

Bob Reid Collection

M/A 1998.22.01

This finding aid was produced using the Archivists' Toolkit

August 01, 2015

James K. Hosmer Special Collections Library
300 Nicollet Mall
Minneapolis, MN, 55401
612-543-8200
specialcoll@hclib.org

Table of Contents

<u>Summary Information</u>	3
<u>Biography</u>	4
<u>Collection Description</u>	4
<u>Related Materials</u>	4
<u>Controlled Access Headings</u>	5
<u>Collection Inventory</u>	6

Summary Information

Repository	James K. Hosmer Special Collections Library
Creator - Author	Reid, Bob
Title	Bob Reid Collection
Date	1955-1963
Extent	1.0 boxes
Language	English

Biography

Bob Reid started in the entertainment business while a student at the University of Minnesota and continued in the entertainment business for over 30 years. He worked for Max Winters Attractions (or Enterprises) from the mid 1950s to early 1960s during this time handling the publicity on the Minneapolis Lakers and special events for auto show, baseball, basketball, bowling, football, women's golf, hockey, ice skating, and Polish music. He was general manager for the Metropolitan Sports Center until 1982 when he became marketing director of PR Aids Minneapolis/St. Paul, and then joined VEE Corporation in 1984 which was connected with Sesame Street.

Collection Description

The Bob Reid collection consists of publicity releases for major sports and entertainment events in the Minneapolis metropolitan area between 1955 and 1963. Some of the events and teams covered in these releases include the Minnesota Centennial Sports Champions Banquet, the U.S. Nationals Hockey team, the Minnesota Vikings and other professional football teams, the Minneapolis Lakers and other basketball teams, figure skating and dance competitions, major league baseball, golf tournaments, and other local events and banquets.

Administrative Information

Publication Information

James K. Hosmer Special Collections Library

Related Materials

Related Materials

See also Special Collections Minneapolis Collection vertical files, biographies: Eleanor (Elie) Weld Reid who was active with the Minneapolis Institute of Art including being President of the Friends organization (Minneapolis Tribune November 18, 1979). Eleanor donated materials from her mother, Charlotte Weld See M/A 1998.51.

See also: SCMC M/A 2000.66.01 Tourist Club, and SCMC VF: Wells, Cyrus W. and Martha Howard.

Controlled Access Headings

Subject(s)

- Press releases -- Minnesota -- Minneapolis.
- Sports -- Minnesota -- Minneapolis -- Publicity.

Collection Inventory

	Box	Folder
Publicity Releases, Miscellaneous 1955, 1958	1	1
Publicity Releases, Minneapolis Lakers 1955-1958	1	2
Publicity Releases, U.S. National Hockey team 1958-1959	1	3
Publicity Releases, Miscellaneous including professional football 1958-1959	1	4
Publicity Releases, Miscellaneous 1960	1	5
Publicity Releases, Miscellaneous including Minnesota Vikings 1961	1	6
Publicity Releases, Miscellaneous 1962, 1963	1	7