

**CARLING**

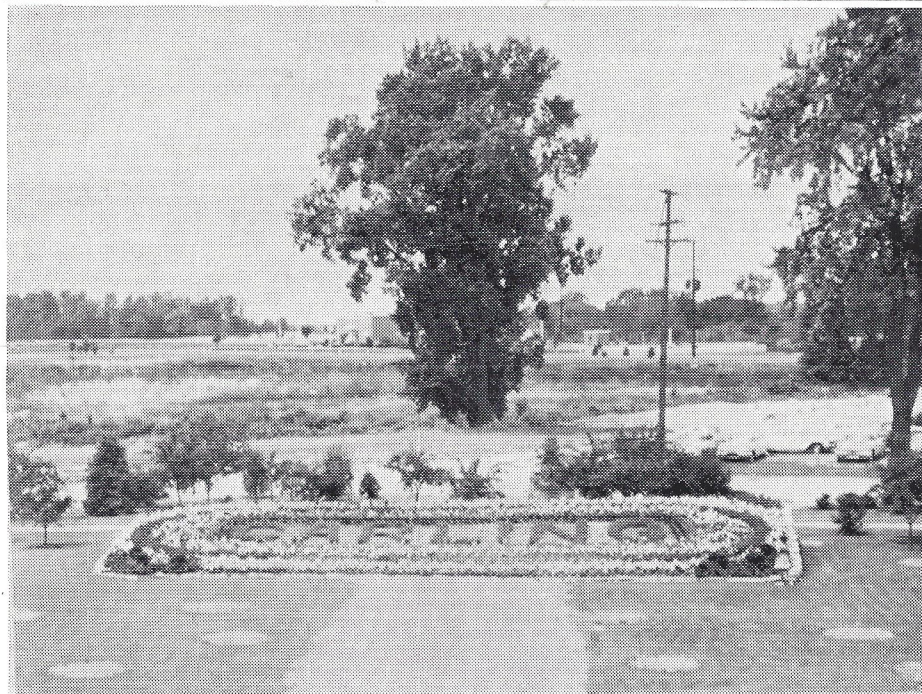
# FRANKENMUTH NEWS



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

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June-July, 1962



**CARLING COMMUNITY CORSAGE** -- This photograph was made from atop Hubinger's building, across from the Carling park. With floricultural flourish, thousands of choice blooms are used to spell out our firm's name in a brilliant display of color. The planting contains 3,400 petunias, 1,400 sweet alyssum, 400 salvia, 1,450 marigolds, 275 dwarf dahlias, 450 purple leaf basil and 300 dwarf adegatum.

## Carling Hits New Record For Month

June was the greatest sales month in the history of Carling Brewing Company with a 14.5 per cent increase in sales over June of last year and a 5.6 per cent increase over its previous biggest month, August, 1961.

Total sales for the 30-day period, announced by Henry E. Russell, Carling executive Vice-President, were 7,637,000 cases of Black Label Beer, Red Cap Ale and Carling's two regional brands, Stag and Heidelberg. The increase is equal to 965,000 cases over last June's figure and 404,000 over the August, 1961 total.

**CARLING, NOW RANKED FIFTH** among the nation's brewers, had one plant and was in sixty-second place as little as twelve years ago. Since then, it has purchased three plants, built three others and expanded its marketing area to include all fifty states. An eighth plant in Fort Worth, Texas, will be operating in 1964.

Our plant's \$5.5 million expansion program is part of major company expenditures during Carling's outstanding growth for a place among the industry's leaders.

We can be justifiably proud to be part of a team effort which has boosted Carling sales for excellence of product, marketing enterprise and respected integrity.

Russell said that Carling sales in the first six months of this year are running well ahead of the latest figures for the brewing industry.

### FIRES FROM PALLETS

The chimney effect created when forklift truck operators pile pallets in stacks over 20 feet high will intensify fires, according to M. H. Nikerson, Assistant Director, Factory Mutual Labs. Proximity, construction, and arrangement of wooden pallets not only can accelerate fires but place a physical barrier to water from the sprinkling system. —Mich. Mutual Shop Man.

## New State Taxes *Mr. Bulmer Visits* Pose A Challenge

New Michigan excise taxes which became effective July 1 boosted the state tax on our product from \$1.25 per barrel to \$6.62 per barrel, for a hulking increase of 430% -- an added challenge for us to keep productive costs at minimum and efficiency at absolute peak to remain competitive.

Here's the simple arithmetic on the state and federal tax picture as it concerns our product and our jobs:

With the \$9 federal tax and the current \$6.62 state tax, our company is being taxed a total of \$15.62 per barrel, which is equivalent to 4.7 cents on every 12-ounce bottle of beer!

Before July 1, the state tax per case was 9 cents. Today it is 48 cents!

David Bulmer of England currently is a visitor in our plant, not only to enjoy the hospitality we traditionally accord guests, but to observe our entire operation.

Mr. Bulmer will concern himself especially with production methods in brewing, bottling, shipping, scheduling, quality control and maintenance.

He arrived in Cleveland July 12, was welcomed by H. E. Russell, Carling executive vice-president; Larry Smith, assistant to Mr. Russell, and E. S. Bohlin, industrial relations director.

He will be visiting Carling plants until Sept. 14.

Mr. Bulmer is being groomed for a top management position with H. P. Bulmer & Co., Ltd., cider manufacturers, Hereford, England.



# Carling Float For Festival Was Winner

It was big, but not gaudy . . .  
It was fun, but not hilarious nor unruly . . .

A success by any measure, Frankenmuth's recent fourth annual Bavarian Festival attracted more than 50,000 visitors from distant parts of Michigan and other states.

Most of the attendance came from neighboring communities who knew the delights of previous Bavarian Festivals here. Work already has started on planning the 1983 event.

**MORE THAN 1,000** of the Festival's visitors toured our plant during the week-long celebration and noted how brewing, in a modern facility such as we have, has progressed into an exacting science.

We, of Carling Frankenmuth, were proud to be part of the Bavarian Festival.

And we also were happy that our float, created in a Little Red Riding Hood theme, won second prize in the big parade.

Matthew Szymanski, Bottle House maintenance supervisor, was in charge of the float project. He was assisted by Virginia Schroeder, Alice Loesel and Herbert Naegele.

Matt's daughter, Jill, was a pert and appealing Little Red Riding Hood. David Beyerlein, son of Mr. and Mrs. Fred Beyerlein, Bottling Department, played the Big Bad Wolf.

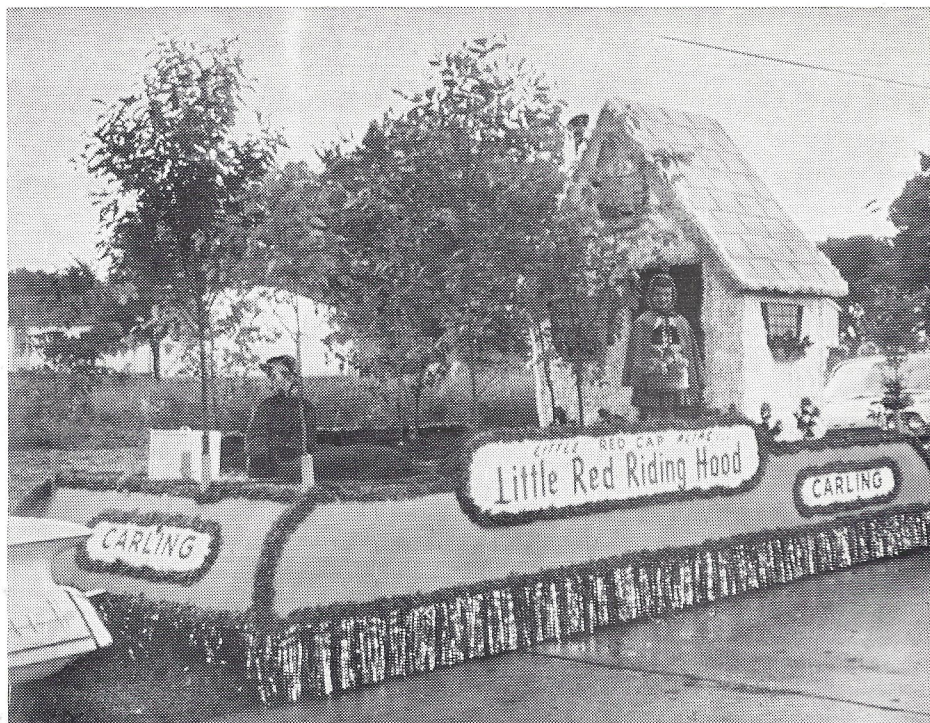
Our plant's float also was an attraction in the Bridgeport homecoming parade and will participate in others in Birch Run, Clio and at the Saginaw Timber Town Festival.

## Prosit!

Twenty-one of our Carlingites celebrated birthdays in July, or will before the month is over -- with Fred K. Hauck, Howard Buzzard and Henry Oldenburg enjoying the Glorious Fourth even more so because it also was their birthday anniversary.

Others are: July 1 - Melna Bergman and Charles Buchinger; 2 - Henry Clouse; 5 - Fred O. Hauck; 7 - Jack Sylvester; 10 - Arthur Evans; 14 - Arnold Reinhold; 16 - Wilton Sternberg and Elmer Janson; 17 - Leon Bell; 22 - Wells Barrett; 26 - Raymond Rau; 27 - Thomas Keinath; 29 - George Schmunk and Walter Engel; 30 - Galen Ferguson; 31 - Lloyd Edwards.

August birthdays are: 4th - Marshall Fabbro; 5 - Albert Warenuende; 9 - Esther Bierlein and Flora Trinklein; 11 - Raymond Gugel and Elton Jacobson; 12 - Arnold Ehrlinger and Virgil Kridler; 15 - Leonard Chase; 19 - Alfred Hastedt; 24 - William Barrett.



**HIT ATTRACTION** -- One of the best-liked features in the recent Bavarian Festival parade was our plant's float, shown here. Keyed to a Little Red Riding Hood fairy tale theme, it won second prize for all-around appeal. Riding on it are Jill Szymanski, daughter of Mr. and Mrs. Matthew Szymanski, Bottle House maintenance supervisor, and David Beyerlein, son of Mr. and Mrs. Fred Beyerlein, Bottling Department. Jill was Little Red Riding Hood. Dave masqueraded as The Big Bad Wolf.

## Michelle Schutt Gets Scholarship



**OUTSTANDING STUDENT HONORED** -- Michelle Ann Schutt, daughter of Charles and Meta Winkler, Bottling Department, is the second recipient of our Quarter Century Club's scholarship award.

Carling is also winning new friends in the Philadelphia area. Sales during the plant's first year were up almost 70% in Delaware, Montgomery, Bucks, Philadelphia, and Chester Counties.

Michelle Ann Schutt, 18-year-old daughter of Mr. and Mrs. Charles Winkler, Bottling Department, this fall will attend Concordia Teachers College, River Forest, Ill., on a scholarship awarded by our plant's Quarter Century Club.

Michelle is the second child of a Carling Frankenmuth employee to win the William H. Mayer Scholarship. Last year's recipient was Joan Rupprecht, daughter of Clarence Rupprecht, Quality Control Department. Joan maintained an all-A average in her freshman year at Michigan State University.

Michelle was an outstanding student and class leader throughout her career at Frankenmuth High School. She was valedictorian of her graduation class, a member of the National Honor Society, Junior Mixed Choir.

She led her graduation class scholastically with a 3.79 grade average, played in the school band and served as its secretary. She also taught Sunday school and further distinguished herself for enterprise by delivering a newspaper route for the Detroit Free Press to earn extra money.

Michelle's scholastic ability and leadership won her the Otto Trinklein Educational Fund Scholarship.

## Matt Honored

Matt Szymanski, Bottle House maintenance supervisor, was elected recently as president of the St. Lorenz Lutheran Church Laymen's League.



# New Facility Opened For More Space

The huge new warehouse addition to our plant, another vital phase of our \$3.3 million expansion program, became operative last weekend when equipment and stores were moved in.

The new warehouse gives us total storage of about 300,000 cases. Concrete for the addition's vast floor was poured by 40 men. Enough concrete was used to pave several blocks of city streets. Two more palletizers were installed in the new building for further plant efficiency.

Edward Jarman, director of construction, estimates a completely new plant refrigeration system will be installed by Aug. 20. The new 60,000-pound gas-fired boiler for our new boiler and engine room was installed recently and also is in operation.

All of the ammonia and air compressors now on the lower floor of the brew-house will be removed.

## Carling Wins Award As 'Good Neighbor'

CLEVELAND — Carling Brewing Company, and its New England Regional Public Relations firm, Newsome and Company, Inc., Boston, are the joint recipients of the 1961 Silver Anvil Award for the best public relations performance by a U.S. manufacturer.

The award, given each year by the Public Relations Society of America, is comparable to Hollywood's "Oscar". The national board of judges selected Carling over 300 other entries in the competition.

The award was made for "development, implementation and evaluation of a program in which a firm was a relative newcomer to New England firmly established itself as a good neighbor. Success of the program was due in large part to careful selection of opportunities to render public service and to demonstrate leadership in attaining community goals.

Sign in a gift shop: "For the man who has everything—a calendar to remind him when the payments are due."

### 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



HE CERTAINLY WAS! -- World War 2 servicemen certainly should recognize this familiar slogan, "Kilroy Was Here", which penetrated the deepest jungles or the South Pacific and obscure hinterlands of Europe. "Kilroy" popped up again in Cleveland, where Kilroy Structural Steel Co. "topped off" more than 1,600,000 tons of structural steel in raising the first stage of construction of a new \$3 million shipping and receiving facility at Carling's Cleveland plant.

## Make It Safe Vacation

Many of you are planning your annual vacation. We sincerely hope you'll have a good time and a restful one. But . . . will you be writing the folks back home about your swell time, or will they be sending you "Get Well" cards? Just follow the suggestions listed and we know you'll enjoy yourselves.

Make safety part of your planning. Have your car thoroughly checked before departing - brakes, lights, wheels O.K.? Start off on the right foot, the light one on the gas. Observe all signs along the road, SLOW DOWN when the weather, road, visibility, and traffic conditions are hazardous. --- You've arrived - fine!

Keep it fine. Don't swim alone, too far out or after dark, know the depth, tide and underwater obstacles. Don't let the heat "Knock you Cold". Take less sun and don't overdo things. Fishing? Don't snag yourself an injury, watch your hooks, learn proper casting, watch out for others. Keep your health, rest after eating, and don't go into the water immediately.

Select boats carefully, no standing, overloading or horseplay! Stay ashore in bad weather. Have life preservers, and if the boat overturns, stay with it.

Camping out is great fun - don't turn it into a tragedy. Wear the proper type of clothing, boil your drinking water, be careful with cigarettes and matches. Keep fires small and guarded, make sure they're "Dead Out", cover them with dirt before leaving.

When it's time to return, don't rush, SLOW DOWN AND GET THERE! Take it easy, have a safe restful vacation and come back to work full of bounce. We'll be waiting for you.

## In Memoriam

Our plant was saddened by the recent deaths of two of our friends and fellow workers -- Norbert L. Schoenknecht, 42, and Harold Shook, 61, both of the Bottling Department.

Norbert died June 25 at his home in Saginaw. He leaves his wife, Erma; two sons, George and Paul, and a daughter, Catherine. He had been employed here since February, 1957.

Harold died June 11 at McLaren Hospital, Flint. A 17-year veteran at our plant, he leaves his wife, Mae, and two sons, Donald and William. Harold made many friends during his lengthy career in our plant.



## Carling To Air Steelers' Games

CLEVELAND — Carling Brewing Company has purchased one-fourth sponsorship of the Pittsburgh Steelers' complete National Football League schedule for the 1962 season on both television and radio, according to E. S. Scheide-man, Marketing Director for Carling's Central Division.

For many years Carling has been prominent in sponsoring a number of sports on radio and television beginning with the early days of the broadcasting of professional boxing matches. Carling also underwrote the broadcasting costs of the Patterson-Johannson heavyweight championship fight two years ago.

Since 1953, Carling has brought Cleveland Indians baseball to a broad area through both radio and television and, for the past six years has sponsored both N.B.C. and C.B.S. baseball games of the week. For the past twelve years the company has sponsored the N.F.L.'s Cleveland Browns on radio and television and the All-Star Football game since 1958. Major bowling events in a number of cities have also been sponsored by Carling.

In addition to Pittsburgh, the Steelers television network covers outlets in Altoona and Johnstown, Penna.; Clarksburg, W. Va. and Steubenville and Youngstown, Ohio.

The thirty-nine station radio network will bring the excitement of Steelers' games to cities in Western Pennsylvania, Western New York, West Virginia and parts of Ohio.

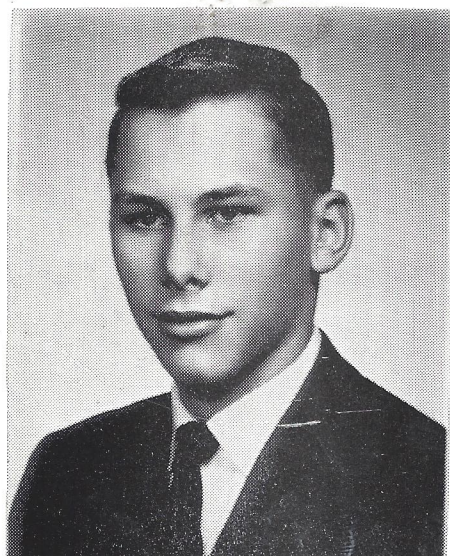
Games will be televised over KDKA, the Columbia Broadcasting System outlet in Pittsburgh, and broadcast over radio station WWSW.



**SWISH, FRESH FISH! --** Gary Schmitzer, right of our Bottling Department, is shown with a fishing "buddy", Ward Kowitz of Millington, and their limit catch of husky walleyes caught recently on home-made pencil-type lures in the St. Clair River at Port Huron. Gary and Ward were fishing at night. Their fish averaged two pounds each. Note case in foreground, for use when fish weren't biting.

Don't ever prophesy; for if you prophesy wrong, nobody will forget it; and if you prophesy right nobody will remember it.

## Tour Guide Tim Doing Fine



**TIM TOURS 'EM** - Timothy Keinath, son of City Manager Herbert Keinath, is proving an effective and likable tour guide at our plant this summer. He is a student at Ferris Institute.

Timothy (Tim) Keinath, an honor student at Ferris Institute, is proving himself as good a plant tour guide with us this summer as he is a scholar.

A son of Herb Keinath, Frankenthuth city manager, Tim is a pharmacy student at Ferris. He received one of the five Rho Chi sophomore awards presented by the National Pharmacy Honorary Society to outstanding second-year pharmacy students for scholarship and leadership.

Tim will return to Ferris in the fall. Meantime, it's nice having him with us.

## Baltimore To Get New Warehouses

BALTIMORE, MD.—Two new warehouses to serve Washington, D.C. and Prince Georges County with Carling Black Label Beer and Red Cap Ale have just been completed at a cost of \$500,000.

Features include a drive-through design to afford rapid indoor loading of trucks, as well as shipping docks with automatic sections to speed outdoor loading, cooling rooms for draught beer and areas to service picnic coil boxes.

## Baseball Excursion Planned For Aug. 5

Our Quarter Century Club -- a doughty band of Detroit Tiger fans, tried and true -- is sponsoring a baseball excursion to Detroit on Sunday, Aug. 5, when the Tigers will play the Minnesota Twins.

There will be two chartered buses -- one for couples, the other for "stags". Tickets are available from these committeemen: Brewhouse, Harold (Silver) Matzke, Rudolph Strobel and Wallace Baum; Bottlehouse, Norman Baker, Alfred Buzzard and Cloyd Persons; Engineering Department, Max Erndt; Office, Herbert Naegele.

## Safety Slogan

**"Drive safely today so that you may return tomorrow."**

That is our July safety slogan, offered as a summertime reminder to keep our guards up on weekend outings or vacation trips.

June safety slogan winners who received gift certificates from Oscar Rau Electric were: John Schluckebier, James Sahr, Edna Hauck, Fred Baker, Norman Matzke, Gerald Keinath, Lucille Woern, Mrs. Ralph Poellet, William Matthews, Melvin Rupperecht, Mrs. Elmer Beyerlein and Mrs. Arnold Ehrlinger.

May safety slogan winners, who received gift certificates from Leslie Hardware, were: Ronald Knoll, Walter Lockhardt, Peter Greenia, Ronald Pavlicek, Frieda Cook, Carl Schneirla, James Bieberitz, Otto Zuellig Jr., Leonard Chase, Mrs. Fred Hauck Sr., Mrs. George Schmunk, Mrs. Norbert Matzke, Mrs. Melvin Hecht and Clifford Stockmeyer.

## For The Record

During every two-day period this summer, the tragedy of the San Francisco earthquake and fire will be "repeated". In cities and towns across the land through unsafe acts at home and on vacation 450 to 500 people will lose their lives, and some 25,000 will be injured. Don't let yourself or your family be included in these statistics.

**Every 40 minutes this summer 3 people will be killed by automobiles on our nation's streets and highways.**

Enjoy yourself on the highway -- but let the 3-C's of driving help you escape being part of our modern highway massacre. Drive with Care -- Caution -- and Courtesy -- and Arrive alive at your destination. Always be sure your car is safe before you start and be sure you keep an eye on the other drivers. Remember that trying to set long-distance driving records can cause you to end up being a statistic. Summer is a time for fun -- so have fun -- but be carefree -- not careless.

**Take your safety know-how with you wherever you go. Have summer fun and be carefree -- never careless.**

(Safety Department)

Sign on a store counter: Just give me something to remember. You buy.