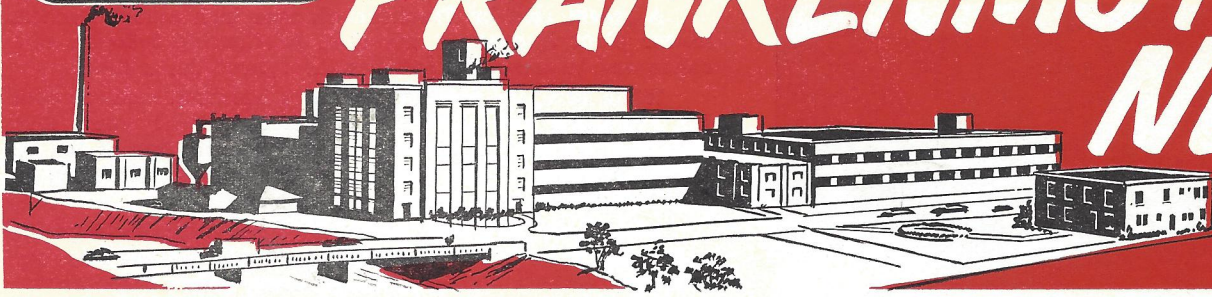


**CARLING**

# FRANKENMUTH NEWS



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

Volume 2, No. 10

October, 1958

## Bulging Storage Facilities Spill Outdoors; Once Thought Ample For Any Future Need

Old timers in the brewery recall that, when the plant was new, there were many among them who wondered if all the area in that spacious plant actually was needed -- or even if it ever would be needed.

That question applied in particular to storage space in the basement which, at the time, seemed more than enough to meet any possible future need.

We all know now, of course, that while the space for storing empty cases may have been ample at one time, it falls far short of meeting our requirements today. That's why we have more than 45,000 empty cases stored outside.

We simply have no choice but to leave them outdoors. Accumulation of cases was stepped up considerably last summer by our greatly increased business, and it may take some weeks yet to work them back into use.

They're well protected from the weather, however, being covered with durable plastic sheets so that losses will be at a minimum when they are returned to use.

The question we have today is this: If the present space shortage has developed in a plant that not too many years ago was regarded as big enough for any future expansion, just how tight will the pinch be in the years to come?

## Mike Lis Honored With Scroll and Watch At Retirement Party on October 4th

Mike Lis, who has now retired from Carling to his 70-acre farm in Birch Run, will remember with affection the retirement party with which his friends at the plant honored him.

Mike, a member of the Engineering Department, worked a total of 14 years with the brewery. At the party, Vice President Les Freidinger presented Mike with a handsome scroll signed by his fellow employees, and George Schmunk, president of Local 212, presented Mike with a watch and personal jewelry. Max Erndt served as chairman of the party.

After refreshments and luncheon in the Carling Club Room, Mike and his friends enjoyed watching the World Series on a television set provided by Oscar Rau, and some of the guests played a few hands of cards.



ADMIRING THE scroll presented to Mike Lis are, left to right, Max Erndt, Mike Lis, George Schmunk, and Vice President Les Freidinger. Mr. Schmunk holds the watch presented to Mr. Lis.

## Economics of Business Force Return Of Indiana Orders To Belleville Plant

Friday, September 19th brought with it a note of sadness, in a business sense, when drivers for two Indiana Carling distributors made their final trips to pick up Black Label Beer and Red Cap Ale produced here at our plant.

Before saying "goodbye" the drivers, representing the Monarch Beverage Company, Inc., of Indianapolis, and the Number One Beverages, Inc., of Anderson, complimented Frankenmuth personnel for their wonderful cooperation in the past two years and for the cordial welcomes which always had been accorded them in Frankenmuth.

While we hate to lose the business, we're happy to know that it will remain "in the family", with these two distributors henceforth obtaining their stock from our Belleville plant. Actually, it was the Belleville plant's business in the first place, and it was transferred here some time ago to enable the Belleville plant to make necessary adjustments to continue supplying those Indiana market areas.

### Good Reason for Shift

From a business point of view, we can't quarrel with the distributors' shift to Belleville as their supply source.

Round trips to Belleville and back to Indianapolis and Anderson are roughly 200 miles less than a similar trip to Frankenmuth, and we can well appreciate what that means in terms of time saved, costs, wear and tear on equipment, gasoline, and the number of trips that could be made in a given period of time.

The loss of these two distributors to Belleville, however, still leaves us with the job of supplying distributors in 10 other important Indiana market areas. They are, Angola, Elkhart, Gary, Goshen, Ligonier, Muncie, Peru, Plymouth, Rochester, and South Bend.

## PEOPLE IN THE NEWS

All his friends are hoping Otto Frank, Jr., will have a speedy recovery from the illness which has confined him to the Saginaw General Hospital. Get well soon, Otto.

Birthday best wishes go this month to Arthur Trumble, 1st; William Rauh, 3rd; Ellsworth Doud, 5th; Harvey Bierlein, 5th; Herbert A. Beyerlein, 5th; Arthur Gendron, 6th; Arno Rogner, 6th; Fritz Pursche, 9th; Marvin Bickel, 10th; John Wylie, 11th; Ralph Detloff, 11th; Herman Matzke, 13th;

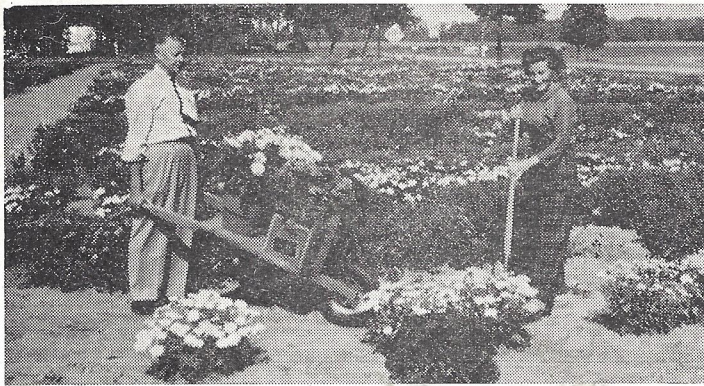
Clarence Krick, 14th; Marcus Bender, 21st; Fred Lich, 24th; Howard Bierlein, 24th; Peter Greenia, 25th; Frederick Bickel, 25th; Maxine Rau, 26th; and David Zwerk, 31st.

October 14th visitors to the plant were members of the Executive Group of the Saginaw Valley Law Enforcement Officers, whose visit was arranged by Police Chief Henry Zinck.

In case you haven't checked it lately, Wally Weiss and Alfred Matzke suggest you take a look at the expiration date on your driver's license. Both Wally and Al recently made hurry-up trips to Saginaw for license renewals before leaving on vacations, because under Michigan law, you'd better not be caught driving with an expired license!



## Eight Thousand Bright and Colorful 'Mums' Focus Attention on Johnsons' M-83 Home



**MR. AND MRS. Ed Johnson** find caring for 8,000 plants is a never-ending job for both of them.

To flower lovers -- and that means just about all of us -- there's nothing more beautiful and attractive than a lovely flower in bloom.

That's why it's a special treat to see the two acres of multi-colored chrysanthemums that are raised each year by Mr. and Mrs. Edward Johnson, whose residence is on M-83 not too far from the plant.

Raising the "Mums" started out as a hobby about six years ago, and today Ed and his wife find that the hobby has developed into a profitable avocation that keeps them busy for a good part of the year.

Today, the Johnsons have more than 8,000 individual plants growing on their property. Included in the 8,000 are more than 80 varieties and colors, giving the acreage devoted to them a brilliant riot of color at this time of year.

All these plants, of course, don't "just grow" any more than does any agricultural product.

### Require Constant Attention

Each was individually planted, all require constant care, including watering when necessary, weeding, fertilizing, and weekly spraying to protect them from insects and diseases. At this time of the year, too, there's the ever-present danger of frost, which brings special problems.

This year, in fact, the early killing frost of early October just about killed off most Mums in the area -- but not those of the Johnsons.

That's because Ed, who has made a continuing study of their culture, turned on his sprinkler system that cold night and kept it going all night -- the result being that the blooms were coated with ice.



**PUMPKINS PROSPER** on the Johnson farm, too. Here Ed holds a big beauty that is about 24 inches in diameter.

The Johnsons are well equipped now to take care of their flowers. They have a complete 10-head sprinkling system, which includes an "air switch" device which rings a bell in the home when the outside temperature drops below freezing, warning them to get busy to protect their investment. A 35,000 gallon tank supplies the water when needed.

It's a wonderful hobby that Mr. and Mrs. Johnson have, but one that demands much of their time and has commanded a considerable investment. The pleasure and satisfaction of working with lovely flowers, plus a reasonable return on their investment and efforts, the Johnsons believe, is ample return.

## Area Teachers Are Students for a Day; Learn of Industry's Problems, Contributions

A recent visit by Frankenmuth area high school teachers to our plant emphasized the close relationship between educators and business and industry throughout the country.

While here, the teachers met at a luncheon meeting with Les Freidinger and other Carling personnel with whom they discussed matters of common interest. For a few of the 32 visiting teachers it was a sort of "homecoming" inasmuch as they had worked here during past summers.

With most American industrial firms now participating each year in an annual Business-Industry-Education Day, our country's teachers -- many of whom never before had seen the inner workings of a business or industrial enterprise -- are obtaining first-hand information on what makes our economy operate so smoothly.

### Informed of Industry's Needs

The yearly visits also enable teachers to learn more of what industry needs to help maintain the economic welfare of the country and its people, and what business and industry contribute to make the nation's educational system possible.

The ideas points out the inter-dependence of all groups of people and organizations in our society, no one of which could survive without the others.

An interesting development of the meeting here is that one of the teachers requested permission for a journalism student to visit the plant and report his impressions. You will find this report in a future issue of the Carling Frankenmuth News.

## Mrs. Wilma Hillis and Miss Edna Pickelman Are Newcomers To General Office Staff

Two recent and welcome additions to the office staff are Mrs. Wilma Hillis, of Frankenmuth, and Miss Edna Pickelman, of Birch Run.



**Mrs. Hillis**

Mrs. Hillis, who formerly worked at the Michigan State Hospital at Caro as switchboard operator and receptionist, has joined the office on a permanent basis after first helping out last summer in the Engineering Office and as receptionist during the vacation period.

Miss Pickelman has joined the office under provisions of the high school cooperative training plan whereby she attends classes in the morning and works on a part-time basis each afternoon to gain on-the-job experience.



**Miss Pickelman**

We all join in welcoming the newcomers to Carling!

## Fire Prevention Inspires Safety Slogan

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

To qualify for a prize in our October Safety Slogan contest, you'll need to remember the above slogan, which offers some pretty sound advice to everyone.

September winners in the monthly contest, each of whom received a four cell flashlight, were: Mrs. Marcus Bender, Mrs. George Bass, Mrs. Arno Rogner, Mr. Harold Jekel, Mr. William Bierlein, Mr. Maurice Pickert, Mr. Alfred Buzzard, Mr. Matthew Szymanski, Mrs. Charley Winkler, and Mrs. Frieda Cook.

Continuation of the monthly contest depends upon our maintenance of a perfect safety record through each month.