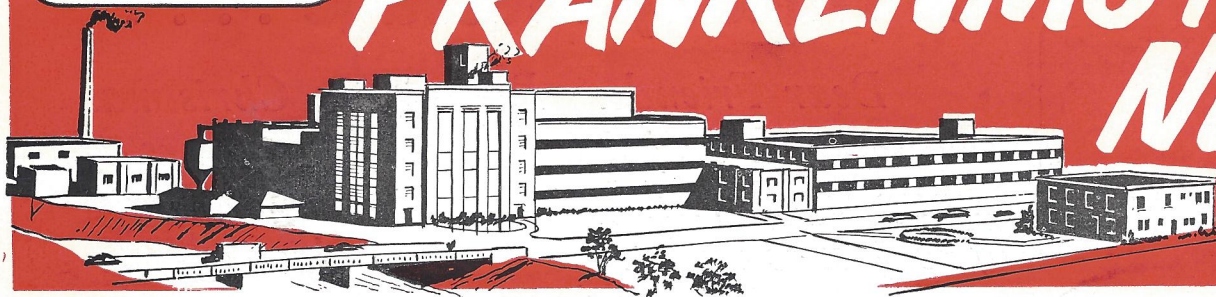


CARLING

FRANKENMUTH NEWS



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

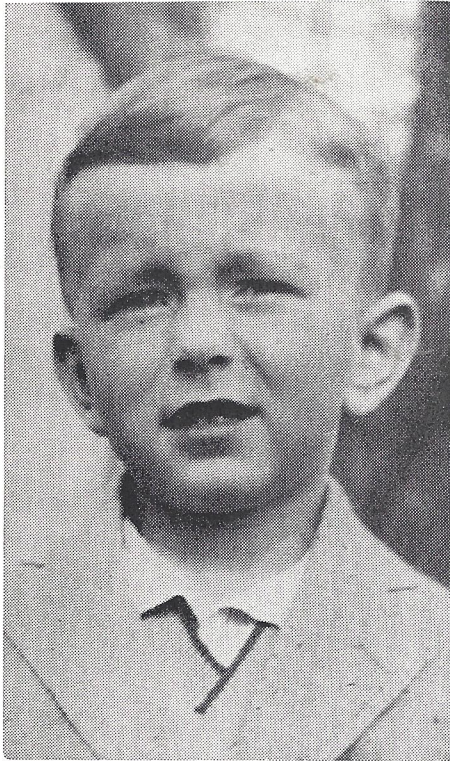
Vol. 3; No. 23

CHRISTMAS EDITION

December, 1960



Way Back When



What's Your Guess?

William (Bill) Rauh of our Cellar Department - and a keen eye he has! -- was the first winner in the Carling Frankenmuth News "Way Back When" guessing game started in our last issue.

Bill identified the "Way Back When" subject correctly as a childhood snapshot of Charles Nestell of our Bottling Department.

Of all the calls received, Bill Rauh's correct guess, at 1:15 p.m. Dec. 6, was first. He won a case of Black Label beer.

All right -- now who's this month's "Way Back When" subject? Identify him first and win a case of Black Label.

Make It A Safe One

"Guard Christmas Pleasures By Safety Measures!"

That's our December safety slogan -- and a fitting one for a festive time of year we don't want marred by misfortune in the form of personal injury.

Winners in our November safety slogan contest, each of whom received a fine turkey from Rau Brothers, are: Mrs. John Weirauch, Mrs. Howard Bazard, Mrs. Howard Stockmeyer, Donald Matthews, Mrs. Harley Barber, Mrs. Reinhard III, Mrs. Ralph Woodhull, Jr., Ernest Mell, Mrs. Leo A. Rousseau, Wilton Sternberg, Mrs. Fritz Pursche and Mrs. Frank Beach.

Hospital Patient

Mrs. Laura Ulrich of our Accounting Department is under treatment at St. Luke's Hospital, Saginaw.

A Holiday Message

Dear Friends: During the Christmas Season, with its joy and wonderful hours of family togetherness, let there also be the hours of reverence and grace -- in everlasting thanks for His gift to mankind.

Let us pray for the continued blessing of peace and the welfare of our fellow man -- in the true spirit of the season.

L. M. (Les) FREIDINGER,
Vice-President, General Manager.



CHRISTMAS DINNER, A FAMILY SCENE -- Here's the family of Henry Bender, Jr., Bottling Department -- with Dad about to begin serving roast chicken prepared by his wife, Ellen. Anxious diners, with tip-top appetites awaiting their plates here, are the Bender children reading clockwise: William, Franklin, Janet, Debra and Sandra. This photograph typifies Christmas dinner in the homes of Carling Frankenmuth employees. Mrs. Bender was busy for days baking lebuchen, springerle, stolen, bread, pies, animal cookies date bars and a variety of other special holiday cookies. As all of us with children know, you can't have too many cookies at Christmas time.

Deer Hunters' Contest Closes; Two Winners In Bottling Dept.

Gary Schmitzer of our Bottling Department, William Rauh, Cellar Department, and Clifford Mossner, Bottling Department, were the prizewinners in the recent deer hunting contest here.

Gary and Bill each won \$28.80 and two cases of Black Label beer. Gary

scored for having the heaviest deer -- a 169 pound buck. Bill's prize was for bringing home an 11-point animal with a beautiful rack of horns.

Cliff, who shot the lightest deer in the contest -- it weighed 115 pounds -- won \$14.40 and a case of Black Label.

Leo, 'Joppa's Surprise', Often In Victory Lane

Joppa's Record Now An Amazing 37 Wins In Total of 47 Starts

Leo (Jim) Rousseau and his sleek, proud-stepping trotter, "Joppa's Surprise", had another banner year together in 1960 on leading Michigan horse race tracks.

Now a five-year-old, Joppa's Surprise, with a lifetime record of 37 wins in 47 starts and five seconds, again was a crowd favorite -- as was Jim for his deft handling of an obviously good horse.

Jim, who has handled horses since boyhood under tutelage of his father, Henry, now 85 and also once one of Michigan's outstanding horse race drivers, is understandably proud of Joppa's Surprise.

"He's all horse," says Jim, "all the spirit in the world, proud and a competitor always who knows when to move."

BEFORE JOPPA, as Jim calls his horse, there was "Hill Country", another good horse who has been sold.

Last fall Jim and his wife, Mary -- also a horse fancier and something of an expert in appraising a likely animal -- bought a yearling colt in Delaware, O.

His name is "Brother Gallon", son of "Bill Gallon," 1956 Hambletonian winner.

Jim has the colt stabled at his place on Sheridan Road, near Saginaw.

"He's showing some good signs," says Jim, "when I start training him this spring I'll know more about him. He has promise, though."

But Joppa isn't worrying.

Household Tip Worth Saving

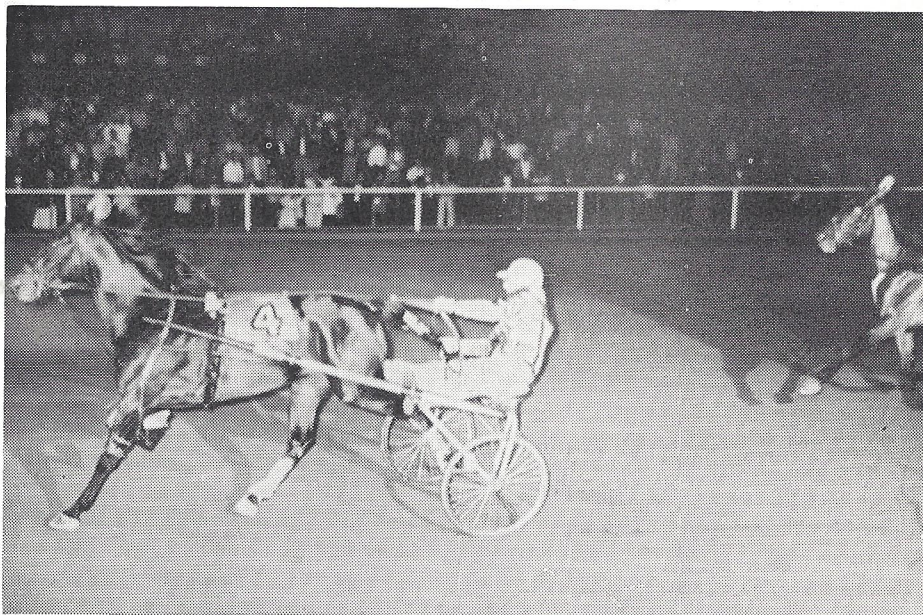
Carling householders, who as a group are above average in knowledge pertaining to safety, will be interested to learn of a new first-aid measure for treating burns up to 20% of the body.

Immediate immersion of the burned part in ice water results in easing the pain and promotes subsequent rapid healing. For burns of areas of the body that cannot be immersed such as the head, neck, shoulder, chest, abdominal wall, or back -- soft, clean clothes chilled in a bucket of ice water should be gently applied.

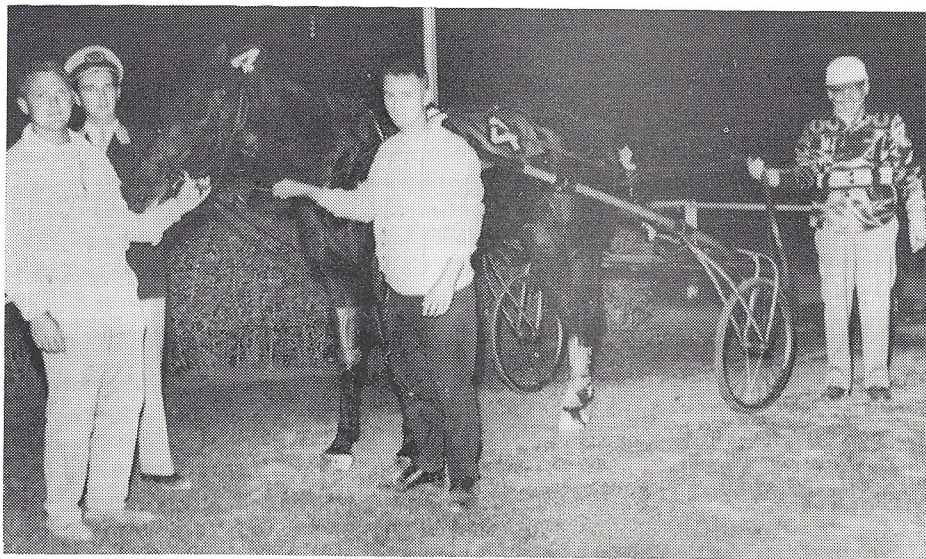
The cold treatment should be continued until it can be stopped without return of pain.

The sooner the ice water is used the more effective it seems to be. The procedure is regarded as a far more effective first-aid measure than application of butter or grease which later has to be removed with painful results by the physician.

Easy availability of the ingredients -- ice cubes and water -- should make prompt employment of this new technique possible. Medical doctors have used this treatment for some time, in certain cases, with good results.



'NEVER A ONE LIKE SANDE -- BOOTIN' THEM BABIES IN!' -- Damon Runyon, immortal sports writer who wrote that line, would have been moved by Leo (Jim) Rousseau's "Joppa's Surprise", one of Michigan's foremost trotters shown here, with Jim, our plant's chief engineer, as they set a record at the Wolverine Raceway, Detroit, last summer of 2 minutes, 6 and four-fifths seconds for the half mile and won the race.



VICTORS AFTER THE RUNNING -- Same race, Victor's Lane, Leo Rousseau and "Joppa". His proud sons, Leo E., left foreground, our plant's assistant chief engineer, and brother, Dennis, Saginaw High School senior, are about to help Dad with his post-race duties.

The Carling Frankenmuth News

Associate Editor, Herbert Naegle	
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

Carling Safety League

(Dec. 1 through Oct. 30, 1960)

	*L.T.I.	*F.R.	*S.R.
Cleveland	22	12.65	3,548.37..
Belleville	10	11.8	118.9
Natick	1	2.10	105.17
**Frankenmuth	0	0	0
Atlanta	4	13.42	194.6
Tacoma	4	8.79	125.24

* Lost Time Injuries
 * Frequency Rate
 * Severity Rate
 **That's us leading the league - Let's stay there!

Safety Council Visits

Seventy-five members of the Saginaw Valley Safety Council and their wives toured our plant and enjoyed a buffet luncheon and Carling Black Label beer Dec. 12.

Nearly 40 of the visiting group were plant industrial safety directors and assistants from Saginaw, Bay City and Flint. Our safety and personnel director, Herb Naegele, conducted the tour.

Guests included Preston Pelkey, Saginaw Valley Safety Council president.

Suds 'N Such

When a little Mexican donkey was startled by a small foreign car on a Texas roadway, it gasped, "What are you?"

"I'm an automobile," replied the tiny car. "And what are you?"

"Me," replied the little donkey, swelling with pride, "I'm a horse."

The older a men gets, the farther he had to walk to school as a boy.

For the man who has everything: A calendar to remind him when his numerical payments are due.

A man's horse sense deserts him when he's feeling his oats.

Regardless of how much money you have wisdom has to be bought on the installment plan.

Two obstreperous crew-cuts, having a water pistol fight, reassured their mother: "Don't worry, Mom, we won't get water on anything. We're using ink."

It is easy to see through people who make spectacles of themselves.

A Real Rouser!

Howard Dietzel of our Engineering Department, off to a fine start this bowling season, recently missed that bowler's dream -- a 300 game -- by one strike, to wind up with a blistering 279!

Howard bowls in the State Street Suburban League in Saginaw. On Nov. 30, he ended his second game with three strikes in a row. He had eight strikes in a row in the third game until the 10 pin got stubborn and remained standing.

Howard then struck out in the 10th frame for 279 and a three-game total of 654. He bowls in two leagues and carries a glistening 187 average.

Woman Of Today

She owns 70 per cent of this country's wealth.

She owns 40 per cent of all real estate.

She possesses 50 per cent of the stock in industrial corporations.

She is beneficiary of 80 per cent of all life insurance.

She spends about 85 per cent of family income; suggests what should be done with the remaining 15 per cent.

She is principally responsible for our youth education.

Signs Timely Holiday Reminder



TIMELY THOUGHT -- Herbert Naegele, center, our plant's safety director, is shown teaming with Kenneth Melville, right, Greater Saginaw Safety Council executive director, in posting one of a series of signs appearing at the city's principal entrances as Frankenmuth becomes a model for the Council's safety testing program. Herb is a member of the Council.

Be A 'Crossroads Christian'

Practice Driving By Golden Rule, National Safety Council Advises

Angels adorning Christmas trees in hundred of of homes across the nation will be darkened again this year by the shadow of the Angel of Death.

It is indeed a sad commentary on our present-day culture to note that a time of rejoicing and religious reflection must carry as well the stigma of being a time of killing and maiming.

The disheartening toll of Christmas holiday auto accidents is presented to the public regularly by the press and such organizations as the National Safe-

ty Council. Each year drivers are warned to be extra careful during this extra-hazardous period . . . to refrain from mixing drinking and driving . . . to observe more closely all the rules of safe and sane driving.

But how many of us stop to consider the moral and ethical implication of these rules?

WE MIGHT PAUSE ALSO to reflect upon another rule, invoked more often in the pulpit than on the editorial page: Do unto others as you would have them do unto you.

The Golden Rule appears in the teachings of all faiths -- Christian, Jewish, Moslem, Buddhist . . . wherever the obligation of man to God and man to man is recognized.

Safe driving is a cardinal example of the Golden Rule in practice. The moral obligation to drive safely is a logical extension of this consideration.

As Howard Pyle, president of the National Safety Council puts it: "Let us be crossroads Christians -- on the streets and highways, we literally must be our brothers' keepers."

A 'Gift' For 1960

Did it ever occur to you what a swell bargain safety is -- not just a Christmas buy, but a year 'round bargain? You get real value for a very reasonable price, a little extra knowledge, foresight and caution.

January Birthdays Awaited By 21 Here

The only New Year's Day birthday anniversary in our plant is that of Richmond Hart of our Bottling Department. Having your birthday on Jan. 1, he says, makes it an active day!

Other January birthdays here are: 3d - Robert Matzke; 7th - Stanley Boroski; 8th - Walter Kowalski, Jack Strobel; 11th - Edwin Rodammer, Harold Dinse; 13th - Harold Shook, Leo E. Rousseau, L. M. Freidinger; 15th - Marlin Nuechterlein; 17th - Alfred Bielert, Howard Auernhammer; 18th - Edward Bickel, Virginia Tremonti; 21st - Norman Schoenkecht; 25th - Ronald Krick; 25th - Otto Janson; 26th - Richard Lillie; 27th - William Bradburn; 29th - Charles Lindow.