

CARLING

FRANKENMUTH NEWS



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

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October, 1963.



SMILES, FROM LEFT TO RIGHT -- The happiness and personal satisfaction which marked our recent safety victory dinner-dance at Zehnder's Hotel is typified by this scene at the speakers' table. From the left, T. Peirce Hunter, Carling Brewing Company director of public relations; Herbert Naegle, our plant's personnel and safety director; O. I. Powell, Carling vice-president of production and engineering; H. E. Russell, Carling president and principal speaker; Plant Manager L. M. Freidinger; Robert Schiffer, Michigan Brewers Association president; Michael Aicher, director of employee relations, U. S. Brewers Association, and E. S. Bohlin, Carling employee relations director.

Russell Praises Us . . .

Dinner-Dance Salutes Our Safety Record

Management-employee teamwork are ingredients of our eight-year safety success achievement.

Speakers stressed that point at our recent safety victory dinner dance at Zehnder's Hotel. It was in recognition of our eighth consecutive year of operation without a disabling injury accident and a world safety record in the brewing industry.

About 400 persons attended the event.

H. E. Russell of Cleveland, Carling president, commented: "We can all be certain that nowhere in the United States or the world, for that matter, is there a function like this tonight. The credit and renown you people have brought to the City of Frankenmuth is expanding as the years go by. The credit you bring to the good name of our company is magnified

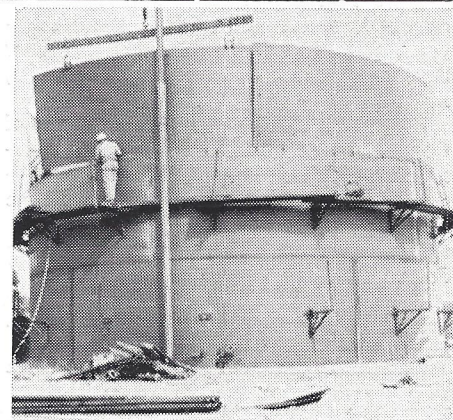
and enhanced as the years go on."

L. M. Freidinger, Carling Frankenmuth general manager and regional vice-president, called the safety record an example of team work.

"It was won by each and every one of you," he told our employees.

In his remarks, Mr. Freidinger said the plant's safety record was accomplished by the teamwork shown by members of Local 212, Brewery Workers. He also lauded the plant's safety committee, Local 212 President George Schmunk and Herbert Naegle, plant personnel and safety director, for their special safety efforts.

MR. FREIDINGER ALSO CREDITED Mr. Schmunk for his assistance in appearing with the plant general manager before a Michigan House of Represent-



ANOTHER IMPROVEMENT -- An important new installation for our plant is a 250,000-gallon water tank shown here. It is for our plant's sprinkler system, is 32 feet high and 37 feet in diameter. It is connected with a 125 horsepower fire pump, with separate power source, and can pump 1,500 gallons of water per minute. In event of a failure in our plant's power system, this tank and pump still would be operative because of a special line coming into the brewery. This tank is more than three times larger than the 75,000-gallon one serving the City of Frankenmuth.

Party A Gay One . . .

atives Tax Committee hearing in Saginaw in advocating a reduction of Michigan's excessive beer tax to increase sales and provide more job security in the Michigan brewing industry.

Michael Aicher, U.S. Brewers Association director of employee relations, complimented Carling workers and supervisory personnel for their enthusiasm "in making safety a way of life".

CARL FELLER, PRESIDENT of the International Brewery Workers Union, called safety "good business". "Your record was achieved by whole-hearted cooperation dedicated to a worthy cause.

"Your eight years of operation without a disabling injury accident," he said, "points up to the fact that Les Freidinger has given you good leadership and that

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Safety Dinner

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you have given him good cooperation.

"Safety is good business. Your record was achieved by whole-hearted cooperation dedicated to a worthy cause."

Other guests included Harold Bondy of Detroit, Local 212 business agent; E. S. Bohlin, Carling director of industrial relations; T. Peirce Hunter, director of public relations; O. I. Powell, vice-president of production and engineering, and Paul MacDonald, company treasurer, all of Cleveland; Donald Vaughan, vice-president of the Aetna Casualty and Surety Insurance Co.; W. Anson Hedgecock, president of the Greater Saginaw Safety Council, and Kenneth Melville, its executive secretary.

Edgar C. Duclos, longtime friend of General Manager Freidinger, was toastmaster. His deft wit and engaging personality made a distinct hit with the large audience.

Invocation was given by Pastor Philip Janz.

Dancing to music of Carl Nordstrom's orchestra concluded an enjoyable evening.



EVERYBODY HEP! -- Dancing was part of the fun at our recent safety victory dinner-dance at Zehnder's Hotel. Carl Nordstrom and his band played until 1 a.m., offering latest hit tunes and a variety of other danceable music, including some polkas that were real rousers.

Buck Hunters Jackpot

(All Carling employees are eligible).

\$2.00 Entry Fee - Three Prizes:

1. **Heaviest Buck** (3 in. antlers minimum) - 2/5 of total amount collected - two cases of Black Label.

2. **Most Points** (Points must be at least 1/2 in. long from outside of shaft) - 2/5 of total amount collected - two cases Black Label. In case of a tie the heaviest deer wins.

3. **Lightest Buck** (3 in. antlers minimum) 1/5 of total amount collected - one case of Black Label.

All entry fees to be turned in to Harold "Silver" Matzke, Brewing Department or Ottomar Rupprecht, Bottling Department by November 14 at noon.

All bucks to be weighed in at Brew-house.

Seal tag number must correspond with hunter's license number.

All seals must be locked.

Early Brewers Could Get Dunked

In every borough of 13th century England, there was a beer inspector.

Any man found guilty of brewing inferior ale was strapped to a ducking stool and dunked until he promised to mend his ways and improve his brew.

The ale-conner, or inspector, of a community was an expert judge of ale. He had the power to condemn a batch, or authorize its sale only at a lower price if it failed to meet his standards. The way he judged a brew was unusual but effective.



TELLING THE WORLD -- Zehnder's Hotel was decked with bunting and signs proclaiming our eighth consecutive year of operation without a disabling injury accident on the night of our safety victory dinner-dance. This photo recalls its appearance.

He would pour some on a bench and sit on it. If his leather pants stuck, then the brew was too thick and unfit to drink.

When the brewer wanted to arrange for approval of a fresh brew, he notified the ale-conner by displaying an ale-stake outside his establishment. This was a long pole with a bushy branch tied to its end. William Shakespeare's father, incidentally, was an ale-conner.

Sympathy

Our sincere sympathy is extended to Wallace Mayer and Duane Deno, whose father died Oct. 9 and to David Zwerk, whose father died Oct. 3. Mike Lis, Engineering Department retiree, died Sept. 30.

Nuclear Weapons Discussed

Civil Defense Trainees Meet

Saginaw County civil defense trainees recently had their first of five meetings in our plant's club room. The course is being conducted by Charles Nestell, Bottling Department, qualified instructor because of special training in Battle Creek.

The first meeting involved a discussion of nuclear weapons and how the shelter program was started. John Brunn, assistant plant chemist, and Harold Weber, Bottling Department, also attended the session.

All Carling Frankenmuth employees soon will receive a pocket-size card explaining what to do in event of nuclear attack.



WHEN GOOD FELLOWS GET TOGETHER -- Here's a group of visitors giving out with a little close harmony in our plant's club room after a recent tour arranged by Chuck Heidke of Seide Distributing Co. of Flint. In attendance was the A. C. Spark Plug plant's choir shown here.

We Showed 'Em Something!

Our plant again demonstrated its leadership in participating in the Saginaw

Prosit!

November is the birthday month of 19 of our Carling Frankenmuth employees and friends.

A "happy birthday" greeting will be appropriate in this order:

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

New Brews

Mr. and Mrs. Henry Bender, Jr., Bottling Department, still are all smiles about their new daughter, Julie Ann. She was born Oct. 8 at St. Mary's Hospital and weighed 10 pounds, 14 ounces.

Mr. and Mrs. Jack Zietz, Bottling Department, are just as proud of their new son, Terry Steven. He weighed 8 pounds, 12 ounces and was born Oct. 7 at the same hospital.

Mr. and Mrs. Glenn Harris, Bottling Department, are proud parents of a baby girl. They have named her Mary Jane. She was born October 28th and weighed seven pounds, 12 ounces.

Mr. and Mrs. William Daniels, Bottling Department, are the proud parents of a baby boy born November 5 at St. Mary's Hospital. He weighed five pounds and 14 ounces.

County United Fund Drive by total pledges of \$12,218.39 -- a 25.8% increase over last year.

We were one of the comparatively few industries and business firms which attained 100% of quotas, as the drive topped its goal of \$1,104,594 for the third consecutive year.

PLANT MANAGER L. M. FREIDINGER, a co-chairman of the Saginaw County United Fund Fair Share Committee, commented on our plant's achievement:

"This is another demonstration of the kind of teamwork Carling employees here show whether we are working for safety records or a good showing in whatever community betterment effort in which we are asked to participate. My sincere thanks and congratulations to each and everyone of you!"

Safety Slogan

"DON'T LET YOUR JOB GO TO BLAZES -- PREVENT FIRES!"

That was our October safety slogan and one to observe especially during the prolonged drought which made fields and woodlands tinder dry here and elsewhere in Michigan.

Winners of the September safety slogan contest, each of whom received a gift certificate redeemable at Frankenmuth Woolen Mills, are:

Alfred Hastedt, Mrs. Charley Winkler, Mrs. Ray Gugel, Mrs. Fred Beyerlein, Mrs. Richmond Hart, Mrs. Rudolf Jordan, Mrs. Leon Bell, Mrs. James Gruber, Mrs. Edwin Rodammer, Mrs. Howard Dietzel, Mrs. John Bechanko and Mrs. Clarence Rupprecht.

Diplomacy is the art of letting someone else have your own way.

WHERE
DO WE GO
FROM HERE?

We can't stand still -- nothing ever does.

We can't meet competition -- we must beat it.

We can't "hold" customers -- we must fight for them.

WHERE DO WE GO FROM HERE?

Whichever way we go -- up or down -- we go together.

That's why each of us has a personal responsibility to our company, to our customers, and to each other -- to do the best job we know how.

If we work together, we'll go forward together, to better business -- better security for all of us.

IT'S UP TO YOU!

Sheldon-Claire Company posters bearing messages like the above will be posted periodically about our plant as our company continues its contract with the Chicago firm. Frequent mailings also will be sent to employees' homes.

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

Safety Leaders Hear Freidinger

Plant Manager L. M. Freidinger was a featured speaker at a recent meeting in Chicago when he addressed the Food and Beverage Section of the National Safety Council.

Asked to tell the story behind our eight years of operation without a disabling injury accident, Les attributed the accomplishment to the teamwork and constant cooperation of all Carling Frankemuth employees.

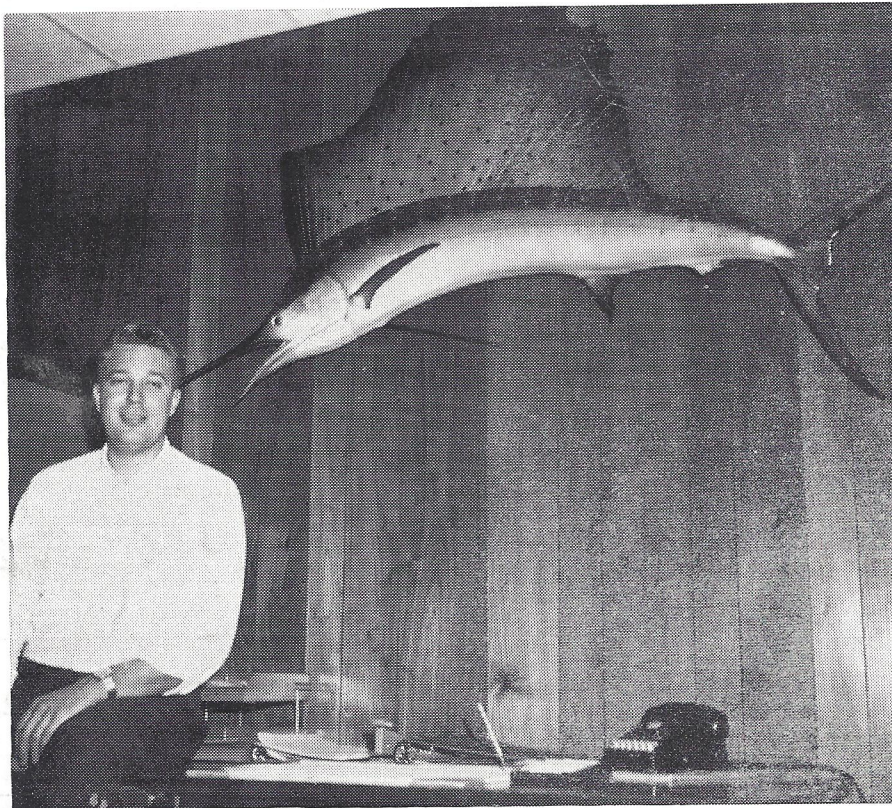
"It doesn't matter what you make or sell," he told his audience, "whether it's automobiles, stockings, soft drinks or beer. You have to believe in your product and in your company organization."

"To be successful you have to have enough pride to prove it. To do that, you have to function as a team -- which we have done."

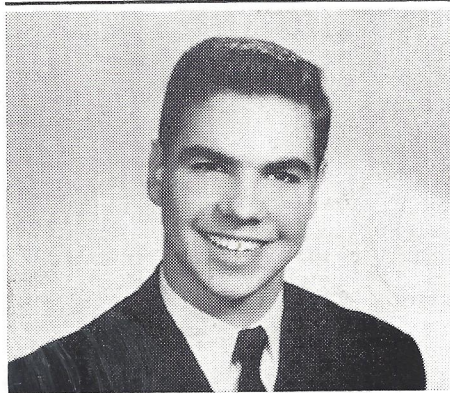
He pointed out that in our plant "we try to treat each other as we like to be treated ourselves".

"I think I'd say," he concluded, "that the successes we've enjoyed boil down to one basic attitude -- that the Golden Rule works as well in business and on the job as it does in our personal lives."

Accompanying him at the Chicago safety session was Herb Naegele, personnel and safety director.



ON DISPLAY HERE -- Bob Satow, assistant to the bottling superintendent, proudly shows this mounted sailfish -- a 50-pound beauty he caught last winter in Florida. This photo was made in the new office Bob shares with Ed Johnson. Bob caught this fish on his first trip to Florida and on his first attempt at sailfishing.



... Wins \$1,500 Award

Honors have come to Frank V. Razinger of Euclid, O., son of Frank Razinger, our plant's brewmaster.

A Case Institute of Technology graduate, young Razinger recently was named top award winner in the 1963 Lincoln Foundation Undergraduate Program. He received \$1,500.

Razinger won his prize for a paper on an arc-welded railroad bridge he prepared before his graduation earlier this year.

A total of \$10,000 was awarded to 40 students in 26 colleges in the U.S. The Lincoln program, in its 16th year, is designed to stimulate scientific study and to advance the art of arc-welded machines and structures.

Razinger, 24, now is employed as a civil engineer. He is a member of Phi Kappa Tau fraternity.

H. E. Russell Wins Honors

Henry E. Russell, president of Carling Brewing Company, has been elected to membership in the Canadian-American Committee which was established in 1957 to study problems arising from the growing interdependence between Canada and the United States.

Committee members, divided equally between the two nations, is comprised of leaders in labor, business, agriculture and the professions. It supervises research studies in the causes of economic and political difficulties between the two North American nations, then proposes means by which they can be solved.

Suds 'N Such

An angry little man stormed into the postmaster's office. "For some time now," he shouted, "I've been getting threatening mail and I want something done about it."

"I'm sure we can help," soothed the postmaster, "that's a federal offense. Have you any idea who is sending you the letters?"

"You bet I have," snapped the little man, "they're coming from those income tax people."



HAPPY HUNTERS -- Carl Feller, left, president of the International Brewery Workers Union, and Harold Bondy, Local 212 business agent, are shown after a day of successful pheasant hunting near Birch Run. Hunting with George Schmunk, Local 212 president, and his brother, Bob, they bagged their limit hunting the same area for three days. Carl and Harold came here for our safety dinner dance and stayed over for some hunting. George doesn't appear in this picture because he was the fellow who took it. He and Bob own the dogs.