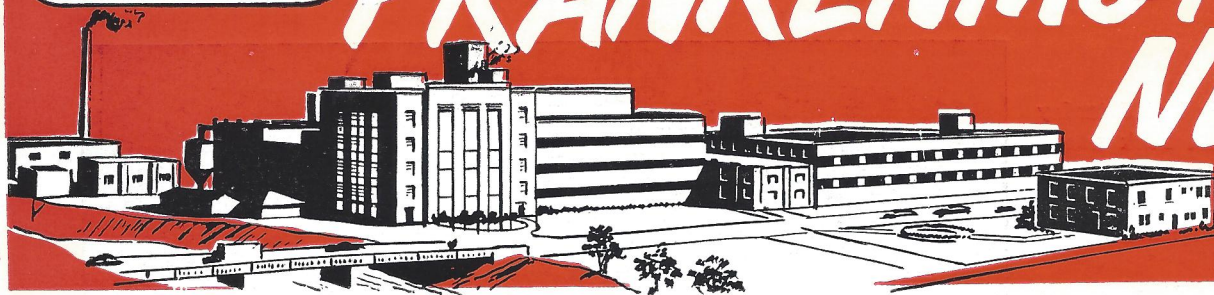


**CARLING**

# FRANKENMUTH NEWS



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

Volume 10, No. 6.

July, 1966.

## We're Host To Carling Top Leaders

It was Carling Frankenmuth's honor and pleasure to be host July 18 to the executive committee of our company's board of directors, headed by A. Bruce Matthews, chairman of the board of Canadian Breweries, Ltd., Carling's parent concern.

During his first visit to Frankenmuth and our plant, Mr. Matthews expressed his delight at the community's exemplary cleanliness and hospitality which he found duplicated in our plant during his tour with associate executives.

Accompanying him from the parent company were Jack G. Campbell, president, and Fred A. Hovey, vice president-production.

With them as representatives of Carling Brewing Co. were Henry E. Russell, president; W. Bradford Norris, vice president-legal and secretary; Donald B. Tuson, vice president-finance; Lester M. Freidinger, our former plant manager now vice president of the Central Division, including Frankenmuth and Cleveland plants, and John Ladd Dean, Cleveland attorney.

Our Plant Manager Wallace E. Riethmeier guided the visitors on a tour of Frankenmuth and its community attractions on the Sunday before the board meeting, later dined them at Bavarian Inn.

The board meeting was conducted Monday morning in our office basement, after which luncheon was served in the plant club rooms where our supervisors and management members met the visiting officials.

Plant Manager Riethmeier introduced President Russell who, in turn, introduced Mr. Matthews. The latter made the group acquainted with President Campbell of Canadian Breweries, Ltd.

The executive committee rotates its meetings among our company's eight



**RED CARPET OUT FOR THEM** -- These members of the executive committee of our company's board of directors visited our plant July 18 and conducted their meeting here. Seated, left to right, Fred L. Hovey, vice president-production, Canadian Breweries; H. E. Russell, Carling Brewing Co. president; A. Bruce Matthews, Canadian Breweries chairman of the board; J. G. Campbell, Canadian Breweries president. Back row, from the left, L. M. Freidinger, Central Division vice president; Plant Manager Wallace E. Riethmeier; J. L. Dean, Carling director; W. B. Norris, Carling vice president-legal and secretary, and Don B. Tuson, Carling vice president-finance.

## Chance To Score Big!

There's still time to get in on a good thing -- the safety suggestion contest, co-sponsored by Carling Brewing Co. and the United States Brewers' Association.

First prize is an all-expense paid trip to New York or Chicago. Second and third prizes are \$100 and \$25 savings bonds, respectively.

If you haven't yet sent in your safety suggestions, get on the ball and beat the Oct. 31 deadline!

Will you be a winner?

plants so members gain first-hand knowledge of each plant and the community in which it lives and cooperates as a neighbor.

## Carling World TV Treat Soon

Action in the third annual Carling World Golf Championship will be seen coast-to-coast on CBS-TV at 4:30-6:30 p.m. ED September 3.

The British Broadcasting Co.'s live coverage of the event at the Royal Birkdale Golf Club at Southport, England, will be taped, edited and relayed to New York via early bird satellite.

A total of 165 of the world's greatest golfers will compete Aug. 31-Sept. 3 over 72 holes for a whopping \$200,000 in prizes.

The tournament is sponsored by Charrington United Breweries of Great Britain, Carling Brewing Co., U.S.A., and Carling Breweries Ltd. of Canada.



# Carling Plant Picnic Equals:

Our annual plant picnic last Saturday at Pine Ridge Amusement Park was a summertime bonanza of all the outdoor delights for 700 Carling employees, their families and friends who attended.

The kids -- about 400 of 'em -- had free rides on ponies, the Ferris wheel, tilt-a-wheel and other park attractions. The fun didn't exactly shrink their appetites, either. They polished off 2,000 ice cream bars, more than 500 pints of milk, cases of soft drinks and mounds of hot dogs.

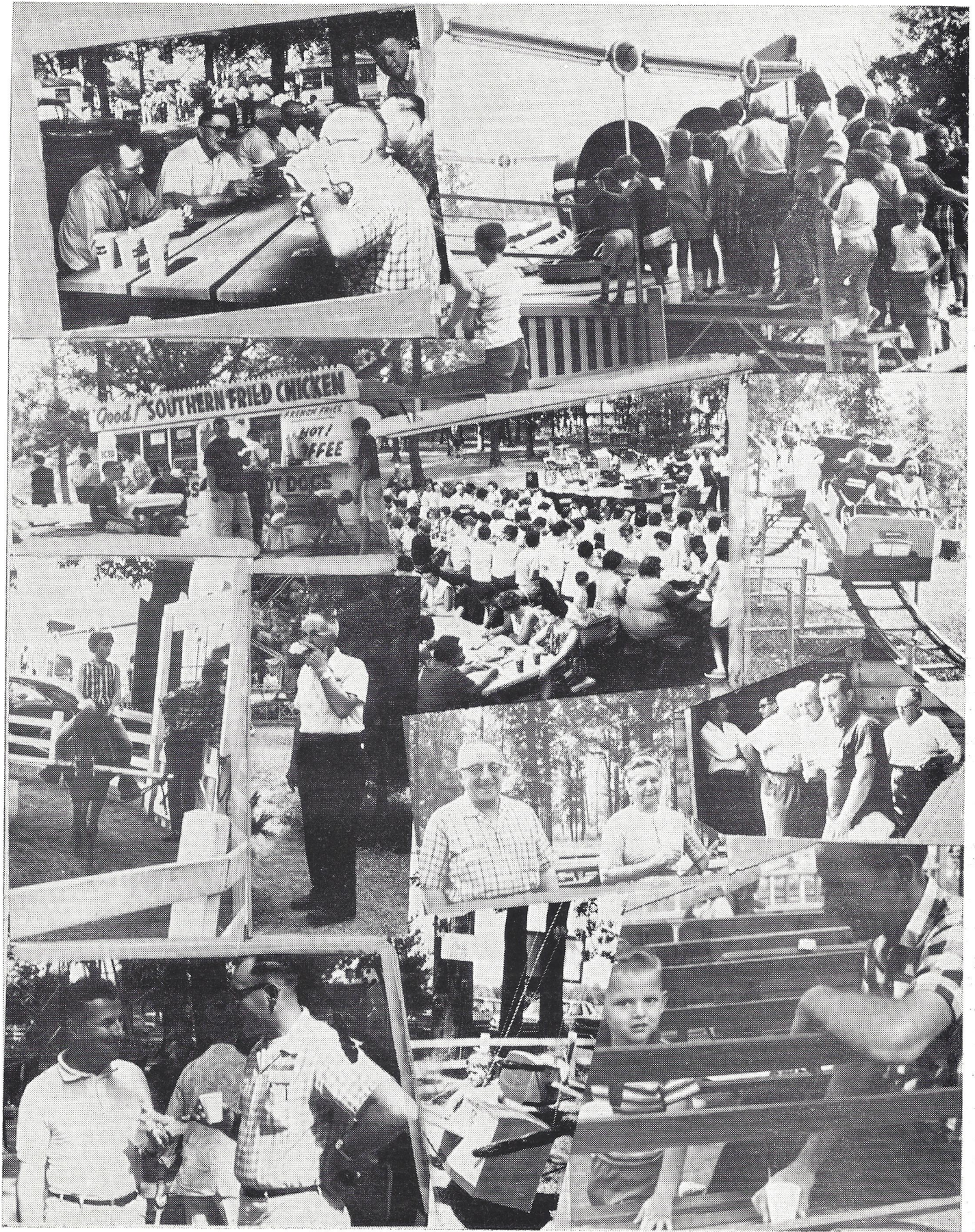
Grownups also enjoyed the savory hot dogs, soft drinks and 10 barrels of Carling Black Label. There was a bloopers ball game and horseshoe pitching contest. The ladies enjoyed bingo and there was a Carling Quarter Century Cub prize drawing.

Music for dancing by Marv Herzog and his talented troupe concluded a big day of happiness and lost troubles.





# Fun, Laughs For Everybody





## Prosit ! --

July was the birthday month for 19 of our fellow Carling employees and friends.

This was the "happy birthday" lineup: July 1 - Charles Buchinger; 2 - Henry Clouse; 4 - Henry Oldenburg; 5 - Fred Hauck and Don Nefe; 7 - Jack Sylvester; 10 - Arthur Evans; 14 - Arthur Reinhold; 16 - Wilton Sternberg and Elmer Janson; 21 - Mary Ann Kuehnemund; 22 - Wells Barrett; 26 - Raymond Rau; 27 - Thomas J. Keinath; 29 - George Schmunk and Walter Engel; 30 - Galen Ferguson; 31 - Loyd Edwards.

## Slogan Winners

Recent safety slogan contest winners rewarded for their alertness each received insulated ice buckets and tumblers.

They were: Walter Schrader, Clarence Krick, Mrs. Harold Dinse, Mrs. Don Nefe, Mrs. William Rauh, Mrs. Frank Beach, Elmer Beyerlein, Mrs. Wilmer Brechtelsbauer, Mrs. Donald Diedrich, Walter Knieling, Jack Sylvester and William Bradburn.

"Accidents Don't Just Happen, They are Caused", was our June safety slogan.

And this was our timely July safety slogan: "Let Safety Share Your Vacation Trip!"

## Fiske Wins Top PR Job

Frank E. Fiske, Jr., has been advanced from manager to director of public relations for the Carling Brewing Company, it was announced by Henry E. Russell, President.

Fiske, 39, joined Carling in 1964 as public relations assistant and was promoted to manager of public relations last November.

A former Ohio newspaperman -- Cleveland News, Willoughby News-Herald and The Telegraph -- he had been a writer in the public information department of the General Electric Illuminating Company for eight years before entering the brewing industry.

Fiske is a member of the Cleveland Press Club, the Northeast Ohio Chapter of the Public Relations Society of America, and the Citizens League of Cleveland.

With his wife and son, he lives in Mayfield Heights, Ohio.

## Bodde To Cleveland

Bernie P. Bodde, formerly of the Baltimore plant who also received training at our plant, has been assigned to conduct packaging activities at the Cleveland plant.

## Europe For Bill --

Bill Bornemisza, plant chemist, left recently on a month's vacation to visit his parents in Germany. He was accompanied by his wife, Judy.



**TOP MUSICIAN JOINS MARINES** -- Gary Rushford, in cap and gown, as he sang at Frankenmuth High School graduation exercises to accompaniment of Dick Nuechterlein at the organ. Gary, 18-year-old son of Mr. and Mrs. William Rushford, Engineering Department, is one of the finest musicians in the high school's history. He specializes playing the bass and trombone in the FHS band but also was master of most other instruments. Gary, who has enlisted for a four-year hitch in the Marine Corps, hopes to become a member of the famed U.S. Marine Band.



**... AND AWAY WE GO!** This enthusiastic band of Frankenmuth Explorer Scouts are shown with their leaders, Gene Kern and Jim Zeilinger, top left, before they left last week for a week's canoe trip down the Paint and Menominee Rivers in the Upper Peninsula. Gene, one of Frankenmuth's most active and enthusiastic Boy Scout leaders, is shop steward in our Brewing Department.

## Carling World Offers \$200,000 In 'Swag'

Total purse for the 1966 Carling World Golf Championship is \$200,000.

The top 10: First--\$35,000; Second--\$17,000; Third--\$8,500; Fourth--\$7,200; Fifth--\$6,500; Sixth--\$5,800; Seventh--\$5,200; Eighth--\$4,600; Ninth--\$4,000; Tenth--\$3,500.

Prize money is paid through 75th place (\$620); \$400 is paid to every professional who starts but does not return a score for 72 holes. Low amateur will receive a silver trophy. Every amateur returning a score for 72 holes will receive a gold medal.