

CARLING

FRANKENMUTH NEWS



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

Volume 7, No. 4

May, 1963.



VETERANS HONORED - These long-time Carling employees were honored at our plant's recent Quarter Century Club banquet at High Life Inn. Plant Manager Les Freidinger, center, is shown presenting a perpetual motion clock to Otto Frank, Sr., Spent Grain Department, a 35-year veteran. Others, left to right, are Elmer Poellet, Bottling Department; Richard Nuechterlein, Accounting Department; Harold Reif, Brewing Department; Alfred Matzke, assistant brewmaster; Freidinger and Frank; Clarence Reif, assistant to the brewmaster; Wallace Baum, Cellar Department and Herbert Naegle, personnel and safety director.

They All Remembered When ..

Four new members were inducted into our plant's growing Quarter Century Club at its recent banquet at the High Life Inn during an evening of good fellowship, merriment and reminiscence.

The initiates, all wearing their new gold watches with understandable pride, are Richard Nuechterlein, Accounting Department; Alfred Matzke, assistant brewmaster; Harold Reif, Brewing Department, and Elmer Poellet, Bottling Department.

Otto Frank, Sr., Spent Grain Department, and Clarence Reif, assistant to the brewmaster, received perpetual motion mantel clocks for 35 years of service.

Wallace Baum, Cellar Department, and Herbert Naegle, personnel director, received diamond rings as 30-year veterans.

Presentations were made by Plant Manager Les Freidinger, who also re-

viewed our progress and discussed new company policies and changes.

Otto Frank, Sr., proved a witty and competent master of ceremonies in recalling incidents of bygone days and some of his experiences. Wives of Club and staff members also attended the pleasant event.

Our plant's Quarter Century Club now consists of 21 members representing a total of 593 years of service, an average of 28 years per member.

Following is a list of Quarter Century Club members and the work experience of each:

35 years - Otto Frank, Sr., Clarence Reif; 33 - Clarence Rupprecht; 30 - Herbert Naegle and Wallace Baum; 29 - Ernie Gauderer, Walter Knieling, Norman Baker; 28 - Ludwig Trinklein, George Schmunk, Albert Warnemuende; 27 - E. Jack Price, Norman Matzke, Ludwig

Garretson Gets New Promotion

Robert C. Garretson has been elected executive vice-president of Carling Brewing Company, Henry E. Russell, president, has announced.

Mr. Garretson had been vice president for marketing since 1960. He joined Carling in 1948 as sales promotion manager, later became advertising manager and in 1956 was elected vice-president of advertising.

Mr. Russell also announced that Paul Lohmeyer has been appointed National Marketing Director and Richard C. Wright, former assistant to the vice-president, marketing, has been appointed to succeed Mr. Lohmeyer as director of advertising and sales promotion.

Mr. Garretson, who before coming to Carling had broad experience in advertising and sales promotion with several consumer product companies, is a graduate of the University of Illinois and received a master degree in journalism from Northwestern University.

Mr. Lohmeyer joined Carling in June of 1959 as sales promotion manager, subsequently was promoted to director of advertising and sales promotion. He is a native of Pittsburgh, a graduate of the University of Pittsburgh and before coming to Carling had extensive experience in advertising and sales promotion with several other brewing corporations.

Mr. Wright joined Carling in 1960. He had been an associate media director of Batten, Barton, Durstine and Osborne, Inc. in New York City.

Riess; 26 - Leo A. Rousseau, L. M. Freidinger, Fred O. Hauck; 25 - Harold Reif, Elmer Poellet, Richard Nuechterlein and Alfred Matzke.

Deceased club members are William Mayer and Domenico Albera.

Highest Award Given Our Plant

Our plant received the appropriate salute due a champion at a recent Greater Saginaw Safety Council awards dinner at the YMCA in Saginaw.

Arthur J. Karam, Council vice-president, presented Plant Manager Les Freidinger with the National Safety Council's Award of Honor for the best brewer's record of 3,013,000 consecutive man-hours worked without a disabling injury. We also received a Greater Saginaw Safety Council special award for operating seven consecutive years without a lost-time accident.

The National Safety Council's Award of Honor is the highest attainable.

Our plant's safety committee members were honor guests at the dinner. The meeting concluded with a talk by Frank A. Chilson, U.S. Coast Guard Auxiliary Division 14 captain. He discussed water safety.

Carling Creates New Divisions

Carling Brewing Company has taken a further step to decentralize and strengthen its management organization and to provide more direction at the local level, Henry E. Russell, president, has announced.

Mr. Russell said three new divisions - East, South and West - have been established with each under the direction of a divisional vice-president who will bear full responsibility for all operations, including marketing.

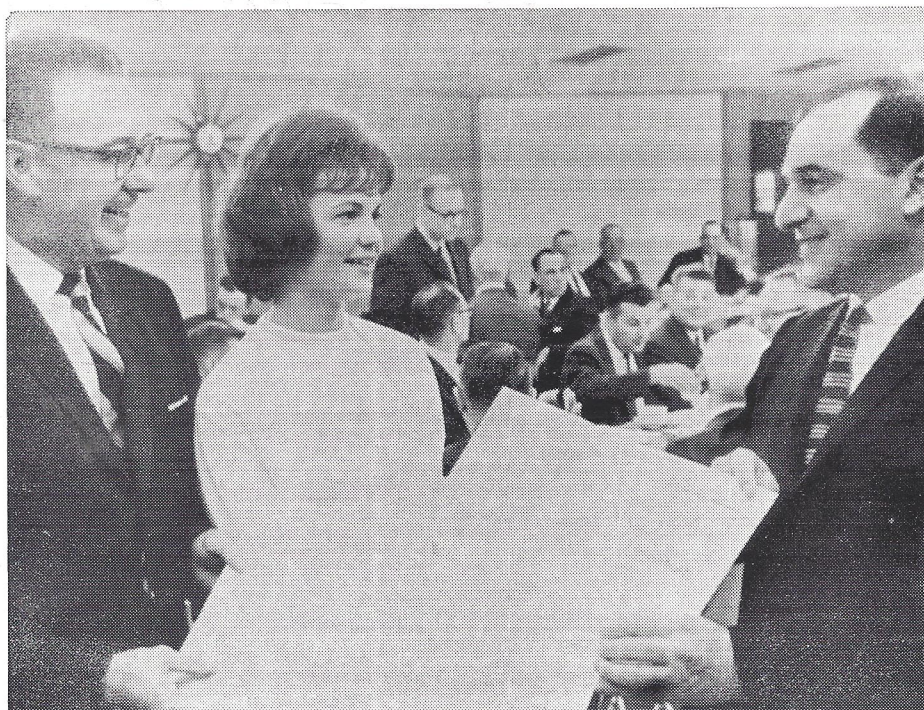
Promoted to fill these new positions are:

Charles E. Landreth, formerly regional vice-president in Atlanta becomes divisional vice-president, South, with responsibility for the Atlanta plant and Carling's eighth plant now under construction in Fort Worth, Texas. These plants serve the Southeast, Louisiana and Texas.

Bruce P. Wilson, formerly regional vice-president in Baltimore becomes divisional vice-president, East, with responsibility for Carling's Natick, Mass. and Baltimore plants which serve New York, New England and the middle-Atlantic states.

Donald J. Dittmann, formerly regional vice-president in Tacoma becomes divisional vice-president, West, with responsibility for a 10-state area including the Rocky Mountain states and Pacific coast.

Mr. Russell noted that Carling is among leaders in the brewing industry to realize the advantages of producing and marketing nationally advertised brands of beer and ale on a regional basis and, because of this, adopted the philosophy of decentralized management as the best to assure success in the brewing industry.



HIGHEST HONOR - Plant Manager Les Freidinger, left, accepts from Arthur J. Karam, Greater Saginaw Safety Council vice-president, the National Safety Council's Award of Honor for our world safety record in the brewing industry. Mrs. Diane Kocis - "Miss Safety" of Consumers Power Co.'s Saginaw Division also accepted an award conferred by the Greater Saginaw Safety Council for outstanding safety work.



COMPLETES TRAINING - Charles E. Nestell, right, Bottling Department, is shown with Joseph Rabideau, Cheboygan civil defense director. They participated in a week-long Civil Defense shelter management training course in Battle Creek.

Shelter Management Training Planned Here

Charles Nestell, Bottling Department, has completed special training in shelter management as taught at a Civil Defense school in Battle Creek. Representatives from 18 states attended.

Chuck was trained in classes which dealt with nuclear weapons, attack warnings, fallout shelter, community shelter organization, staff requirements, supplies and equipment.

He and fellow students also learned details about shelter living during an emergency -- exercise, psychological adjustment and first aid treatment.

He will instruct a staff to assist him in shelter management work and preparations in our plant.

Safety Slogan

"There's No Substitute For Safe Practices."

That was our May safety slogan and a good one to keep in mind every day in the week -- at home or at work.

April safety contest winners, each of whom received a gift certificate from Leslie Hardware, were: Mrs. Richard Nuechterlein, Lucien Pol, Jr., Franklin Hill, Harold Kern, Harold Jekel, Harold Boquette, Ludwig Trinklein, Lawrence Merten, Harold Reif, Donald Matthews, Charles Lindow and Mrs. Bernadine Krick.

Farmer Peet And Mabel Good Pair

Wieners and bologna cooked in Black Label beer -- plenty of laughs and good conversation -- those were the delights at a recent Saginaw Valley Safety Council meeting and buffet luncheon in our plant's club room.

About 175 Saginaw Valley industrial plant safety engineers, supervisors and personnel managers attended the event. It was the largest turnout in the Council's history.

Louie Uehlein of Peet Packing Co.'s plant in Chesaning was chef. His able helpers were Bill Rowell, Jim Butts and Jack Vrable. Doug Peet also was there.

An interesting film, "The Harry Blitz Story", was shown to dramatize the worth of automobile safety seat belts. Keith Caroline of the K. C. Welding Co. of Essexville gave a safety demonstration on proper use of oxyacetylene welding and cutting equipment.



GOOD FRIEND DEPARTS - This is Frank Parker, president and executive secretary of the Michigan Brewers Association, as he appeared nearly three years ago at our safety victory dinner after our fifth year without a disabling injury. Frank died recently.

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



LOUIE'S QUITE A CHEF! - Louie Uehlein, production manager of Peet Packing Co. of Chesaning, makers of Farmer Peet hams, sausages and bacon, is shown here as he cooked Farmer Peet wieners and bologna in Carling Black Label beer and Red Cap ale for the Valley Safety Council dinner in our club room. It was a meal to remember, everybody agreed.

We'll Miss Him

Carling Brewing Company -- and our plant, especially -- lost a friend and admirer in the recent death of Francis P. (Frank) Parker, 47, in a Detroit hospital.

As president and executive secretary of the Michigan Brewers Association, Frank visited our plant periodically and endeared himself to us as the witty and affable master of ceremonies at our annual safety award dinner.

Chemists Meet Here

Twenty-three members of the Detroit group of the American Society of Brewing Chemists were here May 23 for a plant tour and meeting, with Bill Bornemisza, our plant chemist, acting as host.

The event, sponsored by Carling, included an afternoon of golf at the Bridgeport Country Club and dinner at the Bavarian Inn. Charles Schenarts of the Wallerstein Laboratory of Chicago was the speaker. His topic was "The Brewer's Yeast."

Prosit!

There are 21 June birthday anniversaries to be celebrated in June by our friends and fellow workers.

Wish them birthday greetings in this order: 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 and Raymond Veitengruber.

Dinner Club Tours

About 60 Saginaw Knife and Fork Club members and their wives toured our plant last week before dining at Zehnder's Hotel, where they heard Ted Malone, radio entertainer, as guest speaker.

United Fund Award Won By Our Plant

Our plant - -and that's all of us here -- received special recognition at a recent Saginaw County United Fund awards dinner at the Bancroft Hotel in Saginaw.

We won the Silver Award for outstanding participation and five consecutive years of leadership as above average in the annual United Fund campaign. Plant Manager Les Freidinger accepted the award in behalf of all of us.

Prices Right, All Right!

Jack Price, our plant's brewmaster, and his wife, Ann, came away from a recent Elks mixed doubles bowling tournament in Pontiac all smiles and \$150 richer. Jack and Ann rolled to a first-place win with a total of 1309 pins. Ann had a nifty 502 actual and Jack a 582 total.

Kozaren To Ohio

William A. Kozaren has been appointed Carling's Lima, O., regional sales manager, it was announced by D. J. Tonini, central division sales manager.

Mr. Kozaren has been with the Carling organization five years. He formerly was district manager for the Michigan markets of Flint, Lansing, Battle Creek and Jackson.



TEN PIN LEAGUE CHAMPS - Here's a group of nifty bowlers who were league champions in representing Oscar Rau Electric and received their trophies recently at a banquet at the Bavarian Inn. Left to right are: Charlotte Worley; Mildred Bierlein, former office employee at Carling; Sharon Kern, wife of Eugene Kern, Brewing Department; Lois Krafft, team captain and secretary of Wallace Weiss, production coordinator; Virginia Schroeder, secretary of Plant Manager Les Freidinger; Alice Loesel, secretary of Herb Naegle, personnel and safety director, and Alice Rauh, wife of William Rauh, Brewing Department.

Here's Good Group

While not rolling under the Carling banner, all the members (except one) of this Rau Electric team are connected with Carling in some way. The first half of the season the team didn't do too well, they admit, but the second half they clicked and were leading the pack all the way after the third week.

All members of this 7-"gal" rotating team are justly proud of their individual trophies which they received at the banquet at Bavarian Inn.

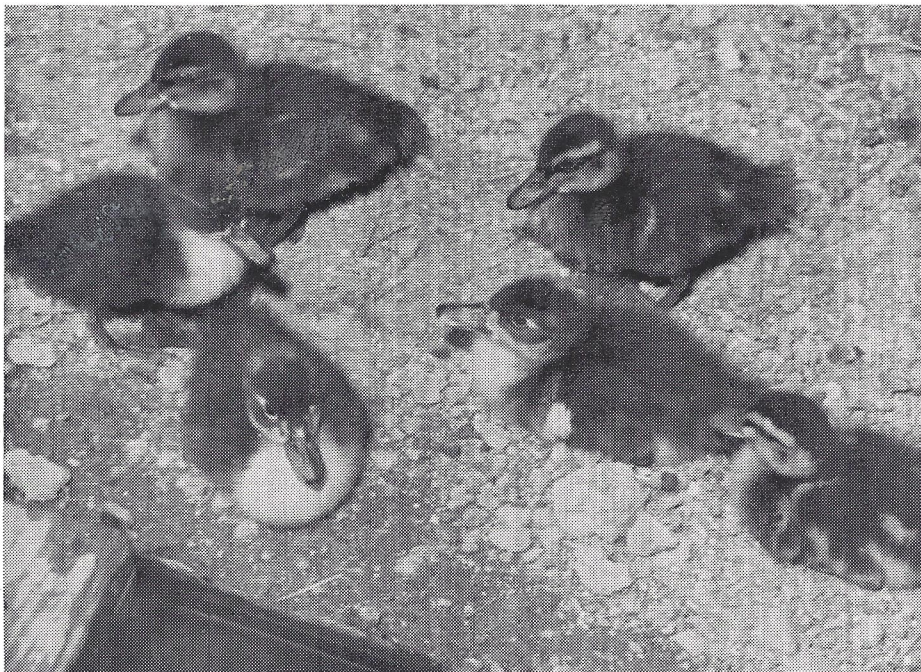
New Brews

PROUD PARENTS DIVISION: Rebecca Anne is the name of the new daughter of Mr. and Mrs. James Bieberitz, Bottling Department. She was born April 27 at Saginaw General Hospital.

Mr. and Mrs. Clarence Rupprecht, Quality Control, have a new daughter named Lori Lynn. She was born May 8 at St. Mary's Hospital and weighed 6 pounds and 3 ounces.

Mr. and Mrs. John Schluckebier, Bottling Department, have a new son, John G. He was born May 8 at Flint General Hospital and weighed 7 pounds and 9 ounces.

Mr and Mrs Clarence Frank, Bottling Dept., new daughter.



ANYBODY FOR A SWIM, FELLERS? Here are six fuzzy additions to our plant's duck colony, which now has 18 paddling members and soon will have more. Howard Dietzel, Engineering Department, raises ducks as a hobby.

At present, Howard has 86 duck eggs hatching in the basement of his home. He places them in some old kitchen cupboard drawers which he has lined with tile. He's rigged them with lights and a thermostat controlling the temperature at 100 degrees.

Howard says it takes 28 to 32 days to hatch the eggs, which must be sprinkled with water and turned daily.