

CARLING

FRANKENMUTH NEWS



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

Volume 8, No. 6

September, 1964



OOMPAH, OOMPAH -- MIT DER LEDERHOSEN YET! -- Plant Manager Les Freidinger, wearing a sailor hat, blows a tuba in a Bavarian band which helped us celebrate our ninth consecutive year without a lost-time accident. The occasion was a plant open house Sept. 8. That's Herbert (Toots) Naegele, safety director, at the left, counting off the beats.

A Message: Fair-Share Giving

Dear Friends: Here, where you and I work together, we at Carling Frankenmuth always have helped each other in times of misfortune and distress.

I'm thinking of the times when some one of us has had a long hospital siege, or there has been illness at home which drains the savings account. I have watched the collections start out in the shop—the unflinching reaction of the people of Carling Frankenmuth to help each other when help is needed.

Now I'm asking for your participation in the Saginaw County United Fund Campaign to raise \$1,228,020. I hope you will contribute on the suggested Fair Share basis of one hour's pay per month.

This contribution of yours will help pay for the betterment and welfare of all of us who, at one time or another, enjoy the benefits of, or need the help of, the United Fund agencies—the Boy Scouts, Girl Scouts, YMCA, YWCA, Saginaw Valley Child Guidance, the Salvation Army, Big Brothers and the many others. The list is long.

Will you give your fair share toward helping others less fortunate than yourself in a Christian gesture which always has been typical of the people of Carling Frankenmuth?

Sincerely,
L. M. Freidinger

Open House Marks New Safety Goal

Let's Make It 10 In A Row!

That became our goal—10 consecutive years without a lost-time accident—following our ninth year without a disabling injury.

More than 1,500 men, women and children helped us celebrate our nine-year safety milestone Sept. 8 at our plant. At 4:10 p.m., a blast of the plant whistle heralded the event.

Shortly after 1 p.m. that day, our first fans arrived—a lineup of boys on bicycles. They were in the front row when we began distributing the 2,300 ice cream bars, 3,000 helium-filled balloons, 1,000 bottles of soft drinks and souvenir hats.

There were pretzels, potato chips and Black Label for adults.

Our plant was gay with its decorations of Bavarian flags and multi-colored balloons.

For the record, we've worked more than 3,640,000 man-hours without a disabling injury—the best safety record of any brewery in the world belongs to the men and women of Carling Frankenmuth, who've earned it by team play every minute of the nine long years!

So on Oct. 31, at Zehnder's Hotel, the management will salute us again with a dinner dance for employees, their wives, husbands and guests. The date is easy to remember—Halloween Night—and the committee's planning something special in the way of decorations and fun. Don't miss it!

Carling Safety Dinner Dance Oct. 31 At Zehnder's Hotel!

Fun Aplenty For 700 At Plant Picnic

More than 700 of us and our families frolicked at our annual plant picnic Sept. 12 at Pine Ridge Amusement Park for a day of livin' it up and fun like you can't hardly get any more.

The kids had a real blast—pony rides, the Ferris wheel, go-karts, airplane and train rides, merry-go-round, roller coaster and miniature golf, among other features.

The day's festivities began with the annual "grudge" softball game between the Bottlers and the Brewers. It started at 10 a.m. on the Frankenmuth city diamond. The Bottlers won, 9-5, but under "protest" until next year.

AL PAVLICEK PITCHED for the Bottlers and **Bill Rauh** for the Brewers. **Ted Wescoat** was the hitting star for the bottlers, with four for five, including a home run. **Wally Weiss** was the fielding and hitting star for the Brewers.

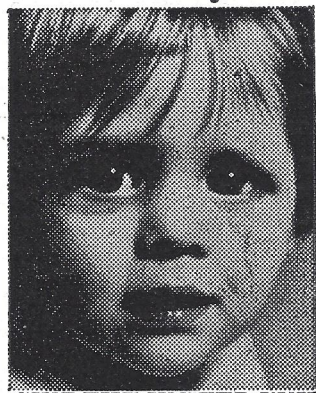
Rolly Schmunk, 14-year old son of **George Schmunk**, made the day's outstanding catch for the Brewers. He played the outfield. Umpires were **Gary Schmitzer**, Bottling Department, behind the plate, and **Frank Razinger**, assistant brewmaster, on the bases.

The horseshoe pitching contest was won by **Henry Canfield**, Bottling, who received \$9.60 and two cases of beer. **Donald Matthews**, Bottling, won \$4.80 and a case of beer for second. **Al Pavlicek** won \$1.60 for third. **Norman Baker** was in charge of the event.

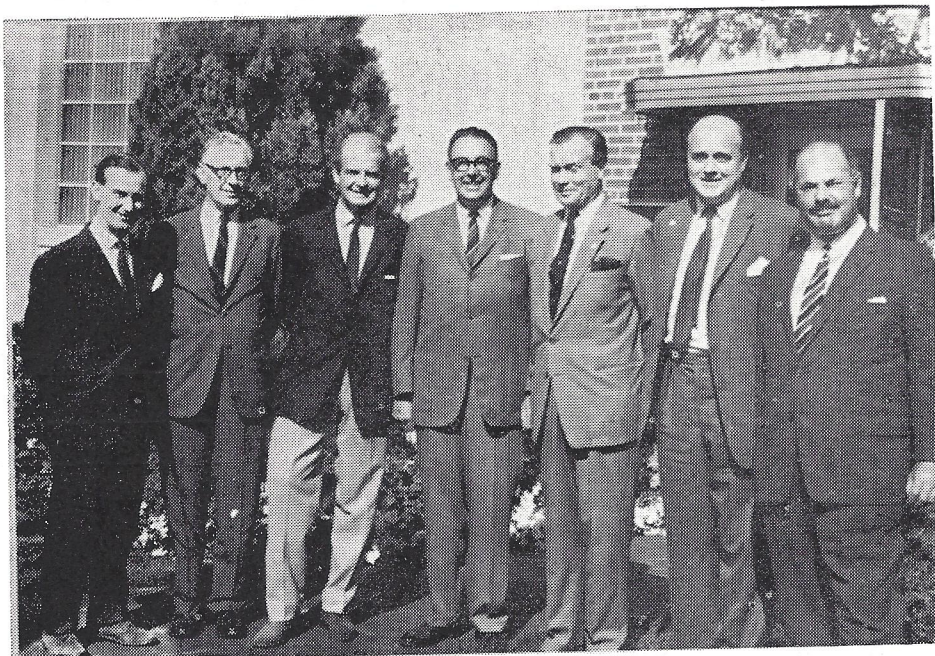
There was dancing to the sprightly melody of **Tom Wickert's** four-piece combo—a group who really belong.

The ladies enjoyed bingo and there also was a men's prize drawing.

One Gift Works Many Wonders



GIVE THE UNITED WAY



INTERESTED VISITORS—Plant Manager **L. M. Freidinger**, center, is shown with a group of officials who toured our plant and enjoyed Frankenmuth hospitality last month before the Carling World Championship golf tournament at Oakland Hills Country Club. Left to right are **Bryan Bourdillon**, Charrington United Breweries of England, sales; **Robert C. Garretson**, Carling Brewing Company executive vice-president; **Jeffrey Hales**, Charrington public relations; **Freidinger**; **Angus Charrington**, top executive of the English firm; **David Russell**, Charrington public relations, and **Andy Eastwood**, sales.

Sympathy

Our sincere sympathy is extended to **John Boesenecker**, whose father, **Herbert**, died Sept. 14 at **Saginaw Osteopathic Hospital**. He was 69. The funeral was at **St. John's Lutheran Church**, Frankenmuth. He was a **World War I** veteran and services were under auspices of **American Legion Post 150**.



If the power to do hard work is not talent, it is the best possible substitute for it.

The reason life is probably extinct on other planets is that their scientists are a little more advanced than ours.

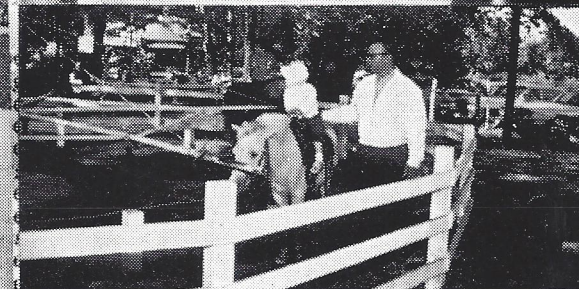
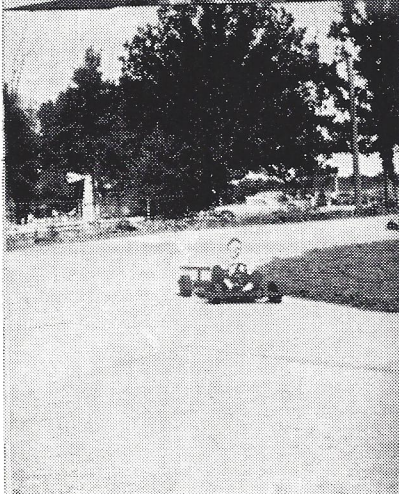
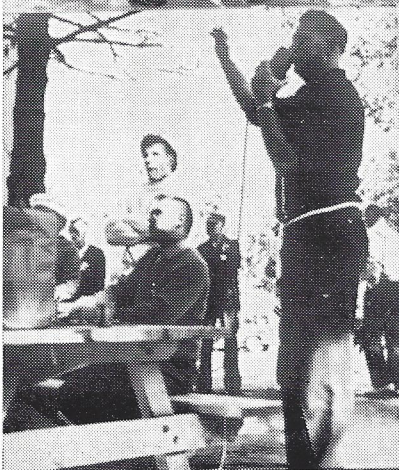
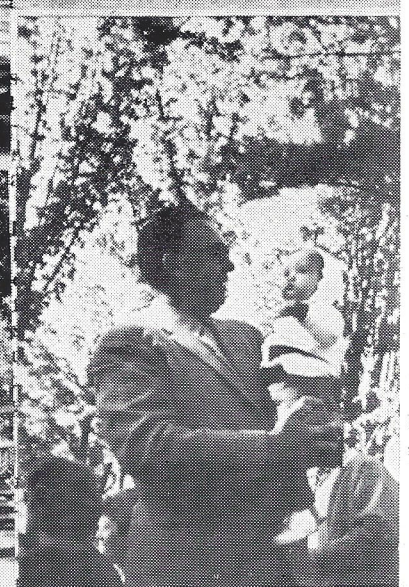
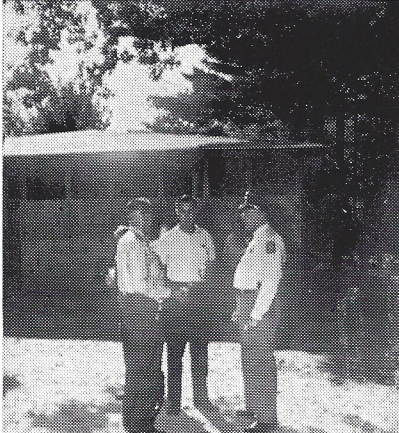
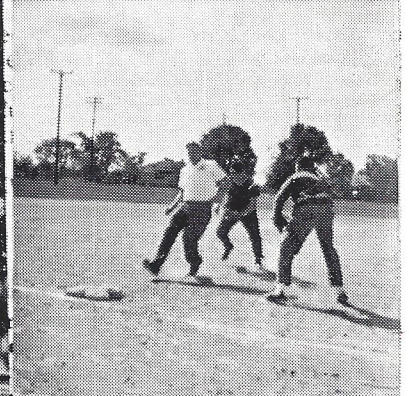
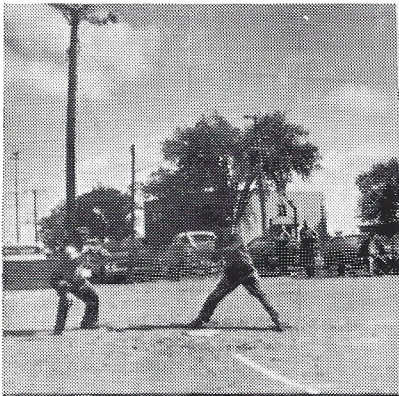


WHOOOOOPEE—OPEN HOUSE!

By the time a man gets to greener pastures, he can't climb the fence.

The guy who said there was no use crying over spilled milk probably only paid eight cents a quart.

Fun? Well Yes! Picnic Photos Tell The Story...



Small Fry, Large Fry--Everybody Had A Blast



Prizes Many At Table Play

"Bingo is correct!" and Harold (Silver) Matzke told them so at our recent plant picnic at Pine Ridge Amusement Park, with all the ladies holding forth and watching their cards as only they can.

Ladies Bingo Prizes

1. Mrs. Reinhard Ill, hassock; 2. Mrs. Jack Weirauch, Westinghouse heating pad; 3. Mrs. Harold Maurer, Arvin rocker; 4. Mrs. Al Quaderer, Thermos jug; 5. Mrs. Otto Zuellig, 1 pair torch lamp; 6. Lillian Ill, TV tray set; 7. Mrs. Alfred Bielert, 6-cup Corning ware tea pot; 8. Mrs. Edwin Rupprecht, golden foilage caddy set; 9. Mrs. Tom Edwards, Telechron clock;

10. Mrs. William Rushford, can opener; 11. Mrs. Roy Seiferlein, canister set; 12. Mrs. Wallace Riethmeier, bath scale; 13. Mrs. Ralph Eischer, beer mug; 14. Mrs. Doris Buchinger, Corning sauce pan; 15. Mrs. Howard Auernhamer, Arvin lawn chair; 16. Karen Holmer, Telechron clock; 17. Mrs. Charles Baldwin, Koch basket; 18. Mrs. Harold Bouquette, fine arts lamp; 19. Mrs. Charles Buchinger, knife & fork set;

20. Mrs. Elmer Kohlberg, Durham card table; 21. Mrs. Wallace Baum, broil Corning baker tray; 22. Mrs. Glenn Auernhammer, picnic table; 23. Mrs. Walter Lockhart, Philmor lamp; 24. Mrs. Elmer Beyerlein, Telechron clock; 25. Mrs. Charles Lindow, Westinghouse hand mixer; 26. Mrs. James Gruber, Arvin lawn chair; 27. Mrs. David Stuart, Thermos jug;

28. Mrs. Jack Zietz, Sunbeam fry pan; 29. Mrs. Fred Hauck, Libby hostess glasses; 30. Mrs. Arno Rogner, lamp; 31. Mrs. Ruben Reif, stool; 32. Mrs. Howard Stockmeyer, Philmor lamp; 33. Kay Strobel, walnut salad bowl; 34. Mrs. Wallace Weiss, Vista gift pack; 35. Mrs. Wilton Sternberg, Pepper mill; 36. Mrs. Alphonse Bishop, hair dryer (coverall).

Four Killers

Accidents are the fourth leading cause of death. Heart disease is first; cancer, second, and vascular disease, third.

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—Edward A. Wylie, left, Carling Frankenmuth Quarter Century Club recipient of the William H. Mayer Scholarship Award, is shown receiving the \$200 scholarship check from Richard Nuechterlein, club secretary. Ed will study engineering at the Michigan Technological University in Houghton. He is the son of John Wylie, Bottling Department employee.



SHUTTERBUG IN ACTION—Ralph Detloff, new official photographer for The Carling Frankenmuth News, shows how he does it. Ralph took most of the plant picnic photos in this issue.

CARLING BREWING COMPANY LOST TIME INJURY REPORT

Jan. 1, 1964 to July 31, 1964

PLANT	L.T.I.	F.R.
Cleveland	6	5.81
Belleville	3	5.99
Natick	0	0
FRANKENMUTH	0	0
Atlanta	3	13.47
Tacoma	1	3.40
Baltimore	10	32.49
All Plants - 1964	23	7.84
All Plants - 1963	32	10.94

New Brews

Aug. 23—Pamela Ann, to Mr. and Mrs. John Boesenecker, Brewing Department.

Aug. 25—Amy Beth, to Mr. and Mrs. James Gruber, Bottling Department. She weighed 6 pounds 15 ounces.

Aug. 26—Peter Andrew, to Mr. and Mrs. Ruben Reif, Brewing Department.

Sept. 4—William Scott, to Mr. and Mrs. William Matthews, Brewing Department.

Sept. 8—Derrick Wade, to Mr. and Mrs. Thomas Keinath, Brewing Department.

'Doc' Pagels Honored Twice

Lawrence (Doc) Pagels, accounts payable, on Sept. 16 received his 20-year service award and a long handshake from Plant Manager L. M. Freidinger.

Incidentally, Doc has won even more honors lately. He placed second at the Saginaw Fair for his collection of old and rare coins in a special exhibit.

Carling Tourney Great Success

It's nice to work for a company which goes first class — and Carling Brewing Company proved it again in sponsoring the successful Carling World Championship tournament last month at Oakland Hills Country Club, near Detroit.

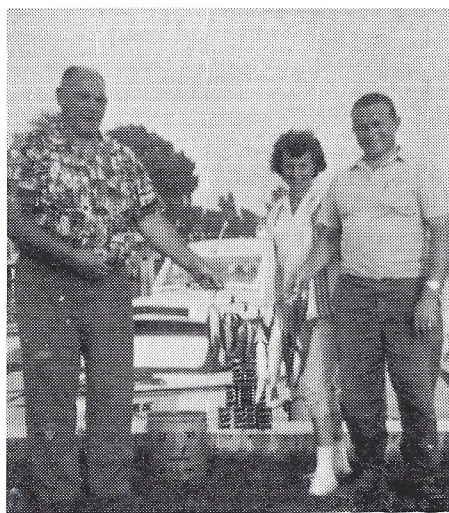
The tournament was a thriller all the way—right down to the \$35,000 clutch putt made by Bobby Nichols of Louisville, with the biggest "tiger" of them all breathing right down his neck—Arnold Palmer, the muscle-man from Latrobe, Pa. Palmer finished second and pocketed \$17,000.

Gary Player of South Africa placed third \$8,500—more than first prize money in most other tournaments.

The Carling tournament, which attracted top golfers from all over the world, had a \$200,000 total purse—largest in the history of golf.

The television time for this tournament was more than any other previous golf tournament and received lavish attention from the press and radio.

Among national magazines which used spreads on the Carling World Golf Championship were Golf Digest and Sports Illustrated. Additional national news print exposure came to Carling in the form of a Time magazine article on the continuous brewing process as is being done in our Fort Worth, Texas, plant.



GOOD FISHIN'—Mr. and Mrs. Henry Bender, Jr., Bottling Department, are shown with Elmer Sahrow on a recent fishing trip at Lake St. Clair. This photograph was taken by Mrs. Sahrow. They caught 75 nice perch and a pickerel fishing three miles out. Sahrow, better known as "Dick" to our employees, is a transport driver for our Carling distributor in Mt. Clemens.



FOR THE YOUNG AND OLD—Our recent safety victory open house was enjoyed as much by the grandmas and grandpas as by the children. This scene was in our club rooms, with safety plaques and trophies in the background.

Lucky Fellows

Profits of our Quarter Century Club men's prize drawing at the plant picnic will be diverted to the William H. Mayer Scholarship Fund.

These were the picnic drawing prize-winners.

1st, RCA Portable TV with stand, Edwin Rodammer; 2nd, Char-Broil grill with spit, Stan Fischer; 3rd, Lawn Flite Mower, Helmuth Bierlein; 4th, Card table with 4 chairs, Marcelle Rupprecht; 5th, Presto Coffee Maker, Dave Cooper; 6th, RCA Clock Radio, Fritz Hill; 7th, Samsonite 2 Suiter, Elmer Beyerlein; 8th, Presto Hair Dryer, Bernie Schubert; 9th, Chaise Lounge, Mrs. Harold Matzke; 10th, RCA Clock Radio, Kurt Weiss; 11th, Folding Arm Chair, Charles Buchinger; 12th, Transistor Radio, Edna Lamph; 13th, Lady Sunbeam Shavemaster, Tom Johnson; 14th, Dozen golf balls, Donna Seeber; 15th, Samsonite Beauty Case, Charles Nuechterlein; 16th, Folding Arm Chair, Hilbert Herzog; 17th, Lady Sunbeam Shavemaster, Agnes Nuechterlein.

Teachers Tour

Fifty-five teachers from the Frankenthum public school and St. Lorenz Lutheran School visited us Sept. 4 on the annual Business-Education Day. After a tour of the brewery, they enjoyed a fine buffet luncheon in our club room. They were welcomed by Plant Manager L. M. Freidinger. Richard Ziehmer, superintendent of the public school, and Walter Bleke, St. Lorenz principal, spoke briefly.

Safety Slogan

"SAFETY IS JUST PEOPLE HELPING PEOPLE" is our September safety slogan, which calls to mind the cooperation all of us here have shown in building our world safety record in the brewing industry.

August safety slogan winners who received gift certificates from Leslie Hardware were: Mrs. Howard Auernhamer, Mrs. Walter Schrader, Mrs. William Rushford, Mrs. Austin Meader, Mrs. Harold Weber, Ronald Pavlicek, Mrs. Ralph Poellet, Donald Quaderer, Otto Zuellig, Jr., Mrs. Alfred cShmitzer and Mrs. Anton Kern.

Prosit!

Twenty-five of our friends and co-workers will celebrate birthday anniversaries in October.

Here's the "happy birthday" order: Oct. 1 -- Arthur Trumble, Wilma Hillis; 3 -- Ralph Detloff, Carl Buetow, William Rauh; 5 -- Ellsworth Doud, Harvey Bierlein, Herbert A. Beyerlein; 6 -- Howard Dietzel, Arthur Gendron, Arno Rogner; 9 -- Fritz Pursche; 10 -- Marvin Bickel, Frank Razing; 11 -- John Wylie; 13 -- Herman Matzke; 14 -- Clarence Krick; 21 -- Marcus Bender; 22 -- Ralph Woodhull, Jr.; 24 -- Howard Bierlein; 25 -- Fred Bickel, Peter Greenia; 29 -- James Sahr; 31 -- David Zwerk.

Artist's model: A girl who works only when her boss is looking.