

CARLING

FRANKENMUTH NEWS



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

Vol. 3. No. 27

May, 1961.



GOVERNOR VISITS—Gov. Swainson, second from right, was an appreciative visitor at our plant on the day of our appreciation dinner he was unable to attend because of other business. He met Carling president, Ian R. Dowie, second from left, and H. E. Russell, executive vice-president, extreme left, and Plant Manager Les Freidinger, right, during his visit. Here they are enjoying a glass of Black Label together.

Story Of Friendship Enacted At Carling Appreciation Dinner

"I can't tell you how much I appreciate the honor you do my company, my associates and myself."

There was no doubt among the 300 persons present at the event that Ian R. Dowie, Carling Brewing Co. president, meant what he said at the Carling Appreciation Dinner given last Monday at Bavarian Inn by the Frankenmuth Chamber of Commerce.

Honor guest at the dinner, he listened carefully to Carling praise from City Manager Herbert Keinath and the adroit master-of-ceremonies touch of Richard Ziehmer, Frankenmuth public schools superintendent.

EARLIER, he had grinningly accepted from Fred Zehnder a pair of Bavarian Festival lederhosen and a black Alpine hat with white cord band. To the audience's delight, he donned both. It was all in fun and he went along with the act.

But it was very quiet in the big dining room later when Mr. Dowie said: "In no case have we (Carling Brewing Co.)

made so good a move as when we came to the market community of Michigan, the urban community of Frankenmuth and this area.

"Nowhere have we been so warmly greeted or treated as here, and in no place have we had cause to be so appreciative as we have here."

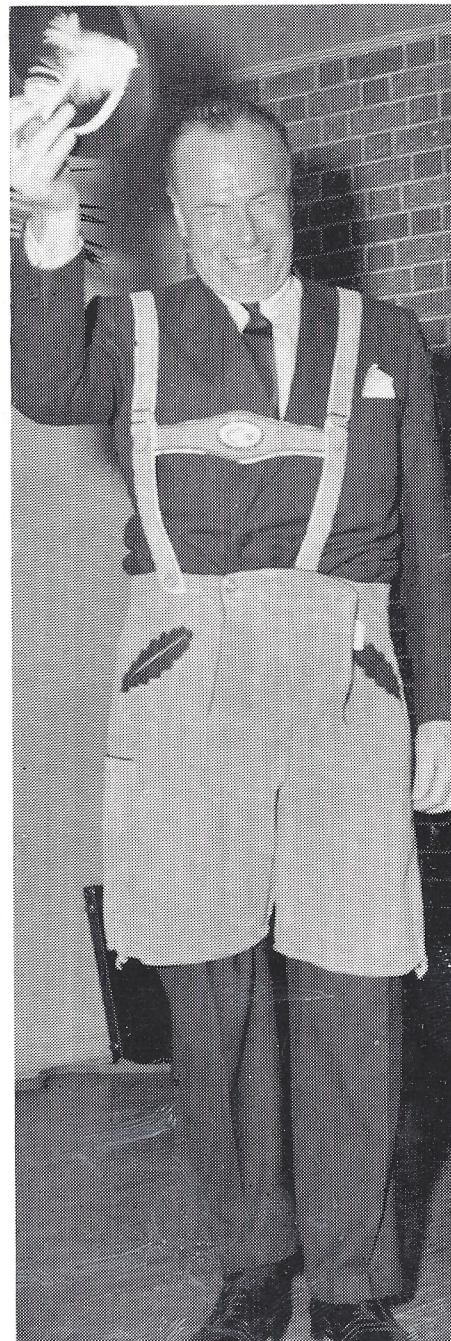
He said Carling's \$5.5 million expansion here comes as "a logical move to expand something which is doing so well."

Mr. Dowie expressed pride and gratitude at the visit of Gov. Swainson at our plant.

"THAT THE GOVERNOR of this great state should go out of his way to come here is appreciated by both Carling and the City of Frankenmuth," he said.

"We will probably build new plants and acquire others," he continued, "but, I feel sure, with all deference to others, that we never will have another experience like this. I've said that before. I

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HAPPY 'BAVARIAN'

President Ian R. Dowie models his gift lederhosen presented at appreciation dinner.

Day To Remember.... We Break Ground For \$5.5 Million Addition!



That's Otto Frank at the controls of the steamshovel on ground-breaking day. He's accompanied by Clarence Reif and Clarence Rupprecht. The three veteran employees represent 97 years of seniority at our plant.



Here's an interested lot of "sidewalk superintendents" from our plant as they watched the house being moved from the site of our new addition.



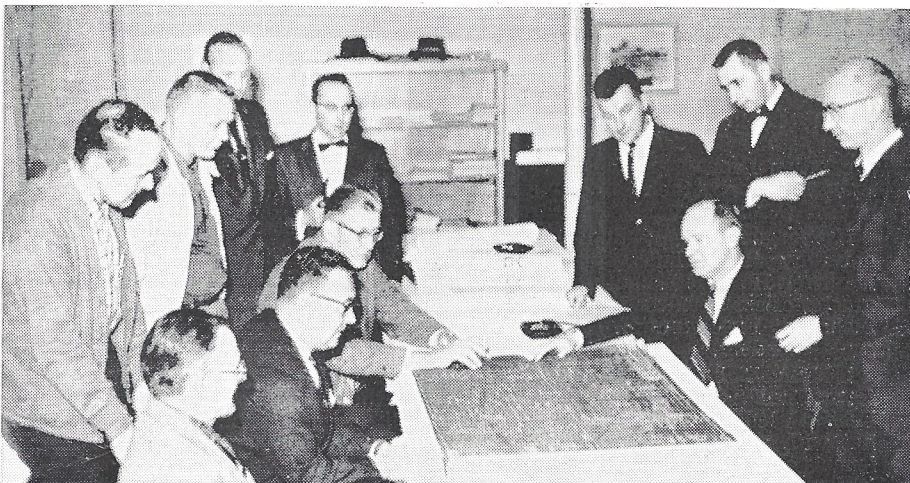
A glass of Carling Black Label never tasted better than it did to this group in celebration after the ground breaking. At the left of Leo Rousseau, center, is City Manager Herbert Keinath. At Leo's immediate right is Mayor Pro Tem Elmer Simon.



THE CEREMONIAL SPADE—Regional Vice-President and General Manager Les Freidinger, second from right, and Frankenmuth Mayor Pro-tem Elmer Simon, turn the first shovelful of earth for our new \$5.5 million plant expansion program. At the extreme right is W. H. C. Wallis, construction engineer for Carling. Others, from the left, are Roy McNeilly, Peter Stuckkey and John Lindstrom, representing the general contractor, Ericsson and Lindstrom, of Flint.



TURNOUT TO REMEMBER!—It's nice to know you have friends and it never was better demonstrated than when more than 1,000 men, women and children gathered May 9 at our plant to watch ground breaking ceremonies. Most of the crowd, including our employees and families, formed a square around the perimeter of the first phase of our \$5.5 million addition, as shown here.



This group of plant officials and construction men are shown talking final plans for the addition. Seated, reading clockwise, Leo A. Rousseau, Plant Manager Les Freidinger, O. I. Powell, W. H. C. Wallis; standing, Matthew Szymanski; Leo E. Rousseau, Arthur Hoag, Wallace Riethmeier, Wallace Weiss, H. Henderson and John Eiker.

Freidinger Leads 1961 Fund Drive

Vice-president and General Manager L. M. Freidinger will direct the 1961 Saginaw County United Fund Campaign.

A total of 375 persons recently attended a business and awards dinner at the Bancroft Hotel. Representatives of the 66 United Fund Agencies were recognized. One of the new agencies, the Saginaw County Association for Retarded Children, was represented by Miss Judy Klockziem, who teaches the classes for retarded children at Oakley.

Thirty-five firms and employee groups were added to the 166 previous winners to receive United Fund awards. Herbert Naegele, our plant's personnel and safety director, and George Schmunk, president of Local Union 212, attended the affair to receive the award.

Last year's successful campaign achieved \$937,895 or 104% of a \$900,000 goal. Les Freidinger headed the special gifts division in the 1960 campaign.

USBA TV Spectacular, 'Summer On Ice', Again Star - Spangled Feature

"Summer On Ice," the sixth television spectacular sponsored by the United States Brewers Assn., will be colorcast Tuesday, June 6, at 10:00 p.m. (EDST) over the National Broadcasting Company network.

Hosting the first television show of 1961 will be Peter Lawford accompanied by glamorous singing star Peggy Lee.

Number one on the one-hour program will be the Ice Capades featuring Ronnie Robertson, the amazing spin skater and other top skaters who have entertained millions throughout the United States.

Completing the all-star variety show will be the Kirby Stone Four, whose inspired antics and singing skill have earned them headline spots in top night clubs and on TV.

In Mid-April USBA directors met in Chicago to discuss plans for the "Summer On Ice" show. Complete arrangements for production of the TV spectacular are now being made and shooting will start shortly.

The 1960 ice show received top television ratings. Preliminary details for the August show are expected to be announced soon.



MIDNIGHTERS CHAMPS—At a recent banquet at McNiven's Hotel, for the Carling Midnigher's Bowling League, Herb Naegele presented trophies to these champions. Left to right, standing, Bob Wilman, Lou Pol and Ted Wescoat. Kneeling, left, Ronald Pavlicek and Jim Moffat. Ron's trophy was for single high game, three high game series and highest average.

Carling Appreciation Dinner

(Continued from page 1)

can't tell you how much I appreciate the honor you do my company, my associates and myself."

H. E. RUSSELL, Carling executive vice-president, who accompanied Mr. Dowie, voiced like appreciation at the Chamber of Commerce and community gesture.

Referring to our plant's record of more than 5½ years without a disabling injury accident, he said: "There is a certain spirit here that makes this possible."

Les Freidinger, our plant manager, traced Carling's development of the Frankenmuth plant since our company acquired it in 1956. He noted that production has more than doubled and employment has doubled in the past five years.

Les recalled having assured a group of Frankenmuth business leaders that Carling's operation of the brewery, at the outset, meant being on the side of a progressive, winning industrial organization.

"Speaking in behalf of every employee in our plant," he said, "we are very proud to be part of the Carling organization and also appreciative of the fact."

HE EXPRESSED GRATITUDE at the Frankenmuth community's continuing loyalty and interest in our plant's progress and welfare, as evidenced by fine turnouts at our safety celebration last fall and at the recent ground breaking ceremony.

"This kind of support makes our jobs easier," he said, also paying tribute to City Manager Herb Keinath's cooperation together with that of the City Council.

"I don't believe there is a plant in the country," he concluded, "which can boast that kind of support. We'll continue at our plant trying to be good citizens of this community."

Welcoming remarks were by Oscar Rau, Frankenmuth Chamber of Commerce president. Charles Zeilinger was program chairman.

Guests at the Carling Appreciation Dinner included:

Clarence F. Graebner, State Senator, Garland B. Lane, State Senator; Clarence Kackmeister, Sheriff, Saginaw County; Sgt. Forrest Jacobs, Michigan State Police, Bridgeport; Frank Parker, Michigan Brewers Ass'n; J. Ormond Foley, Michigan Beer & Wine Wholesalers Ass'n; Charles Reck, Michigan Liquor Control Commission; E. S. Scheidman, Marketing Director, Carling Brewing Co.; R. J. Edwards, Regional Sales Manager of Carling's; Harold Bondy, Brewers Workers Union, and representatives of newspapers, radio and TV.

June Birthdays

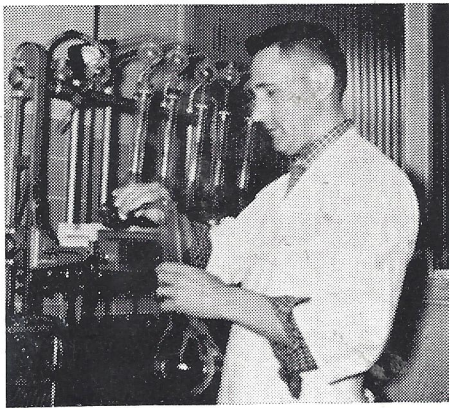
June is a birthday month for 21 of our plant's working family.

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

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

Four Assume New Plant Duties Here



DONALD NEFE

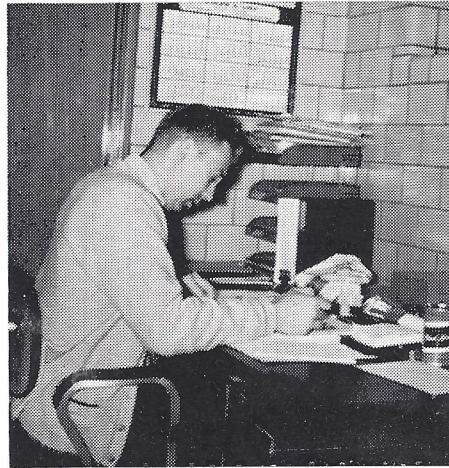
Don is a new employee of our plant with previous work experience in the City of Frankenmuth public works department.

Don replaces Bob Satow on the second shift of Bottlehouse Quality Control. Bob has been transferred to Bottlehouse Production.

Don, who lives at 805 West Tuscola, Frankenmuth, was born July 5, 1928. He and his wife, Lucy Ann, have four children - David, Steven, Debra and Wendy.

He attended St. Lorenz Lutheran School, was graduated from Arthur Hill High School. He attended Michigan State University for short courses in bacteriology, chemistry and water filtration. He likes to bowl and play golf.

Don's a member of the Frankenmuth Lions Club and is a Junior Chamber of Commerce director.



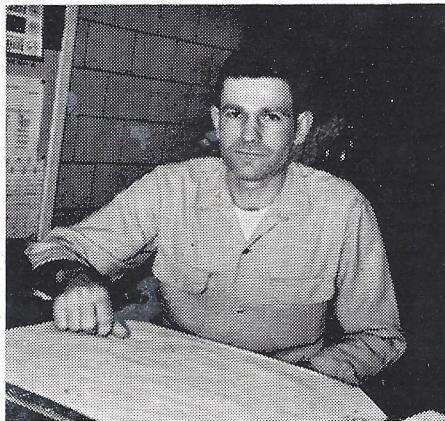
BOB SATOW

Bob, one of well-liked newer employees, now has a new job as a trainee in Bottle-shop Production. He had been in Bottlehouse Quality Control, where he acquitted himself competently.



MARGARET VAN WORMER

Margaret, new on our office staff, works in the Accounting Department. She lives at 7595 Junction Road, Bridgeport. Margaret attended St. Lorenz Lutheran School, was graduated from Frankenmuth High School. She attended Flint Junior College for one year.



WALTER SCHRADER

Walt has been transferred from production in the Bottling Department to night shift superintendent in the Bottling Department. He lives at 12725 Haack Road, Reese. He and his wife, Marian, have two sons, William and James. Walt's hobby is fishing.

New Brews

Mr. and Mrs. Wells Barrett are all smiles at the arrival May 4 of a new son, Michael Wayne, who weighed in at 6 pounds, 6 ounces.

Mr. and Mrs. Wallace Weiss likewise are beaming because of their new son, Karl Edwin, born May 15. He weighed 7 pounds, 1 ounce at birth.



There was a treat for everybody at the ground breaking ceremony -- ice cream bars and balloons for the children and refreshments for adults in the Carling Club Room. Here are some of the young guests.

Our Safety Slogan

"An Accident Can Quickly Toss Your Whole Vacation For A Loss!"

That is our May safety slogan and a good one to remember as vacation days beckon just around the corner.

Winners in our April safety slogan contest, each of whom received a \$5 gift certificate from Leslie Hardware are:

Mrs. Thomas Edwards, Mrs. Harold Weber, Mrs. Norman Baker, Mrs. Arthur Trumble, Mrs. Ruben Reif, Mrs. Charles Nestell, Mrs. Arno Rogner, Mrs. Alfred Buzzard, Richard Johnson, Mrs. Melvin Bickel, Mrs. Lawrence Merten and Mrs. Wells Barrett.

Road Ode

Oh, how they gleam and glitter
Wherever highways run,
Those gems of roadside litter;
Beer cans in the sun!

Scholarship Winner

As Carling Frankenmuth News went to press, it was announced that Joan Rupprecht, daughter of Clarence Rupprecht, Bottlehouse Quality Control, had been named winner of our Quarter Century Club's William H. Mayer Scholarship.

Joan, who will attend Michigan State University, is the first recipient of the Club's new \$200 scholarship. It will be for the 1961-62 college year.

In Sympathy

Our deep sympathy is extended to Mr. and Mrs. Charles Lindow, whose infant son, Michael Dean, died April 27 at St. Mary's Hospital.