

CARLING

FRANKENMUTH NEWS



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BREWING COMPANY

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COMMUNITY HONOR PLAQUE -- Frankenmuth Mayor Elmer Simon, third from left, and Bernard Erf, editor of *Brewers Digest* magazine, hold a plaque Erf presented Simon honoring Frankenmuth for its civic cooperation in helping us achieve our 10-year unbroken safety record. Others, left to right, are Plant Manager Wallace E. Riethmeier; L. M. Freidinger, Central Division Vice-president, Marketing; Karl Feller, president of the International Brewery Workers Union, and Personnel and Safety Director Herbert Naeglele.

Safety Express Now Running on Track II!

Our 10th consecutive year without a disabling injury was celebrated with proper jubilation at our recent dinner-dance at Zennder's Hotel with 400 persons in attendance.

Our wives, husbands and special guests joined with us in the red letter event. Steaks were the main course of a bountiful dinner, as promised last year by Carling President H. E. Russel if we met his challenge at that time: "Let's see you make it 10 years in a row!"

L. M. Freidinger, our former plant manager who helped us on the way to our unmatched safety record in the brewing industry, told us: "What you're doing here is out of this world. Keep up the good work. I'm going to depend on you people to have me back here next year."

Les, promoted last summer, now is headquartered in Cleveland as vice president marketing, Central Division.

PLANT MANAGER W. E. RIETHMEIER called our record the result of outstanding teamwork and cautioned against over-confidence.

"The first ingredient of success is teamwork," he said. "We never could have done the job good without the teamwork shown by everybody in our organization."

Bernard Erf, editor and publisher of *Brewer's Digest* magazine, presented a community recognition plaque to Mayor Elmer Simon for Frankenmuth's stand-by cooperation in achievement of our plant safety record.

"You and your safety record are being watched throughout the brewing industry of the world," said Erf.

Mayor Simon, who said the plaque will be displayed prominently in the Frankenmuth City Hall, added: "The progress

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United Fund Drive Successful Here

Another successful Saginaw County United Fund campaign effort was completed in our plant -- thanks to all Carling donors here.

Our company pledge was \$2,972.42 and the employees' pledge, \$6,812, for a total of \$9,787. The average employee pledge was \$35.48 for the year.

Our company donated three transistor radios and names were drawn from all United Fund fair-share givers. Winners were Arnold Scharrer, Engineering Department; Melvin Hecht, Brewing Department, and Matthew Szymanski, maintenance supervisor.

Gus Vavrina Joins Our Plant Team

A. J. (Gus) Vavrina, formerly of Cleveland, has begun new duties as assistant brewmaster of our plant. He succeeds the late Frank Razinger. Gus is married and has two children. An enthusiastic golfer, he shoots between 75 and 85 and is looking forward to our golf tournaments next year.

Charmin' Addition

Mr. and Mrs. Wallace E. Riethmeier are still feeling "way out" about their new son, Christopher John, born Nov. 8 at St. Luke's Hospital -- and so are the newcomer's two sisters at home.

Carling Wild Life Dinner Saturday, Dec. 11, at Frankenmuth Conservation Club

Lively New Firm Starts In Business

And now a brand new Frankenmuth business -- Brewco, by name.

It is the first Carling Brewing Co.-sponsored Junior Achievement company which conducted its organizational meeting Oct. 7.

Teen-age sons and daughters of Carling employees are among company members and officers. The new company's first product will be a road beacon with a blinking flasher for greater highway safety in case of emergency.

Robert Piesko is president of the new Junior Achievement company, one of 24 in Saginaw County. Katy Deterding is treasurer and Sue Finkbeiner, corporate secretary.

Directors are Dick Albert, Brian Bickel, Mark DeYoung, John Hammond, David Honold, Mike Honold, Jim Nestell, Paul Rau, Tom Reif, Wayne Reif, Gary Rushford, Paul Shippey and Kenneth Weiss.

CARLING PARENT COMPANY ADVISORS ARE: Arno D. Rogner, management advisor; Richard A. Schneider, sales advisor; Robert L. Satow, production advisor; Lawrence H. Pagels, management advisor.

THEY LEARN THE WAYS of commerce by starting out like an adult business venture but on a smaller scale. Advisors help them get under way and give advice when needed. But the youthful members of the company make all decisions because it's their company to keep on the road to success.

Let's see you go -- Brewco!

Safety Dinner

(Continued from page one)

of Frankenmuth has been noticeably more aggressive since Carling and its staff moved in here."

KARL FELLER, PRESIDENT OF THE INTERNATIONAL BREWERY WORKERS UNION, voiced his praise for the cooperation and understanding between labor and management in achievement of our safety excellence.

W. Michael Aicher, vice president of industrial relations for the United States Brewers Association, praised us for "your 10 magnificent years in Frankenmuth... the spiritual depth and growth in Frankenmuth I sense every time I come here."

Edward B. Kobylzak, president of the Greater Saginaw Safety Council, read a congratulatory telegram from Howard Pyle, president of the National Safety Council.

Edgar C. Duclos of Saginaw, master of ceremonies, did his usual competent, witty job.



PLENTY OF LIFE AND BOUNCE IN THIS NEW BUSINESS! -- Bob Piesko, left, president of Brewco, new Junior Achievement company sponsored by our plant, sells the fresh-off-the-griddle first share of stock to Carling Plant Manager Wallace E. Riethmeier, seated. Katy Deterding and Sue Finkbeiner, at the left, are Brewco treasurer and corporate secretary, respectively. Left to right in the background are Richard A. Schneider, sales advisor; Lawrence H. Pagels, management advisor; Robert L. Satow, production advisor, and Arno O. Rogner, management advisor.

Prosit!

Carling Frankenmuth's November birthday list numbers 15 fellow employees.

They celebrated in this order; Nov. 10 - Lawrence Merten; 11 - Earl Kime; 14 - Selwyn Stuart and Bernadine Krick; 15 - William Daniels; 18 - John Boese-necker; 19 - Ludwig Riess and William Matthews; 20 - William Bierlein; 22 - Melvin Hecht; 23 - Gerhardt Hetzner; 24 - Lucien Pol, Jr.; 27 - Franklin Hill and Willis Veitengruber; 28 - Robert Buchinger.

December birthdays will be as follows: Dec. 1 - Jack Zietz; 5 - Delores Bierlein and Vernon Gruber; 7 - Robert Willman; 10 - Ernest Mell; 14 - D. George Bass; 19 - Harold Eischer and Lawrence Pagels; 20 - Robert Hubbard; 21 - Herbert F. Beyerlein, Hilbert Poellet and Charles Winkler; 22 - Glenn Spiekerman; 23 - Clarence Reif; 26 - Fred Gower; 29 - Rudolph Strobel; 30 - John Weirauch; 21 - Harold Weber.

Down With Diets

Get your appetites honed to their sharpest for the big Carling Wild Life Dinner Saturday, Dec. 11, at the Frankenmuth Conservation Club. It's the absolute dining table most!

Soviet agriculture really is more economical than ours. Here the Government pays the farm not to grow things. In Russia, the farmer does it for nothing.



BILL ACCEPTS PROUDLY - Bill Daniels, right, president of Local 212, accepts in behalf of our plant a 10-year safety trophy from Jim Sullivan, representative of Royal-Globe Insurance Co., at our safety dinner dance at Zehnder's Hotel.

A customer had complained about the pastry. "I was making pastry before you were born," replied the indignant cook.

"Maybe," replied the customer, "but why sell it now?"

Party, Luncheon Honors Retirees

There was plenty of talk of the good old days, the good new ones and "that time when" at a recent party in our plant club room honoring Martin Hufnagel and Ludwig Trinklein, retirees.

Martin, of the Brewing Department, and Ludwig, of the Bottling Department, each received a \$75 gift certificate from all the employees and a handsome name-inscribed cigaret box containing two decks of Carling playing cards.

Martin had been with us since Jan. 22, 1951, and Ludwig since May 1, 1935.

After a tasty luncheon of "tiger" meat, sauerkraut and bratwurst with the right amount of Black Label, cards were played. There was a good turnout of retirees who had worked with Martin and Ludwig.



RETIREES HONORED -- Ludwig Trinklein, second from left, and Martin Hufnagel, fourth from left, accept retirement gifts from William Daniels, Local 212 president, and Personnel and Safety Director Herbert Naegele, respectively, at a recent party in our club rooms honoring Ludwig and Martin. At the extreme right is Harold Bondy, Local 212 business agent.

Spooner Joins Carling Staff

CLEVELAND, O. - Thomas S. Spooner has joined the Carling Brewing Company as personnel manager.

Spooner, a 1957 graduate of Baldwin-Wallace College with a degree in psychology, was formerly with the Harris-Intertype Corp., where he was supervisor of personnel services and assistant to the director of personnel relations at the corporate headquarters in Cleveland.

A member of the Cleveland Personnel Association, Spooner's responsibilities at Carling will include salaried employee recruitment, and salary and employee benefits administration for the corporate staff and for Cleveland plant personnel.

He is married and has three children.

Small Brews

Mr. and Mrs. John Schluckebier, Laboratory, have a new family pride -- a son, Mark Alan, born Oct. 22.

Mr. and Mrs. William Daniels, Bottlinghouse, are all smiles about their new daughter, Debra Lorraine, born Nov. 2.

Thousands Are Affected

Medicare Information Ready

By now, all elderly social security or railroad retirement beneficiaries in the Saginaw Valley should have received their medical information kits and the enclosed application for the supplementary medical insurance part of medicare, according to Stefan Gasparovic, Social Security District Manager.

The Social Security Headquarters in Baltimore, Maryland, working round the clock, has completed the mailing of medicare information kits to all of the 15.5 million persons 65 and over on the social security and railroad retirement benefit

rolls. Approximately 10,000 residents of the Saginaw Valley received these kits, Mr Gasparovic stated.

About 150 other older persons, those not on the social security or railroad retirement benefit rolls, have already been touch with the Social Security District Office in Saginaw, he reported. But many others still need to take action to protect their medicare rights.

Eight out of ten aged persons will be reached through the mass mailing, he noted. About one-third of those who will not be reached this way are receiving old-age assistance payments and will hear directly from their local welfare agencies.

Another third are still working full time and will need to file social security applications. Approximately 7,000 persons over 65 in the Saginaw Valley will also have to get in touch with their local Social Security District Office.

"How's the wife, George?"

"Not so well, old boy. She's just had quinsy."

"Gosh! How many is that you have now?"

CARLING BREWING COMPANY LOST TIME INJURY REPORT

Jan. 1, 1965 to Sept. 30, 1965

PLANT	LTI.	F.R.
Cleveland	4	3.55
Belleville	5	8.26
Natick	0	0
Frankenmuth	0	0
Atlanta	3	10.34
Tacoma	1	2.85
Baltimore	8	21.46
Fort Worth	2	19.37
Phoenix	4	34.38
All Plants - 1965	27	7.44
All Plants - 1964	33	8.55

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

Sympathy

We were saddened by two recent deaths in the Carling family -- Wayne David Kern, 2½-year-old son of Mr and Mrs Anton Kern, Bottling Department, and Arthur Reinbold, 75, father of Arnold Reinbold, Brewing Department. Mr Reinbold was a former chairman of the Saginaw County Road Commission and long an active leader of Immanuel Lutheran Church in Frankentrost.

Safety Slogan

"NO INVESTMENT PAYS BETTER DIVIDENDS THAN SAFETY" is our November plant safety slogan.

Gift certificates from Rau Electric were awarded the alert winners of our September safety slogan contest.

These were the lucky ones: Mrs. Wells Barrett, Mrs. Clarence Reif, Clarence Rupprecht, Otto Zuellig, Jr., Donald Quaderer, Mrs. Elmer Kolberg, Mrs. Ellsworth Dowd, Mrs. Howard Dietzel, Mrs. Edwin Rodammer, Mrs. Leon Bell, Mrs. Rudolf Jordan and Mrs. Fred Bickel.

October slogan winners, each of whom received a gift certificate from Leslie Hardware, were: Mrs. Richmond Hart, John Bechanko, Alphonse Bishop, Richard Johnson, Fred Beyerlein, Rudolph Strobel, Mrs. Charles Winkler, Alfred Hastedt, Elmer Poellet, Mrs. Walter Engel, Mrs. Peter Arnold and Clarence Haas.

Dimpled 'Package'

We know a dimpled little gal who'll one day chuckle about the whimsical ingenuity of her mother and father in fashioning her birth announcements.

She's Lisa Marie Adler, daughter of Mr. and Mrs. Dave Adler, Laboratory, born Sept. 22.

The announcements are in the form of a bottle of Black Label beer, which unfolds to read as follows:

Brew Number: No. 1
Labeled -- Lisa Marie Adler
Package type -- girl-non-returnable
Specifications -- 7 pounds, 7 ounces
Delivery date -- Sept. 22, 1965, 1:12 am
Brewed by -- Betty
Quality control by -- Dave Adler

Suds 'N Such

One of these days somebody is going to come up with a book on "How to Get Out of Doing it Yourself," and he's going to make a fortune.

"Sophia, Sophia," the husband cried ecstatically, "At last we are American citizens."

"Wonderful," Sophia replied. "Now you can do the dishes."

My worry about middle age
Is not how much I show it;
It's more the knowledge that
In time I will outgrow it.

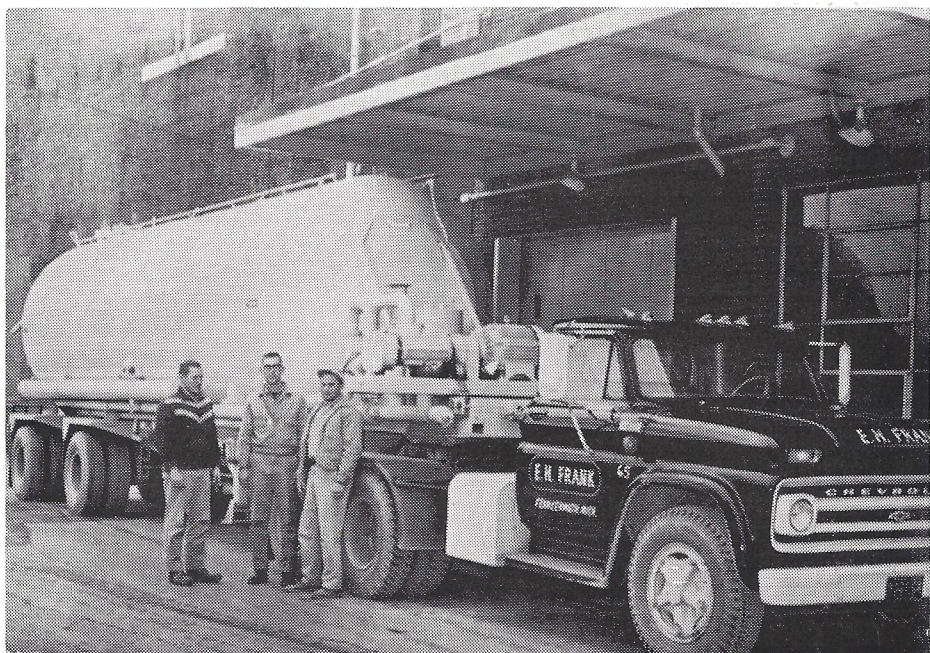
Sergeant—Private Jones?
Voice—Absent.

Sergeant—Quiet! Let Jones answer for himself.



DRAWING FOR PRIZES -- William Daniels, left, Local 212 president, holds a boxful of names as Alice Loesel, Personnel and Safety Department, draws names of three United Fund fair-share givers in our recent campaign. Left to right, Matthew Szymanski, maintenance superintendent; Charles Hecht, Brewing Department, and Robert Buchinger, Local 212 vice president, hold transistor radios which were prizes.

New Equipment In Service



FOR BETTER GRAIN HANDLING HERE -- New equipment shown here permits more efficient handling of grain in our brewing process. Kernels remain intact instead of the cracking and chafing which occurred with the old system. The Fruehauf tank trailer shown here has five steel hoppers. It has a capacity of 1,350 cubic feet or about 3,300 bushels of grain, which is drawn directly from the hopper to rail car into this tank trailer. This unit facilitates conveyance of grain at a rate of 50,000 pounds an hour. Grain is unloaded at our plant into a receiver-filter on the Brew-house roof. Left to right are Darrell Bierlein, Eugene Heinlein and Eugene Frank.