

The Giddings News

October 24, 1941

**ATTENDED PEARL
BREWING MEET**

Adolph Volkers, Pearl beer distributor for Giddings, attended the San Antonio Brewing Association's Annual Distributors Meeting and 56th Birthday Party in San Antonio, Oct. 18. Merchandising and production plans for 1942 were outlined by B. B. McGimsey, Vice-President and General Manager, and other officials.

Week for week, month for month during the first nine and one-half months of 1941 the sales for Pearl Beer were the greatest in the Brewery's 55 years' history.

Plans for increased production, bottling and distribution have been authorized for 1942 to take care of the persistent increasing demand for Pearl Beer. Today, as every day, during the current year, more people than ever before in the Brewery's history are saying "Bottle of Pearl, Please."

While the distributors were being shown plans for 1942, the distributors' wives were given a sight-seeing trip over San Antonio, visiting commercial, military and historic points of interest.

The meeting was closed with a banquet at the Plaza Hotel, interspersed with American and Mexican entertainers.