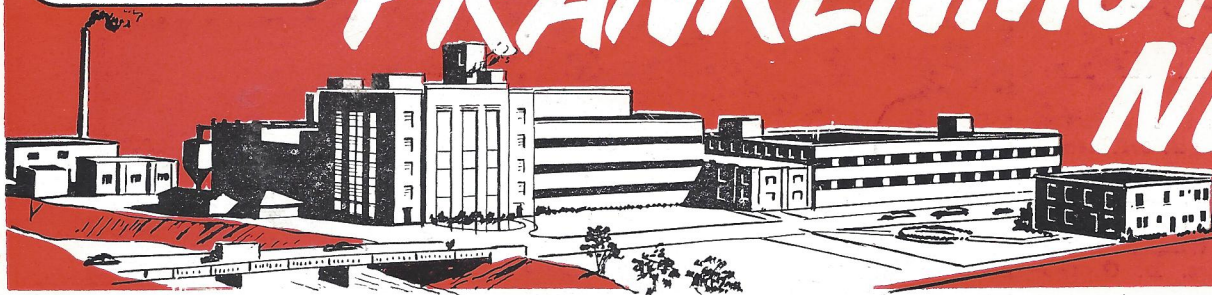


CARLING

FRANKENMUTH NEWS



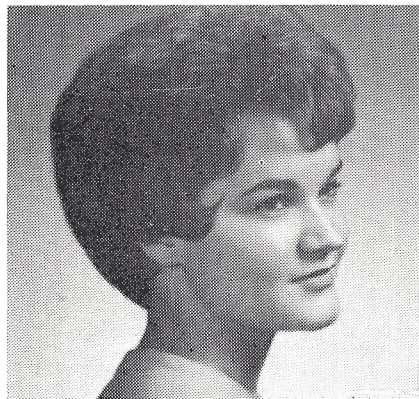
PUBLISHED IN THE INTEREST
OF EMPLOYEES AT THE
FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

Volume 7, No. 6

June, 1963.



CHECKING IN CIVIL DEFENSE SUPPLIES -- Fall-out shelter supplies have been delivered for emergency use in our plant. Shown checking in shipments, left to right, are Police Chief Henry Zinck, Frankenmuth civil defense director; Personnel Director Herb Naegele; Charles (Ed) Nestell, our plant's shelter manager, and Jim Elliott, Saginaw County civil defense director.



WINS SCHOLARSHIP -- Pauline Rodammer, daughter of Mr. and Mrs. Edwin Rodammer, Engineering Department, expects to attend Western Michigan University this autumn on a Carling Quarter Century Club William H. Mayer Scholarship.

Pauline Rodammer An Honor Student

Pauline B. Rodammer, daughter of Mr. and Mrs. Edwin Rodammer, Engineering Department, is the 1963 recipient of the Carling Quarter Century Club's William H. Mayer Scholarship.

Pauline was graduated June 6 from Frankenmuth High School and plans to attend Western Michigan University this autumn. She will major in interior decorating or retail buying.

Besides being an outstanding student, Pauline was a Frankenmuth High School cheerleader, assistant editor of the year book and a member of the National Honor Society. She also was a life guard at the Frankenmuth swimming pool and was active in Walther League affairs.

Civil Defense Supplies Here For Our Use

Fall-out shelter supplies to serve 1,131 persons have been delivered to our plant in shipments supervised by Jim Elliott, Saginaw County civil defense director; Charles (Ed) Nestell, our plant's shelter manager, and Police Chief Henry Zinck, Frankenmuth civil defense director.

Shipments included 227 metal drums with plastic liners, each with a capacity for 17½ gallons of water; 135 cartons of crackers, 42 pounds to a carton, averaging four of the special crackers per person per meal. The water and crackers represent a two-week supply.

Other supplies received are 23 sanitation kits, each serving 50 persons; six medical kits; a set of radiation detection equipment.

The supplies cost \$2,488 and were paid for by the Federal Government.

Periodically, other items will be added to our plant's shelter facilities -- such as blankets, playing cards, games for children and registration cards.

Ed Nestell, Bottling Department, took a special one-week course at Battle Creek for shelter management instruction. He will train personnel from our plant and from the Frankenmuth community in shelter management.

Recipes Popular

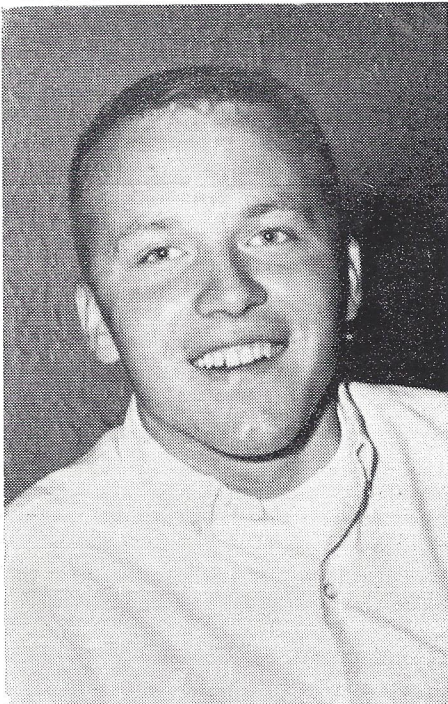
The new Carling recipe publication, "20 Gourmet Sauces Prepared With Beer", has proved an outstanding hit with plant visitors who've received the recipe booklets also presented to employees here. We've had numerous outside requests for the gourmet sauce recipes. The publication, prepared by Carling-Natick, is from recipes of Antonio Bersacola, famous chef now proprietor of Ye Cocke and Kettle Inn, Sea-brook, N. H.

Safety Slogan

"Don't Delay -- Be Safe Today!"

That advice represented our June safety slogan.

May safety slogan contest winners, each of whom received a gift certificate from Oscar Rau Electric, were: Thomas Edwards, Mrs. Roy Petzold, Mrs. Norman Baker, Harold Dinse, William Daniels, Donald Diedrich, William Bradburn, Harold Weber, Mrs. D. George Bass, Carl Schneirla, James Bieberitz and Leonard Chase.



SUMMER TOUR GUIDE -- John F. Pagels, Central Michigan University student who worked last summer in our Bottling Department, is working for us this summer as a tour guide--and doing a mighty fine job.

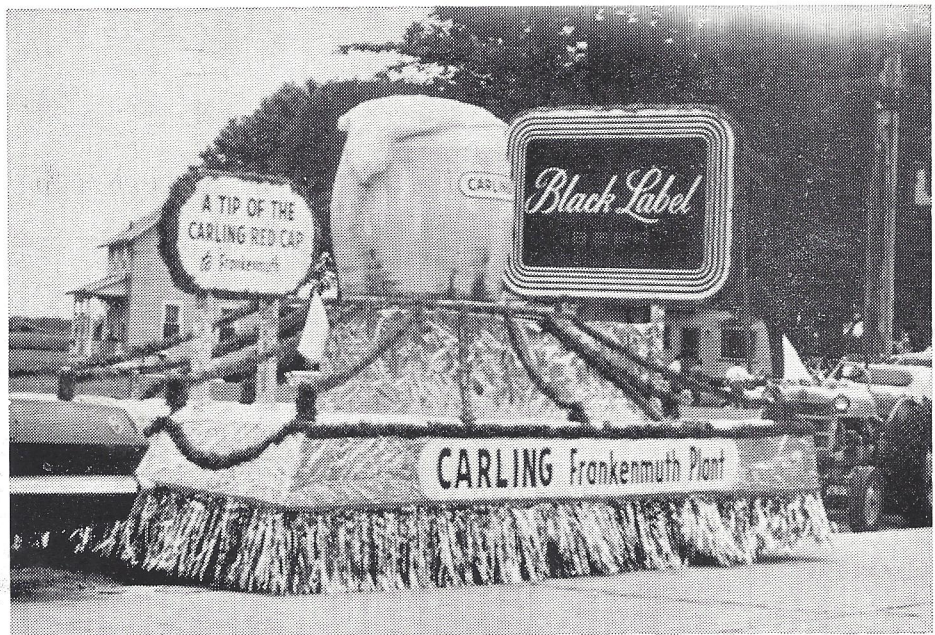
John Toured 'em By The Dozen!

John Pagels, our plant's tour guide for the summer months, got his first real test during the recent Bavarian Festival here and came through with flying colors.

John toured a total of 550 visitors through our plant during festival week from 13 states besides Michigan and three foreign countries.

The visitors came from Wisconsin, Indiana, Virginia, Illinois, Ohio, New Jersey, Minnesota, Texas, Georgia, Kansas, North Dakota, New York and California and from Austria, Finland and West Germany.

John, who lives in Birch Run, was graduated from Birch Run High School and is a junior at Central Michigan University. An honor student, he plans to be a biology teacher.



PARADE ATTRACTION -- Our plant's float used in the recent Bavarian Festival parade was one of the procession's most impressive, as shown here. It will be used later this summer in other community parades in Birch Run, Bridgeport, Reese and Vassar.



OUR NEW TAB OPEN CAN -- This is our company's latest new package, the easy-to-open tab cans introduced June 10. The slick device is an aluminum pull-top designed to open beer cans without the conventional opener.

Turnabout

A bit of turnabout, with American beer being shipped to the fatherland of brewing, recently took place when more than 3,150 gallons of Carling Black Label beer was transported from Cleveland, O., by the Army and Air Force Exchange Service to Bremerhaven, Germany.

New Brew

Mr. and Mrs. Carl Buetow, Brewing Department, have a fine new son, Robert Frederick, Born May 18 at Saginaw General Hospital. He weighed 7 pounds and 10 ounces.

Carling Honored

An Award of Superiority for Carling's "Fall Again -- Call Again" radio commercial was presented recently to Paul Lohmeyer, Carling national marketing director, by A. H. McKoy, Blair Radio president. Recognition was based on a survey conducted for Blair by Pulse, Inc., in which 2,000 householders were asked which radio commercials they liked best. The Carling commercial was one most frequently mentioned.

Our Sympathy...

Vickie Lynn, infant daughter of Mr. and Mrs. Albert Pavlicek, Bottling Department, died June 8. She was born May 26. The funeral was June 10 at the Nuechterlein-Wendt Funeral Home. Burial was in Birch Run Township Cemetery.

* * * *

William G. Rohn, 66, of Vassar, father of William Rohn, Jr., and father-in-law of Carrol Nuechterlein, both of our Bottling Department, died June 4 at the University Hospital, Ann Arbor. The funeral was June 8 at St. John's Lutheran Church.

Did You Know?

One of the most famous brewers in early American history was Samuel Adams, "Father of the Revolution" and a great defender and disciple of liberty.

Other distinguished Americans -- Thomas Jefferson, James Madison and Alexander Hamilton -- fostered laws to protect the infant brewing industry.

Patrick Henry, who worked in his father's tavern, called American taverns "cradles of liberty" where the revolutionists gathered frequently to plan.

William Penn, who brought the Quaker faith to this country, had his own private brewery. George Washington's personal recipe for beer is among prizes in the rare manuscript section of the New York Public Library.

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 Eisner Bottle House
 Alfred Matzke Cellars
 Virginia Tremonti Office
 Alfred Buzzard Bottle House



RADIO PERSONALITY SPECIAL GUEST HERE -- Ted Malone, center, radio entertainer and commentator, shakes hands with Plant Manager Les Freidinger. At left is Kenntz Wolz, Saginaw General Hospital administrator and president of the Saginaw Knife and Fork Club. Sixty members of the club, of which Mr. and Mrs. Freidinger are members, toured our plant under guidance of Wallace Weiss and Wallace Riethmeier. Then they dined at Zehnder's Hotel, where Malone was guest speaker.

Early Explorers Liked Their Beer

When the American continent was being explored, the hardy (and astute) adventurers considered beer an essential ship's provision.

Water soon became undrinkable on a lengthy voyage, while beer remained wholesome and palatable for longer periods. Beer's nutritive values also helped to ward off some of the diet-deficiency troubles which plagued sailors and passengers.

When Columbus landed on these shores he found Indians making a commendable brew he described as "of maize, resembling English beer". That was high praise in those days.

Almost all Carribbean tribes made beer and drank it regularly. As in the case of continental Europeans, brewing beer was the exclusive chore of women. The menfolk did the drinking and not without gusto.

Suds 'N Such

Diplomacy, is the art of saying "Nice doggie" until you have time to pick up a rock.

The trouble with being a leader today is that you can't be sure whether people are following you or chasing you.

While money isn't everything, it does keep you in touch with your children.

The secret of economy is to live as cheaply the first few days after pay day as you lived the last few days before.

You may be on the right track, but you'll get run over if you just stand there.

Mush -- You Huskies!

Dog sled racing may not have many fans in the continental United States, but in Alaska it's about like horse racing is here.

For that reason our company's Pacific Division recently sponsored radio broadcasts of the Dog Sled Racing Championships run in Anchorage.

The races were a three-day event, 25 miles a day. Twenty-four teams left the starting point each day at two-minute intervals. Each took about four hours to maneuver the 25 miles.

For the finals Carling's radio coverage also was carried on Station KFAR in Fairbanks.

Minds are like parachutes. They function only when they are open.



NEW FACE HERE -- Frank Razinger, our new assistant plant brewmaster, is shown at his desk. A veteran in his profession, Frank has had wide experience in the industry. He started here June 1.

Frank Razinger Joins Our Staff

Frank Vincent Razinger joined us June 1 as assistant plant brewmaster.

A veteran in the brewing industry, Frank's had extensive experience. He has served as assistant brewmaster at Carling's Cleveland plant; brewmaster at our company's Natick, Mass. plant, and as brewmaster for E&B Brewing Co. in Detroit, Fitzgerald Bros. Brewing Co., Troy, N.Y., and for Rahr Green Bay Brewing Corp.

He has attended the Wahl-Henius Institute of Brewing and the Wallerstein Seminar.

Frank is married and the father of two children, Anita Marie and Frank, Jr. Right now he's living in an apartment at 700 East Genesee here.

Did You Know That:

There is enough poison in a 10-cent packet of castor bean seeds to kill five children? One tulip bulb contains enough poison to kill a man?

Sweet peas contain a poison that causes a form of paralysis? It is seldom fatal but it can keep a victim bedridden for months.

There is a poison in "elephant ears" that causes a painful swelling of the mucous membranes of the mouth, tongue and throat? "Dumb cane" has that name because chewing the leaf can cause your mouth to swell so that speech is impossible.

There is no reason, of course, to stop growing beautiful flowers just because some contain poison. But avoid the common habit of chewing on a bit of leaf or a stalk. Remember to tell youngsters that it is dangerous to put leaves or stems of plants into their mouths. Above all, don't store plant bulbs where children can get at them.

Prosit!

Twenty Carling Frankenmuth employees will celebrate birthday anniversaries in July.

And Henry Oldenburg, Bottling Department, doesn't mind telling you, it will be a Glorious Fourth, because Independence Day happens to be his birthday.

Other birthdays will be in this order: July 1 - Charles Buchinger, Clifford Stockmeyer and Melna Bergman; 2 - Henry Clouse; 5 - Fred Hauck; 7 - Jack Sylvester; 10 - Arthur Evans; 14 - Arnold Reinbold; 16 - Wilton Sjernberg and Elmer Janson; 17 - Leon Bell; 21 - Mary Ann Kuehnemund; 22 - Wells Barrett; 26 - Raymond Rau; 27 - Thomas J. Keinath; 29 - George Schmunk and Walter Engel; 30 - Galen Ferguson; 31 - Lloyd Edwards.

Grateful Jaycees Boost Carling

A "Black Label Decree", drafted recently by the Junior Chamber of Commerce of Hamilton, O., was presented to Carling District Manager Harry Moore in recognition of his contributions to the Jaycees.

Sharing honors with Moore was Carling Distributor John Witzleb of Butler County Distributing Co. of Hamilton.

The decree read: "I shall purchase, recommend and consume those products listed below (Black Label and Red Cap Ale) . . . and be it known to all subordinates and superiors, chiefs and Indians, that Carling Black Label Beer be declared 'The Jaycee Beer'!"

Below is a list of poisonous cultivated plants:

Plant	Poison Part
* Elephant Ear	Any
* Narcissus	Bulb
* Four O'Clock	Root, seed
* Columbine	Berry
* Cyclamen	Tuber
* Ivy	Leaves
* Potato	Seeds, sprouts
* Pimpernel	Any
* Oleander	Leaves
* Lily-of-Valley	Any
* Burning Bush	Leaves
* Sweet Pea	Stem
* Jimson Weed	Any
* Rhododendron	Any
* Dumb Cane	Any
* Spider Lily	Bulb
* Iris	Underground stem
* Pinks	Seed
* Mock Orange	Fruit
* Spanish Bayonet	Root
* Bittersweet	Berry
* Castor Bean	Seed
* Forget-me-not	Leaves
* Can be fatal if taken in quantities which a child might eat.	