

CARLING

# FRANKENMUTH NEWS



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

Volume 3, No. 31

October, 1961.



**CARLING WELL REPRESENTED IN UNITED FUND VICTORY**—Charles O. Dalton, left, president of Carling Breweries, Ltd., came from Toronto, Ont., to Saginaw as keynote speaker of the Saginaw County United Fund campaign kickoff dinner. Shaking hands with him is Les Freidinger, our plant manager who was general chairman of the successful Saginaw County UF drive to raise \$966,031—oversubscribed for a total of \$978,820. It was an outstanding triumph where other Michigan UF efforts failed this year.



**HERE'S TEAM WORK**—George Schmunk, seated at left, Brewhouse worker and Local 212 president, signs his United Fund campaign Fair Share pledge alongside Plant Manager Les Freidinger. George was accompanied by other executive union committeemen shown standing, from the left, Wayne Rose, Bottlehouse; Rudolph Strobel, Brewhouse; Max Erndt, Engineering Department; Melvin Hecht, Brewing Department, and Personnel Director Herb (Toots) Naegele.

## Carling Men Help Inspire UF Victory

The Carling name loomed large in Saginaw County's recent victorious United Fund Drive which oversubscribed the \$966,031 goal for a total of \$978,820.

The campaign was directed by Les Freidinger, our plant manager. Featured speaker for the drive's kickoff dinner was Charles O. Dalton, president of Carling Breweries, Ltd., and himself a successful United Fund leader in Toronto, Ont.

Our own contribution from the plant and all of us who work here also was noteworthy.

The campaign, as headed by Les Freidinger, stressed "Fair Share" pledges. These were on the basis of an hour's pay per month for hourly-rated employees and three-fourth of 1% for salaried employees, beginning at \$5,600 a year and ranging up to 3% for salaries of \$35,000 and more.

Our plant's record this year was a total of \$9,479.28 contributed -- \$3,224.24 by the company according to the Fair Share formula and \$6,255.04 by employees.

That we were working with Les Freidinger to help put over the campaign is apparent by comparison of 1961 and 1960 contributions.

Last year the average UF pledge for 225 employees was \$11.31. This year it was \$27.97 for 224 employees -- almost triple.

A total of 39% of our employees pledged according to the Fair Share standard. A total of 98% contributed.

The Brewing Department pledged 100% on the Fair Share plan, Engineering Department, 93%; supervisors and secretarial staff, 48½%, and Bottling Department, 14½%.

In 1960 our plant's employees pledged \$2,546, compared with \$6,255 this year.

### Ouch!

Know the difference between "unlawful" and "illegal"?

Unlawful is against the law. Illegal is a sick bird.





**JANET ON THE JOB** - Janet Faerber (photos don't fib) is an attractive addition to our office staff.

## Earning While She's Learning

Janet Faerber, 131 West Jefferson, Frankenmuth, is a welcome addition to our office staff.

Working under provisions of the Frankenmuth High School cooperative training program, Janet attends morning classes and works here afternoons to gain on-the-job experience.

Having graduated from St. Lorenz Lutheran School, she's now enrolled in a business course at Frankenmuth High School. She played drums and clarinet in the high school band and won both tumbling and typing awards.

Janet is a member of the Girls' Athletic Association and secretary of the Senior Walther League.

## Our Safety Slogan

**"Don't Let Your Job Go To Blazes -- Prevent Fires!"**

That was our October safety slogan and an appropriate reminder that fires can be costly job-killers.

Our September safety slogan contest winners, each of whom received a beautiful "life" plant shipped directly from Florida, were: Mrs. Duane Deno, Mrs. Leon Bell, Mrs. Rudolf Jordan, Mrs. Peter Arnold, Mrs. Richmond Hart, Elton Jacobson, Alfred Matzke, Mrs. Arnold Keinath, Mrs. John Wylie, Mrs. Domenico Albera, Mrs. Jack Zietz and Mrs. Elmer Janson.



**QUITE SOME PUMPKINS!**—Ed Johnson, our plant's brewing superintendent, and his wife are shown with a representative autumn hoard of their prize pumpkins. They raised and sold about 3,000 pumpkins and 5,000 vari-colored chrysanthemum plants this year on their farm—a picture place 2½ miles south of Frankenmuth.

### CARLING BREWING COMPANY LOST TIME INJURY REPORT

Plant	January 1 - August 31, 1961 - Eight Months Manhours Worked	Lost Time Injuries	Freq. Rate
Cleveland	1,384,449	6	4.33
Belleville	547,123	2	3.5
Natick	445,785	12	22.4
Frankenmuth	317,875	0	0
Atlanta	254,020	0	0
Tacoma	365,968	2	5.46
Baltimore	125,733	8	63.63
All Plants - 1961	3,440,953	30	8.72
All Plants - 1960	3,392,689	38	11.2

## Fort Worth Plant's Architect Named

The Fort Worth architectural firm of Preston M. Geren has been retained as architects for the new multi-million dollar Carling Brewing Company plant to be built in Fort Worth, Tex., in the 7000 block of the South Freeway near the city limits.

The announcement of the hiring of the Geren firm was made in Cleveland by I. R. Dowie, Carling president.

The plant will be designed so that it can be expanded to a maximum capacity of 1,000,000 barrels, Mr. Dowie said. Initially, the Fort Worth plant will be the same size as the Carling plant in Atlanta, which opened in 1958.

"We'll design the building around their equipment," Geren explained.

During the next few weeks, members of the Geren firm will visit Carling plants across the nation, particularly the new plants in Natick, Mass., our plant in Baltimore, and Atlanta, to study the latest features incorporated in their design and construction.

The Geren firm has done the architectural work on a number of outstanding Fort Worth buildings.

### Terse Verse

Last night I held a little hand,  
So dainty and so sweet;  
I thought my heart would surely break;  
So wildly did it beat.  
No other hand in all this world  
Could greater solace bring,  
Than that sweet hand I held last night—  
Four aces and a king!

## Prosit!

This is the birthday month for 20 of our friends and fellow Carling employees.

Here's the order: Nov. 3 - Norman Matzke; 10 - Lawrence Merten; 11 - Earl Kime and Ernie Gauderer; 13 - Herman Matzke; 14 - Selwyn Stuart and Bernadine Krick; 15 - William Daniels; 18 - John Boesenecker; 19 - William Matthews and Ludwig Riess; 20 - William Bierlein; 22 - Melvin Hecht; 23 - Gerhardt Hetzner; 24 - Lucien Pol, Jr.; 25 - Robert Breiler; 27 - Willis Veitengruber and Franklin Hill; 28 - Robert Buchinger and Carl Schneirla.



# Here's Report On Progress Of Our Expansion

Delayed somewhat by the weather, construction of the 81,500 square-foot addition on the south side of our plant will be completed by the end of this month, it is expected.

By next April a new high speed bottling line and improved warehouse and shipping facilities will be in use.

By June, 1963, additional warehouse and shipping facilities of 47,500 square feet will be built.

Also slated for completion early next year in the multi-phase, \$5.5 million expansion of our plant is a new powerhouse and enclosed service tunnel which will connect the powerhouse, bottleshop and brewing department.

The changeover from coal to gas for powerhouse boilers will be completed by the middle of this month, according to plans.

Edwin F. Jarman, Carling construction supervisor on the job here, said new bottleshop features will include ample carton storage area in the basement, as well as a Government cellar with eight huge glass-lined tanks. Each will have a capacity of 884 barrels. The bottleshop floor, in keeping with our plant's continuous safety program, will have a special acid and skid-proof floor.

The \$5.5 million improvement and expansion program here is in line with our company's policy of progressiveness to keep our facilities up-to-the-minute for a top quality product and to provide us with greater job insurance in a highly competitive market, Plant Manager Les Freidinger points out.

## New Brews

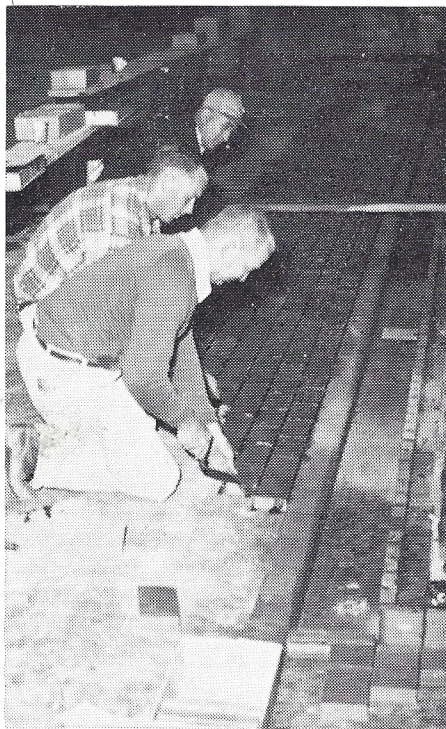
Son, Karl Shannon, to Mr. and Mrs. Glenn Harris, Bottling Department. Karl was born Oct. 10 and weighed 7 pounds, 3 ounces.

Son to Mr. and Mrs. Ralph Eischer, Bottling Department. He was born Oct. 28 at St. Mary's Hospital, Saginaw, and weighed 7 pounds, 11 ounces.

Daughter to Mr. and Mrs. Hilbert Poellet, Bottling Department. She was born Oct. 20 at St. Luke's Hospital and weighed 7 pounds, 4 ounces.

## 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



**BUILT-IN SAFETY FEATURE** - Workmen are shown laying the acid-proof, non-skid floor of the bottleshop portion of our plant's new addition.



... AND HERE'S A GOOD GROUP! Plant Manager Les Freidinger, center, presents the trophy for our plant's first annual golf tournament to Matt Szymanski, Bottlehouse maintenance supervisor, for his low net score of 64 for 18 holes of play. Other contestants, left to right, are Dick Schneider, Don Nefe, Herb Naegele, Harold (Silver) Matzke, Leo E. Rousseau, Bob Satow, Wally Weiss, Al Matzke, Dick Lillie, Doc Pagels, Bill Bornemisza, Ralph Eischer, Wally Riethmeier, Dick Nuechterlein and Ralph Detloff.

## Big Success Even If It Wasn't Up To Par!

Our plant's first annual golf tournament was played merrily Sept. 23 amid good-natured ribbing about missed three-foot putts and respectful "ahs" and "nice shot!" about stickwork off the tee and to the green.

All 17 Carling Frankenmuth players agreed the first plant tournament was a fun-laden success. Some of the more designing already are planning strategy aimed at copping the trophy next year.

Matt Szymanski, Bottlehouse maintenance supervisor, won this year's tournament trophy presented by Plant Manager Les Freidinger. Matt turned in a

## Deer Hunters Toe The Mark: Contest Beckons

Front and center, nimrods -- it's time again for the annual buck deer hunters' jackpot.

All Carling Frankenmuth employees are eligible after paying a \$2 entry fee for three prizes in this order:

1. Heaviest buck (three-inch antlers minimum), two-fifths of total amount of prize money collected, plus two cases of Black Label.

2. Most antler points (points must be at least half-inch long from outside of shaft), two-fifths of total prize money collected, plus two cases of Black Label.

3. Lightest buck (three-inch antlers minimum), one-fifth total prize money, plus 1 case of Black Label.

All entry fees must be in possession of Harold (Silver) Matzke or Bobby Nuechterlein by 2:30 p.m., Nov. 10. All bucks must be weighed in at the Brewhouse. Seal tag numbers must correspond with hunters' license numbers. All seals must be locked.

Beer prizes will be donated by the company.

net score of 64. Donald Nefe, Leo E. Rousseau and Doc Pagels tied for second with 71's.

After the tournament, players adjourned to our plant's office basement for a fine buffet luncheon, featuring the zesty "Tiger Meat".

Lunches over, the golfers worked at filling inside straights, bobtail flushes and full houses.

Buying on time is not so difficult as paying on time.

The thing that makes a man quit spending money on a girl is marriage.



## Herb Saluted By Legionnaires

Herbert F. Beyerlein, of our plant's Brewhouse, won deserved honors recently for his outstanding leadership in the past year as commander of Frankenmuth's American Legion Post 150, traditionally among Michigan's finest for its activity record.

When Herb recently turned over the gavel to Post 150's new commander, Robert Worley, in special ceremonies, Herb was cited for his exemplary leadership during office.

Among Post 150 accomplishments under Commander Beyerlein's direction were:

National meritorious citation, highest award attainable by any Legion Post.

Americanism Award, presented annually to one of Michigan's 520 Legion Posts.

Outstanding flag donation and child welfare programs.

Post arrangement of purchase of new baseball uniforms in support of the junior baseball program.

All-time Post membership high.

It also was the persuasive and energetic Herb Beyerlein who convinced the Frankenmuth Rotary Club to sponsor a boy at Wolverine Boys State.

During his administration Post 150 managed to wipe out completely its building debt. The organization's color guard also was revitalized during his office tenure.



**LIGHTING THE WAY TO MORE SAFETY**—Ed Johnson, left, bottling superintendent, is shown presenting gift flashlights to all our employees in recognition of individual contributions to our six-year record of not a single lost-time injury accident. Employees here, from Johnson's left, all wearing new company-bought work uniforms (five pairs of light green trousers and five white shirts per employee), are Jim Gruber, Gary Schmitzer and Otto Zuellig, Jr., all of the Bottling Department.



**DISTINGUISHED VISITOR** -- Dr. Karl Burkhardt, right, president of the Middle Franconian Government, Ansbach, Western German, is shown visiting our plant with Lawrence (Doc) Pagels, left, and Richard Nuechterlein.

He was delighted to visit Frankenmuth, founded early in Michigan history by immigrant Franconian pioneers. He visited Bronner Display, in addition to our plant, and dined with Bay Cityans at the Bavarian Inn, whose authentic old world atmosphere intrigued him.

Dr. Burkhardt came to America as a Good Will Ambassador of his government and because the municipality of Bay City had "adopted" Ansbach as a member of the free Western Germany family. His visit here was an event of Sept. 28.

## Carling Ad Campaign Biggest In Our History

Between November, 1960, and September, 1961, close to 80 million copies of six nationally circulated magazines carried full-page ads for Black Label Beer and Red Cap Ale.

The biggest national magazine ad schedule in the history of Carling, the insertions began and ended in Life Magazine. The first full-page color ad appeared in the November 21, 1960, issue and the final ad was in the issue dated September 22, 1961.

There were insertions during ten months of the 11-month period, but the heaviest concentration of ads was in June and July of this past Summer when 11 issues carried the Carling message.

Every ad featured a distinct glass of Black Label with a 12-ounce bottle and one of several related food subjects such ads complemented the food tie-in theme of other national advertising and point-of-sale material.

The magazines that carried Carling ads were Life, Saturday Evening Post, Look, True, Argosy and Sports Illustrated.

### At Last, It Happened

A worker received his paycheck which had, through error, been left blank. "I knew it would happen sooner or later," he moaned. "My deductions have caught up with my salary."