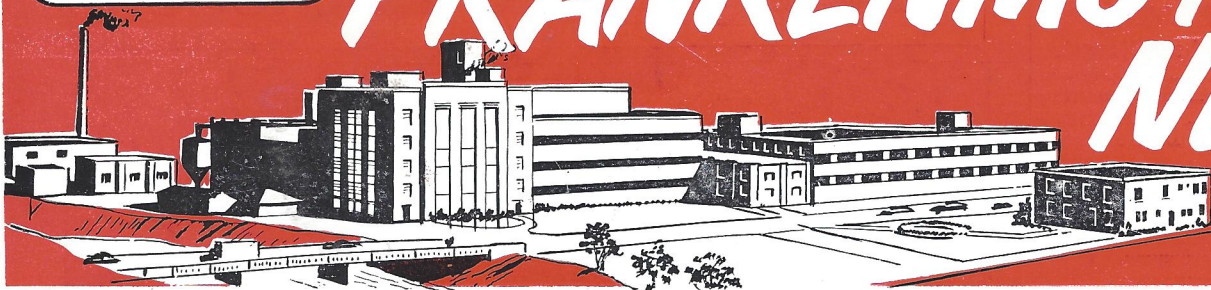


CARLING

FRANKENMUTH NEWS



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

Vol. 4, No. 2

July, 1961.



FAREWELL TO A GOOD MAN—Paul L. Schuler, left center, chairman of the United States Brewers Association Safety Advisory Committee, receives congratulations and a hearty handshake from Les Freidinger, Carling Frankenmuth plant general manager and regional vice-president. The occasion was a dinner enjoyed during a two day conference and study session conducted here by the USBA committee. Schuler, head of the medical service department of Theo Hamm Brewing Co., St. Paul, Minn., is retiring soon after 44 years in the brewing industry. Others, left to right, are John Miskelly, William Wetzler, Herb Naegle, Frank Parker, J. E. Brodhead, Mike Aicher, William Mulvenna, Joseph Menendez, Norman L. Heuer, Calvin V. Luc. Seated are Gregg Meyers and N. de Tarnowsky.

Quarter Century Club Scholarship Praised By Lutheran Clergyman

Carling Frankenmuth News is pleased to reproduce this self-explanatory letter concerning our Quarter Century Club's new William H. Mayer Scholarship Fund for deserving and qualified sons and daughters of our plant's employees.

It was written by Rev. H. A. Mayer, D. D., secretary of missions of the Lutheran Church, headquartered in St. Louis. He is a brother of the late William H. Mayer, a 25-year veteran here before his death.

Carling Brewing Company
Frankenmuth, Michigan
Dear Sirs:

The April issue of the Carling Frankenmuth News has just been brought to my attention.

It contains the story about the scholarship fund which the Quarter Century Club has established. I wish to express my joy and appreciation for the fact that the club thought it fitting to call this the William H. Mayer Scholarship. May it serve to perpetuate his memory and bring rich blessings through the years to the recipients of this scholarship.

May the spirit of practical Christianity which has characterized Frankenmuth during more than a century of its existence also continue to pervade employers and employees of your institution.

Very sincerely yours,
H. A. Mayer

Here Two Days

Safety Group Impressed By Our Brewery

The United States Brewers Association Safety Advisory Committee last week concluded a two-day conference and study session here which proved one of the most successful and informative meetings in its history.

The 13-man committee was welcomed by Plant Manager Les Freidinger and escorted on a plant tour by Safety and Personnel Director Herb Naegle during its eventful visit.

Every employee in our plant can be proud of the fine impression our good housekeeping and all-around plant cleanliness made on the visitors.

A **PRINCIPAL REASON** the USBA Safety Advisory Committee met here was because of our record of nearly six consecutive years without a lost time disabling injury accident. Committeemen wanted to observe our safety procedures and operating techniques and spent hours viewing and discussing them during their two-day stay.

Discussion sessions were conducted at Zehnder's Hotel.

The conference here yielded ideas which will form part of the agenda at a USBA meeting Oct. 16-20 in Chicago in conjunction with the National Safety Council Congress.

Items discussed here by USBA Safety Advisory Committee members included motor vehicle driver training, blood assurance program benefits, housekeeping for safety, delivery problems, off-the-job

(Continued on Page 2)

Baltimore Bound

George Schmunk of the Brewing Department, United Brewery Workers Union Local 212 president, and Alfred Buzzard, Bottling Department shop steward, will represent their local at the union's 75th anniversary convention which begins Aug. 14 in Baltimore, Md.

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 Conference

(Continued from Page 1)

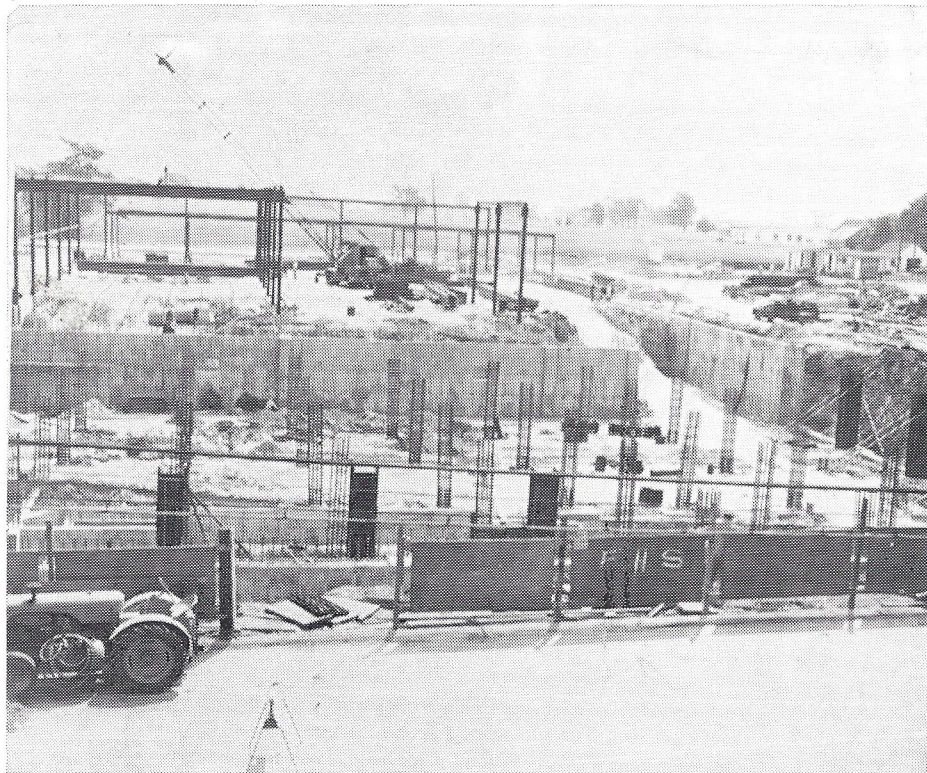
safety and noise control, etc.

A FEATURE OF THE CONFERENCE was a dinner at which Paul L. Schuler, committee chairman and head of the medical service department of Theo. Hamm Brewing Co., St. Paul, Minn., was honored for his impending retirement after 44 years in the brewing industry. Les Freidinger presented him with a special cake.

Safety Advisory Committee members here for the two-day meeting besides Paul Schuler were N. de Tarnowsky, F&M Schaefer Brewing Co., Brooklyn, N. Y.; Norman L. Neuer, Anheuser-Busch, Inc., St. Louis, Mo.; Calvin V. Luc, Jackson Brewing Co., New Orleans, La.; Joseph Menendez, Falstaff Brewing Co., St. Louis; Gregg Meyers, Pabst Brewing Co., Milwaukee, Wis.; John Miskelly, National Brewing Co., Baltimore; William Mulvenna, C. Schmidt & Sons, Inc., Philadelphia; William Wetzler, Storz Brewing Co., Omaha, Neb.; Mike Aicher, USBA, New York; Frank Parker, Michigan Brewers Assn. chairman, and J. E. Brodhead, George Wiedemann Brewing Co., Newport, Kentucky.

Herb Naegele is Carling Brewing Co.'s representative on the USBA Safety Advisory Committee.

Building Job On Schedule



JOB PROCEEDING APACE—This is a view of progress on construction of the addition which is part of our \$5.5 million plant expansion program. Building is on schedule.

Go-Go-Go Tigers!

Forty-one brewery employees will see the Detroit Tigers and Cleveland Indians play next Sunday in Detroit. The trip is sponsored by our Quarter Century Club. The bus will leave our plant at 9 a.m.

Carling Hospitality Wins Gratitude of Saginaw Official

A group of foreign visitors from far-flung parts of the world toured our plant recently in a visit arranged by Ed Krause of the A. T. Ferrell Co. of Saginaw.

They were in this country to study seed improvement in cooperation with the U. S. Department of Agriculture, and land-grant colleges and universities.

Before coming to the brewery they visited the Carl Mantey and Harry Rolf farms near Akron, where several thousand acres of experimental seed corn is being cultivated.

Visitors were from Argentina, Cambodia, Chile, India Indonesia, Turkey and Sudan.

Herb Naegele, our plant personnel director, received a letter of thanks from Floyd J. Sovey, A. T. Ferrell advertising manager, expressing gratitude for the tour.

Sovey wrote: "I thoroughly enjoyed our trip last evening, and I am certain you gathered that reaction from each one of our foreign and domestic guests.

"You made all of us aware that Carling's is not only a top beverage but a gracious host as well."



(Courtesy of Sheldon-Claire Co.)

Why Not Wish 'Em Happy Birthday?

Thirteen of our friends and fellow workers here will celebrate birthday anniversaries in August.

Give 'em your "happy birthday!" greetings in this order: Aug. 4—Mary Lou Zinck, Marshall Fabbro; 5—Albert

Warnemuende; 9—Esther Bierlein, Flora Trinklein; 11—Raymond Gugel, Elton Jacobson; 12—Arnold Ehrlinger, Virgil Kridler; 15—Leonard Chase; 19—Alfred Hastedt; 24—William Barrett; 29—Albert Kaul.

Sept. 9 Is The Date Of Our Annual Plant Picnic At St. Lorenz (

People In The News

After a long siege of illness Harold Shook, Bottling Department, is recuperating at home.

Ernie Gauderer, Brewing Department, is convalescing at home after a lengthy stay at Saginaw General Hospital. We hope both Harold and Ernie are back with us soon.

Mr. and Mrs. Willis Veitengruber, Engineering Department, are the proud parents of a new daughter, Carla Sue. She was born July 26 at St. Luke's Hospital, Saginaw, and weighed 6 pounds and 15 ounces.

They Hold 'Fort' During Summer Vacation Period

We've 20 temporary summer employees on the payroll this year who are filling in nicely during our vacation periods.

Most of them are college students and some have worked with us several years.

Here's the list: Martin Gehrs, Clayton Hufnagel, Thomas Keinath, Timothy Keinath, Wallace Kern, Marco Marcet, LeRoy Parlberg, Eugene Rodammer, Eugene Rummel, James Rummel, Ronald Schutt, Mary Lou Zinck and Tom Meyer, all of Frankenmuth; Floyd Beyerlein, Vassar; Edward McNamara and John Pagels, Birch Run; James Uehlein, Chesaning, and Jon Diebold, Stewart Kirchner and James Klapp, Saginaw.



ALERT VISITORS—This lively-looking group of boys and girls, under direction of Mrs. Ralph Sbresny, toured our plant recently. They are members of the Gagetown 4-H Club.

Watch Jimmy Cavort!

Make a date to watch the stellar TV "special" of the summer Wednesday night, Aug. 9, when the United States Brewers Association presents its "Jimmy Durante Show". Headliners are Garry More, Janice Rule, Bob Hope and the one and only Jimmy Durante on NBC-TV.

Gagetown 4-H Club Enjoys Plant Tour

Thirty enthusiastic young members of the Gagetown 4-H Club toured our plant July 18. They asked many intelligent questions.

The group, under the direction of Mrs. Ralph Sbresny, also visited Star of the West Milling Co., Rupprecht's Sausage Store, Universal Engineering Co. and Bronner Display in Frankenmuth.

They Enjoy Tour, Plus Black Label



TABLE TOPPERS OUR GUESTS—Saginaw Table Toppers, shown here in our plant's club rooms, were recent guests for a tour and an ample supply of Black Label.

First Aid Booklet A Family Safeguard

With your next issue of Carling Frankenmuth News will be mailed a wallet-size first aid booklet for the vital safeguarding of you and members of your family.

No matter how good and how well observed your measures for safety may be, accidents cause excitement and confusion and even those who know a little first aid may forget. This pocket-guide booklet is designed to be kept on the person at all times in the wallet, purse or pocket.

The guide removes guesswork and indecision. It enables anyone who can read to do what is needed at once. Instructions are stated quickly and clearly. They can be read and acted on in seconds such as methods of artificial respiration, control of bleeding, burns, poison, shock, etc.

Knowing what to do and doing it at once can save lives and keep small injuries from becoming more serious.

The National Safety Council in cooperation with the American Medical Association has prepared and published the pocket guide to First Aid.

Church Grove. Fun For Everyone In The Family. See You All There!

Russell Takes Vital Post In Fund Drive

S. Sloan Colt, president of the National Fund for Medical Education, announced that Henry E. Russell, executive vice-president of Carling Brewing Co., Cleveland, has accepted the chairmanship of the Brewers' Division. The Fund is seeking \$10 million annually for the nation's 85 accredited medical schools.

Reason for the fund appeal, added Colt, is the mounting deficits experienced by medical schools and the necessity for receiving private and voluntary support.

In accepting the post, Mr. Russell said he would endeavor to enlist the brewing industry in the fund drive. He pointed out that medical education, which has scored outstanding gains in the past 50 years, should remain self-sufficient and self-reliant.

Serving with Mr. Russell on the Brewing Industry Committee are: H. Tracy Balcom, Jr., George Wiedeman Brewing Co.; Harry P. Heuer, Peter Hand Brewery Co.; J. C. Hoffberger, National Brewing Co.; W. H. Jensen, Great Falls Breweries, Inc.; Richard G. Jones, Jackson Brewing Co.; Robert P. Jornayvaz, M. K. Goetz Brewing Co.; Norman R. Klug, Miller Brewing Co.; Herbert H. Ladish, Ladish Malting Co.

Also: Philip Liebmann, Liebmann Breweries, Inc.; Datus E. Proper, Pearl Brewing Co.; Rudolph J. Schaefer, F & M Schaefer Brewing Co.; Eugene S. Selvage, Lucky Lager Brewing Co.; John W. Stroh, Stroh Brewery Co.; Robert A. Uihlein, Jr., Jos. Schlitz Brewing Co.; and Anthony von Wening, Basic Products Corp.

Last year the Fund awarded grants of over \$3 million to medical schools. The non-profit organization was formed in 1949. Former President Herbert Hoover is honorary chairman.

July Safety Slogan A Timely Reminder

For Accident-Free Recreation Take Safety On Your Vacation!

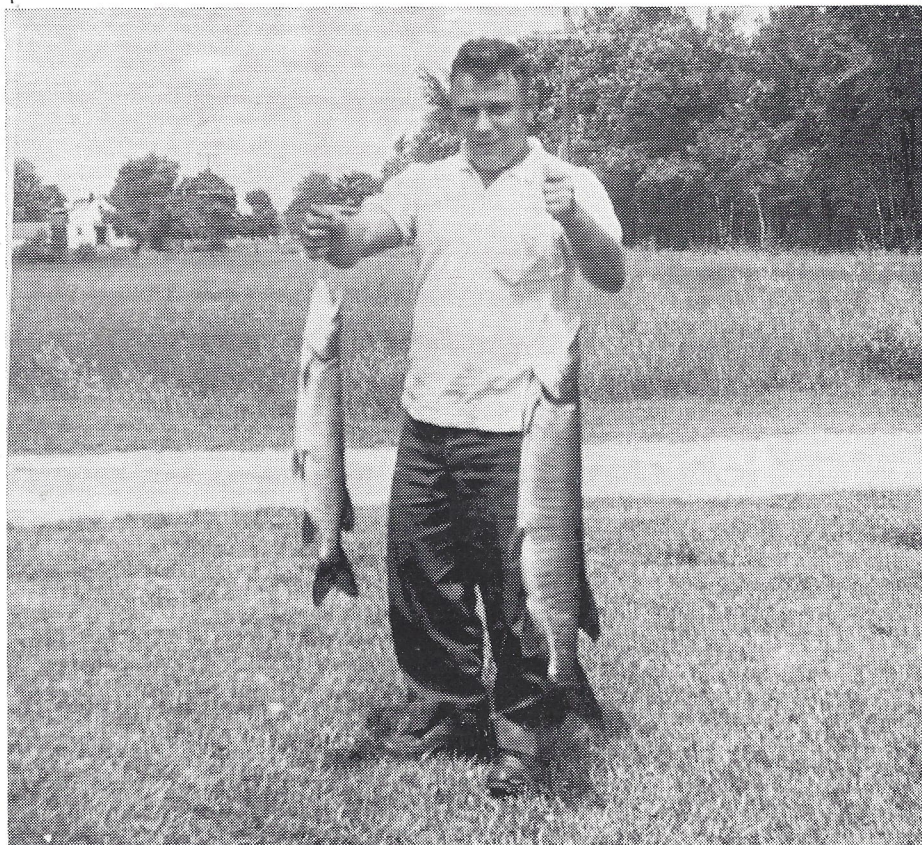
That's our July safety slogan and a mighty appropriate one it is, too, what with vacation time now in full swing.

Winners in our June safety slogan contest received a gift certificate from the Frankenmuth Woolen Mills. They are: Mrs. Ralph Eischer, Mrs. Marvin Woods, Howard Auernhamer, Mrs. Robert Breiler, Mrs. Wilma Hillis, Mrs. Elmer Beyerlein, Donald Quaderer, Norman Matzke, Alfred Schmitzer, William Matthews, Melvin Rupprecht and Mrs. Arnold Ehrlinger.

Malting Tour

The annual malting tour, organized by the H. W. Rickel Co., was conducted recently through the Thumb region and concluded at the Michigan State University experimental plot at the E. C. Korthal farm, near Reese.

Pair of 'Lunkers' Taken By Jack



COUPLE OF DANDIES—Fishing recently in Murphy Lake, 15 miles from his home, Jack Strobel of our Bottling Department, shown here with his prizes, caught a muskellunge and a pike. The "muskie" weighed 10½ pounds and was 35 inches long. The pike measured 27 inches and weighed five pounds.

Have A Happy, Safe Vacation And Here's How To Do It . . .

We're in the midst of summer vacations with their carefree moments of pleasure and relaxation.

Mindful of some of the hazards which go with the season, Carling Frankenmuth News suggests you read this list of vacation-time suggestions and clip it for prominent display in your cottage or home.

WATER SAFETY PRECAUTIONS

1. Never swim alone. At beaches, stay near a lifeguard.

2. Stay out of the water when overheated, for an hour after eating, and during electrical storms.

3. Stay away from the area immediately in front of the diving board.

4. Don't depend on a tube or inflated toy to hold you up.

5. Don't dive in shallow water or in unknown waters.

6. Watch your step. Walk, don't run, around pool area.

7. Stay out of deep water if you can't swim.

8. Beware of sunburn, even on a cloudy day.

9. Dry off after swimming. Cover up if it's chilly.

10. In ocean and river swimming

watch for riptides and currents. Lifeguards will tell you how to recognize these conditions and how to save yourself if you are caught.

11. In long-distance swimming, always swim parallel to the shore and with a companion or a boat.

12. Stay away from piers and pilings.

13. Alcohol and swimming don't mix. Stay out of the water if you have been imbibing.

14. Fence your swimming pool for the protection of small children.

15. Separate deep and shallow water in your pool by a buoyed line.

16. Keep handy such rescue equipment as ring buoys and reaching poles, as well as a first aid kit.

17. Keep the passengers in your boat down to a safe number. Don't overload.

18. Don't overpower your boat. Your dealer can tell you what size motor is safe for your boat.

19. Equip your boat with safety items. A life jacket for each passenger and a stern lights are musts. Recommended also are anchor, oars, boats hook, extra line, fire extinguisher, first aid kit, and tool kit.