

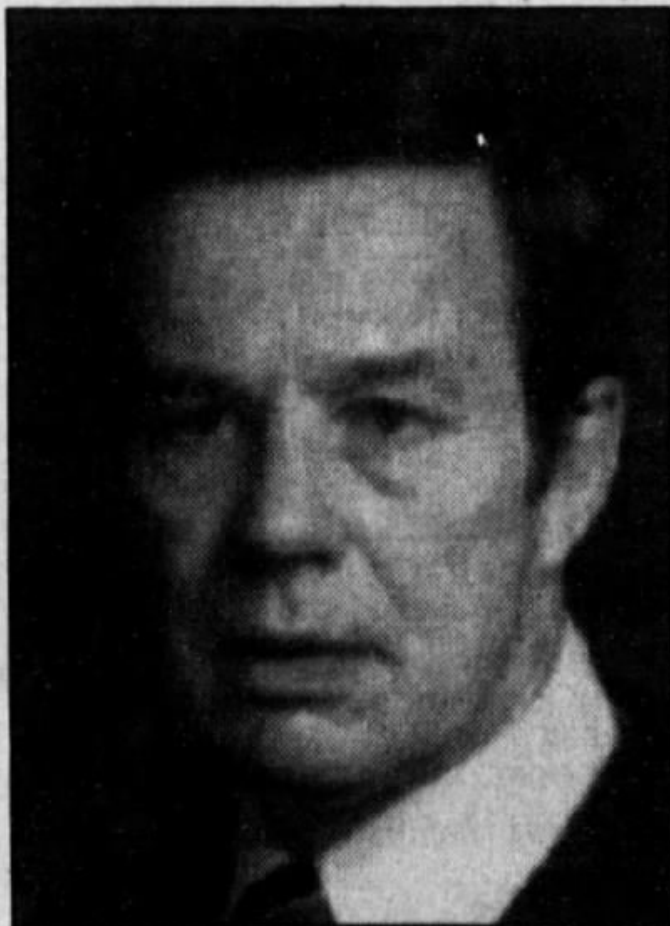
Gale Freeman, ex-Star Tribune executive, dies at age 69

By Kevin Duchscher
Staff Writer

Gale W. Freeman, 69, former executive vice president of the Minneapolis Star and Tribune Co., died Friday at the Walker Methodist Health Center in Minneapolis. He had had Alzheimer's disease for about five years.

Shortly before he retired in 1982, the company's new \$5 million corporate building at 4th St. and Portland Av. S. in Minneapolis was named for him "as a measure of our respect and admiration for him and what he did for the company and the newspapers," said Otto Silha, former publisher of the Star and Tribune.

Another former publisher, John



Gale W. Freeman

Cowles Jr., made the decision to name the building after Freeman.

"Gale was in a sense one of those quiet insiders who maybe hadn't had as much recognition by the public as

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Freeman/ Corporate building was named for 'quiet insider'

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his contributions to the paper warranted, so I thought it might be simply a good way of acknowledging what we on the inside thought of him . . . I think he was surprised and embarrassed and pleased," Cowles said.

Freeman was "a team player with great integrity, perseverance, and devotion to the ideals of the paper," he said.

Freeman was born and raised in Zumbrota, Minn. After receiving a business degree from the University of Minnesota in 1943, he joined the Navy and served as a supply officer until 1946. He earned a law degree from the university in 1948.

Freeman practiced law in Bemidji, Minn., and Dodge Center, Minn., before being elected Dodge County attorney in 1950. Since he was only 28 at the time, some tagged him the Dodge County "boy wonder." He served four years as county attorney before being elected to the Legislature in 1954.

Freeman joined the legal department of the Star and Tribune Co. in 1956. "One of his major responsibilities

was in labor relations and in negotiating with the various unions, something he did very well . . . He was always very cool in the tense kinds of situations you get into in those labor negotiation meetings," Silha said.

In 1970, Freeman was named vice president of operations, and two years later he was made an associate publisher. In 1976 he added the title of general manager, and he was named executive vice president in 1981.

Freeman was preceded in death by his first wife, Marian, whom he married in 1943, and a son, Daniel.

Survivors include his wife of 24 years, Gloria; a daughter, Carla Behnke, and son, William, all of Minneapolis, and three grandchildren.

Services are pending. Arrangements are by the McReavy Welander-Quist-Davies Chapel, 2301 Dupont Av. S., Minneapolis. Memorials are suggested to the Alzheimer's Association.