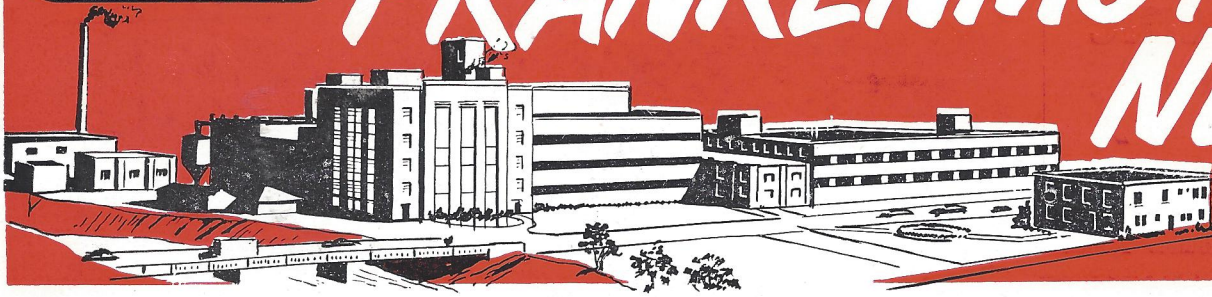


CARLING

FRANKENMUTH NEWS



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

Volume 7, No. 8.

September, 1963.



OPEN HOUSES THEIR DISH! -- Children of Carling employees are all for more safety records and open house celebrations like our recent one here when children received souvenirs, ice cream bars and soft drinks. Seated, left to right, are Lyle and Larry Eischer, sons of Ralph Eischer, Bottling Department. Standing, left to right, are Gary Knoll, son of Ronald Knoll, Bottling Department; Judy Eischer, Ralph's daughter, and Connie and Susan Weber, daughters of Harold Weber, Bottling Department.



KAFFEE KLAATSCH -- MIT BLACK LABEL -- These ladies, shown in the foreground, are enjoying a glass of Black Label at our recent open house. Chatting here, seated in the foreground, left to right are Mrs Florence Schreiner, Mrs Margaret Naegele, mother of Herb Naegele, our personnel and safety director, and Mrs Henry Brenner.

We've A Date On Oct. 19 -- Remember ?

We've won another safety award -- the biggest, friendliest one of the year!

In recognition of our plant's eighth consecutive year without a disabling injury accident, our annual Safety Victory Dinner Dance will be given Oct. 19 at Zehnder's Hotel for all Carling Frankenhmuth employees, their wives, husbands and guests.

Dinner will be at 6:30 sharp. Carl Nordstorm and his band will play for dancing until 1 a.m.

Special guests at the party will be our company's president, H. E. Russell of Cleveland; Mike Aicher, United States Brewers Association employee relations director, and Karl Feller, president of the International Union of United Brewery, Flour, Cereal, Soft Drink and Distillery Workers.

THE DINNER DANCE is a sequel to our plant's open house Sept. 9, when 2,500 persons gathered to help celebrate our eighth consecutive year without a disabling injury.

Employees' wives, their families and Frankenhmuth community residents saw our draught beer department function.

Our plant was gay with Bavarian flags, helium-filled balloons and other decorations. Adults were served beer and pretzels. Boys and girls, of course, had a big time with their souvenirs, the 2,000 ice cream bars they ate as if they were going out of style and the 1,000 bottles of soft drinks.

Area newspaper and radio and television stations covered the event and enjoyed refreshments with us.

Unionists Tour

About 150 members of the Saginaw Labor Council, AFL-CIO, toured our plant Sept. 18 and enjoyed a buffet luncheon here. Afterward Plant Controlled Wallace Riethmeier explained effects of the state beer tax on Michigan's brewing industry.

Be A Bell - Ringer -- Give Your Fair Share To The United Fund !

Plant Picnic Enjoyed By 725 Persons

About 725 Carling families frolicked at our annual picnic Sept. 7 at Pine Ridge Amusement Park and mostly made their own sunshine with the fun they had in the absence of much cooperation from the weatherman, who was grumpy that day.

A softball game in the morning was slowed by a wet field. The Brewers and Bottlers managed to get in seven innings. Despite conditions, there was some good fielding and hitting on both sides before the Bottlers finally won, 8 to 7.

The children had a ball riding ponies, train rides through the woods, the Ferris wheel, merry-go-round and many other attractions.

There were 35 bingo prizes for the ladies and a drawing of eight men's prizes. There also was a drawing for the Carling Quarter Century Club prizes. A list of the winners follow.

The horseshoe pitching contest was won by Hilbert Poellet. His first place was good for \$9.60 and two cases of Black Label. Albert Pavlicek, second, won \$4.80 and a case of Black Label. Don Matthews received \$1.60 for third place. Norman Baker was contest chairman.

A HIGHLIGHT OF THE PICNIC was the four-piece combo band of Tom Wickert. Enjoyed by everyone, they played throughout the day and evening.

A group picture of our Carling families at the picnic appears on the special picture page.

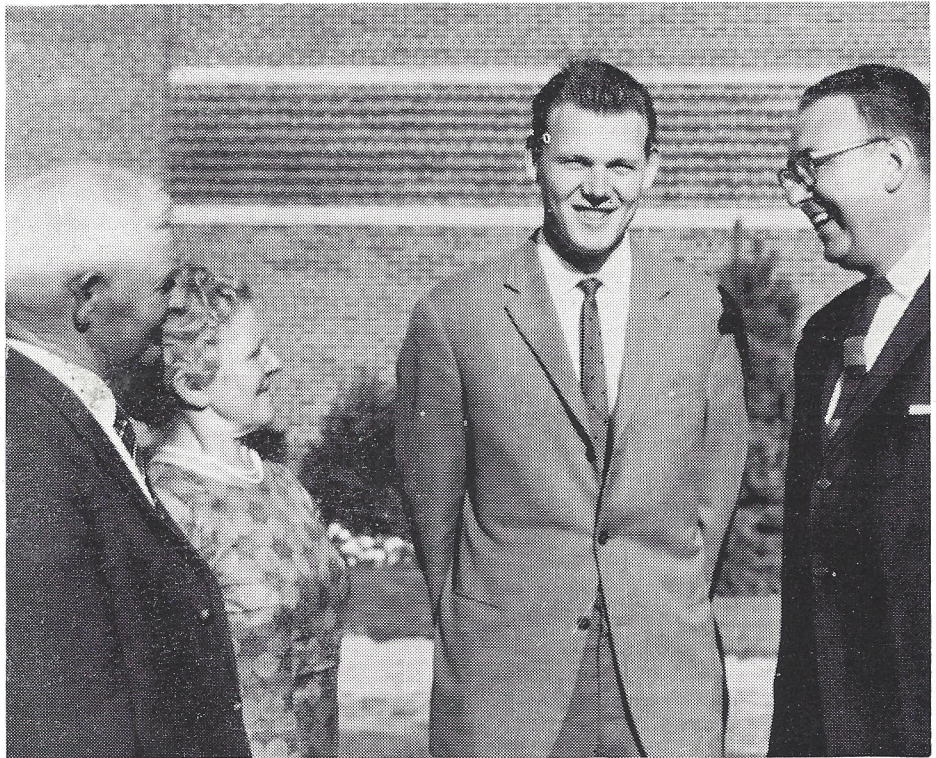
Here's the complete list of prizewinners:

MEN'S DRAWING

1. Hatchet - Wells Barrett; 2. Ice chest - Jack Strobel; 3. Uni-Flood light - Henry Bender, Jr.; 4. Tackle box - Fred Bickel; 5. Fish scaler - Leo A. Rousseau; 6. Electric light cord - Al Pavlicek; 7. Hammer - Loyd Edwards; 8. Car tow chain - Wallace Riethmeier.

LADIES BINGO

1. Mrs. Robert Buchinger - lawn table; 2. Mrs. Otto Zuellig - bed lamp; 3. Mrs. Bernadine Krick - beer mug set; 4. Mrs. Herbert Naegele - stainless steel table set; 5. Mrs. Harvey Bierlein - Cory knife sharpener; 6. Mrs. Walter Engel - Lady Schick shaver; 7. Mrs. Matt Szymanski - Sunbeam fry pan, electric; 8. Mrs. Walter Daenzer - Westinghouse hand mixer; 9. - Mrs. Ralph Detloff - Dearborn benches; 10. - Mrs. Ruben Reif - Westinghouse heating pad; 11. Mrs. Don Diedrich - TV tables; 12. Miss Gale Lazeer - bar stool; 13. Mrs. Geo. Bass - folding lawn table; 14. Mrs. Duane Deno - hassock; 15. Mrs. Thomas Keinath - Samsonite card table; 16. Mrs. Reinhard III - electric clock; 17.



'HAPPY TO HAVE YOU!' -- Says Plant Manager L. M. Freidinger, right, in welcoming Mr. and Mrs. Hugo Bruns of Germany at our recent open house. In the center is Juergen Tietjen, their guide.

Mrs. George Schmunk - bathroom scale; 18. Mrs. Charles Lindow - lamp; 19. Mrs. Willie Brechtelsbauer - lamps; 20. Mrs. Clarence Rupprecht - Coleman thermos jug; 21. Mrs. Rudy Strobel - Arvin lawn chair; 22. Mrs. Roy Seiferlein - lawn chair; 23. Mrs. Robert Matzke - Libbey-Owens glasses; 24. Mrs. Raymond Loesel - Libbey-Owens glasses; 25. Mrs. Ralph Woodhull - hot-cold server; 26. Mrs. Walter Lockhart - magazine rack stand; 27. Mrs. Norbert Matzke - canister set; 28. Mrs. William Rauh - electric can opener; 29. Mrs. Raymond Rau - Kock magazine rack; 30. Mrs. Jack Buchinger - chair; 31. Mrs. Donald Quaderer - alarm clock; 32. Mrs. John Brunn - Corning ware; 33. Mrs. Wallace Weiss - G.E. kitchen clock; 34. Mrs. Albert Warnemuende - magazine rack; 35. Mrs. Marvin Woods - hair dryer.

The following received one case of beer for ties: Mrs. Virgil Kridler, Mrs. Marvin Bickel, Mrs. Harvey Bierlein, Mrs. Charles Baldwin, Mrs. Harvey Bierlein, Mrs. Duane Deno, Mrs. William Bradburn and Mrs. Walter Daenzer.

QUARTER CENTURY PRIZE WINNER

1. Portable Westinghouse TV with UHF and stand - Helmuth Bierlein, Vassar; 2. Remington automatic shotgun - Eugene Kern, Frankenmuth. Brewing Department. 3. Remington "22" automatic rifle - Fred Gower, Frankenmuth, Bottling Department. 4. Boy's bicycle "26" - Roy Boyle, Saginaw. 5. Westinghouse hair dryer - Edwin Nuechterlein, Frankenmuth. 6. Westinghouse transistor radio - Mrs. Ossie Melton, Birmingham. 7. Westinghouse clock radio - Albert Pavlicek, Birch Run, Bottling Department.

Foreign Guests See Our Plant

We were pleased to welcome two foreign guests at our recent safety victory open house.

They were Mr. and Mrs. Hugo Bruns of near Hanover, Germany. As a contest prize, they won a trip to America and decided Frankenmuth was one town they wanted to visit outside the big cities.

While here, the pleasant couple headquartered at the Frankenmuth Motel and made many friends among the community's residents. They especially enjoyed our plant's open house and the greetings of Plant Manager L. M. Freidinger before they toured our brewery to view its modern facilities.

Veterans Honored

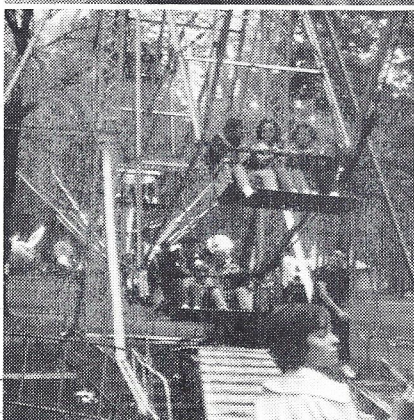
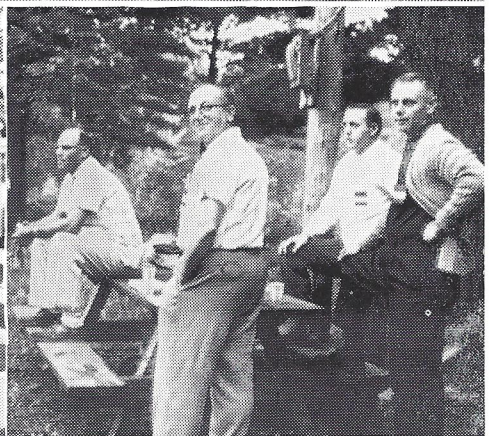
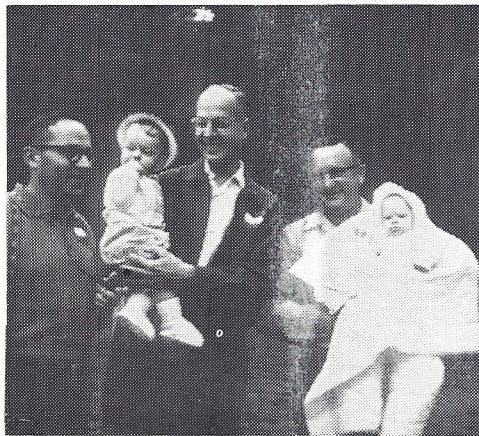
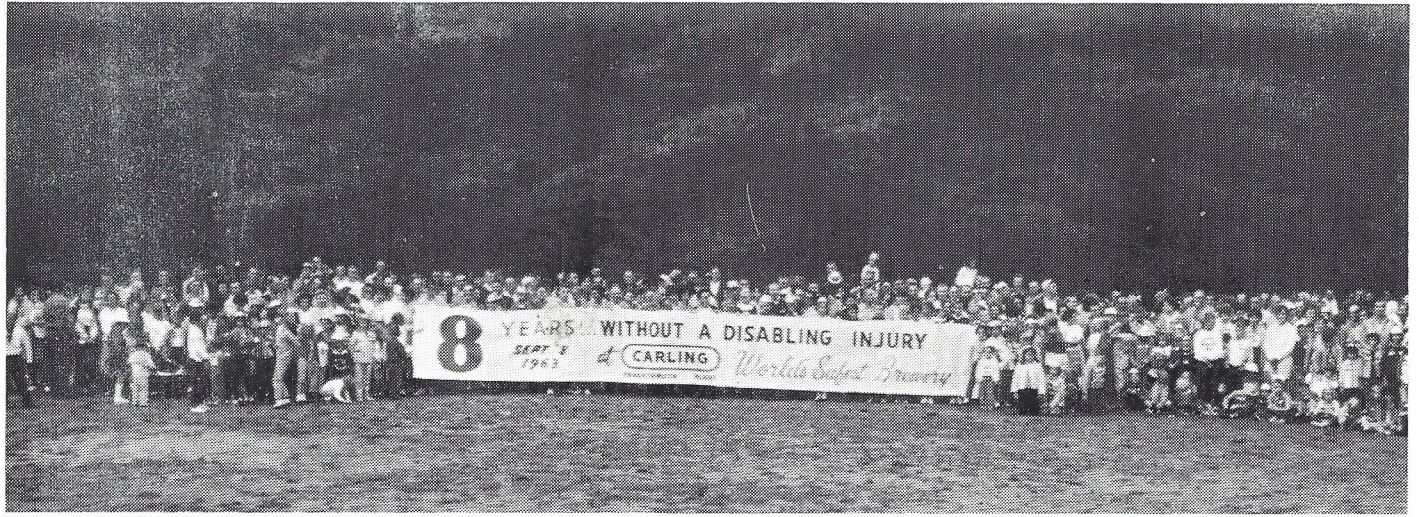
Three of our fellow workers were honored recently for completion of 20 years of service. The three veterans, each of whom received a service award, are Rudolph Lauber, Brewing Department; Arthur Evans, Bottling Department; and Jack Zietz, also of the Bottling Department.

Sympathy

Our sincere sympathy is expressed for these bereaved Carling families: Leo A. Rousseau, plant engineer, whose mother died Monday, Sept. 2; Leon Bell, Bottling Department, whose father died Friday, Sept. 6.

A Good Citizen Understands The Need To Give His Fair Share

Our Carling Family Frolic at Picnic



Smiles, Fun--Plenty For Everyone!



California, Here We Come!

Carling Buys 9th Plant Site

Carling Brewing Company has signed an agreement for the purchase of thirty-five acres of land in the San Francisco Bay area as a site for its ninth plant, H. E. Russell, president, has announced.

The site is in the new Crocker-Fremont industrial park in Fremont, California, owned by the Bay Area Land Company. The purchase price was not disclosed.

Mr. Russell said that a definite construction schedule has not been established, "but our planning must be flexible at the moment." A specific timetable will be determined by the marketing and production requirements of our business with construction beginning probably late in 1964.

"Building a California plant has figured in our planning for several years," Mr. Russell continued. "The state's aggressive programs of intelligent business expansion has produced dynamic growth in which we are anxious to participate."

Carling is a remarkable success story in the brewing industry. Our company has registered an annual average sales growth of 23 per cent during the past twelve years and in 1962 had sales of 5,358,608 barrels.

Company officials credit the Carling plan of decentralized management for much of its success. Each major marketing area is managed by its own executive group operating as a team with responsibility for all management and marketing decisions.

The Bay area plant will be Carling's ninth. Our company is now building a plant in Fort Worth, Texas.

CARLING BREWING COMPANY

Lost Time Injury Report

Jan. 1, 1963 to August 31, 1963

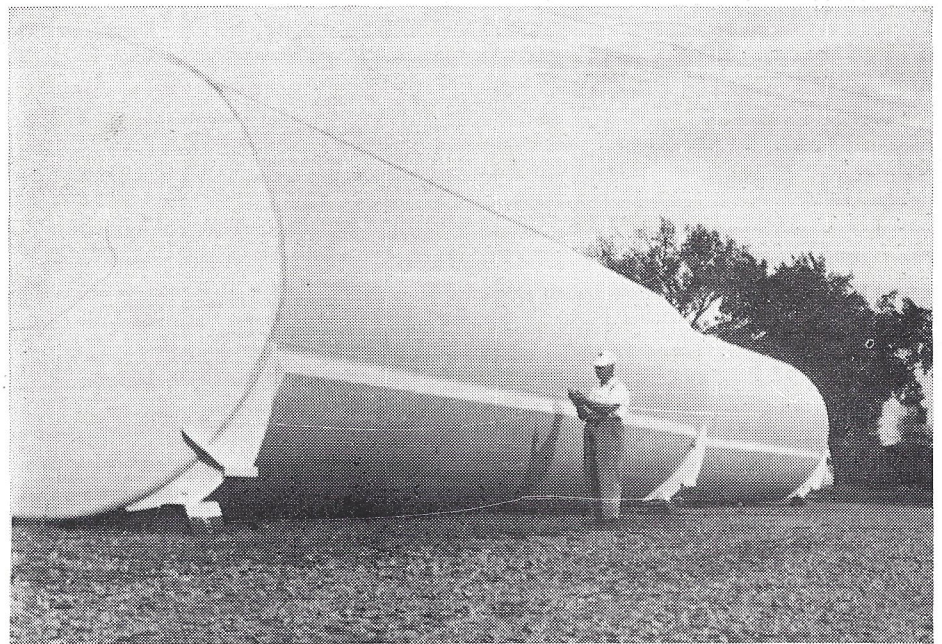
Plant	L.T.I.	F.R.
Cleveland	5	4.03
Belleville	3	5.23
Natick	3	7.58
Frankenmuth	0	0
Atlanta	0	0
Tacamo	5	15.89
Baltimore	21	65.82
All Plants 1963	37	11.00
All Plants 1962	25	7.33

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



OFF TO COLLEGE -- Miss Pauline Rodammer, daughter of Edwin Rodammer, Engineering Department, happily accepts from Richard Nuechterlein, Carling Quarter Century Club treasurer, a \$200 William H. Mayer Scholarship check she was awarded by our Quarter Century Club. Pauline left Sunday, Sept. 15, for Western Michigan University, Kalamazoo. She will major in interior decorating and retail buying. Mrs. Rodammer is in the background at the door.



MORE IMPROVEMENTS FOR BETTER PRODUCT -- This photo shows two of the four huge new steel fermenting and aging tanks installed recently in the old racking room. Largest of the insulated tanks has a 1,000-barrel capacity. They were trucked to our plant from the railroad siding at Gera, where Francis Welling, Chesapeake & Ohio station agent-operator is shown inspecting them.

Your Christian Duty Is To Support The United Fund; Will You?

School Teachers View Our Plant

Sixty-five public and parochial school teachers were our guests recently for a plant tour and buffet luncheon on the occasion of the annual Business-Education Day.

At the luncheon they were welcomed by Plant Manager L. M. Freidinger. Walter Frahm, chairman of the Frankenmuth District school board, gave an interesting and enlightening talk on the importance of Carling to Frankenmuth schools.

Other speakers were Supt. Ziehmer of the Frankenmuth District school and Principal Walter Bleke of the St. Lorenz Parochial School.

Business-Education Day gives new teachers an opportunity to view our plant's facilities and to meet our people.

Prosit !

An even two dozen of Carling Frankenmuth's working family will celebrate birthday anniversaries in October.

Here's the "happy birthday" lineup: Oct. 1 - Arthur Trumble and Wilma Hillis; 3 - Carl Buetow, William Rauh and Ralph Poellet; 5 - Ellsworth Doud, Harvey Bierlein and Herbert A. Beyerlein; 6 - Howard Dietzel, Arthur Gendron and Arno Rogner; 9 - Fritz Pursche; 10 - Marvin Bickel and Frank Razingier; 11 - John Wylie and Ralph Detloff; 14 - Clarence Krick; 21 - Marcus Bender; 22 - Ralph Woodhull, Jr.; 24 - Howard Bierlein; 25 - Fred Bickel and Peter Greenia; 29 - James Sahr; 31 - David Zwerk.

Safety Slogan

"WHAT HAS NOT HAPPENED IN 8 YEARS CAN HAPPEN IN 8 SECONDS!"

That is our highly appropriate September safety slogan, as we work toward our ninth year of operation without a disabling injury accident.

Each winner in our August safety slogan contest received a gift certificate from Rau Electric. Winners were:

Mrs. Howard Auernhammer, Mrs. Austin Meader, Mrs. Willis Veitengruber, Mrs. Elmer Kolberg, Mrs. Arnold Allen, Mrs. Anton Kern, Martha Poellet, Alfred Schmitzer, Mrs. Ronald Krick, Mrs. Alphonse Bishop, Mrs. Ellsworth Doud and Mrs. Arno Rogner.

A couple touring the hill country stopped at a one-pump gas station. The wife asked if there was a restroom on the premises.

"No, ma'am, there isn't," the man pumping the gas said, "but you'll find a mighty comfortable rocker up there on the porch."



HAPPY, BUSY PLACE -- Our plant's clubroom bustled with activity, as this photo indicates, at the recent open house in celebration of our eighth consecutive year of operation without a disabling injury accident.

Will You Give Your Fair Share?

Give your fair share!

That is the plea of the Saginaw County United Fund's campaign for \$1,104,594 to be raised by Oct. 24.

Campaign officials are confident of victory if contributors will pledge only on a fair share basis. This is one hour's pay per month.

Plant Manager L. M. Freidinger, a co-chairman of the Saginaw County United Fund fair share committee, urges all Carling Frankenmuth employees to do their Christian duty to the best of their ability.

"I hope that we will do in this United Fund campaign the job which always has made us stand out above the others," he said. "This means that each and every one of us will give to the best of his ability - at least one hour's pay per month, which is what is meant by fair share giving."

"The Saginaw County United Fund goal of \$1,104,594 must be met for the good of all of us. Let us be certain that Carling Frankenmuth does its usual outstanding job!"

New Brews

Mr. and Mrs. Arnold Allen, Bottling Department, are the proud parents of a new daughter, Lisa Ann. She was born Aug. 18 and weighed 8 pounds and 12 ounces.

A termite with bad teeth walked into a tavern and asked:

"Is the bar tender here?"

Drive-in banks were established so that cars could see their real owners.

July Sales Top Carling Record

Carling Brewing Company had the greatest sales month in its history during July, according to Henry E. Russell, president, announced today. He said sales were up 12 per cent over the previous all-time high reached in June, 1962.

Mr. Russell said our company sold 634,447 barrels of beer and ale, equivalent to 8,565,035 cases of twenty-four 12 oz. bottles, nearly a million more cases than June, 1962 when it sold 7,647,548.

He pointed out that in July Carling sold more beer and ale than it did in the entire year of 1950 when the company sold 501,552 barrels and had but one plant in Cleveland, Ohio.

Since that time it has added six other plants, is now building a new facility in Fort Worth, Texas and has distribution across the country. He attributed the rise to more favorable weather conditions and good efforts by Carling's marketing organization and its 700 independent wholesalers.

Carling Float Wins

Our plant's parade float, one of the features of this year's Frankenmuth Bavarian Festival, won a trophy at the Reese Homecoming celebration over the Labor Day weekend. It was judged the best out-of-town entry. Our float was entered by Walter Schrader, night bottling superintendent.

The modern husband comes home from work and greets his wife with: "Hiya, honey, what's thawing?"

United Fund Fair - Share Giving Is Only One Hour's Pay Per Month !