Vote YES for Municipal Liquor!!
WIRTZ BEVERAGE MINNESOTA IS NOW
BREAKTHRU
BEVERAGE
MINNESOTA
ON THE COVER

In 1948, the City of Edina held an election on opening a municipal liquor store.

According to documents, found by current Edina city manager Scott Neal, and reproduced beginning on page 6, the argument in favor of the proposal boiled down to two points:

1) Control of liquor traffic
2) Reduction of property taxes

Citizens voted YES and that rationale continues to this day.

Thanks to Scott for providing the documents.

It is a very interesting read!!
I recently spent almost two hours waiting to pay for license tabs. Sometimes the small things get forgotten and it is necessary to pay the price. I will never get that time back, but I was a bit surprised by the complacency of all in attendance. The DMV was clearly understaffed for the customer load, but all suffered in silence with me. The only obvious sign of protest was the ubiquitous scowl present in the room. Imagine one of our bar customers waiting five minutes for their first cocktail!

**Evolution** is change in the heritable traits of biological populations over successive generations.

Microorganisms, plants, animals and humans evolve as they interact with their environment. Evolution is faster and more efficient when the elements involved have a larger and more diverse environment in which to interact. This process also positively impacts the growth and development of the subsequent genus or species.

Simply put, self improvement also provides the following generations with a better skill set to ensure their development and survival.

During the past few months I have been interested to note the numbers of managers I have spoken to who have little or no contact with MMBA or any of their MMBA peers. Our greatest asset is our ability to network and exchange information. This process makes all of us more aware of our environment and our relationship with it.

Free Beverage Alcohol Training is available on Sunday, April 17 at Arrowood. This is just another benefit of MMBA and your membership. Attend the Spring Conference while you are there. It’s not what you remember if you haven’t attended recently.

Regardless of how well versed you are in operational/promotional management, you can still learn at this comprehensive four day event!

Mr. Jeff Van Schoik, formerly of Pabst Brewing and Brown-Foreman, is facing some health challenges. Send him a show of support at jeffvanschoick@hotmail.com if you are so inclined!

I am sure it would be greatly appreciated!

Mr. Barry Zilka recently retired after a nearly thirty year career in the beverage alcohol industry.

I have been honored to work with him, have appreciated the continual support he has shown MMBA and know his absence will be deeply felt at BeamSuntory.

There are many new, profitable inventory options available to you! All of these options are case one and have high profit potential!

Contact me or a Director to learn more!

Please contact me with any questions or concerns regarding your Association, your facility or the state of the industry!

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**MMBA President’s Message**

**Gary Buysse**
President

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**We’ve got you covered.**

**MIIMA**

minnesota independent ice manufacturers association

miima-ice.org
The bottle that started it all is back. But it won’t be around forever. So crack open a Miller Lite Steinie bottle and enjoy a round while it’s still around.

#ITSMILLERTIME
LASTING LIQUOR POLICY SOUGHT

Close Control Planned For Liquor Store

Operation of a municipal liquor store in Edina would be closely controlled by village ordinance and state law.

The proposed municipal liquor store ordinance would provide that the village would operate one off-sale package liquor store, that no on-sale licenses could be issued to private operators and that neither the village nor a private operator could operate an on-sale dispensary.

Edina Country club and Interlachen club would continue to hold private on-sale club licenses for sale of liquor to club members only.

Administration of the store would be in the hands of a liquor store commission, which would be composed of either five or seven citizens of Edina who would serve without pay and in no way would profit from operation of the store.

The manager and employees of the store would be appointed by the commission and would receive fixed salaries, with no commissions. All employees would be bonded and the manager would be responsible for a daily inventory of stock. Receipts from sales would be deposited each day in a village account with First Edina State bank.

Records of the store would be audited at least once each year by the Minnesota public examiner.

VOTE MUNICIPAL STORE

Mail your ballot not later than Monday, February 23, or vote in person Tuesday, February 24. Polling place will be open from 7 a.m. to 8 p.m. Tuesday at Minnehaha Grange hall.

DON'T VOTE 'TILL YOU SEE THE WHITES OF THEIR EYES

A public meeting for discussion of the liquor question will be held at Edina school at 8 p.m. Wednesday, February 19, sponsored by League of Women Voters. Speakers will represent all viewpoints. The audience will have opportunity to ask questions.

Polling place for the referendum will be open from 7 a.m. to 8 p.m. Tuesday, February 24, at Minnehaha Grange hall. Mailed ballots will be accepted until 8 p.m. February 24.

If you change your mind about how to vote after you have mailed a ballot, you may still vote in person next Tuesday and your mailed ballot will be destroyed without being opened.

LET'S KEEP IT ALL IN THE FAMILY, BOYS

Half-truths, mis-statements and unfounded rumors are being circulated in Edina in an effort to persuade the voters that the village should not have a municipal liquor store.

Here are some examples, culled from propaganda sheets distributed over the names of John F. Diefenbach, John J. Gill and others:

A HALF-TRUTH—A statement from a certified public accountant published in a pamphlet called "Edina Free Enterprise" shows that Hay & Stenson Co. reported net income after taxes of $21,170.87 for the year 1940.

OUR ANSWER—The statement does not show that Hay & Stenson Co. is a "family corporation," or which Mr. and Mrs. Charles T. Hay and Mr. and Mrs. A. H. Spenst are the sole owners and officers, and that each of the officers was paid a substantial salary (a matter of public record) before

(Continued on page 3)

WANT IT BACK, MR. DIEFENBACH?

John F. Diefenbach, 4501 Browndale avenue, is the author of at least two anti-municipal liquor store propaganda sheets distributed recently in Edina.

Mr. Diefenbach says he is alarmed about socialism and racketeers.

Mr. Diefenbach neglects to mention, however, that Mr. Diefenbach has an application pending before the village council for a liquor license for Mr. Diefenbach.

NO ON-SALE!

There is no consideration of on-sale in the advisory liquor policy referendum and proponents of the municipal store are opposed to operation of saloons, taverns or road houses in Edina.

Large Vote Needed to Settle Issue

A long-term solution of the liquor problem is sought in the advisory liquor policy referendum now in progress in Edina.

The referendum, which is being conducted by a citizens committee at the request of the village council, will accomplish its purpose only if a substantial majority of the more than 5,000 eligible voters express their views.

Legal authority to determine whether the village shall operate a municipal store or how many private licenses shall be issued rests only in the village council. The referendum was requested because council members considered the issue too important to be decided without a direct mandate from the citizens.

All members of the present council have pledged themselves to be guided by the results of the referendum. If a plurality of votes favors a municipal store, Edina will have a municipal store. If a plurality wants one or more private licenses, the council will observe that mandate. But the issue will not be settled unless the vote is large. If the vote is small—at usually is the case in regular village elections, the council will be left without a clear mandate and the issue will continue to be a matter of sharp controversy in village election campaigns.

MUNICIPAL LIQUOR STORE 6
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POLAND

Absolut 84 PTS
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WHOSE ENTERPRISE IS FREE?

The argument in favor of a municipal off-sale liquor store in Edina boils down to two basic points:

(1) Control of liquor traffic.

(2) Reduction of property taxes.

Control of liquor traffic has been a perennial problem for the village council—and a behind-the-scenes issue in village elections—for 14 years. The council through all those years had granted only one off-sale liquor license (to Hay & Stenson Co.) because the council has believed that the majority of Edina residents do not want several liquor stores and do not want any on-sale saloons in this village. But that coiled-created private monopoly has been difficult to defend in the face of American principles of free competition and a state law which allows one liquor store for each 1,000 of population. Within the last two years, more than a dozen persons of good reputation have applied to the council for off-sale licenses. All those people and many others in previous years have been denied licenses. The good faith of the council has been subject to suspicion by many people in the community.

HAY AND STENSON have fought for 14 years to preserve their profitable monopoly. They have exerted a strong influence in village election campaigns—to select and elect candidates who favored their viewpoint and to defeat candidates unsatisfactory to them. But now, aware of a growing public sentiment in favor of a municipal store, Hay and Stenson are advocating two—but only two—private liquor licenses. That would not solve the problem. If a second license were granted, someone would want a third. If there were three, the pressure would start for a fourth and so on until the legal limit was reached. As the number of licenses increased, so would the danger of some licenses falling into the hands of racketeers.

ONE OF THREE COURSES ultimately must be chosen as a permanent solution of the liquor problem in Edina: (1) extension of private licenses to the limit allowed by law, (2) a municipal store or (3) a dry community.

We favor a municipal off-sale store because that course would make liquor available for those who want it, would end the influence of liquor interests in village politics and would remove for all time the threat of having too many off-sale stores or even one saloon.

REDUCTION OF PROPERTY TAXES should be a matter of deep concern to all Edina residents. Our real and personal property taxes are up about 35 per cent this year. These taxes will go up even more as we build schools, develop parks and playgrounds, improve streets and provide other community services which the people need and want.

It is an established fact that, in a new and growing community like Edina, the cost of public services goes up faster than the new houses. The opening of each new subdivision imposes upon the village the expense of maintaining streets, providing police and fire protection and other services. But it usually is several years before a new subdivision provides any substantial increase in tax revenue. And it costs just as much to plow snow off a street which serves only one new house as it will when that same street serves 20 or 30 homes.

We think it is unreasonable that real estate should continue to carry the full burden of financing local government. Some cities and villages have imposed local income and sales taxes. And some have municipal liquor stores.

MORE THAN 300 Minnesota communities have municipal liquor stores, with profits from off-sale stores averaging $10.43 per capita in 1946. If an Edina municipal liquor store earned $10 per capita, that would be $80,000—more than half of this year’s village budget—and property taxes could be reduced by 15 to 20 per cent.

Hay and Stenson claim that a municipal liquor store is an un-American infringement of free enterprise. BUT THE HAY AND STENSON LIQUOR STORE IS NOT FREE ENTERPRISE! Free enterprise means the God-given right of an individual to engage in the work of his choice. No one has a God-given right to sell liquor—It is a special privilege, granted by the government from year to year. Free enterprise means competition. Hay and Stenson operate under a protected monopoly created and perpetuated by the village council to restrict sale of liquor in Edina. THE HAY AND STENSON LIQUOR STORE IS NOT FREE ENTERPRISE!

Hay and Stenson claim that a municipal liquor store is socialistic. Are more than 300 Minnesota cities and villages run by socialists? Is the state legislature, which enacted the municipal liquor store laws, dominated by socialists?

OPPONENTS of the municipal liquor store want to keep the government out of business. We think it is time to take the liquor business out of government.

WEEP NO MORE FOR CHARLIE

Charlie Hay and Arnold Stenson have run an attractive and orderly liquor store in Edina for 14 years. Their spokesmen (why don’t they ever speak for themselves?) in this referendum campaign argue that the present one-store private monopoly provides the necessary control of liquor traffic. Sure, it’s control. But it’s an extra-legal type of control which keeps other private business men from sharing in the profits and subjects the village council to suspicion of graft. It’s no credit to Hay and Stenson that they have made a success of the business. They are the beneficiaries of a village council decision that Edina should have only one liquor store. As for the claim that Hay and Stenson “deserve” the monopoly because they haven’t caused trouble for the police, we think their profits have been more than generous reward for their good behaviour. The village owes Hay and Stenson nothing. If we’re going to have a liquor monopoly, it should be for the benefit of all the people. And let us weep no more for Charlie.

The Edina Record

Published in the interest of establishment of a municipal off-sale liquor store in Edina by Edina Municipal Liquor Store Committee, T. L. Todd, 5604 Park place, and Mrs. Reuben F. Erikson, 4638 Edgebrook place, co-chairmen.

TUESDAY, FEBRUARY 17, 1948

Bower Hawthorne ____________________________ Editor
LET'S KEEP IT ALL IN
THE FAMILY, BOYS
(Continued from page 1)

the corporation income was figured.

A MIS-STATEMENT—A three-
page letter distributed by Diesen-
bach and others contains a state-
ment that money to finance a
municipal liquor store "would have
to be raised by a bond issue."

OUR ANSWER—Establishment
of a municipal liquor store could
and would be financed by sale of
revenue warrants, which are not
an obligation against the village
and would be repaid only from
liquor store profits.

A RUMOR—A sheet distributed
by Diesenbach contains a question:
"What is there to the rumor that
a St. Paul underworld character
has been mentioned to run an
Edina municipal liquor store?"

OUR ANSWER—Nothing! We
have found no one who had heard
such a rumor until Diesenbach
published the question. The man-
ger of a municipal liquor store
would be appointed by a liquor
store commission which would be
composed of five or seven respect-
ed citizens of Edina. Besides,
underworld characters don't want
saloon jobs under bond in munici-
pal stores. They want private
stores and saloons like they have in
Minneapolis.

Those are just samples of the
distorted "fear" propaganda
which is being used to confuse is-
sues in the advisory liquor refer-
endum campaign and to create
suspicion in the minds of voters
who are not familiar with the facts.

Here are some more:

Another Diesenbach rhetorical
question asks "are you prepared to
accept the operation of saloons
and night spots in our outlying
areas?" and then he says "a

The fact is that one of the
strongest arguments in favor of
a municipal store is that it would
remove for all time the threat of
saloons and night spots. It isn't
municipalities that operate read-
houses—it's private liquor oper-
ators. The ordinance establishing a
municipal off-sale store would spe-
cifically prohibit on-sale.

The "Edina Free Enterprise" la-
mants the loss of tax revenue
which would result if a municipal
store were established and adds,
"and there is the village license fee
that Edina now gets—that would
be eliminated."

That license fee is $150 per year.

A Diesenbach sheet makes the
statement that "graft and cor-
ruption... have existed almost
universally throughout the State
of Minnesota and other states"
which have municipal liquor
stores.

There have been a few municipal
liquor store managers who have
stolen money, but so have some
mayors, clerks, treasurers—even
employees of private business. The
manager of the Edina municipal
liquor store would be bonded in
full to cover all money or property
under his control, a daily invent-
ory system would be maintained
and all records of the store would
be audited at least once a year by
the state public examiner.

Hear All Sides...

PUBLIC MEETING

Speakers:

- CALVIN K. KATTER, for No Liquor Store
- CHESTER L. NICHOLS, for Private Liquor Store
- T. L. TODD, for Municipal Liquor Store

The Rev. Louis W. Forrey, moderator

8 p.m. Wednesday
(February 18)

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CUT
Your Own
TAXES

Crabbing about high taxes is a popular American custom. We all think “The Government” (meaning some sinister alliance of conniving bureaucrats in a distant place) should “do something” to reduce taxes.

Too often we seem to forget that The People are The Government... We, The People of Edina, can do something about cutting our own taxes if we...

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Package Includes: Conference Registration, accommodations for 2 nights, brunch & dinner on Sunday, breakfast, lunch & dinner on Monday, breakfast on Tuesday, non-motorized recreation, tax and service charge.

(* Note: Spouses stay free with participant’s paid single package. However, meals must be purchased.)

PRE-CONFERENCE ROOM: SATURDAY, APRIL 16

_____ $120.00 (including tax) Single / Double Occupancy
(Cost is per ROOM, not per-person)

ROOMMATES: IF YOU ARE SHARING A ROOM EACH PERSON MUST COMPLETE A SEPARATE RESERVATION FORM

List name of the roommate you’ve selected:

If you are selecting roommates, reservation forms must be mailed together.

CONFERENCE COMMUTER (NO LODGING)
REGISTRATION ONLY:

_____ $100 Member & $200 Non-MMBA / MLBA Member

COMMUTER (NO LODGING) / SPOUSE MEALS:

_____ Sunday Brunch ($20.00)
_____ Sunday Dinner ($40.00)
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