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PLANT OF THE CARLING
BREWING COMPANY

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TWO WORDS

There are still two words which are stronger than jet bombers, guided missiles, and even the sputniks. No matter where you might be or in whatever tongue they might be spoken, these words still bring a moment of cheer and good will to all who hear them.

Yes, there are still two words, and it is with much sincerity and good will that I say to you -- **MERRY CHRISTMAS.**

As the New Year unfolds its days, may each of them have for you and yours a full measure of Health and Happiness, Peace and Prosperity.

L. M. Freidinger

Annual Christmas Party Attracts 606

Members of Carling Frankenmuth Families

Christmas came early again this year for Carling Frankenmuth families as 606 men, women, and children visited the beautifully decorated Carling Club Room for the annual family Christmas party.

Included in the total were 287 children, for whom the annual party is specially planned. The total attendance indicated the continuing growth of Carling and the Frankenmuth plant inasmuch as last year's attendance was only 557, including 249 children.

All in all, it was a wonderful family gathering with refreshments for all and Christmas stockings and gifts for the kiddies. In addition to the children's gifts, each family attending received a Christmas ham and a case of Carling Black Label Beer.

A Christmas movie proved popular with the children, and a buffet supper served late in the afternoon was a hit with everyone.

Organ music provided a beautiful and appropriate background for the gathering, was played by talented Richard Nuechterlein, of the Accounting Department.



RICHARD JOHNSON, Racking Department, attended with his family which includes seven children. Above, Vice President **Les Freidinger** presents Mr. Johnson with his gifts of ham and beer and presents for his children.

Public, Business Leaders Join To Help Carling Celebrate Shipping of Three Millionth Barrel

The most important milestone to date in the history of Carling Brewing Company was observed December 16th with the shipping of our company's three millionth barrel of Carling product so far this year.

Barrel No. 3,000,000 — which symbolizes the growth and development of Carling Brewing Company in just a few short years — became the focal point of local celebrations at each of Carling's four plant locations.

Frankenmuth's celebration was enthusiastic and, from any point of view, it was as successful as any of the four.

Vice President Les Freidinger's toast keyed the affair here when he raised his glass to "the continued growth and success of our company and our community, and to the health and prosperity of all."

Attending the Frankenmuth celebration were Frankenmuth village and township officials and many civic leaders, members of the press, radio and television from Frankenmuth, Flint, Saginaw, and Bay City, and brewing industry officials.

A buffet lunch was served, followed by a tour of the brewery. The tour emphasized that much of the new equipment was installed by Carling to make the Frankenmuth brewery one of the most modern and efficient in the industry and thus insure its competitive position and the welfare of all Carling people.

(See Photo on Page 2)



SANTA CLAUS was the center of attention for all the children. Here, he's being cajoled by little **George Schoenknecht**, right, and standing in line to tell Santa their desires are **Carol Price**, **Maureen Matzke**, **Kurt Scharrer**, **Dianne Scharrer**, and **Janet Bender**.



JOINING VICE President Les Freidinger in a toast to barrel No. 3,000,000 are, from the left, G. F. Rieck, regional sales manager; Frankenmuth Mayor Jim Wickson; State Manager Jim Edwards; Brewmaster Jack Price; Ormond Foley, executive secretary of the Michigan Beer and Wine Wholesalers Association; and Eugene Smith, of Dearborn Beer Distributing Company.

PEOPLE IN THE NEWS

The Frankenmuth friends extend congratulations to Marcus Bender, Bottle House, and Betty Loesel, daughter of Rex Loesel, of Richville, who were married Saturday, December 21, at St. Michael's Lutheran Church in Richville. The newlyweds purchased the former Kolb home on M-38 where they will make their home.

Lawrence Pagels, Accounting, has been elected president of the Saginaw Valley Coin Club and announces that the 50-member club will be host to the Michigan State Numismatic Society's second annual spring convention next April at the Bancroft Hotel in Saginaw.

Otto Frank, Jr., Cellarsr, is recuperating at home after an extended stay at St. Luke's Hospital. His Carling friends hope he'll be back on the job soon.

Carol Woern, Office, was welcomed back to work after a two-week illness.

Three Carling people have joined the many who have purchased new automobiles in recent weeks. Latest acquisitions are three new '58 Chevies, by Rudy Lauber, Cellars; Harold Reif, Brew House, and Jeanette Lis, Office.

December "Happy Birthdays" have been, or will be, extended to Jack Zietz, Bottlehouse; 1st; Ira Matthews, Bottlehouse, 4th; Vernon Gruber, Bottlehouse, 5th; Carol Woern, Office, 6th; Ernest Mell, Electrician, 10th; D. George Bass, Bottlehouse, 14th; Harold Eischer, Bottlehouse, 19th; Lawrence Pagels, Office, 19th; Robert Hubbard, Bottlehouse, 20th; Charley Winkler, Bottlehouse, 21st; Herbert Beyerlein, Brewhouse, 21st; Glenn Spiekermann, Bottlehouse, 22nd; Clarence Reif, Supervisory, 23nd; Domenico Albera, Bottlehouse, 27th; and Rudolph Strobel, Brewhouse, 29th.

The Carling Frankenmuth 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

D. N. Parks and Bill Barrett Win Top Awards In Frankenmuth Plant's Deer Hunting Contest

The Frankenmuth plant's unique deer hunting contest, co-sponsored by Carling and Local 212, has come to a highly successful conclusion with six prizes distributed to the lucky winners.

Prizes donated by Local 212 were \$10 each for the man bringing back the heaviest deer and the one with the most points, and five dollars to the man claiming the lightest deer. Carling chipped in with two cases of beer for the heaviest deer and also for the one with the most points, and one case of beer to the hunter getting the lightest deer.

Winners in the two major categories of the contest were D. N. Parks, who brought back the buck with the most points—10—shot in the Hillman area, and Bill Barrett, who got the heaviest deer. Bill, who hunted in the Copper Country, brought back a 159-pound animal.

Robert Matzke, Brew House, hunted in the Cummins area, and was the first one to get weighed in at the brewery and received the \$5.00 award and one case of Black Label. His deer weighed 86½ lbs.

Most unusual event of the hunting season was reported by Donald Quaderer, who got his deer while driving down the highway. Donald was on M-33 north of Rose City when a deer ran into the side of his car, knocking itself out. Don dispatched it with his knife, and it proved to be a four-point, 135-pound buck.

Other results were: Jack Sylvester, Bottlehouse, got a four-point, 125-pound buck at Lewiston; Norman Baker, Bottlehouse, got a 102-pound spikehorn in Glennie; Ottomar Rupprecht, Bottlehouse, got a 100 pound spike hunting in Alpena. His party of seven got seven bucks!

David Zwerk, Bottlehouse, hunted in Manistique and got a five-point, 150-pound buck; Howard Buzzard, Bottlehouse, hunted near Rose City and shot a four-point, 105-pound deer; Henry Oldenburg, Bottlehouse, also hunting near Rose City, landed a six-point, 118-pound buck; Norman Matzke, Cellars, hunting in Southbranch, shot a 90-pound buck which had had its points knocked off; and William Rauh, Bottlehouse, got a buck on the first day out in the Cummins area.

MOST POINTS of any deer returned were on that of D. N. Parks, left, whose 10-point buck won him first prize. Some of the local hunters visiting the Cummins area were Ted Heine, Police Chief Zinck, Orlando Chase, and William Rauh, of the Bottlehouse.



Watch For Your Monthly Safety Slogan — Remember It and You May Win a Prize!

Safety always pays—but it'll pay even more if you know each month's safety slogan—under the terms of a new Safety Slogan Contest to be introduced in January.

Valuable prizes will be awarded to contest winners, and here is how the contest will operate:

Each month a new safety slogan will be posted on bulletin boards and in the Frankenmuth Newsletter. This slogan will remain posted for a full month, then, on the first working day of the following month, telephone calls will be made to employee's home to find out if the adult member answering the phone knows the slogan posted the entire preceeding month.

Only qualification for the contest is that the plant have NO LOST TIME ACCIDENT during the month. Any lost time accident will rule out the contest for the following month.

There will be 10 winners each month, with the telephone calls continuing until 10 winners are found.

Here's an advance tip on the January slogan: "One Weak Link Will Spoil the Safety Chain."

Memorize it now so you'll qualify for a valuable prize if your number is called!