John L. Day, president of Seven-Up Bottling Co. of the Twin Cities, a subsidiary of JFW Enterprises, reports that 1969 was a big year for the company. In February it acquired Binder Beverage, giving the company control of Hires Root Beer and Squirt franchises.

By Rouben Chanco

Staff Writer

A can line also was installed to make it possible for the company to do its own canning and canning for other bottlers. Franchise rights for Moxie, Vernors and a full line of Chippewa products also were acquired.

In addition, JFW Enterprises acquired the Seven-

Sunday World-Herald
Omaha, Nebr.
(S. Circ. 274,600)

FEB 8 1970

NIBA President

The new president of the Nebraska Investment Bankers' Association is Donald L. Anderson, a senior vice president of Kirkpatrick, Pettis, Smith, Polian, Inc. . . . The Central National Group of Omaha has announced the election of Charles Meserschmidt as assistant vice president. He joined the company in 1968 as director of the firm's research and development division. . . . Robert Miles has been named delivery supervisor of the Storz division of Grain Belt Breweries, Inc.

Benson Sun
Omaha, Nebr.
(Cir. W. 11,361)

FEB 12 1970

Miles promoted

Robert Miles, 3909 N. 66th St., has been named delivery supervisor at Storz Brewing Co. Miles joined Storz in the bottle shop in June of 1964 and was transferred to city desk in 1968.

WALL STR. JNRL2/16

Grain Belt Breweries			
Year	1968	1969	
Shr. earnings	\$1.27	\$1.97	
Sales	41,380,212	37,989,435	
Income	1,213,409	933,801	
Spec. credit	118,000		
Net income	\$1,331,409	\$933,801	
a-Based on income before special credit. b-Equal to \$1.39 a share. c-Adjusted for a two-for-one stock split in December 1969.			

Up Bottling Co. of Houston, Tex.

"Our sales in addition to the franchises acquired have been running at a better than 22 per cent increase," Day says.

Because of this, the company had to acquire more property, about 2,500 square feet, for its pre and post mix division, he said.

JFW also owns and controls the Seven-Up Bottling

Companies of Duluth and Eau Claire.

Coca-Cola Bottling Midwest, Inc., on the other hand, is in the midst of its own expansion activity concentrated on a 17-acre tract in the Eagandale Industrial Park just south of St. Paul, according to Les Raymond, advertising manager.

By 1972, facilities at the site will include, in addition to corporate offices, two

canned beverage production lines, two high-speed bottling lines exclusively for non-returnable bottles, a 110,000 square foot distribution center and an adjoining can manufacturing plant operated by Continental Can Co.

The initial 96,000 square foot plant began producing canned Coca-Cola, Bubble Up, Tab, Fresca and Tom Moore flavors in May, 1968.

Evening World-Herald
Omaha, Nebr.
(D. Circ. 252,158)

FEB 16 1970

Grain Belt's '69 Sales
Go Over \$41 Million

Grain Belt Breweries, Inc., reported sales for 1969 of \$41,380,212 compared to \$37,989,435 a year earlier.

Earnings last year were \$1,213,409, or \$1.27 a share, a 39 per cent gain over 1968 earnings of \$933,801, or 97 cents a share.

The earnings total doesn't include a non-recurring extraordinary gain of \$118,000 last year the company said.

GRAND RAPIDS HERALD 2/23/70



LLOYD DICK OF GRAND RAPIDS, center, receives one of the 12 President's awards made in the United States for increased sales of packaged and draft beer for Grain Belt Breweries, Inc. Lee Birdsong, left, is vice president of marketing for Grain Belt, and Frank Kiewel, right, president of Grain Belt, is making the presentation to Dick who has the distributing company in Grand Rapids.

WALL ST. JNRL2/16
SATURDAY, JANUARY 3, 1970

Joins Grain Belt

Storz Brewery in Omaha, will officially become a part of Grain Belt Breweries, Inc., on Jan. 1, when a purchase agreement entered into earlier becomes effective.

WALL ST. JNRL FEB 18 '70

Grainbelt Breweries Inc. declared a quarterly of 12 1/2 cents, payable March 16 to stock of record Feb. 27, equivalent to 25 cents paid prior to a two-for-one split in January.

Frank D. Kiewel, president and chairman of the board of Grain Belt Breweries, Inc., reported to shareholders today that both sales and earnings of the company were up substantially in 1969 over 1968.

"The year 1969 was Grain Belt's 14th consecutive year of sales increases and the highest sales by far in the history of the company," Kiewel said. Gross sales for 1969 were \$41,380,212 compared to \$37,989,435 for 1968, an increase of 9 percent.

Earnings for 1969, before an extraordinary gain, were \$1,213,409 or \$1.27 per share, representing a 30 percent gain over 1968 earnings of \$933,801 or \$0.97 per share. After

including a non-recurring extraordinary gain of \$118,000 in 1969, total net earnings were \$1,331,409 or \$1.39 per share, an increase of 43% over 1968 net earnings when there was no extraordinary gain.

BREWERS BULLETIN 2/19-70

Grain Belt Reports Record Sales And Earnings In 1969

MINNEAPOLIS — Frank D. Kiewel, president and chairman of the board of Grain Belt Breweries, Inc., reported to shareholders this week that both sales and earnings of the company advanced substantially in 1969.

"Last year was Grain Belt's 14th consecutive year of sales increases and the highest sales by far in the history of the company," Kiewel said. Gross sales in 1969 rose to \$41,380,212, from \$37,989,435 in 1968, an increase of nine per cent.

Earnings for 1969, before an extraordinary gain, climbed to \$1,213,409, or \$1.27 a share, up 30 per cent over 1968 earnings of \$933,801, or 97 cents a share. After including a non-recurring extraordinary gain of \$118,000 in 1969, total net earnings were \$1,331,409, or \$1.39 a share, up

[Cont. on Page 4, Col. 4]

Grain Belt Reports Record Sales And Earnings In 1969

[Continued from Page 1]

43 per cent over 1968 net earnings when there was no extraordinary gain.

Earnings per share figures for both years give effect to a two for one stock split approved by shareholders on December 1, 1969. After adjusting for the two for one split there were 958,000 shares outstanding on December 31, 1969, compared to 958,600 shares on the same date in 1968.

Grain Belt Purchases Hauenstein Label

Hauenstein beer taps are running dry in bars and taverns, and the last of the bottles have been filled with the beer that has been a well-known New Ulm product since 1864.

But Hauenstein may live again.

Frank Kiewel, president of Grain Belt Breweries Inc., disclosed Monday that his firm had purchased the Hauenstein label, bottles and other containers.

"We have no definite plans but we might bring out a beer under the Hauenstein label," said Kiewel.

The purchase does not include any of the brewing machinery, nor the buildings. Roger Schmid, president of Hauenstein, said he was working on liquidating the rest of the Hauenstein plant.

Grain Belt is one of the tycoons in the brewing industry, ranking 21st nationally. The firm had record sales in 1969 of \$41,380,212, up 9 per cent from \$37,989,435 the previous year.

Earnings before an extra-ordinary item were \$1,213,409 or \$1.27 a share, compared with \$933,801 or 97 cents a share.

The extra-ordinary item of income was \$118,000, which will not repeat. This was depreciation from last year which the government said was too much. This item raised net earnings to \$1,331,409 or \$1.39 a share, a gain of 43 per cent.

Grain Belt stock is traded on the Midwest Exchange.

Grain Belt Announces Top Winners of Photo Contest

TWIN CITIES COURIER 2/28-70

William Cottman, 2440 Girard Avenue South, and Ken Morrison, 11314 Live Oak Drive, Minnetonka, each won a first place award in the color and black and white division respectively of Grain Belt's Amateur Photo Contest. First place was worth \$100 to each



Mrs. William (Beverly) Cottman was happy to hold the prize winning photo when her husband, William, received the "First Award" ribbon rosette and \$100 check presented by Lee Birdsong, vice president-marketing, Grain Belt Breweries, Inc. Mr. Cottman was a top winner of the Grain Belt Amateur Photo Contest in the color division.

William Patrek, 2719 Queen Ave., No., winner of 2 awards; Ken Morrison, 11314 Live Oak Dr.; Ronald Reed, 1024 Main N.E.; Eugene Schwoppe, 1075 Van Buren Avenue and Nick Benson, 1441 Marshall N. E.

Second place in the black and white division went to Bruce Brown, 2629 Fisk in St. Paul and 3rd place went to Gray Lee Garlough, 3640 - 38th Ave., So. Honorable mention in the black and white division went to Ronald Reed, 1024 Main N. E.; Wade Britzius, 715 - 26th Ave., So.; John Sheldon, 3050 Old Highway 8; William Cottman, 2440 Girard, So.; Wayne Allison, 5648 - 35th Ave., So.; Ken Morrison, 11314 Live Oak Drive and Bruce Brown, 2629 Fisk, St. Paul.

The Judging this year was done by Bill Seaman, photographer for the Minneapolis Star; Tony Lane of Anthony Lane Film Studios and Tom Donovan of Knox Reeves Advertising Agency.

The ten top photos in each category will be on display at Northeast State Bank through Feb. 27, Brown Photo Stores, March 2-20, Northwestern National Bank, March 23-27.

Eastiders Among Winners List Winners in Grain Belt's Recent Amateur Photo Contest



LEFT TO RIGHT: Ronald Reed, 1024 Main St. N.E.; Mrs. Nick Benson, Nick Benson of 1441 Marshall St. N.E.; Lee Birdsong, vice president-marketing, Grain Belt Breweries, Inc., presenting award in Grain Belt amateur photo contest.

William Cottman, 2440 Girard Ave. S., and Ken Morrison, 11314 Live Oak Drive, Minnetonka, each won a first place award in the color and black and white division respectively of Grain Belt's recent amateur photo contest.

First place was worth \$100 to each man.

In the color division second place, worth \$65, went to Ken Morrison of Minnetonka and third place went to Ronald Reed, 1024 Main St. N.E. Seven honorable mention awards were also presented in the color division to Roberta Beauchaine, 6406 Unity N.; William Patrek, 2719 Queen Ave. N., winner of two awards; Ken Morrison, 11314 Live Oak Drive; Ronald Reed, 1024 Main N.E.; Eugene Schwoppe, 1075 Van Buren Ave., and Nick Benson, 1441 Marshall N.E.

Second place in the black and white division went to Bruce Brown, 2629 Fisk, in St. Paul and third place went to Gray Lee Garlough, 3640 38th Ave. S. Honorable

mention in the black and white division went to Ronald Reed, 1024 Main N.E.; Wade Britzius, 715 26th Ave. S.; John Sheldon, 3050 Old Highway 8; William Cottman, 2440 Girard S.; Wayne Allison, 5648 35th Ave. S.; Ken Morrison, 11314 Live Oak Drive, and Bruce Brown, 2629 Fisk, St. Paul.

The judging this year was done by Bill Seaman, photographer for the Minneapolis Star; Tony Lane of Anthony Lane Film Studios and Tom Donovan of Knox Reeves Advertising Agency.

The 10 top photos in each category will be on display at the following places:

Feb. 23-27, Northeast State Bank; March 2-20, Brown Photo Stores; March 23-27, Northwestern National Bank.

One hundred and fifteen entries were judged in this year's contest.

Your Local Police didn't protect the First English Lutheran Church safe from burglars Monday morning. Amateurs Were Involved in 1-

Burglars Hit 5 Places Here

The largest rash of burglaries in 25 years ... perhaps in history ... took place here early Monday morning. Five places, including three churches, were entered by one group.

And a breakin at Lloyd's Laundromat, running the weekend total to six, was made by others, probably juveniles.

Places burglarized were:

- First English Lutheran Church - Thieves took about \$1,200 in cash and checks from the morning collec-

tion plus some small petty cash funds found in a cabinet; two electric typewriters; an 8MM movie projector and a 35MM slide projector.

- E.U.B. Church - Thieves took \$6 in stamps and a 16MM movie projector.

- German Lutheran Church - Nothing taken.

- Coca Cola Bottling Co. - Cash, perhaps \$100 or less, taken from a change-maker and various vending machines.



PEELED SAFE - Professional safe-crackers did the work, Marshall police say. The picture above shows the safe at Kaiser Beverage. Two

weeks earlier, Kaiser's father had a burglary at his Grain Belt Bottling Co. plant at Madison, S.D.

- Kaiser Beverage - Thieves took about \$1,700 in cash, a shotgun, wrist watch and perhaps some miscellaneous items.

Police Chief Chet Wiener said he's never seen such a number of related burglaries in one night in the 24 years he has been on the police force.

"The last safe cracker we had here burglarized Lloyd's Fairway several years ago," he said, "but this was just a single burglary."

Although Marshall police have no real leads on the burglars, they feel it is more than coincidence that Madison, S. D., Fairmont and Marshall were burglarized on three successive weekends.

The gang that hit Madison burglarized the Grain Belt Bottling Co., which is owned by Curt Kaiser's father. Hearing about the burglary at the Madison plant, Mrs. Kaiser said they were not too surprised to have their place broken into here.

The burglars are professionals, according to Chief Wiener. They know how to peel a safe. He estimates they were in Kaiser Beverage only 15 minutes or so.

Two of the churches, E.U.B. and First English, were not locked. They climbed through a window at the German Lutheran Church.

The Coke plant and Kaiser's were entered by smashing locks on the doors.

The Rev. Daniel Jordahl, pastor of First English Lutheran, said his dog started barking between 2 and 3 a.m. Monday. He said his first impulse was to scold the dog, but the barking stopped and he thought there may have been some prowlers walking around.

John Sherman, owner of Coca Cola Bottling Co., said he doesn't have a safe because they draw burglars like flies. He said he deposits receipts nightly and keeps only a small quantity of change in the place.

Although all drawers were opened in the Coke plant and some papers strewn on the floor, there was little damage, he said.

"Whoever opened the locked desk drawers and vending machines really knew how to do it," he said. The desks were hardly scratched at all and one vending machine was bent so slightly it was repaired in only minutes.

The State Crime Bureau is working with Marshall police to solve the burglaries.

ROYALTON BANNER Attend Sales 2/26/70 Meeting, Mpls.

Chuck Plantenberg, Louis Theis, Arnie Fussy, Tony Krystosek, Duane Johnson and Joe Mosier, Royalton Beverage Co., Royalton, Minn., last week attended the 1970 sales meeting of Grain Belt Breweries, Inc. in Minneapolis.

At the meeting they heard an address by Frank D. Kiewel, president, who said that last year Grain Belt showed a rate of growth more than double that of the industry's. It was the fourteenth year of a rate of sales growth in excess of the Brewing Industry's growth.

Featured speaker at the Grain Belt annual sales meeting was Bud Grant, Coach of the Minnesota Vikings.

Mpls Metro A, Wayzata Plymouth Sun W 4,396
THURSDAY, MARCH 12, 1970

BUSINESS BRIEFS

Bill Walter and all the personnel of Lake Region Beverage, Wayzata, recently attended the 1970 sales meeting of Grain Belt Breweries Inc. held in Minneapolis.

Ken Morrison, 11314 Live Oak Drive, Minnetonka, won a first place award in the black and white division of Grain Belt's amateur photo contest. First place earned Morrison

\$100. He also won second place in color photography and honorable mentions in both color and black and white.



SUPERIOR SCHNAPPS SHOTS—Each of these pictures won its photographer \$100 in this year's Grain Belt Breweries, Inc., amateur photo contest. The shot of the beermaker's office as seen through a timbered fence, taken by William Cottman, 2440 Girard Av. S., was the color division prize winner. The winter night scene (right), judged best of the

black and white entries, was that of Ken Morrison, 11314 Live Oak Dr., Minnetonka. Morrison also won second place and \$65 in the color division, in which Ronald Reed, 1024 NE. Main St., was third. Runnerup in the black and white category was Bruce Brown, 2629 Fisk, St. Paul. The white third went to Gray Lee Garlough, 3640 38th Av. S.

Dundee & West Omaha Sun
Omaha, Nebr.
(Cir. W. 13,572)

MAR 5 1970

Keenan retires from Storz post

W. W. "Wally" Keenan, 707 N. 36th St., has retired as vice-president of the Storz division, Grain Belt Breweries, Inc. Keenan, who will be 65 in July, had been a vice-president for the Storz Brewing Co. for several years, before becoming associated with Grain Belt in 1967. He has worked for various Omaha business firms since 1945.

MPLS. TRIB. 4/16-70

Almanac

Youngster Knows How to Hamm It Up

Thursday, April 16, 1970
106th day, 259 to go this year
Sunrise 5:27 a.m., sunset 6:59 p.m.

A second grader at Cavanaugh School was sent home at day's end to find a picture of a famous American for class next day.

The youngster pondered the idea for a while and when he got home he asked his father for a picture of Alexander Grain Belt.

MPLS. STAR 3/18-70 GRAIN BELT SALES KEEP ON BUBBLING

"The brewing industry is a special situation, I guess," said Frank D. Kiewel, president of Grain Belt Breweries, Inc.

The proof of that statement is Grain Belt's continuous rise in sales despite, or because of, business slumps. Kiewel noted that in bad times people tend to switch from more expensive drinks to beer.

Volume 63 BREWERS BULLETIN

3-12-70

Grain Belt Breweries Buys Hauenstein Co. Trademark

Brewery Property
Not Included In
Transaction

MINNEAPOLIS — Grain Belt Breweries, Inc. announced this week it has acquired the trademark and certain inventories of the J. Hauenstein Brewing Company, New Ulm, Minn. The brewing property at New Ulm was not included in the transaction.

Frank D. Kiewel, president and chairman of the board of Grain Belt, said the action was a step in a widening plan to seek out acquisition possibilities in 1970, both in the brewing industry and elsewhere. Kiewel also said that Grain Belt had purchased the Storz Brewing Company of Omaha, Nebr., for cash on December 31, 1969. The

[Continued on Page 4, Col. 1]

Grain Belt Buys Hauenstein Co. Trademark

[Continued from Page 1]

purchase price was not stated and payment was made from internally generated funds.

During 1969 improvements and additions authorized for the Grain Belt Minneapolis plant totaled approximately \$2,000,000. The major items were a new warehouse with bulk can handling facilities to cost over \$1,000,000, a new high-speed canning line capable of running at a speed of 1200 cans a minute to cost more than \$500,000, and numerous smaller additions totaling approximately \$500,000. All improvements have been paid, or will be paid, from internally generated funds, Kiewel said.

In 1969, the company's sales increased nine per cent over 1968. Grain Belt placed 21st in size among United States breweries in 1969, up from 22nd place the previous year.

Earnings increased 30 per cent in 1969 over the previous year before an extraordinary item of additional income amounting to \$118,000. Net earnings, including the extraordinary item, were \$1,331,409, or \$1.39 a share, compared to \$933,801, or 97 cents a share in the previous year.

"There is a profitable future for the aggressive regional brewery," Kiewel said. "Despite all the trumpeting about the nationals by some of the so-called experts, the fact is that for years the outstanding gains have consistently been made by the strong regional brewers. This is particularly true of brewers located in the Midwest and the West of the United States.

"People make a business. We have good people. That is why we expect our progress to continue."

MPLS (MINN) COMM WEST W 3,206
SATURDAY, MARCH 28, 1970

Grain Belt Acquires Two Midwest Brewing Firms

Grain Belt Breweries, Inc., Minneapolis, has acquired the trademark and certain inventories of the J. Hauenstein Brewing Co., New Ulm, Minn., excluding the brewing property, reports Frank D. Kiewel, president & chairman.

Grain Belt also has purchased the Storz Brewing Co., Omaha, for an undisclosed amount.

During 1969, improvements and additions authorized for the Minneapolis plant totaled approximately \$2,000,000, including a new warehouse with bulk can handling facilities to cost in excess of \$1,000,000, a new high-speed canning line capable of running at a speed of 1,200 cans per minute to cost in excess of \$500,000, and numerous smaller additions totaling approximately \$500,000.

Tues., Mar. 10, '70

C 17

Grain Belt Buys Hauenstein Title

Grain Belt Breweries, Inc., Minneapolis has acquired the trademark and certain inventories of the J. Hauenstein Brewing Co. of New Ulm. The brewing property at New Ulm was not included in the transaction.

Frank Kiewel, president and chairman of Grain Belt, said that it was one small step in a widening plan to seek out acquisition possibilities in 1970, both in the brewing industry and elsewhere.

During 1969 improvements and additions authorized for the Minneapolis plant totaled approximately \$2 million, Kiewel said. The major items were a new warehouse with bulk can handling facilities to cost in excess of \$1 million; a new high speed canning line capable of running at a speed of 1,200 cans a minute to cost in excess of \$500,000; and numerous smaller additions totaling approximately \$500,000.

All of these improvements have been paid, or will be paid, from internally generated funds, he added.

MPLS. TRIBUNE M. 280,275 S. 674,302
TUESDAY, MARCH 10, 1970

Grain Belt, Inc., Buys Trademark of Hauenstein

Grain Belt Breweries, Inc., Minneapolis, announced Monday that it has acquired the trademark and "certain inventories" of the J. Hauenstein Brewing Co., New Ulm, Minn.

The purchase price was not made public. However, Grain Belt, which disclosed the acquisition in its 1969 annual report, said the transaction did not include the brewing facilities at New Ulm.

The New Ulm brewery went out of business in February.

"The Hauenstein purchase is but one small step in a widening plan to seek out acquisition possibilities in 1970, both in the brewing industry and elsewhere," Frank D. Kiewel, president and chairman of Grain Belt, said in the annual report.

Kiewel declined to elaborate on the firm's acquisition plans. Grain Belt does not have any activities outside the brewing industry now.

The firm purchased Storz Brewing Co., Omaha, Neb., in December.

MPLS. STAR 3/10-70

Grain Belt buys beer formula

Grain Belt Breweries, Inc., has purchased the John Hauenstein formula and trademark and will begin bottling the beer in a few weeks.

Although it completed the purchase Feb. 14, Grain Belt did not announce it until Monday. An undisclosed amount of cash was involved.

A tiny brewery founded and operated in New Ulm by men of German heritage and tastes in beer, Hauenstein was a casualty of automation, unable to compete with the volume of such major brewers as Grain Belt.

Hauenstein's old brick plant was not included in the deal and its fate remains uncertain.

Roger Schmid, president of Hauenstein and the only one of the brewery's two dozen employees not put out of work by the sale, has been retained by Grain Belt as a consultant.

A few of the men may be picked up by Schell's, the other brewery in New Ulm. There are several other manufacturing plants in the town, including those of 3M, Kraft Foods and Goodyear Tire.

"Well, it goes that way," commented Repass Clyne, a longtime Hauenstein keg filler, to inquiries about the sale. Clyne, 59, said he had no immediate job prospects.

Grain Belt said it would try to duplicate the Hauenstein brew, although it did not rule out attempts at improvement. The beer will be brewed and bottled here. No keg operations are foreseen.

The purchase was the second of a brewery by Grain Belt in three months. Last December it bought the Storz Brewing Co. of Omaha for an unannounced amount of cash.

ST. PAUL DISPATCH 4/6-70

These Names Make News...

John P. Lampertz, first vice president of Grain Belt Breweries, Inc., will retire May 1 after almost 50 years with the firm. He will remain on the board of directors. Frank E. Mathes, vice president of brewing, has been named vice president, production. Willibald Sterzinger, an associate brewmaster, will become master brewer for the Minneapolis plant. Russell Gravelle, purchasing agent, will become director of purchasing.

WHO'S NEWS IN BUSINESS

4/27-70

Frank E. Mathes, vice-president of brewing for Grain Belt Breweries, Inc., was named vice-president in charge of production. Willibald Sterzinger was promoted from associate brewmaster to brewmaster for the company's Minneapolis plant. Russell Gravelle, purchasing



Mathes

agent, was named director of purchasing.

APRIL SALES UP 9% MPLS. TRIB. 4/28-70

Grain Belt Profits Rise by \$2,000

Grain Belt Breweries, Inc., had earnings of \$129,000, or 13 cents per share, for the first quarter of 1970, Frank D. Kiewel, president and board chairman, reported at the company's annual meeting Monday.

The figures compare with net earnings of \$127,000, or 13 cents per share a year earlier.

Kiewel told stockholders that sales for the first quarter ran 9 percent ahead of the same quarter a year earlier. The company releases its sales figures only on an annual basis, so dollar figures were not available.

However, Kiewel said April sales were running better than 9 percent ahead of a year ago.

He said that the company's profit margin "has been under strong pressure from severe competitive price reductions and from increased costs," but that the company is working on several improvements to achieve new cost reductions.

A major item will be a new bottling warehouse and can handling plant which will open in July at the company's Minneapolis complex, Kiewel said.

He also told stockholders that Grain Belt is now "actively engaged" in talks aimed at the acquisition of other companies "both in and out of the brewing industry." He declined to elaborate on that point.

ST. PAUL DISPATCH 4/28-70 Grain Belt Has Record Earnings

Grain Belt Breweries, Inc., reported earnings of \$129,000 or 13 cents per share during the first quarter of 1970. This compares with earnings of \$127,000 or 13 cents per share a year ago.

President Frank D. Kiewel said sales increased 9 percent over the first quarter of 1969.

BREWERS BULLETIN 4/30-70

Beer Executives To Speak On Outdoor Ads

CHICAGO — Douglas Holcombe, advertising and public relations director of Grain Belt Breweries, Inc., Minneapolis, will be one of the speakers at an outdoor advertising workshop here June 9. Ron Oakland, an executive of Knox-Reeves Advertising, Inc., which handles Grain Belt advertising, will also be on the program.

The workshop is sponsored by the Institute of Outdoor Advertising, the American Association of Advertising Agencies and the Association of National Advertisers. Its purpose is to stimulate new ideas on the use of outdoor advertising and the creation of more effective designs.

Grain Belt won two awards in the 37th Outdoor Advertising Competition, sponsored by the IOA.

Oakland and Holcombe will be among other agency, advertiser and media executives at the workshop who will give actual case histories of successful use of outdoor advertising. They will outline details of the planning and philosophy behind their campaigns as well as results.

The program will illustrate the principles of good outdoor design and demonstrate why certain designs are effective while others are not. Basic information about the medium will be offered by those who know it best. Speakers will discuss the relationship of outdoor media to other media, outdoor market coverage, audience demographics, new and economical production techniques and what form outdoor advertising will take in the future.

Telegram
Columbus, Nebr.
(D. Cir. 9,165)

APR 15 1970

Council set for meeting

Relatively minor matters are scheduled to occupy the Columbus City Council tonight, although more business is certain to show up during the day. They meet at 8 p.m.

The city will open bids for a portable air compressor, and conduct a hearing on the Johannes mobile home court. The latter has been before the council before, but was defective because of a wrong legal description.

Lark Bar has filed for a dance license.

A group of neighbors has filed a petition objecting to a city alley "bordering the Storz Brewery" warehouse. They say public use of the alley depreciates their property, causes noise and dust, and ask that it be closed to public use.

Mayor Barney Micek will present the names of Arthur E. Jaworski for the parks and recreation board; and Mrs. Mildred Oehlrich for the housing authority.

730 ADA, MINN. 4/1-70

LUCK OF THE IRISH—If you ever enter a drawing for a prize... be sure to change your name to Sullivan first. You see, the luckiest guy you've ever known is "Spanky" Sullivan, local Grain Belt distributor. A couple of years ago he won a new Arctic Cat snowmobile in Hendrum at a benefit of some kind or another held there. Last Sunday he was notified that he had won a colored TV set in Devils Lake or some such place as that. He didn't even pay for the ticket that won for him. Then, last week in Ada, he won a new Ford 1/2-ton pickup. That, my good friends, is a mighty good winning average!

'Throw-away musical comedies' pep up company sales meetings

By JUDITH GERSTEL
Minneapolis Star Staff Writer

The trade calls them "industrial shows," but the descriptive term is "disposable musical comedy." Unlike the Broadway productions after which they are modeled, industrial shows are heavily guarded against the public and close after one performance—even the successful ones.

Production costs can run from several hundred dollars for a skit with a few actors, to more than \$25,000 for a full-blown musical with orchestra, singers, and chorus line. But the audience never pays a penny. And nobody loses money. On the contrary, there is a lot of money to be made from industrials, though indirectly.

The industrial show is a form of communication—increasingly popular—between employer and employee. When company executives want to open a new campaign, promote enthusiasm for a new product, change the company's image, or simply deliver a pep talk for the coming year, the first step is often a call to an industrial producer.

More than 125 such producers are registered with Actor's Equity, national professional theater guild. One of these is Don Stolz, director of the Old Log Theater, who uses Old Log resources and personnel to stage about a dozen industrial shows annually in the Twin Cities and around the country for such companies as Honeywell, Red Owl, Pillsbury, Toro and National Car Rental. Stolz has even produced shows for the Episcopal Diocese of Minnesota, the state of Minnesota and the Minneapolis Athletic Club.

The shows, with script and lyrics by Stolz and mu-

sic by Bob Williams, replace the old familiar and generally despised format of sales meetings and conventions. Inscrutable charts, monotone speeches and boring seminars are made obsolete by slick musical productions incorporating pretty girls, catchy tunes and plenty of jokes along with the pitch.

Stolz consults with company executives to get his material. "He visits with people in the company and may even go out with a salesman for a couple of days to get the feel of a company," explains composer and Old Log publicist Williams. "Usually the company doesn't object to our 'zinging' the home office a little, and the employees in the audience love that."

A recent Stolz production for Grain Belt Brewery played to several hundred beer distributors gathered one Saturday morning at the Radisson Hotel for their annual sales meeting. The title was "Grain Belt Is Now" and the show opened with a 12-piece combo and an attractive young chorus line tracing the history of Grain Belt through the years in appropriate music and dancing.

A brief interlude of executive speeches—the dancers escorted the executives to the microphone—was followed by a skit in which Ken Senn of the Old Log Company played the role of a typical beer distributor, exaggerated for instant recognition and amusement.

Stolz enticed the audience of beer distributors into identifying and sympathizing with the Senn character and his family, played by Old Log regulars Grace Keagy, Nancy Nelson and Nick Nolte.

Once the identification was established, the Senn character was made to become aware of certain ideas which the Grain Belt people wanted their audience to ab-

sorb. (To reveal these "ideas" would be treason. Industrial show contents must at all costs be kept from competitors.)

Industrial shows work, according to Frank Kiewel, Grain Belt president, who has been mounting Stolz productions at his sales meetings for the last six years. "Even the most brilliant speakers—and most of us aren't—lose the audience after a while, so we arrange for music, skits and dancing to reinforce the ideas we present in our speeches.

"Each song is related to the pitch we want to make. We list important points, and Stolz presents them in a palatable form that's entertaining and educational."

MPLS. STAR

5/15-70

Barbara Flanagan



ONE OF THE CHEERIEST ITEMS—for me—in the new Minneapolis planning reports is the line that reads: "Billboards would be eliminated Downtown wherever they disrupt views of major buildings, focal points, landmarks or any other pleasant view."

So why don't we start by removing the two billboards on the west end of the 3rd Av. bridge? They block a dandy view of the river, St. Anthony Falls and the Stone Arch Bridge.

NEIGHBORS CLEAR WAY FOR PARK

WHILE THE PLANNERS plan, the people are pushing ahead in their neighborhoods with good ideas. The newest group to come forward is the Safe Play Space Committee of Prospect Park.

They've asked the city to allow them to turn a triangle of city-owned land at Seymour St. and Sharon Av. SE. into a playground for the 150 kids—from toddlers to 10-year-olds—who live nearby.

Charles L. McGuire, committee chairman, said the plan began two years ago when some neighbors asked the city to block off a street for a playground. But other neighbors protested because it gave their tiny tots the notion that playing in the street—any street whether blocked off or not—was okay.

"We had some fairly tense moments," McGuire said. "Some people even tried to burn down the barricades. So we got everybody together and surveyed the area to find several sites that were available."

While they've waited for official permission to develop the lot—committee members plan to do the work themselves—they've cleaned it up. Now they have to get the debris hauled away.

Second Ward Alderman John A. Cairns called the proposal by the committee "one of the most complete efforts to be accomplished by any neighborhood group in quite a while."

It shows what a keyed-up neighborhood committee can do.

Books and the Arts

14A * THE MINNEAPOLIS STAR Wed., March 4, 1970

Kiewel is convinced of the effectiveness of his industrial shows. Attendance at the sales meetings grows every year, he said. "They come to see the skits and singing and dancing. I certainly wouldn't give Stolz all the credit for our sales increases, but these shows are definitely part of our total sales increase package.

"I think it's the best show in town."

I WOULD SAY THAT the work of the Safe Play Space Committee of Prospect Park would qualify for a CUE award.

Remember that CUE—the Committee on Urban Environment—will hand out its first awards for city beautification June 9. Anybody can send in a nomination to Ed Howe of CUE at 301 City Hall.

But the entry deadline is May 25, so get cracking.

I listed a bunch of likely nominees in this column last week. Now I've thought of several more.

For the "individual" category, don't forget sculptor Daniel L. Johnson of New York City, who has created and donated a sculpture to Martin Luther King Park. It will be place in the park this summer.

In the "Business and Institutions" category, I can't forget to salute the parking lot of Midland Bank with its brick walls and flowering crabapple trees.

Then Frank Kiewel of the Grain Belt Brewery is an award prospect because he removed the ugly advertising sign from the side of the grand old brewery tower and created a gem of a corner on Grain Belt Park.

The Curtis and Sheraton-Ritz Hotels should be considered for their elegantly landscaped gardens and pool areas. And Northwestern National Bank built a dandy new building to enhance north Minneapolis.

Among "Organizations," don't forget the Friends of the Eloise Butler Wildflower Gardens. They raised funds to build a charming new shelter in the garden. It was completed and presented to the park board—and to all of us wildflower fanciers—this week. Go and look.

Get busy now nominating your CUE winners. Deadline day, May 25, is just one week from Monday.

Advertisement

BREWERS BULLETIN 5/7-70

Grain Belt Reports Sales Rise In First Quarter

Net Earnings Are
Slightly Higher

Grain Belt Reports Sales Rise In First Quarter

[Continued from Page 1]

MINNEAPOLIS — First quarter sales of Grain Belt Breweries, Inc. ran well ahead of sales in the year-ago period and earnings increased slightly, Frank D. Kiewel, president and chairman, told the annual meeting here last week.

He described the first quarter sales gain as "an encouraging growth trend comparable to the overall improvement the company enjoyed in 1969."

First quarter net earnings of \$129,000 compared with the net of \$127,000 earned in that period last year, Kiewel reported.

Net earnings were 13 cents a share in the first quarter of both years, after giving effect to the

[Cont. on Page 4, Col. 4]

two for one stock split approved by shareholders last December 1.

"Our margin and earnings in 1970 have been under strong pressure from intense competitive pricing activities and from continued increased costs," Kiewel said. "We are now working on several plant improvements which should help us maintain our excellent products and also achieve cost efficiencies necessary to maintaining a competitive position in the market place."

Directors declared a quarterly dividend of 12½ cents a share, payable June 15 to shareholders of record at the close of business May 22.

5/23-70

MPLS. COMMERCIAL WEST Give a Little Whistle! Grain Belt Park Opens

Grain Belt Park at 1215 Marshall Street N.E., Minneapolis, now is open to visitors.

Beautifully landscaped in flowers and greenery, the park is awaiting the summer tourists. From now through September, the brewery offers tours every half-hour from 9:00 a.m. through 3:00 p.m., Monday through Friday.

Individuals, clubs and groups are welcome to tour the brewery and visit the park area. Four white-tail deer are kept in the park during the summer. The fountain in the park, built in 1963, runs 24 hours a day and recirculates 500 gallons of water per minute.

The tour through the brewhouse, storage cellar and bottlehouse takes approximately 45 minutes. The visitors then relax under a large tent or in the Gasthaus, where refreshments are served.

MAY 7 - 1970

137



Who's got who?

GOTCHA??? THAT'S what a billboard in Orange City claims. But apparently the advertising message hasn't "gotcha" some folks. Large red letters on both sides of the sign suggest an alternative to the whole billboard business, namely "ban billboards."

MODERN BREWERY AGE 5/25-70

WHILE STROLLING THRU THE PARK ONE DAY. Now open to visitors, local and tourist, is the Grain Belt Park at 1215 Marshall NE in Minneapolis. Beautifully landscaped with tender, loving care, the park harmonizes shrubbery, flowers, tame wild life (four white-tail deer) and the spouting fountain. Visitors can take the tour of the brewery, and up to September, enjoy the brewery's hospitality under a large tent or the Gasthaus itself for appropriate refreshments, Monday through Friday. Water in the fountain comes from a depth of 1074 feet, a source known as Diamond Wells, and is recirculated of course. Heaviest traffic begins next month.

ST PAUL (MINN) PNR PRESS 5. 223,806 M. 104,387
SATURDAY, MAY 30, 1970

Grain Belt Plans GBX Introduction

Grain Belt Breweries, Inc. has announced that on Monday it will begin marketing a malt liquor under the brand name of GBX.

Plans call for initial distribution in the Minneapolis — St. Paul area and outstate Minnesota markets. GBX will also be introduced into Omaha, Neb., home of Grain Belt's recently acquired Storz Brewery.

MPLS (MINN) STAN E. 280,893
MONDAY, JUNE 1, 1970

AD AGENCY PICKED

Grain Belt Breweries, Inc., has appointed Knox Reeves Advertising, Inc., to handle its new malt liquor, GBX.

ST. PAUL DISPATCH 5/7-70 A BEER IS A BEER

... is a beer is a beer

Graham C. Anderson of Route 2, Hugo, sent this note to the paper about his own personal war against pollution.

"Every spring we pick up the mile of town and county roads next to our home," he writes.

"This year I was curious about the debris that is discarded by the ravagers of our roadsides. The majority of the 312 items discarded consisted of 235 beer cans and bottles and 28 soft drink containers.

"It is high time that we in Minnesota and in the United States put a mandatory deposit on these disposables to insure their return by the purchaser

or by children who are ambitious enough to scavenge the roadside.

"When they are returned, the disposal thus can be assured. This system would necessitate a branding type crusher at every collection point, but I am sure the details and economics of collection and disposal could be worked out."

Anderson then went on to give a straw poll of the accumulation along Washington County 8A in Oneka Township, centering on the beer can count and ignoring the liquor bottles, tires, boxes and mufflers he found.

Here's how the throw-aways are going these days:

Grain Belt	73
Schmidt's	47
Hamm's	43
Heileman's	17
Budweiser	13
Colt 45	12
Pabst	11
Schlitz	6
Pfeiffer	3
Leinenkugel	3
North Star	3
Buckhorn	2
Miller's	1
Pearl	1

BIDDING ON 2

ERY AGE 6/8-70 STAMFO MODERN BREWERY AGE New Grain Belt GBX Malt Liquor Bows In Selected Markets

Grain Belt Breweries, Inc., Minneapolis, Minn., has announced that on June 1st it began marketing a malt liquor under the brand name of GBX.

Plans call for initial distribution in the Minneapolis-St. Paul area and outstate Minnesota markets. GBX is also being introduced into Omaha, Nebraska, home of Grain Belt's recently acquired Storz Brewery.

Lee Birdsong, vice president, marketing of Grain Belt Breweries, Inc., explained, "GBX will provide entrance into the rapidly expanding malt liquor market and allow us to take full advantage of the added capacity generated by our recent acquisition."

Knox Reeves Advertising, Minneapolis, which has handled the Grain Belt account for the last fifteen years, has been assigned the new product.

MODERN BREWERY AGE, May 4, 1970

Two Grain Belt Execs Will Speak At Outdoor Advertising Workshop June 9

Ron Oakland, senior vice president on the Grain Belt beer account at Knox-Reeves Advertising, Inc., and Douglas Holcombe, director of advertising and public relations at Grain Belt Breweries, Inc., will address the second annual Outdoor Advertising Workshop June 9 at the Foster & Kleiser Outdoor facility in Chicago.

The Workshop is sponsored by the Institute of Outdoor Advertising, the American Association of Advertising Agencies and the Association of National Advertisers. Its purpose is to stimulate new ideas on the use of Outdoor advertising and the creation of more effective designs.

Grain Belt won two awards in the 37th Outdoor Advertising Competition, sponsored by the IOA.

Mr. Oakland and Mr. Holcombe will be among other agency, advertiser and media executives at the Workshop who will demonstrate through actual case histories the successful use of Outdoor advertising. They will be giving details of the planning and philosophy behind their Outdoor advertising campaigns as well as results.

In addition to illustrating the principles of good Outdoor design and demonstrating why certain designs are effective while others are not, basic information about the medium will be offered by those who know it best. This will include the relationship of Outdoor to other media, Outdoor market coverage, audience demographics, new and economical production techniques and what form Outdoor advertising will take in the future.

COMMERCIAL WEST 6/6-70

Grain Belt Introduces New GBX Malt Liquor

Grain Belt Breweries, Inc. on June 1 introduced a malt liquor under the brand name of GBX. Plans call for initial distribution in the Minneapolis-St. Paul area and outstate markets, also into Omaha, home of Grain Belt's recently-acquired Storz brewery.

Lee Birdsong, vice president - marketing of Grain Belt Breweries, Inc., explains, "GBX will provide entrance into the rapidly-expanding malt liquor market and allow us to take full advantage of the added capacity generated by our recent acquisition."

Knox Reeves Advertising, Minneapolis, which has handled the Grain Belt account for the last 15 years, has been assigned to the new product.

PURCHASING WEEK - April 13, 1970

PW Purchasing Week asks

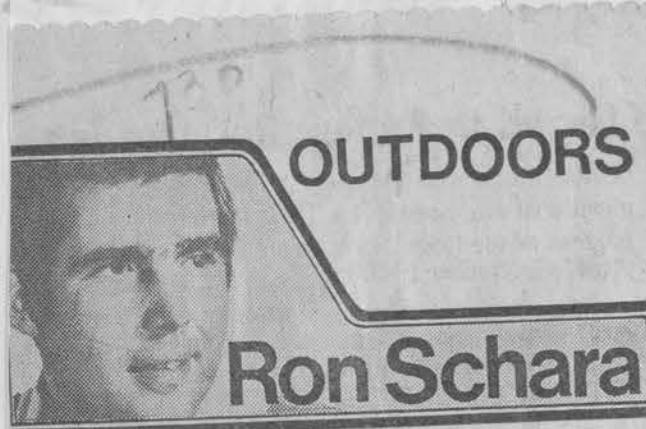
What new techniques or modifications are you using to more effectively handle ordering MRO supplies?



Russell Gravelle, PA,
Grain Belt Breweries Inc., Minneapolis:

"We are writing an increasing number of annual blanket POs on MRO supplies repetitively and frequently purchased. This reduction in paperwork provides significant savings outside the purchasing department. We have also reduced the number of suppliers of certain MRO items. This has resulted in better service and better leverage control of a good volume of business offered to a few suppliers. It also presents opportunities to negotiate a greater discount from list."

MINN. TRIBUNE W. 240,275 5. 674,802
SUNDAY, APRIL 26, 1970



If Minneapolis' H. F. (Doc) Wellman had his way, the nation would be saving aluminum beer cans as well as drinking from them.

Doc, you'll recall, expressed concern about a year ago with the number of aluminum cans he was seeing on the bottom of Minnesota's lakes. As everybody's favorite reel peddler and veteran angler, Doc knew that many fishermen have a lot in common with beer cans.

His complaint brought replies from readers who shared similar fears. Shortly after that, Doc was asked to testify on aluminum pollution at a Senate hearing in Washington, D.C.

Now he's at it again.

"Let's clean up the earth. That's the deal now, isn't it?" Doc said.

"We have so much natural great—and that's spelled G-R-E-A-T—scenery. It's a shame we don't keep it that way. If everyone was his own keeper, the problem would be solved."

Sharing his concern for aluminum-covered lake bottoms, I called the Hamms brewery in St. Paul and Grain Belt brewery in Minneapolis.

"Have you ever considered a program similar to one started by Coors Beer Co. in Colorado," I asked.

Coors had announced that it would pay 10 cents a pound for old aluminum cans of any brand recovered in 11 western states. If all the cans were turned in, the company estimated it would cost \$5 million.

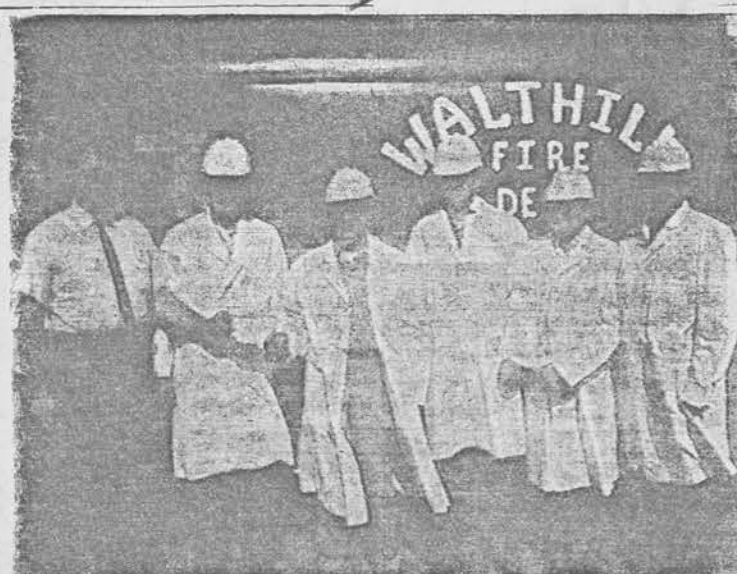
At those rates, a heavy beer drinking fisherman could save enough cans for a new boat and outboard and have fun doing it.

But, alas, spokesmen for Hamms and Grain Belt said that aluminum is not used to contain their product.

Maybe fishermen should drink soft drinks. Then we could call Coca Cola and Pepsi.

Citizen
Walthill, Nebr.
(Cir. W. 1,080)

MAY 14 1970



From left to right: Jim Rossiter, Don Samson, Phil Teeters, Marv Mowrey, Lyle Storm, Walter Ebeler

202 RESCUE UNIT NEARLY OURS

The picture shows Jim Rossiter, Ambassador for AK-SAR-BEN, presenting to Phil Teeters, Chairman of the Walthill Fire Department and other officers and crew leaders, a check for \$200.00. This check is a donation from AK-SAR-BEN given with their compliments and best wishes on a successful campaign for donations to secure a rescue unit for the Walthill Fire Department. AK-SAR-BEN is a non profit organization founded for public service. They have been one of the States largest donors toward fire and rescue unit equipment and help in many other humanitarian programs throughout Nebraska and western Iowa.

Note the large Walthill Fire De on the picture. Won't that be a comforting sight when and if you need the help it can give? Shouldn't you give?

RESCUE UNIT GETS HELP FROM OUTSIDE

The Storz Brewing Company is offering to give the Rescue Unit 15 cents for each case of Storz Beer bought in Walthill and Rosalie. That would almost make a person take up drinking ---Storz Beer.

Eastern Nebraska Telephone Company has added \$100 to the wealth of the Rescue Units coffers. This is pleasant news, indeed, since they find that they must, to keep the service up, increase our rates.

I presume there are more donations from outside sources but I only heard of these two and their generosity should be known.

How the men of the Rescue Unit could have used that van when they were called to get a man out of the power take-off! Their work could have spared the man and themselves so much agony of not having the proper facilities.

CORPORATE REPORT JUNE 20-1970



Grain Belt Breweries, Inc., Minneapolis, has announced that it began marketing a malt liquor under the brand name of GBX on June 1. Plans call for initial distribution in the Minneapolis — St. Paul area and out-state Minnesota markets. GBX will also be introduced into Omaha, Neb., home of Grain Belt's recently acquired Storz Brewery.

ARGO IN BY FORUM 2. 35,522
SUNDAY, JUNE 21, 1970

Grain Belt Contest On

Grain Belt Breweries Inc., has announced they will again sponsor a fishing contest in conjunction with the North Dakota Game and Fish Department.

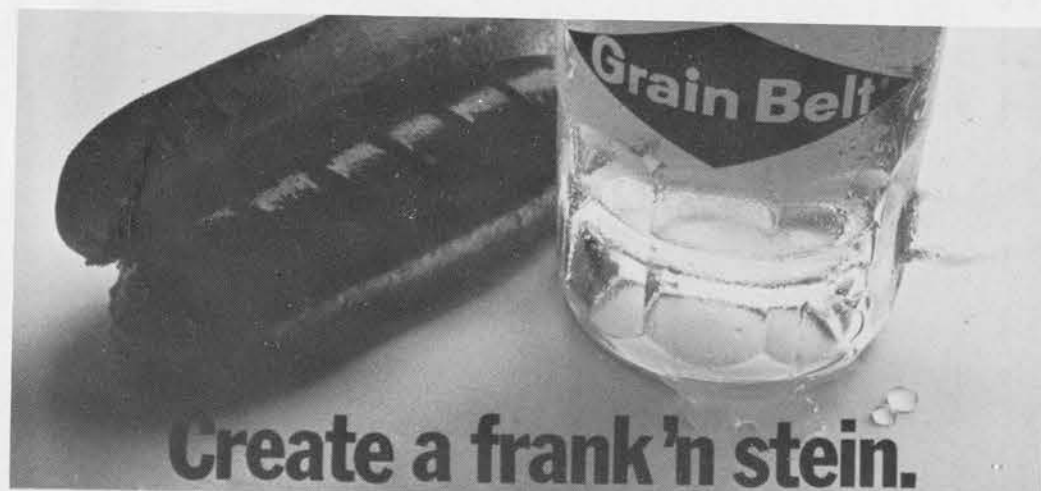
The fish eligible for the contest are those tagged or fin clipped in 1970. Fish with tags from previous years are eligible for the grand prize drawing — two Arctic Cat snowmobiles.

The drawing is scheduled Oct. 9.

The fish must be registered at local Grain Belt retailers or with local distributors.

Lake Tewaukon on the Tewaukon National Wildlife Refuge has been stocked with 75,000 northern fingerlings, reports Herbert G. Troester, manager of the refuge. He also said test nettings are being conducted by the State Game and Fish Department.

The test nettings yielded 33 walleyes, one nearly eight pounds and two better than three pounds. The others were about 10 inches long. Also in the nets were 39 northerns, none



Create a frank'n stein.

Olaf Award
Client: Grain Belt Breweries, Inc.
Agency: Knox Reeves Adv.
Copywriter: Ron Oakland
Art Director: Tom Donovan



The uncommon cold.

Merit Award
Client: Grain Belt Breweries, Inc.
Agency: Knox Reeves Adv.
Copywriter: Ron Oakland
Art Director: Tom Donovan



Grain Belt Breweries in Minneapolis made assurance doubly sure that media advertising salesmen would remember the name of a new product being introduced on the consumer market. Attractive "GBX Girls" kept "Malt Liquor GBX" in the forefront at the recent media party hosted by Grain Belt where Frank Kiewel is president and Douglass

Holcomb, advertising manager. Shown here are (from the left) G. Archer of WMIN, Carol Gheammagham, Chuck Tyler of WWTC, Elaine Hall, and Earle F. Kyle, Sr. of the Twin Cities Courier. According to Kyle, "Malt Liquor GBX" is twice as strong as regular beer and "smooth as silk" for "as is" drinking or for adding that extra-special "zing" to juices and other beverages.

Twin Cities Courier July 4, 1970

NORTHWEST BEV. JOURNAL **GBX Malt** July 1970

Liquor Unveiled

By Grain Belt

Grain Belt Breweries, Inc., has begun marketing a malt liquor under the brand name of GBX.

Initial distribution started in the Minneapolis-St. Paul area and out-state Minnesota markets. GBX will also be introduced into Omaha, Nebraska, home of Grain Belt's recently acquired Storz Brewery.

Lee Birdsong, vice president-marketing of Grain Belt Breweries, Inc., explained, "GBX will provide entrance into the rapidly expanding malt liquor market and allow us to take full advantage of the added capacity generated by our recent acquisition."

Wage Dispute Closes Grain Belt Brewery

A total of 500 workers have been off the job at Grain Belt Breweries, Inc., Minneapolis, since 6 a.m. Wednesday when 280 members of Local 205, Brewery Malthouse and Soft Drink Workers, walked out because of differences in the pay scale.

A company spokesman said the regional brewery plant is closed and no meetings are scheduled with leaders of the union.

Union officials, the spokesman said, are seeking national scale for the union members of the regional brewery. He said the company has offered a package totaling about \$1.27; 45 cents in wage rates the first year, 35 cents the second year and 30 cents the third year.

No new talks set in strike at Grain Belt

United Press International

About 500 workers continued a strike today against Grain Belt Breweries, Inc. No new negotiations were scheduled in the three-day-old walkout.

Brewery Malthouse and Soft Drink Workers Local 205 struck at 6 a.m. Wednesday, halting production and deliveries. Five other unions were honoring picket lines, including Brewery Drivers Local 292.

The three-year contracts of the plant's six unions expired June 30.

Union officials said they want national scale for members and a two-year contract. Grain Belt said it offered a three-year package, including 45 cents in wage rates the first year, 35 cents the second and 30 cents the third year.

JUL 14 1970

Second News Section

Union Slows, Doesn't Stop Storz Flow

Eight members of Machinists and Aerospace Workers Lodge 31 were on strike Monday and picketing the Storz Brewery, 1807 North Sixteenth Street, over a contract dispute.

Luke Laskow, Storz manager, said supervisory personnel were operating the plant. He said the operation was not normal but beer production and shipping was being maintained.

There was some slowdown, and a few persons were going to have to work a few hours longer, Laskow said.

250 Employed

The eight members of the union are machinists.

Laskow said some of the other employees did not cross the picket line. He would not say how many did not come to work.

Dean Kocina, business representative of the union, said he believed "a lot" of the employees were not working.

The plant employs about 250 persons, Laskow said.

NLRB Complaint

Kocina alleged that the company has failed to bargain in good faith with the local and said the union has filed an unfair labor practice complaint with the National Labor Relations Board.

He said the local members have been working without a contract since March 31 and there have been no negotiations since May.

Laskow would not comment except to say Storz has talked to the union members and has been available to talk about any requests. No decisions have been made, he said.

Storz is a division of Grain Belt Breweries Inc.

JUL 14 1970

Universal P.C.B. Est. 1908

8 Machinists Strike, Cause Slowing at Storz

OMAHA (P) — A strike of eight members of the Machinists and Aerospace Workers Lodge 31 slowed production at the Storz Brewery Monday, but failed to halt it.

Luke Laskow, Storz manager, said supervisory personnel were operating the plant. He said operations were not normal but beer production and shipping was being maintained.

Laskow said some of the other employees did not cross the picket lines but he would not say how many came to work. The plant employs about 250 persons. The eight on strike are machinists.

Dean Kocina, business representative of the union, alleged the company has failed to bargain in good faith and the union has filed an unfair labor practice complaint with the National Labor Relations Board. He said local members have been working without a contract since March 31 and there have been no negotiations since May.

Storz is a division of Grain Belt Breweries, Inc.

JUL 19 1970

Union workers return to work at Storz

OMAHA (UPI)—Union workers at the Storz Brewery in Omaha went back to work Friday after settlement of a job dispute.

Plant production had been slowed for five days by picketing by eight members of the machinists and Aerospace Workers Lodge 31.

Union representative Dean Kocina said the new contract will run until March 31, 1972. It provides for a 47-cent an hour salary increase during that time, bringing the top from \$4.20½ an hour to \$4.67½. The brewery is part of the Grain Belt Breweries Inc.

JUL 18 1970

Brewery workers return to jobs

OMAHA (UPI)—Union workers at the Storz Brewery in Omaha went back to work Friday after settlement of a job dispute.

Plant production had been slowed for five days by picketing by eight members of the machinists and Aerospace Workers Lodge 31.

Union representative Dean Kocina said the new contract will run until March 31, 1972. It provides for a 47-cent an hour salary increase during that time, bringing the top from \$4.20½ an hour to \$4.67½.

The brewery is part of the Grain Belt Breweries Inc.

Austin firm buys SV Distributors

SPRING VALLEY, Minn. — Layman Distributing Co., Austin, has purchased Spring Valley Distributors, handlers of Grain Belt Beer.

Al Layman will be manager in Spring Valley, but will make his home at Austin. Spring Valley Distributors was owned by Bob Snyder.

Besides Spring Valley, the firm serves Preston, Mabel, Harmony, Wykoff, Lanesboro, Chatfield and others.

JUL 18 1970

UNION PICKETS HIT OMAHA PLANT 197 730

OMAHA, Neb. (AP) — A spokesman for machinists union lodge No. 31 said Sunday night union pickets would appear Monday at the Omaha plant of Grainbelt Breweries of Minnesota.

Business representative Dean Kocina said the union filed unfair labor practices with the National Labor Relations board against Grainbelt's Storz Division.

Kocina said the union charges the firm has refused to bargain in good faith with the union local.

He said the eight machinists union members at the Omaha plant have been working without a contract since the old pact expired March 31.

JUL 14 1970

Strike Slows Brewery Work

OMAHA (AP) — A strike of eight members of the Machinists and Aerospace Workers Lodge 31 slowed production at the Storz brewery Monday but failed to halt it.

Luke Laskow, Storz manager, said supervisory personnel were operating the plant. He said operations were not normal but beer production and shipping was being maintained.

Laskow said some of the other employees did not cross the picket lines but he would not say how many came to work. The plant employs about 250 persons. The eight on strike are machinists.



HOLLEN SELLS DISTRIBUTING BUSINESS — Marie Hollen (right), owner of the Erickson Grain Belt for the past 11 years, is shown presenting Bob Estwick, formerly an insurance adjuster headquartered at Webster Cab Estwick, businessman at Sisseton for 20 years, will operate under the name Estwick Distributing in the Grain Belt and Pabst line.

Grain Belt's 'inside man' retires at 70

By RANDALL HOBART
Minneapolis Star Staff Writer

"If you have a good man working for you, let him alone and he'll do a good job without you breathing down his neck," said John Lampertz, 70, who retired the other day as first vice-president of Grain Belt Breweries, Inc.

"You can't be a mother hen," he said in an interview. "You have to expect that people will make mistakes now and then and profit from them. As old man Kunz used to say, 'If you don't make a mistake, you probably aren't doing anything.'"

The man he mentioned was A. J. Kunz, who headed Minneapolis Brewing Co. (the name was changed to Grain Belt in 1967) when Lampertz started work on the city desk in April 1916, taking orders for beer deliveries by company drivers around the metropolitan area.

Lampertz was 16 at the time and about to graduate from De La Salle High School.

When a bookkeeper resigned to join the armed forces, Lampertz applied for his job, explaining that he had studied bookkeeping in high school and wanted to put his knowledge to use. He got the assignment.

Prohibition

Later he stepped into the shoes of a departing certified public accountant and moved into the credit department where he stayed until the brewery shut down, a casualty of Prohibition, in 1928.

Until Al Smith was defeated in his bid for the presidency, Minneapolis Brewing had sought to outlast Prohibition by making near-beer and marketing excess alcohol through a subsidiary to drug stores as a body rub.

Anticipating repeal in 1933, Kunz reorganized the company with Charles Kiewel, who had been in the brewing business in Canada, as vice president. Kiewel's nephew, Frank,



JOHN LAMPERTZ
Retires from brewery

now president and board chairman, came from Little Falls to be advertising manager.

Lampertz, who worked for Liebenberg & Kaplan, architects and engineers, during the shutdown, was asked to return as head bookkeeper.

"Beer is a friendly business," he said. "There is a lot of good fellowship. I liked my new employers but when I got the call I went back to the brewery. It was in my blood, I guess."

'Inside Man'

Lampertz credits his ability to get along with people for his rise to the position of top "inside man" for Grain Belt.

He was named office manager in 1939, controller in 1943, treasurer and controller in 1949 and vice-president for production in 1955, start of a critical period when survival meant installation of modern mechanized equipment.

Of his promotion to first vice-president in 1967, Lampertz said:

"This meant that I didn't have to be treasurer any longer."

He was elected a director of the company in 1952 and will continue in that capacity.

A big man with a friendly smile, Lampertz functioned effectively as a liaison man between production employees and management.

'Father John'

"I couldn't make a barrel of beer," he said. "But I was somebody people could confide in. I was such a good listener I was known around the plant as 'Father John'."

Lampertz's talents as an inside man blended so well with marketing skills of "outside man" Frank Kiewel, that Grain Belt posted sales gains in each of the last 14 years. They reached \$41.3 million (before excise taxes) in 1969, up from \$19.6 million in 1960.

"The future is bright for the good regional brewer who doesn't stray too far outside his home territory," Lampertz said. "You have to keep on growing, as Grain Belt has done, but not just for the sake of getting big."

Lampertz is less than enthusiastic about growth achieved by purchase.

"When you buy another brewery, you take on all of its employees and all of its obligations to them," he said.

Business News

16B II

THE MINNEAPOLIS STAR
Tuesday, July 7, 1970

MINNEAPOLIS, MINN., SUNDAY, JULY 19, 1970

★★

Price 35 Cents

Food-Stamp Demand Spurts

By DALE FETHERLING
Minneapolis Tribune Staff Writer

Fed by a flurry of mid-summer strikes, the demand for food stamps has increased sharply in the Twin Cities area — as much as tenfold in the case of Ramsey County.

The result: expansion of food-stamp staffs, extension of hours, and — on the brighter side — wider knowledge of and a better image for the federally guided program.

And as one county welfare official said of the spurting demand, "It doesn't look like it's going to end in the immediate future."

Thousands of strikers and those affected by strikes have swelled the lines of applicants, lines that were already lengthening due to liberalization of benefits and the general economic slowdown.

"We have ten times as many applicants as we did barely six months ago," said Ralph



Saxton, supervisor of food-stamp services for the Ramsey County Welfare Department.

In December, 80 families applied, he said, while last month the figure was 826. The June dollar volume of stamps was more than \$439,000, up 16 percent from May and about 45 percent from March.

Staffing, Saxton said, has become "a nightmare."

Last week, the food stamp staff grew from 7 to 17, including temporary workers.

per day climbed to 25 to 45 by last week.

In Dakota County, 109 non-welfare food stamp applicants were recorded through July 16, compared to 40 for the entire month of April.

"I've been snowed" by applications, said Sue Davis, Dakota stamp supervisor.

But like the others, all of whom admitted to longer hours and some frustration, she spoke cheerfully of the fact that "we have a lot of people coming in who didn't know about stamps or who didn't know they were qualified."

While the food stamp officials said they wouldn't mind it at all if applications leveled off a little, they were enthusiastic at the increasing acceptance of the program among the generally middle-class strikers.

"Union presidents and stewards are telling them about it," Sue Davis said, noting that workers were coming in soon after strikes start.

In fact, several supervisors said the increase in strike-hit workers using the stamps is building a better image for the relatively new program.

When the normally affluent construction worker or airline mechanic, for example, steps into the store to redeem his stamps, customers and store owners alike take note, one said.

politan area counties is parallel.

Scott County dispenses surplus commodities directly instead of selling food stamps, but program head Lois Weckman said soaring applications have nearly depleted the county's supply, prompting an emergency requisition last week.

Unlike unemployment compensation — which is generally denied strikers — the food stamp program is available to them or to the persons rendered jobless by the dispute.

Regardless of property owned or income earned when working, the applicant can get food stamps if he meets U.S. Department of Agriculture low-income requirements and if his family has less than \$1,000 in liquid assets.

For example, a man and wife with two children and earning less than \$20 a month, can pay \$2 and get \$106 worth of groceries. The higher the income, of course, the less food that can be obtained.

Carver County last week reported applicants running about 60 percent higher than usual.

Washington County said non-welfare stamp applicants in June totaled 393 families and the dollar volume \$21,732 compared to 302 applicants and \$7,909 two months earlier.

Anoka County reported its normal 15 to 20 applicants

Mpls. Trib. 7/21-70 City Firm Sponsoring Race at Donnybrooke

BRAINERD, Minn. — Grain Belt Breweries of Minneapolis has announced it will sponsor the Aug. 15-16 Continental Championship for Sports Car Club of America Formula cars at Donnybrooke Speedway.

The Continental Championship consists of two races at each of 14 tracks. The first event is for Formula B-C cars of 140 cubic inch displacement, with the companion feature for Formula A cars with 305 cubic inch stock-block limits.

MPLS. TRIB. 7/22-70

Donnybrooke Boasts

Continental Race

Donnybrooke Speedway president George Montgomery announced Wednesday that his race track's Aug. 16 GBX Continental Championship race for Formula A cars will be expanded to two 75-mile heats.

An extra \$5,000 will be added to the purse with the change, which turns the race from a 34-lap sprint race to a pair of 25-lap races. The winner will be determined by combined finishes in the two heats, similar to last year's Donnybrooke Continental.

SUNDAY PIONEER PRESS, JULY 15
FOURTH SECTION 2★ SEVEN

Race Sponsor Set At Donnybrooke

By CHARLEY HALLMAN
Staff Writer

Taking a cue from other U.S. and Canadian liquor brewers, Grain Belt of the Twin Cities is sponsoring a race.

Dubbed the "GBX Continental Grand Prix," the race (which is actually two different races) will be held at Donnybrooke August 15-16.

The event will be similar to the road race run Saturday at Elkhart Lake, Wis.

The cars will be off the Continental Grand Prix circuit (5-litre, fuel injection allowed) in a series easily dubbed "the most competitive racing in North America."

The high-winged Formula A cars look like huge birds gliding down the track, when they actually top out at nearly 200 miles per hour.

On road courses, Continental cars are competitive with USAC Championship cars (similar to the winning Johnny Lightning smoker that Al Unser won at Indy with this year).

Through the Elkhart Lake event, seven races of the 14-part Continental series have been run. Two-time winners include Gus Hutchison, Ron Grable and John Cannon.

Also part of the series is the Formula B-C race. For the GBX Grand Prix, the larger cars will run 34 laps (102 miles) and the smaller B-C types 33 laps (99 miles).

The actual difference in a Formula A and Formula B car is about two miles per hour at Donnybrooke.

In making the announcement of GBX sponsorship of the Continental at Donnybrooke, track President George Montgomery said he was enthusiastic about the coming event and that if he were still an active driver, "this is the series I would be in."

"I really enjoy watching Continental cars myself," said Montgomery. "I can't think of a better attraction to watch as a spectator."

The Continental series has a \$400,000 total purse. Prize money is split for individual events and composite point standings.

This Continental will be the third run at the Brainerd road course. Last year's event was won by Englishman David Hobbs.

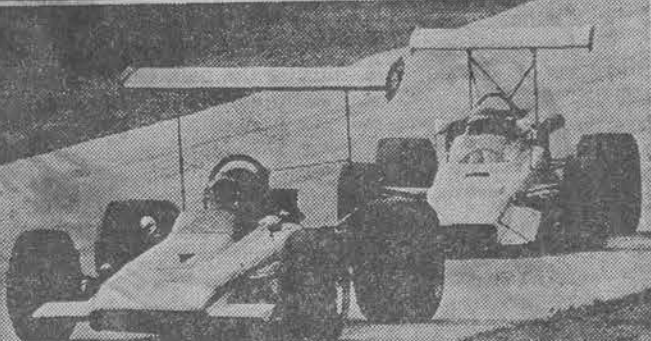
Two Minnesotans — Jerry Hansen and Fred Baker — race in the series. Baker is currently in the top 10 point standings.

Other top competitors include Hiroshi Fushida of Japan, Eppie Weitzes of Canada, Philadelphia's George Wintersteen and John Gunn.

The race is aptly dubbed "Grand Prix" because of the cars. Continental racing features open-wheeled, single-seat racers much like the cars on the International Grand Prix circuit.

The cars themselves are powered by stock engines not to exceed 305 cubic inches.

GBX CONTINENTAL GRAND PRIX AUGUST 15-16



DON'T MISS THE GRAND PRIX

Open-wheeled single seat, rear engine cars and speeds to 180 MPH make this a stunning Grand Prix experience.

SATURDAY: Practice 10 AM - 5:30 PM (Acrobatic air show at noon)
SUNDAY: Practice 10AM .. RACES at 1:30, 2:30 and 4:00 p.m.

Tickets available at your local Dodge Dealer, at the track or write: Donnybrooke, RR 6, Brainerd, Minn. 56401. Mpls. Trib. 8/10-70

Official pace cars furnished by The Dodge Boys

DONNYBROOKE
6 MILES N. OF BRAINERD ON HWY. 371

Evening World-Herald
Omaha, Nebr.
(D. Circ. 247,471)

JUL 23 1970 730

Universal P.C.B. Est. 1908

Hilton Over Storz

Omaha.

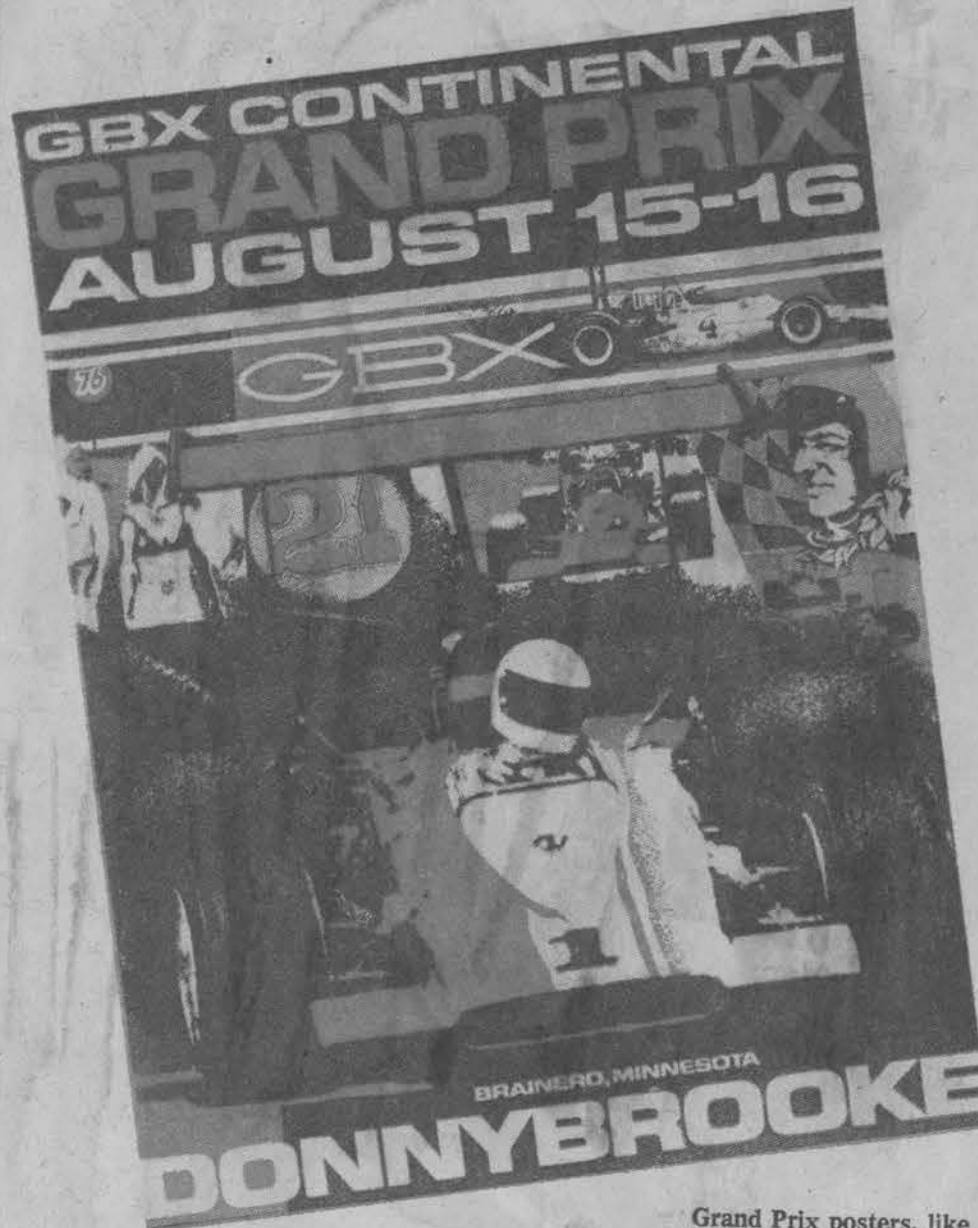
Charming, delightful, a mini-park at Sixteenth and Dodge, if patterned after Margaret Cook Hadley's description of New York's Paley Park.

But Hilton or Plaza in preference to Storz Park.

How about a whiff of clean, fresh air and a balm for the weary shopper? In Europe there are benches downtown attractively surrounded with landscaped planting, on the main streets as well as in the parks.

Mrs. Louise G. Anderson.

Mon., Aug. 17, 1970 THE MINNEAPOLIS STAR



Minneapolis Star Photos by Bob Schranck

Grand Prix posters, like those for other Donnybrooke races this year, are considered collector's items. Some 40 posted to advertise the races, disappeared within an hour.

ST. PAUL (MINN) DISPATCH E 130,292
TUESDAY, JULY 28, 1970

Grain Belt Dividend

Grain Belt Breweries, Inc., Minneapolis today declared a dividend of 12½ cents a share on its common stock, payable Sept. 5 to stockholders of record on Aug. 21.

Billy said near set for job at Oakland

MINNEAPOLIS (AP) — A source close to Billy Martin says the former Minnesota Twins baseball manager was near to an agreement with the Oakland Athletics for a similar job.

"IT'S ONLY a matter of price," the source, who asked not be identified, said Monday.

Any deal, however, doesn't seem very certain if the remarks of Charles O. Finley, owner of the A's, are taken at face value. Finley said in Oakland Sunday that Athletics Manager John McNamara had done "a helluva job" and would be retained as manager.

Martin, asked to comment on the report, said he had been "waiting to hear from some people." He would not elaborate and he declined to identify the people he was going to talk with. He's known to want more than a one-year contract if he returns to managing.

Martin was in New York Monday to attend a birthday celebration for Casey Stengel, one-time manager for whom Martin played as an infielder during the long Yankee reign of the 1950s.

MARTIN, 42, peppery as a player, remained in the wings as scout and coach for Minnesota from 1961 until owner Cal Griffith picked him to manage the Twins after a seventh-place finish in 1968.

In his 1969 stint as manager, Martin guided Minnesota to the West Division title, but the Twins lost to Baltimore in the AL playoffs, 3-0.

Shortly afterward, Griffith announced Martin was fired, but he blamed the manager's reluctance to take orders and consult him, rather than the dismal disappointment of the playoffs.

Martin works in Minneapolis for a radio station and also at a brewery in public relations.

Howard Runyon, city sales manager at Grain Belt Breweries, Inc., said he had "no comment" when asked whether Martin had said he was going to Oakland. But he added that Martin had worked for the firm nine years mostly during the off season.



Billy Martin

A source close to Billy Martin said Monday the former Minnesota Twins manager and the Oakland Athletics are negotiating about Martin taking over as the A's manager. "It's only a matter of price," said the source, considered reliable but who did not wish to be identified. (AP Wirephoto)

GRAND FORKS (IN D) HERALD E. 33,038 \$ 35,725
WEDNESDAY, AUGUST 12, 1970

Stockholders Will Drink To This

MINNEAPOLIS (AP)— Grain Belt Breweries Inc. Tuesday announced net earnings of \$457,000 for the first six months of 1970, equivalent to per share earnings of \$48 cents. Earnings for the first six months in 1969 were \$463,000.

WALL ST. JRN 8/14/70

GRAIN BELT BREWERIES			
	1970	1969	
Quar June 30:			
Shr earns	\$.35	\$5.35	
Net income	328,000	336,000	
6 mo shr	.48	a.48	
Net income	457,000	463,000	
a-Adjusted to reflect a two-for-one stock split in December, 1969.			

Frontier & Holt Co.
Independent - O'Neill, Nebr.
(Cir. W. 4,275)

730 JUL 30 1970
Universal P.C.B. Est. 1908

Bus Load Attend Twins Games, Grainbelt Special, All Had Fun

Sixteen couples spent last Saturday and Sunday in Minneapolis attending the Twins - Baltimore games. The trip, a "Grainbelt Special" was arranged by Adamson Distributing Company of O'Neill.

The group left O'Neill Friday night at 10:00 p.m. via char-

tered bus, and arrived in Minneapolis at 7:00 a.m.

After arriving they checked into the Curtis Hotel, had time for breakfast and a short nap, and then took in the Saturday afternoon game. Following this it was snooze time again until about 8:00 p.m., then up for supper and a night on the town.

Sunday the group took in the game and following the game left for O'Neill about 5:00 p.m. They stopped for supper at Worthington, Minnesota and arrived back in O'Neill at 2:30 Monday morning.

The gracious host "Harvey", Jr. Adamson and his wife kept the trip organized with hardly any hitches.

En route to the game the tour guide of the trip, Clyde McKenzie, pointed out spots of interest all the way into Minneapolis, in fact every five minutes he was sure that none missed any of the country side.

Attending the games were: Mr. and Mrs. Joe Tennis, Mr. and Mrs. Al Carroll, Mr. and Mrs. Clyde McKenzie, Mr. and Mrs. Jim Johnson, Mr. and Mrs. Bob Miles, Mr. and Mrs. Shorty Miles, Mr. and Mrs. Maynard Morrow, Mr. and Mrs. Rudy Morrow, Mr. and Mrs. Darrel Graham, Mr. and Mrs. Bill Hansen, Mr. and Mrs. Marlen Lubber, Mr. and Mrs. Fred Appleby and Mr. and Mrs. Jr. Adamson, all from O'Neill; Mr. and Mrs. Ray Harmon and Mr. and Mrs. Keith Kennedy of Page and Mr. and Mrs. Alex Frickel of Atkinson.

730
THE MINNEAPOLIS STAR
Wed., Aug. 12, 1970

Grain Belt's net earnings maintain pace

Net earnings of \$328,000 or 35 cents a share for the second quarter of 1970 were reported by Grain Belt Breweries, Inc.

The companies with \$336,000, also equal to 35 cents a share, for the same period a year ago.

The company does not make public interim sales figures but Frank D. Kiewel, president, indicated they were ahead of a year ago for both the second quarter and first six months of 1970.

Earnings of \$457,000 for the first six months compared with \$463,000 a year earlier. One a per share basis they amounted to 48 cents for both years.

MPLS., (MINN) TRIBUNE M 240,275 - \$ 674,302
WEDNESDAY, AUGUST 12, 1970

730 Grain Belt

Grain Belt Breweries, Inc., Minneapolis, reported earnings in the second quarter ended June 30 of \$328,000, 35 cents per share, compared with \$336,000, also 35 cents per share, a year ago.

For the first six months of 1970, earnings were \$457,000, or 48 cents per share, compared with \$463,000, also 48 cents per share, in 1969.

Sales for both the second-quarter and the six-month period were ahead of the same periods of last year, a spokesman said, but no figures were given. It is company policy to release sales figures on an annual basis only.

President Frank D. Kiewel said new two-year contracts had been agreed to between the company and the major unions at the Minneapolis plant and the Machinists Union at the Omaha, Neb., plant. The company's plants at both Minneapolis and Omaha were struck in early July resulting in a substantial loss of production during July, Kiewel said.

8/13-70

Grain Belt's Sales Higher; Per Share Earnings Steady

MINNEAPOLIS — Grain Belt Breweries, Inc. announced net earnings per share of 35 cents in the second quarter of 1970 and 48 cents a share for the first six months of the year. The 1970 earnings per share were identical to those of 1969 in the two periods.

Second quarter earnings of \$328,000 in 1970 compared with \$336,000 in 1969.

In the six months ended June 30 net earnings were \$457,000, compared to \$463,000 in 1969.

Sales in both the second quarter and the six months were reported to be ahead of the same periods of last year, but no figures were given in keeping with a long-standing company policy to release sales figures on an annual basis only.

President Frank D. Kiewel announced that two-year contracts had been signed with the major unions at Minneapolis and the Machinists union at Omaha. The company's plants at both Minneapolis and Omaha were struck early in July.

It was also announced that a dividend of 12½ cents a share, payable September 15 to shareholders of record August 21 had been voted by the company's board of directors.

MOD. BRY. August 17, 1970.
AGE

Grain Belt Reports Gains For 6-Month, 2nd-Quarter Tallies

Although no figures were given, in keeping with a long-standing company policy to release sales figures on an annual basis, Grain Belt Breweries, Inc., sales for both the second quarter and six-month period were reported to be ahead of the same periods last year.

The Minneapolis, Minn.-based firm announced net earnings per share of 35 cents in the second quarter of 1970 and 48 cents per share for the first six months of the year to date. The 1970 earnings per share were identical to the 1969 earnings per share for the two periods.

For the six month January 1 through June 30, net earnings were \$457,000 in 1970 compared to \$463,000 in 1969, the report stated.

Frank D. Kiewel, president, announced that new two-year contracts had been agreed to between the company and the major unions at Minneapolis and the Machinists union in Omaha. Kiewel stated that the company's plants at both Minneapolis and Omaha were struck early in July resulting in a substantial loss of production during July.

What Do You Want, Spelling or Suds?

By ELIZABETH HOFF
Post-Bulletin Staff Writer

KELLOGG — Is it F-R-E-E-B-U-R-G or F-R-E-I-B-E-R-G? Maybe it should be Freeberg, Freberg or even Phreeberg. A sign hanging above a tavern on Kellogg's Main Street is enough to confuse any passerby.

The mix-up began last summer when a beer distributor furnished the first sign, but misspelled the name. The owners of the establishment took a second beer distributor's offer for a new sign and meticulously spelled out their name so the new sign would be just right.

When it arrived it had a new spelling, but — wrong again. The owners, Mr. and Mrs. Al F-R-E-I-B-U-R-G, got a good laugh out of the situation and decided to hang them both in front of their place of business and leave them there.

"Maybe they should rename it 'The Friendly Tavern,'" Mrs. Freiburg said, "everybody knows how to spell that."



Post-Bulletin Photo

WHICH IS RIGHT
Well, Really, Neither One

Mpls Metro Area Mound W. Tonka Sun W 2,800
THURSDAY, AUGUST 13, 1970



(Sun Photo by Merlin Quiggle)

FRED AND GINGER THEY AINT — Jim Otto (left) of Grain Belt and Hamms' John Matetich appear to improvise a dance routine at second base during a recent Metro Collegiate League game. Otto attends Creighton in Omaha and Matetich the University of Minnesota. Metro Collegiate League play concludes this week.

George Witte First Recipient of "Pioneer Spirit Award"



Howard Hansen, right, presenting "Pioneer Spirit" award to George Witte as George's wife, Marian, and Carl Samuelson, left, witness the ceremony.

George Witte of Valley was named the first recipient of the Storz Pioneer Spirit Award at the regular meeting of the Valley Lions Club last Monday evening. Officials of Storz Beer and WOW radio made the award announcement.

The award is presented for contributions by an unsung, unselfish member of his community, and the award will be given monthly to other nominees throughout the state, according to Storz.

Witte was nominated and cited for his enthusiastic participation in the eye bank and eyeglass programs of the Lions Club and for his assistance to the elderly. He is past-president of the Valley Lions Club and also a charter member. He is a former member of the Valley Volunteer Fire Department, and served as Chief of the department for several years. George is a 14-year employee of the Omaha Public Power District. He and his wife Marian have three children.

The Pioneer Spirit Award is presented to an individual with in an area served by a Storz Distributor. Nominations for the award are made by the public. Hansen Beverage Co. of Fremont, owned and operated by Howard Hansen, serves the Valley area.

Carl Samuelson, Regional Sales Manager of Storz Division of the Grain Belt Breweries, Inc., made the announcement of the award and its first winner, and Mr. Hansen made the award presentation.

Mr. and Mrs. Richard Wolkow hosted the gathering of the Lions members, their wives and the guests of Storz and WOW, at their home.

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TO DUPLICATE --
ORDER
Hanson 55B
FROM YOUR RETAILER

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