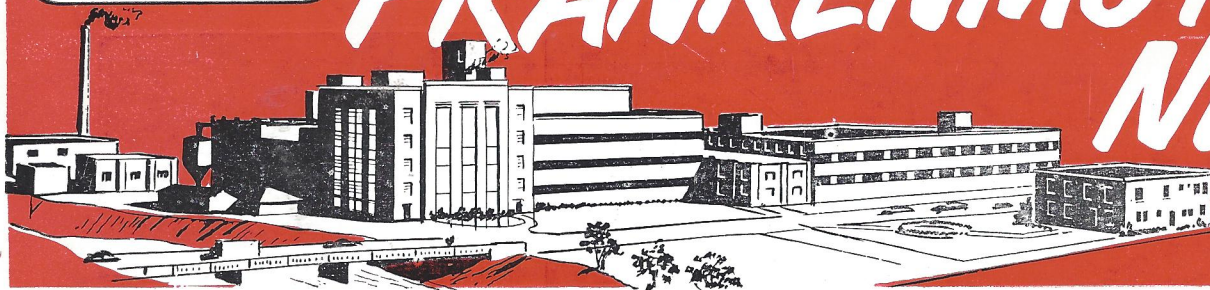


CARLING

FRANKENMUTH NEWS



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

Vol. 4, No. 1

June, 1961.



JA, DAS IST EIN SCHNITZELBANK! -- Named "Die Bier Stube", this is the float with which our Carling Frankenmuth plant won first prize as the best Bavarian float in the recent week-long Bavarian Festival conducted here.

Planning and arrangements for the float were the work of Virginia Schroeder, Alice Loesel, Matthew Szymanski and Herb Naegele.

Our float, drawn by a 1961 Chevrolet provided by Baker Sales & Service, was enlivened by these employees, clad in authentic Bavarian costumes: Hilbert Poellet and Arthur Gendron, who played accordions; Margaret Van Wormer, Carol Born, Edna Pickelmann and Alice Loesel; Matt Szymanski, Dick Nuechterlein and Fred List, all wearing lederhosen.

Also features of the float were a half barrel of Carling Black Label with an appropriate amount of pretzels. Our float last weekend also was a hit attraction in a parade conducted as a Bridgeport Days highlight.

Our Plant Float Gets First Prize In Big Parade

Our plant, an integral part of the recent six-day Bavarian Folk Festival, rejoiced with the rest of the Frankenmuth community at the event's outstanding success.

Carling Frankenmuth's float used during the parade viewed by 10,000 here won first prize as the best Bavarian float. The same float and Bavarian "performers" from our plant were a principal attraction at the Bridgeport Days parade last weekend.

For the Bavarian Folk Festival, our plant wore its brightest bunting and proved almost as much of an attraction to out-of-town visitors as the hotels with their special Bavarian entertainment and gaily-costumed waitresses.

An estimated 50,000 visitors enjoyed the Festival. Their favorite beer, most of it served in generous pitchers, was Carling Black Label.

The Festival now has matured, in its third year, to a project in which the entire Frankenmuth community participates. It is a civic effort which can set a good example to neighboring communities and those elsewhere in Michigan.

Our plant's personnel who contributed talent and time to the Festival can be justly proud of their contribution to a glistening triumph in the best Frankenmuth tradition!

July Birthdays

Twenty-three of our friends and fellow employees celebrate birthdays in July, three of them on the Fourth.

This is the "happy birthday" order: July 1 - Charles Buchinger, Clifford Stockmeyer and Melna Bergman; 2 - Henry Clouse; 3 - Fred Mushung; 4 - Fred Hauck, Jr., Henry Oldenburg and Howard Buzzard; 5 - Fred Hauck, Sr.; 7 - Jack Sylvester; 10 - Arthur Evans; 14 - Arthur Reinhold; 16 - Wilton Sternberg and Elmer Janson; 17 - Leon Bell; 22 - Wells Barrett; 26 - Raymond Rau; 27 - Thomas J. Keinath; 28 - Walter Engel, George Schmunk and Rex Persons; 30 - Galen Ferguson; 31 - Lloyd Edwards.

Make Your Vacation Trip A Safe One

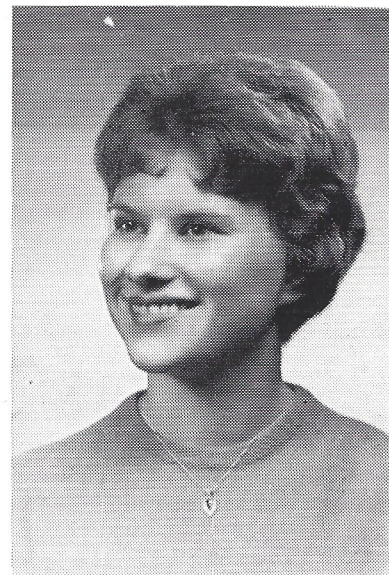
"LET SAFETY SHARE YOUR VACATION TRIP!"

That's our June safety slogan and one which will bear remembering at this time of year.

There were 12 winners in our May safety slogan contest. Each received a gift certificate from Oscar Rau Elec-

tric. Winners are Albert Warnemuende, Ronald Krick, Clarence Frank, Bill Bornemisza, Mrs. Jack Sylvester, Mrs. Selwyn Stuart, Mrs. Henry Clouse, Mrs. Arthur Reinhold, Mrs. Wallace Baum, Mrs. Max Erndt, Mrs. Jack Strobel and Mrs. Raymond Rau.

Pretty Winner



JOAN RUPPRECHT

Joan Rupprecht, winner of the first scholarship offered by our Carling Quarter Century Club, will attend Michigan State University this autumn.

An outstanding Frankenmuth High School student, Joan is one of three children of Mr. and Mrs. Clarence Rupprecht. Clarence -- otherwise "Jiggers" -- works in our Quality Control Department.

Joan was valedictorian for her graduating class and was unusually gifted in forensics during her high school career. She won a \$50 presidential citation and was a member of the 1960 National Honor Society, with a scholastic average of 3.943.

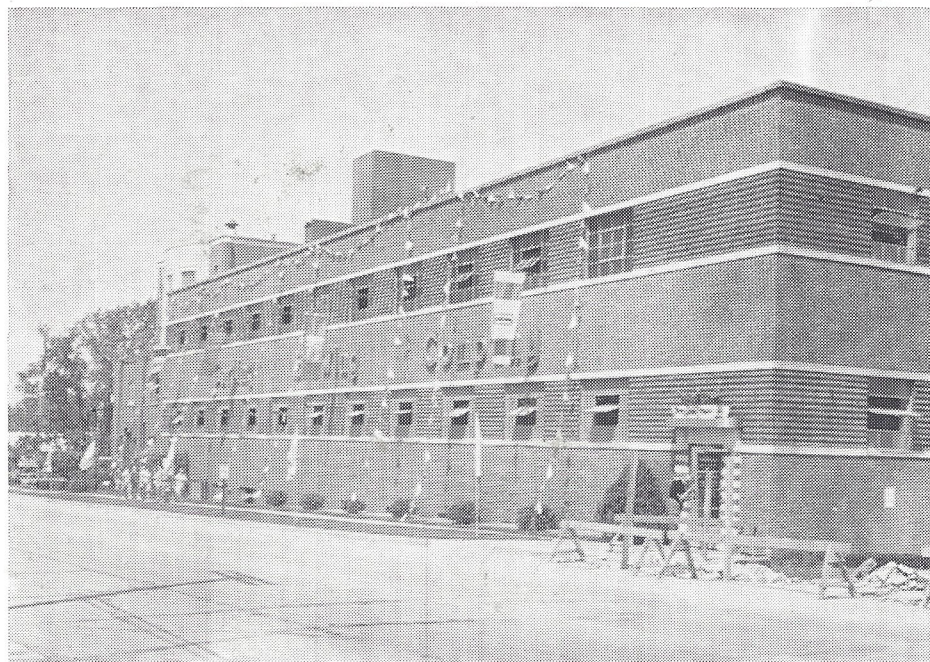
Joan is interested in majoring in German during college and minoring in English and possibly another language. Her goal is to be employed in governmental work as a teacher in some foreign land. She attended St. Lorenz Lutheran School eight years before high school.

This Was Lethal

A worker was taking an oxygen cylinder out of the trunk of his private car, after a day's work, when it exploded, killing him and another man. It can only be assumed that the heat in the car trunk and the bouncing around the cylinder took in transit led to the explosion.

The force of this explosion, however, as reported, was terrific. Two men were blown into little pieces. Parts of the cylinder cut through one-half inch steel beams. Other parts went through five inches of concrete and deep into the ground. Still other pieces of the cylinder were found several hundred yards away.

Gas cylinders of any kind, should be treated, always, with care and respect. They should be handled carefully and not exposed to temperature extremes. Cylinders should be carried upright and lashed to the car or truck.



HOLIDAY FINERY -- Our plant was decked with blue and white bunting and flags for the recent successful Frankenmuth Bavarian Folk Festival, now an event which attracts visitors from throughout the Midwest. Twenty-three flags were flown during the Festival in Carling's park here.

Measuring For Uniforms



NEAT AND NATTY -- Are the new uniforms our hourly-rated employees will wear, beginning Sept. 1. They are being bought by our company. In the foreground, Art Simons of Ben's Uniforms, Detroit, measures Glenn Auernhamer, right, of our Bottling Department. Standing in the background, left to right, admiring samples of the uniforms are William Bierlein and Walter Knieling, also Bottling Department. Personnel Director Herb Naegele, seated, is jotting measurements.

Quarter Century Club Fund Project

Members of our plant's Quarter Century Club are selling prize drawing tickets to raise money for student scholarships and other worthy causes.

You can buy five for \$1. The drawing will be in September for prizes including a Westinghouse portable 19" TV, Westinghouse transistor radio, Columbia portable stereo record player, West-

inghouse clock radio and an Arvin outdoor grill with hood and rotisserie.

It's not so much the fear of blindness that should prompt men to safeguard their eyes; it is the blessing of sight to inspire them to protect this, their most precious possession.

Boating Safety Commandments To Remember - -

1. Thou shalt not overload thy boat. More than 1000 persons are drowned in U. S. each year, many from boat overloading.

2. Thou shalt not "overpower" thy boat. Many motors are too heavy and too powerful, therefore too dangerous, for the boats they are pushing.

3. Thou shalt not fail to have a life preserver **on board** for each passenger. Keep these readily available and see that they are actually worn.

4. Thou shalt not smoke while refueling.

5. Thou shalt not fail to carry fire extinguisher, flashlight, flares, tool kit, first-aid kit, whistle or horn, oars and a substantial anchor with a tested-strength line.

6. Thou shalt not fail to keep constant watch for floating or submerged debris, rocks, other boats, swimmers, water skiers, etc. And if thy boat turns over thou shalt not leave it. Most modern boats will not only float when capsized but will support the passengers if they will hang on and not panic.

7. Thou shalt not fail to observe the water rules of the road, using courtesy, common sense and safety.

8. Thou shalt not be guilty of "horse-play", sharp turns, "hot roddings" or "cowboying".

9. Thou shalt not be surprised by sudden storms. At the first sign of one, head for home or the nearest shore. Stay as low as possible in the boat, and head into the waves. If your motor conks out, make a sea anchor out of a shirt or whatever else is available, keeping the boat headed into the waves.

10. Thou shalt not fail to give thy name and address and boat registration to the person in charge of thy launching point, advising thy destination and approximate time of return. If things "go wrong out there" this information could possibly save thy life and the lives of thy passengers.

No Flooding Now!

In more ways than one our plant expansion is a good thing for Frankenmuth -- even to flood control, mind you!

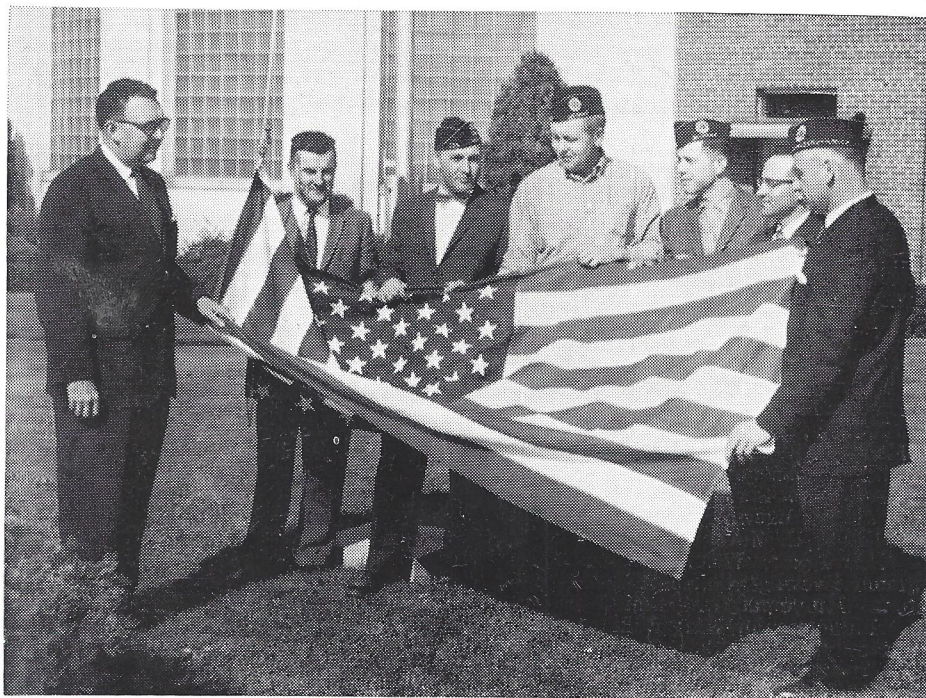
Using 30,000 square yards of dirt from the excavation for our plant addition, workmen are filling all holes and ditches about town and also are using the dirt to complete dikes along Cass River banks south of the bridge.

Slick and Tidy

Beginning Sept. 1, all of our hourly-rated employees will wear attractive new uniforms bought by Carling Brewing Co.

Every worker will be provided six shirts and four pairs of trousers. Most uniforms will be white shirts contrasted against light green trousers. Engineering Department employees will wear solid green.

Gift From A Friend



IN APPRECIATION -- A new 50-star flag to fly aloft our recently-acquired new flag pole is presented by Legion Post 150 Commander Herbert Beyerlein, right, to Les Freidinger, left, our plant's general manager and Carling regional vice-president. The Legion gift was in appreciation of Carling's \$5.5 million expansion program here and for our company's interest in the Legion and community enterprises. Viewing the presentation, left to right, Wallace Weiss; Howard Wendt, service officer; Robert Kern, adjutant; Gilbert Weiss, past finance officer, and Wallace Riethmeier.



QUITE A HOLE, ISN'T IT? -- Here's a "sidewalk superintendent's" view of the excavation for our plant addition. It is 160 feet square and 22 feet deep. The big bulldozer shown here excavated 1,000 yds. per day of the 30,000 yards of dirt hauled away. The machine is a 300-horsepower behemoth which weighs 30 tons. The shovel scoops up 4½ yards of dirt at a single gulp. Erickson and Lindstrom of Flint are general contractors for the addition project.

USBA Safety Group Here Next Month

Our plant will be the scene of an important meeting July 25-26 when 13 members of the United States Brewers Association Safety Advisory Committee have a conference and study session here.

Headed by P. L. Schuler, chairman, of the Theo Hamm Brewing Co., St. Paul, Minn., the group will include: J. E. Brodhead, George Wiedemann Brewing Co., Newport, Ky.; Jack Cantrell, Miller Brewing Co., Milwaukee, Wis.; N. De Tarnowsky, F. & M. Schaefer Brewing Co., Brooklyn, N.Y.; Norman L. Heuer, Anheuser-Busch, Inc.; St. Louis, Mo.; Joseph Menendez, Falstaff Brewing Corp., St. Louis, Mo.; Calvin V. Luc, Jackson Brewing Co., New Orleans, La.; Gregg R. Meyers, Pabst Brewing Co., Milwaukee, Wisc.; John Miskelly, National Brewing Co., Baltimore, Md.; William Mulvenna, C. Schmidt & Sons, Inc., Philadelphia, Pa.; William Wetzler, Storz Brewing Co., Omaha, Neb.; Mike Aicher, USBA, New York.

Herb Naegele, our plant's safety and personnel director and member of the USBA committee, will be host to the visitors.

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

Think Safely!

The safety of your body starts in your head. Safety comes from thinking and, of course, thinking comes from the head. If you don't use your head, maybe you'll lose it and end up wrong. Wrong thinking is at the bottom of most accidents. Have you been "goofing off" on safety lately? Maybe you have and maybe you have been getting away with it for quite a long time.

Maybe you're a victim of a wandering mind while at work. You have two things to think about, but only one head to think with. You may be thinking at work about the doll you saw last night and wishing you could see more of her. Maybe you will, but chances are you'll be in no shape to hold hands swathed in bandages.

This type of split level thinking is recommended only for men with two heads. How many do you have? So concentrate on the work at hand and you'll keep a firm grip on your job.

Walt Was Where The Big Ones Lurked



FISHING WAS SUPER AND HERE'S PROOF -- Walter Knieling, third from left, 25-year veteran in our Bottling Department, is back from his annual Canadian fishing trip with stories to tell about the big ones caught by him and his fishing pals shown here with their fine catches of pike and trout. The largest weighed 12 pounds. They averaged six pounds.



(Courtesy of Sheldon-Claire Co.)

10 Complete Course In First Aid Work

Ten of our fellow employees recently received first aid certificates on completion of a first aid training course offered by the Saginaw County American Red Cross Chapter.

Course graduates are Willis Veiten-gruber, Ellsworth Doud and Edwin Rodammer, all of the Engineering Department; Ralph Detloff, Laboratory; Frank Beach and William Rauh, Cellars; Gary Schmitzer, David Zwerk and Frieda Cook, Bottling Department, and Herbert Beyerlein, Brewing Department.

Drop Ernie A Card

Ernie Gauderer of the Brewing Department is recuperating at Saginaw General Hospital from a recent illness. Hoping to see you back with us soon, Ernie.

Robert Satow of our Bottling Department was a recent patient at St. Luke's Hospital.

Musician Visitors

Fifteen Michigan State University bell ringers, who performed recently at the Frankenmuth High School under the direction of Wendell Westcott, enjoyed a tour of our plant.