

Major Plant Expansion Planned



REASON TO BE HAPPY -- Our recent safety victory dinner dance at Zehnder's Hotel was one of our finest parties ever. Shown at the speakers' table, left to right: Plant Safety and Personnel Director Herbert Naegele; Michael Aicher, United States Brewers Foundation director employee relations; Frank Parker, Michigan Brewers Association president; Plant Manager L. M. Freidinger; Carling Executive Vice-President H. E. Russell; Frederick L. Hovey, vice-president of production; E. S. Bohlin, director of employee relations.

New Program Started

"We're counting on you!" is the forceful theme of our plant's new educational program, created and produced by the Sheldon-Claire Co. of Chicago.

Colorful new posters about the plant herald an educational effort to inform all of us in a point-by-point series that our jobs and wages are only as secure as the company for which we work.

"We're counting on you!" will show you how you can help your company and thereby help yourself.

The program is divided into 12 four-week "action" chapters, as follows:

1. Keep Costs Down
2. Keep Quality Up
3. Make Minutes Count
4. Beat Competition
5. Keep Customers Buying
6. Keep Output High
7. Cut Costs
8. Keep Quality Conscious
9. Stop Waste
10. Beat Competition
11. Keep Sales High
12. Work Together

Freidinger Named United Fund Chief

Plant Manager L. M. Freidinger Thursday was chosen to head Saginaw County's 1961 United Fund Drive.

"Les" as he has been known by United Fund volunteer executive co-workers who have worked with him several years, was a popular choice for the role of United Fund campaign general chairman.

93.8% Contribute

Saginaw County's 1960 United Fund campaign was enriched a total of \$5,586.33 by contributions of Carling Frankenmuth employees and the company's fair-share allotment set by drive officials. Our employees contributed \$2,456 and the company, in its fair-share gift, \$3,130.33. A total of 93.8% of our employees contributed toward the United Fund community effort.

Russell Tells Building Plans At Celebration Of Our Safety Record

"We have earnest plans for expanding our Frankenmuth plant; we feel there is a great and long and enduring future for this operation in this community."

That was the inspiring statement of H. E. Russell, Carling Brewing Co. executive vice-president, at our recent safety victory dinner-dance Oct. 8 at Zehnder's Hotel. About 450 employees, their wives and husbands attended.

Mr. Russell's talk highlighted an evening of good fellowship, fun and the satisfaction which comes with knowing a job has been well done.

The fine dinner and party was our company management's gift in appreciation of Carling Frankenmuth's record of five consecutive years of operation without a disabling injury.

MR. RUSSELL URGED more of the same safety team effort which has won our plant national honors "so that we can all be back here again next year for the same occasion." He praised our labor-management relations.

"This record that you wonderful people have accomplished is of great interest not only to the brewing industry, but to all industry," he said.



H. E. RUSSELL
... "You Wonderful People!"
(continued on page 2, col 1)

Russell Announces

(continued from page 1)

Mr. Russell was accompanied by Frederick L. Hovey, Carling vice-president of production, and E. S. Bohlin, industrial relations director.

Plant Manager L. M. Freidinger read a congratulatory telegram from Carling President Ian R. Dowie.

"I can't tell you how proud I am of each of you," said Mr. Freidinger, "and I also want to thank you personally for the fine work you do in turning out a fine product. This is our security. This is the kind of teamwork which makes a team that's awfully hard to beat, as you have shown."

CLOYD PERSONS, LOCAL 212 PRESIDENT, responded in behalf of employees. "We have strictly a 'pro' team here in my estimation, but I want to warn against overconfidence," he said. "We can't relax our safety efforts for a moment."

Herbert Naegele, plant safety and personnel director, also spoke briefly in congratulating employees and their families for their safety vigilance and in urging them "to keep our record rolling".

Michael Aicher, director of employee relations for the U. S. Brewers Foundation, said: "You have accomplished here in Frankenmuth a modern miracle. You have found the answer -- a real team effort!"

Frank Parker, Michigan Brewers Association president, was master of ceremonies.

Other honor guests were Harold Bondy of Detroit, Brewery Workers business agent; Elmer Simon, Frankenmuth mayor pro tem; David Roche, Greater Saginaw Safety Council president, and Kenneth Melville, its executive secretary, and Preston Pelkey, Saginaw Safety Council president.



GOOD MUSIC, GOOD PEOPLE, GOOD TIME! -- Old Man Gloom really took it on the lam the night of our recent safety victory dinner dance at Zehnder's Hotel. After a good dinner and fine program, the music started and -- whoopee!

Annual Deer Hunters' Jackpot Growing

C'mon you sharpshooters -- now's the time to enroll in the annual Buck Hunters' Jackpot!

There is a \$2 entry fee toward the three prizes to be awarded. Entry fees must be turned in to Harold (Silver) Matzke or Bobby Nuechterlein by 2:30 p.m. Nov. 11.

Here are the prizes:

1. Heaviest buck (three-inch antlers minimum) -- two-fifths of total amount collected, plus two cases of Black Label.
2. Most points (points must be at least one-half inch long from outside of shaft) -- two fifths of total amount collected, plus two cases of Black Label. In case of a tie, the heaviest of two deers with highest number of antler points wins.
3. Lightest buck (three-inch antlers minimum) -- one fifth of the total amount collected, plus one case of Black Label.

All bucks in the contest, conducted by employees themselves, must be weighed in at the Brewhouse. Seal tag numbers must correspond with hunter's license number. All seals must be locked.

Bill's Nifty Camera

Did you like the plant picnic photographs in the September issue of Carling Frankenmuth News?

They were the handiwork of Bill Bornemisza, our chemist, who is as competent with a camera as he is with the test tubes and microscopes in his laboratory. Photography is one of Bill's hobbies.

Police Officers Tour

Forty members of the Saginaw Valley Association of Police Officers and directors toured our plant Thursday night and enjoyed luncheon in the club rooms. The visit, enjoyed thoroughly by the law officers, was arranged by Frankenmuth Police Chief Henry Zinck.

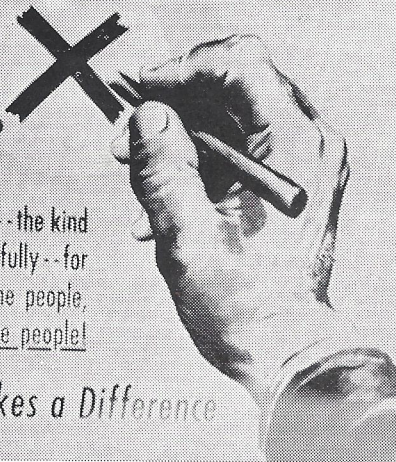
When God measures a man, He puts the tape around the heart instead of the head.

Dieting is waiting for hips that never come in.

OF COURSE IT MATTERS
HOW YOU VOTE!

You're voting for the kind of government you want -- the kind of future you want. It's up to all of us to choose carefully -- for ourselves and for our families. "Government of the people, by the people and for the people" means all the people!

DO YOUR PART! Your VOTE Makes a Difference



(Courtesy of Sheldon-Claire Co.)

Your Vote Needed With Others

How Important Is One Vote?

Remember the case of Rutherford B. Hayes? One electoral vote put him in the White House. One congressional vote saved Selective Service just 12 weeks before Pearl Harbor.

One vote can take a frightened child off a busy highway and onto a new school bus. By such a margin can so important an accomplishment come in to being.

A wise man once observed, "Liberty

means responsibility. This is why most men dread it." But is this effort too high a price to pay for so precious a possession?

For if you dread it and ignore it, how long can it last? Freedom, like a receding hairline, isn't lost all at once. It goes gradually. If you can spend a few minutes each day using hair tonic to save your hair, can't you spend a few minutes each year at the polls to save your scalp?

Top Officials Of Union Like Plant Visit

One of the nation's foremost labor leaders visited Carling Frankenmuth's plant on Oct. 19 for the first time, admittedly liked what he saw and even managed to get in a little pheasant hunting during his stay here.

He is Karl Feller of Cincinnati, O., president of the International Union of United Brewery, Flour, Cereal, Soft Drink and Distillery Workers of America (AFL-CIO).

Mr. Feller was accompanied by Anthony Sapienza, the International Union's business representative and Charles Saranita, assistant business representative, both of Cleveland; L. Tenebria, vice-president of Local 154; Tony Fratiani, Local 164 president, and Paul Gladish, Local 17 president.

The International Union president and the group of Cleveland union officials were joined here by Harold Bondy of Detroit, business agent for the Brewery Workers Joint Executive Board of Southern Michigan.

With compliments of Carling Frankenmuth plant management, the visitors were treated to an old-style German luncheon at Frankenmuth Bavarian Inn before business chats there. With them at lunch were Plant Manager L. M. Freidinger and staff members.

Plant Manager Freidinger and Jack Price, master brewer, conducted them on a tour of the plant, with assistance of Cloyd Persons, Local 212 president.

Visitors were impressed by our plant's cleanliness, our safety record and techniques we all have used to help achieve our five-year record.

Mr. Feller obviously was pleased at the fine turnout at a special meeting of Local 212 that night in the plant club rooms. About 130 attended, including members of Sebewaing, Bay City and Bad Axe Brewery Workers locals.

President Feller and Business Agent Sapienza discussed various labor problems at the special meeting and the impending national election. Black Label and a luncheon were served after the meeting.

Cloyd Persons, who took Karl Feller and Harold Bondy pheasant hunting next day, said: "Karl's parting statement was that he'd like to arrange another meeting here in 1961 at the same time of year. He liked the people here and he liked the way everybody treated him."



PLEASANT VISIT -- This is a luncheon conversation scene during the recent visit of Karl Keller of Cincinnati, O., international president of the brewery and a meeting of Local 212 here. Left to right, clockwise from top, Anthony Sapienza, international business representative; Mr. Feller; Plant Manager Les Freidinger; Harold Bondy, Mich. brewery workers' business agent, Cloyd Persons, Local 212 president, and Ottomar Rupprecht.

People In The News

VETERANS ALL!

Six of our fellow workers were proud recipients of service awards.

They are: Bottling Department - Austin Meader, 15 years; David Zwerck and Lloyd Edwards, 10 years; Engineering Department - Max Erndt, 15 years; Accounting Department - Dick Nuechterlein, 15 years; Brewing Department - Alfred Matzke, 15 years.

CARLINGETTES

Mr. and Mrs. Donald Mathews are proud parents of a new son, David Lee, born September 30th at Saginaw Osteopathic Hospital. David Lee weighed 8 pounds, 7 ozs. at birth.

The same goes for Mr. and Mrs. Glenn Auernhamer, whose new son, Kurt Steven, was born Oct. 1 at Saginaw General Hospital. Kurt weighed 7 pounds, 15 ounces when he arrived in this world.

Mr. and Mrs. Anthony Kern are all smiles at their family's newest member - Darrel Daniel. He was born Oct. 6 at Bay City General Hospital and weighed 8 pounds, 14 ounces at birth.

Oct. 21 is the birth date of pert little Cindy Kay, new daughter of Mr. and Mrs. Arnold Ehrlinger. She weighed 8 pounds, 1 ounce. She is their second daughter and now is home living it up with Mom, Dad and Sis. Arnold works in our Bottling Department.

BIRTHDAYS

Seventeen members of our plant's working family will celebrate birthdays in November and every one will be glad to get your "happy birthday!" greeting.

Here's the list: Nov. 3, Norman Matzke; 10th, Lawrence Merten; 11th, Earl Kime, Ernie Gauderer; 14th, Selwyn Stuart, Bernadine Krick; 15th, William Daniels; 18th, John Boesenecker; 19th, Ludwig Riess; 20th, William Bierlein; 22nd, Melvin Hecht; 23rd, Gerhard Hetzner; 24th, Lucien Pol, Jr.; 25th, Robert Breiler; 27th, Franklin Hill, Willis Veitengruber; 28th, Robert Buchinger.

Teachers at Conference Tour Carling Plant

Nearly 300 school teachers from the North and West Michigan Lutheran Teachers Conference toured our plant on Oct. 13 as one of the features of their three-day session.

They were impressed with our entire operation. Many were amazed at our quality control methods and remarked they didn't know brewing of Carling Black Label beer and Red Cap ale was such an exacting process.

Roland Bode of Richville, Conference district president, presided. Rudy Schmidt, Frankenmuth Parochial School music instructor, arranged the plant tour.

Three New Promotions

Three major executives of the Carling Brewing Company have been promoted to vice-president, Ian R. Dowie, President, has announced.

William B. Norris, secretary and counsel, to vice-president, legal and secretary.

Roger D. Williams, general manager of the Natick, Mass. plant, to regional vice-president, Northeast Region.

Donald J. Dittman, general manager of the Tacoma, Wash. plant, to regional vice-president, Pacific Northwest region.

Glenn Harris Weds

Mr. and Mrs. Glenn E. Harris are enjoying a wedding trip to New York.

Glenn, a Bottling Department lift-truck operator, and the former Elizabeth Howard of Birch Run, were married on Oct. 22 at Birch Run Methodist Church. There was a reception for 600 guests at the Birch Run VFW Hall. Glenn and his wife will make their residence in Birch Run.

If you can fool some of the people all of the time, and all of the people some of the time, don't try to push your luck.

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

Naegele Tells Plant Safety Story As Chicago Convention Highlight

Herbert Naegele, our plant personnel and safety director, gave a movie-illustrated description of Carling Frankenthum's five-year safety record and the feature during the recent 48th National team effort represented, as a discussion Safety Congress and Exposition in Chicago.

October Safety Slogan

"Don't Let Carelessness Rob You Of Your Job."

That's our October safety slogan -- one we should keep uppermost in our minds on and off the job.

September safety slogan winners, each of whom received a gift certificate from the Leslie Hardware Store, were: Mrs. Albert Kaul, Mrs. David Stuart, Arthur Evans, Mrs. Wayne Rose, Robert Buchinger, Mrs. Wallace Weiss, Mrs. Howard Bierlein, Walter Schrader, Mrs. Harold Stockwell, Walter Kowaleski, Mrs. Otomar Rupprecht and Mrs. Harold Maurer.

Social Security Answers Given

- Q. What types of benefits are payable to a worker and his family when he retires?**
- A. Monthly benefits are payable on retirement to retired men at age 65 and to women at age 62. Also to these dependents: a wife age 62; a dependent husband age 65; a child under 18, or over 18 and totally disabled; a wife of any age caring for a child entitled to benefits.
- Q. What type of benefits are payable to the family of a deceased worker?**
- A. On the death of an insured worker, monthly benefits are payable to a widow age 62 or over, a child under 18 or disabled before 18, a mother with such child in her care, a dependent parent or a dependent widower age 65 or over.
- Q: What benefits are payable to me or my family if I become disabled?**
- A. Monthly benefits are payable at age 50 to workers who are totally disabled for any substantial gainful work. Benefits are payable also to the same dependents as for retirement benefits. Prior to age 50, Social Security benefits are not payable to disabled workers, but their insured status and benefit rate are protected.
- Q. How much are Social Security benefits today?**
- A. Retirement payments, based on past wages, range from \$33 to \$120 a month right now. Total family payments can reach \$254 a month to the retired worker's family.
- Q. How much can be paid to the family of the worker who dies?**
- A. Social Security payments range from \$33 a month to a family maximum benefit of \$254. A separate lump sum payment is also made ranging from \$99 to \$255.

Herb showed colored motion pictures depicting typical plant scenes and cited statistics of our safety accomplishments since 1952 when our organized plant safety program began. Herb emphasized that employee attitude and cooperation have been the greatest safety success factors.

During the five-day convention he attended meetings of the U. S. Brewers Foundation Safety Committee of which he is a member.

While in Chicago Herb and safety representatives of other Carling plants met regularly to exchange ideas and discuss mutual problems.

HIS CONFEREES were Walter Fedyk, Cleveland plant safety director; Ted Stronack, Natick plant safety director; Robert Nelson, Tacoma plant personnel director; Robert Baumgarte of the Belleville plant's personnel department, and E. S. Bohlin of Cleveland, Carling industrial relations director.

About 12,000 safety officials from throughout the U. S. attended the convention, including 800 safety specialists. There were 250 separate meetings of various convention sections.

Herb and other Carling representatives attended meetings of the convention food and beverage sections, conferring with delegates from leading U. S. breweries.

There were nearly 250 booths for display of safety devices and products.



(Courtesy of Sheldon-Claire Co.)

New School Bus Laws Explained

According to the law you are required to stop when overtaking or meeting a school bus which has stopped to receive or discharge passengers. The old law required only that you stop when coming from the rear.

Stops must be made at least ten feet in front of or from the rear of the bus, and you may not proceed until the bus resumes motion, bus driver signals other drivers to proceed, or until visual signals on the bus are no longer actuated.

You need not stop for a stopped school bus at an intersection controlled by a police officer or stop and go signal, but

may pass the bus at a speed not greater than ten miles per hour and with all due caution.

If at first you don't succeed, you're like most other people.

No self-made man ever did such a good job that some woman didn't want to make a few alterations.

A politician's promise is like a bikini bathing suit—what they reveal is interesting, but what they conceal is vital.

A man remains wise only as long as he seeks wisdom.

Troubles, like babies, grow bigger by nursing.

Since Cuba is a small country, do you think the Cubans are suffering from Castrophobia?

In this age of nuclear scares, perfumers will have to think up another word for atomizers.

A highbrow is a man who thinks he has found something more interesting than women.

Suds N' Such