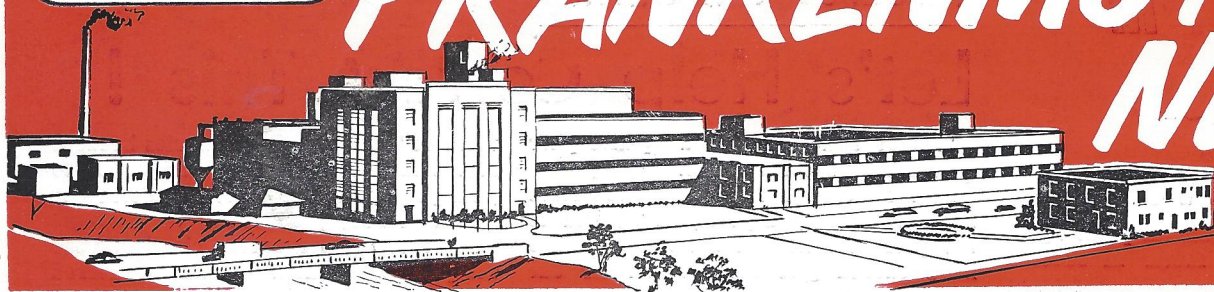


CARLING

FRANKENMUTH NEWS

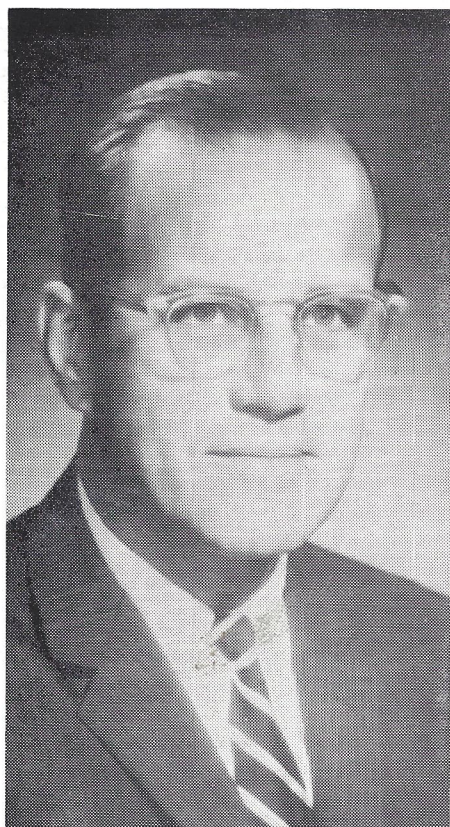


PUBLISHED IN THE INTEREST
OF EMPLOYEES AT THE
FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

Volume 3, No. 40

November, 1962.

Dowie, Russell In New Duties



**H. E. RUSSELL,
NEW PRESIDENT**

A graduate of Harvard University, Class of 1939, Mr. Russell served six years as an officer in the Navy in World War 2 in the Mediterranean, Atlantic and Pacific theaters, returning to civilian life with the rank of Commander. He was with a New York advertising firm and the New England Mutual Life Insurance Co. before he became associated with Carling in 1954. He enjoys his visits to our plant and never fails to remind us of the fact as honor guest at our annual safety dinner celebration. He believes the nationally-famous story of our seven-year safety record and our teamwork on the job contributes to the corporate image of having people "think kindly of Carling", as he expressed it.



**IAN R. DOWIE,
NEW CHAIRMAN OF THE BOARD**

Mr. Dowie joined Canadian Breweries in Toronto in 1939. He was transferred to Carling as vice-president of sales in 1948 and elected president in 1951. During his tenure Carling rose from 62nd place to fifth place in the brewing industry, built three plants and bought three others in addition to its Cleveland plant. Construction will start on Carling's eighth plant in Fort Worth, Tex., in January. Mr. Dowie was elected president of Canadian Breweries Limited, now the world's largest brewing company in 1958 and shortly thereafter returned to Toronto. Like Mr. Russell, he is an enthusiastic booster of our plant and our safety record.

Carling Executive Positions Change

Dual promotion and executive realignment resulted recently in Ian R. Dowie, former Carling Brewing Co. president, being elected as Carling chairman of the board, and Henry E. Russell, former executive vice-president, assuming our company's presidency to succeed Mr. Dowie.

Edward P. Taylor, chairman of the board of Carling's parent company, Canadian Breweries Limited, will continue in his capacity as chairman of the Carling executive committee. Mr. Dowie succeeds him as Carling chairman of the board.

Commenting on his new duties, Mr. Dowie promised more frequent plant visits and cited Mr. Russell for the competence and progressiveness which have marked his career with Carling.

Mr. Dowie said:

Mr. Russell joined the Company in 1954 as Assistant to the President after a fine record of success in several fields—advertising, merchandising and insurance—as well as at Harvard University and during World War II as a U. S. naval officer.

He was placed in charge of the Natick plant during its construction in 1955 as regional vice-president and general manager. His splendid record there brought his promotion to executive vice-president in 1958 and his continued success in that position resulted in his new promotion.

Mr. Russell has been engaged in a variety of interests and today serves as an active board member of a number of important organizations, among them the Musical Arts (Cleveland Symphony) Noble & Greenough School (Dedham, Massachusetts), Cleveland Heart Society, Cleveland Council on World Affairs, Garden Center of Greater Cleveland, Greater Cleveland Council of the Boy Scouts of America and the National Fund for Medical Education.

(Continued on Page 2)

Our Plant in Leader Role In UF Drive

Our Carling Frankenmuth plant again was an inspirational factor in success of the 1962 Saginaw County United Fund drive, which exceeded its \$1,004,516 goal by \$51,600.

A key figure in the campaign was L. M. Freidinger, Frankenmuth general manager and regional vice-president. He served as chairman of the Fair Share Committee, designated to promote contribution of one hour's pay per month toward the United Fund effort.

In 1961, Les was chairman of the Saginaw County UF drive, which raised nearly \$1 million in oversubscribing its goal.

The Frankenmuth plant's record this year was a total of \$9,710 contributed--\$3,385.45 by the company, according to the Fair Share formula and \$6,384.56 by employees.

Last year the plant employees' UF pledge averaged \$27.92, compared \$30.85 for this year for 206 employees. A total of 98% of our employees contributed in the UF campaign concluded last month, with 41½% of them pledging according to the Fair Share standard.

Brewing and Engineering Departments led the way with 100% contributions. Supervisors and secretarial staff members pledged 51% and the Bottling Department, 11%.

Dowie, Russell

(Continued from Page 1)

Since returning to Toronto in 1958 to assume the duties of President, Canadian Breweries, Ltd., my visits to Cleveland and other Carling plant locations have been all to infrequent. I hope and expect in my new capacity.. as Board Chairman to be able to improve this situation and look forward to seeing you more frequently than I have in the recent past."

A telephone company operator answered a call to hear a small boy's voice asking: "Get me the police."

"Will you call your mommy to the phone, please?" the operator said.

"She's the one who hit me," the boy replied.

Federal aid to education should start by teaching arithmetic in Washington.

Procrastination is the first lieutenant of self-annihilation.

"Every little girl is in a hurry to grow up and wear the kind of shoes that just kill Mother." - E. M. Remsburg, Vista (Calif.) Press.

Scratch an antique and you'll find the hostess.

'Nuisance' Tax Hurting

Let's Help Correct This !

"Death and Taxes," a philosopher once said, "are inevitable."

And so they are-but the premature and unnecessary aspects, as applied to the present Michigan state tax picture have caused grievous concern for our state's brewing industry-source of our jobs and family welfare-on both counts.

"Nuisance taxes" adopted by the 1962 Michigan Legislature to become effective last July included an increase to two cents of the previous three-eighths of a cent levy on a 12-ounce bottle of beer.

Now, let's look at the record. From July, through September, sales of all brands of beer and ale in Michigan showed a loss of 138,037 barrels over the same period for 1961. This figured to a sales loss of nearly 9%.

The foregoing is from figures provided by the Michigan State Liquor Control Commission.

THEY HAVE PROMPTED George J. Burke, Jr., business manager of the Liquor Control Commission, to comment:

"Definite inroads have been felt in the beer market. We suspect a lot of people are going across into Indiana and Ohio, but we have no figures as yet."

What he said indicates Michigan residents living near the Indiana and Ohio state lines are buying beer in those states at cheaper prices to escape kited Michigan beer taxes.

The situation has caused Frank P. Parker, Michigan Brewers Association president, to remark: "Several hundred Michigan workers have lost and soon

will lose" their jobs at breweries because of the higher tax, which amounts to \$1.25 per barrel, for a total of \$6.61 per barrel of beer produced.

Prior to the November election, your company and union officials conferred with all Saginaw and Tuscola County Democrats and Republican candidates for legislative office. They told the Michigan brewing industry's story in the light of what the July nuisance taxes had done to depreciate jobs and sales.

Now is the time for all of us to help do a "sell" job.

THESE ARE YOUR Michigan legislators to whom you may write to ask to work for a substantial reduction in the Michigan beer tax to bolster the state's industrial economy, preserve jobs-including yours-and to be realistic:

Rep. William A. Boos and Rep. Carl O. Little and Sen. William J. Leppien, all of Saginaw; Rep. Allison Green, Kingston, and Sen. Arthur A. Dehmel, Unionville.

THE BEER TAX ISSUE is a discussion topic not only for you and your family, but for you and your friends.

We are fortunate to work for a strong company. But even the strong can be weakened by constant "chipping away". The July, 1962, additional beer tax was not a "chip". It was a damaging slice.

It is up to all of us to help tell the story of legislation which already has hurt and one which, taken sitting down, could progress from serious, to critical to fatal!



WAIT FOR ME, FELLAS--Here's an action view of our plant's mascots and professional swimming team--a flock of ducks, mostly mallards, which have "adopted" us. They feed near our spent grain department. The white duck, domestic variety, couldn't keep up with the group when this photo was taken.

Memory Treasure ...

Old World Tour Charms Carling Air Travelers

Three couples from our plant were among the 82 Frankenmuth residents who voyaged to Germany in October on a 19-day aid pilgrimage to Germany, during which they also visited scenic and historic points of interest in Austria, Switzerland and France.

They are Mr. and Mrs. Elmer Beyerlein, Mr. and Mrs. Herbert Beyerlein, and Mr. and Mrs. Matthew Szymanski.

After services at St. Lorenz Lutheran Church on flight day, the voyagers left for Detroit, where they enplaned from Metropolitan Airport on a Lufthansa jetliner.

They arrived in Munich, later went to Frankenmuth's sister city, Gunzenhausen. There they were met by Burgermeister (Mayor) Wust and a smiling welcoming committee.

They attended St. Lorenz Church in Neuendettelsau, where the St. Lorenz mission to settle Frankenmuth originated in 1845.

The Beyerleins visited Altenmuhr, home of their ancestors. They saw the house and barn of their great-great-grandfather, George M. Beyerlein, who came to Frankenmuth in 1846.

THEY SAW HITLER'S "eagle nest" retreat atop a mountain near Berchtesgaden accessible only by special buses. They found Berchtesgaden a lovely little town, gay with flowers.

The tourists also thrilled at sight of some of Germany's storied castles, dating to the time of kings. They also marvelled at the Passion Play site and surroundings at Oberammergau.

They were served wine from the largest wine barrel in the world at Heidelberg Castle in Heidelberg. It holds 50,000 gallons of wine. They traveled down the Rhine River and saw some of its immortal attractions, including the Lorelei.

Several days were spent touring in the Tyrolean Alps. In Munich, they toured the famous Lowenbrau Brewery, which numbers many women among its 1,200



BEFORE AIR PILGRIMAGE--These three couples from our plant are shown in front of St. Lorenz Lutheran Church here, as they appeared before leaving for their 19-day trip to Germany in October. Left to right, Mr. and Mrs. Elmer Beyerlein, Engineering Department; Mr. and Mrs. Herbert F. Beyerlein, Brewing Department, and Mr. and Mrs. Matthew Szymanski, bottling maintenance supervisor.

employees. They were served lunch and refreshments in clubroom of the ancient brewery, built in 1383.

THE TRAVELERS SPENT their last two days in Rosstal, the town which was the home of most Frankenmuth ancestors.

When they arrived in Detroit, at 7:20 a.m. on Oct. 9, the entire group of 82 voyagers--thrilled at what they had seen in "the old country", but exultant at safe return to their homeland--sang, "God Bless America".

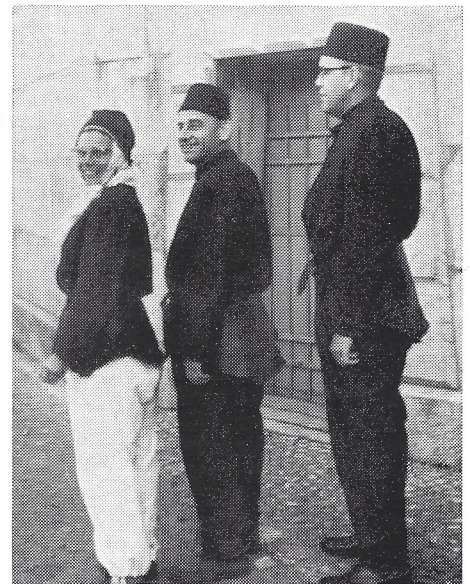
Returning to Frankenmuth at 11 a.m., they were greeted by a welcoming group of 400 friends and relatives and dined at the Bavarian Inn.

Later, our plant hosted the travelers and several hundred friends and community residents in our clubrooms, where motion pictures and colored slides of the air pilgrimage were shown.

Master Brewers Elect Price Vice-President

Jack Price, our plant's brewmaster, has been honored with election as vice-president of the Detroit District, Master Brewer's Association of America.

I wish you a merry Christmas and a happy new year, with your pockets full of money and your cellar full of beer. (Old English Christmas Carol.)



READY FOR SALT MINE--Mr. and Mrs. Herbert Beyerlein, left, Brewing Department, are shown with Jim Kern of Frankenmuth, on the Frankenmuth community aid pilgrimage to Germany. They were given workmen's uniforms, as shown here, to tour a salt mine.

New Brew

Mr. and Mrs. Ernest Mell, plant electrician, have a fine new daughter, Marie, born Nov. 26 at St. Luke's Hospital, Saginaw. She weighed 7 pounds, 1 ounce.

The Carling Frankenmuth News

Associate Editor, Herbert Naegle	
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 Deer Hunters Zero In For Prizes

The Carling Buck Deer Hunters Contest was a November attraction for a goodly number of our resolute band of nimrods.

Three prizes were offered and there was a \$2 entry fee collected by Harold (Silver) Matzke, Brewhouse, or John Wylie, Bottlehouse.

For the heaviest buck, three-antler minimum, a prize was 2/5 of the total amount collected, and two cases of Black Label. Second prize, for most antler points at least half an inch long from the outside of the shaft, also was 2/5 of the total amount collected, plus two cases of Black Label. One-fifth of the total amount collected and a case of Black Label was the prize for the lightest buck shot.

Following is a list of our deer hunters, many of whom competed for the foregoing prizes:

Bottling Department - David Zwerk, Ottomar Rupprecht, Walter Kowalski, William Daniels, Elmer Poellet, Gary Schmitzer, John Wylie, Marshall Fabbro, Ray German, Henry Oldenburg, Norman Baker, Albert Warnemuende, Theodore Wescoat, Wayne Rose, Clarence Frank, Robert Buchinger, Arthur Evans, Albert Pavlicek, and Ronny Pavlicek.

Brewing Department - Harold "Silver" Matzke, Melvin Hecht, George Schmunk, Peter Arnold, Floyd Matzke, Wally Engel, Roy Seiferlein, Robert Matzke, William Rauh, James Sahr, John Boese-necker, Ray Gugel, John Weirauch, Rudolph Strobel, Richard Johnson, Ruben Reif, Frank Beach, Alfred Matzke, and Bill Barrett.

Engineering Department - Howard Auernhammer and Willie Brechtels-bauer.

Miller Scholarship Opportunity Beckons

For the ninth consecutive year, the Frederick C. Miller, Memorial Scholarship at the University of Notre Dame will be available for qualified young men. Deadline for application is Feb. 28, 1963.

To be eligible, an applicant must be the son of an active employee of a brewing company which is a member of the United States Brewers Association (our company is), in which the late Mr. Miller was interested deeply.

The scholarship amounts to \$3,000, with an award of \$750 provided each of the four academic years.

Interested students should write to the Frederick C. Miller Memorial Scholarship Fund Committee, Box 1508 Grand Central Station, New York 17, New York.

Application forms may be obtained from Plant Personnel Director Herbert Naegele. Other details about the Frederick C. Miller Memorial Scholarship will be posted on bulletin boards.



CARLING HONORED--Andrew Ziomek, President, National Licensed Beverage Association is shown at the association's recent Los Angeles convention with Henry E. Russell, President, Carling Brewing Company, after Mr. Russell received a plaque in recognition of Carling's substantial promotional assistance in National Tavern Month. The award was made to Mr. Russell by Paul Jorgensen, Coordinator of the National Licensed Beverage Association.

Prosit!

December, with all its merry tinsel and preparation for the holiday season, is the birthday month for 19 Frankenmuth Carlingites.

"Happy birthday" greetings and handshakes are appropriate in this order:

Dec. 1 - Jack Sietz; 4th - Ira Matthews; 5th - Vernon Gruber; 6th - Edna Hauck; 7th - Robert Willman; 10th - Ernest Mell; 14th - D. George Bass; 19th - Harold Eischer and Lawrence Pagels; 20th - Robert Hubbard; 21st - Herbert F. Beyerlein, Hilbert Poellet and Charles Winkler; 22nd - Glenn Spiekermann; 23rd - Clarence Reif; 26th - Fred Gower; 29th - Rudolph Strobel; 30th - John Weirauch; 31st - Harold Weber.

Safety Slogan

Your plans for tomorrow depend on safety today!

That has been our November safety slogan and an inspiration to get the job done safely and efficiently.

Winners in our October safety slogan contest, each of whom received a gift certificate from Frankenmuth Woolen Mills, are:

Mrs. Edward Johnson, Mrs. Bernard Todd, Elton Jacobson, Mrs. Arnold Keinath, Mrs. John Wylie, Mrs. Herbert F. Beyerlein, Elmer Janson, Harold Eischer, Mrs. Clarence Haas, Mrs. Rudolf Lauber, Otto Frank, Jr., and Mrs. William Rauh.

Hovey Joins Canadian Breweries Executives

Fred L. Hovey, former Carling vice-president of production, has joined the Toronto staff of Canadian Breweries Limited as Vice President-Operational and Technical Services. In his new capacity, Fred will report to Mr. Dowie.

Mr. O. I. Powell will assume responsibilities for the production staff in addition to engineering as Vice President-Engineering and Production. It is intended that the various functions of engi-

neering and production will continue under Mr. Powell's direction.

I once heard a fellow say -
"There's a time to work, and a time to play".

Some consider work as play.
I think it would be nice that way.