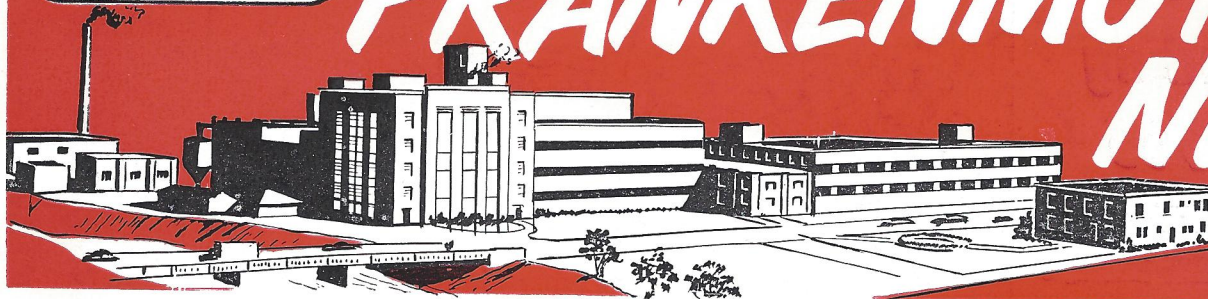


CARLING

FRANKENMUTH NEWS



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

Volume 9, No. 1

January, 1965

New Credit Union Off To Good Start

Max Erndt Named President; Schmunk Helps In Formation

The new Frankenhmuth Credit Union organized here recently boasts an impressive start, with 120 members and the list still growing.

It was organized last Dec. 12 under direction of George Schmunk, Carling Frankenhmuth Local 212 president, and Arthur Guimond and Vince Schickinger of the Michigan Credit Union of Saginaw. By-laws for the new credit union, which has Charter No. 1038, have been approved by the State Banking Department of Michigan.

Charter members are: George Schmunk, Brewing; Max Erndt, Engineering, Harold Matzke, Brewing; Frank Razing, Assistant Brewmaster; Norbert Matzke, Bottling; Glenn Harris, Bottling; Walter Fuhrmann, Supervisor; Peter Arnold, Brewing; Willis Veitengruber, Engineering; Arno Rogner, Office.

MAX ERNDT WAS ELECTED PRESIDENT of Frankenhmuth Credit Union 1038. Other officers are: Vice president, Harold Matzke; secretary, Roy Pariberg, Zeilinger Beverage; treasurer, Willis Veitengruber; assistant treasurer, Alice Loesel, Personnel Department.

Max Erndt, Harold Matzke and Willis Veitengruber also are president, vice president and treasurer, respectively, of the board of directors. Walter Schrader, Supervisor, is chairman of the supervisory committee. Alfred Matzke, Assistant Brewmaster, is chairman of the credit committee. Roy Pariberg, Zeilinger Beverage, is clerk of the board.

Directors are Frank Razing, Arno Rogner and Wells Barrett, Brewing Department.

(Continued on page 2)



SIGNING UP—Henry Oldenburg, right, Bottling Department, is shown signing as a member of the newly-formed Frankenhmuth Credit Union as Max Erndt, center, and Willis Veitengruber look on. Max and Willis are president and treasurer, respectively, of the credit union which has Charter No. 1038 and has been approved by the State Banking Department of Michigan. The Frankenhmuth Credit Union was organized last Dec. 12. Its membership has grown rapidly. Directors had their first meeting Jan. 18.

Carling 'Ad' Series On Launch Pad

Carling's 1965 advertising program will be detailed as a feature of a Detroit regional sales meeting Feb. 4 in Detroit for distributors there.

We'll be seeing soon in the national magazines, newspapers and television what Carling has had prepared in new and springly advertising messages to sell more Black Label Beer and Red Cap Ale. Radio also will be used liberally.

The program was preceded by extensive research into what most people like in beer. Advertising in our company's new program is designed to tell that story in a bright, vibrant manner instead of the trite and belabored advertising "pitch" which marks efforts of some others in the industry.

When you see the new advertisements in the various media, you'll realize your company again has gone first class!

Company Plans More Spending Here For 1965

Again this year Carling has programmed a substantial sum of money for improvements in our plant to keep us competitive and able to withstand challenges of all comers.

A faster and better method of unloading grain at the Gera railroad siding will be employed. There also will be a new system installed in our plant, independent from the present one, so truckloads of malt or corn grits may be unloaded without interfering with the brewing operation.

A new stainless steel bottom has been installed in the lauter tub and workmen have completed a six-foot extension on the loading dock. This will accommodate all large trucks so plant doors may be closed while loading and unloading is done inside.

There also will be major changes this year in our plant's distribution system.

A new draft bar will be added in our club rooms for our own pleasure at special events and for use by guests.

(CREDIT UNION, from page 1)

Directors had their first meeting Jan. 18.

THE CREDIT UNION, for hourly and supervisory personnel, makes loans for doctor bills, automobiles, household goods and other purposes.

Loans are now available and applications may be made with Willis Veitengruber.

New Brews

MR. AND MRS. WILLIAM RUSHFORD, ENGINEERING DEPARTMENT, are mighty proud of their latest family addition -- a son born Jan. 18 at St. Mary's Hospital. He weighed 7 pounds, 9 ounces. Mr. and Mrs. Rushford now have five boys.

MR. AND MRS. HENRY BENDER, JR., BOTTLING DEPARTMENT, also were all smiles on Jan. 18. That was the day their new son was born at St. Mary's Hospital. He weighed 9 pounds.

No Fast Moves, Please

"How do you like my new evening gown?" asked the wife.

"Pretty, but confusing," was the reply.

"How do you mean confusing?"

"Well," said the husband, "I can't decide whether you're on the inside trying to get out, or on the outside trying to get in."



HARD AT WORK—Our newly-formed credit union office in unused space donated by the company in the Power House was created by a skilled band of Carling employees. Here's part of the group as they are doing it. Left to right, Max Erndt, Arnold Scharrer and William Rushford, all of the Engineering Department.

Who, Where, When, With Carling...

Herbert F. Beyerlein, Brewhouse, received his 10-year service award on Jan. 3. Next in line for honors in the month, was **Aloysius Quaderer, Bottling Department**, who was presented his 20-year service award on Jan. 22.

Mr. and Mrs. Wallace Weiss have been vacationing in Florida.

Wallace Riethmeier, comptroller, returned Jan. 15 after a three-month assignment in Phoenix, Ariz. While there he coordinated Carling's take-over of the Arizona Brewing Company, newest in our company's list of acquisitions.

L. M. Freidinger, regional vice president and general manager, has been elected a director of Saginaw Savings & Loan Association, which soon will open a branch office in Frankenmuth.

Prosit !

Twenty-one birthday anniversaries will be celebrated by our friends and fellow employees here.

"Happy birthday" greetings will be appropriate in this order: Feb. 1 - Alice Loesel; 2 - Glenn Auernhamer; 3 - Ralph Eischer; 5 - Wallace Mayer; 6 - Clifford Mossner; 8 - Donna Rodammer; 10 - Bernard Todd; 11 - Floyd Matzke; 12 - Albert Kienitz, Martin Eischer, Harold Maurer; 14 - Lois Krafft; 16 - William Rohn, Jr.; 17 - Charles Nestell; 18 - Charles Baldwin; 19 - Anton Kern; 23 - Ottomar Rupprecht, Theodore Wescoat, Jr., Reinhard Ill; 27 - Aloysius Quaderer; 29 - Harold Reif.

Fifty members of the **Michigan Licensed Beverage Association's executive board** toured our plant Jan. 19 and enjoyed a buffet luncheon in our club room.

Seventy-five **Senior Citizens of Detroit** enjoyed a plant tour here Jan. 21.

Twenty-five **Frankenmuth High School Y-Teens** recently visited our fall-out shelter and viewed our bottling and packaging department. The tour was guided by **Charles Nestell**, our civilian defense director.

Safety Slogan

"ADD TO YOUR SAFETY -- THINK BEFORE YOU ACT!"

Mark that down as our January safety slogan to start another year of caution and safe operation.

December safety slogan contest winners, each of whom received a personalized door mat, were **Roy Seiferlein, Jack Strobel, Rudolf Lauber, John Schluckebier, Jr., Robert Williams, Lester Beneman, Esther Bierlein, Arthur Gendron, Charles Baldwin, Carrol Nuechterlein, Loyd Edwards, Martin Eischer**.

All In Family

Almost \$3,000,000 was spent on expansion of the brewery of **Beamish and Crawford, Ltd.** in Cork, Ireland, announced **E. P. Taylor**, board chairman of Canadian Breweries, Ltd.

Beamish and Crawford is a wholly owned subsidiary of **Canadian Breweries, Ltd.** which is also the parent company of Carling Brewing Company in the United States.

They Ask: What Beats Frankenmuth Cookin' ?

Question Posed At College Student Homecoming Party

One of the highlights of the Christmas holiday season for Plant Manager Les Freidinger was the luncheon party he gave at Zehnder's Hotel for Carling Frankenmuth employees' sons and daughters home on vacation from college.

Besides having a real fun get-together, they "solved" some of the world's problems when Les asked them questions on current affairs. Personnel and Safety Director Herb Naegele and Wally Weiss, production coordinator, helped Les show the guests a good time.

These were the student guests: Sally Pagels, daughter of Lawrence Pagels, Accounting; Marilyn Lash, daughter of Arthur Trumble, Bottling; Michelle Schutt, daughter of Charley Winkler, Bottling; Gary and Joan Rupprecht, children of Clarence Rupprecht, Quality Control; Edward Wylie, son of John Wylie, Bottling; Patricia Quibell, daughter of Alfred Bielert, Bottling; Reed and Bill Freidinger, sons of Les Freidinger; Lee Price, son of Jack Price, Brewmaster; Pauline Nuechterlein, daughter of Richard Nuechterlein, Accountant; Larry Rodammer, son of Edwin Rodammer, Engineering; Stephen Naegele, son of Herb Naegele; Ralph Dinse, son of Harold Dinse, Bottling.

Our Sympathy

Our sincere condolences are extended two of our co-workers bereaved by family deaths.

Rita, the wife of Rudolf Lauber, Brewing Department, died Jan. 12 at St. Mary's Hospital. She was 38 years old. Besides her husband she leaves a son, Gary, and a daughter, Marilyn, all at home. Funeral services were at the Nuechterlein-Wendt Funeral Home.

The father of Jack Sylvester, Bottling Department, died Jan. 17 at his home after lengthy illness. He was 69. Services were at the Achenbach Funeral Home.

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



SPECIAL GUESTS -- WITH APPETITES—This healthy looking group of college students were recent guests of Plant Manager Les Freidinger at Zehnder's Hotel. They are sons and daughters of Carling employees. Seated, left to right: Personnel Director Herb Naegele, Sally Pagels, Les Freidinger, Marilyn Lash, Michelle Schutt, Wallace E. Weiss, production coordinator. Standing, left to right: Gary Rupprecht, Edward Wylie, Patricia Quibell, Reed Freidinger, Joan Rupprecht, Lee Price, Pauline Nuechterlein, Larry Rodammer, Bill Freidinger, Stephen Naegele and Ralph Dinse.

That's Us--Heading For 10th Safe Year In Row Together!

On Dec. 31 we completed our ninth consecutive calendar year without a single disabling injury among a total of 3,753,556 man-hours worked.

Now that we've made our way up that steep hill of nine outstanding years of safety accomplishment, we're being watched by competitors in the brewing industry to see if we stub our toe in 1965. Let's be certain we don't -- let's make it 10 safe years in a row!

When all the safety awards and trophies are in for last year's achievement, we will have a total of 56 to show for those nine years.

These will be added: Carling President's Trophy, National Safety Council first-place award, the "Award of Honor", highest recognition obtainable for outstanding plant safety; U.S.B.A. first-place award; Carling Safety Award for the best safety record in inter-plant competition; Greater Saginaw Safety Council Award in recognition of exemplary accident prevention work in the Saginaw Valley.

Near-Fatal Slip

A 36-year-old Boston housewife cleaned her kitchen floor one evening just before dinner time with a mixture of household cleansers, commercial bleach and vinegar. Shortly after dinner the entire family became ill with nausea, headaches, dizziness and coughing. Fortunately, everyone recovered.

What happened?

In mixing the bleaches and the vinegar, this lady inadvertently released some chlorine gas in her small, tightly closed kitchen.

The moral is simple. Be very cautious about mixing two or more powerful cleansers, such as are used for ovens and toilet bowls; mixing them with each other or with household ammonia or vinegar. Just because each cleanser is relatively safe when used alone doesn't necessarily mean it's also safe in mixtures.

The strong cleansers often are tricky to use. The package labels on can, bottle or carton include explicit directions for proper and safe use. The labels point out the potential dangers. The problem is that many householders have become so familiar with the common cleansers that they no longer bother to read the labels.

Our Dearborn Carling Sales Team A Sizzler

Two-Million Plus Cases Sold Wins Gold Case Award

Carling Brewing Company recently honored Dearborn Beer Distributors for achieving in 1964 the greatest sales record of any Michigan Carling Distributor.

The Dearborn firm sold more than 2 million cases of Carling products last year. The victorious concern is one of four Wayne County Carling distributors. It is owned by Eugene Smith and John Kokoszka. Dearborn Beer Distributors began selling Carling products in 1950. It achieved its first million-case year in 1957.

At the sales victory dinner, Mr. Smith and Mr. Kokoszka accepted the glistening Carling Gold Case Award. This is a gold beer case to be displayed prominently in offices of Dearborn Beer Distributors. Each of the smiling owners received an inscribed, custom-made desk set and a handsome wall plaque.

THE FIRM ALSO RECEIVED a color movie of last summer's Carling World Golf Championship which was played in Birmingham. Each of its 110 employees was awarded a personalized cigaret lighter commemorating the occasion.

About 250 guests attended the gala sales record party in Detroit's Latin Quarter.

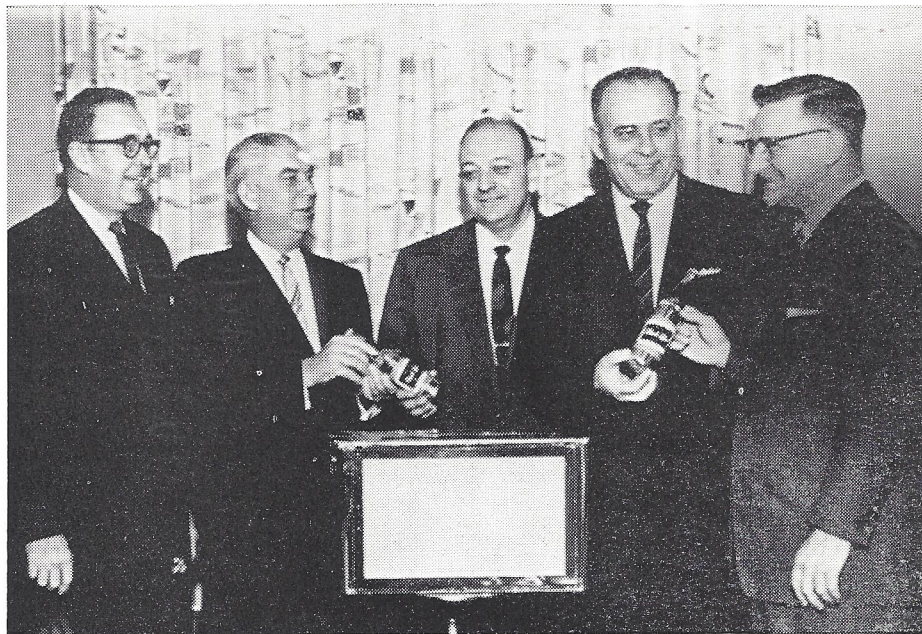
Dearborn Beer Distributors, which serviced 3,200 accounts in Metropolitan Detroit in setting its fantastic sales record, also sold 8,977 barrels of Black Label draught beer in 1964.

Family Fare

Here's a new recipe we think your family will enjoy: In addition to pleasing husbands, it has a great appeal for children. They love Surprise Hamburgers, especially those youngsters inclined to discard the too-thick regulation buns.

SURPRISE HAMBURGERS

- 1½ pounds ground beef
 - 1½ teaspoons salt
 - ¼ teaspoon pepper
 - 1 teaspoon dry mustard
 - 2 tablespoons chopped onion
 - 2 tablespoons pickle relish, drained
 - 12 slices round bread
 - Catsup
 - 3 eggs
 - ½ cup milk
 - ¼ teaspoon salt
- Combine ground beef with salt, pep-



PROUD MOMENT—Eugene Smith, center, and John Kokoszka, right, owners of Dearborn Beer Distributors of Detroit, are shown as they were honored recently in Detroit by Carling Brewing Co. for selling more than 2 million cases of Carling products in 1964. They are shown with the Carling Gold Case Award they received. Others, left to right, are Regional Vice President L. M. Freidinger, R. J. Edwards, Detroit regional sales manager, and Donald J. Tonini, Cleveland, Ohio, divisional sales manager.



TASTY SPREAD—Here's what a Surprise Hamburger, as described in the accompanying recipe, looks like with all the proper trimmings.

per, mustard, onion and relish. Divide into 6 or 8 equal portions and form into thin patties about 3½ inches in diameter. Fry quickly in butter or oil until lightly browned, about two minutes on each side. Spread one side of bread with light

layer of catsup; place patty between two slices of bread. Beat eggs with milk and salt. Carefully dip each hamburger sandwich into egg mixture and fry in butter on both sides until golden brown. Serve hot. Yield: 6 to 8 sandwiches.