

CARLING

FRANKENMUTH NEWS

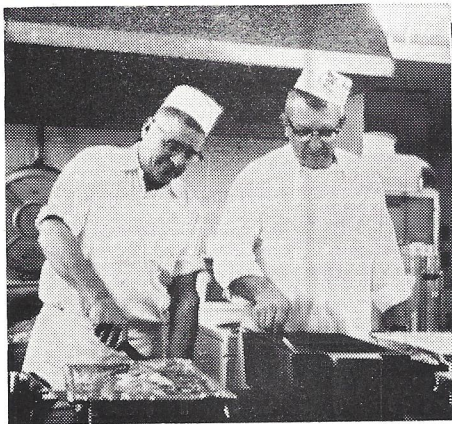


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PLANT OF THE CARLING
BREWING COMPANY

Volume 7, No. 12

January, 1964.

Fun, Fine Food -- A Frolic...



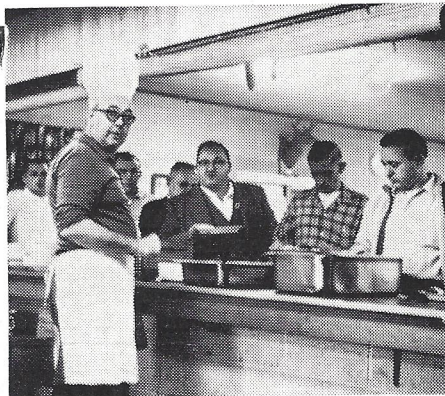
Kitchen Duet -- L. D. (Boad) Grainger, left, and Police Chief Henry Zinck.



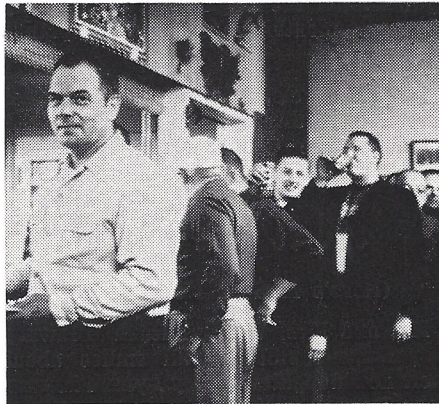
Left to right, Esther Bierlein, Bernadine Krick and Lucille Woern.



George Schmunk, Local 212 president, having a pre-dinner snack in the kitchen.



Plant Manager Les Freidinger, foreground, serving Martin Eisner, left, and Clarence Frank and Ralph Woodhull.



Jack Sylvester, foreground, is a satisfied first in the chow line.



Matt Szymanski, left, and Harold Bondy, Local 212 business agent, chat after dinner.

The Verdict: Game Dinner Best Ever!

"Never tasted any as good!"

"The best ever!"

"Why, Hank, we didn't know you could cook, too!"

"C'mon, let's go back for seconds."

Those were typical remarks at Carling Frankenmuth's first employees' venison dinner Jan. 18 at the Frankenmuth Conservation Club.

The venison stew, everybody agreed, was superb. The meat, done to a turn, nestled in brown gravy, carrots, whole onions and celery morsels. White, flaky boiled potatoes and home-made bread went with the stew. There was home-made cake and coffee for dessert.

More than 100 of us, garbed in comfortable sport shirts and slacks, came for the good food and fun. Nobody was disappointed.

Frankenmuth Police Chief Henry (Hank) Zinck, that husky and likable custodian of law and order, was the cook. Hank spent the better part of a day and night preparing the venison stew. He proved himself a nifty hand with a skillet, as he's done on other occasions.

Everybody hopes "Chef" Zinck will give a repeat performance next year.

On Friday night before the dinner, he had able kitchen help from weeping assistants -- Plant Manager Les Freidinger, Local 212 President George Schmunk, Wally Weiss and Wally Riethmeier -- as they peeled onions by the peck.

Venison for the dinner was donated by employees of the brewery.

In a short talk, Les Freidinger thanked Chief Zinck for his efforts and the hunters for the venison donations.

He again praised Carling Frankenmuth employees for their teamwork in adding to the plant's safety laurels. He also outlined plant improvements contemplated this year, which call for a new cooler and

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Game Dinner

(Continued From Page 1)

construction of a new filter room in the location of the old racking room.

LES CALLED ATTENTION to the Michigan brewing industry's handicap under the excessive state beer tax.

Although our plant held its own in sales last year, he pointed out, total Michigan brewing industry sales last year were down 7%, equal to 200,000 barrels.

"We in the brewing industry are one of the most legitimate businesses in Michigan, yet we are paying far more than our fair share of taxes," he said. "We've all got to work mighty hard to help correct this situation for the good of all of us."

Special guests included Harold Bondy of Detroit, Local 212 business agent, and Stan Lemanek and Bernie Yelcho, AFL-CIO representatives of the Saginaw County United Fund. They showed some interesting sound-color motion pictures of scenic places in Germany.

Pool, ping pong, and card games were enjoyed after dinner.



Riffling the pasteboards, left to right, are Arnold Keinath, Don Quaderer and Jim Gruber.

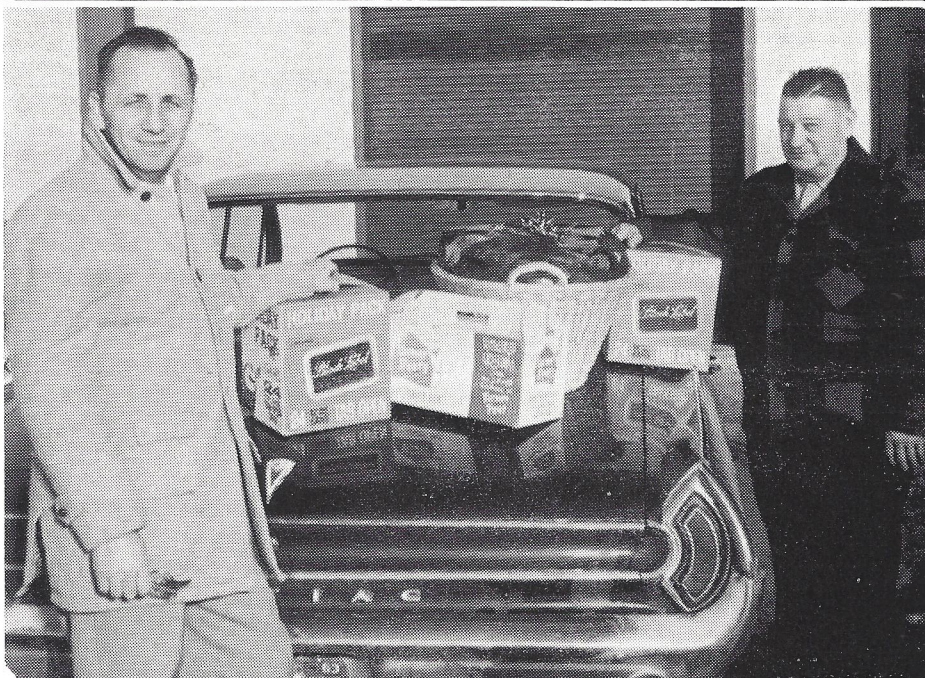


Ed Johnson, right, aims for the end pocket as Les Freidinger awaits his shot.



Left to right, Doc Pagels, George Weiss, retiree, and Wally Riethmeier.

(Dinner photos by Bill Bornemisza)



GIFTS FOR ERNIE -- George Schmunk, left, and Clarence Reif, assistant to the brewmaster, are shown with gifts they took to Ernie Gauderer, former Brewhouse employee and a member of the Quarter Century Club, for his Christmas and New Year's Day enjoyment. Ernie, incapacitated by illness, received some special holiday brew from the company and a big turkey, bacon, fruit cake and a basket of canned goods valued at more than \$50 from Brewhouse employees.

Safety Engineers Tour Plant

About 100 safety engineers from Saginaw, Flint, Bay City and Midland recently attended the Saginaw Valley Safety Council's monthly meeting in our plant's club room.

Herb Naegele, our plant's personnel and safety director, turned over the gavel to the Council's new president, James Blackney, personnel and safety

director of Consumers Power Company's Flint Division.

Other officers installed were: Vice-president, Ray Perlewitz, United States Graphite Co. Division of Wickes Corporation, Saginaw; secretary, N. A. Hages, Bay City Chevrolet; treasurer, Wallace Harper, Chevrolet Service Parts, Saginaw; directors, Arthur Rowe, Department of Labor, Saginaw; Orrie Grinnell, Saginaw Malleable Iron Plant; Preston Pelkey, Chevrolet Foundry, Saginaw; James Feahr, Consumers Power, Saginaw; Don McGill, McGill Sales, and Herb Naegele, past president.

After buffet luncheon Dr. J. Edward Manning of Saginaw discussed "Mutual Understanding Between the Small Plant and the Doctor".

There was a plant tour after the meeting.

New Brews

(Here's A Good New Group!)

Mr. and Mrs. William Rauh, Brewing Department, still are all smiles about their new daughter, Tracy Lynn. She was born Dec. 12.

Mr. and Mrs. Ralph Detloff, Laboratory, have a houseful of new happiness because of their newly-adopted daughter, Tamara Lynn. She came with them on Dec. 17.

Kevin Patrick, born Dec. 29, is the name of the new son of Mr. and Mrs. Donald Quaderer, Bottling Department.

Mr. and Mrs. John Brunn, Laboratory, are doting parents of their first born, Pamela Ann. She arrived Jan. 4.

Mr. and Mrs. Harold (Jim) Boquette, Engineering Department, are rejoicing about the latest addition to their family - Michael Jay, born Jan. 13, and a real charmer, we understand.

You can usually get the measure of a man by observing the things that move him.

Look Who's Tops!

CARLING BREWING COMPANY

Lost Time Injury Report

Jan. 1, 1963 to Dec. 31, 1963

Plant	L.T.I.	F.R.
Cleveland	6	3.33
Belleville	6	6.97
Natick	5	8.69
FRANKENMUTH	0	0
Atlanta	1	2.96
Tacoma	7	15.34
Baltimore	26	54.33
All Plants 1963	51	10.33
All Plants 1962	36	7.23

Light Gifts To Improve Our Safety

Every Carling Frankenmuth employee has received an automobile daytime running light to help him to safer travel to and from work and wherever else he may drive -- alone or with his family.

The running lights, made by Amsco Manufacturing Co., South Bend, Ind., and considered to be the best type of safety light available, were gifts of a grateful management.

The running light gifts were in recognition of our plant's recent completion of eight consecutive years of operation without a disabling injury. On Jan. 8 we had operated 100 months without a lost-time injury.

We still hold the world's safety record in the brewing industry. Being "champ" isn't easy. We had several real squeakers last year -- one of them only three days before the year ended.

Our safety record looks good on all of us -- especially the Engineering and Maintenance Department, which on Jan. 15 completed 11 years without a disabling injury!

Frankenmuth Cub Scouts, Den Mothers, Our Guests

More than 30 Frankenmuth Cub Scouts and Den Mothers recently viewed civil defense facilities and equipment in our plant.

Charles Nestell, Bottling Department, our specially-trained civil defense director, gave them an interesting and descriptive talk. Intelligent questions asked by the youngsters proved their visit worthwhile. The group also toured the Bottling Department.

Cub Scout Dens 4, 5 and 7 were represented. Den Mothers present were Mrs. Howard Nuechterlein and Mrs. Marvin Nuechterlein of Den 4; Mrs. Oswald Reindel and Mrs. Fred Hyslop of Den 5, and Mrs. Ken Bannerman and Mrs. Don Buchinger of Den 7.

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



SAFETY BONUS FOR MORE SAFETY - Leo E. Rousseau, right, assistant plant engineer, is shown presenting an Amsco automobile daytime safety running light to Glenn Spiekermann, as Willis Veitengruber and Howard Dietzel, left to right, all of the Engineering Department, look on. One of the lights, already installed, is shown in the center of the grille of the car in the background. The running lights, which are turned on automatically with the switch of the ignition, are acclaimed as a means of reducing traffic accidents by making cars equipped with them more noticeable.

Freidinger Talk Widely Acclaimed

Plant Manager Les Freidinger's recent talk before the Food and Beverage Section of the National Safety Council has been widely reproduced.

It was titled, "Safety Attitudes -- Whose?". In it he told the story behind our safety record and the unremitting teamwork on the part of all Carling Frankenmuth employees which made it possible.

Safety Slogan

"There Is No Better Bargain Than A Used Safety Rule".

That's our January Safety Slogan and one to remember all during 1964.

And now the list of December Safety Slogan Contest winners, each of whom received a gift certificate from Rau Electric:

Robert Williams, Esther Bierlein, Mrs. Arthur Gendron, Charles Baldwin, Mrs. William Barrett, Mrs. Lloyd Edwards, Mrs. Glenn Spiekermann, Mrs. Howard Bierlein, Mrs. Ottomar Rupprecht, Mrs. Martin Eischer, Glenn Harris and Lois Krafft.

Bock Beer Soon

The Michigan Liquor Control Commission has approved the sale of 1964 bock beer on Feb. 24. Carling Frankenmuth will be ready with its distinctive Black Label brand.

His talk was reproduced verbatim in the December issue of the Brewers Digest magazine. It was done in a six-page spread accompanied by seven photographs taken in our plant. An account of his talk also appeared in the National Safety News.

Les will be featured speaker at a meeting of the Saginaw Valley Safety Council March 9 at High Life Inn. About 75 industrial safety engineers will attend.

Prosit!

February is the birthday month for 20 of us here at Carling Frankenmuth.

The "happy birthday" greeting will be appropriate in this order:

Feb. 1 - Alice Loesel; 2 - Glenn Auernhamer; 3 - Ralph Eischer; 5 - Wallace Mayer; 6 - Clifford Mossner; 10 - Bernard Todd; 11 - Floyd Matzke; 12 - Albert Kientz, Martin Eischer and Harold Maurer; 14 - Lois Krafft; 16 - William Rohn, Jr.; 17 - Charles Nestell; 18 - Charles Baldwin; 19 - Anton Kern; 23 - Ottomar Rupprecht, Theodore Wescoat and Reinhard III; 27 - Aloysius Quaderer; 29 - Harold Reif.

She didn't want to marry him for his money, but there just wasn't any other way to get it.

Plant Tours Here Attract Thousands

Talk with a man, woman or child who has toured our plant and you're in the presence of somebody who's been pleasantly indoctrinated in the "think kindly of Carling" school.

Last year a total of 9,248 men, women and children from 31 states and from nine foreign countries toured our plant to watch us in action. Tours are conducted by members of the Supervisory group who are well versed on the plant operation.

Guests invariably are impressed with our plant's cleanliness and neatness of our employees in uniform. And they never fail to be impressed with our safety record and the things we all do in co-operating to keep it intact.

The visitors come from all walks of life. One group may be college students with instructors. Another consists of military servicemen. Industrialists and business men enjoy the tours and the opportunity to see how a modern brewery such as ours operates to make the best product possible. Women always show keen interest. They call us good "housekeepers".

Our 1963 visitors came from these foreign countries: South Africa, Germany, Guatemala, Canada, Korea, Japan, Austria, India and Finland.

Others came from these states: Ohio, Illinois, Washington, Wisconsin, North Carolina, West Virginia, Texas, Minnesota, Indiana, South Dakota, North Dakota, Kentucky, Oklahoma, Florida, Connecticut, New Hampshire, New Jersey, Pennsylvania, New York, Montana, Massachusetts, California, Virginia, Georgia, Kansas, Maryland, Louisiana, Nebraska, Iowa, New Mexico and Rhode Island.

Carling Befriends Medical Schools

For the sixth consecutive year Carling Brewing Company made a donation to the National Fund for Medical Education as a Christmas memorial gift in the name of its seven hundred independent distributors in 50 states.

Recipe for Making a Home

Take 1 cup of Friendship, add 1 cup Thoughtfulness; mix well with a pinch of powdered Tenderness, lightly beaten into a bowl of Loyalty to which has been added 1 cup of Faith, 1 cup of Hope and 1 cup of Charity.

Be sure to add a teaspoon of Gaiety that sings, and the ability to laugh at little things. Moisten with sudden tears and heartfelt sympathy. Bake in good-natured pan and serve often.



STILL A MOST HANDSOME FELLA

Donald Duck, that swashbuckling Mallard wild duck which has been paddling in the river near our plant almost two years while proving an able and prolific ruler of the roost in the duck population, succumbed recently.

It is not known whether Donald died of old age or merely by living it up too much with late hours and excessive marital duties. At any rate, members of our Quarter Century Club decided Plant Manager Les Freidinger might like the deceased Donald as a keepsake and had him perpetuated in this form by a taxidermist.

Otto Frank, 35-year employee and member of the Quarter Century Club is shown presenting Donald to Les. Donald is preserved handsomely -- even to the lively gleam in his eye.

Carling Sales Increase In '63

For the 15th consecutive year Carling Brewing Co. has achieved a substantial increase in the sale of its beer and ale.

Henry E. Russell, our company's president, said that Carling last year sold 5,681,141 barrels of Black Label Beer, Red Cap Ale and the two regional brands, Stag and Heidelberg.

This was an increase of 322,533 barrels over 1962, amounting to a six per cent advance. Although the brewing industry's volume figures are not yet available, the

Carling gain will be considerably in excess of the total industry's increase.

The rise enabled our company to maintain by a comfortable margin its rank as the fourth largest brewing organization in the United States.

Continuing its expansion program, Mr. Russell said Carling has completed construction and is installing equipment in its eighth brewery in Fort Worth, Texas. It will begin shipping this spring.

Last year our company signed an option to buy 35 acres of land in the San Francisco Bay area where it will construct its ninth plant.

Other 1963 highlights, said Mr. Russell, were further decentralization of the company's management structure with new operating divisions including marketing responsibilities established to cover the East Coast, South and Southwest and the Pacific Coast-Rocky Mountain areas of the country.

He said our company is continuing research into new processes in brewing and package which are expected to contribute reduced costs of operation to spur further sales increases.

Don't do things by halves — the other half may be the one that counts most.

There are bigger things in life than money. Bills.

Conceit makes some little squirts think they are fountains of knowledge.