

Just for openers

A-21

OCTOBER 1984

NUMBER 24

968 Greenwood Ct. Sanibel Island, FL 33957 (813) 472-0004

This issue completes the 1984 segment of JFO which I "volunteered" to Edit/Publish while Don Bull took a breather from it while concentrating on other projects and family life. A sincere THANKS to all who made it possible by their subscription, letters and contributions of articles. I have agreed to Edit/Publish it in 1985. To do this, I will need YOUR continued support. For starters, RENEW your subscription promptly. Your renewal notice is enclosed. As an incentive to do so, and to eliminate sending out reminders, all renewal cards received with payment by Dec. 2, 1984, will be put in a tumbler, from which, one will be picked by an uninterested person. That subscriber will receive a FREE subscription for 1985 and a refund will be sent.

In the July issue, it was mentioned that a questionnaire regarding the 1986 convention would be inserted in this issue and it is. Please take a few minutes to complete it. Replies are needed for guidance at next year's convention business meeting. A preliminary notice of the 1985 convention appears elsewhere in this issue with final details published in the Jan.'85 issue.

"The Handbook of Beer Advertising Openers and Corkscrews (An Alphabetical Composite)" authored by Ed Kaye and Don Bull is a reality. Containing over 500 illustrations and 9,000 listings plus provisions for notes in a convenient 5 1/2" X 8 1/2" format, it is a reference book that no opener/corkscrew collector should be without. An order blank for it is inserted in this issue.

To aid in sending your subscription, questionnaire and order, a pre-addressed envelope is enclosed for your convenience.

Welcome to our latest members:

MELLEN Raymond F. 11001 Seven Hills Dr. Tujunga, CA 91605 (818)352-6409
RICHMOND Bruce 182 Pine Creek Ave. Fairfield, CT 06430 (212) 549-9119

Note the change of address for:

DAFOE Steve 75 Tyndale Ave. Sptswood, NJ 08884.....
GROWE Andy 7337 Ethel Space 40 No. Hollywood, CA 91605 (phone later)
NOWICKI Pete 1531-39th Ave. San Francisco, CA 94122 (phone later)
SHERRIEB H.W. 2200 W. 7th Ave. Apt. #4 Amarillo, TX 79106.....

The Jan.'85 issue will have a directory of active subscribers. It will also have over 350 new listings reported since the Jan.'84 issue that are NOT included in the "Handbook".

I have an I-17 Drink CAPITOL Milk / capitol-ize on health. Would you know the origination of it and/or where an opener of this type would be used on a milk product? Interested in it? The first \$2 bill will take it.

The July NEW DISCOVERIES pictured a T-1. Correct this to T-2.

A limited amount of past issues of JFO are available from DON BULL. Write to him for a list of them.

No comments - pro or con - were received about the stapled, 3 ring punched single sheets format of recent JFOs. Send your comments now.

JOE CARDONE asks: Which Brewery put out Ehrepreis as on B-21-12?

Re: "Quiz" in last issue: The beer that made Milwaukee Jealous. JIM FREEMAN writes: The slogan was also used by Westmoreland Brewing Co. of Suttersville, PA (1899-1920). He would like to have an opener from that Brewery as his family had origins in it. Contact him at 1514 La Mesa Lane Burlingame, CA 94010.

A shoulder patch pertaining to JFO has been suggested by DAVID SCHUHS for members to sew on their jackets. I have checked for a source to produce them (locally) without success. Anyone have connections to make them?

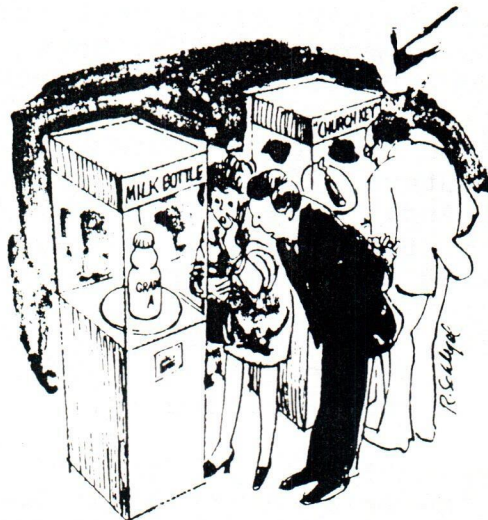
Neighbor: "Do you have a bottle opener?" Reply: "Yes, but he is away at College".



VIC KEOWN writes for the St. Louis group: Friday Aug. 29th saw the gathering of their club at his home in St. Ann, MO. Serious matters discussed: Should OLLIE HIBBELER branch out to collect Dick Bros. & Pabst openers as a specialty? Should ART SANTEN go for everything with a Lion's head on it from Falstaff or stay with just trying to get past the 12,000 mark of his all encompassing opener collection? Should VIC KEOWN pursue getting those last 5 Trommers openers he needs or go on to some others that are less plentiful? Should LOU KOVALIK - well known in the can collecting field - join this elite group of opener collectors or miss out on what JFO has to offer? BOB CHAPMAN advised in advance that he would be absent. JOHN GOFF just forgot to attend.

LARRY SHERK did a comprehensive study of CANADIAN Beer Advertising openers and published a 28 page catalog of them. It contains 112 tracings and approx. 1,100 listings. (He has 650 of those openers). It is available from him for \$5.00 U.S. funds to U.S. addresses or for \$6.00 Canadian funds to Canadian addresses. LARRY'S address is P.O. Box 191 Stn.G Toronto,Ont. M4M 3G7 Canada.

Time is going faster than it used to.
Remember "church keys"? Of course you do. Only an infant wouldn't recall opening beer cans with that little triangular blade, usually on the other end of a bottle-cap hook. Every market and liquor store had them. Gave them away. Gift shops sold fancy church keys with wooden handles or plastic sculpted women's legs. Now you have to pay for a plain one—it you can find it outside an antique store.



I have received numerous requests from subscribers as to the origin of "Church Key". The following is reprinted from issue #5, Jan.'80 of JFO:

In the DICTIONARY OF WORD AND PHRASE ORIGINS, William and Mary Morris explain the term "Church Key" as follows:

"When I passed on through my newspaper column a question from a Maryland reader about "why the tool that punches a triangular hole in a beer can is called a church key", I received lots of explanations. Included was one amusing script -virtually a one act play- purporting to prove that the name was coined by a pair of hung-over acolytes.

But then I had an explanation from -where else?-Milwaukee, the beer capital of the world. It seems so authentic that all other theories may now be put aside. For one thing, Mr. J.R. Oberhofer, an old-time brewery worker, pointed out that the expression church key is much older than the device that leaves a triangular hole in beer cans. Indeed, it goes back to early days of the brewing business, when beer was first dispensed in bottles.

'The expression church key is old in the brewing business,' he wrote. 'I worked in a brewery for about 35 years and everybody carried a bottle opener or church key, perhaps so called because it looked like the top end of the kind of heavy ornate key to unlock church doors. I am enclosing an old relic that is about 50 years old. It's made of cast iron and from it's weight and appearance, you can see its resemblance to a church door key.

With the coming of cans in the brewing business, the bottle opener gave way to the can opener that makes the triangular marks-but the name church key was simply transferred to the new device."

(The above article assumes that the reference was made to a type "D" cast iron cap lifter).

Recent research (Aug.'84) about Mr. J.R. Oberhofer by JOE YOUNG our "Tin Can Opener Man" is shared with us: Mr. Oberhofer, Sr. started at the A. Gettleman Brewing Company and returned there after Prohibition. He retired from Miller Brewing Company about 20 years ago. (Gettelman was purchased by Miller in 1961) Mr. Oberhofer was a truck driver, and in his later years, worked in the garage.

Regarding copper openers - they are copper plated over steel. I always carry a small magnet to prove it as a magnet will adhere to it. Copper is too soft of a metal to be used as an opener material. Don't pay a premium for them.

WANTED

Cigar Box Openers. Buy or trade. GLEN ENLOE 10530 E. 9th St. Independence, MO 64053.
Trommers E-3-24, E-8-48, E-14-668, I-6-80, I-7-61 to complete my collection. VIC KEOWN 10547 Mert, St. Ann, MO 63704.
Omaha, Nebraska bottle keys. DAVID SCHUHS Rt.1 304 S. First St. Leoti, KS 67861.
Iroquois Indians openers all styles, especially the "R" types. THOMAS LUTZ P.O. Box 44 Bromfield, CO 80020.
New collector needs all types of beer related openers but mainly "E" type. DUANE GUTTERUD 2509 N. Campbell #375 Tucson, AZ 85719.
A-9 baseball player other than #s 3,4,9,12. ED KAYE 968 Greenwood Ct. Sanibel, FL 33957.
Coca-Cola figural openers. Paying \$75.00 each for A-4,A-5,A-9 or A-12. \$35.00 each for any spinner or A-15, A-17. \$25 for B-13. Also buying any old Coca-Cola ones. THOM THOMPSON Versailles, KY 40383.
Old or odd TIN can openers. Will buy or trade. JOE YOUNG, the TIN can opener man, 36 South Weston Elgin, IL 60120.

SELLING

Send S.A.S.E. for opener selling list. DAVID BUNK R.D.2 Box 268
Windber, PA 15963.

Send for list of six different beer trays foeign & domestic @ \$11.00
each. DAVID SCHUHS RT.1 304 S. First St. Leoti, KS 67861.

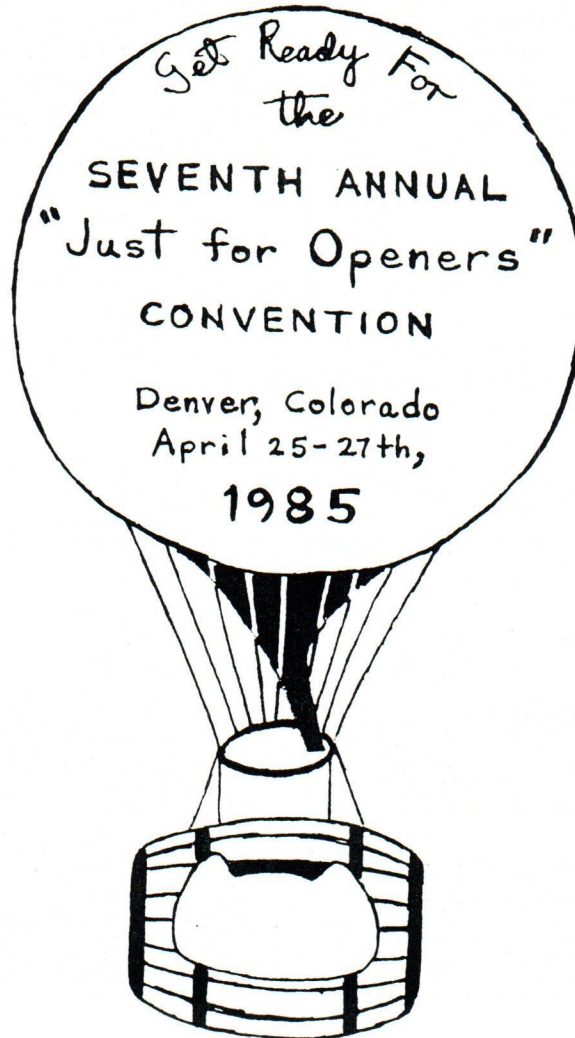
New 11 page list of openers for sale sent for 25 cents. C.T. JANTOS
7025 Kevin Dr. Bethel Park, PA. 15102.

Beer memorabilia coasters, signs, trays, openers and more. Send for
catalog. BREWMANIA LTD. 7619 Webwood Ct. Springfield, VA 22151.

TRADING

Will trade R-9-1 Rheingold baseball cap or an R-3-2 or R-3-4 or R-3-6
for any of these: H-4-3, L-2-9, P-1-3, P-1-5, P-4-2 or P-63-1 or good
new type corkscrews with beer advertising. DON BULL 63 October Lane
Trumbull, CT 06611.

Send me your opener trade list as I have over 300 for trade (many
tough types). TONY ZANGHI 605 Leithsville Rd. Hellertown, PA 18055
Openers from hard-to-find breweries (some unlisted) for: A-27, A-28,
A-29, C-10, C-12, C-13, C-17, C-32 or G-1 types featuring a bottle or
bottle neck; (2) Colorado or Wis. breweries; (3) U.S. & foreign types
BILL McKIENZIE 6360 So. Jellison St. Littleton, CO 80123.



BILL McKIENZIE



GARY DEACHMAN



POTLATCH

by

Don Bull

On July 17, 1911 six days of excitement began on the docks in Seattle. The event had been dubbed "Golden Potlatch" by Seattle school teacher Pearl Dortt. She had read of the custom among Indians of bringing and hoarding their treasure for many years and when they had gathered a great supply they invited friends and members of their tribe to celebrate giving their treasures away. The custom was known as "Potlatch." The "Golden" was added as the six day festival was in commemoration of the arrival of the first gold ship from Alaska.

During this festival large firms occupied booths where they gave away small and useful articles publicizing or advertising their products. Seattle Brewing and Malting Company, which then produced Rainier Beer, had such a booth. Every hour on the hour they gave away a very limited number of beer bottle openers. These had a "Potlatch" bug set in enamel and embossed with gold on the handle. People stood in lines at the Seattle Brewing booth, some of them for several hours, to get one of these openers. The opener is type B-18 and is pictured below.

The Golden Potlatch festivals were subsequently held in 1912, 1913, 1914, 1934, 1938, 1939, 1940, and 1941. I do not know whether or not openers were given away at additional festivals. Andy Grove and I are fortunate in that we did not have to wait in line for our "Potlatch" openers with "compliments of Seattle Brewing and Malting Co." Does anyone else have one to report and if so, is the "bug" the same as that shown in the picture?





BROWN & BIGELOW

by

Ted Striny

The partnership of Brown & Bigelow was founded in 1896 by two gentlemen of these names who met in the city of St. Paul, Minnesota. Herbert Bigelow was born in Vermont in 1870 and moved to Iowa in 1883. In 1894 he married Nina Penney and at this time became a calendar salesman. It was in this position that he met Hiram Brown on a trip to St. Paul. Brown was a printer of fair success but the combination of the abilities of the two individuals was to lead to one of the largest businesses of its kind.

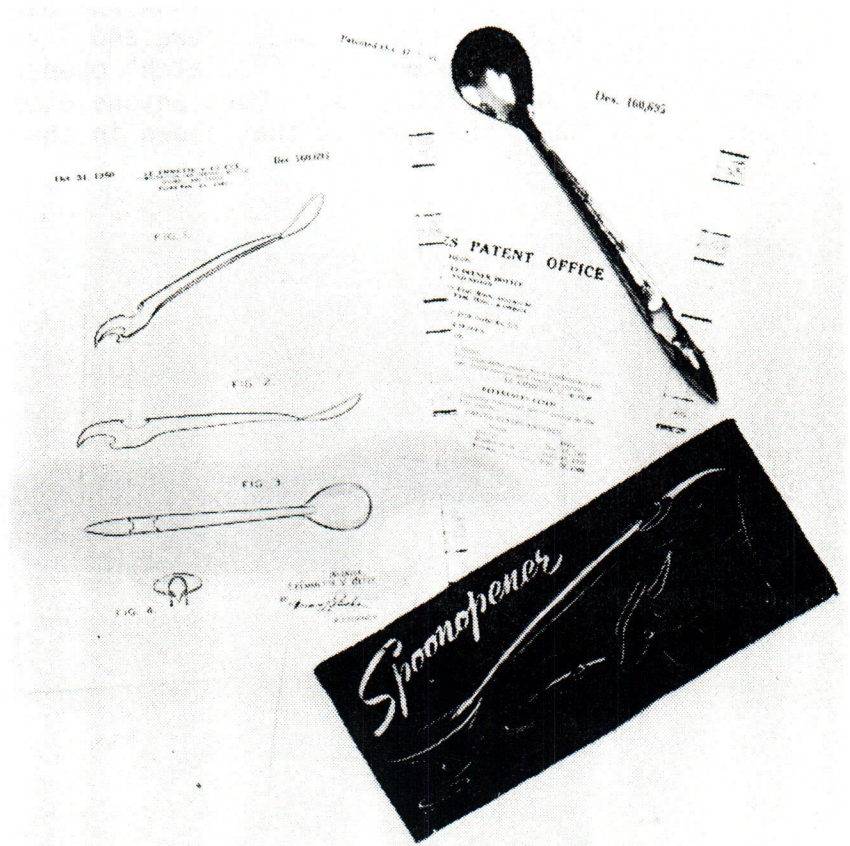
Brown & Bigelow produced a wide variety of advertising items from Bigelow's calendars to Le Emmette V. De Fee's combination spoon/cap lifters. Products included rulers, baseball score cards, mirrors, icepicks, ashtrays, and hundreds of other items for the customer to remember the supplier by. Their slogan of the past was "Remembrance Advertising." Today they are using "The Business Builders" as their theme. The plant is presently located at 345 Plato Boulevard East in St. Paul.

Openers produced by Brown & Bigelow (aka B & B) include:

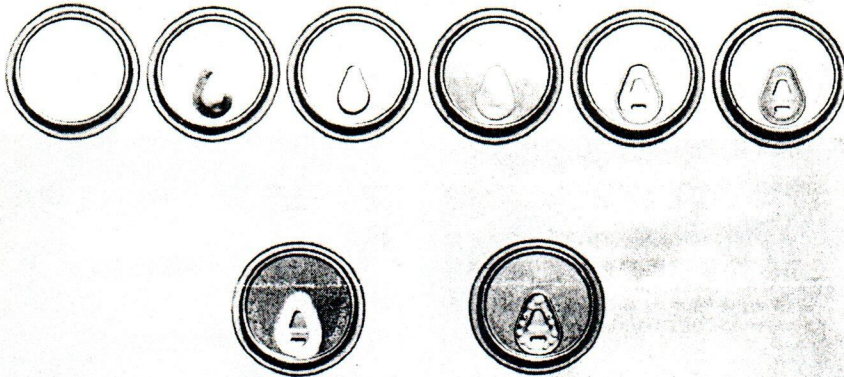
- F-3 combination spoon/cap lifter/can opener as shown in picture below with original envelope and copy of De Fee's patent of October, 1950
- A-39 figural turtle cap lifter from De Fee's patent of December, 1950
- N-12 combination cap lifter/lighter from Howard Fischer's patent of August, 1931
- A-21 Spinner/opener
- F-4, F-15, F-21 combination spoon/openers
- G-3 Cap lifter (note resemblance to top of Type F-4
- O-3 and O-7 wall mount stationary openers

Spoon/opener marked
"An Opener for Friendship
Potosi Brewing Co."

(Photos by Don Bull)



New easy-open tab saves metal & money



Production of Tab-E ends begins with a plain end (top, left), includes several tab-forming stages, and finishes with the new, economical convenience end (top, right). The two ends below depict tab-sealing materials, either plastisol (left) or hot-melt types.

Food companies that pack beer, soft drinks or juice in aluminum cans may save about \$10.00 per 1,000 units by switching to tin-free steel (TFS) cans that feature a new easy-open tab. The device, a simple push-in tab on a TFS can end, reportedly is capable of holding vacuums as high as 26 inches.

Now being offered worldwide by Amtech International, Lansing, Mich., the new easy-open tab is described as a commercial alternative to ring-pull or stay-on tabs (SOT). The *Tab-E* end, as it's called, operates by a slight finger pressure to vent the opening, then a gentle push to depress the hinged tab, which remains attached to the end.

From end's own metal

Amtech's Tab-E end is being evaluated by major can companies such as American, Ball, Continental, Crown and National. Beverage firms investigating the new easy-open end are said to include Castle & Cooke, Citrus Central, Coca-Cola, Dr Pepper, T. J. Lipton, Pepsico, Royal Crown and Squirt.

"The prospect of a substantial package cost reduction is the primary reason for this interest," says Edgar D. Smith, President of Amtech. "The factors that make this savings possible are the use of steel instead of aluminum and the fact that no additional metal is needed to convert a plain end into an easy-open end." The tab is formed from the end's own metal, he explains.

Compared to production of ring-pull or SOT ends, Tab-E manufacturing also is far simpler, enjoys no tab tooling costs, less equipment maintenance and quality control problems.

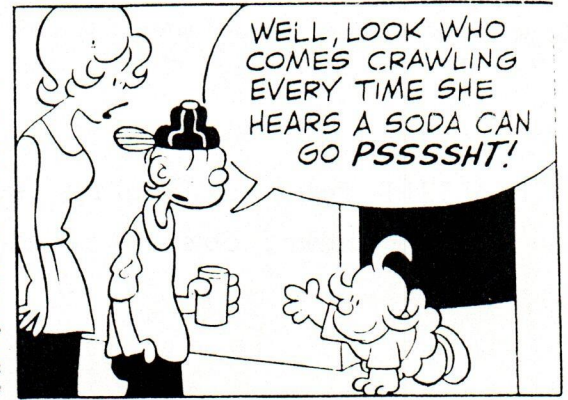
Production of all three easy-open devices begins with a shell or plain end. But both ring-pull and SOT ends require 17 or more fabricating operations to produce the finished end and tab. The Tab-E end, even in diameters from 202 to 211, requires only five metal-working steps and addition of either plastisol or hot-melt-type sealant.

Projected cost savings with the Tab-E end are based on using tin-free steel (TFS) as the end material. Comparing 100-pound plate TFS of T-4 temper with 0.0135-inch aluminum, the difference in metal cost alone is \$3.83 per thousand ends in favor of TFS. Eliminating the separate metal tab saves another \$3.15 per thousand ends.

Additionally, the minimum production cost saving on a one-piece, drawn and ironed steel can (body and bottom) versus the same can in aluminum averages about \$2.50 per thousand. These three cost savings alone total \$9.48 per thousand cans. A further saving of 61 cents per thousand cans is feasible by reducing the countersink needed for ring-pull ends by about 39%.

FOOD ENGINEERING, October 1983

Hi and Lois



THE ORIGINAL BEER CAN OPENER

By Donald Bull

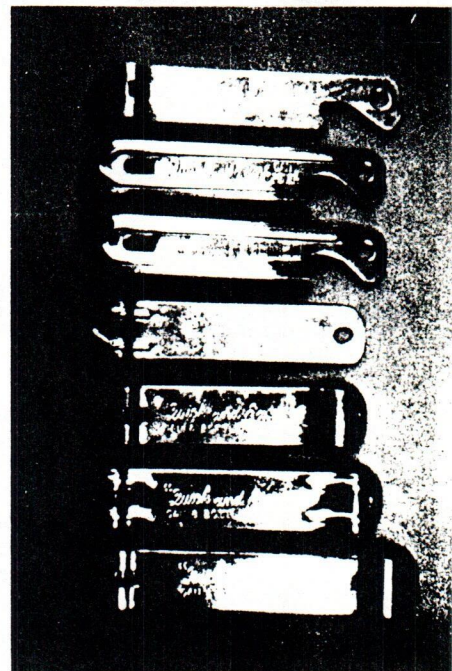
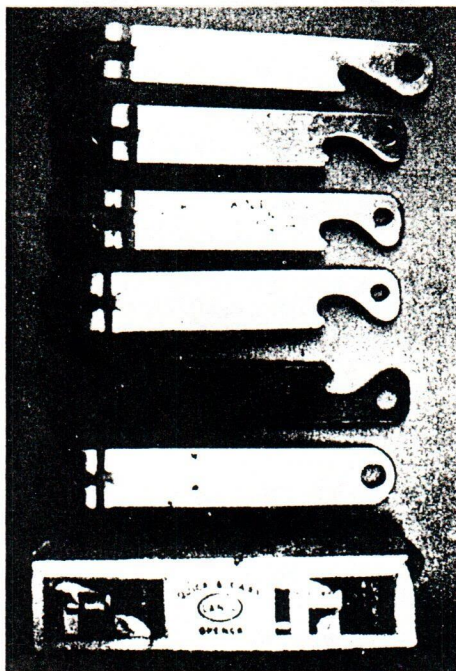
The article in the April/May issue of BCM on opening instruction cans prompted me to present a look at the can opener shown on the subject cans.

The punch type can opener was developed and patented by personnel of the American Can Company's Research Department in Maywood, Illinois. On April 13, 1933 Dewitt F. Sampson of Elmhurst, Ill. and John M. Hothersall of Brooklyn, NY filed an application for a patent for "a punch opener for producing a substantial pouring opening in containers having projecting end seams or joints. Patent number 1,996,550 was assigned April 2, 1935. The first model produced was the opener shown at the top of photo #1 (with the original box). This opener and the shortened version below it are marked "Pats. Pend." and were produced prior to 1935. About one million of them were given away at the opener's inauguration at the 1933 Chicago World's Fair.

The third opener reflects the patent number and like the first two is marked "Quick & Easy Opener." The fourth opener is marked "For Beer in cans marked Keglined" and was obviously produced in 1935.

The fifth "Keglined" opener has the interesting inscription on the back, "Don't Throw me out! I'm the quickest and best opener for all liquid foods."

Although the patent does cover a can opener incorporating a bottle cap lifter in the design, the sixth opener in this sequence is a bit unusual in that it does not have the cap lifter. Later openers such as those shown in the second photograph were produced for many brewers with and without the cap lifter.



This early Pabst opener is the only brand noted in this "Keglined/Canco" series without the cap lifter.

By August of 1935 production of "can openers" had reached 4 million and by January of 1937, 31 million.

In 1935/1936 American Can Co. granted a license to Vaughan Manufacturing Company of Chicago, Ill. to produce the openers. Vaughan continued to use the "Quick & Easy" term on a good many varieties of openers as witnessed by the assemblage in the second photograph. The ribbed version (2nd and 3rd from top) was designed by the prolific opener designer Michael J. La Forte in 1944. Design Patent Number

143,327 was issued to him December 25, 1945.

Some appropriate notices on the early can openers included:

"For opening Acme Beer Keglet"
"Enjoy Krueger's on draught, where not available, drink it from keglined cans"

"For opening Pabst Tapa Can"
"Drink the famous New England Ale in double-lined cans"

"Budweiser, king of canned beer"
"For opening Brown Derby Beer, cans or bottles"

A few "Keglined" openers would be an interesting addition to any collection of opening instruction cans (and vice versa!).

DEADLINE for the January issue is for me to have your free ads, news, comments, etc. by Dec. 2nd. Please co-operate. Thanks.

History of the Minneapolis Brewing Company

By Michael Hajicek

During the years 1850-1890, the city of Minneapolis was home to about twenty independent brewing organizations with various proprietors. Some of the names of these brewing pioneers were Birkhofer, Karlson, Lundquist, Westphal, Mueller, Lauritzen, and of course, Gluek. Most of these people were of German descent with one of the earliest men, John Orth, arriving in Minneapolis in 1850. He opened the first brewery in Minneapolis that same year located on the site where the Grain Belt Brewery stands today. He operated his brewery with success for forty years on this site.

In the summer of 1890, three other independent Minneapolis breweries joined the John Orth Brewing Company to form the Minneapolis Brewing and Malting Company. These three other breweries were the Germania Brewing Company, the F. D. Noerenberg Brewery and the Heinrich Brewing Association. Because it was the largest and most modern of the four, the Orth Brewery was the principal plant of the newly formed company, with Heinrich and Germania also being used to produce beer. The Noerenberg plant may not have been used again after the merger.

In 1892, a huge brewery was built of sturdy limestone on the site of the Orth Brewery with the general office located at 44 Third Street South. This structure had four different architectural styles composing its facade, representing the four merging breweries. Additions to the original structure occurred in the next ten years making it one of the largest and most modern breweries in the country.

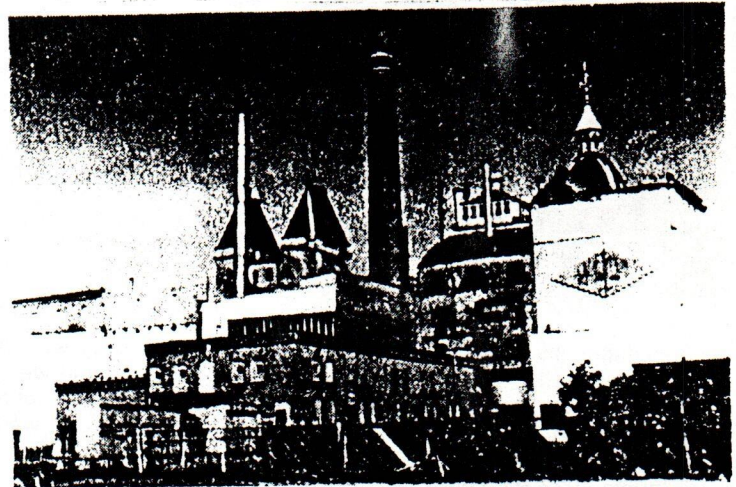
An 1893 letterhead for the Minneapolis Brewing and Malting Company lists John W. Orth as President, F. D. Noerenberg and A. M. Orth as Vice Presidents, as well as S. J. Heinrich as Treasurer and Conrad Birkhofer as Superintendent. Birkhofer eventually went on to form his own brewery which later became the Purity Brewing Company.

As with other large brewing companies, agencies were formed throughout the distribution area. One such agency was located in Rochester, Minnesota and operated from as early as December 1893 until at least the late 1930's. These agencies were established in buildings owned by the company and equipped with every known convenience for the operation of their delivery system, storage warehouses and trackage systems. Another bottling agency existed as far away as Calumet, Michigan. They bottled beer for at least a few years before Prohibition.

In late 1893, the Minneapolis Brewing and Malting Company changed its name to the Minneapolis Brewing Company and introduced a line of Golden Grain Belt Beers which consisted of the bock, gilt edge, extra pale, weiner, original, special, kaiser and london porter beers. Also introduced in 1895 was a Gilt Edge Beer not under the Golden Grain Belt Beers trademark.

During the late 1890's and early 1900's the Company continued to prosper and by 1905, the Minneapolis Brewing Company property was like a village in itself. A 1905 Minneapolis Brewing Company promotional book entitled "The Land of Golden Grain" states: "Grouped about the main building the visitor will find all the small industries of a village - machine shop, carpenter shop, horseshoeing shop, wagon shop, paint shop, harness shop, pump repairs, all complete with the most modern labor saving devices." Also included was a cooperage (another name for barrel making and repairing department) which contained automated barrel making equipment. Other automated equipment used inside the brewery included bottle washers, fillers and cappers. The main body labels were put on by machine, but the neck labels and top tin foil labels were put on by hand.

Delivery of the beer was accomplished with the use of wagons and teams of horses, again explained best by a quote from the 1905 promo book: "Selling, as it does, the greater portion of the



keg and bottle beer used in the city of Minneapolis, a great force of horses and wagons are constantly in use for city delivery. Admirers of horseflesh frequently commented upon the beauty and strength of our draft teams. Humanitarians will be interested in the kind treatment and extreme care given these noble animals. Their work is extremely heavy, but their hours short." By 1905, an electric auto truck had been added to the delivery fleet with more to be added later to facilitate economical citywide delivery.

During the years 1905-1920 the Company produced various brands under the Golden Grain Belt Beers trademark as well as other brands such as MBC Pale Dry, Edelweiss and Zumalweiss with accompanying record and songsheet featuring a song called "Zum-Zum-Zumalweiss".

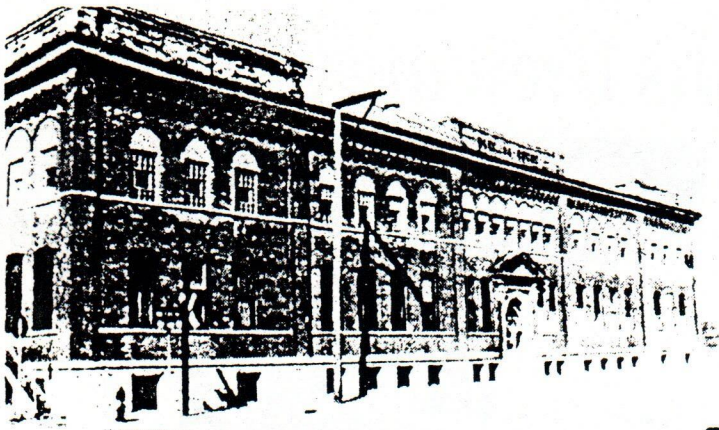
The early Grain Belt brands often promoted the healthy aspects of drinking beer as can be seen by two phases found on a circa 1900 Grain Belt paper label bottle: "As a family beverage this beer is a perfect tonic promoting restful sleep and aiding appetite," also "Bottled direct from glass tanks and properly sterilized. Will not cause biliousness".

Throughout its history, the Minneapolis Brewing Company courted the tastes of the sportsmen, not only in its advertising, but also in its promotion of outdoor activities. Many of the early lithographs were of hunting scenes and later promotions involved both hunting and fishing themes. Grain Belt also had ties to the farming community with golden fields of wheat and barley showing up in early advertising. Many outings for brewery personnel and the general public were held at various places around the Twin City area including an annual outing in Spring Park near Lake Minnetonka, the first of which was held in July 1906.

The Minneapolis Brewing Company prospered and grew until 1920 when prohibition forced the brewery out of the beer business and into the soft drink/near beer business. Malt syrup was also



Please turn me over!



made during this time. To avoid legal problems some products such as Minnehaha Pale, Minnehaha Special and Malt Beverage were marketed under the name Golden Grain Juice Company. Also during Prohibition, Zumalweiss was reissued as a near beer but was a short lived brand.

In late 1933 Prohibition was repealed and production of Grain Belt Beer resumed. A new theme for their advertising was unveiled which centered around the fact that Grain Belt was "The Friendly Beer." This advertising theme in conjunction with several others later on was used in some form until Grain Belt's demise in early 1976.

One of these other themes was the introduction of two characters, Stanley and Albert. They were most often seen as painters promoting Grain Belt. They appeared in the 1960's on everything from mugs to large outdoor roadside billboards.

Grain Belt used the diamond shape with "Grain Belt" spelled out inside in some form from 1893 until they closed in 1976. That's 83 years with at least 20 major changes in the design. The red diamond emerged in about 1910 and the familiar bottle cap behind the diamond label emerged in about 1945. Of over 100 different Grain Belt bottles produced only one bottle/label exists without the diamond, that being a quart bottle from the early 30's.

Probably one of the most impressive pieces of breweriana in the Twin Cities area is the Hennepin Avenue Grain Belt bottle cap neon sign. It stands 40 feet wide by 40 feet high on Nicollet Island just a mile or so north of downtown Minneapolis. It was constructed in the 1940's and is one of the only signs of its kind remaining in the Midwest. The face of the sign, made of porcelain, looked down Hennepin Avenue for decades and flashed on and off three times in sequence that began with the words "Grain Belt Beer." Historians are attempting to save the sign that could be seen up to ten blocks away at night.



Again catering to the fishing and hunting enthusiasts, the Minneapolis Brewing Company introduced a line of plaster animals which attached to cardboard signs showing scenes of sportsmen in action. A total of 31 different animals were issued in the early 1960's consisting mostly of fish, birds and deer. A plaster goat's head was also issued for Grain Belt Bock. A total of 15,000 of each were made by two different companies, except for the goat's head of which only 5000 were made. Cardboard prints of paintings, showing outdoor scenes by artist, J. F. Kernan were issued in the 1950's. At least ten or twelve different prints are known to exist. Large canvas prints of outdoor scenes were also used for many years with over 30 different known to exist.

Several post-prohibition brands were sold by the Minneapolis Brewing Company. Grain Belt Half-n-Half (Ale and Stout), Canterbury Ale, and Sköl were short lived brands from the 30's and 40's in bottles only. Minnehaha Ale appeared in December 1954 in green bottles only. It was named after Minnehaha Falls in Minneapolis and stands for "Laughing water." Wunderbar was a brand put out with Minnesota's large German population in mind. It was issued in cans and bottles as well as kegs. White Label and GBX Malt Liquor were introduced in the 1960's along with Hauenstein which was originally a New Ulm, Minnesota beer. White Seal was sold as far away as Kansas City in the 1930's and probably was a premium priced beer.

On June 24, 1963 Grain Belt Park was opened to the public with the "uncapping of Diamond Wells Fountain. The fountain was operated 24 hours a day, shooting a column of pure well water 18 feet into the air. The fountain dramatized the company's Diamond Wells, which reached 1074 feet beneath the park. Numerous public gatherings were held at the park including an artist's day reported in *Brewers Digest*. Deer were also kept in the park to promote the natural atmosphere.

In latter years of its existence, the brewery leased the Kiewit Brewing Company of Little Falls, Minnesota and bought the labels of the Hauenstein Brewery of New Ulm, Minnesota. In 1967 the Minneapolis Brewing Company changed its name to Grain Belt Breweries, Inc. which lasted only nine more years. In the late 1960's sales were strong and Grain Belt had expanded by adding millions of dollars in plant and brewing process improvements. One of the world's finest beer finishing cellars, with a complete automatic filter station, was added and became a model for the industry.

In 1970, the Storz Brewing Company of Omaha, Nebraska was acquired and operated for about two years before being closed at which time production of the Storz brands was moved to Minneapolis. At this time Grain Belt was one of the top 20 brewers in the United States. Its peak distribution area was from Michigan across the northern tier of states to the Pacific Coast and then south as far Texas and Arizona. The prime marketing areas were Minnesota, Iowa, Wisconsin, North and South Dakota and Nebraska. Distributors for Grain Belt were also located in Arizona, Colorado, Illinois, Kansas, Michigan, Missouri, Montana, Washington and Wyoming.

In 1973, sales were 1,120,000 barrels per year. Average employment was 550 people with payroll and benefit expenses exceeding \$7,000,000 annually. By this time Grain Belt's sales had peaked and sales declined due to increased national competition. In early 1976 the brewery was closed with its labels being sold to G. Heileman Brewing Company. Thru a lawsuit the White Label brand was transferred to the Cold Spring Brewing Company.

In 1986, a heated debate raged over the fate of the brewery which has been dormant for 10 years. Historians are trying to preserve this once proud brewery in Minneapolis while others would just as soon see it turned into a parking lot. Lets hope this brewery will continue to stand as a landmark in northeast Minneapolis.

This article appeared as a center-spread in NORTH STAR NEWS. Through the courtesy and permission of TED STRINY of St. Paul, MN—who is the Editor of it and is also a member of JFO—it is reproduced in this format. Note that there are various brands mentioned in it which also appear on openers. This should help clear up where they originated. Thanks TED!