

CARLING

FRANKENMUTH NEWS



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

Volume 8, No. 3.

April, 1964

Now It's 49 Safety Trophies!



WE HIT IT BIG AGAIN—Plant Manager L. M. Freidinger and Safety Director Herbert Naegele are shown accepting the National Safety Council's Award of Honor from Kenneth Melville, Greater Saginaw Safety Council Executive Secretary, as our plant safety committee looks on.

Standing, left to right,: Harold Eischer, Martin Hufnagel, Ottomar Rupprecht, William Bierlein, Elmer Poellet, L. M. Freidinger, Herbert Naegele, Kenneth Melville, Gerhardt Hetzner, Harold Matzke. Seated, left to right: Alfred Buzzard, Carroll Nuechterlein, Willie Brechtelsbauer, Charles Nestell, and Jack Zietz. Absent from the picture were Herbert F. Beyerlein, Ruben Reif, and Willis Veitengruber.



ON THE DOTTED LINE—Plant Manager L. M. Freidinger, seated, third from left, and George Schmunk, Local 212 president, next to him, smile as they sign a new three-year contract providing substantial benefits for our union employees. Others seated are, far left, Wallace Riethmeier, plant comptroller; George Austin, company attorney, and Harold Bondy, far right, Local 212 business agent. Standing, left to right, Glenn Harris, shop steward, Bottling Department; Herbert Naegele, personnel director; Wayne Rose, Local 212 corresponding secretary; Max Erndt, shop steward, Engineering Department, and Rudy Strobel, shop steward, Brew House.

New Safety Honors Come To Our Plant

More safety award honors have come to our plant as the result of the kind of teamwork which has made the name of Carling Frankenmuth the envy of the brewing industry.

On Monday, May 4, Kenneth Melville, executive secretary of the Greater Saginaw Safety Council, came here to present the National Safety Council's Award of Honor -- highest safety citation attainable in the United States.

It was accepted by L. M. Freidinger, plant manager and regional vice president; Safety Director Herbert Naegele and our outstanding 15-man safety committee.

This is in recognition of our eight consecutive years of operation without a disabling injury. We now are at the mark of 3½ million man-hours without an injury which has not cost even one employee an hour's pay because of an injury on the job.

We now have a total of 49 trophies and awards for our safety achievement.

Melville also brought another citation. This was for attaining first place in the Food and Beverage Section of the National Safety Council.

While in New York last week, Plant Manager Freidinger also accepted in our behalf the Edgar Award conferred by the National Beverage Association for the longest safety record achieved by a U. S. brewer.

"It reads: 'In recognition for an effective contribution to the welfare, progress and public good will for the beer, wine and liquor industries during 1963.'"

U. S. Beer Tax Up

Federal beer tax collections totaled \$870,311,000 in 1963, according to the Internal Revenue Service.

This was a 6.2 per cent increase over 1962.

Veterans Feted At Annual Event

There'll be plenty of talk about the good old days and the good days of now May 8 at Utley's Town House, Birch Run, scene of the annual party of our plant's Quarter Century Club.

Staff members and their wives also will attend to honor this year's award winners -- Walter Knieling and Norman Baker of the Bottling Department, respectively. They will receive 30-year service rings.

An interesting feature will be the showing of films by Dick Schluckbier of Bronner Display & Sign Advertising. They are scenes of the 1963 Frankenmuth Bavarian Festival and also show principal businesses and industries, including our plant and some of our people.

Safety Leaders To Hail Carling

Our plant will be foremost among 19 Saginaw area industries which will be honored May 20 at High Life Inn for on-the-job safety records in 1963.

The meeting, sponsored by the Greater Saginaw Safety Council's Industrial Division, will mark the third successive year we've received the Greater Saginaw Safety Council Award.

A large attendance of community civic and industrial leaders is expected. Saginaw's Mayor G. Stewart Francke will be master of ceremonies.

Carling Plant Manager L. M. Freidinger, Safety Director Herbert Naegle and our plant's 15-man safety committee will represent us.

1966 Carling World In England

One of the finest golf courses in the world, Royal Birkdale Golf Club in England, has been selected as the site for the 1966 Carling World Golf Championship.

Royal Birkdale will be the site of the Ryder Cup matches in 1965, having hosted this British-American tournament twice before as well as the British Open two times and the Curtis Cup and British Amateur Touraments once each.

Located about thirty miles north of Liverpool and paralleling the Irish Sea, Royal Birkdale is noted for its gorse-lined dunes and brisk winds which sweep in from the sea. Together, these help provide one of the severest tests of golf for even the finest players.

The course is presently being lengthened from 6,800 to 7,100 yards which will increase the toughness of the layout.



GOOD FELLOWS GET TOGETHER—After the new working contract was signed between our plant and Local 212 a celebration party was enjoyed in the club room. Sauerkraut and bratwurst were served with plenty of Black Label to wash it down in delectable combination. Card games completed the fun.

Who, Where, When With Carling . . .

Mr. and Mrs. L. M. Freidinger recently attended the annual meeting in Washington D.C., of the United States Chamber of Commerce as members of a Saginaw delegation representing the Greater Saginaw Chamber of Commerce of which Les is a director. After leaving Washington they went to New York to view the World's Fair. In behalf of our plant, Les accepted while in New York the United States Brewer's Association Edgar Award.

Wallace Weiss, our production coordinator, recently served on an employers' panel to discuss job opportunities in the brewing industry. The occasion was a meeting of the Saginaw Youth Council April 18 at Saginaw High School. About 600 high school students attended.

Bill Bornemisza, quality control manager, was in New York this week where he attended a conference of the American Society of Brewing Chemists.

Jack Price, brewmaster, during the week of April 27 attended in Toronto, Ont., a Canadian brewers' production meeting.

Prosit!

May, the heralding of spring, is the birthday month of 20 of our friends and fellow Carling employees.

"Happy birthday" greeting 'll be appropriate in this order: May 4 - Marvin Woods; 5 - Elmer Beyerlein and Orville Rose; 8 - Robert Raquepaw; 9 - John Lehner, Lester Beneman and Robert Rose; 10 - Robert Satow; 11 - Harold Matzke; 13 - David Stuart; 14 - Walter Lockhart; 20 - Leo A. Rousseau; 21 - Jay Manchester and Jack Buchinger; 23 - Bill Bornemisza; 25 - Frank Beach; 26 - Glenn Harris; 27 - Norman Baker; 28 - Virginia Schroeder; 29 - Max Erndt.

Our Golfers Tee Up

Our plant again this year has good representation in the Frankenmuth City Golf League.

At present we have 13 players among contestants who tee off late Wednesday afternoons at Green Acres Golf Course.

Carling golfers are Bob Satow, Ralph Eischer, Ted Wescoat, John Wylie, Harold Matzke, Leo E. Rousseau, Ab Matzke, Ralph Detloff, Bill Bornemisza, Rudy Stroebel, John Boesenecker, Eugene Kern and Lawrence Pagels.

It was a dejected miss who said: "He not only lied to me about the size of his yacht, he made me do the rowing."

If a fellow can't back up what he says, he should have backed up before he said it.

Model Of Its Kind

Carling Texas Plant Features Newest Ideas In Industry

A number of important technological advances are being incorporated into Carling Brewing Company's new Fort Worth, Texas, plant which Henry E. Russell, President of Carling, says probably will make Fort Worth the center of interest of the brewing industry for many years.

Already, he said, a number of prominent brewers and representatives of allied industries have expressed substantial interest in inspecting this eighth plant of Carling, the nation's fourth largest brewer. Mr. Russell said that the plant, scheduled to begin production early in the summer, will be open to all visitors later this year.

In its attractive \$10,000,000 structure Carling is installing the very latest equipment. The company, which has built four new breweries, including the Texas plant, in the last eight years, has applied the benefits of this experience and other proven technological advances to this latest plant which Mr. Russell asserts will justify its description as "the world's most modern brewery".

HE POINTED OUT that grains and malt will be transferred from hopper railway cars by a high-speed pneumatic system; that instrumentation and communication throughout the plant is of the most sophisticated order; and that the transfer of water during the brewing process as well as the finished beer and ale will be done through completely sanitary stainless steel tubing.

The packaging center will contain the most modern equipment available for high-speed filling and closing of the variety of packages with which Carling will serve the State of Texas and the Southwest. In addition, Carling's Fort Worth plant will contain the first commercial installation of a new United States-built, five-head, high-speed labeler capable of 720 bottles per minute operation.

In its quality control center Carling has spared no expense in providing the finest laboratory equipment to assure products of the highest quality.

The warehouse area, covering some 63,750 square feet and capable of handling both rail and truck shipments, will be equipped with fully automatic case palletizers and de-palletizers.

One of the many dramatic features that will be installed is a method of brewing beer which respects centuries-old traditions of the brewers are, yet employs equipment never before utilized. This unique system by which beer is brewed continuously instead of by the batch method has precise instrumentation for pressure, temperature and other controls to permit the brewmaster to supervise the brewing process from a single thirty foot control panel.

HISTORICALLY, the brewing industry for hundred of years has experienced little basic change in its production methods. Essentially, the continuous brewing method does not change this conventional process but it accommodates the utilization of more modern, more reliable equipment, giving further assurance of the production of uniform high-quality products.

This continuous brewing method is the result of years of extensive research conducted by Carling and of three years of successful operation of a pilot plant at the company headquarters in Cleveland, Ohio. Black Label Beer produced by this method has been marketed in various areas on a large scale with complete satisfactory results.

Safety Slogan

"THE PASSWORD IS SAFETY TODAY AND EVERY DAY."

That's our May safety slogan and one which applies at home and on the highway as well as in our plant.

April safety slogan contest winners who received gift certificates from the Frankenmuth Wooden Mill were: **Robert Rose, Wallace Mayer, Harold Boquette, Harold Kern, Harold Jekel, Harold Reif, Robert Schmunk, Mrs. Melna Bergman, Mrs. Virginia Kridler, Mrs. Floyd Matzke, Mrs. Wilton Sternberg and Mrs. Lawrence Merten.**

Winners of the March safety slogan contest, each of whom received a gift certificate from Rau Electric, were:

Mrs. Robert Matzke, Mrs. Herman Matzke, Mrs. Ruben Reif, Ludwig Riess, Diane Skinner, Mrs. Hilbert Poellet, Mrs. Gary Schmitzer, Marshall Fabbro, James Sahr, Gerhardt Hetzner, Frieda Stevens and Jay Manchester.

Draft Beer School

Attracts 125 Here

A draft beer school for 125 Saginaw and Flint area tavern owners and driver-salesmen of Seide Distributing Co. of Flint was conducted in our plant club room April 28.

The special instruction was provided by Albert Bangert, draft beer manager for Carling Brewing Co. A smorgasbord luncheon was served after the informative program.



GOOD OLD SUMMER TIME!—And Carling will be ready and waiting for it with such sales-boosters as these point-of-sale displays in its annual "Summer Fare" advertising program.

The Carling Frankenmuth News

Associate Editor, Herbert Naegle	
George Schmunk	Brewhouse
Willie Brechtelsbauer	Engineering
Ottomar Rupperecht	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

World Tour Yields Folio Of Golf Lore

Dick Taylor, Carling Brewing Co.'s roving correspondent and good will emissary who toured the world in making arrangements for the Carling World Golf Championship Aug. 26-30 at Oakland Hills Country Club, near Detroit, returned with an interesting portfolio of facts.

Chasing that little white ball around 18 holes of play varies the world over, he learned -- sometimes in weird and wonderful ways.

Here are some of the things Dick learned:

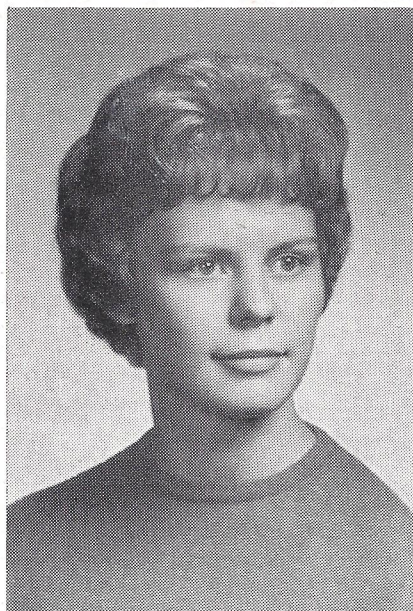
New Zealand has the highest rate of golfers per population of any country in the world. There are 38 members of the New Zealand Professional Golfers Assn. There are 35,000 registered men golfers and 28,000 registered women golfers for a golf population of 63,000, compared to a total population of a little more than 2 million.

There are 355 private clubs in New Zealand and 12 public golf courses, which means there is one golf course for every 5,800 people in the country, with 30% of the population playing the game.

Kenya has 34 courses, two professionals and 3,000 golfers. One of the courses is at Mt. Kilimanjaro, which has one tee at an elevation of 10,500 feet.

At the Muthaiga Club course in Nairobi, greenskeepers must have frequent nervous breakdowns because of the goings on among the non-players. A herd of wild goats ranges the course. Another problem is the presence of a breed of ants which, in a matter of four hours, can dig a hole in a green three inches wide and three feet deep. Holes such as these aren't as bad as what happens to them at night. Bears which range the nearby woods come after the ants and, in a few minutes, will widen the holes from three inches to three feet.

At the Karachi Country Club in Pakistan, the golf course is on a windswept, rolling terrain which hasn't a single blade of grass on either the fairways or greens. The fairways are called "browns" and the greens, "chocolates". The greens really are a mixture of sand and oil. Caddies smooth your putting line with a tool which resembles a "T"-square. Temperatures average a humid 105 degrees. Fairways are designated by white stone markers every 25 yards. If your ball is on the fairway, you are permitted to improve your lie within six inches. If it's outside the white marker, you play it -- rocks and all.



DOLORES ANN BIERLEIN

We have two new employees in our accounting department -- both outstanding high school students who later took training at Saginaw Business Institute.

They are Dolores Bierlein, who started with us in January, and Donna Rodammer, who came with us in March.

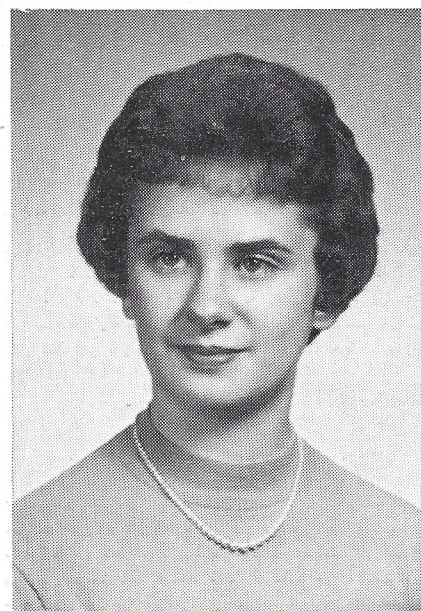
Dolores, who lives at 4785 Lorenzo Road, Vassar, attended St. Michael's Lutheran School in Richville and was graduated from Vassar High School. She was a member of the National Honor Society in high school.

Australia has more than 1 million golfers, which is 10% of the total population. It has 1,000 golf courses.

France has 16,000 players and 83 courses. Five new courses are under construction. One of their most scenic features is that women golfers in France do not wear shorts. Instead, they wear very tight-fitting slacks. Our Mr. Taylor, who has an eye for minute detail, said their slacks are so tight you can tell from a distance whether they are going to use a nickel or a dime to mark the position of a ball on the green.

We're In Festival

As usual, the Frankenmuth Bavarian Festival will be graced by a float conceived and decorated by the men and women of our plant. Visitors at the 1964 Festival, the week of June 7, will receive a brochure relating the history of Frankenmuth and describing its current businesses and industries. A significant portion of the booklet tells about Carling Frankenmuth.



DONNA RODAMMER

Donna, who lives at 5110 South Hart Road, Vassar, also attended St. Michael's Lutheran School and was graduated from Frankenmuth High School, where she excelled as a student and participated in the cooperative training program.

New Brews

Mr. and Mrs. Peter Arnold have a fine, new son -- **Kenneth Scott**. He was born March 25 and weighed nine pounds and 10 ounces.

Mary Ellen is the name of the new daughter of Mr. and Mrs. Howard Dietzel. She was born April 14 at Saginaw Osteopathic Hospital and weighed nine pounds and 14 ounces.

George Liked Suds

One of the most famous recipes for beer is that which appears in a notebook of George Washington, kept when he was a colonel in 1737.

It is not surprising that Washington, being a Virginia gentleman and a beer-lover, should jot down such a recipe:

"To make small beer—Take a large sifter full of bran hops to your taste — Boil these three hours, then strain out 30 gallons into a cooler. Put in three gallons molasses while the beer is scalding hot or rather draw the molasses into the cooler and strain the beer on it while boiling hot. Let this stand till it is little more than blood warm, then put in a quart of yeast. If the weather is very cold cover it with a blanket and let it work in the cooler 24 hours then put it into a cask—leave the Bung (stopper) open till it is almost done working—bottle it that week it was brewed."