

CARLING

FRANKENMUTH NEWS



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OF EMPLOYEES AT THE
FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

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October - November, 1964



SPEAKERS' TABLE—These were some of the principal figures at our recent Safety Victory dinner dance at Zehnder's Hotel. Left to right, Personnel and Safety Director Herb Naegele; E. S. Bohlin, Carling Brewing Co. industrial relations director; Henry E. Russell, Carling Brewing Co. president; Mike Aicher, vice president employee relations, United States Brewers Association; Arthur Gildea, secretary-treasurer, International Brewery Workers Union; George Schmunk, Local 212 president, and General Manager L. M. Freidinger.

Prizes Announced

Hunters' Jack Pot 'Boiling'

It's that time of year again -- for the annual Carling Frankenmuth deer hunters' jackpot, limited to buck deer trophies only.

The entry fee is \$2 and there will be three prizes. The first is for the heaviest buck deer (three-antler minimum), which will be two-fifths of the total entry fee collected and two cases of Black Label beer.

Second prize will be for the most antler points (these must be at least one-half inch long from the outside of the shaft) and also will be two-fifths of the total entry fee collected, plus two cases of Black Label. In the event of a tie, the heaviest deer wins.

There also will be a third prize, for the lightest buck deer (three antlers minimum), which will be one-fifth of the

total amount collected, plus one case of Black Label.

All entry fees had to be turned in to Harold (Silver) Matzke, Brewing Department, or Ottomar Rupprecht, Bottling Department, by Friday, Nov. 13.

All buck deer are to be weighed in at the Brewhouse. The seal tag number must correspond with the hunter's license number. All seals must be locked.

If only one buck is brought in, it would be eligible for all three prizes. If only two bucks are brought in, one would be eligible for two prizes. If three or more bucks are brought in, only one per buck will be given.

The important factor is not the size of the group of minds, but the size of the minds in the group.

New Goal Beckons Us In Next Year

Nine in a row -- let's be sure to make it 10!

That was the theme of our recent safety victory dinner-dance on Halloween night at Zehnder's Hotel. A total of 360 Carling Frankenmuth employees, their wives, husbands and guests were there for a fine dinner, special entertainment, dancing and to hear a host of dignitaries praise us for our safety record -- the absolute best in the world's brewing industry!

From Carling's headquarters office in Cleveland came Henry E. Russell, company president, and E. S. Bohlin, director of industrial relations. A New York visitor and old friend and admirer of all of us who attended, was Mike Aicher, vice president employee relations, United States Brewers Association. And likewise, Arthur Gildea, secretary-treasurer of the International Brewery Workers Union of Cincinnati, Ohio.

ALSO PRESENT WERE Edward B. Kobylzak, president of the Greater Saginaw Safety Council, and Don Schafer, regional loss manager of the Detroit Royal-Globe Insurance Company.

Edgar Duclos of Saginaw repeated his last year's performance as a witty and delightful master of ceremonies.

Mr. Russell, who promised us a steak dinner next year if we can achieve 10 consecutive years of operation without a disabling injury, called our record of nine straight safety-perfect years "one of the most incredible performances anywhere".

"Your record of nine years in a row

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Safety Dinner-Dance

(Continued from page 1)

without a disabling injury," he said, "is hard to believe. It was done by cooperation and team work, with everybody getting in the act and wanting to achieve it. Please make it possible for us to have a steak dinner next fall."

FOR OUR SAFETY PERFORMANCE, Mr. Gildea called us "the envy of every other employer in the United States and Canada. In behalf of the International union, I want to congratulate you and members of Local 212 and I want to commend very highly the management of the Carling plant for its fine interest in protecting its employees from accident."

In addition to its safety accomplishments, Mr. Gildea urged members of Local 212 "to reach for 100% participation in the United Fund campaign".

Mr. Aicher said: "Coming back here for your safety celebration and dinner is something I need like medicine you don't get anywhere else. When you started all this I was just a young fellow, if you go through to your 10th year I'll be 60 years old."

"You are the answer to people who say you can't work safely and get good production. By your record, you've told them that's a lie."

Mr. Schafer presented Safety Director Herb Naegele with a plaque for our safety achievement and Herb accepted it in behalf of all of us.

GEORGE SCHMUNK, LOCAL 212 PRESIDENT, was presented by Mr. Russell with a plaque memorializing the late President John F. Kennedy and acknowledging the special holiday we still will observe in tribute to President Kennedy.

Mr. Freidinger spoke briefly, saying: "I want to congratulate and thank all of you for the job you've done so well. My thanks go also to all wives and husbands who've helped us to our record."

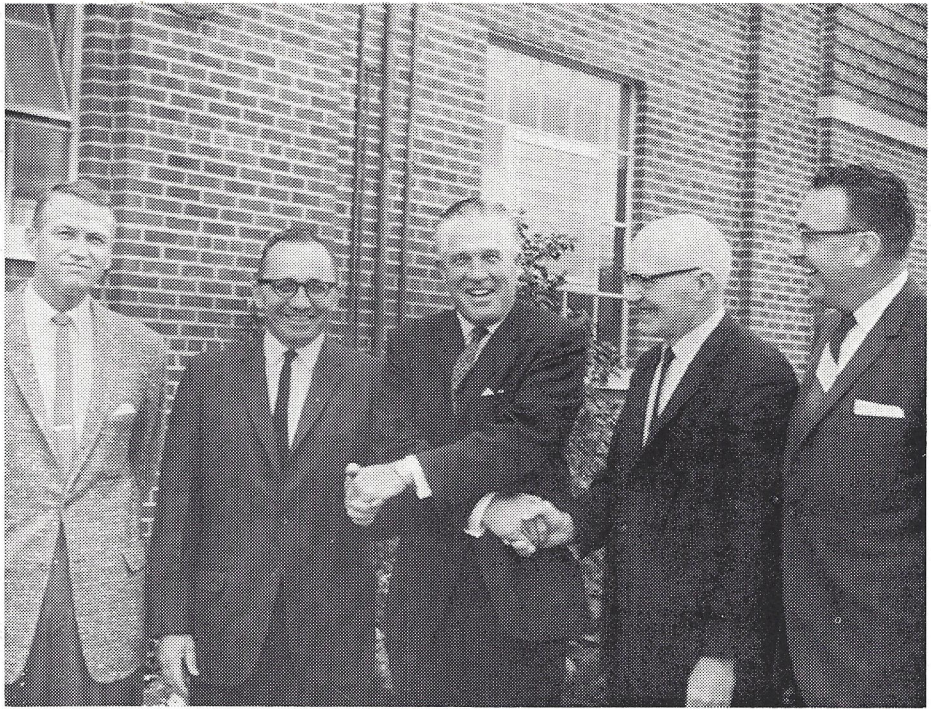
After dinner, we were entertained by a floor show -- the Barber Belles, a Midland quartet of women singers, and Karrell Fox, a Detroit magician and comedian. The Tom Wickert "combo" played for dancing -- and many a rug was cut.

Sympathy

Our heartfelt sympathy is extended to Mr. and Mrs. Wayne Rose, Bottling Department. Their infant daughter, Mary Alice, died Oct. 12. She was 10 days old.

Roving Hunters

Ottomar Rupprecht, Bottling Department, hunted pheasants in Huron, South Dakota, the week of Oct. 30. He and his party brought back 20 birds. Ruben Reif, Brewhouse, and a friend, Karl Muehl-feld, left Oct. 25 to hunt elk and mule deer in Colorado.



GOVERNOR A MOST HAPPY FELLA—Governor George Romney, center, turns on one of his best pre-election smiles in his recent visit to tour our plant. With him, l. to r., are John Wylie, vice president of Local 212; George Schmunk, Local 212 president; Frankenmuth Mayor James Wickson, and Plant Manager L. M. Freidinger. Les toured the Governor through the plant. He was greeted by Charles Zeilinger, Frankenmuth Chamber of Commerce president. Romney, who discussed Michigan's beer taxes, enjoyed luncheon in our club room and ate our famed spread of "tiger meat" with obvious gusto.



GOOD EATIN'! - Governor George Romney, left, follows instructions of Frankenmuth Chamber of Commerce President Charles Zeilinger as to how a "tiger meat" sandwich should be made. Romney toured our plant recently.

A Tip Of The Hat To Dearborn Firm

Plant Manager Les Freidinger recently sent a telegram of congratulations to Gene Smith and John Konoska, our Dearborn distributors, for selling two million cases of Carling Black Label beer and Red Cap Ale this year -- a super-duper sales job!

The telegram follows:

My hearty congratulations to you and your organization -- a gang of real "Pros", in my book -- on your simply terrific achievement of selling 2 million cases of Carling Black Label Beer and Red Cap Ale this year.

My rough calculations indicate that, if your total sales were laid out in a single column of bottles and cans, it would stretch all the way from Detroit to Los Angeles, a distance of 2,400 miles. Any way you look at it, this is a lot of beer and ale. Again -- my hat's off to you for a tremendous job of helping all of us here in Frankenmuth to a successful year.

No matter how good we are at making beer and ale, we've got to have top-notch performers like you and your organization on our side selling our product. Best wishes from all of the employees here at Frankenmuth for your continued success.

Les

Carling Buys Another Plant

Carling Brewing Company has agreed to purchase the assets of Arizona Brewing Company, Inc. of Phoenix it was announced today in a joint statement by Henry E. Russell, Carling President and Herb Lindner, President of Arizona Brewing. It will be Carling's ninth plant in the U.S.A.

Mr. Russell declined to disclose the purchase price but said that the transaction was for cash and included all of the assets of Arizona Brewing Company.

Arizona Brewing Company was founded in 1934 and last year sold in excess of 150,000 barrels of beer which put it in second place in beer sales in Arizona.

ABC also markets its Lanser A-1 beer in Southern California, Southern Nevada, Southern Utah and parts of Colorado and New Mexico.

Mr. Russell said, "We are delighted to be able to acquire this property which, when coupled with our newly constructed plant in Fort Worth, Texas, gives us production facilities strategically located in areas experiencing the fastest growth in the United States."

Carling is the nation's 4th largest brewer and in 1963 had sales of 5,681,141 barrels. Its brands are Black Label, Heidelberg and Stag beers and Red Cap Ale.

Our company has seven other plants besides ours. These are located in Atlanta, Georgia; Baltimore, Maryland; Belleville, Illinois; Cleveland, Ohio; Fort Worth, Texas; Natick, Massachusetts; and Tacoma, Washington. Carling recently signed an option to purchase land in the San Francisco Bay Area for an additional production facility.

Carling during the last ten years has built four of the most modern breweries in the world and purchased three others and has invested more than 80 million dollars in these plants and in plant expansion and modernization.

New Brew

Mr. and Mrs. Robert Satow, assistant bottling superintendent, are the proud parents of a daughter, Patti Ann, born Oct. 5. She weighed 8 pounds and 1 ounce.

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



BONUS FOR FAIR-SHARE GIVERS—Those who contributed at least one hour's pay per month here in the recent Saginaw County United Fund campaign had chances in a drawing for three transistor radios. Here, Max Erndt, Engineering Department shop steward, picks out a lucky number, as Glenn Harris, Bottling Department shop steward, hold the drawing box and one of the radio prizes.

Wins Promotion



JAMES GRUBER

James Gruber, former Bottling Department employee, has been promoted to the position of laboratory technician.

Jim, who received the good word Oct. 20, has been with us since March 9, 1959. He attended St. Michael's Lutheran School in Richville and was graduated from Vassar High School. He later attended General Motors Institute in Flint.

He lives at 3660 S. Van Buren, Frankenmuth, with his wife, Doris, and their three children.

Carling Pledges Boost UF Drive

The Saginaw County United Fund was benefited by a total of \$11,511.16 from Carling Frankenmuth.

The employees' total pledge was \$8,011.16 and the company's, \$3,500. In the drawing conducted for all fair-share givers who gave at least on hour's pay per month, the three who won transistor radio prizes were Peter Arnold, Brewing Department; Harold Kern, Bottling Department, and Wilmar Brechtelsbauer, Engineering Department.

Shop stewards who officiated at the drawing were Glenn Harris, Bottling Department, and Max Erndt, Engineering Department.

Nice Goin', Natick !

It was our pleasure to congratulate employees of Carling's plant in Natick, Mass., on their completion Nov. 6 of a year of operation without a disabling injury. A telegram of congratulations was sent and signed by Plant Manager Les Freidinger, Industrial Relations Manager Herb Naegele and George Schmunk, president of Local 212.

Wildlife Dinner

Carling Frankenmuth deer hunters will give a wild life dinner Dec. 12 at the Frankenmuth Conservation Club clubhouse on Saturday, Dec. 12. In connection with the dinner, there'll be a farewell party for Norman Matzke, who was 65 on Nov. 3.

Safety Slogan

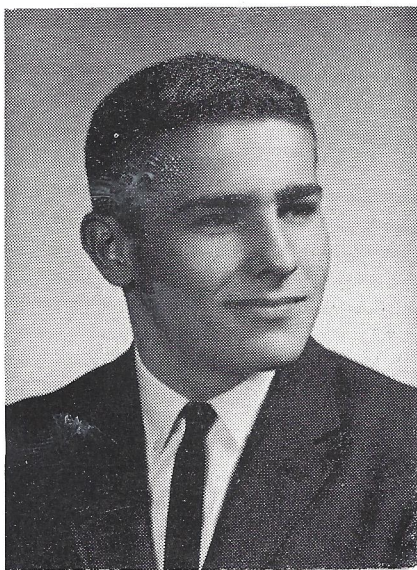
"BE CAREFUL TODAY; BE SAFE TOMORROW"

That thought expresses our November safety slogan and it applies both on and off the job.

Winners of the September safety slogan contest, each of whom received an attractive personalized door mat, were: Mrs. Don Nefe, Carl Schneirla; Mrs. Elmer Kolberg; Mrs. Ellsworth Doud, Mrs. Alphonse Bishop, Mrs. Ronald Krick, Mrs. John Bechanko, Mrs. Howard Dietzel, Mrs. Edwin Rodammer, Mrs. Leon Bell, James Gruber and Mrs. Rudolph Jordan.

October safety slogan contest winners received the same popular prize. They were Mrs. Fred Bickel, Fred Beyerlein, Fay Gugel, Mrs. Charley Winkler, Alfred Hastedt, Mrs. Rudolph Strobel, Mrs. Elmer Poellet, Mrs. Walter Engel, Mrs. Peter Arnold, Clarence Haas, Edwin Rupprecht and Mrs. Arnold Keinath.

Steve's Ingenious

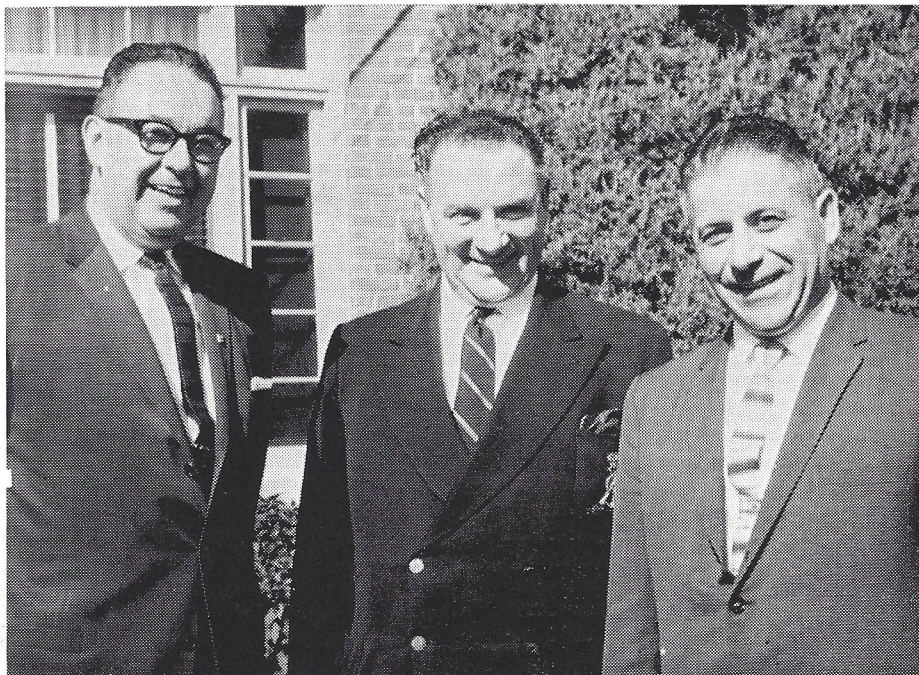


STEVE GRAINGER

Steve Grainger, the likable and popular young fellow who worked for us last summer as a plant tour guide, tried something different recently for his speech class at Ferris State College, where he's a sophomore. Because of his experience as a guide for Carling Frankennuth, Steve took his class on an imaginary tour through our plant. His effort rated him a very satisfactory "B" grade.

Anybody Smell Smoke?

Compliments of Carling, all of us have received a chemical fire extinguisher for use at home or in a car or boat and a 1965 calendar illustrated by good safety practices. They're worthwhile and practical safety incentives we can use to good advantage.



RECENT VISITOR—William Westbury, center, sales training officer for United Caledonian Brewers, Edinburgh, Scotland, visited our plant recently and liked what he saw in the brewery and around Frankenmuth in general. Plant Manager L. M. Freidinger, left, and Herb Naegele, right, showed him around.

Who, Where, When, With Carling . . .

L. M. Freidinger, regional vice president and general manager, attended the Carling managers' meeting recently in Cleveland. With Industrial Relations Manager Herb Naegele, he is attending this week in New York the United States Brewers Association Safety Council meeting, at which he was a principal speaker. There also was a Carling Safety Conference in connection with the meeting.

Jack Price, brewmaster, recently attended a brewmasters' convention in San Antonio, Tex., and visited our company's new plant in Fort Worth.

During the week of Oct. 25, Herb Naegele attended the National Safety Council convention in Chicago.

Chemists Honor Bill

Bill Bornemisza, our chief chemist, has been honored by receipt of his F 2 Water Plant Operator's License, which authorizes him to be responsible for the operation of a plant with a capacity of up to 5 million gallons per day.

Incidentally, Bill recently was elected president of Detroit Section, American Society of Brewing Chemists, which has 82 allied and active members.

Last summer Bill visited his native land of Hungary, behind the Iron Curtain. It was one of the memorable experiences of his life, says Bill, to see his mother and father again after a 16-year absence. He filmed his trip and showed pictures to the Brewing Chemists.

Good Deed

Helmuth Bierlein of Richville, who recently won a power lawnmower as one of the Carling Quarter Century Club prizes, donated \$5 to the Club's treasury.

Prosit !

November marked the celebration of 17 birthdays among Carling Frankenmuth employees.

They occurred in this order: November 3 - Norman Matzke; 10 - Lawrence Mertens; 11 - Earl Kime; 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.; 27 - Willis Veitengruber and Franklin Hill; 28 - Robert Buchinger and Carl Schneirla.

And here's the December birthday list: December 1 - Jack Zietz; 5 - Vernon Gruber and Delores Bierlein; 7 - Robert Willman; 10 - Ernest Mell; 14 - D. George Bass; 19 - Harold Eisner and Lawrence Pagels; 20 - Robert Hubbard; 21 - Herbert F. Beyerlein, Hilbert Poellet and Charley Winkler; 22 - Glenn Spiekermann; 23 - Clarence Reif; 26 - Fred Gower; 29 - Rudolph Strobel; 30 - John Weirauch; 31 - Harold Weber.