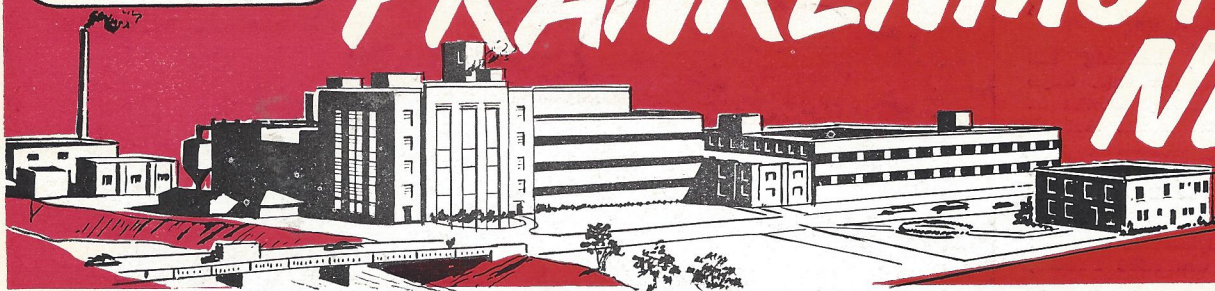


**CARLING**

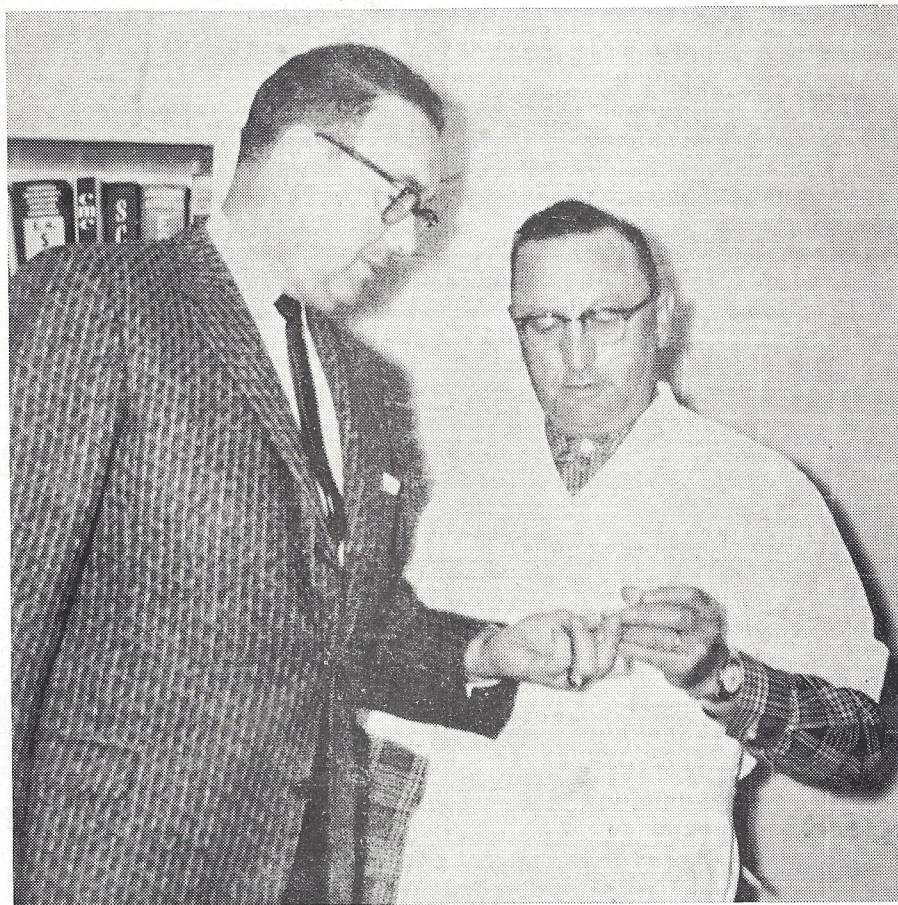
# FRANKENMUTH NEWS



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

Vol. 3, No. 16

May, 1960



**PROUD DISTINCTION** -- Clarence (Jigger) Rupperecht, right, is shown receiving from General Manager Les Freidinger a diamond pin signifying 30 years of employment here. Clarence started working here two days after his 18th birthday, driving a truck for the former Frankenmuth Products Co. Then he was transferred to the Brewhouse, then became bottling maintenance superintendent and, finally, went into the important function of quality control. Clarence never was laid off a day in his entire 30-year experience here. He's the third 30-year veteran in our plant -- and boasts that distinction with his brother-in-law, Otto Frank, Sr., Spent Grain Department, who started here March 17, 1928, and Clarence Reif, assistant to the brewmaster, whose employment dates back to April 1, 1928.

## City Bowlers Beam At Carling Prize List

Our plant helped make a lot of Frankenmuth area bowlers happy with special Carling awards in the form of silver-plated serving trays and bowls presented by Herb Naegle at the annual City Bowling Association tournament meeting May 16 at Karp's Recreation in Reese.

The Carling awards were handsome "bonus" surprises in addition to the regular association trophies.

Teams competing were from Frankenmuth, Reese, Richville, Vassar and Mayville.

The City team championship went to Ed Kern's team of Richville, with a 3,157 handicap total pins. The sponsor received a large silver-plated serving tray. The five team members received smaller trays of the same type.

City team members were Melvin Schroeder, Norman Rupprecht, Arnold Rupprecht, Clarence Mossner and Edwin Kern.

Doubles champions were Ronald Pavlicek and Lloyd Keinath of Frankenmuth, with a total of 1,365. They also received silver trays. Ron works in our Bottlehouse.

Singles Champ Howard McClelland of Vassar, with a handicap total of 743, was presented a silver-plated bowl. The same prize went to Donald Rutherford in the all-events handicap for his total of 2,012 handicap pins.

After presenting awards, Herb Naegle himself was on the receiving end. His total of 1,775 pins in the all-events actual won him a silver-plated bowl, too.

Harold Roedel, Association chairman, and Paul Damschroder, presided at the meeting. Paul presented the regular trophies.

## Date To Remember!

Here's a television date to remember! Don't forget the United States Brewers Foundation TV spectacular, Ice Capades on June 2. It's to be called "Summer On Ice" and will be telecast from Los Angeles, starring Tab Hunter, Gisele MacKenzie and Craig Stevens. The time will be announced on local TV stations.

The second USBF spectacular, featuring Esther Williams in a water show from Cypress Gardens, Fla., will be in August. The third, for which details will be announced later, will be in October.

## Wallace Weiss Named Scholarship Trustee

Wallace Weiss, Carling Frankenmuth Plant production coordinator, is one of three trustees appointed to help administer distribution of annual scholarships from the trust fund established by the will of the late Otto Trinklein, Frankenmuth community leader and friend of youth.

Serving with Weiss are Emil Rummel and Richard Ziehmer of Frankenmuth. They will function as an advisory committee to accept applications and to make recommendations to the trustee, Second National Bank of Saginaw, for awarding of scholarships to deserving youths and young men and women.



## People In The News

### BIRTHDAYS

June's a happy month, bearing the promise of summer and pleasant days ahead; it's also the birthday month of 20 Carling Frankenmuth Plant friends and fellow workers.

Here they are -- all deserving of a "Happy Birthday!" greeting in this order:

June 1 - Roy Seiferlein, James Gruber;  
2nd - Henry Canfield, Clarence Frank;  
4th - Raymond Loesel, Herbert Naegele;  
6th - Norbert Matzke, Donald Matthews,  
Peter Arnold; 10th - Gary Schmitzer;  
11th - Elmer Kolberg; 13th - Arnold  
Allen; 15th - Alfred Schmitzer; 18th -  
Carrol Nuechterlein; 20th - Arnold Schar-  
rer; 22nd - Wallace Baum; 23rd - Otto  
Frank, Jr.; 24th - Richard Johnson,  
Duane Deno; 25th - Wilmer Brechtels-  
bauer; 29th - Raymond Veitengruber.

### GET WELL SOON!

Mrs. Wilma Hillis, Accounting Depart-  
ment, has been a patient at St. Mary's  
Hospital, Saginaw, and is now convalesc-  
ing at home.

Otto Frank, Sr., Spent Grain Depart-  
ment, who had been hospitalized, is con-  
valescing at his home.

Otto Bielert, Bottling Department, has  
been a patient at Saginaw General Hos-  
pital.

George Schmunk, Brewing Dept., is  
convalescing at his home after recent  
hospitalization.

### The Carling Frankenmuth News

Associate Editor, Herbert Naegele

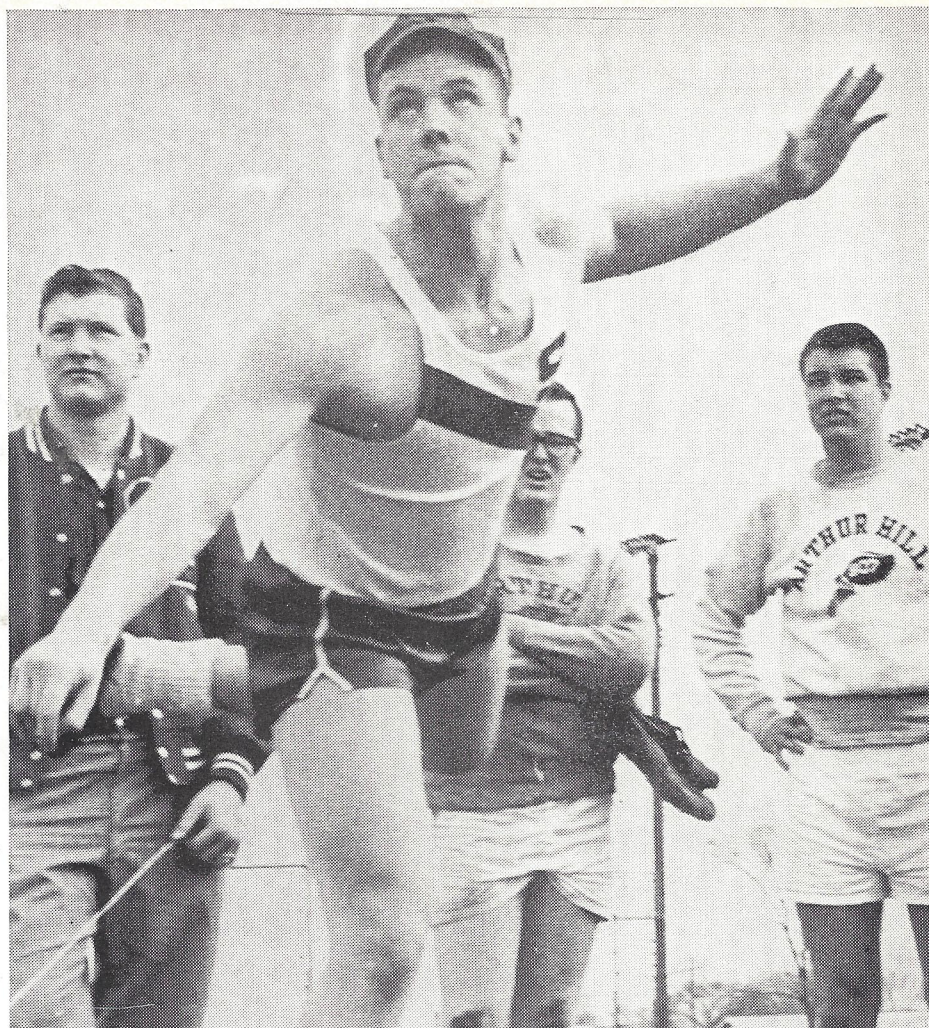
George Schmunk .....	Brewhouse
Willie Brechtelsbauer ..	Engineering
Ottomar Rupprecht .....	Bottle House
Bernard Todd .....	Bottle House
Richard Nuechterlein .....	Office
Harold Matzke .....	Cellars
Fred Bickel .....	Powerhouse
Harold Eischer .....	Bottle House
Alfred Matzke .....	Cellars
Virginia Tremonti .....	Office
Alfred Buzzard .....	Bottle House

## Carling 'Old Timers' Rally For Gay Night

Members of Carling Frankenmuth's  
Quarter Century Club enjoyed a dinner  
May 16 at Zehnder's Hotel.

Club members and dates they began  
employment here are: Otto Frank, Sr.,  
March 17, 1928; Clarence Reif, April 1,  
1928; Clarence Rupprecht, April 18,  
1930; Domenico Albera, Oct. 25, 1933;  
Herbert Naegele, Oct. 27, 1933; Wallace  
Baum, Dec. 23, 1933; Ernie Gauderer,  
Feb. 3, 1934; Walter Knieling, May 17,  
1934; Norman Baker, May 20, 1934;  
Ludwig Trinklein, May 1, 1935; Albert  
Warnemuende, June 27, 1935.

Staff members who attended the dinner  
and swapped yarns with "oldtimers"  
were L. M. Freidinger, Wallace Rieth-  
meier, Wallace Weiss, Bill Bornemisza,  
Ed Johnson, Jack Price and Leo A. Rous-  
seau.



**RECORD-BREAKING HEAVE** -- This is 17-year-old John Matzke, son of Alfred Matzke, Carling Frankenmuth Plant assistant brewmaster, as he tossed the shotput 49 feet, 5½ inches, to set a new Saginaw area high school record recently. John, a junior at Michigan Lutheran Seminary, Saginaw, Michigan, is in the Marine Corps Reserve, which explains the Leatherneck "fatigue" cap he's wearing for luck in this photo.

### Power - Plus

## John Matzke Just 'Growing Boy' Who Makes Rival Coaches Drool

John Matzke, 17-year-old son of Alfred Matzke, Carling Frankenmuth Plant's assistant brewmaster, is the sort of athlete high school coaches dream about having on their side.

A junior at Michigan Lutheran Seminary in Saginaw, John recently tossed the shotput 49 feet, 5½ inches to break the all-time Saginaw area record of 49 feet, 5 1/8 inches set two years ago.

"I'm hoping to hit 50 feet before I graduate next year."

Admiring fellow students and even rival coaches won't be surprised if he does it.

**JOHN'S A YOUNG FELLOW** of real substance. He's now six feet, three and weights 212 -- all sinew and quickness, requisites for a champion shotputter.

He runs the 100-yard dash in a little over 11 seconds and has done the 120-yard high hurdles in 18 seconds.

Last fall he played varsity fullback for Michigan Lutheran Seminary and

forward on his school's basketball team, co-champion of the Saginaw-Gratiot County Class C Conference.

**A GOOD STUDENT**, John currently is in the U.S. Marine Corps Reserve. He's shooting for a Congressional appointment to the U.S. Naval Academy after his prep career is finished. If he doesn't make it, he'll enter the Marine Corps for active service.

Think even the Marines wouldn't be glad to have him on their side?

### Welcome Aboard!

Our handshake and hearty welcome to seven new Carling Frankenmuth employees as of this publication date.

All but John Bosenecker, who works in the Brewhouse, are employed in the Bottling Department. They are Frederick H. Mushung, Harold Weber, John Frank, James Bieberitz, Melvin Rupprecht and Gerald Keinath.



# Frankenmuth Legion Post 150 Enjoys Plant Tour

## Commander Beyerlein Heads Legionnaires In Guest Night Here

More than 100 members of Frankenmuth American Legion Post 150 recently toured our plant, remarked at its gustoming facilities and rallied on the plant's clubroom for some bracing draughts of Black Label, a buffet luncheon and the tall tales and memories of days in Uncle Sam's fighting togs.

Post Commander Herb Beyerlein of our plant's Brewing Department headed the delegation which was welcomed by General Manager Les Freidinger. Les, incidentally, lingered to swap pleasantries with "the boys".

Visitors from the Legion's 7th and 8th Districts spoke briefly, complimenting Frankenmuth Post 150 for its tip-top organization and spirit.

Plant Personnel Director Herb Naegele conducted the tour.

Nineteen active and one retired Carling Frankenmuth employees are members of Post 150.

The roster includes: Wallace Weiss, production coordinator; Wallace Riethmeier, comptroller; Matthew Szymanski, bottleshop maintenance supervisor; bottling department - Ray Veitengruber, Hilbert Poellet, Arnold Kern, Elmer Keinath, Ralph Eischer, Martin Eischer, William Bierlein, Fred Beyerlein; Jack Price, brewmaster; brewing department - Ruben Reif, Harold Reif, Otto C. Frank, Jr., Herbert F. Beyerlein; engineering department - Elmer Beyerlein; Richard Lillie, bacteriologist; Arno Rogner, accountant; Albert Nefe, retired employee.



**TIME FOR A SNACK** -- Legionnaires are shown at what used to be their favorite pastime back in the days when they were in uniform. They're shown here in "chow line" -- the buffet luncheon served for them in our plant's clubrooms.



**MEET OUR LEGIONNAIRES** -- Carling Frankenmuth's members of American Legion Post 150, accompanied by General Manager Les Freidinger, right, were proud to pose for this photograph after a recent tour of our plant by more than 100 members of Post 150.



**SALUTE TO THE COLORS** -- Post 150 members, remembering their service days, offer a smart salute to the flag. They are being led by Commander Herb Beyerlein of our Brewing Department.

## Red Cap Ale Boosted

Carling Red Cap Ale is the subject of six national magazine advertisements which began appearing in May in four of the nation's top publications.

The first ad ran May 2 in the popular Sports Illustrated magazine. The next will be on June 13. One appeared in The New Yorker on May 17 and there will be another June 18. There is one in the June edition of Esquire, which went on the stands May 19, and there will be another in the July edition of Holiday which will be displayed on newsstands June 15.

## Carling Promotion The Biggest Ever

Putting Carling's name on the consumer map in bigger letters than ever, Carling Party Headquarters, biggest coast-to-coast malt beverage promotion of the year, began May 2 and will continue until early July.

Its emphasis is "Make it good for the retailer". The campaign is an all-out store-wide promotion for supermarkets and groceries. Included in the promotion is a definite appeal to the package store trade, and a special integrated kit of point-of-sale materials for taverns.

The Carling promotion program's impact is aimed at a true brewing industry sales spectacular.

**IT BEGAN** with a May 7 boost by network television advertising accompanying the Carling Phil Silvers CBS-TV special. There will be another June 30.

In addition to this national TV support and from local stations, radio and newspaper advertising and Carling national magazine advertisement will help carry the message to consumers.

Thousands of pieces of point-of-sale display items are in stock in distributor warehouses ready to get out and sell in licensed beverage accounts.

Every display piece is designed cannily to get across the Party Headquarters theme -- one that grooves into the hottest news of the 1960 summer -- the national political conventions.

Party Headquarters will be everywhere -- in homes, taverns, restaurants, inns and clubs -- wherever there are people who want to drink the best beer and ale for top appreciation of the 1960 political developments.



## Marketing Condition Studied By Conferees

A Carling Central Market Divisional meeting was conducted May 12 at our plant here for a thorough review of current and future marketing conditions.

Those attending for a conference with our executive staff, headed by L. M. Freidinger, were E. S. Scheideman, marketing director; R. J. Tait, advertising and sales promotion manager; Vic Walsh, marketing and planning manager; R. A. Schneider, sales service manager; and R. J. Edwards, regional sales manager, of our plant; R. E. Livingston, divisional sales manager, and R. I. Allison, national market research director.

Also present were representatives of the Lange, Fisher and Stashower advertising agency.

## Our June Safety Slogan

"Let Safety Share Your Trip" is our plant's apt June safety slogan on the threshold of summer and vacation days.

April safety slogan winners, each of whom received a picnic jug, are: Mrs. Virginia Schroeder, Mrs. Sidney Burke, Charles Baldwin, Mrs. Howard Dietzel, Mrs. Elmer Poellet, Mrs. Edwin Rodammer, Mrs. Norbert Schoenknecht, Mrs. Herbert F. Beyerlein, Mrs. Alphonse Bishop, Mrs. Ellsworth Doud, Mrs. Bernard Todd and Mrs. Harvey Bierlein.



**SING A SONG OF SAFETY!** -- Robert Allen, left, safety engineer for the Aetna Casualty & Surety Co., visited us recently to present four-year safety awards. Others, from Allen's left, are Herbert Naegle, plant personnel and safety director; General Manager Lester M. Freidinger; Edward Johnson, Bottleshop superintendent; Jack Price, master brewer, and Leo A. Rousseau, plant engineer.

## Safety Awards Pile Up

Safety awards keep piling up for our plant -- and don't think it isn't charming!

Robert M. Allen of the Aetna Casualty and Surety Co.'s Safety Engineer Department, Port Huron, recently presented the four-year safety award to our plant. Also recipients were Jack Price, master brewer; Ed Johnson, bottling superintendent, and Leo A. (Jim) Rousseau, for outstanding superintendence of safety the past four years.

The award presentation event included a supervisory meeting and luncheon. An excellent safety film, "Knowing Is Not Enough", was shown.



**PLANT IMPROVEMENT** -- Willie Brechtelsbauer, background, and Howard Dietzel, are shown as they teamed in recent installation of our plant's new liquid caustic system. This assures more economical, efficient and safer production methods by use of liquid caustic instead of the old caustic flake method...



**DUST COLLECTOR ADDED** -- Ellsworth Doud, Maintenance Department, is shown here installing our plant's new dust collector -- an important facility in our daily practice of plant safety and cleanliness.

## Two New Plant Improvements In Operation Here

Our plant now boasts two major improvements -- a new dust collector and liquid caustic system, both representing the latest in modern brewery production techniques.

All of the installation work was done by our own maintenance crew consisting of Willie Brechtelsbauer, Howard Dietzel, Ellsworth Doud and Ernie Mell, Plant electrician. It was supervised by Leo

Rousseau, plant engineer.

The dust collector system was installed in three weeks. Six weeks were required for the liquid caustic system, with its 580 feet of two-inch black pipe and four tanks. Two are on the first floor for storage. The other two are in the basement, which are make-up tanks for the Brew-house and Bottlehouse.

Both dust collector and liquid caustic system are for plant safety and efficiency improvement.

## Salute To Carling

Carling Brewing Co. scored recently when it received a CBS Films, Inc., award "for outstanding achievement in creative merchandising of the Phil Silvers -- Sgt. Bilko television show" at a luncheon at the Cleveland Advertising Club.

Sam Cooke Diggs, administrative vice-president of CBS Films, presented the award to Ian R. Dowie, Carling president. Paul Lohmeyer, national market planning director, described the campaigns of Carling and Carling wholesalers which produced the award.

That our Carling Frankenmuth plant contributed its share to the company achievement was evidenced in recent congratulations Les Freidinger received from Mr. Dowie, together with an award plaque.

Mr. Dowie told Les, in part: "Naturally, receipt of such an award is highly gratifying to us but the entire promotion plan could only be effective because of the whole-hearted cooperation of our entire marketing organization.

"Your contribution to the success of this promotion has been recognized by CBS with an award plaque which is being sent to you."

## Suds - Such

Sudden Thought: There is nothing that costs more than a cheap politician.

At one of the neighborhood theaters, two youngsters were talking. "I can't stand the kissing," said one six-year-old boy. "Well," said the other, "I just close my eyes and make believe he's choking her."

Nothing keeps a family together as much as owning just one car.

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

Wife: "Didn't I tell you to notice when the soup boiled over?"

Husband: "I did, it was 11:45."

Voice on telephone: "Hello Miss Jones. Johnny Smith won't be at school today. He is not feeling well."

Teacher: "who is this?"

Voice on telephone: "What do you mean 'who is this?' This is my Daddy."