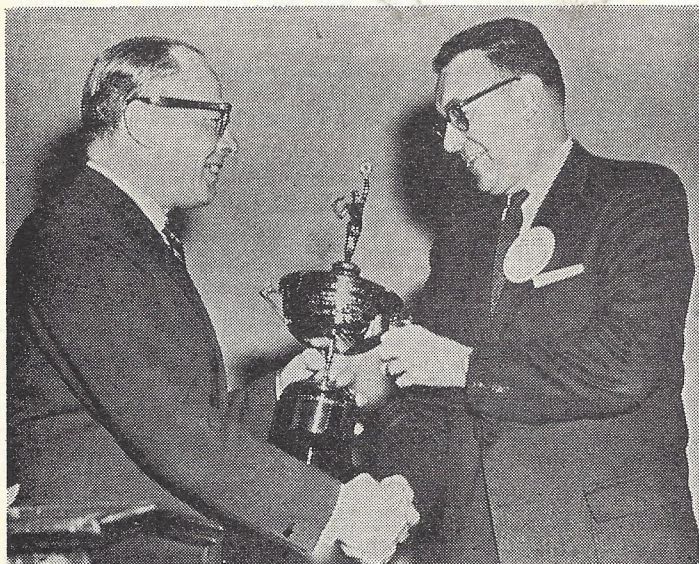


PUBLISHED IN THE INTEREST
OF EMPLOYEES AT THE
FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

Volume 2, No. 2.

February, 1958

THAT'S OUR TROPHY!



IT'S DIFFICULT to determine who is the happier over the presentation of the Carling President's Trophy, a feature of the recent Marketing Conference in Atlanta.

The happy smiles of Carling President Ian R. Dowie, left, and our own Vice President Les Freidinger are visible proof that the trophy presentation was a conference highlight for both Carling executives.

We venture to guess, however, that no one could be more delighted than Mr. Freidinger if for no other reason than that he is fully aware of the planning and cooperation that contributed to making our plant's safety record so successful, and that the trophy is a richly deserved tribute to the efforts of every Frankenhmuth man and woman!

Two Hundred and Sixteen Meet To Honor Oldest Service Employees, Hail Safety Record

Two hundred and sixteen employees and their wives joined with Frankenhmuth plant officials to celebrate nearly 30 months without a lost-time accident at an evening meeting on February 8th at which the first Carling Employee Service Awards also were distributed.

Veteran employees honored at the meeting were Otto Frank, Sr., Spent Grain; Clarence Reif, assistant to the brewmaster; Clarence Rupprecht, Quality Control; Domenico Albera, Bottlehouse; Herbert Naegle, Personnel and Safety Director; and Wallace Baum, Cellars. Messrs. Frank, Reif and Rupprecht received watches commemorating 25 years of service, while Messrs. Albera, Naegle, and Baum will receive similar awards later this year.

Vice President Freidinger, congratulating these men, expressed the hope that this group will form the nucleus of a 25-Year Club. Within five years, he said, such a group would number 22 members.

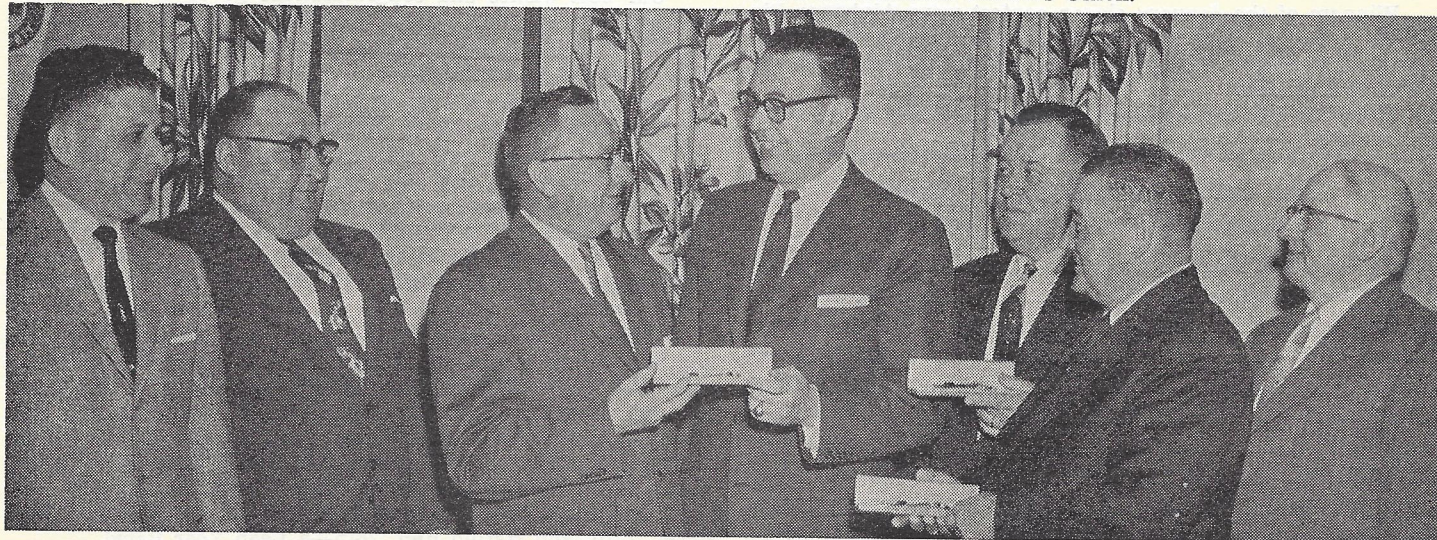
Will Make 110 Awards

During 1958, Mr. Freidinger said, 110 awards for service ranging from five years to 30 years will be presented to Frankenhmuth personnel. That number of awards would honor 84 per cent of all personnel, he said.

Master of ceremonies for the program was Wallace Weiss, production coordinator, and Herbert Naegle congratulated all personnel for their unfailing support of the safety program.

A second accident-free year, which meant that not a single person lost a minute's pay because of a lost-time accident, earned our plant three honors: the 1957 Carling President's Award, a National Safety Council Award, and a similar U. S. Brewers Foundation award.

George Schmunk, Local 212 President, pledged continuing support of the safety program to help maintain the record through 1958. A special guest was Harold Bondy, representative of the International Brewers Union.



PRESENTATION OF watches in recognition of 25 years' service was a highlight of the recent Safety and Service award meeting attended by 216 employees and their wives. Left to right are Herbert Naegle, personnel and safety director; Wal-

lace Baum, Cellars; Clarence Rupprecht, Quality Control; Mr. Freidinger; Otto Frank, Sr., Spent Grain; Clarence Reif, assistant to the brewmaster; and Domenico Albera, Bottlehouse.

Raymond Veitengruber Is 'Sugar Beet King' With a Record Yield of 22.3 Tons Per Acre



Raymond Veitengruber of the Bottlehouse, left above, shows Bottlehouse Supervisor Edward Johnson the plaque he received from Michigan State University for having the best per-acre sugar beet yield in the State of Michigan last year.

Ray, whose feat has been widely publicized throughout the state, produced an average of 22.3 tons of beets per acre on a 6.1 acre tract. Next best yield was 21.7 tons per acre on tracts of less than 10 acres.

Ray operates a 60-acre farm near Frankenmuth but had never grown sugar beets before last year. Unlike most part-time farmers, he raises cash crops—sugar beets, beans, corn, oats and hay, and also raises dairy cattle.

Next year, Ray plans to plant about nine acres of beets, which he is under contract to sell to the Michigan Sugar Company's Caro plant.

Ray is married and the father of Ronald, 7, and Cherie Ann. He works the second shift in the Bottlehouse, an arrangement that gives him his mornings and early afternoons for working on his farm.

Announce Names of First Ten Winners In Monthly Safety Slogan Contest

The first 10 winners of the monthly safety slogan contest have been determined, and a new contest slogan announced for the month of March. Winners announced here were for the January slogan with February winners now being sought.

The March slogan, which you'll have to know if you hope to qualify for a prize is: "A MAN WHO DOES HIS WORK SAFELY, DOES IT WELL."

Winners of the January slogan contest were Alphonse Bishop, D. N. Parks, Elmer Poellet, William Rushford, Jack Strobel, Albert Kaul, LeRoy Witkop, William Mayer, Robert Williams, and Harold Eischer.

Memorize the new slogan now so that if you're called you'll be a winner!

The Carling Frankenmuth News Associate Editor, Herbert Naegele

George Schmunk	Brew House
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	Brew House
Virginia Tremonti	Office
Alfred Buzzard	Bottle House

Central Division Sales Representatives In Spotlight at Marketing Conference

The recent Carling Annual Marketing Conference, held this year in Atlanta, Georgia, spotlighted several of our own Central Division men and demonstrated to the entire assembly that our plant and division personnel are "on their toes" all the time.

Regional Manager G. F. Rieck was awarded the Central Division's "Man of the Year" trophy, and P. J. Higgins, who a year ago received the "Rookie of the Year" award won additional honors in his sophomore year for the best record in his region. Award for 1957's "Rookie of the Year" went to W. A. Kozaren.

Actually, of the five divisional awards presented, three were received by members of this region. No region, incidentally, is eligible for more than three awards.

An important prize winner at the conference was R. J. Edwards, Michigan State Manager, who won first prize for submitting the best Market Study Presentation.

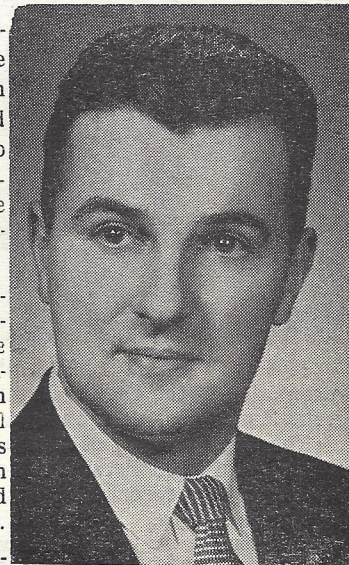
Wallace Weiss, Active in Many Civic Affairs, Nominated for Council at Village Caucus

Wally Weiss, Production Coordinator, was nominated for councilman at the Village Caucus on Saturday, February 15, an action which makes his election automatic.

Wally, who serves the community in many ways, is vice president of the Frankenmuth Memorial Park Association, and a member of the Rotary Club where he has been bulletin editor for the past five years. He was a director of the Community Fund Board for four years.

Currently he is on the publicity committee for the Frankenmuth Chamber of Commerce. He is a member of the Board of Elders of the St. Lorenz Church and the Church Council, as well as mission treasurer. He also is a member of the Frankenmuth American Legion Post 150, and the Lutheran Laymen's League.

Wally is married and the father of four children.



MR. WEISS

PEOPLE IN THE NEWS

Our best wishes and congratulations go to Mr. and Mrs. Rudolph Jordan, whose wishes have been fulfilled with the obtaining of adoption papers. They are now the proud and happy parents of a son, Jay Mitchell.

Marvin Sullivan is back at work after a five weeks' illness. We wish him good health in the future.

Three Carling Frankenmuth families welcomed additions in recent weeks: Mr. and Mrs. Harold Hoadley, Jr., a son, Rodney John, born February 6th and weighing 9 lbs., 15 ozs., Mr. and Mrs. Ruben Reif, a daughter, Suzanne Mary, born February 20th and weighing 7 lbs., 6 oz.; and Mr. and Mrs. Arno Rogner, a daughter, Patricia Ann, born February 21st, and who weighed 6 lbs., 15 oz.

February, the month of Presidents, saw these Carling people celebrating birthdays: Alice Loesel, 1st; Glenn Auernhammer, 2nd; Ralph Eischer, 3rd; Albert Nefe, 4th; Clifford Mossner, 6th; Bernard Todd, 10th; Albert Kienitz, 12th; Martin Eischer, 12th; Howard Maurer, 12th; Lois Krafft, 14th; William Rohn, 16th; Charles Nestell, 17th; Charles Baldwin, 18th; Anton Kern, 19th; Ottomar Rupprecht, 23rd; Theodore Wescoat, Jr., 23rd; Reinhard III, 23rd; Marvin Sullivan, 26th; Aloysius Quaderer, 27th; and Harold Reif, 28th—a Leap Year Baby!

Congratulations to everyone!