

CARLING

FRANKENMUTH NEWS

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BREWING COMPANY

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'Over the Top' Goes United Fund Drive As Employees, Company Give \$5,018.85

Once again this year our support of the Saginaw County United Fund Drive went well "over the top," demonstrating again that, as a group, our Carling Frankenmuth Family is concerned with the human needs of those not so fortunate as we are.

A total of \$5,018.85 -- including our company's "Fair Share" participation -- was subscribed to the county fund via cash donations and our payroll deduction plan for giving. Ninety-four per cent of our personnel contributed to the total collected, which exceeded last year's amount by 14 per cent.

Prominent in the conducting of the County Drive were Les Freidinger, who again this year served the United Fund as suburban chairman, and Wallace Riethmeier, a member of the UF Budget Committee.



AMONG THE first to enroll for payroll deduction contributions to the county United Fund were, from the left, Melvin Hecht, Cloyd Persons, and Alfred Buzzard, pictured signing up with Bottle Shop Superintendent Ed Johnson. Departmental supervisors served as volunteer solicitors for the drive.

New Poster Series Blends Humor With Messages Vital To Our Welfare

You've probably chuckled over those posters used in our plant last month showing a big, good-natured gent with a butch haircut and a tell-tale imprint of lipstick on one cheek and the headlined caption, "Somebody Loves You".

That poster introduced a sustained program intended to show why it's vital that we maintain our traditional efficiency and even work toward boosting it a notch or two.

The entire poster-illustrated program is keyed to this slogan: "Work Together -- Our Jobs Depend On It!"

There isn't a gimmick in any part of it. The whole thing's as simple as this: When we operate as a working family in a team effort to keep costs and waste down and quality and co-operation up, we're only protecting our own jobs in keeping our company at its competitive best.

All through the Carling organization, they're mighty aware of what we do at Frankenmuth. Let's never be second -- let's keep in step with the program we've described. Watch the "work together" posters as they're displayed on bulletin boards. There's a sensible message in each.

Contributions of Individuals Hailed By Speakers at Safety Celebration

It was good to learn, as we did at our October 17th Employee Safety Celebration, that our record of four years without a lost-time injury has won national acclaim for us.

But it was even better and more satisfying to hear the acknowledgements of Carling, USBF, union, and civic and business officials attending the affair, that the real importance of the records is that fact that it testifies to our ability to work together for the good of all -- in matters pertaining to safety as well as in all others.

This recognition of our individual roles in the establishing of this safety record was spotlighted in the remarks of Henry E Russell, Carling executive vice president, who praised not only every employee of our brewery "for your complete and full cooperation to make this record possible," but pointed out that wives and families assisted in an inspirational way.

Les Freidinger, regional vice president and general manager of our plant, further emphasized this point by declaring, "We have here in Frankenmuth a team that's hard to beat. I'll put this organization up against any other in the brewing industry!"

"I consider this achievement one of the many aspects that make a championship team. Safety requires teamwork at all times."

Thanks Safety Committeemen

He thanked Personnel and Safety Director Herbert Naegele and the members of our plant safety committee for their leadership in our safety program.

Local 212's President Cloyd Persons promised, on behalf of all employees: "This safety record we've established has just started. We aren't going to stop at five years, or even 10 years. We're going to keep right on going."

Michael Aicher, director of employee relations for the U.S. Brewers Foundation, said Carling Frankenmuth's safety achievement "demonstrates what can be done in the brewing industry."

"You've done a tremendous thing," he said, "and you are fortunate you are working for a company that is going to remain in business, and that you have at the head of your company men who believe your well-being is important."

Carling, Other Officials Attend

Other officials attending the dinner party, for which Frank Parker, president of the Michigan Brewers Association served as toastmaster, included:

F. L. Hovey, Carling vice president - Production; Richard Upson, director of Industrial Relations; H. R. Taylor, assistant to the President; Frankenmuth Mayor James Wickson; City Manager Herbert L. Keinath; Willis McKay of the Saginaw Safety Council; Robert Allen, of the Aetna Insurance Company; Harold Bondy, international representative of the Brewery Workers Union; and Arthur Roe, of the Michigan State Labor Commission.

Viewing of the Carling-sponsored TV Spectacular, "Louie the Louse" followed the dinner, with social dancing concluding the evening.

PEOPLE IN THE NEWS

Two of our Carling Frankenmuth families are especially happy this month with the arrivals of their first born, both sons.

Mr. and Mrs. Donald Bierlein welcomed Steven Lee, seven pounds, 11 ounces, on October 2nd; and Mr. and Mrs. William Rauh greeted Arthur William, seven pounds, 10 ounces, on the same day.

Mrs. Bierlein is the former Millie Nuechterlein, of our Accounting Department. Mr. Rauh is employed in the Brewing Department.

Baby number four, just as welcome as any first-born, is Kaye Ann Rupprecht, born October 10th to Mr. and Mrs. Ottomar Rupprecht. The Rupprechts now have two boys and two girls.

Deepest sympathy is extended this month to Mr. and Mrs. Robert Matzke on the loss of their infant son, Aaron Mathew, who passed away recently at the University Hospital, Ann Arbor. Aaron Mathew was born last August 29th.

Fifteen November-born babies, now somewhat older, will be celebrating their birthdays during the coming month. They are: Norman Matzke, 3rd; Ernie Gauderer and Earl Kime, 11th; Bernadine Krick, 14th; William Daniels and Lawrence Merten, 15th; Ludwig Riess, 19th; William Bierlein, 20th; Melvin Hecht, 22nd; Gerhardt Hetzner, 23rd; Lucien Pol, Jr., 24th; Robert Breiler, 25th; Franklin Hill and Willis Veitengruber, 27th; and Robert Buchinger, 28th.

Many happy returns!

Three of our personnel have taken the plunge for new cars. Anton Kern, Bottling, has a new Oldsmobile; Ottomar Rupprecht, Bottling, has a new Pontiac; and Floyd Matzke, Brewing, has a new Chevy.

Many happy miles!

Three Welcomed To Payroll, Accounting And Quality Control Lab Staffs

Welcomed in recent weeks to our Carling Frankenmuth Family were Robert L. Satow, quality control chemist, Mrs. Lora Ulrich, Accounting, and Lynn Mueller, part-time employee of our Payroll Department.

Bob Satow, son of Carl Satow, well-known Frankenmuth druggist and civic leader, attended St. Lorenz Lutheran School and was graduated from Arthur Hill High School in Saginaw where he studied mathematics and chemistry. He studied pharmacy and automotive engineering for three and one-half years at the Ferris Institute.

Since joining Carling, Bob has undertaken further studies in brewing and malting technology. Married to the former Lucretia Ann Kienzlin, of Vassar, Bob is an active athlete and last summer pitched for the Frankenmuth Indians.

Mrs. Ulrich, the former Lora Hecht, is a graduate of Vassar High School and the Northeastern School of Commerce in Bay City. In high school, her scholastic ability earned for her membership in the National Honor Society.

She and her husband, William, are building a new home on Maple Road and expect to be living there by next month.

Lynn Mueller, now a senior at Frankenmuth High School, recently joined our office staff under provisions of the school's Cooperative Training Program.

A native of Saginaw, Lynn attends school in the morning and gains valuable on-the-job experience with us in the afternoon. She's a member of the National Honor Society, enjoys playing the piano, and says football is her favorite sport. She thinks the Frankenmuth High School Eagles are "the most!"



Bob

Lora

Lynn

Celebrators Have Wonderful Time At Our October 17th Safety Party



ALL SMILES at our Safety Celebration were these visiting officials, left to right: Frank Parker, Michigan Brewers Association; Michael Aicher, USBF; and Carling executives L. M. Freidinger, Henry E. Russell, F. L. Hovey, Richard Upson, and H. R. Taylor. Pictured below are typical scenes at the gathering as Carling Frankenmuth family members relaxed at dinner and after-dinner social dancing.



Fire Prevention Is Contest Topic

"Don't let your job go to blazes -- prevent fires!"

That's our October safety slogan, which you and members of your family need to know so you can compete for the useful prizes Carling Frankenmuth awards monthly to winners.

Our September prizewinners, each of whom received a set of Libbey's beverage glasses, were: Mrs. Elton Jacobson, William Bradburn, Jack Zietz, Mrs. William Daniels, Elmer Keinath, Jr., Mrs. Frederick Beyerlein, Mrs. Elmer Janson, Mrs. Frank Beach, Mrs. Willis Veitengruber, Mrs. William Barrett, Mrs. Edward Bickel and Mrs. Virgil Kridler.