

CARLING

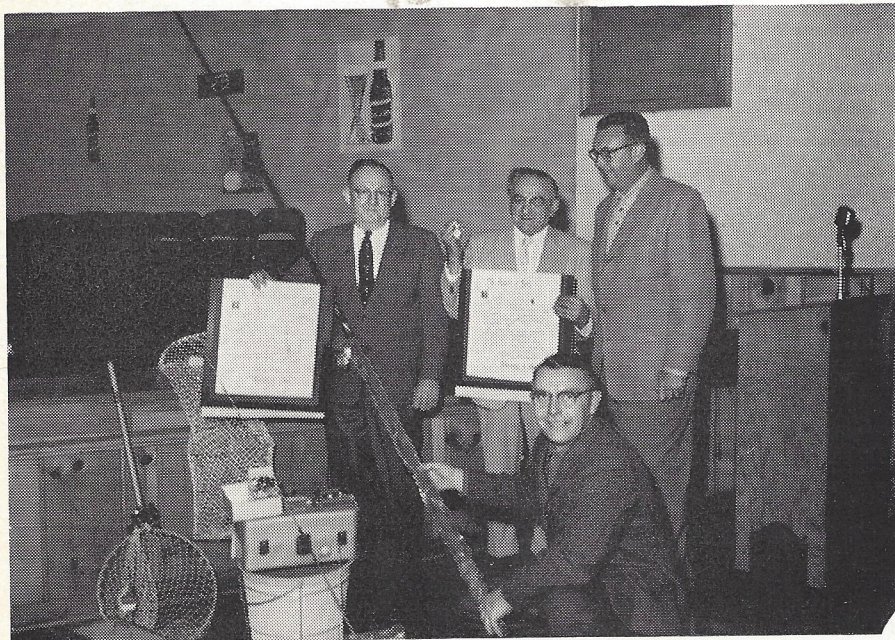
FRANKENMUTH NEWS



PUBLISHED IN THE INTEREST
OF EMPLOYEES AT THE
FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

Vol. 3, No. 15

April, 1960.



LOOK AT THE 'LOOT' -- Cloyd Persons, Local 212 president, in the foreground hefts a fishing rod which was part of the farewell gift given Walt Daenzer on his recent retirement. Left to right, standing are Walt, Al Nefe, holding the gold wrist watch he received as his farewell gift, and Plant Manager Les Freidinger, who congratulated both men and gave them the certificates of appreciation they are holding. This was a scene at the retirement party given in our plant clubroom to honor Al and Walt. About 200 attended.



HAIL AND FAREWELL -- Al Nefe, left, and Walt Daenzer, quaff a glass of Carling Black Label in a farewell toast at their recent retirement party.

A Party To Remember!

Handshaking, good fellowship and memories of days on the job together blended to form the atmosphere of the recent retirement party given here in the plant clubroom for Albert J. Nefe, Engineering Department, and Walter Daenzer, Bottling Department.

More than 200 Carling employees and friends rallied to give Al and Walt a send-off they'll never forget.

Both are now 65. During their careers here they contributed much in their own personal skills to our plant's operating efficiency.

Al started working here Feb. 22, 1944. A real wizard as a mechanic and general handyman, Al never was given a job he couldn't master. Walt left a similar record.

As farewell gifts, Al received a handsome gold wristwatch and Walt, enough fishing equipment to tide him through countless hours of relaxation and enjoyment.

Plant Manager Les Freidinger congratulated both veterans on the outstanding work records both Al and Walt left on the books. He noted that the spirit of comradeship evidenced at the retirement party was further proof of the fine employee relationship shown here.

Cloyd Persons, Local 212 president, spoke briefly and had some good-humored asides about Al and Walt. Jim Rousseau also had his turn.

Dan Holefca of the Michigan State Brewers Severance and Pension Fund gave an interesting and informative talk on how the Fund operates. He answered all questions asked.

Harold Bondy, brewery workers business agent, was among special guest at the party.

After the program and gift presentations, there was a buffet luncheon highlighted by mounds of "tiger meat" and cold cuts, washed down by Carling Black Label.



CHOW LINE -- This was a popular feature at the retirement party in our clubroom for Al Nefe and Walt Daenzer. Amid the platters of cold cuts, bread crackers and cheese served at the buffet luncheon was the ever-popular "tiger meat" -- a favorite of stalwart trenchermen. It is ground sirloin, seasoned with salt, pepper and onion and eaten raw.

People In The News

BIRTHDAY GREETING IN MAY

4th, Marvin Woods; 5th, Elmer Beyerlein and Orville Rose; 8th, Robert Raquel-paw; 9th, John Lehner, Lester Beneman and Robert Rose; 10th, Robert Satow; 11th, Harold Matzke; 13th, David Stuart; 20th, Leo A. Rousseau; 21st, Jay Manchester and Jack Buchinger; 23rd, Bill Bornemisza; 25th, Frank Beach; 26th, Glenn Harris; 27th, Norman Baker; 28th, Virginia Schroeder; 29th, Max Erndt.

CARLINGETTES

Mr. and Mrs. Max Erndt, Engineering Department, have a new daughter, Marilyn Ann, born March 27. She weighed 6 pounds, 4 ounces. Mr. and Mrs. Carroll Nuechterlein, Bottlehouse, welcomed a new daughter born April 5 and who weighed in at 8 pounds, 3 ounces. Mr. and Mrs. Henry J. Canfield, Bottling Department, are understandably proud of their daughter, Gale Marie. She was born March 23 and weighed 6 pounds, 14 ounces. On April 8, congratulations again were in order in the Bottling Department when a son, Frederick Arthur, was born to Mr. and Mrs. Donald Diedrich. He weighed 7 pounds, 15 ounces.

SICK LIST

Albert Kaul and Otto Bielert of the of the Bottling Department and Otto Frank, Spent Grain Department, are convalescing from recent illness.



PROUD HONOR! -- Henry E. Russell, Carling executive vice-president, points to our plant's safety achievement as proclaimed on this award presented by Ed. V. Lahey, chairman and president of the United States Brewers Foundation. The first place award, for breweries in the 100-500 employee classification, was presented at the Bal Harbour convention in Florida.



FRANKENTHUTH FIREMEN TOUR PLANT -- These members of the Frankenthuth Fire Department were guests recently for a tour of the plant to view fire-fighting and prevention facilities and to survey the premises for the best strategy plan should fire ever occur. Several Saginaw County law enforcement authorities accompanied the group.

Freidinger Aiding Study

Carling Frankenthuth Manager Les Freidinger was honored recently by an important assignment from Mayor R. Dewey Stearns of Saginaw.

Les will serve with four other Saginaw County business and professional leaders on a committee to work with similar groups from neighboring Bay and Midland Counties in studying procedures necessary toward forming a tri-county planning commission.

The proposed planning commission would help guide orderly growth of the future metropolitan area steadily being formed by business and industrial expansion in Saginaw, Bay and Midland Counties, sometimes called

"The Golden Triangle".

Midland County's giant Dow Chemical Co., Saginaw County's General Motors plant activities, with consequent impact on allied industries, and Bay City's increasing importance as a vital port linked to the St. Lawrence Seaway, have pointed to the need for tri-county comprehensive planning.

THE PROPOSED PLANNING COMMISSION for the three counties was requested by Saginaw Valley Chapter, American Institute of Architects. Legislative bodies of the three counties have named representatives to the study committee.

'Smoke-Eaters' Visit In Safety Promotion

The Frankenthuth Fire Department came to our plant March 29.

But the doughty "smoke-eaters" arrived without rubber coats and fire hoses; they weren't here on "official business", fortunately.

They were invited for a plant tour conducted by Herb Naegele. The tour was conceived by Herb as a safety project to familiarize Frankenthuth firemen with our plant's fire-fighting and prevention equipment, sprinkler system, hydrant locations and general layout.

After the 22 firemen toured our plant, they enjoyed a buffet luncheon in the clubroom. Also attending were Frankenthuth Police Chief Zinck, Saginaw County Sheriff Kackmeister, Patrolman Ivan Hogan of the Saginaw Police Department and County Coroners Gugel and Shea.

The Carling Frankenthuth News

Associate Editor, Herbert Naegele
 George Schmunk Brewhouse
 Willie Brechtelsbauer Engineering
 Ottomar Rupprecht Bottle House
 Bernard Todd Bottle House
 Richard Nuechterlein Office
 Harold Matzke Cellars
 Fred Bickel Powerhouse
 Harold Eischer Bottle House
 Alfred Matzke Cellars
 Virginia Tremonti Office
 Alfred Buzzard Bottle House

New Executives Join Our Ranks

Two new executives have joined the staff of our Carling Frankenmuth Plant as part of a series of promotions in our company's national marketing staff and in its new central division headquartered in Cleveland.

They are R. J. (Jim) Edwards, new sales manager of the Detroit Region of Carling's Central Division, and R. A. (Dick) Schneider, division sales service manager. The Central Division covers Michigan and 15 counties in Northern Indiana.

Edwards succeeds G. F. Rieck, who was transferred from here to Belleville, Ill., as Carling's Midwest Division sales manager.

Schneider replaces R. W. Higgs, who left here for Atlanta, Ga., to become market planning manager for our company's Southern Division.

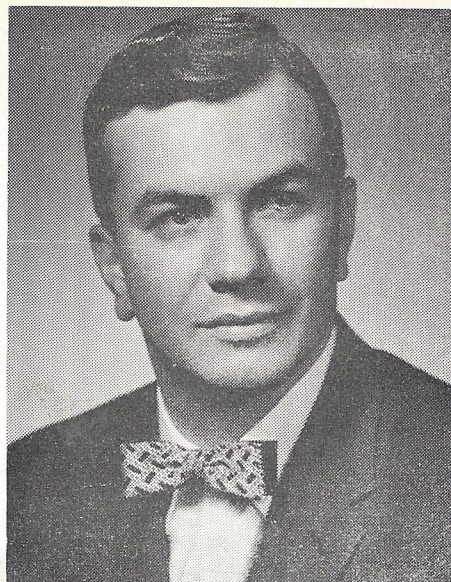
Edwards, a World War 2 veteran, joined Carling in 1949 as a district manager. He is married, has three sons and will make his home in Flint.

Schneider, who will reside in Saginaw with his wife, Betty, and their three daughters, attended John Carroll University and was graduated from Dyke and Spencerian College with a business administration degree. He joined Carling in September, 1957, as a supervisor in the Cleveland Plant administrative department.

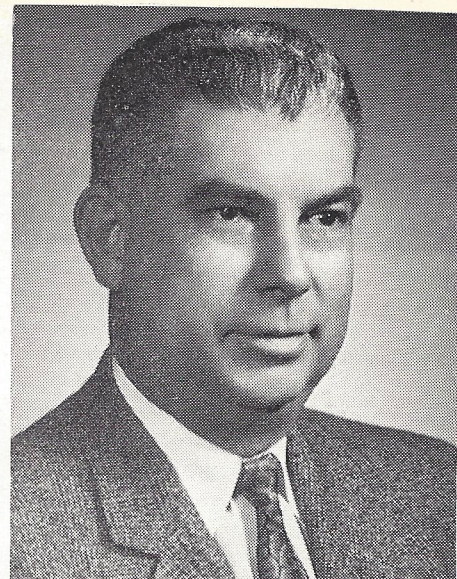
The new Central Division and executive staff changes, explained Ian R. Dowie, Carling president, are intended to more effectively meet complex marketing situations. These resulted from our company's sensational growth and expansion in the past 10 years, when we rose from 62nd to fourth place in the brewing industry!



LANDMARK RAZED -- This 95-year-old structure, the old Ludwig Honold house which once stood near our plant, was dismantled recently. Its stout timber frame was made from Michigan's once-bountiful cork pine, which today would cost \$375 per 1,000 feet. Wooden pins instead of nails were used in some of the 20-inch boards of this house. Note hand-hewn timbers in the foreground.



DICK SCHNEIDER



JIM EDWARDS

Carling Organization Talent Backs Annual National Tavern Month

Carling Brewing Co. and Carling Wholesalers from East to West are supporting the 7th Annual National Tavern Month with a promotion featuring the theme "You are always welcome here".

Key point-of-sale items being used in the campaign is a backbar card showing Phil Silvers, Carling network television salesman, extending his right hand to a tavern patron. At the top of the card, National Tavern Month is spelled out inside a replica of the border used for labels on Black Label Beer packages. At the bottom of the card, copy invites tavern patrons to watch the Phil Silvers CBS-TV network special on May 7.

Other Carling national and local advertising will help call attention to the tavern as "The Friendliest Place in Town", during May and the weeks leading into the special month for taverns. In the May 28 edition of Saturday Evening Post, copy tells of National Tavern Month, and Carling advertising in local media across the country will help support Tavern Month in the campaign.

IN ADDITION to the Phil Silvers backbar card, Carling wholesalers are using special Tavern Month streamers available in three sizes. Other items in-

clude a Phil Silvers bottle topper, a partial miniature of the backbar card, and Carling table tents which tell of National Tavern Month and give a brief history of Taverns.

One unusual P-O-S piece being used in the Carling campaign is a window display card to be used by neighbors of taverns. The copy says "We salute our good neighbor celebrating National Tavern Month," and an arrow on the card points toward the tavern.

Legion Post Members Enjoy Visit With Us

One of the largest and most enthusiastic turn-outs of Frankenmuth Post 150, American Legion, occurred April 12 when 100 members toured our plant here.

After their conducted tour through the brewery, the Legionnaires adjourned to the plant clubroom where motion pictures were shown and guests treated to a fine luncheon and copious quantities of Carling's Black Label.

About 20 Carling Frankenmuth employees are members of Post 150.

The group was welcomed by Plant Manager Les Freidinger, who spoke briefly.

Death Claims Veterans

Carling Frankenmuth's plant was saddened by recent deaths of William Mayer, Brewing Department, and Maurice Pickert, Engineering Department, both veterans and valued employees.

Bill, who had been with the brewery since May 26, 1934, died unexpectedly March 21 at his home at the age of 57. He was a member of the St. Lorenz Church and the Lutheran Laymen's League.

Maurice, 62, who also died unexpectedly at his home, had been with us 17 years. He leaves his wife, a daughter and a grandchild.

April Safety Slogan Rates Daily Thought

"Are You Doing All You Can Every Day To Prevent Accidents?"

A good question, that. It's our April safety slogan and deserves daily thought.

Winners in our March safety slogan contest, each of whom received a Scotch cooler which will come in handy for summer picnic days, are: Mrs. Elmer Kolberg, Robert Williams; Alfred Schmitzer, Earl Kime, Mrs. Willis Veiten-gruber, Mrs. Rudolph Lauber, Mrs. John Beckanko, Mrs. D. N. Richard Parks, Mrs. Carol Born, Anton Kern, Arnold Ehrlinger and Mrs. Austin Meader.



TROPHIES TO THE VICTORS -- The Carling Midneters League bowling banquet was enjoyed April 9 at McNiven's Hotel. Herb Naegele presented trophies to beaming winners, left to right, Naegele, Jim Gruber, Lucien Pol, Glenn Harris and Norbert Matzke, all of the Bottling Department.

Carling Midneters Dine, Frolic As Bowlers Will

The Carling Frankenmuth Midneters League enjoyed a bowling banquet April 9 at McNiven's Hotel.

Herb Naegele awarded trophies to the team champions, high league average and high three-game total.

Team champions were Norbert Matzke, Glenn Harris and Lucien Pol. James Gruber, with a mark of 160, received the trophy for high season average. Norbert Matzke took honors for the high three-game series with 568 and also for high single game with 218 pins.

After a fine steak dinner, the Midneters played cards and exchanged banter over some cold Carling Black Label.

Here's A Real TV Treat

The United States Brewers Foundation this year will sponsor three television spectaculars.

The first, titled "Summer On Ice", will be offered June 2. This hour-long production, featuring stars from the 1960 Ice Capades, will be the second such program sponsored by USBF.

Television sets across the nation will receive this dazzling revue in color for the first time. Last year "Summer On Ice" was the sixth highest rated show. The 1960 cast will boast such top entertainers as Tab Hunter, Gisele McKenzie and Craig Stevens. The show will be telecast from Los Angeles.

The second USBF spectacular, in August, will feature Esther Williams in a water show from Cypress Gardens, Fla. The third show will be conducted in October. Details will be announced later.

Remember -- watch for "Summer On Ice" on June 2.

You Helped Us Win Safety "Groove" Is What We're Still Snugly In!

Our plant was one of 33 breweries in the industry which kept safety records intact during January and February in the "All Personnel" safety contest of the United States Brewers Foundation.

Competition was divided into three groups -- A, B and C. Our Carling Frankenmuth plant and Carling's Natick plant were in Group B, for breweries with from 250 to 750 employees. Including our company's two plants, there was a total of 16 breweries in this group without a disabling injury in the two month period.

In Group A, for breweries with fewer than 250 employees, there were 16 plants without a disabling injury in January and February.

There was only one brewery in Group C, for those with 750 or more employees, which escaped a disabling injury accident in that period.



INTERESTED YOUNG 'PILOTS' -- These Frankenmuth boys, members of a model airplane club here, are shown hearing a talk and demonstration by Melvin Schultz of the Saginaw Skycraft Co. In the background, wearing a dark shirt, is Charles (Ed) Nestell, Bottling Department, who arranged the organizational meeting conducted in our plant's clubroom.

Carling's Helping Hand...

A Frankenmuth Model Airplane Club was organized April 1 in our plant's clubroom with about 80 fathers and sons attending.

The worthwhile new club, another aspect of community recreation, will use two 50-foot flying circles at Frankenmuth Memorial Park for its activities and demonstrations.

Milton Schultz of the Skycraft Co. in Saginaw explained how model planes are constructed and flown and illustrated

his talk. Sgt. Horton of the Air Force recruiting office in Saginaw showed a film on combat flying.

Arrangement for the meeting and organization of the Model Airplane Club were made by Charles (Ed) Nestell of our Bottling Department.

Harried wife working over a hot stove: "Why don't you call up sometime and say you're not coming home for dinner, the way other men do?"