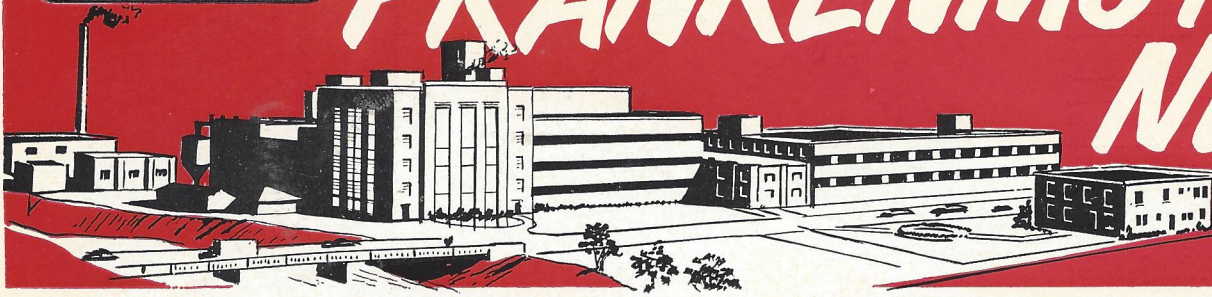


CARLING

FRANKENMUTH NEWS



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

Vol. 3, No. 10

November, 1959.

Carling Starts \$16 Million Plant!

Ground was broken Thursday, Nov. 12, for Carling Frankenmuth's new \$16 million sister plant near Baltimore, Md.

Carling President Ian R. Dowie, smilingly participated in a brief ceremony which featured the mixing of earth from cities in which Carling's six other breweries are located. Maryland's Gov. J. Millard Tawes wielded the ceremonial shovel.

Earth symbolizing Frankenmuth's share in forming part of the "foundation" for the new Baltimore plant came from the yard of our plant's Personnel Director Herb Naegele.

Other plant site cities represented were Natick, Mass.; Atlanta, Ga.; Cleveland, O.; Belleville, Ill. and Tacoma, Wash.

THE NEW CARLING Maryland brewery will have a production capacity of more than 800,000 barrels a year, much larger than planned originally.

When it is completed in the spring of 1961, it will be the third largest of our company's seven breweries.

Testifying to popularity of Carling Black Label Beer and Red Cap Ale and efficiency of our company's organization, Carling last year enjoyed sales totaling more than 3½ million barrels and ranked fifth largest among U.S. brewing companies.

President Dowie said Carling sales this year will exceed 4 million barrels.

Large as it is, the new Maryland plant project represents only the first phase of construction. It is being built with provision for future expansion.

THE NEW BREWERY will integrate six basic operational units into a single building of half-a-million square feet. The brewhouse of six stories will be the tallest of the buildings. The fermenting, storage and office units will be two stories. Powerhouse, bottling and shipping units will be one story high.

The new plant will be faced with light gray brick and glazed dark gray brick. The six-story brew house will be faced largely in contrasting panels of dark gray mosaic tile.

After the brief ground-breaking ceremony, visiting industrialists, business men, Chamber of Commerce and state and county government officials were Carling guests at the Sheraton-Belvedere Hotel in Baltimore.

The flavor and personality of Frankenmuth even had top billing at a buffet luncheon served at the hotel. The menu included dishes for which each of Carling plant cities are renowned. Frankenmuth's entry, as you might have guessed, was fried chicken. Others were:

Prime ribs of beef, a Cleveland favorite; salmon mousse, in honor of Tacoma, Wash.; hot German potato salad made according to the recipe of a famous St. Louis restaurant; baked beans a la Boston; southern buttermilk biscuits in the tradition of Atlanta, Ga., and scalloped oysters a la Baltimore.

On Sick List

We at Carling Frankenmuth are hoping for the speedy recovery of Otto Bielert, Bottling Department, who has been a patient at Saginaw General Hospital.



FRANKENMUTH 'FOUNDATION' -- Maryland's Gov. J. Millard Tawes is shown here wielding the ceremonial shovel at recent ground-breaking ceremonies for Carling's new \$16 million plant near Baltimore. Soil from Frankenmuth and the five other Carling plant cities was mixed to blend with that on the new plant site.

people in the news

HAPPY BIRTHDAY!

December is the birthday month of 19 of your fellow members of Carling Frankenmuth's family.

Remember to wish 'em a happy birthday in this order: Dec. 1 -- Jack Zietz; Dec. 4 -- Ira Matthews; Dec. 5 -- Vernon Gruber; Dec. 6 -- Carol Born and Edna Pickelmann; Dec. 7 -- Robert Willman; Dec. 10 -- Ernest Mell; Dec. 14 -- D. George Bass; Dec. 19 -- Harold Eischer and Lawrence Pagels; Dec. 20 -- Robert Hubbard; Dec. 21 -- Hilbert Poellet, Charley Winkler and Herbert Beyerlein; Dec. 22 -- Glenn Spiekermann; Dec. 23 -- Clarence Reif; Dec. 26 -- Fred Gower; Dec. 27 -- Domenico Albera; Dec. 29 -- Rudolph Strobel.

CARLINGETTES

There've been some wide smiles and plenty of handshaking this month in our Bottling Department, when three of our employees reported visits by The Stork.

Mr. and Mrs. E. Jack Buchinger have a new son, Derrik Jay, born Nov. 3. He weighed 7 pounds, six ounces. On Nov. 7, Mr. and Mrs. Arnold Ehrlinger rejoiced at the arrival of a daughter, Lori Angeleyn, who weighed 6 pounds, 11 ounces. Mr. and Mrs. Arnold Keinath have a new daughter, Annemarie Katherina, born Nov. 9. She weighed 7 pounds, 14 ounces.

NEW THRESHOLDS

Three of Carling Frankenmuth's office girls planned to move into new homes this month. They are Carol Born, 840 North Block Road, Reese; Lora Ulrich, 6060 Maple, Frankenmuth, and Virginia Schroeder, Reese.

SUNTAN SPECIAL

Mr. and Mrs. Ralph Detloff left Friday, Nov. 13, for a three-week vacation in Ft. Lauderdale, Fla.

Tour Sister Plants

Matthew Szymanski, Bottling Maintenance Supervisor, and our Assistant Plant Engineer Leo E. Rousseau have returned from an interesting and informative tour of Carling's Cleveland, Belleville and Atlanta plants.

They viewed such bottling equipment as soakers, fillers, RCA inspection lights, shipping, warehouse and loading areas and reclaiming systems.

They spent Oct. 19 at the Cleveland plant, then traveled for a two-day stay in Belleville. They also visited a day at the impressive Atlanta plant.

Do It Today!

"Today Is The Day To Prevent Accidents -- Not Tomorrow!"

That's the good advice contained in our plant's November safety slogan. Now let's see you or some member of your family win one of Carling Frankenmuth's worthwhile monthly prizes.

Here are the October safety slogan winners, each of whom received a handsome General Electric clock: Arnold Keinath, Ralph Detloff, Mrs. Hilbert Poellet, Mrs. Cloyd Persons, Mrs. Ray Veitengruber, Mrs. Henry Oldenburg, Mrs. Rudolph Lauber, Mrs. Otto Janson, Mrs. John Lehner, Mrs. Clarence Rupperecht, Mrs. Charles Buchinger and Mrs. Robert Raquepaw.

Our Prayer For Thanksgiving . . .



For deliverance
from tyranny and fear.
for the abundance
of Thy gifts,
for the blessings of peace...
and freedom...
Father, we thank Thee



(Courtesy of Sheldon-Claire Co.)

Doughty Hunters Gun For Prizes

The lure of the northland this month attracted 38 Carling Frankenmuth deer hunters, all competing for prizes and glory in Local 212's hunting contest.

Prizes of \$10 each will be awarded for the heaviest deer, the one with most points on his rack of horns, and \$5 for the lightest deer.

The weigh-in station was in the Brew-house. The contest committee was Melvin Hecht, Roy Witkop and Herbert Naegele.

These are the Bottlehouse deer hunters: Norman Baker, Elmer Poellet, Albert Warnemuende, John Wylie, Aloysius Quaderer, Alfred Buzzard, Jack Sylvester, Ottomar Rupprecht, Clifford Mossner, Marshall Fabbro, Walter Kowaleski, Dave Zwerck, Norman Matzke, William Rohn, Ray German, Austin Meader, Howard Buzzard, D. N. Richard Parks, Clarence Frank, Robert Hubbard, Henry Oldenburg, Ted Wescoat, Wayne Rose, Robert Buchinger, Ralph Poellet, Clarence Krick, Howard Auernhamer.

The Brewhouse deer woods contingent: George Schmunk, Roy Seiferlein, Otto Frank, Jr., Rudy Strobel, Ruben Reif, William Rauh, Bob Matzke, Willie Brechtelsbauer, Alfred Matzke, Dick Nuechterlein and Ellsworth Doud.

Toast To Winter

(By Virginia Tremonti,
Receptionist)

The gay summer has passed us by,
Leaving in its speedy exit
Scattered leaves so crisp and bright,
And memories all so precious.

The days grow short and very cold.
At night Jack Frost his arts perform.
Snowflakes start falling quick and bold,
Making the world a vision in white uniform.

To think, and hope, and be of good cheer.
It's the time to pause and meditate,
To let a man fully appreciate
His stein of Carling Black Label Beer.

Near the fireside, by which we muse,
We love to sit and spin a happy tale.
Content to be with friends who also
choose
To sip a Carling Red Cap Ale.

Are once again at hand.
These pleasures missed during summer
fun
So come and join us, everyone!
A toast to winter, with Carling Brand!

Naegele Plans Safety Series

Carling Frankenmuth's Safety Director Herbert Naegele, who attended a recent four-day National Safety Council Congress in Chicago, is enthusiastic about what he learned there as it may be applied for the safety and welfare of our plant's employees.

"Safety in the Sixties" was the session's appropriate theme attended by more than 12,500 safety men, many of them experts in the field.

The Brewers Division (Food Section) meetings were in the Sheraton Towers Hotel. Brewery delegates from across the nation exchanged accident prevention ideas.

Highlights, reports Herb, were round-table discussions on material handling, automatic palletization in a modern brewery, effective inspection to determine accident causes, and mouth-to-mouth artificial respiration.

Herb has arranged for the showing here soon of films illustrating mouth-to-mouth respiration so it can be used in emergencies whether they develop at work, play, or in the home.



MELNA BERGMAN

Melna, who worked in our Accounting Department in 1951, has rejoined Carling Frankenmuth's family in the Sales Department. She lives at 6461 West Caro Road, Vassar.

She was graduated from Frankenmuth and Arthur Hill High School. Melna and her husband have a fine family of five children -- Cheryl, 7 years old; Bob, 6; Fred, 4½; Michael, 3; and Baby Paul, six months old.