

CARLING

# FRANKENMUTH NEWS



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

Vol. 3. No. 26

April, 1961



**HERE'S A GOOD GROUP!**—Plant Manager L. M. (Les) Freidinger had a hearty handshake and a handsome gift watch for Norman Matzke, second from left, of the Bottling Department, and these other two Carling veterans at the recent Carling Quarter Century Club dinner at the Bavarian Inn. At the left is Ludwig Riess, also Bottling Department, and E. Jack Price, brewmaster, at the right. The three are newest members of the club.

## Our New Quarter Century Club Establishes Scholarship Fund

Our newly-organized Quarter Century Club has decided to establish a scholarship for the 1962-63 school year for the educational benefit of deserving sons and daughters of employees of our Carling Frankenmuth plant.

It will be called the William H. Mayer Scholarship in honor of William H. Mayer, first deceased member of the Quarter Century Club. A total of \$200 will be set aside each year for the scholarship for use of boys and girls between 17 and 25 years old.

The scholarship will be administered by a three-man committee. The money may be used by scholarship recipients toward educational expenses in colleges and universities of recognized merit.

At the Quarter Century Club's first

meeting members voluntarily contributed \$50.50 toward starting the scholarship fund. Application information will be made available to all employees through the plant bulletin boards.

Our plant's Quarter Century Club, by its generous and thoughtful action, may inspire other industrial plant organizations for veteran employees to take similar action to help deserving young men and women get college educations.

Clarence Rupprecht, Quality Control, was elected president of the club at its first meeting. Other officers are: Treasurer, Ernie Gauderer, Brewing Department; secretary, Herbert Naegele, personnel and safety director.

George Schmunk, Brewing Department  
(Continued on page 2)

## Full Speed Ahead For Our Team!

Full speed ahead for the Carling Frankenmuth Express and its cargo of bright promise for future triumphs!

The past two weeks have been notable for two major events -- signing on Saturday, April 7, of a new three-year contract with Local 212, International Brewery Workers, and announcement that construction will start soon on the first phase of our plant's \$5.5 million expansion program.

Plant Manager Les Freidinger said bids are being advertised for construction of an 81,000 square foot addition on the south side of our plant. Contracts will be awarded as speedily as possible so the addition can be near completion in November, as planned.

By April, 1962, a new high-speed bottling line will be in operation and improved warehouse and shipping facilities will be in use. By June, 1963, a total of 47,000 square feet of additional warehouse shipping facilities will be built.

Now this message from Les Freidinger.

"I'm sincerely grateful for all the good cooperation we've had here in the past and the teamwork which has marked every step of our progress in both general efficiency and safety excellence.

"As we approach the first step of our plant's expansion, I hope all of us will recognize the need to be tolerant of temporary inconveniences which may be caused during the building process and as we tie into the new operations.

"In the new building program, we all must take every possible precaution to assure the continued excellence and purity of our product which simply means we are protecting our sales and our job security. Let's also take extra care during the building and production change-over to keep our safety record intact. Let's make it six years in a row without a disabling injury accident."



## People In The News

### (Proud Parents Division)

March 25 - Daughter, Mary Sue, to Mr. and Mrs. Ronald Krick. Mary Sue weighed 7 pounds, 7 ounces.

March 31 - Son, Anthony James, to Mr. and Mrs. Robert Buchinger.

April 2 - Daughter, Carrie Parise, to Mr. and Mrs. Stanley Boroski.

April 5 - Daughter to William and Melna Bergman. Melna, who works in the Sales Department, now has two daughters and four sons.

### SERVICE AWARD WINNERS

March 1 - Ira Matthews, Bottling Department, 10 years; April 14 - Fred Bickel, Engineering Department, 15 years; April 18 - Ottomar Rupprecht, Bottling Department, 20 years; April 20 - Elmer Janson, Bottling Department, 5 years.

### SENIOR CITIZENS TOUR

The Senior Citizen's Club of Detroit, South Macomb branch, toured our plant April 13. There were about 20 visitors in the group, all over 65 years old. The Club meets weekly at a YMCA in East Detroit. Martin C. Grueber is their president.

## Scholarship Fund

(Continued from page 1)

ment, was named chairman of the project committee, assisted by Walter Knieling and Norman Baker, Bottling Department. The health and welfare committee consists of Albert Warnemuende, Bottling Department, and Otto Frank, Sr., Spent Grain Department.

Officers will serve two-year terms.

Here is the complete Carling Frankenmuth Quarter Century Club membership and seniority record: Otto Frank, Sr., 33 years; Clarence Reif, 33 years; Clarence Rupprecht, 31 years; Domineco Albera, 28 years; Herbert Naegele, 28 years; Wallace Baum, 28 years; Ernie Gauderer, 27 years; Walter Knieling, 27 years; Norman Baker, 27 years; Ludwig Trinklein, 26 years; George Schmunk, 26 years; Albert Warnemuende, 26 years; E. Jack Price, 25 years; Norman Matzke, 25 years; Ludwig Riess, 25

## Our Sympathy

Our deep sympathy is extended to Albert Warnemuende, whose mother died April 12 at her home in Saginaw. She was 78 years old and leaves five sons and eight daughters.

## 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



**WE'RE PILING 'EM UP!**—We've acquired more safety honors as this photo shows. At left, Plant Manager L. M. Freidinger holds the United States Brewers Association's first place award for Group A. Center, Safety Director Herb Naegele accepts from Kenneth J. Melville, Greater Saginaw Safety Council's executive secretary, the National Safety Council's Award of Merit which our plant has won for the fifth consecutive year. At Melville's right is Preston Pelkey, co-chairman of the Greater Saginaw Safety Council's industrial division, holding the National Safety Council's first place award in the food and beverage section. Your cooperation and alertness have contributed to one of the nation's finest industrial safety records -- five years and seven months without a disabling injury accident. Let's make it six years!



**TWO BUNDLES OF JOY**—Mr. and Mrs. Robert Breiler, Bottling Department, had a pleasant surprise April 10 when Mr. Stork brought them these twin daughters - Sharon Kay and Karen Ann, who weighed 5 pounds, 6 ounces, and 4 pounds, 13 ounces, respectively. Besides the new twins, the Breilers have two sons, Ronald and Frederick, and two other daughters, Linda and Sally.

## Photo Contest Soon

The United States Brewers Association will conduct a national photographic contest built around the theme "Beer and Relaxed Enjoyment". It will begin May 1 and continue through July 31. Seventy-five prizes totaling \$5,000 in value will be awarded contestants taking photographs which best illustrate and most graphically depict the role of beer in making modern living more enjoyable.

Any of our plant's employees, or members of their families, desiring to enter may submit contest photos to our Personnel Department.

## Safety Slogan Prizes For 23 Contestants

There were 12 winners in our February Telephone Safety Slogan contest and 12 in the March competition.

February winners, each of whom received a \$5 gift certificate from Oscar Rau Electric, were:

Fred Hauck, Jr., Roy Petzold, Mrs. Harold Shook, Clarence Krick, Frieda Cook, Mrs. Harold Matzke, Mrs. Gary Schmitzer, Mrs. Wilmer Brechtelsbauer, Mrs. Henry Bender, Jr., Mrs. Clarence Reif, D. George Bass and Mrs. Peter Greenia.

Our March safety slogan was, "Safety Is Your Business -- Use It!"

Winners in the March contest, each receiving a gift certificate from the Frankenmuth Woolen Mills, were: Carl Schneirla, Martha Poellet, James Sahr, Lucille Woern, Otto Zuellig, Jr., George Schmunk, Mrs. Clifford Hecht, Clifford Stockmeyer, Ira Matthews, Mrs. Fred Hauck, Sr., Ralph Poellet and Otto Koester.

Our April safety slogan is "TODAY IS THE DAY TO PREVENT ACCIDENTS -- NOT TOMORROW".

## Carling Safety League

(Jan. 1 through Feb. 28, 1961)

	*L.T.I.	*F.R.	*S.R.
Cleveland	3	18.15	314.64
Belleville	0	0	0
Natick	0	0	0
Frankenmuth	0	0	0
Atlanta	0	0	0
Tacoma	0	0	0

\* Lost Time Injuries

\* Frequency Rate

\* Severity Rate



# New Carling Plant Set For Debut

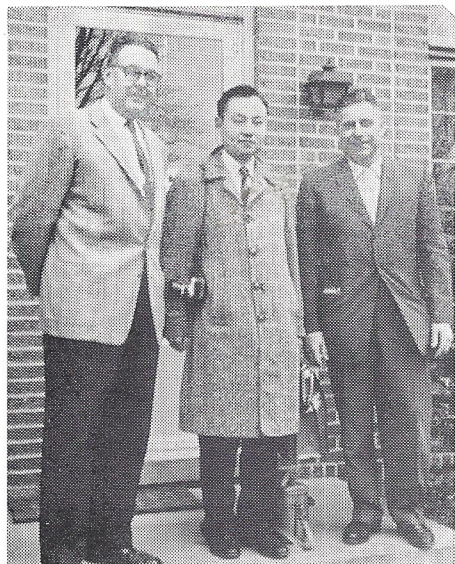
Carling Brewing Company will formally open its handsome \$16,000,000 Baltimore plant - the newest and most modern brewery in the world - on May 16. It is the first new brewing plant built in Maryland in more than half a century.

Comprising six integrated buildings on the Baltimore Beltway, near Lansdowne, just outside the city, the new facility will have a capacity of 800,000 barrels a year.

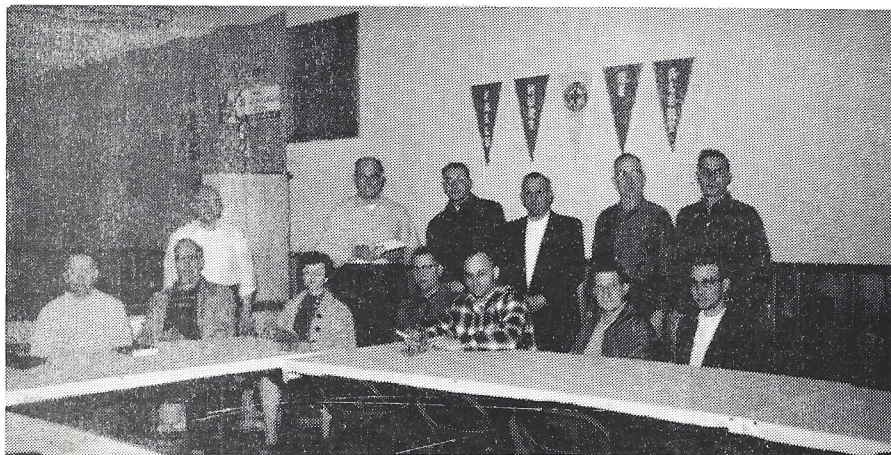
Third largest of the seven Carling plants, it is situated on a 40 acre tract. Its buildings provide 520,000 square feet of floor space and are constructed to provide for easy future expansion. Eighteen months were required from ground-breaking to the start of production of Black Label Beer and Red Cap Ale.

Baltimoreans predict that the structure, which required far more than a million beige, charcoal gray, and common brick, will be considered a show-place among industrial establishments in the Baltimore area. Great lawns will spread across the front of the offices, brewhouse, and the main plant entrance. Shrubs, flowers, and trees will dot the greensward, which will stretch fully two city blocks back from the Beltway.

Its five-story, gray brick brewhouse, faced on two sides with the Carling symbol, dominates the structure and may be seen from better than a mile away.



**JAPANESE BREWERY OFFICIAL VISITS HERE**—Plant Manager L. M. Freidinger, left, and Personnel Director Herb Naegele are shown with a recent visitor whose home and job are in Japan. He is Hirofumi Matusaki of the Personnel and Sales Department of Kirin Brewing Co., LTD, Tokyo, Japan. He was much interested in the way we made Carling Black Label Beer and Red Cap Ale and took many photographs, Matusaki currently is attending Michigan State University and seeks a master's degree in marketing.



**LEARNING MORE ABOUT FIRST AID**—This is part of the group of our employees and Frankenmuth volunteer firemen who recently began a five-week first aid course conducted in our office basement by Willis Leach, Red Cross instructor.

Seated, left to right, are: Helmuth Conzelmann, fireman; Orlando Chase, fireman; Frieda Cook, Bottlehouse; David Zwerk, Bottlehouse; Herbert F. Beyerlein, Brewhouse; Howard Dietzel, Bottlehouse; Frank Beach, Brewhouse.

Standing, left to right: Fred Hubinger, fireman; Leach; Willis Veitengruber, Engineering Department; Edwin Rodammer, Engineering; Ellsworth Doud, Engineering, and Peter Arnold, Brewhouse.

Missing from this photo, but enrolled in the course, are Gary Schmitzer, Bottlehouse, and William Rauh, Cellar Department, and Martin Galsterer, Gilbert Weiss, Harold Daenzer, Duane Bierlein and Donald Boesenecker, all firemen.

## Freidinger Addresses Student Group

Plant Manager Les Freidinger recently addressed 12th grade economics students of Frankenmuth High School on the subject, "Management's Views On Labor Negotiations".

The class, taught by Alfred Zink, also had heard a labor union representative present labor convictions.

Les Freidinger said he was surprised at the keen interest of students and their intelligent questions. He appeared on invitation of School Supt. Richard Ziehmer, who told Les how much his talk was appreciated and the educational value of such first-hand information.



**FLEET'S IN**—Our plant was host again recently to a group of Navy men -- the crew, officers and some of the wives of the new guided-missile destroyer, USS Lynde McCormick, under construction at the Defoe shipyard in Bay City. The McCormick is the second of four guided-missile destroyers, largest warships ever built on the Great Lakes, under construction in Bay City. Their tour of our plant was arranged by Bill and Cynthia Meary, Bay City bar owners and valued Carling customers and friends. Herb Naegele and Doc Pagels, first row center, helped with the tour.



## USBA Offers Popular TV Show

The United States Brewers Association's third television edition of "Summer on Ice" will be seen in color on Tuesday, June 6, at 10 p.m. (EDT) over NBC-TV, with Peter Lawford as host and glamorous Peggy Lee as singing star. The fabulous Ice Capades, with new routines and costuming, again will be featured in the 1961 version, headlining Ronnie Robertson, the amazing spin skater, as well as other stars from its two companies which have played to millions in arenas across the country. Completing the all-star variety show will be the Kirby Stone Four, whose inspired antics have earned them headline spots in top night clubs and on TV. "Summer on Ice - 1961" will be the sixth TV spectacular sponsored by the USBA. Another TV special is scheduled for August.

## 'Happy Birthday' Time For Them

Twenty of our friends and co-workers have celebrated or will celebrate birthday anniversaries this month.

Here they are, all a year older and wiser: April 1st - Melvin Rupprecht; 2nd - Roy Petzold and Wallace Weiss; 5th - Edward Johnson; 7th - Elmer Keinath; 9th - Harold Jekel; 10th, Walter Fuhrmann; 11th - Eugene Kern; 14th - Matthew Szymanski; 15th - Robert Williams; 16th - Ronald Pavlicek and Clarence Rupprecht; 17th - Lucille Woern; 20th - Harold Stockwell and Donald Quaderer; 21st - Otto Bielert; 22nd - Walter Knieling; 25th - Arnold Keinath; 26th - Alphonse Bishop; 30th - Edwin Rupprecht.

## Higgins Talk Features Detroit Parley

P. J. (Pat) Higgins, well-known to many of us as former district sales manager of our company's Detroit area, will address members of the Detroit Sales Promotion Executive Association April 20 at the Sheraton-Cadillac Hotel.

He will discuss advertising trends in the brewing industry and related infor-



**ARMY VISITORS**—About 40 U.S. Army recruiting officers met recently in our plant's club rooms for their monthly meeting and a plant tour arranged by Charles Gross. They also enjoyed luncheon here. They are members of Michigan Recruiting Service, Zone 2, which includes Detroit, Flint, Saginaw, Pontiac, Royal Oak and Bay City. Capt. John P. Duke, Jr., was in charge.

## Here's a Sharp Team

Ray Veitengruber and Ed Nestell of the Bottlehouse were the "sharpies" in the plant Quarter Century Club's recent euchre tournament. They won 10 straight games for 100 points and first prize.

Second prize went to Adam Weiss and Martin Eischer. They scored 92 points. There was a third-place tie between Silver Matzke and Ernie Gauderer and George Schmunk and Richard Johnson. Silver and Ernie won the playoff.

The booby prize was claimed by Elmer Kolberg and Norbert Matzke, who had 64 points.

## Eye-Safety Film Dramatic Lesson

An eye-safety film titled "It's Up To You" was shown recently in our plant to both supervisory and hourly-rate employees and was acclaimed by all for the effective and dramatic story it told.

It stressed the value of safety glasses, mentioning that more than 2,000 U.S. industrial workers lose the sight of one or both eyes annually in accidents. It emphasized also that 98% of all eye accidents can be avoided merely by wearing safety glasses or goggles.

The film, shown by Herb Naegele, our plant safety director, has been much in demand for presentation in Saginaw industrial plants.

## We Quite Agree

The distinguished columnist, Sidney J. Harris writes: "Over-exposure to new forms of stimulation has produced a race of pigmy-adults today called teenagers, and I feel sorry for them. They are not responsible for the frantic speed-up of the growing process. They did not invent radios, talkies, television, sexy and sadistic comic books and all the rest. We ourselves have pushed them too far and too fast, putting boys in long pants before they could toddle, furnishing nail polish for little girls, exposing them to pleasures and stimulations and material possessions they neither wanted nor needed nor care much about at first. Juvenile discontent of living, our own delusion that material objects make for happiness, our own over-emphasis on bigness and boldness, on speed and excitement."

### DON'T WAIT 'TIL IT'S TOO LATE!

Did you know that You have 26 bones in each foot. Fifty-two chances of a fractured bone any time your feet are injured.

Think about your feet. Watch for them. Protect them at all times. They are your bread winners as well as your hands.

Customers won't buy  
work that **COSTS**  
too much!

**WE'RE COUNTING ON YOU TO HELP CUT COSTS!**

(Courtesy of Sheldon-Claire Co.)