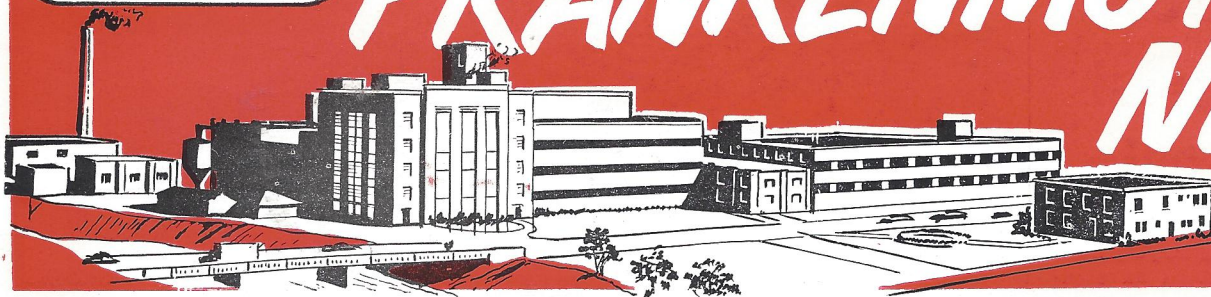


CARLING

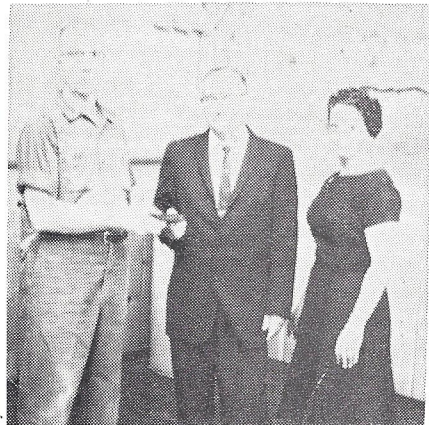
FRANKENMUTH NEWS



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

Volume 7. No. 7.

July - August, 1963.



FRIEND INDEED -- Ellsworth Doud, left, Bottling Department, is shown returning to Howard DeNio of Detroit a wallet containing \$85 which mysteriously turned up in an empty beer case. Ellsworth spotted it during inspection. Mrs. DeNio is at the right.

Honest Ellsworth Befriends Couple

Honesty isn't just the best policy—it's a way of life with Ellsworth Doud, who works on case inspection in the Bottling Department.

Strange things sometimes find their way into empty beer cases, but Ellsworth did a double-take recently when he saw a man's billfold in one.

It contained \$85 and a little "hush" money its owner, Howard DeNio of Detroit had stashed away in a different compartment and Ellsworth turned it in at the office immediately.

DeNio came here the other day with his wife to claim it. They couldn't have been happier because DeNio, an employee for Massey-Ferguson Tractor Sales Co., Detroit, has been laid off temporarily.

DeNio said he was the victim of a pick-pocket, but how his wallet got inside a Carling Black Label beer case, he's dog-goned if he knows!

Herb Naegle took the DeNios to lunch on the day they came here and introduced them to Ellsworth and Manager Les Freidinger.

"We're Carling boosters forever!" chorused the overjoyed DeNios.

Open House On Sept. 9!

Everybody hep and on the mark -- we are on the brink of celebrating our eighth consecutive year of operation without a disabling injury accident!

If we keep in the safety groove until 4:10 p.m. Sept. 8, we'll have achieved our goal. That will be on a Sunday. So the following day, Monday, Sept. 9, we'll have an open house at our plant from 4:10 p.m. to 6 p.m. for the families of Carling employees and for our young and old friends throughout Frankenmuth.

There'll be free balloons, ice cream bars and soft drinks for the children and beer and pretzels for adults.

CARLING BREWING COMPANY LOST TIME INJURY REPORT

Jan. 1 1963 to June 30, 1963

PLANT	L. T. I.	F. R.
Cleveland	4	4.38
Belleville	3	7.20
Natick	1	3.47
FRANKENMUTH	0	0
Atlanta	0	0
Tacoma	3	12.83
Baltimore	14	61.51
All Plants, 1963	25	10.18
All Plants, 1962	17	6.84

Foreign Students Tour

In this country for a special course in seed improvement, 11 students from foreign lands visited our plant recently to see how we make Black Label beer and Red Cap ale.

The course was sponsored by the Agency for International Development, in cooperation with the U.S. Department of Agriculture and land-grant colleges and universities.

They came to Saginaw for training sessions at the A. T. Ferrell Co. plant, world-famous manufacturers of agricultural seed cleaners. Foreign countries represented included Bolivia, Cambodia, China, Costa Rica, Honduras, India, Indonesia, Pakistan, Thailand and Vietnam.

All Ready For Plant Picnic Fun?

FUN in capital letters will be the order of the merry day Saturday, Sept. 7, when we'll have our annual Carling picnic at Pine Ridge Amusement Park for employees and their families.

All amusement rides and other attractions at the park will be free, as will hot dogs and a variety of refreshments for children and grownups. There'll be a lot of games and the usual long list of prizes. Identification badges will be given to all Carling families to wear at the picnic that day.

Be sure you're at the Frankenmuth High School ball park at 10 a.m. to see the big "grudge" softball game between the Bottling Department "Power House" nine and the Brewing Department "Bruisers".

Al Pavlicek will pitch for the battling bottlers. Bill Rauh will be on the mound for the belligerent brewers. It should be a pitchers' duel.

Glenn Harris will manage the bottlers, whose lineup will include: Glenn Auernhamer, Leonard Chase, Robert Schmunk, Leon Bell, Charles Baldwin, John Schluckebier, Ralph Eischer, Jack Strobel, and Ronnie Pavlicek.

The brewers will be coached by Harold Matzke and managed by George Schmunk. Players will include: Robert Matzke, Wallace Weiss, Herb Naegle, Bob Satow, Roy Petzold, Howard Dietzel, Eugene Kern, Marco Marcet, Floyd Matzke, John Boesenecker, Leo Rousseau, Rudolph Strobel, Alfred Matzke, John Pagels and Otto Frank, Jr.

Dinner Dance Set

Our annual dinner-dance for employees, their wives and husbands, is scheduled for Saturday, Oct. 19, at Zehnder's Hotel. We expect to be able to celebrate our eight-year safety victory at the party.

Notre Dame Gets Assist From Carling

Carling Brewing Co. is giving the University of Notre Dame a helping hand in a moving job which would have given fits to old Hercules himself.

For the past week University personnel and others have been engaged in the huge task of moving 475,000 books from Notre Dame's old library into its new \$8 million library which will open next month.

Carling Brewing Co. Black Label cartons are being used to contain the books as they are moved. Carling and the River Raisin Paper Co., which makes them, contributed 2,800 cartons for the job.

Notre Dame's library staff, headed by Chief Librarian Victor Schaefer, had been planning and preparing a whole year for moving day. He said the books being moved will fill 20 miles of shelves!

The books range in size from miniature ones two inches high and a quarter-inch thick to volumes three feet high and five inches thick. They include paperbacks valued at 35 cents and an almost priceless 14th century Latin manuscript Bible.

Eight professional librarians are supervising the job, assisted by 16 college students and moving company personnel.

The Notre Dame Memorial Library has a capacity of 2 million volumes-more than four times that of the old campus library. It will seat nearly half of the school's undergraduates at one time. The professional library staff has been increased from 33 to 51 to operate the new facility.



LOOKS ARE DECEIVING -- Carling Brewing Co. recently gave Notre Dame University an important "lift", when it provided Black Label cartons to assist the University in transferring 475,000 volumes from its present library to a new one which will open Sept. 3. Cartons shown here really contain books-not Black Label. Shown at the left, helping with the huge loading task, is Victor Schaefer, Notre Dame librarian.

Freidinger Honored

L. M. Freidinger, our plant's general manager and regional vice-president, will be principal speaker Oct. 30 in Chicago at the annual banquet of the Food and Beverage Division of the National Safety Council. Safety engineers and personnel directors from all over the U.S. will attend.

Powell Named To New Post

H. F. Powell, former Assistant to the Treasurer of Carling Brewing Company in Cleveland, has been named Market Planning Manager of the company's 16-state Midwest Division, it has been announced by Robert J. Lackner, Midwest Division Marketing Director.

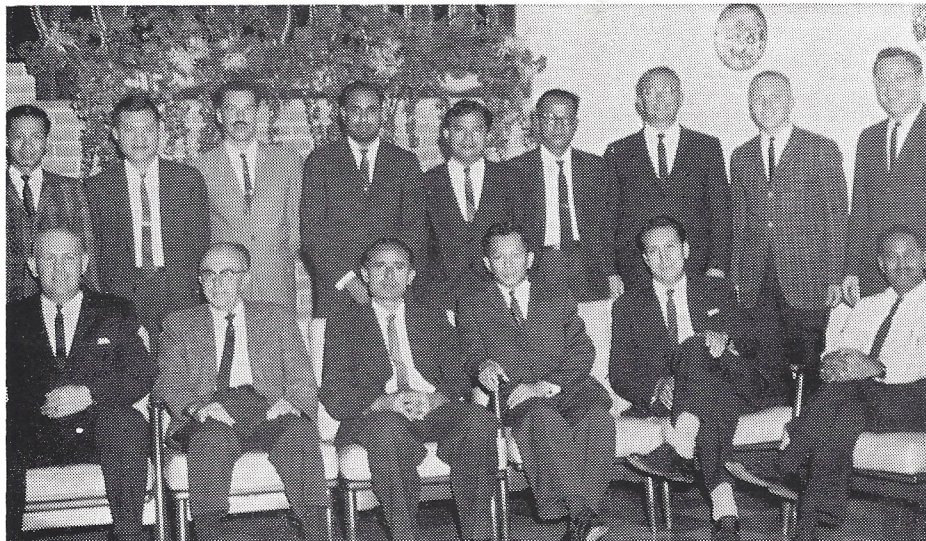
Associated with Carling the past two years, Mr. Powell earlier was assistant manager of the Central National Bank trust accounting department in Cleveland. He will assume the responsibilities of market planning throughout the Midwest Division, a position vacated by R. W. Higgs who has been transferred to Atlanta, Ga., as Market Planning Manager for the company's Southern Division.

Mr. Powell, who is known as Jake, is 30 years old. He is married and has two sons.

New Brews

Mr. and Mrs. Norbert Matzke, Bottling Department, have a new daughter, Michelle Rae. She was born July 7 at Saginaw Osteopathic Hospital and weighed 7 pounds, 11 ounces.

Robert Edward, is the name of the new son of Mr. and Mrs. Robert Breiler, Bottling Department. He was born July 28 at St. Mary's Hospital, Saginaw, and weighed 6 pounds, 9 ounces.



FOREIGNERS VISIT US -- This group of visitors, most of them from foreign lands, toured our plant recently. They came to the U.S. as a project of the Agency For International Development, in cooperation with the U.S. Department of Agriculture and land-grant colleges and universities. They were brought to our plant, for the third successive visit of this kind, by officials of the A. T. Ferrell Co. of Saginaw.

Carling Golfers Swing Lustily At Old Mr. Par

Divots flew right and left and so did the jokes and laughs during our plant's annual golf tournament August 3 at Green Acres.

Wally Riethmeier won the trophy and \$8 prize for the second straight year with a net 66 score. He also won a case of Black Label for a par on No. 13 hole, a golf ball and \$1 for the most bogies on the back nine and another case of Black Label for low net total for nine holes. Wally admitted it wasn't a bad day's work.

Second place and \$4 went to John Boesenecker for a net 68 and third to Doc Pagels for a net 70. Les Freidinger won \$5 for an actual low of 90 and \$2 for the fewest putts in 18 holes.

Bill Bornemisza, who eagled the 10th hole, won \$1 and a deck of playing cards. Len Chase, who hit the longest drive on No. 13, won \$3.

Everybody started play with a golf ball in a special Carling container given by Les Freidinger. After the tournament everybody came back to the plant office to swap stories about putts that almost dropped and shots that shouldn't have gone out of bounds. After lunch, cards were played.

Here's the complete tournament list: Leonard Chase, Galen Ferguson, Ralph Eischer and John Wylie, Bottling Department; Rudolph Strobel, John Boesenecker, Harold Matzke and Eugene Kern, Brewing Department; John Pagels, Safety Department; Richard Schneider, sales manager; Richard Nuechterlein, payroll supervisor; Walter Fuhrmann, budget supervisor; Donald Nefe, second shift quality control; Herbert Naegele, personnel and safety director; Ralph Detloff, assistant plant chemist; Arno Rogner, assistant plant comptroller; Wallace Riethmeier, plant comptroller; Lawrence Pagels, accounts payable supervisor; L. M. Freidinger, general manager; Bill Bornemisza, plant chemist; Wallace Weiss, production coordinator; Alfred Matzke, assistant brewmaster, and Robert Satow, assistant bottling superintendent.

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



GOLF TOURNEY CHAMPS -- Here are the prizewinners in our golf tournament Aug. 3 at Green Acres golf course. Left to right, Doc Pagels, office; John Boesenecker, Brewing Department; Bob Satow, tournament chairman, shown presenting first prize to Wally Riethmeier, comptroller; Plant Manager Les Freidinger, and Len Chase, Bottling Department.



AND HERE'S THE WHOLE GROUP -- This is the field of free-swingers and canny putters who competed in our Aug. 3 golf tournament, capped by lunch later at the plant and some drawing to inside straights at the card tables.

Prosit!

Twenty birthday anniversaries will occur in September among our co-workers and friends.

Here's the "happy birthday" order: Sept. 1 - Martin Hufnagel and Walter Schrader; 2 - D. N. Richard Parks; 3 - Ludwig Trinklein and Austin Meader; 6 - Alfred Buzzard; 7 - Ralph Schluckebier; 8 - Alfred Matzke; 9 - Wayne Rose; 12 - Martha Poellet; 14 - Frederick Beyerlein; 75 - Clarence Haas; 16 - Robert Schmunk; 18 - Margaret Matzke; 21 - John Schluckebier and William Rushford; 22 - Howard Stockmeyer; 27 - Henry Bender, Jr.; 28 - Frieda Stevens; 30 - Thomas Edwards.

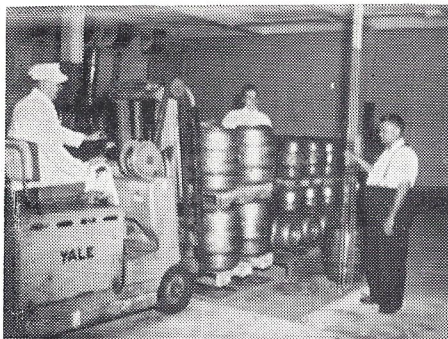
Safety Slogan

"ACCIDENTS ARE COSTLY -- SO LITTLE TO GAIN -- SO MUCH TO LOSE!"

There you have our August safety slogan which is one to keep in mind on and off the job.

Here are the winners of our July safety slogan contest, each of whom received a gift certificate redeemable at Leslie Hardware:

Mrs. Henry Bender, Jr., Norman Matzke, William Matthews, John Schluckebier, Mrs. Raymond Rau, Max Erndt, Mrs. Wallace Baum, Mrs. Arnold Reinbold, Aloysius Quaderer, Jack Sylvester, Mrs. Selwyn Stuart and Albert Kienitz.



STEADY AS YOU GO -- Ray Gugel slides the fork of his lift truck under wooden pallets containing steel kegs of draft beer in the new racking room, as Clarence Reif, right, assistant to the brewmaster, and Peter Arnold, Brewing Department, look on.

Suds 'N Such

Nursery School Teacher: "Everyone in this room is free. Everyone in the United States is free."

Little Boy: "I'm not free. I'm four."

Money isn't everything. It isn't plentiful, for instance.

Hear of the Texan so rich and snooty that his cattle were branded with unlisted numbers?

It's the little things that bother us and put us on the rack. You can sit upon a mountain but you can't sit upon a tack.

Quick quote, from the Journal of the American Medical Association: "Tact is the art of making people feel at home when you wish they were."

Item in classified ad: "Lost. Billfold. Appreciate return of driver's license and other hard-to-replace items, including photos of Washington and Lincoln."

Maybe this country would not be in such a mess today if the Indian had adopted more stringent immigration laws.

About the hardest work for a man is to look pleasantly while his wife introduces him to a fellow to whom she once was engaged.

The meek may finally inherit the earth, but we'll wager the Internal Revenue boys will be there to collect the inheritance tax.

Sahr Recovering

James Sahr of Millington, racking room employee, is recovering from automobile accident injuries suffered recently. He suffered leg and rib fractures. Our best wishes for a speedy recovery, Jim!

It Took Muscle Aplenty Then . . .

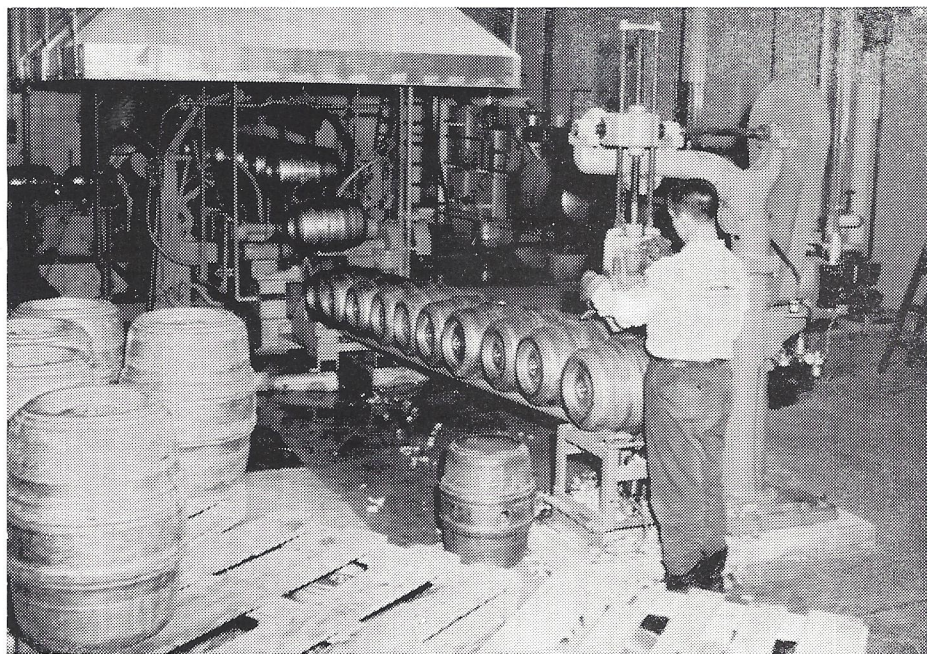


'ROLL OUT THE BARREL!' -- This is a racking room scene of 30 years ago, when our plant was small, under different ownership and operated by methods and equipment we'd consider primitive today.

Note the wooden kegs, which weighed 220 pounds, and the old "motor wheel" steel kegs, at right, which weighed 190 pounds, compared with 156-pound stainless steel kegs we use today. Our modern kegs have the same capacity -- 15 gallons.

At left is Otto Frank, Spent Grain Department, our oldest employee with his 30 years of service, when he worked in the racking room. At the right is Stanley Haremski, former employee, and in the rear is Elmer Block, who also once worked here.

But Not Nearly So Much Now!



LOOK AT IT TODAY! -- This photo shows automatic facilities in our new racking room, one of the improvements in our new addition and expansion program. That's Jim Schwartz operating this Automatic Bung-Puller machine in our Draft Beer Department.