

CARLING

# FRANKENMUTH NEWS



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

Volume 3, No. 39

September-October, 1962



**CLEVELAND VISITORS**--Four Carling executives from Cleveland were among honored guests at the safety victory dinner at Zehnder's Hotel. Left to right, T. Peirce Hunter, Carling director of public relations; Fred Hovey, vice-president of production; L. M. Freidinger, our plant manager and regional vice-president; H. T. Russell, Carling executive vice-president; Michael Aicher, director of employee relations for the U.S. Brewing Association; Frank Parker, president of the Michigan Brewers Association; E. S. Bohlin, Carling director of employee relations, and Herbert Naegle, our safety and personnel director.

## 8 Years In Row Is Our Goal Now !

The Carling Frankenmuth plant's heralded Safety Express is rolling confidently ahead toward its 1963 destination — the eighth consecutive year of operation without a disabling injury.

Rejoicing at completion on Sept. 8 of the seventh straight year without a disabling injury, Frankenmuth plant workers and their wives and guests were honored by the Carling management Oct. 6 at a safety victory dinner at Zehnder's Hotel.

The dinner's appropriate theme was "Let's make it eight years in a row!"

H. T. Russel, executive vice president, headed a Carling executive delegation from Cleveland.

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**TWISTIN' THE TWIST!**--As this scene shows, dancing The Twist was one of the attractions at our safety dinner dance. As far as we know, none of the twisters dislocated anything.



**PRAISES TEAMWORK**--Les Freidinger, our plant manager and regional vice-president, told us each worker was responsible for the seven-year safety record. It has been a story of teamwork, he said.



## (Safety Dinner)

Mr. Russell's remarks were warm with praise and admiration for the teamwork story reflected in our plant's safety record, outstanding in the brewing industry and in other manufacturing lines.

"In my daily chores, I get around a good deal," he said. "It's seldom that anybody fails to mention this safety record of the Frankenmuth plant — not only in our company, but elsewhere in the industry. This is becoming a Frankenmuth legend."

He said our plant's safety record and attendant publicity as a good and safe place to work is an example of having "consumers think kindly of Carling".

"What you are doing and have done," he concluded, "is terribly important to us and to you."

Mr. Russell also conveyed the congratulations of Ian E. Dowie, Carling president, who was unable to attend.

Also present from Cleveland were Fred Hovey, Carling vice-president of production; E. S. Bohlin, director of industrial relations, and T. Peirce Hunter, director of public relations.

Frank Parker, president of the Michigan Brewers Association, was toastmaster.

"From now on," said Michael Aicher, director of employee relations for the U.S. Brewers Association, "anybody who talks about the beer business and preventing accident injuries, will have to talk about Carling and its plant in Frankenmuth."

L. M. Freidinger, our plant's general manager and regional vice-president, praised us for what he called a team effort.

"Each one of you has been responsible for this safety record," he said, "it's the work of every single one of you."

Les presented Herbert Naegele, plant safety and personnel director, with a leather-bound volume of letters and telegrams lauding our plant's safety triumph.

Praise also came from Harold Bondy, business agent of Local 212, Brewery Workers Union; Frankenmuth City Manager Herbert L. Keinath; Harrison T. Price, president of the Greater Saginaw Safety Council, and Jack C. Welch, representative of Aetna Casualty & Surety Co.

"You have made Frankenmuth a safer place in which to work, live and play," City Manager Keinath assured us. "The City of Frankenmuth is ever ready to work with Carling in every way we can. It always has been a pleasure to work with Carling."

A man was operating a manual rotisserie on his lawn, turning the crank round and round, barbecuing a chicken. A beatnik watching from the sidewalk, could contain himself no longer. "I don't want to bug ya, dad—but your music's stopped and your monkey's on fire."



**HOWARD BUZZARD HONORER** -- Howard Buzzard, center, Bottling employee who retired recently after 13 years of service in our plant, holds a gold gift watch presented him by L. M. Freidinger, right, plant manager. At left is George Schmunk, president of Local Union 212, with a citation testifying to Howard's valued services during his years with us. The presentations were made at our annual employees' family picnic.

## Our Plant Hosts League Golfers

The Frankenmuth Golf League ended its 1962 season recently, with members adjourning after the annual tournament to enjoy a banquet in our plant's club room.

Herb Naegele won the tournament, knocking in some fancy putts and hitting the ball for good distance off the tee. Team low with handicap was won by Lawrence (Doc) Pagels and Chuck Elbers. The prize for closest to the pin on No. 3 hole went to John Wylie. Lee Keinath won a prize for the longest drive off No. 1 tee.

Bill Fox was elected League president for 1963. Bill Bornemisza was reelected secretary. Arnold Bernthal is the new treasurer.

In seasonal prizes awarded, Ralph Detloff and Bill Bornemisza won league championship. Doc Pagels and Chuck Elbers won the team low with handicap.



**FRANKENMUTH GOLF LEAGUE CHAMPS**—Ed Keinath, left, president of the Frankenmuth City Golf League, presents Herb Naegele with the annual tournament trophy he won. Next to him, left to right, are Ralph Detloff and Bill Bornemisza, assistant chemist and chemist, respectively, who were city doubles champions.

## Slogan Winners

Safe conditions are good, but safe men are better!

That was our September safety slogan -- appropriate and right on the money.

Winners in our plant's August safety slogan contest, each of whom received a Leslie Hardware gift certificate, are: Albert Warnemuende, Earl Kime, Robert Williams, Alphonse Bishop, Raymond Loesel, Mrs. Arnold Allen, Mrs. Alfred Schmitzer, Mrs. Anton Kern, Mrs. Ronald Krick, Mrs. Alfred Hastedt, Mrs. Ellsworth Doud and Mrs. Charley Winkler.

The most destructive acid in the world is found in a sour disposition.

Indian Chief to this tribe: "Soon this land will be ours again. Palefaces go to moon."



# Picnic A Ball - Photos To Prove It!

On an ideal day for outdoor fun, Carling Frankenmuth's annual employees' family picnic took place Sept. 8 at the Pine Ridge Amusement Park with more than 600 adults and children in attendance.

The occasion was significant as enjoyable, because it marked our plant's seventh consecutive year of operation without a disabling injury.

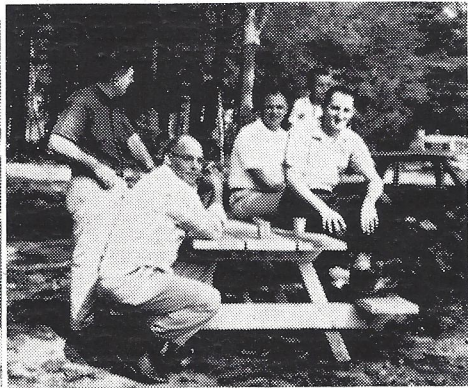
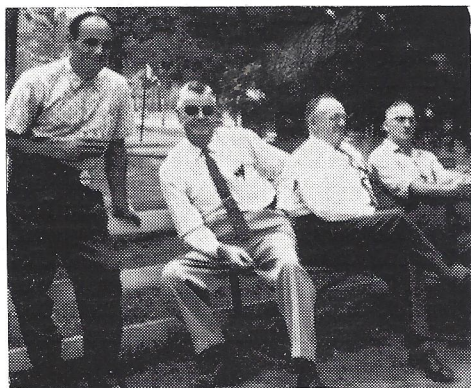
There were free entertainment rides, hot dogs and ice cream for the children and Carling Black Label, soft drinks and other refreshments for the adults.

A highlight of the day was the presentation by Plant Manager Les Freidinger and George Schmunk, president of Local Union 212, of an engraved gold watch and scroll to Howard J. Buzzard, Bottling Department, who retired last July 4. The scroll was signed by all employees.

The Brewers won the annual "grudge" blooper ball game from the Bottlers, 21 to 10, amid shouts of laughter.

Ron Pavliceck, Bottling Department, won the horseshoe tournament. Don Matthews, also of the Bottling Department, was second.

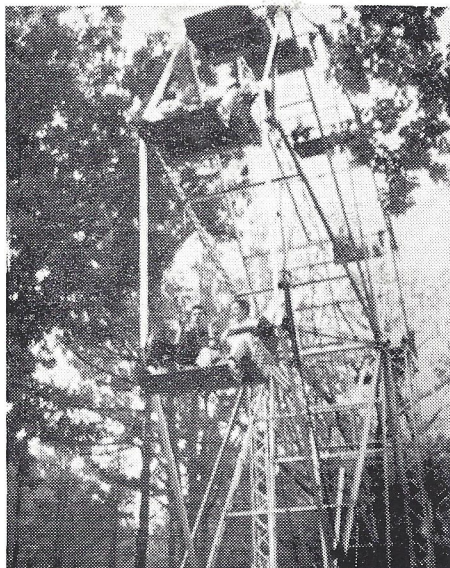
Quarter Century Club prizes were awarded as follows: Mike Lis, Carling retiree, the television set; Gail Riethmeier, an automatic shotgun; Cynthia Riethmeier, clock radio; Helmuth Bierlein of Vassar, boy's bicycle; Tom Dorcey, automatic rifle, and Wallace Ranke of Caro, Transistor radio.



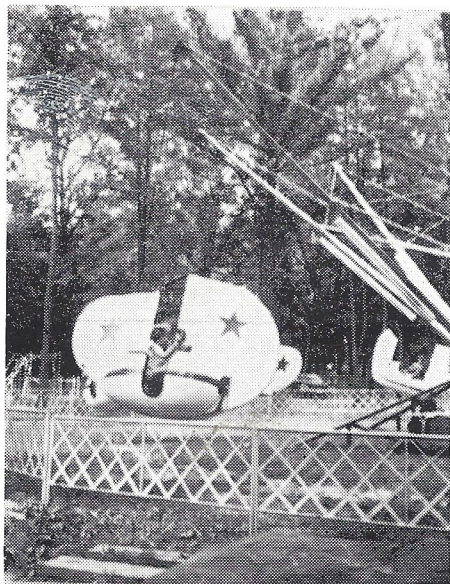
(MORE PICNIC SCENES ON NEXT PAGE)



## Picnic Fun



**HAIL THE CHAMP! --** Wally Riethmeier, left foreground, accepts our plant's golf tournament championship trophy from Harold Matzke. The tournament is one of our popular sports features. Everybody's looking forward to next year's competition. Wally says he can do it again.



## Riethmeier Golf Tourney Champ

First place in our plant's annual handicap golf tournament played Sept. 29 at the Green Acres course went to Wally Riethmeier, comptroller, who not only took the trophy but \$15 in prize money.

Galen Ferguson, Bottling Department, was a runnerup for a \$7 prize. Third place and \$4 was won by Gene Kern, Cellar Department.

Other prizewinners, each of whom received \$5, were Ralph Eischer, Bottling Department, for the longest drive off the first tee; Bill Bornemisza, chemist, closest to pin on No. 3 hole; Elton Jacobson, Bottling Department, fewest putts for the round, and Les Freidinger, low actual score with an 87.

## Prosit!

October is the birthday month for 23 of our co-workers and friends here.

Carling joins with you in wishing them best birthday greetings in this order: Oct. 1 - Arthur Trumble and Wilma Hillis; 3d - Carl Buetow, William Rauh and Ralph Poellet; 5th - Ellsworth Doud, Harvey Bierlein and Herbert A. Beyerlein; 6th - Howard Dietzel, Arthur Gendron and Arno Rogner; 9th - Fritz Pursche; 10th - Marvin Bickel; 11th - John Wylie and Ralph Detloff; 14th - Clarence Krick; 21st - Marcus Bender; 22nd - Ralph Woodhull, Jr.; 24th - Howard Bierlein; 25th - Fred Bickel and Peter Greenia; 29th - James Sahr; 31st - David Zwerk.

November birthdays will occur in this order: Nov. 3 - Norman Matzke; 10th - Lawrence Merten; 11th - Earl Kime; 14th - Selwyn Stuart and Bernadine Krick; 15th - Wm. Daniels; 18th - John Boesenecker; 19th - William Matthews and Ludwig Riess; 20th - William Bierlein; 22nd - Melvin Hecht; 23rd - Gerhard Hetzner; 24th - Lucien Pol, Jr.; 25th - Robert Breiler; 27th - Willis Veitengruber and Franklin Hill; 28th - Robert Buchinger and Carl Schneirla.

## Safety Slogan

**Safety Work Promotes Teamwork!**

That's our October safety slogan — one we've lived with the past seven years to earn our safety record, incidentally.

September slogan winners who received gift certificates from Oscar Rau Electric were: Mrs. Melna Bergman, Richard Johnson, John Bechanko, Howard Dietzel, Edwin Rodammer, Elmer Poellet, James Gruber, Leon Bell, Rudolf Jordan, Richmond Hart and Fred Beyerlein.

## Carlingettes

Mr. and Mrs. Galen Ferguson, Bottling Department, have a fine new daughter, Susan Marie. She was born Sept. 29 and weighed 7 pounds and 10 ounces.

Mr. and Mrs. Glenn Spiekermann, Bottling Department, are all smiles about their new daughter, Mary. She was born Oct. 3 and weighed 8 pounds and 9 ounces.

Mr. and Mrs. Charles Lindow, Bottling Department, are proud parents of a new daughter, Lori Ann. She was born Aug. 29.



## Interested Visitors

# Hundreds Toured Plant Last Month

September was a busy month for tours at our plant and the visitors came from many walks of life.

While the Michigan Table-Top Congress was having its large convention in Saginaw recently, the ladies enjoyed a tour of our plant and afterward enjoyed a fine buffet luncheon served by Edwin Zehnder, Zehnder Hotel manager.

Our plant's club room was decorated in a Beer Stube theme for the event. Plant Manager L. M. Freidinger was host to the group, who were toured through the plant by Herbert Naegele and Richard Nuechterlein. The tour was arranged on request of Mrs. Charles Adams, wife of the owner of the Red Horse Tavern in Saginaw.

Another large plant tour of 100 persons was for members of the Saginaw Labor Council (AFL-CIO). It was arranged by Max Erndt, Engineering Department, a Council delegate from our local union.

The Tri-City Industrial Nurses Assn. also visited our plant last month in a tour arranged by Mrs. Newkirk, registered nurse at the Lufkin Rule Co., Saginaw.

Units from the Pleasant Hours Club of Deaborn, an organization for retirees, visited us in three separate tours on Sept. 11, 18 and 20.

Earlier in the month, 80 softball players from Seide Distributing Co., Carling's Flint distributor, enjoyed viewing our plant's facilities.

## Teachers View Plant

Sixty public and parochial school teachers toured our plant recently in the annual Business-Education event at the start of the new school year.

They viewed our new facilities, then enjoyed a buffet luncheon here. The group was headed by Richard Ziehmer, public schools superintendent, and Walter Bleke, St. Lorenz Lutheran School principal, who spoke briefly.

The visitors were welcomed by Plant Manager L. M. Freidinger, who gave them pertinent information and statistics about our plant. They were interested to learn from him that 20 students and teachers worked in our plant during the summer.



**TABLE TOP VISITORS**--This group of ladies visited our plant recently while the Michigan Table-Top Congress was having its convention in Saginaw. After their plant tour they enjoyed a buffet luncheon at Zehnder's Hotel. In the back row are Plant Manager Les Freidinger and Ed Zehnder, who donned his Bavarian Festival garb for the occasion.



**SHADES OF THE ROARING '20'S** -- The Model A Restorers Club of Detroit came to Frankenmuth recently for their sixth annual old-car rally and outing here. As usual, they visited our plant, although their dinner meeting was at Zehnder's Hotel.

One of the chuffing and snorting oldtimers in the 60-car motorcade was a 1928 Model A fire truck owned by the Columbiaville Fire Department. After the club's dinner, the Detroiters frolicked to the music of Jamiel Coe's twist band.

George DeAngilis, club president, is shown presenting a six-pack of Carling Black Label to Mr. and Mrs. Robert Fraser. Left to right from Mrs. Fraser are Chuck Armstrong and Frank Matin of Saginaw, who were on the arrangements committee.

## 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



## Open House Attracts 2,500 For Plant Debut

About 2,500 Carling Frankenmuth employees, their families and community residents thronged our plant Sept. 10 to help celebrate our seventh consecutive year of operation without a disabling injury, and to view our plant's glistening new facilities second to none in the brewing industry.

There were free balloons, hats, ice cream bars and lemonade for the children and Black Label, pretzels and potato chips for adults.

Visitors included safety personnel and officials from industrial plants in Saginaw, Flint and Bay City.

It was the first major public open house for inspection of the many important features of our \$5.5 million expansion which has moved us even farther in the forefront of the brewing industry.

The most combustible wood is a chip on the shoulder. —Denver Post.

Charm: the ability to make someone else think that both of you are pretty wonderful.



**WHERE DAD WORKS**--Robert Breiler, Bottling Department, is shown with his children at our recent open house. As you can see, they were bright-eyed and interested at Dad's place of work, with its gleaming new machinery and other facilities second to none in the industry.



**HELPING US CELEBRATE**--Boys and Girls were everywhere in evidence at the plant open house. Everybody wore a safety victory hat and enjoyed ice cream bars, lemonade and other refreshments. Not everybody made it home with his balloon in one piece. Now we're looking forward to eight years in a row without a disabling injury!

## Three From Our Plant Join Air Pilgrimage

In next month's issue, we hope to have a report for you of some of the interesting experiences and observations of three Carling employees and their wives who joined the Frankenmuth pilgrimage to Germany.

They are Matthew Szymanski, bottling maintenance superintendent; Elmer Beyerlein, Engineering Department, and his brother, Herbert F. Beyerlein, Brewing Department.

The three couples left with the Frankenmuth group Sept. 18 from Detroit's Metropolitan Airport aboard a jetliner. Their trip took them to Neuendettelsau, where they attended services in the "mother" church of Frankenmuth's St. Lorenz Lutheran Church, Munich and Gunzenhausen, Frankenmuth's "sister" city, among other scenic and historic points of interest.

The travelers took with them two cases of Carling Black Label to show friends and relatives in Germany how a quality American brew tastes.

## Flu Warning

This winter another wide-spread incidence of Asian flu is expected by the U.S. Public Health Service, and its word to the wise is "get your preventive shots". Strongly urged to do so are persons 45 years of age or older, pregnant women, people with chronic ailments and those in key occupations.