

CARLING

FRANKENMUTH NEWS

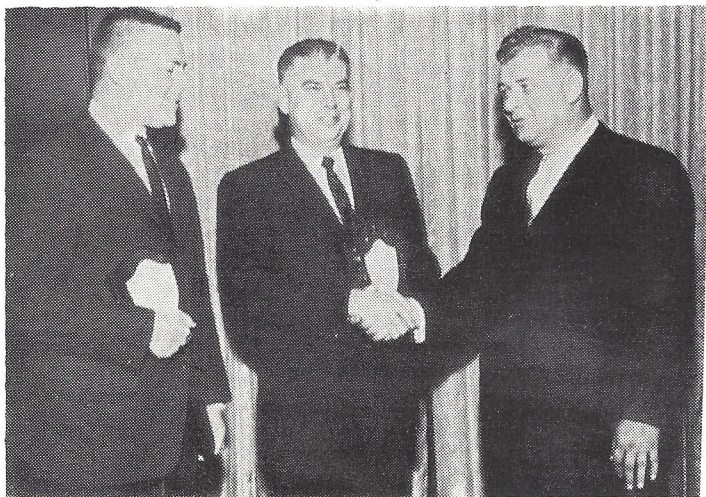


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FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

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April, 1959

Jim Edwards Is Region's 'Man of the Year'; Bill Burns Wins Top 'Rookie' Honors



G. F. RIECK, right, Central-West Region Sales Manager, congratulates "Man of the Year" Jim Edwards as Bill Burns, Central Division "Rookie of the Year" watches.

Two top-ranking Central-West Region salesmen recently were cited for outstanding sales efforts during 1958, with Regional Sales Manager G. F. Rieck presenting them with appropriate plaques at a regional gathering in Detroit.

Named "Man of the Year" in the Central-West Region was personable Jim Edwards, who is well-known here in Frankenmuth.

To youthful Bill Burns went "Rookie of the Year" honors in competition among first-year men throughout Carling's Central Sales Division. Bill's winning of the coveted divisional award marked the third consecutive year that a Central-West Region newcomer has won the award.

The two star salesmen won their awards in competition with scores of other Carling salesmen. Their Frankenmuth friends extend congratulations and best wishes for continued success in the all-important field of sales.

Support of United Fund Campaign Wins Us The U. F. 'Outstanding Citizenship' Award

Our Frankenmuth Carling Family recently received a high civic honor in the form of the Saginaw County United Fund's "Outstanding Citizenship" Award, granted in recognition of our generous support of the 1959 United Fund Drive.

At an awards banquet, held in the Bancroft Hotel and attended by more than 400 persons, the United Fund presented Carling employees with a handsome bronze plaque. Personnel and Safety Director Herbert Naegele accepted the award on behalf of all Carling personnel.

In the 1959 campaign, which gathered contributions totaling \$785,142.00, Wallace Riethmeier served on the U. F. budget committee, and Vice President Les Freidinger served as a director-at-large and suburban chairman, Mr. Riethmeier was elected to the suburban board of directors.

Carling Frankenmuth Personnel Hailed For Three-Year Perfect Safety Record

Our third consecutive year without a lost-time injury has brought unprecedented acclaim to all employees of our Carling Frankenmuth brewery, including special recognition from the National Safety Council via a report that our plant is the only brewery ever to win the Safety Council's coveted Award of Merit for three consecutive years.

The recently-acquired NSC Award of Merit is the sixth major award received this year, and the 17th national safety honor bestowed upon us since September 8, 1955, when our current lost-time accident-free record began.

Other awards won for our 1958 safety record include the NSC's Sectional Award, the U. S. Brewers' Foundation First Place Award, the traveling Carling President's Cup (for the second year), a Carling President's plaque for achieving the best safety record of any Carling brewery, and three special Aetna Insurance Company safety plaques.

These were presented by Aetna officials to Jack Price, Brewing, Edward Johnson, Bottling, and Leo A. Rousseau, Engineering, for the outstanding records in supervising safety activities in their respective departments.

Commenting on the many awards, Vice President Les Freidinger said, "We are especially proud of our record and pleased to be recognized for having achieved it.

"But, more importantly, the true value of these accomplishments lies in the fact that they indicate that in the past several years not a single man or woman in our plant has suffered a painful, disabling injury, and that the welfare of not one of our families has been jeopardized because its breadwinner was hurt and unable to work.

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ON HAND to watch Mr. Tony Deisler, vice president of the Greater Saginaw Safety Council (second from right, front row) present the National Safety Council's Award of Merit to our plant, were, left to right; Harold Eischer, Gerhardt Hetzner, William Bierlein, Elmer Poellet, Alfred Buzzard, Carroll Nuechterlein, Ottomar Rupprecht, L. M. Freidinger, regional vice president and general manager of the Frankenmuth plant, Martin Hufnagel, Personnel and Safety Director Herbert Naegele, Harold Matzke, Mr. Deisler, Ruben Reif, Ernie Gauderer, Robert Fraker, executive secretary of the Greater Saginaw Safety Council, and Jack Zietz. Absent, Wilmer Brechtelsbauer.

Sales of 3,531,182 Barrels Place Carling In Fifth Position In Brewing Industry

Final reports of the brewing industry reveal that last year, as in each of the past 10 years, our company made a substantial gain in sales and continued its climb to a new high position among the nation's brewers.

Sales of 3,531,182 barrels during 1958 raised our company to fifth position in the industry. Significantly, this sales total did not include the 1958 sales of our newly-acquired Tacoma, Washington, brewery—hence further substantial growth is indicated for the current year.

In the past ten years, our company has climbed from 62nd position in the brewing industry to its present place as the fifth largest producer. Ten years ago, our sales were 361,500 barrels.

If you wonder just how many cases and bottles of beer and ale are represented by our 1958 sales, the total breaks down to 48,651,841 cases and over one billion 12-ounce bottles — 1,167,644,184 bottles, to be exact!

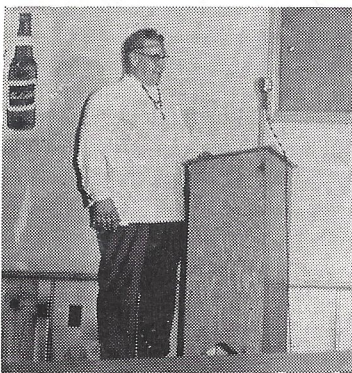
Carling growth in the past 10 years has been phenomenal, and the fact that ours is a progressive, growing firm promises opportunity and security for all of us so long as we work together for our common good.

Coming Merchandising and Promotion Plans Revealed to 288 Michigan Driver-Salesmen

One of the most successful driver-salesmen meetings ever held by any segment of our sales organization was the recent gathering of Detroit and central Michigan driver-salesmen here at the plant.

An unexpectedly high total of 288 men crowded our Carling Club room to hear details of Carling's third-quarter merchandising and promotion plans. On hand to provide these details were William Wren, Carling Trade Relations Manager; Dale Metz, Central-West Division Sales Manager; and Gil Rieck, Central-West Region Sales Manager.

Also enjoyed that evening was a tour through the brewery, the first such experience for many of the driver-salesmen, and a famous Frankenmuth chicken dinner at Zehnder's.



OVER-ALL view of our Carling Club Room, above, shows there was "standing room only" when 288 Carling driver-salesmen gathered to hear forthcoming merchandising and promotion plans.

DR. CARLING, alias Regional Sales Manager Gil Rieck, left, helped diagnose the condition of our sales and to prescribe remedies for improving the patient's condition.

Three Year Safety Record

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"I congratulate each and every one of our employees on this remarkable record, and urge that we all do all we can to protect and maintain it."

Red Cap Ale Keglers Are Champions Of The Suburban Bowling League



New Suburban League bowling champions are our own Red Cap Ale team members, pictured above as they accepted their trophies last week at Fischer Hall. Left to right are Jack Price, Arno Rogner, Wallace Riethmeier, Captain Lawrence Pagels, Ralph Detloff, Richard Nuechterlein, and Leo E. Rousseau.

PEOPLE IN THE NEWS

Our Carling "Stork Club" here in Frankenmuth acquired four new and welcome members in recent weeks: Matthew Quinn Buchinger, new son of Mr. and Mrs. Charles Buchinger, born March 21st, and weighing seven pounds, one ounce.

David James Stuart, born April 2nd to Mr. and Mrs. Selwyn Stuart, and weighing four pounds, four ounces.

David Ruben Reif, new son of Mr. and Mrs. Ruben Reif, who weighed a husky nine pounds when he was born on April 1st.

Jayne Lenore Veitengruber, the only fair sex addition of the group, who was born April 11th to Mr. and Mrs. Willis Veitengruber. Jayne weighed six pounds, 12 ounces.

The deepest sympathy of all their Carling and Frankenmuth friends is extended this month to Mr. and Mrs. Max Erndt on the loss of their son, Frederick, in a tragic accident here on April 18th.

Best wishes for speedy recoveries are extended to Martin Matzke, now retired, who is confined to St. Luke's Hospital; to Mrs. Alfred Nevieu, who has been a patient at the same hospital; and to Vice President Les Freidinger, who now is recuperating from surgery.

Recent additions welcomed to our Carling Family of employees include Terry Klouse, Edward Bickel, Robert Satow, Eugene Kern, and Charles Lindow, of Frankenmuth; Kenneth Evans, Clio; Elmer Keinath and Stanley Boroski, of Birch Run; and John Schluckebier, of Millington.

Sincere condolences are extended to Mrs. Esther Bierlein, whose father passed away on March 28th.

This spring is especially welcome to five of our Carling men because it will be made more enjoyable by new cars they recently purchased. Arthur Gendron and Glenn Harris have new Chevies; Harley Barber and Arnold Reinbold treated themselves to new Fords; and Robert Buchinger acquired a new Oldsmobile.

Best wishes for happy birthdays are extended to: Roy Petzold, 2nd; Wallace Weiss, 2nd; Ed Johnson, 5th; Harold Jekel, 9th; Walter Fuhrmann, 10th; Maurice Pickert, 14th; Matthew Szymanski, 14th; Robert Williams, 15th; Clarence Rupprecht, 16th; Lucille Woern, 17th; Harold Stockwell, 20th; Donald Quadrerer, 20th; Otto Bielert, 21st; Walter Knieling, 22nd; Alphonse Bishop, 26th, and Edwin Rupprecht, 30th. Many happy returns!