

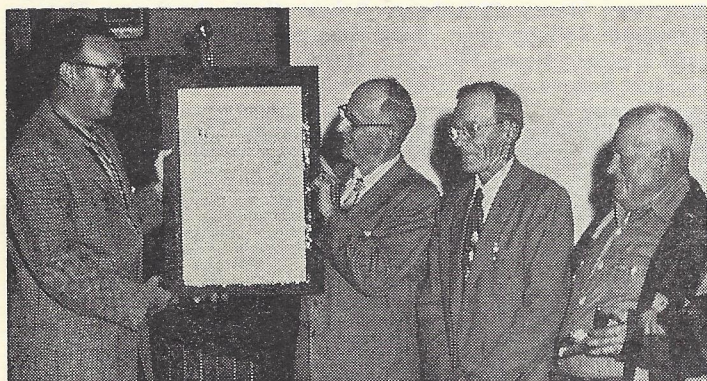


PUBLISHED IN THE INTEREST  
OF EMPLOYEES AT THE  
FRANKENMUTH, MICHIGAN  
PLANT OF THE CARLING  
BREWING COMPANY

Volume 1, No. 8

October, 1957

### Three Veteran Frankenhuth Men Honored At Retirement With Watches and Scrolls



VICE PRESIDENT Les Freidinger presents scrolls to, left to right, John Wendling, George Weiss, and Otto Strobel, Sr.

George Schmunk, Local 212 President, presented engraved watches and wearing apparel to George M. Weiss, Otto Strobel, Sr., and John Wendling at a ceremony held in their honor October 4th in the Carling Club Room.

The three veteran employees were retired under provisions of the Michigan State Brewers and Distributors Severance and Retirement Plan.

At the ceremony, held by fellow workers, Vice President Les Freidinger presented each of the men with scrolls signed by their fellow employees attesting to their years of outstanding service.

John Wendling, who resides at 1035 S. Fayette, Saginaw, became 70 years of age on June 5th. He has been with the Frankenhuth brewery since April 10, 1939.

George M. Weiss, who lives on Route 1, Bridgeport, will be 70 on December 27th. He had been with the brewery since March 3, 1943.

Otto Strobel, Sr., who resides in Frankenhuth, was 70 on October 11th. He had been with the brewery since March 15, 1943.

### William H. Webb Appointed State Manager In Carling's Northwest Region at Chicago

Appointment of William H. Webb, the Central Division's 1957 "Man of the Year," as a state manager in the Northwest Region was announced last week by Dale H. Metz, Central Division Sales Manager.

Mr. Webb, who had maintained headquarters in Detroit as a key part of Regional Manager Gil Rieck's Central West Regional organization, will establish offices in Chicago under H. J. Ankerson, Jr., Northwest Regional Manager.

Mr. Webb joined Carling as a district manager in February, 1955. As state manager in the Central West Region, he supervised sales activities of districts one and two (the metropolitan area of Detroit) and districts 13 and 14 in West Virginia which have since been removed from the Central Division.

All of Mr. Webb's Frankenhuth and Central Division friends wish him the very best of luck in his new assignment in a region of growing importance to the company.

### November 11th Life Magazine To Introduce A New Mabel to the Nation's Consumers

A new development in the use of "Mabel" as a major theme of Black Label Beer advertisements will be introduced in the November 11th issue of Life Magazine as a "new" Mabel makes her first appearance in behalf of Black Label.

This extension of the Mabel theme in Black Label advertising, according to R. C. Garretson, Carling vice president-advertising, will feature other attractive young women as Mabel, rather than limit the role to one girl as had been the case for the past seven years.

The new and impressive full-color, three-page ad in Life is a milestone in Carling advertising efforts.

It demonstrates that Carling Black Label Beer, which now enjoys national distribution, requires all-out national promotion to maintain the popularity it has achieved in recent years and to continue its steady pattern of growth.

Carling people everywhere will welcome the new advertising series with particular interest because its success in stimulating sales will have a direct bearing on the welfare of each and every Carling Family.

Be sure to look for this important new advertisement . . . and . . . show it to your friends so they'll know, too, how Black Label Beer is being promoted on a national basis!

### United Fund Payroll Deduction Plan Proves Popular With Frankenhuth Families



Signing up to participate in the Carling payroll deduction plan for contributing to the Saginaw County United Fund, above, are five Frankenhuth men whose pledges are being accepted by George Schmunk, Local 212 President who headed the plant drive with Personnel and Safety Director Herb Naegele. Left to right, standing, are Fred Hauck, Cellars; Wallace Baum, Cellars; Jack Strobel, Bottlehouse; Walter Knieling, Bottlehouse; and Elmer Poellet, Bottlehouse.

At press time for the Carling Frankenhuth News, plant employees and the company contributions exceeded \$3,150.00 -- a total which compares with the sum of \$4,326 collected in the entire community last year. Carling employees may be proud of their contributions to the welfare of the area.



## Expansion and Improvement of Laboratory Is Move to Protect Quality, Sales, and Jobs

To the processors of any product consumed by human beings, the maintenance of the highest possible quality is an absolute necessity if they hope to remain in business.

That's because none of us will continue to purchase a product that is inferior to competing brands or which varies in quality and taste from time to time.

All of which underscores the importance of the expansion and improvement of our new Laboratory which now is twice the size it was just a year ago.

Today, our lab is becoming one of the finest in the brewing industry -- which it must be to keep pace with the developments in the brewing industry generally to produce products of the highest possible quality and most uniform and appealing taste.

The Laboratory now is equipped with devices that permit tests unheard of several years ago and with a frequency previously undreamed of.

For example, whereas in days gone by one alcohol check was made each month, the laboratory now makes such a check every single day!

### Products 'Tailor-Made'

Actually, Carling -- all major producers today -- attempt to make every bottle and keg leaving the plant a "tailor-made" product that has been checked scores of times at every stage of the manufacturing process.

Our new laboratory, for instance, has three pieces of equipment that make possible the daily alcohol check. These are a distilling unit, an analytical balance, and a temperature bath that are marvels of efficiency and exactness.

The distilling unit, briefly, distills alcohol and water from the sample being tested. The analytical balance mathematically weighs the distilled liquid and, by determining the specific gravity of the ingredients, determines whether or not the alcoholic content of the brew is correct.

The temperature bath, a precision instrument, electronically controls the sample temperature -- a necessity to the testing operation.

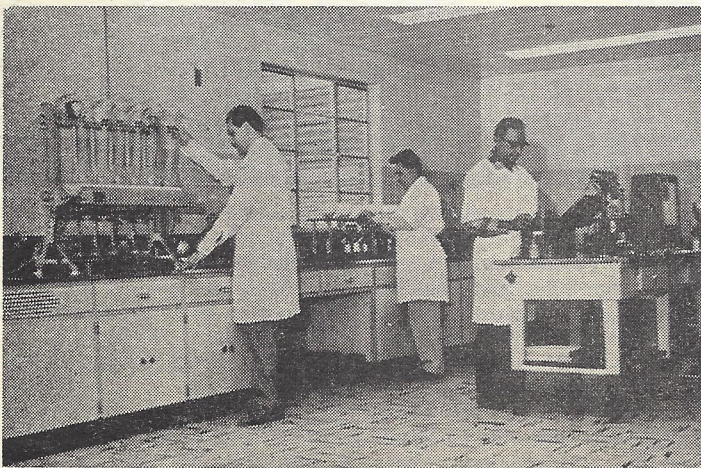
### Test Ground Grains

Also now a part of the laboratory is a malt shaker, consisting of a series of sieves, which determines whether or not the various grains used in brewing have been correctly ground. This information is invaluable to the brewmaster in determining brewing operations for each brew.

Proper use of such equipment requires talented technicians, such as Bill Bornemisza, Lab Technician; Clarence Rupprecht, Quality Control; and Ralph Detloff, assistant Lab Technician.

Altogether, the new Laboratory is typical of the many progressive steps taken by Carling Brewing Company in recent years to increase and maintain product quality.

That's what our own Laboratory aims to do: maintain the quality of Carling products brewed here and thereby boost our own sales, our own jobs, and our own opportunities as producers of "The Best Brews in the World."



**GENERAL VIEW** of our Laboratory, with Bill Bornemisza, Clarence Rupprecht, and Ralph Detloff conducting tests.

## Thirty-Two New Members Comprise Largest Group Ever Sworn Into Ranks of Local 212

Sworn in last month as regular members of Local 212 were 32 Carling Frankenmuth men who together comprised the largest single group ever installed in the local.

Officiating at ceremonies, held September 21 at the Frankenmuth Township Hall, were George Schmunk, Local 212 president; Wayne Rose, secretary; and Ottomar Rupprecht, vice president of Local 212.

The 32 local members, who until recently had been classified as temporary employees, now are full-time Carling workers. They include: Bill Morse, Norbert Matzke, Al Pavlicek, Wilmer Arndt, Raymond Rau, Clifford Stockmeyer, Charles Nestell, Marvin Schaeding, Arthur Gendron, Fritz Pursche, Willis Veitengruber, Herbert Beyerlein, Selwyn Stuart, Elmer Janson, Jay Manchester, Glenn Harris.

Howard Bierlein, Anton Kern, Walter Kowaleski, Lester Beneman, Henry Oldenberg, Robert Cook, Lawrence Merten, Raymond Veitengruber, Gary Schmitzer, Ellsworth Doud, Clifford Mossner, Gelen Ferguson, Martin Eischer, Charles Baldwin, Norbert Schoenknecht, and Frank Beach.



**BEING SWORN** in as members of Local 212 are these 32 Carling Frankenmuth personnel. Officiating are (in the foreground) George Schmunk, center, Wayne Rose, left, and Ottomar Rupprecht, right.

## PEOPLE IN THE NEWS

Harold Shook, Bottlehouse, currently is recuperating at Saginaw General Hospital where he underwent surgery October 8th. All Harold's friends wish him a speedy recovery.

Arno Rogner, Accounting, recently was feted with a dinner party by his wife as a double celebration observing Arno's 30th birthday and the acquisition of his Bachelor of Arts degree from Michigan State University.

Happiest man in the plant last week was Ray German, who was busy passing out cigars in celebration of his new son.

Observing birthdays this month are Arthur Trumble, Bottlehouse, 1st; William Rauh, Bottlehouse, 3rd; Harvey Bierlein, Engineering, 5th; Ellsworth Doud, Bottlehouse, 5th; Herbert A. Beyerlein, Bottlehouse, 5th; Arthur Gendron, Bottlehouse, 6th; Arno Rogner, Accounting, 6th; Fritz Pursche, Bottlehouse, 9th; Marvin Bickel, Cellars, 10th; John Wylie, Bottlehouse 11th;

Ralph Detloff, Lab., 11th; Herman Matzke, Bottlehouse, 13th; Clarence Krick, Bottlehouse, 14th; Marcus Bender, Bottlehouse, 21st; Doris Trinklein, Office, 21st; Joe Pavlicek, Brew-house, 24th; Fred Lich, Bottlehouse, 24th; Howard Bierlein, Bottlehouse, 24th; Frederick Bickel, Engineering, 25th; Peter Greenia, Bottlehouse, 25th; Maxine Rau, Sales, 26th; and David Zwerk, Bottlehouse, 31st.

## Calling All Bowlers!

Calling all bowling fans!

You'll want to tune in your television set every Sunday afternoon at 12:30 to watch "Championship Bowling," telecast by WNEM, Channel 5, Bay City.

The program, which features match games between the top ranking bowlers of the country, is proving to be enormously popular with bowlers and non-bowlers alike.

The sponsor? None other than the brewers of "The Best Brews in the World" -- Carling Brewing Company!