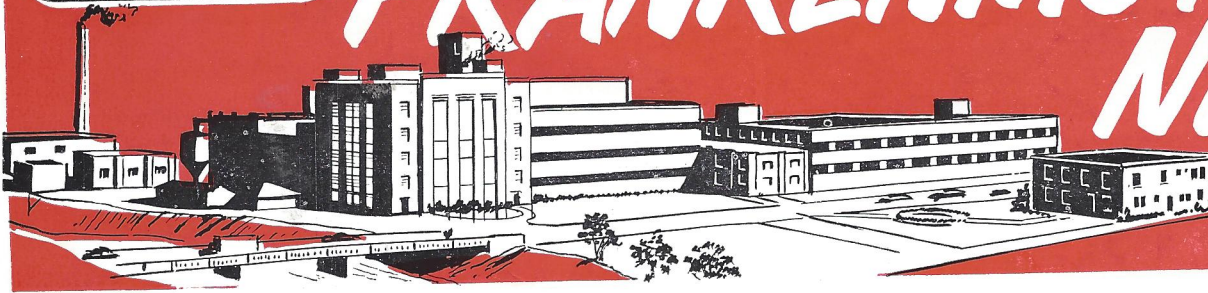


CARLING

FRANKENMUTH NEWS



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

Vol. 3, No. 18

September, 1960.

An Industrial Family Celebrates!



Sept. 8 will go down in our plant's history as a banner achievement day for five years of continuous operation without a disabling injury -- one of the finest safety records in brewing industry annals.

Frankenmuth city officials and dignitaries from neighboring communities joined with us, and our families, at 4 p.m. on "safety victory day" to help us celebrate as shown in this photograph.

The plant whistle tooted triumphantly, aerial bombs were

fired and hundreds of colored balloons were released. There was a 10-minute work break during which Plant Manager Lester M. Freidinger thanked workers and their families for the cooperation which made the safety record possible.

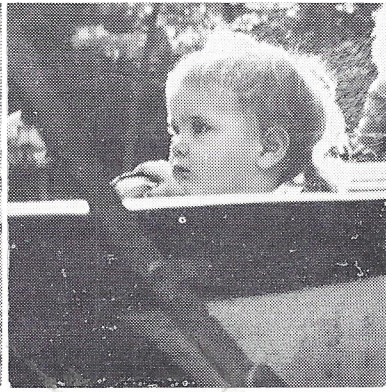
Officials from our company's Cleveland headquarters office will be with us for our victory dinner-dance, beginning promptly at 6:30 p.m. Oct. 8 at Zehnder's Hotel.

It will be a party you'll always remember, we promise you!

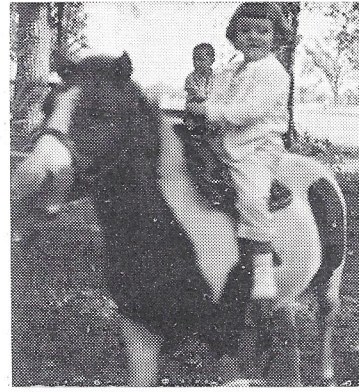
Our Plant Picnic A Real 'Fun Day' For All



John and Pat Weiss -- some fun!



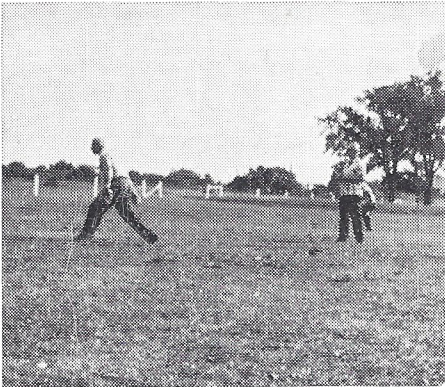
Ralph Woodhull's year-old daughter, Sarah.



Debra Diedrich riding pony.



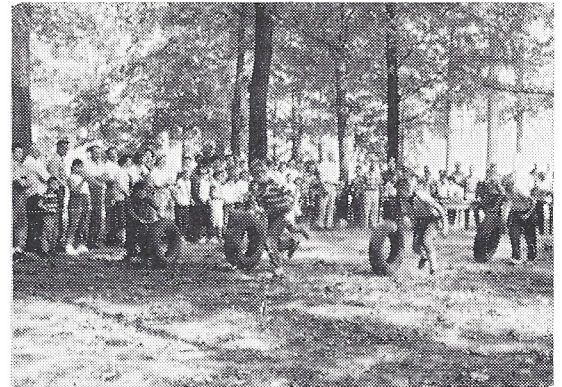
Kiddie car track.



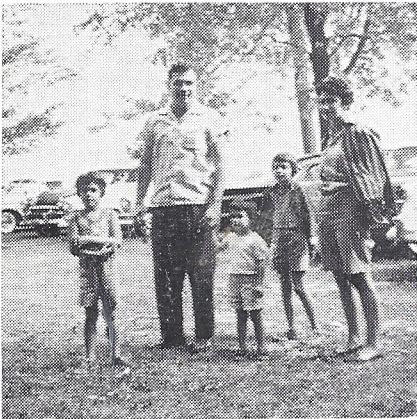
Al Matzke fires 'em in.



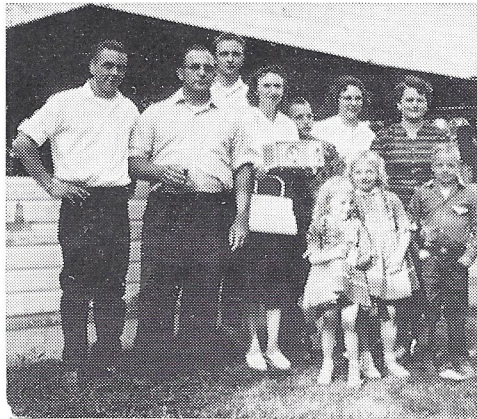
Basketball shooting -- Stephen Naegele, Charles and Ronnie Nuechterlein, Robert Gauderer, Curtis Kolberg, Ralph Dinse.



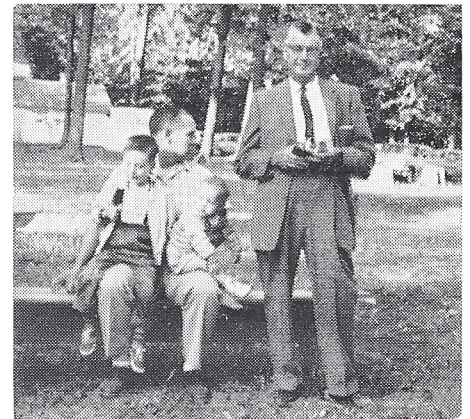
Tire racing contest -- whoopee!



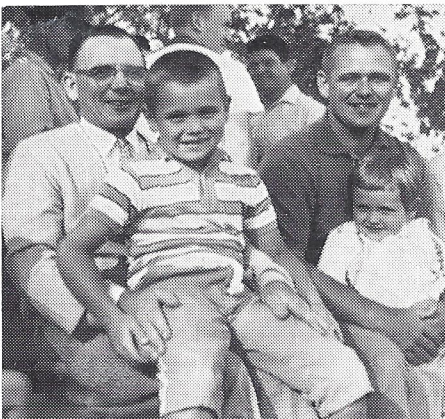
The Dick Schneider family. Children are Karen, Gale and Beth.



The Richard Johnson family -- largest present.



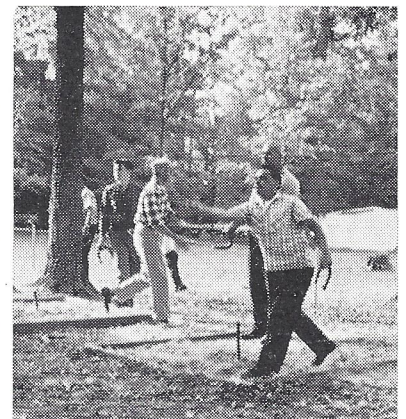
Edward Johnson (standing), Harley Barber and sons, Gary and Robert.



Leo (Jim) Rousseau and son, Leo Jr., with Jim's grandchildren, Leo E. and Jannet.

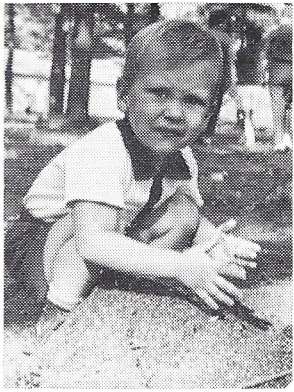


Visiting together -- left to right, Mrs. Matthew Szymanski, Mrs. Richard Nuechterlein, Mrs. L. M. Freidinger, Mrs. Leo A. Rousseau, Mrs. Clarence Rupprecht, Mrs. Wallace Riethmeier,

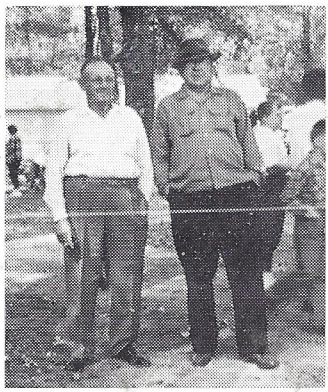


Ralph Detloff pitching a ringer.

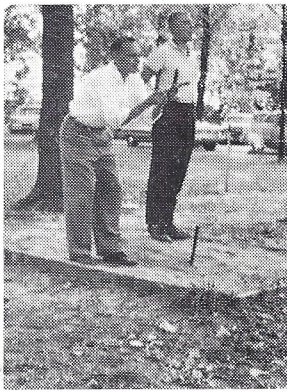
And Here's Photographic Evidence



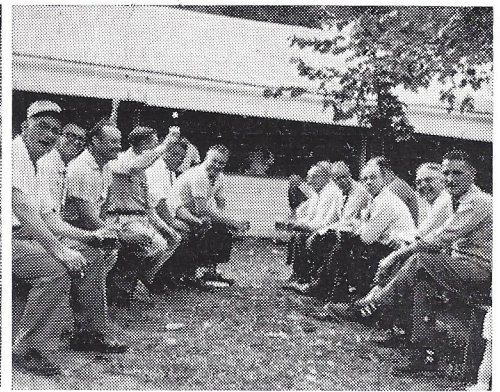
Dave Ferguson enjoying himself.



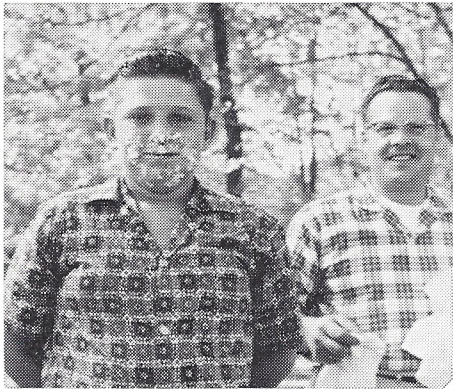
Walter Daenzer and Mike Lis, retirees.



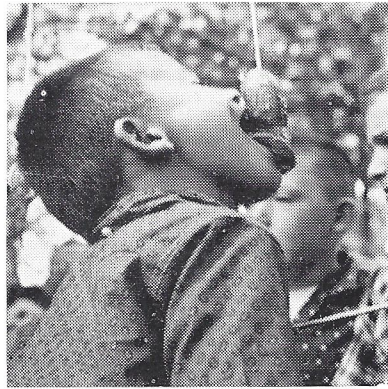
Dick Lillie and Bob Sadow, horseshoe artists.



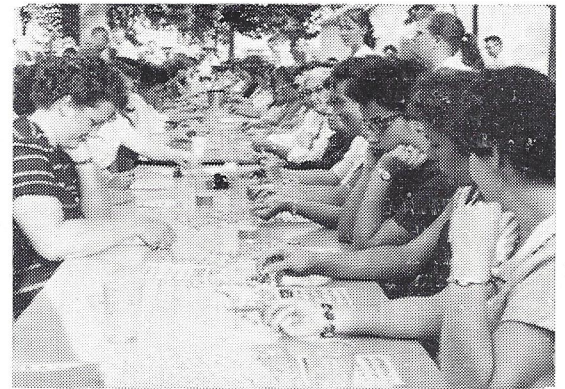
Brewhouse Rats, softball champs.



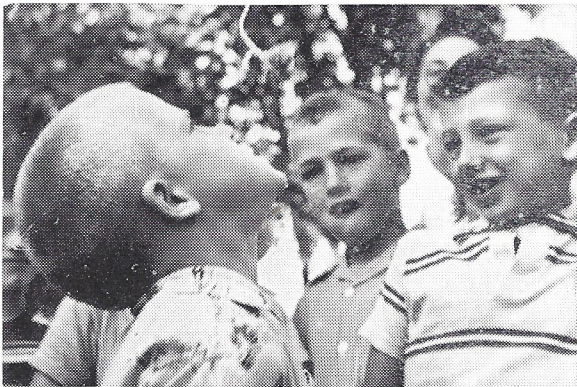
Wilbert III, pie eating contest winner and Willie Brechtelsbauer.



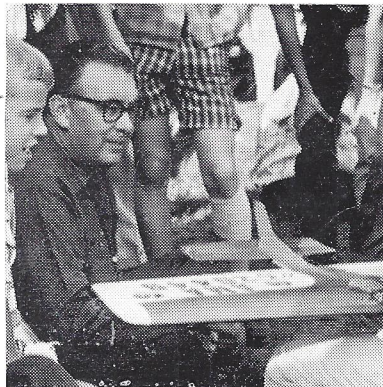
Ricky Gower, doughnut-eating contest winner.



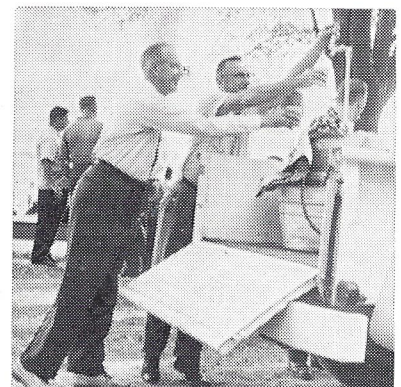
The bingo table was popular.



Rudy Bickel, doughnut-eating contestant.



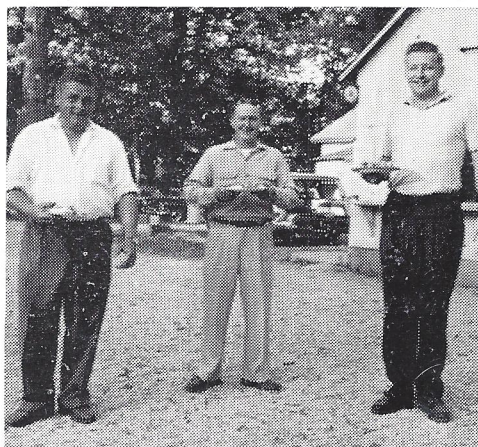
Les Freidinger and son, Bob, examine model airplane.



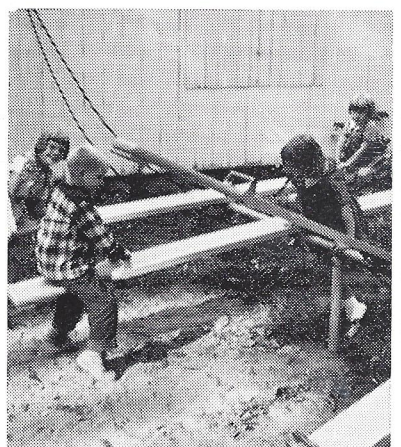
Jack Price and Clarence Ruppert draw a beer.



Robert Breiler and son, Freddy, five months old.



Rudy Lauber, Marvin Bickel, "Silver" Matzke.



The teeter-totters got a good workout.

People In The News

SALUTE TO VETERANS

Arnold Reinbold, Brewing Department received his 15-year service award on August 24. Harold Dinse proudly accepted his 15-year pin August 10.

NEW BREWS

Best wishes and congratulations are in order for Mr. and Mrs. Rudolf Jordan, whose wishes have been fulfilled. They now are the proud and happy parents of a daughter, Jacklyn Ella, in addition to their son, Jay Mitchell. Jacklyn was born last July 24. Mr. Jordan works in the Brewing Department.

Mr. and Mrs. James Damm have a new son, Ricky Lynn, born Sept. 11 at St. Mary's Hospital. Ricky weighed 8 pounds, 11 ounces, and, we understand, is a real bouncer. Mr. Damm works in the Bottling Department.

Mr. and Mrs. Theodore Wescoat still are all smiles about their new daughter, Polly Ann, born Sept. 13. She weighed 9 pounds, 5 ounces. Mr. Wescoat works in our bottlehouse.

WELCOME BACK!

Back on the job after recuperating from recent illnesses are Harold Stockwell, William Bierlein, Theodore Wescoat, Otto Frank, Sr. and Glenn Auernhamer.

BEYERLEIN HONORED AGAIN

Herbert Beyerlein of the Brewing Department was installed recently for his second year as commander of American Legion Post 150. He also received a handsome plaque for a membership contest conducted within the district.

Apt Safety Slogan

"A careless man is just an accident going somewhere to happen".

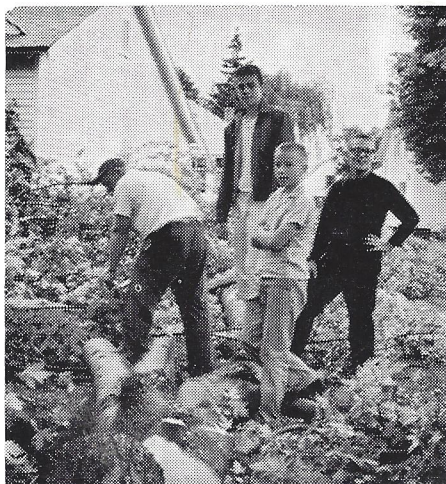
That's our September safety slogan and one to bear in mind both on the job here and away from work for the good of all of us.

Winners in the August safety slogan contest, each of whom received a gift certificate from the Frankenmuth Woolen Mills, were: Robert Schmunk, Marlin Nuechterlein, Glenn Harris, Arnold Allen, Aloysius Quaderer, Robert Rose, Ronald Pavlicek, Ludwig Riess, Jack Buchinger, Mrs. Edward Hogan, John Schluckebier, Mrs. Walter Fuhrmann.

Birthdays Coming

Twenty-four of our friends and co-workers here will celebrate birthdays in October.

Wish 'em a "happy birthday!" in this order: Oct. 1 - Wilma Hillis and Arthur Trumble; 3rd - Ralph Poellet, William Rauh, Carl Buetow; 5th - Harvey Bierlein, Ellsworth Dowd, Herbert A. Beyerlein; 6th - Howard Dietzel, Arthur Gendron, Arno Rogner; 9th - Fritz Pursche; 10th - Marvin Bickel; 11th - Ralph Detloff, John Wylie; 13th - Herman Matzke; 14th - Clarence Krick; 21st - Marcus Bender; 22nd - Ralph Woodhull, Jr.; 24th - Howard Bierlein; 25th - Peter Greenia, Fred Bickel; 29th - James Sahr; 31st - David Zwerck.



STORM HALTS PRODUCTION - For the longest work stoppage in our history here, a severe windstorm on Sept. 1 ripped down power lines and utility poles leaving our plant without electricity and shutting down our production for one hour and 40 minutes. Winds up to 70 miles an hour were reported in this area. This photo shows Reinhold Meyer clearing away storm debris while Dennis Fisher, Steve Naegele and Donald Meyer look on.

E. S. Bohlin Joins As Carling Executive

CLEVELAND—E. S. Bohlin has been appointed Director of Industrial Relations of Carling Brewing Company, President Ian R. Dowie has announced.

He had been with The Welch Grape Juice Company, Westfield, New York, where he was personnel manager.

Mr. Bohlin brings to Carling nearly twenty years of management experience in the fields of employee training, personnel and industrial relations.

Following his graduation from Purdue University in 1941, he joined Armstrong Cork Company as an industrial engineer. From 1945-53 he was Training and Personnel Supervisor of the Colgate Palmolive Company, Jeffersonville, Indiana. He had been with Welch's since then.

He has received the Award of Merit from the Research Institute of America and served as a Member of the Personnel Policies Forum Panel of the Bureau of National Affairs.

Mr. and Mrs. Bohlin and their three children will reside in Cleveland Heights, Ohio.

Brewers Foundation Sets Oct. 11 TV Spectacular

The United States Brewers Foundation's next television spectacular will be "The Donald O'Connor Show," a one-hour dance and musical performance to be aired in full color on Tuesday, Oct. 11, at 10 p.m. (EDT) over the National Broadcasting Company television network.

This, the third special television program sponsored this year by the USBF, stars O'Connor and Mitzi Gaynor, together for the first time on television. It also will co-star Andre Previn, pianist-composer-conductor, and Sidney Miller, who frequently appears with O'Connor.

Teachers Impressed With Plant Tour

Our plant was host Sept. 2 to parochial and public school teachers and officials for the annual Business-Industry-Education Day.

The visitors toured our brewery, obviously impressed at what they saw. Proof was in the intelligent and interesting questions asked.

They learned that brewing beer is an exacting process, involving science, efficiency and cleanliness as prime requisites of the business.

The group was welcomed by Plant Manager L. M. Freidinger, who discussed the industry's record and Carling's contributions toward it. Staff personnel attended the luncheon in our clubroom.

School officials present included Richard Ziehmer, public school superintendent and Robert Wallen, Frankenmuth High School principal, and Walter Bleke, parochial school principal.

Our Plant Hosts Brewery Officials

The Michigan Brewers Association had its monthly meeting recently at our plant, with Plant Manager L. M. Freidinger host for the business session, plant tour and dinner.

Attending were Frank Parker, Michigan Brewers Association president; Ned Eakle, Rae W. Dehncke and John Hillebrand of National Brewing Co.; John Shenefield of Stroh's Brewing Co.; Gil Delaney, Pfeiffer Brewing Co.; Bob Schiffer, Goebel Brewing Co., and Art Mast, Sebewaing Brewing Co.

Watch For Silvers!

Another Phil Silvers television show will be presented from 8:30 to 9:30 p.m. over Saginaw WKNX-TV. The feature is another in a series offered by Carling Brewing Co. It may be viewed at our safety dinner dance that night at Zehnder's Hotel.

Congratulations!

Our plant received nearly 70 telegrams of congratulations from friends throughout the brewing industry and from safety and city officials for our five-year record of operating without a disabling accident.

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