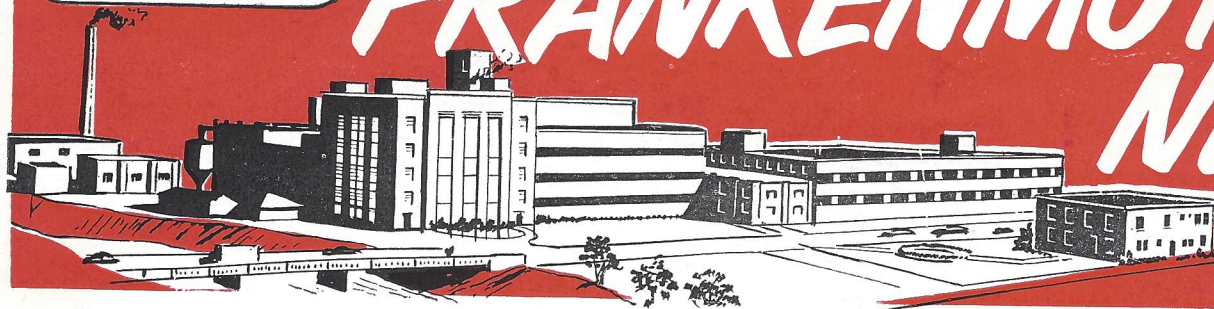


CARLING

FRANKENMUTH NEWS



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

Volume 9, No. 7.

December, 1965



A CHRISTMAS WISH . . .

"Peace on earth, good will toward men" -- those wondrous, golden words never have been more meaningful since the birth of the Christ Child. Let us repeat them reverently today in our prayers of thanks and hope during this holy season.

May yours be a joyous Christmas and a healthful New Year of success and accomplishment every moment of the journey.

Sincerely,
W. E. Riethmeier

Venison Stew, Carling Brew, M-M-M-M Boy !

The Carling Quarter Century Club had its third annual venison stew dinner Dec. 11 at the Frankenmuth Conservation Club. It was a meal to make a champion out of the puniest appetite.

Frankenmuth Police Chief Henry Zinck, head chef, again performed his culinary artistry to make everybody come back at least for seconds. Venison was donated by Carling Frankenmuth deer hunters.

The affair was a kind of homecoming for Les Freidinger, former plant manager and regional vice president here who last summer was promoted to become Carling Central Division vice president. Proud to be with him for the occasion was W. B. Freidinger, the father of Les.

LES, WHO WAS PRESENTED with a handsome traveling bag and wallet by his Carling friends here, spoke confidently about the company's future plans. He was accompanied by Al Henning, industrial relations manager of the Cleveland plant, and Ray Reese, employee relations supervisor. They were introduced by Plant Manager Wally Riethmeier.

"We of Carling have a wonderful organization and good distributors," said Les, "and I think things are going to be all to the good. I see big things for us in the future."

He said the 1966 Carling advertising program is fresh, bold and of the sort to make everybody sit up and take notice.

Special guests included Harold Bondy of Detroit, Local 212 business agent.

Social Security Taxes Going Up

NOTICE TO EMPLOYEES

Effective Jan. 1, 1966 your tax rate for Old Age and Survivors Insurance (Social Security - Medicare) is **INCREASED** to 4 1/5%. During 1965 the tax was 3% percent..

This tax must be paid on the first \$6,600 of your wages earned each year. During 1965 the tax was based on the first \$4,800.

Under the new base of \$6,600 and the new tax rate of 4 1/5%, the maximum tax you will have to pay is increased to \$277. In 1965 it was \$174.

Our company is required under the Social Security-Medicare law to deduct this tax from your pay each payday.

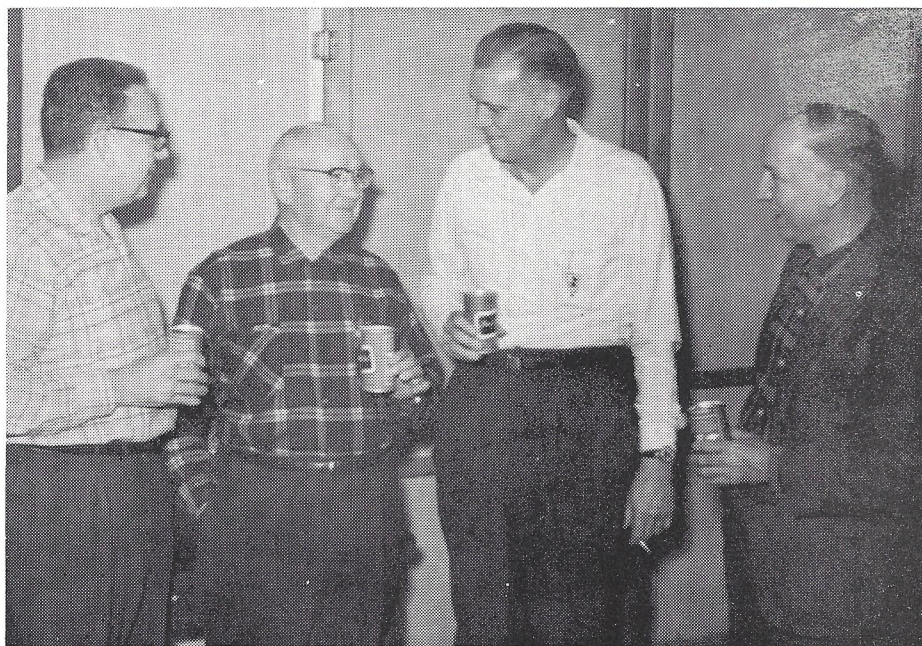
Under the law our company also must match this deduction by paying an equal amount to provide Social Security - Medicare benefits for you.

Sympathy

Our condolences are offered to Wallace Baum, whose father, Hubert, died Wednesday, Dec. 15.



WONDER WHAT IT IS? -- Les Freidinger, right, honor guest at our plant's recent wildlife dinner, wears that expression as William Daniels, Local 212 president, left, and Alfred (Ab) Matzke, present him with gifts. Les received a fine traveling bag and wallet.



GOOD OLD DAYS -- W. B. Freidinger, second from left, father of Les, recalls some of his experiences at the brewery here as he chats with his son and two Cleveland associates. At Mr. Freidinger's right are Al Henning, industrial relations manager of the Cleveland plant, and Ray Reese, employee relations supervisor.

Carling Outdoor Films Available

A fine selection of interesting and informational sports and outdoor films has been made available by our company for showing to service clubs or church organizations.

These are the subjects and titles: "Bowhunting in the Yukon-Hunter's Paradise"; "Broadbills and Blue Geese

--Wild Life Across the Sky;" "Bob-Bob White-Return of the Wild Turkey"; "Cleveland Browns' Football -- 1964"; "Carling World Open-Golf"; "Miracle of the Bees"; "Drownproofing -- Safety Film".

Arrangements for loan of the safety films may be made with Personnel Director Herb Naegele.

Deer Hunters Bring Home Trophies, Tales

Bill Barrett, Howard Auernhamer and Bob Hubbard were the three winners in the annual Carling deer hunters' contest, although many of our other marksmen scored creditably.

Bill came back with the heaviest buck deer—a 159½-pound beauty which won him \$24.75 and two cases of Black Label. He hunted near Houghton in the Upper Peninsula.

Howard's prize was an eight-point buck (most points), which also won him \$24.75 and two cases of Black Label. He was hunting near Enos Park, only 12 miles from the brewery. His deer weighed 120 pounds.

Bob's deer, lightest of those in the contest with a weight of 80 pounds, won \$12.50 and a case of Black Label.

First deer weighed in at the brewery during the contest was that of Bob Matzke, who brought it in at 2 p.m. Nov. 23. It was a six-point buck weighing 117½ pounds which Bob shot a scant three miles from the brewery while hunting with Bill Rauh.

Although he wasn't entered in the contest, Howard Dietzel reported the first deer shot on Saturday, Nov. 20, the season's opening day. It weighed 139 pounds and had a six-point rack. Howard hunted at Lake George, near Clare.

Elmer Poenert and his son, Jay, each bagged a deer while hunting near Alger. Both animals were five-point bucks of about 110 pounds. Elmer has hunted in the same area 31 years and Jay for 11.

Others who brought home deer were George Schmunk, John Wyne, Bill Ronn, Otomar Rupprecht and Norm Baker.

Pleanty of Ink

Our 10th consecutive year of operation without a disabling injury gave us nationwide publicity in the press, radio, television and in magazines.

The story behind the story of our safety record—the excellent cooperation and teamwork of Carling Frankenmuth employees—was told in the National Safety Council's Food and Beverage Section Safety Newsletter and in two separate articles in The Brewers Digest.

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



PRIZEWINNER -- Howard Auernhamer, left, is shown with the eight-point buck deer he shot while hunting near Enos Park, only 12 miles from the brewery. With him are his father, Carl, center, and brother, Glenn. Howard's deer weighed 120 pounds and won him a major prize in our plant's annual deer hunting contest.



CLOSE TO HOME -- Bob Matzke, right, wears the satisfied smile of a fellow who may know a secret. Bob, hunting with Bill Rauh, left, shot this six-point, 117½-pound deer only three miles from the brewery. His was the first deer weighed in at the brewery during the hunting contest. To be a successful hunter, says Bob, you have to know where they are!

Prosit !

Sixteen of our friends and fellow employees will start off the new year with birthday anniversaries.

"Happy birthday" greetings will be appropriate in this order: Jan. 1—Richard Hart; 3—Robert Matzke; 8—Walter Kowaleski and Jack Strobel; 11—Harold Dinse and Edwin Rodammer; 13—Leo E. Rousseau; 15—Marlin Nuechterlein; 17—Howard Auernhamer and Alfred Bielert; 18—Edward Bickel and Virginia Tremonti; 24—Ronald Krick; 25—Betty Muehlfeld; 27—William Bradburn and Diane Keinath.

Table Toppers

In one of the largest meetings in the organization's history, about 200 members of the Saginaw Table Toppers, representing county tavern operators, had a buffet luncheon and safety business session in our plant club rooms on Dec. 13. Sauerkraut and bratwurst, ham and other buffet delicacies were enjoyed along with an ample supply of Black Label. Some of the county's leading law enforcement authorities discussed safety at the meeting.

Credit Union Declares 4% 1965 Earning

The Frankenmuth Credit Union was off to an impressive beginning in the past year with directors declaring a 4% dividend on Dec. 14 and noting a total membership of 202.

A total of \$63,085 was made in loans, of which \$49,589 was outstanding on Dec. 1. Of the current members, most are on the payroll deduction plan.

Eighty-four loans were made by the new credit union in its first year. Indications point to further growth in 1966. Officers are available for consultation with prospective new members.

Officers are: President, Max Erndt; vice president, Harold Matzke; secretary, Arnold Scharrer; treasurer, Willis Veiten-gruber; directors, Wells Barrett, Wallace Weiss and Arno Rogner.

Credit committeemen are Alfred Matzke, Henry Oldenburg and Melvin Hecht. Supervisory committeemen are Walter Schrader and Jim Boquette.



FAMILY HUNTING TEAM -- Elmer Poellet, left, and his son, Jay, made sure of having a supply of venison for quite a while. Each brought home a 110-pound deer from their hunting trip near Alger. Elmer has hunted that territory 31 years and considers it among the best in Michigan. Jay, who's hunted there 11 years, agrees with his Dad.



NEW ASSISTANT BREWMASTER — A. J. (Gus) Vavrina, who succeeded the late Frank Razinger as our assistant brewmaster, is a likeable and efficient addition to our staff, Gus, his wife and their two children are happy with their new Carling Frankenmuth association.

Safety Slogan

"Safety Makes It Possible For More People To Enjoy The Holidays" is our December safety slogan and one which will wear well throughout the holidays.

Here is the list of November safety slogan winners, each of whom received a gift package of 12 jars of Smucker's jams and jellies: Mrs Alfred Schmitzer, Alfred Matzke, Mrs Ray Gugel, Mrs E. Jack Buchinger, Mrs Aloysius Quaderer, Mrs Harvey Bierlein, Mrs Elmer Janson, Mrs William Rohn, Mrs Fred Gower, Mrs Raymond Loesel, Mrs John Lehner and Mrs David Stuart.

Put This In Christmas Package

Christmas knows no boundaries.

Its legends and customs have come to us from the far corners of the earth, and every year with its "magic" touch it brings folks closer together. The "magic" of Christmas lasted through nearly twenty centuries . . . and each year the

words, "Peace on earth, good will toward men," are as powerful as though they had just been written.

The message, "Peace on earth, good will toward men" sung by the angels on that first Christmas Eve, is part of the "magic" of Christmas.

"Peace on earth, good will toward men" . . . means more than just the end of armed conflict between nations. It means trying to make the world a better place by remembering that no one of us lives here alone. It means that the real peace is peace of mind, and means peace among individuals as well as peace among nations. It means making the world a happier place by eliminating sources of sorrow.

Increasing your safety awareness during the Holiday Season is a good way to help Christmas work its "magic." Keep your safety awareness with you wherever you go. While driving, remember that extra caution is required to avoid the extra hazards present during this Season. Remember-it's the SPIRIT, not the "spirits," that makes a safe and happy Holiday Season. Keep a sharp "safety eye" and look out for hazards such as defective electrical equipment that can cause fire and injury to yourself and to your family.

Put SAFETY at the top of your Christmas list . . . there is no better way to have a MERRY CHRISTMAS--and to assure yourself and your family a HAPPY NEW YEAR.

Reprinted from FACTS

Fiske Promoted To PR Manager

CLEVELAND — Frank E. Fiske, Jr., has been named manager of public relations for the Carling Brewing Company, Henry E. Russell, president, has announced.

Fiske, who joined Carling as public relations assistant in 1964, will be responsible for corporate public relations and the coordination of activities of the company's public relations agencies in Cleveland, Boston, Baltimore, Atlanta, St. Louis, Frankenmuth, Tacoma, Phoenix and Fort Worth.

The newly promoted Carling employee is a former reporter with the old Cleveland News, the Willoughby (O.) News-Herald and the Painesville (O.) Telegraph and during World War II served as an Air Force information and education specialist.

A native Cleveland, Fiske attended Rocky River (O.) High School and Western Reserve University. Married and the father of one son, he lives at 6345 Ashdale Road, Mayfield Heights, Ohio.