

Beer people invade Lincoln

By Kema Soderberg

A train grinds through a mountain pass. The engine labors as its wheels gain momentum and chant "moun-tain fresh-ness, moun-tain fresh-ness." The chant becomes faster as the train gath-

ers speed. Finally the top of the pass, the train whistles a victory salute: "Rain-ier!"

The Rainier Beer Express has now come out of the mountains in the Pacific Northwest and set up connections in Nebraska.

A car screeches to a halt on a country road. The man behind the wheel stares out the window as his wife wakes their child to "look at the Rainiers."

In Lincoln, the Wild Rainiers (people wearing big Rainier Beer bottles or cans on their heads) parade across the Capitol lawn.

Advertisements are placed in the personal column of the Daily Nebraskan hinting as to where these beer-people will show up next.

Larry Valasek, sales and marketing representative for Lincoln Beer Distributing Co., Inc. at 500 Garfield St., is one of the Wild Rainiers. He said the Rainier advertisements are designed "to create a mystique." While the Wild Rainiers do not always show up where personal ads indicate, Valasek said Rainier Beer can be found at bars in that vicinity.

Valasek said Rainier Beer is sold in about 75 percent of Lincoln bars and is represented in 100 percent of the city's liquor stores. He estimates that Rainier has captured 12 percent of the beer market since it moved into Lincoln on March 26.

Rainier's move into Lincoln is a symptom of the company's expansion. The company was founded in 1878 in Seattle, Wash., and only interrupted production for Prohibition, said Jim Foster, the company's advertising manager. He said Rainier became a subdivision of G. Heileman Brewing Co. in 1977.

Foster said Rainier is the No. 1 selling beer in Washington and Montana and, overall, has the highest market share within the Pacific Northwest region.

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Auditioners cite admiration and opportunities of Bunnies

By Jay Mulligan

Bunnies do multiply. The living proof was found last week when 668 would-be Playboy bunnies auditioned in Omaha.

The auditions took place last week to prepare for the opening of the Playboy Club at Omaha's Sheraton Inn.

The auditions were conducted by Playboy officials, including international Bunny Mother Harriet Bassler and two bunnies from the Chicago club.

Several UNL students and many other women from Lincoln auditioned.

Lincoln applicant Beth Daily said she heard about the auditions from a friend, and they both decided to attend. This is what happened:

At 5:30 p.m. potential bunnies, dressed in leotards and high heels, arrived.

At 8 p.m. when her number was called, the applicant had her picture taken, filled out an information card and waited again.

At 9 p.m. the applicant was interviewed by the "bunny mother" Bassler. She asked the applicant if she was working, if so, where, and why she wanted to be a bunny. At the end of the interview, the applicant was asked to walk across the room, turn and come back.

Daily said she wanted to be a part of the excitement of the club. She said that it would be a challenge to become a bunny.

"I think it's nice to have people think that you are good-looking," Daily said.

Daily said she does not think Playboy magazine is sexist. She said that women who think Playboy is sexist are jealous or do not like competition from other women.

UNL student Jeanne Kerr said she auditioned because she thought that it would be "nice to be admired." Kerr said she auditioned after her mother did earlier that day.

Sallye Ramsey of Omaha said she tried out "for the challenge of it." Ramsey said that she thinks the magazine is sexist.

"It's nice to hint, but some things should be left up to the imagination," Ramsey said.

"I think people will be surprised to learn that I'm a bunny if I become one," Ramsey said.

Chicago bunny Monica (They are

not allowed to use their last names while working) said her parents were surprised to find out that she was going to be a bunny.

"When I tried out I didn't tell my parents," Monica said. "When I made it, I brought the patch of cloth home that they had given so that I could get a pair of shoes to match. I showed the piece to my parents and they didn't understand what it was for. I had to explain it all to them, but when they understood they were as excited as I was."

"I'd always wanted to be a bunny," Monica said. "It's been a great stepping stone for me."

Monica said she gets more modeling jobs and offers to do television commercials because she is a bunny. She also said traveling was a big part of work.

"I've been on the David Letterman Show, I visit conventions and I even got to come to Omaha for this Bunny Hunt," Monica said.

"An attractive female with a nice smile, well-proportioned figure and an upbeat personality are the characteristics of a Playboy Bunny," said Bassler.

Bassier said that being a Bunny is more than being a cocktail waitress. It is a chance to get into modeling, acting or to go on to a career in management, she said.

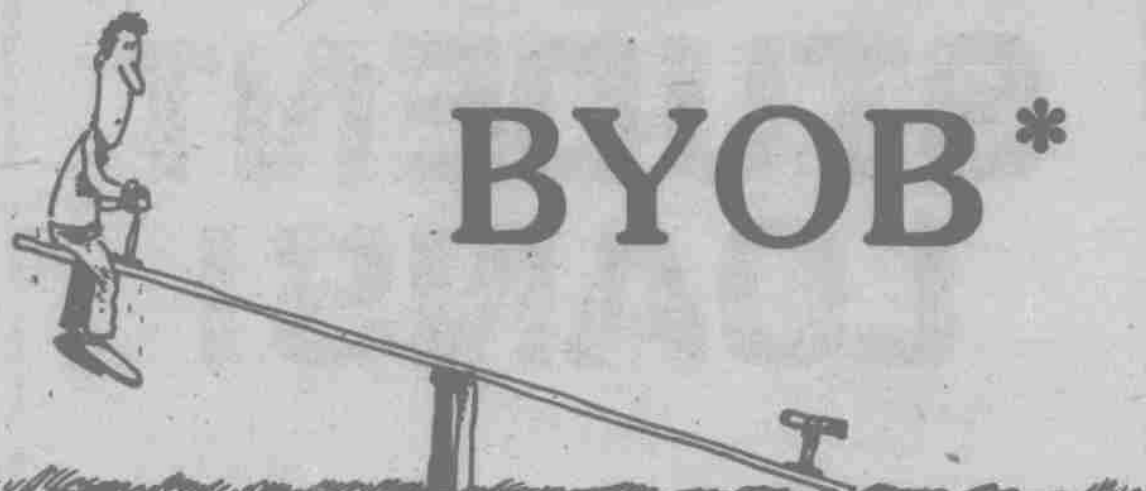
Omaha was chosen as a club site because Playboy thinks the club will attract customers traveling through the United States and encourage them to stay in Omaha. Recently a club opened in Lansing, Mich., and made more than \$1 million in its first year.

The women who auditioned will learn whether or not they have been selected in a week to 10 days. A three-week training program will start April 30. The 60 bunnies selected will learn make-up techniques, the proper style of food and drink service and the famous Bunny Dip, Bunny Perch and Bunny Stance.

The club is scheduled to open in mid-May.

One-year membership keys can be purchased for \$25 at the club. Keyholders can visit any club at any time and bring as many guests as they choose.

Keyholders also can come to the club to get a copy of the month's issue of Playboy, receive discounts on car rentals and motel lodging.



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