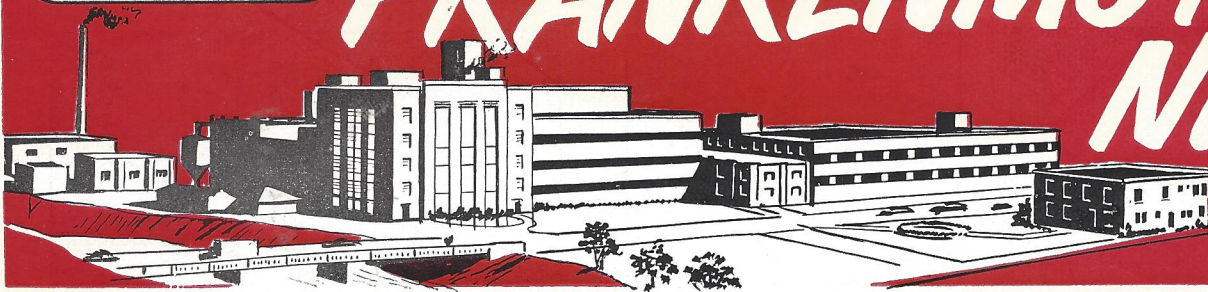


CARLING

FRANKENMUTH NEWS



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

Vol. 3, No. 8.

September, 1959.

Perfect Weather Helped Make Family Picnic A High Spot of Our Summer Social Season

Everything was just right for our annual employee picnic, and as a result, 755 employees and members of their families enjoyed a truly happy outing!

The weather was perfect, making all the day's activities and games just that much more fun. The Brewers softball team (bolstered by several "ringers") made up for last year's defeat at the hands of the Bottlers by handing the Bottling Department squad a crunching, 15-3 loss behind the air-tight pitching of Bill Rauh and with the benefit of some equally efficient defensive playing.

Going all-out to make this a big day for the Brewers, the hefty team representing the Brewing Department also downed the Bottlers in the rope pulling contest. Another feature of the outing was the show put on by the Model Airplane Club of Saginaw.



If further proof is needed that all attending had a gala time, consider these figures: the picnickers consumed 2500 hot dogs, 1550 ice cream bars, 500 pints of milk, 45 cases of pop, 40 gallons of coffee, and an uncounted supply of Black Label Beer.

Committee members responsible for the successful outing, and Co-chairman Willie Brechtelsbaur, George Schmunk, Bob Schmunk, Melvin Hecht, Dick Johnson, Eugene Kern, Roy Petzold, Ernie Mell, Ray Rau, Bob Satow, Sid Burke, Robert Matzke, Rudolph Jordan, and Bill Rauh.

WHAT ARE little girls made of? Why, sugar and spice, and everything nice-like ice cream suckers that get soft and drippy and mess up pretty dresses before they can be eaten. This little picnicker shows how much she enjoyed her sucker!

Mammoth Safety Celebration Is Scheduled For Evening of Saturday, October 17th

Four years of conscientious efforts to safeguard the welfare of our personnel will be recognized on Saturday, October 17, when Carling Brewing Company serves as host to all employees and their wives at a party celebrating four years without a lost-time injury in our plant.

Invitations to the big celebration will be issued shortly by Vice President Les Freidinger, who hopes sincerely that every Carling Frankenmuth family will be represented.

The safety celebration will be held at Zehnder's beginning at 6: P.M.

A pre-dinner social hour will be followed by a Spring chicken dinner, and the evening will be climaxed by dancing to music played by a popular band.

In between dinner and dancing, Frankenmuth Carling families will meet Carling Executive Vice President Henry E. Russell, F. L. Hovey, vice president - Production, and Industrial Relations Director R. M. Upson, who will come here from Cleveland to attend the party. Also expected to attend are officials of the U. S. Brewers Foundation, National Safety Council, Michigan Department of Labor, Frankenmuth civic officials, and other Carling representatives.

Special arrangements are now being worked out to bring into the banquet hall the first television "Spectacular" sponsored exclusively by Carling, to be telecast from 9 to 10 P.M. that Saturday night.

The hour-long spectacular will feature Phil Silvers in one of four such telecasts to be brought to the nation's TV fans by Carling this coming season.

It looks like a big evening for all Carling personnel here in Frankenmuth, and one that each and every man and woman employed here richly deserves.

So make a date now with your wife or husband-or favorite "date" if you're single--and plan to be on hand for the biggest safety celebration ever held.

It'll be one of the biggest nights in the history of our brewery!



NOT EVERYONE could be gathered together for this group photo, taken on the recent occasion of our Employee Picnic, what with all the games and activities going on. Most of us did

gather, however, with above result. It would be nice, wouldn't it, if next year we could group around a similar big sign upon which the number "5" would take the place of this year's "4"?

Everyone Had a Wonderful Time At Our Family Picnic



Wheelbarrows without wheels proved to be much slower than those with wheels.



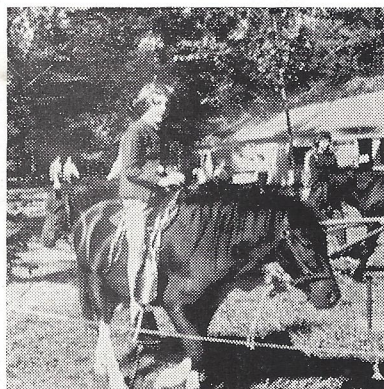
Mrs. Wayne Rose accepts her Mix-Master from Ralph Eischer.



Harold Maurer, right, was a winner in the dangerous egg-throwing contest.



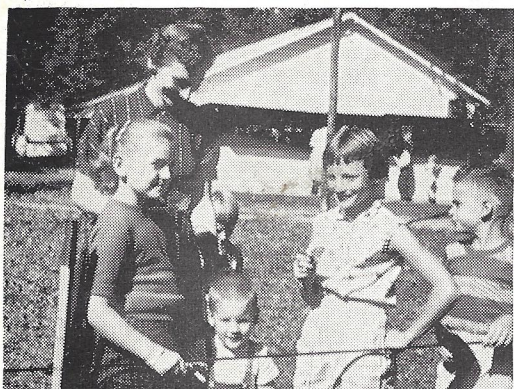
"Taking it easy" was as popular as any activity at the annual outing.



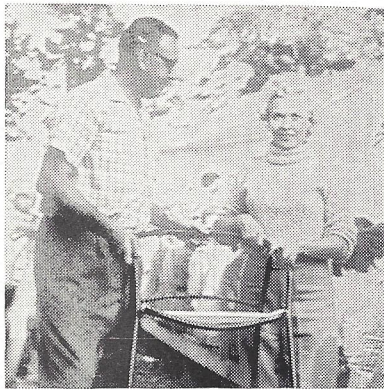
Ponies, like puppies, are always popular with the children.



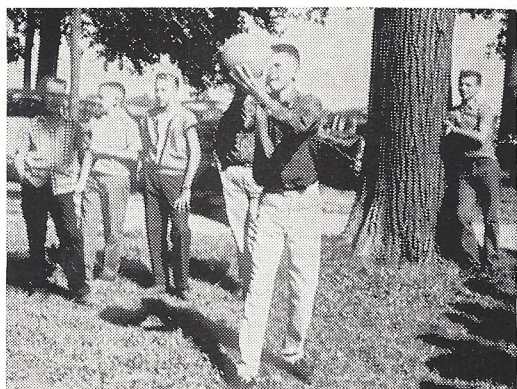
Good Old Black Label proved to be everyone's favorite at the big picnic.



The Weiss family typifies the happy moods of the Carling picnickers.



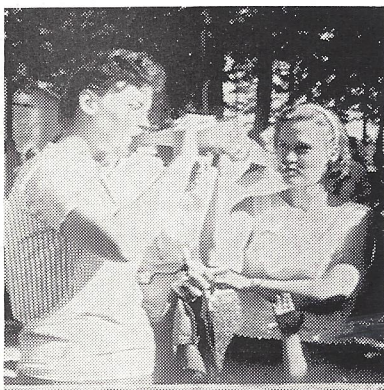
Mrs. Harold Bondy accepts a lawn chair from Les Freidinger.



Young Steve Naegele proved to be a sharp-shooters with four buckets in five tries.



No simple trick was that of eating an evasive, dangling doughnut on a string.



It's been a long time, but the technique hasn't changed much.

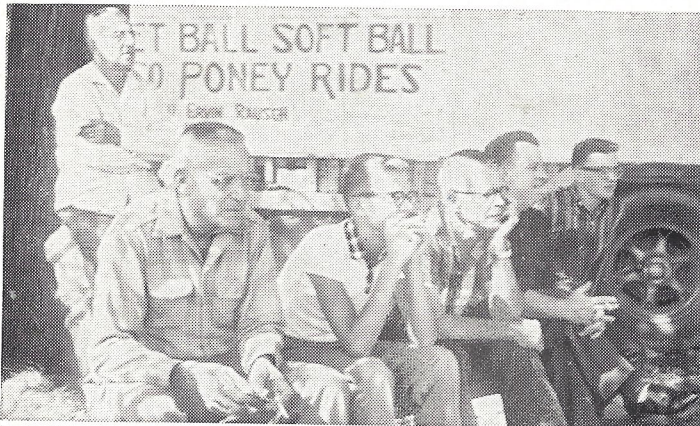


Nobody had more fun than the youngsters, and that's the way it should be!

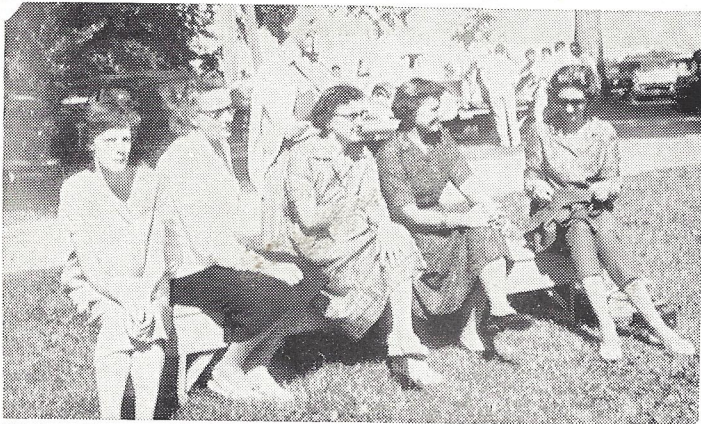
Watching Sports Provided Relaxation For Many Persons at Our Family Picnic



Baseball games always attract spectators.



But these must have been Bottler's fans.



While others paid not too much attention to the game.



And still others decide to try their hands at more serious pastimes-like trying to empty bottles of milk via a nipple!

New Carling Plant at Baltimore Will Boost Our Company's Capacity by 800,000 Barrels

Groundbreaking for our newest Carling brewery, to be located in Baltimore, Maryland, will be performed within the next few weeks, President Ian R. Dowie announced last week.

The new Carling Maryland brewery will have a production capacity of more than 800,000 barrels per year, substantially more than originally planned. To be erected at a cost of approximately \$16,000,000, the brewery will serve Middle-Atlantic market areas with Black Label Beer and Red Cap Ale.

Carling Frankenmuth personnel will recall that the Baltimore plant was proposed for construction in 1956, but opposition from Maryland brewers produced legal difficulties which made it necessary to alter that building schedule.

Instead, Carling purchased our own Frankenmuth plant, which has since done an able job of meeting marketing needs, and provided continuing job security and opportunity for our personnel.

The new Baltimore plant will be considerably larger than our Atlanta and Natick plants, both of which have been constructed within the past five years. It will be the third largest of our seven Carling breweries, and will be in operation in the spring of 1961.

Can Be Readily Expanded

Large as the new plant will be, according to President Dowie, it represents only the first phase of construction inasmuch as it will be built to facilitate easy expansion in future years.

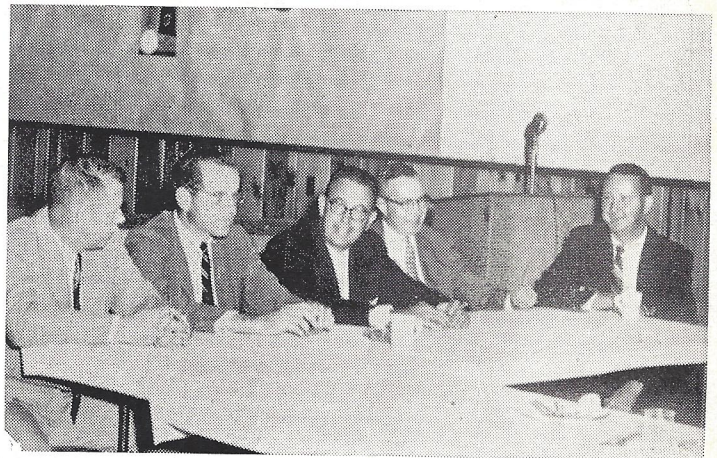
"The most modern brewery in the world," the new Baltimore plant will have the "latest scientific equipment and will incorporate all the best architectural, engineering, and production features known to the brewing industry," according to Mr. Dowie.

When in production, the new brewery will supply market areas in all or part of six states, including Virginia, Maryland, Delaware, West Virginia, Pennsylvania, New Jersey, and the District of Columbia.

Designed by Carling's Engineering Department, headed by O. I. Powell, vice president-Engineering, and McGeorge-Hargett and Associates, Cleveland architectural engineering firm, the new brewery will integrate six basic operational units into a single building of 500,000 square feet.

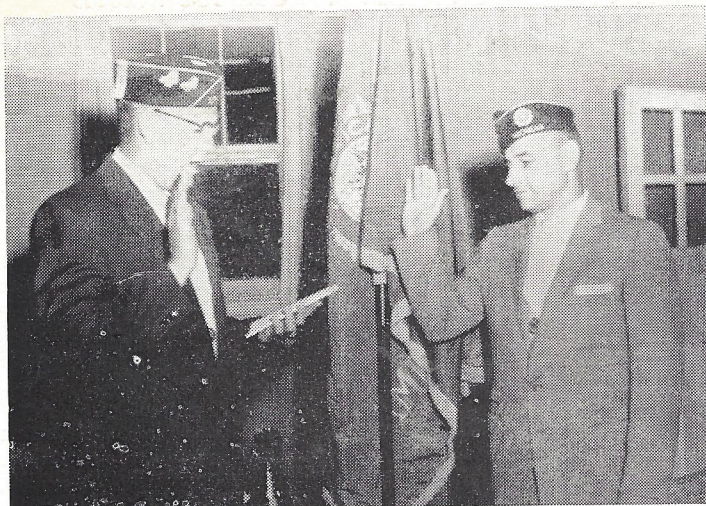
The plant, like our Atlanta and Natick breweries, will be a strikingly attractive installation. Exterior wall areas will be faced with light gray brick and glazed dark gray brick. The six-story brew house will be faced largely in glass and contrasting panels of dark gray Mosaic tile.

In all, the new Baltimore brewery is the latest manifestation of Carling's progressive growth, which has brought our company from 62nd to fifth position in the brewing industry, and in so doing brought greater security and more opportunity to all connected with Carling.



TWO CARLING executives from Cleveland, Executive Vice President Henry E. Russell, and Industrial Relations Director R. M. Upson, recently had luncheon with Frankenmuth plant officials and area teachers who visited the plant on Business-Education Day. Pictured above are Walter Bleke, St. Lorenz School principal, Mr. Russell, Vice President Les Freidinger, Mr. Upson, and James Matteson, Frankenmuth superintendent of public schools.

Herbert Beyerlein Is New Commander Of Frankenmuth American Legion Post



NEW COMMANDER of the Frankenmuth American Legion Post 150 is Herbert F. Beyerlein, right, of our brewing department. A Flight Engineer with the Eighth Air Force Division in World War II, Mr. Beyerlein holds the Distinguished Flying Cross, the Air Medal with three Oak Leaf clusters, and the Purple Heart, acquired when he was wounded on a flying mission into Russia. Mr. Beyerlein is a member of the Frankenmuth Volunteer Fire Department, the Lutheran Laymen's League, Frankenmuth Conservation Club and St. Lorenz Church. He served on the study committee to incorporate Frankenmuth as a fifth-class city and also on the swimming pool committee. Married and the father of three children, Mr. Beyerlein currently is a candidate for city council in the forthcoming elections.

Six Hundred Attend Wedding Reception

At Reese for Mr. and Mrs. Gerald C. Born



MORE THAN 600 guests honored Mr. and Mrs. Gerald C. Born at a reception and dinner at the Reese American Legion Hall following their wedding in Epworth Methodist Church recently. The bride is the former Carol Rose Woern of our office staff, who selected for her wedding a gown of silk organza over tafeta styled with a fitted bodice scoop neckline, and a chapel length train. A pill box hat held her veil of silk illusion, and she carried a bouquet of pink roses and carnations. The newlyweds will reside in their new home at 840 North Block Road, Reese.

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
Virginia Tremonti	Office
Alfred Buzzard	Bottle House
Alfred Matzke	Cellars

PEOPLE IN THE NEWS

Best wishes for speedy recoveries are extended this month to Wallace Riethmeier, now recuperating from recent surgery, and to Mrs. Robert Requepaw, currently confined to the hospital.

Sincere condolences are extended to Harold Stockwell on the passing of his father-in-law, Hiram Smith, of Otisville. Mr. Smith, 76, died September 15.

Keith Leonard Hillis, son of Mr. and Mrs. Leonard Hillis, recently received his Bachelor of Arts degree from Mexico City College, where he majored in English. Mr. and Mrs. Hillis spent two weeks on vacation in Mexico following their son's graduation.

Best wishes for happy October birthdays are extended to Wilma Hillis, 1st; Arthur Trumble, 1st; Ralph Poellet, 3rd; William Rauh, 3rd; Carl Buetow, 3rd; Harvey Bierlein, 5th; Ellsworth Doud, 5th; Herbert A. Beyerlein, 5th; Howard Dietzel, 6th; 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; Ralph Woodhull, Jr., 22nd; Howard Bierlein, 24th; Peter Greenia, 25th; Frederick Bickel, 25th; and David Zwerk, 31st.

Many happy returns!

Mr. and Mrs. Robert Matzke welcomed a new son, Aaron Matthew, born August 29th and weighing 6 lbs., 6 ozs.

Business, Civic Leaders Congratulate Us

On Four Years Without Lost-Time Accident



THE FOURTH anniversary of our no-lost-time accident record caused quite a furor in industrial, safety, and civic circles. The following day, September 9th, an avalanche of congratulatory telegrams descended upon our plant and by night-fall, more than 50 such messages had been received. Congratulations were received from Governor G. Mennen Williams, Congressman A. M. Bentley, Mike Aicher, of the USBF; E. P. Taylor, chairman of the board, Canadian Breweries, Ltd.; Howard Pyle, National Safety Council president; Carling President Ian R. Dowie, and many other Carling officials as well as business and civic leaders in Michigan. Above, Personnel and Safety Director Herbert Naegele reads one of the telegrams to Safety Committee members Alfred Buzzard, Rex Loesel, Harley Barber, Dave Zwerk, Robert Schmunk, and William Bierlein, left to right.

Announce September Contest Slogan

"In Safety Your Actions Speak-Set the Example."

That's our September Safety Slogan, which you'll need to know to qualify for a prize in the event you are called.

Winners in our August contest, each of whom won a handsome thermos jug, were Mr. Alfred Bielert, Mrs. Emma Kolberg, Mrs. Ralph Woodhull, Jr., Mrs. Harley Barber, Mrs. Ernie Gauderer, Mrs. Lucien Pol, Jr., Mrs. Charley Winkler, Mr. Raymond Loesel, Mrs. Ernest Mell, Mrs. Fritz Pursche, Mrs. Reinhard Ill, and Mrs. Alfred Schmitzer.