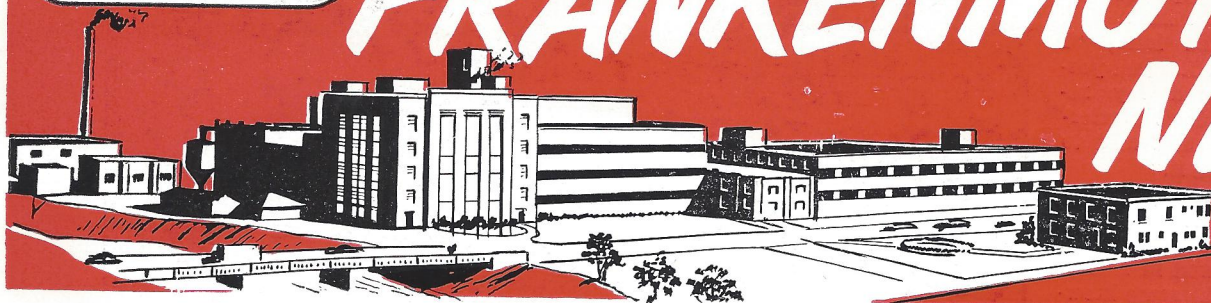


CARLING

FRANKENMUTH NEWS



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

Volume 8, No. 4

May - June, 1964

Gunzenhausers Savor Carling Hospitality



Jovial Visitors Get Carling Red Carpet Treatment From Us

The delegation of smiling visitors from Frankenmuth's sister city of Gunzenhausen, Germany, beamed all the more when the men and women of Carling Brewing Co. here added their hospitality and good wishes in traditional Carling neighborliness.

After they had toured our brewery, the party of Gunzenhausers and their Frankenmuth hosts, numbering 125, enjoyed buffet luncheon in our club rooms. It included bratwurst, sauerkraut and German potato salad, while glasses brimmed with Black Label.

The group was welcomed by Plant Manager Les Freidinger, who spoke in English and received an able assist from Rev. August Kehrberg, acting as interpreter and translator.

"We are not the largest brewery in the world," Les said of our plant, "but perhaps one of the most modern breweries in the world."

"We are very happy to have all of you with us today, not only those from Gunzenhausen and Rosstal and from other communities, but all of you from Frankenmuth and neighboring areas."

He welcomed them to ours, "the safest brewery in the world".

"If you haven't had enough to eat and drink," he quipped, "I believe it is your own fault."

He related our company's history, its constant interest in research to make the best possible product, and the fact that our Forth Worth, Texas, plant soon will be in production as the first brewery to make beer by the continuous brewing method.

(Continued Page 2, Col. 1)

'WILLKOMMEN GUNZENHAUSERS!' -- And what a welcome it was indeed, when the City of Frankenmuth and Carling Brewing Co. joined hands to welcome 35 visitors from Gunzenhausen, Germany, which is Frankenmuth's sister city in the People to People program. Carling Plant Manager L. M. Freidinger is shown giving the admiring Gunzenhausers Carling's official welcome here.

Carling Bottles Go Both Ways For MSU

In the interest of scientific research, our plant has provided Michigan State University's Geology Department with nearly 500 of the 12-ounce one-way bottles.

This summer they will be set afloat in the Great Lakes in an experiment to determine the amount of drift. Information will be placed inside each bottle, which then will be capped to be released in the water at a specific location and time.

When the bottles are retrieved, finders will be asked to fill in requested information on blanks inside and forward them to Stephen C. Wilke at MSU's Geology Department.

A report of findings is expected in November.

CARLING BREWING COMPANY LOST TIME INJURY REPORT Jan. 1, 1964 to April 30, 1964

PLANT	L.T.I.	F.R.
Cleveland	3	5.13
Belleville	1	3.30
Natick	0	0
Frankenmuth	0	0
Atlanta	1	7.95
Tacoma	1	6.20
Baltimore	4	23.37
All Plants - 1964	10	5.99
All Plants - 1963	15	9.32

Play It Cool--Have A Happy, Safe July 4 Weekend!

(Gunzenhausers, From Page 1)

His talk inspired brisk applause and so much laughter it surprised him.

"Honestly," he chuckled later, "I didn't know I was so funny. It's just possible Rev. Kehrberg improved my remarks considerably. I couldn't understand how he translated what I said to them, but they seemed to like it."

GUNZENHAUSEN BUEGERMEISTER (Mayor) Friedrich Wust thanked us for our hospitality and presented Les with some special ale brewed in Nuernberg, some coasters from the same brewery, and a book about Gunzenhausen.

Each Gunzenhausen guest also received, compliments of Carling, a pack of playing cards and a stickpin. Les also assured them each would receive a copy of a photograph taken of the occasion.

And when the big blue bus containing the Gunzenhausers rolled out of Frankenthuth, there also was aboard an ample stock of iced Carling Black Label Beer and Red Cap Ale -- our way of saying "Auf Wiedersehn, Liebe Freunde!"



BETTY A. MUEHLFELD

Betty A. Muehlfeld is a pleasant and attractive new addition to our office staff.

Betty attended St. Lorenz Lutheran School and was graduated from Bridgeport High School. Active in sports, she enjoys volleyball, baseball and basketball.

She is working in the Maintenance and Engineering Departments and is replacing Flora Trinklein, who was married June 19. Betty lives at 3604 Reimer Road, Bridgeport.

Sympathy

John A. Wendling of Saginaw, a retiree and 25-year veteran at our plant, died recently at the University Hospital in Ann Arbor. Besides his wife, Matilda, he leaves seven sons and a daughter; 25 grandchildren, 23 great-grandchildren and two sisters and two brothers. Burial was in Mt. Olivet Cemetery, Saginaw.



CARLING IN FRONT ROW -- Our plant's float was one of the hits of the recent Bavarian Festival parade which opened the week's festivities. The two accordionists were Ossie Reindel, right, and Hilbert Poellet, Bottling Department, shown with his wife and their three daughters. More than 2,000 Festival visitors toured our brewery that week, representing every state in the Union. Some guests were from Germany, Mexico and Canada.

Who, Where, When, With Carling . . .

L. M. Freidinger, regional vice president and general manager; Richard Schneider, sales service manager, and R. J. Edwards, sales manager, were in Nassau recently for five days to attend the Carling Bahama Conference. All Central Division distributors who achieved their budgets were in attendance.

Bill Bornemisza, plant chemist, has been elected vice president of the Detroit Section of the American Society of Brewing Chemists.

Carling Cleanliness Pleases Doctor Guests

Ninety members of the Saginaw County Medical Society toured our plant recently and several commented on its cleanliness they considered almost clinical.

After the tour they had a buffet luncheon and heard a talk by Silas A. Braley, director of the Dow Corning Center for aid to medical research.

Other recent guests of our plant were 100 members of the Saginaw Valley Valparaiso Guild during a tour. Mrs. Martin Hufnagel was chairman.

Herbert Naegele, plant personnel and safety director, was a principal speaker recently at an industrial safety conference in Grand Rapids.

Safety Slogan

**"DON'T DEPEND ON LUCK --
SAFETY IS A WAY OF LIVING"**

That's our June safety slogan and one of durable worth, to be sure.

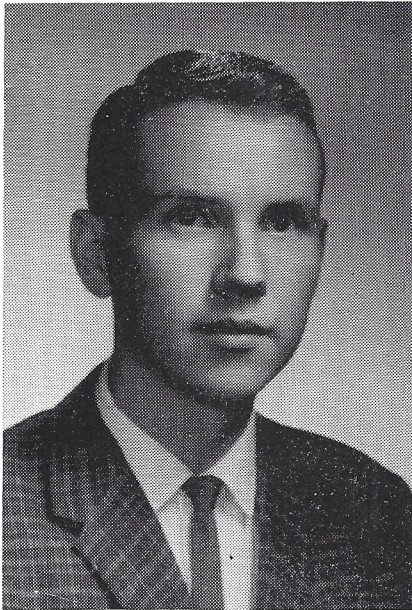
Each of the May safety slogan contest winners received a gift certificate redeemable at Leslie's Hardware.

They are: Alfred Buzzard, Mrs. Melvin Hecht, Mrs. Reinhard Ill, Mrs. Charles Nestell, Norman Baker, Mrs. William Daniels, Edward Bickel, Donald Diedrich, Mrs. D. George Bass, Mrs. Fred Hauck, Sr., Mrs. George Schmunk and Mrs. Bernard Todd.

Calling All Golfers

Our plant's annual golf tournament -- for all the free swingers and slick putters -- will be played July 25 at Green Acres Golf Course. Bob Satow is chairman. Tee-off time will be 7 a.m. and there'll be prizes. Watch for bulletins,

Edward A. Wylie Wins Mayer Scholarship



EDWARD ALAN WYLIE

Prosit!

June is the birthday of 21 Carling Frankenmuth employees and 20 others will rate "happy birthday" greetings from us in July.

June birthdays came in this order: June 1 - James Gruber and Roy Seiferlein; 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 - Carol Nuechterlein; 20 - Arnold Scharer; 22 - Wallace Baum; 23 - Otto Frank, Jr.; 24 - Duane Deno and Richard Johnson; 25 - Wilmer Brechtelsbauer; 29 - Raymond Veitengruber.

July birthdays are: July 1 - Charles Buchinger and Melna Bergman; 2 - Henry Clouse; 4 - Henry Oldenburg; 5 - Fred Hauck and Don Nefe; 7 - Jack Sylvester; 10 - Arthur Evans; 14 - Arnold Reinbold; 16 - Wilton Sternberg 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 - Loyd Edwards.

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

Edward Alan Wylie, son of John Wylie, Bottling Department, is the 1964 recipient of the Carling Quarter Century Club William H. Mayer Scholarship.

Edward attended Reese Elementary School and was graduated from Reese High School as an exceptional student. His grade point average was from 3.9 to 4. He will attend Michigan Technological University in Houghton to study engineering.

While in high school he was a baseball player and varsity track man. He was a member of the National Honor Society and served as district chairman of the Methodist Youth Fellowship.

As a Boy Scout, he earned First Class rating, the God and Country Award and was elected to membership of the Order of the Arrow.

A woman slipped on a station escalator and started to tumble down to the bottom. Halfway down she collided with a man, knocking him down, and the two continued downwards together.

After they had reached the bottom the woman, still dazed, continued to sit on the man's chest. Looking at her he said politely:

"I'm sorry, madam, but this is as far as I go."

Trinklein Wedding Memorable Event

Fourteen years to the day she started working at our plant as one of our most popular and efficient office employees, Miss Flora Trinklein, daughter of Mr. and Mrs. Emanuel Trinklein, was married here June 19 at St. Lorenz Church to C. Ken Miller, son of Mr. and Mrs. Clarence A. Miller of Parksville, Mo.

Flora was given in marriage by her father in a double ring ceremony performed by Rev. Philip Janz. A necklace worn by her mother at her wedding accented Flora's silk organza sheath with delicate lace detail. A headpiece of matching organza petals fastened her bouffant illusion veil.

Her matron of honor, Mrs. Herbert Naegele, wore a soft pink, Grecian drape chiffon gown. Mr. Naegele was best man. Ushers were Gary Miller, son of the bridegroom, and Dennis Trinklein, the bride's nephew.

The bride's mother was gowned in rose and the bridegroom's mother in one of peacock blue.

Dinner was served to 150 guests, followed by a reception for 175.



OUR SAFETY RECORD PRAISED AGAIN! -- Plant Manager L. M. Freidingar is shown as he accepted, in our plant's behalf, the Edgar Award from Thomas Donovan, left, president of the Licensed Beverage Industries, Inc. Our eight consecutive calendar years without a disabling injury was cited as the "Longest Safety Record by a Brewer".

Carling Veterans Saluted In Style

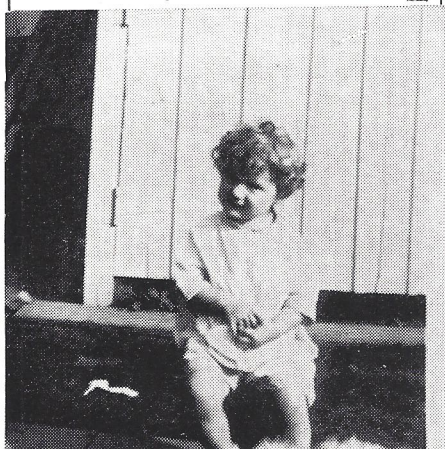
It was a gala evening all around when members of the Quarter Century Club, supervisory staff and their wives dined together at Utley's Town House in Birch Run.

Walter Knieling and Norman Baker, Bottling Department, were presented 30-year service rings by Plant Manager Les Freidinger.

After the smorgasbord, an interesting film of the 1963 Frankenmuth Bavarian Festival was shown. It was narrated by Dick Schluckbier.

Other service awards made were: Melvin Hecht, 20-year mug; Leo E. Rousseau, 10-year tie clasp; five-year buttons, Arnold Ehrlinger, Orville Rose, Edward Bickel, John Schluckebier, Charles Lindow and Floyd Matzke.

Who's Who In Carling Album?



(Editor's Note: In this issue begins a new feature titled "Who's Who In Our Album?". In each issue we will publish a childhood snapshot of one of our employees. The person who calls the personnel office first with the proper identification of the subject will receive a case of Black Label beer.)

Now who's this pensive little boy -- or is it a little girl? It was taken a long time ago on one of those summery days to enjoy in the family back yard, when life was all song and the laments were many years ahead. Call the personnel department as soon as your decision is reached.

New Brew

Michael Neal is the name of the husky new addition to the family of Mr. and Mrs. Glenn Auernhamer, Bottling Department. Mike, who was born May 30 at Saginaw General Hospital, weighed 8 pounds and 4 ounces on arrival.



RINGS 'RANG THE BELL' -- Anybody would be proud to own a Carling 30-year service ring, as the smiles here testify. Plant Manager L. M. Freidinger, left, is shown presenting two of the rings to, left to right, Walter Knieling and Norman Baker, Bottling Department, as Otto Frank, Sr., Quarter Century Club president, looks on. The presentation was a feature of the Club's recent smorgasbord dinner and awards ceremony at Utley's Town House, Birch Run.

New Can Clicking

At the current retail price, the self-opening can is soon expected to enjoy better than 60 per cent of the total canned beer market, according to a survey published by the American Can Company. Canned beer presently accounts for about 40 per cent of the packaged beer total.

Conducted last year, this survey of the market acceptance of the lift-tab beer container covered retail outlets in a 22-city market area and was done by independent research organizations for American Can's Canco division.

The survey reported that a large segment of the nation's 57 million beer drinkers prefer their beer in self-opening cans. Although there was some negative reaction on the part of the consumer towards the original lift-tab top, latest design improvements have substantially eliminated this.

In general, the new top was accepted equally by all types of beer drinkers, including young, old, male and female consumers of large and small amounts alike.

According to the report, lift-tab cans are leading both regular cans and one-way bottles in store inventory measurement.

Cities surveyed were Boston, Brooklyn, Stamford, Conn., Scranton, Pa., Wilmington, Del., Washington, Atlanta, Norfolk, Va., Cleveland, Kansas City, Indianapolis, Wichita, Saginaw, Mich., Lima, O., Los Angeles and San Francisco, Tacoma, Wash., and Phoenix.

Mayer-Lazier Rites Conducted In Richville

Wedding bells rang recently at St. Michael's Lutheran Church, Richville, for Wallace E. Mayer, Bottling Department, and Miss Gayle E. Lazier, daughter of Mr. and Mrs. John H. Lazier, 4120 S. Washington, Saginaw.

Mrs. David Urbytes was matron of honor. Mrs. Jack Zietz, the bride's sister, and Miss Sharon Weigold and Miss Carol Mayer of Richville were bridesmaids.

Lori Hyslop of Frankenmuth and Michael Harvey of Topeka, Kansas, were flower girl and ring bearer.

Richard Walz of Reese was best man. Robert Buchinger of Reese, Ernest Hetzner of Richville and John W. Lazier, the bride's brother, ushered. The bridegroom is a son of Mrs. Erwin Mayer of Richville and the late Mr. Mayer.

After the ceremony there was a reception for 350 guests at Richville American Legion Hall.

Watts Promoted

Mr. Roger C. Watts, known by many of us here, has been promoted to the position of Plant Manager, Atlanta Plant.

Roger is a 1948 graduate of the University of Kentucky with a degree in business administration. He came to Carling in 1952, having served as production control supervisor, Cleveland Plant, and director of packaging operations, Cleveland Head Office, since that time.