

CARLING

# FRANKENMUTH NEWS



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

Volume 3, No. 38

August, 1962

## College Beckons Michelle Ann



**COLLEGE BOUND**—Michelle Ann Schutt, 18-year-old daughter of Mr. and Mrs. Charles Winkler, Bottling Department, is shown receiving her Quarter Century Club scholarship check from Albert Warnemuende, Bottling Department, Quarter Century Club treasurer.

Michelle is the second child of a Carling Frankenmuth employe to win the William H. Mayer Scholarship, awarded by the Quarter Century Club. Last year's winner was Joan Rupprecht, daughter of Clarence Rupprecht, Quality Control Department. She attended Michigan State University.

Michelle, who had the highest scholastic average in her graduating class at Frankenmuth High, will attend Concordia Teacher's College in River Forest, Ill. In her senior high school year she was class valedictorian, was a member of the National Honor Society, sang in the Junior Mixed Choir, played in the school band and also served as band secretary.

## Picnic Soon, Come One, Come All!

Our annual Carling family picnic this year will be conducted Saturday, Sept. 8, at Pine Ridge Amusement Park on M-83, four miles south of the brewery, from 1 p.m. to 7 p.m.

Besides all the traditional fun, the picnic this year will have special significance because it will mark—we hope and pray—our seventh year of operation without a disabling injury.

There'll be plenty of ice cream, pop, hot dogs and Black Label. Children will be treated to rides on the ferris wheel, merry-go-round, go-carts, roller coaster and even on a miniature train.

The youngsters also will enjoy wild-life exhibits of deer, pheasants and other attractions.

As usual, there'll be a rousing bingo game for the ladies. A special event for the men will be a blooper-ball game pitting the Brewers against their arch-rivals, the Bottlers. Puttee golf and horseshoe pitching will be other diversions.

You will receive an identification badge for all members of your families. Remember—the badges must be worn for admittance to the park.

## Open House Sept. 10

An open house for all Carling employes, their families and the Frankenmuth community will be conducted here from 4:30 p.m. to 6:30 p.m. for the first mass public showing of our new addition and facilities which make our plant one of the finest in the brewing industry. There will be ice cream bars, lemonade and souvenirs for the children and pretzels, potato chips and Black Label for adults. Don't miss it—bring the whole family!

## Veteran Retires

Howard Buzzard, Bottling Department, retired recently after 13 years with the company.



# Back Injuries Sap Industry

An object on the floor — you bend over to pick it up and — snap! Result: "Oh, my aching back!"

Back injuries accounted for almost 20 percent of the company's injuries reported to workmen's compensation in 1951. This part of the body, with 319 mishaps, had more reported injuries than any other part — and it need not be that way.

Injuries to the back are common disabilities for all people of all ages. A back injury is just as liable to happen to an office worker or a housewife as it is to a dockman. A woman, reaching and lifting in haste, will often create a back injury.

One of the major causes of these painful injuries is improper lifting. Bending forward in an awkward position to lift something causes a marked curvature of the back and can put an acute strain on the lower back region. Proper lifting habits will prevent some of these injuries.

- Never lift beyond your strength—get help.

- Get a firm grip and a firm footing.
- Check the floor for slipping hazards.
- Move your feet — don't twist your body.

- Lift gradually — avoid quick movements.

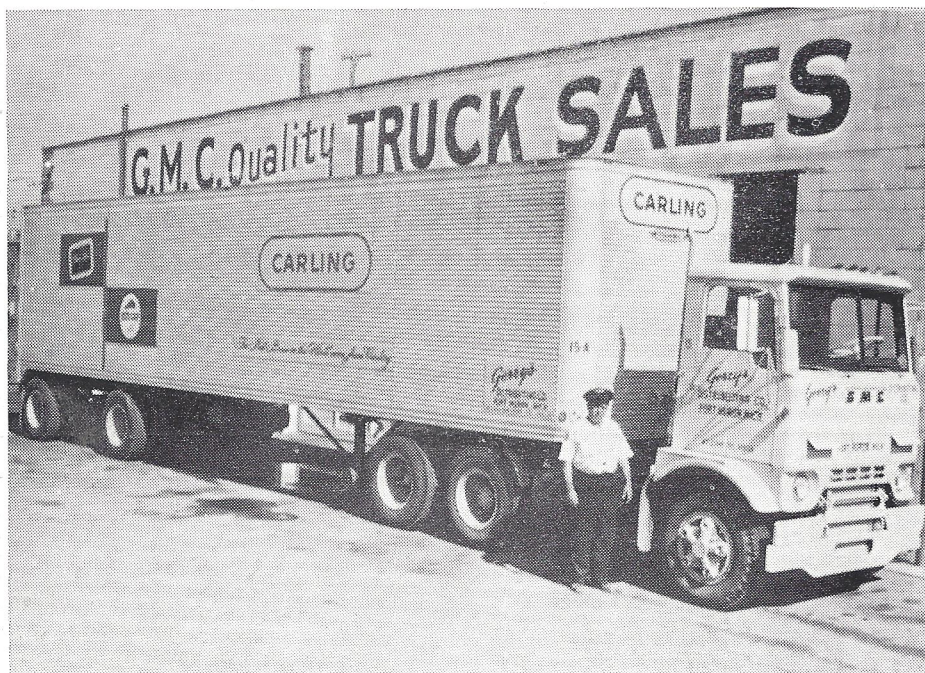
- When lifting things from the floor, crouch down to the object, keep your back near a straight up-and-down position, lift by standing up and putting things down by reversing the above methods.

- Learn the trick or knack of lifting special things.

Other preventable measures can be taken to avoid back injuries. Make sure you have a good firm mattress, practice good posture at all times and tone up those abdominal muscles. Obesity and lack of exercise will cause unnecessary strain on the back.



(Courtesy of Sheldon-Claire Co.)



**MUSCLED HIGHWAY WHOPPER**—Pictured here is the largest truck hauling from our plant. It belongs to Gerry Johnson, Port Huron distributor. Driven by John Lamb, this behemoth is 48 feet long and holds just 200 fewer cases than a railroad box car.

## An Editorial . . .

# How Tall Can You Walk?

Everybody notices the fellow who walks as tall as he can—shoulders back, head upright, able to look this old world right in the eye because he knows he's doing the best he can.

He's the chap who not only does his best on the job which earns him and his family a living, he also does the extra things that make a good citizen and American.

He may be active in Boy Scout work, or in United Fund campaigns. You may find him heading the church men's club, or working on a membership committee.

Don't be surprised to find him coaching the neighborhood softball or basketball team.

This is the man interested in broadening his life by using some of his leisure hours to enjoyable, yet useful, purpose.

If he works right here at Carling's Frankenmuth plant -- and a lot of "him" do -- some of the good he does in community activity outside his job, rubs off to put added luster on the Carling name.

CARLING ADVERTISES its products in leading national magazines, by radio and television programs and announcements. As a public good will measure, it also sponsors televising and broadcasting of major sports events including all-star football games with national audiences of many millions.

But there is no better way of inspiring the entire Saginaw area community to think kindly of Carling and the product which makes our jobs and pays our wages, than for us to participate in as many community projects as we can

within limits of our time and abilities.

NOT EVERY ONE OF US can be a city councilman, school board member, or church trustee. But more of us can work in community projects less demanding in time and ability -- with parent-teacher organizations, perhaps, Cub Scouts, Boy Scouts, Girl Scouts, Campfire Girls and in the various youth recreation functions.

Individually and collectively, you are responsible for our safety record which has brought the Carling name further national recognition. This is a superb example of inspiring people to think kindly of Carling.

The sum of all our outside-the-plant activities add to what the advertising people are pleased to call "the corporate image."

In clearer language this means always walking as tall as we can -- for the good of our own names and the continued good of Carling's.

## Slogan Winners Get Merchandise Gifts

"Don't Let Carelessness Rob You of Your Job." This is our Safety Slogan for the month of August.

Each winner in the July safety slogan contest received a gift certificate for merchandise at the Frankenmuth Woolen Mills.

The winners: Raymond Rau, Mrs. Max Erndt, Mrs. Wallace Baum, Mrs. Arnold Reinbold, Mrs. Fred Bickel, Mrs. Henry Clouse, Mrs. Clarence Frank, Mrs. Selwyn Stuart, Mrs. Austin Meader, Mrs. Elmer Kolberg, Mrs. Willis Veiten-gruber and Mrs. D. N. Richard Parks.



## Public Enjoys Plant Visits, Tours Here

One of the most effective ways to show the public why Carling Black Label beer and Red Cap ale are superior products, is to show people where we live and how we keep house.

We do that by means of the Carling Frankenmuth plant tours. They have grown in popularity each year since we inaugurated them here in 1957. By the end of this year we will have toured more than 6,000 men, women and children through our plant.

The visitors range from school children and teachers to foreign students and professional people such as doctors and nurses.

Those making the tours always are treated to Black Label and pretzels and frequently enjoy luncheon with us.

Last month's tours included one for a group of 11 foreign students here to study farm production improvement methods. They came from Bolivia, Brazil, China, Honduras, Indonesia, Sudan, Thailand and Turkey.

Another group of unusual guests were members of the Porsche Club of Detroit, a select social organization whose members are owners of the expensive German-made Porsche automobiles.

During the same month groups of military recruiting officers from the Saginaw area also visited our plant.

On Sept. 11 more than 125 Saginaw area doctors and industrial nurses will be with us for a visit to see how we make our quality Carling Black Label beer and Red Cap ale, and to view features of our new addition.

### Still Quickest

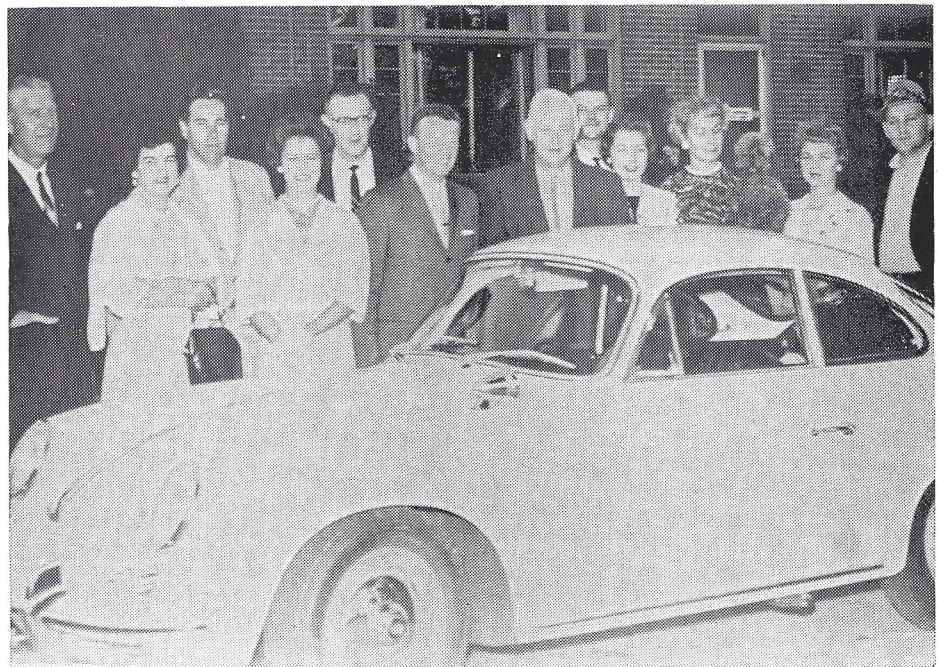
The ancient treatment of simply plunging burned skin in ice water is still the quickest way to relieve pain. The cold water does not damage burned skin, but actually helps prevent blistering and aids healing. Keep the burned area submerged until the pain disappears. Or apply towels that have been soaked in ice water. You can treat both minor burns and serious ones with this method. Don't put greasy ointment on serious burns. Call your doctor immediately.

### The Carling Frankenmuth News

Associate Editor, Herbert Naegle  
George Schmunk ..... Brewhouse  
Willie Brechtelsbauer ..... Engineering  
Ottomar Rupprecht ..... Bottle House  
Bernard Todd ..... Bottle House  
Richard Nuechterlein ..... Office  
Harold Matzke ..... Cellars  
Fred Bickel ..... Powerhouse  
Harold Eisner ..... Bottle House  
Alfred Matzke ..... Cellars  
Virginia Tremonti ..... Office  
Alfred Buzzard ..... Bottle House



**COSMOPOLITAN GROUP**—Wallace Weiss, extreme right, and Herbert Naegle, third from left, plant personnel and safety director, are shown with this group of 11 foreign students and officials of A. T. Ferrell Co. of Saginaw, who toured our plant recently. The foreigners, all from distant lands such as China and Indonesia, were in this country to learn methods of improved farm production.



**SPORTS CAR ENTHUSIASTS VISIT US** — Here are members of the Porsche Club of Detroit who toured our plant recently through arrangements made by Eugene Smith, Carling distributor in Dearborn. One of their glistening, German-made Porsche automobiles is in the foreground.

## Russell Officiates At New York Session

CLEVELAND, O.—Henry E. Russell, executive vice president of the Carling Brewing Company, was co-chairman of an American Management seminar conducted at the Hotel Astor in New York August 13-15.

Mr. Russell joined Lee R. Forker, executive vice president of the Quaker State Oil Refining Corporation of Oil City, Pa., in a conference entitled "The Executive Vice President's Seminar".

The three-day seminar covered a broad scope of subjects including the purpose of the executive vice president's

job, organizational relationships, specific responsibilities, special problems, standards for measuring performance and others.

### In Memoriam

Henry Rousseau of Saginaw, father of Leo A. Rousseau, plant engineer, died Aug. 11 after a two-year illness. He was 86. Mr. Rousseau was a member of Holy Family Church and the Michigan Harness Association.



## Carling Golfers Swing At Par

Twenty-two of our plant's free swingers played in Carling Frankenmuth's golf tournament Aug. 4 at Green Acres, with Galen Ferguson, Bottling Department, winning first prize of \$15.

There was anguish aplenty at missed two-foot putts and much hurrah and rejoicing at tee shots drilled 250 yards down the fairway. After golf, players adjourned to the brewery for luncheon and to set about the business of filling inside straights.

Second prize of \$7 went to John Boesenecker, Brewing Department. Bill Bornemisza, plant chemist, won the \$3 third prize. Handicapping was done by the Calloway system. Bob Satow, assistant to the bottling superintendent, was chairman.

There'll be another tournament late in September to determine who is our plant's 1962 golf champion. He'll receive a trophy.

## Lesson For All

High up in the mountains there lived a small boy and his mother. One day, after he had been punished severely, the lad ran to the edge of the precipice and shouted back to his mother, "I hate you! I hate you!" Across the ravine came the echo: "I HATE YOU! I HATE YOU!"

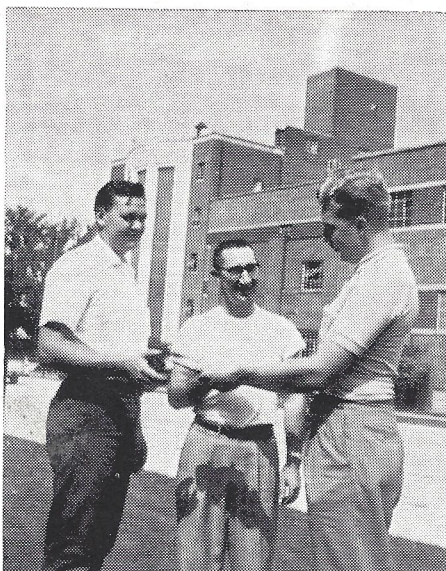
Thoroughly frightened, the boy ran back to his mother and sobbed: "Who is that bad man over there who shouted 'I hate you?'"

Taking the boy's hand, the mother led him back to the edge of the precipice. "Now, sonny," she said, "call out, 'I love you! I love you!'" The little boy did as he was told. Clearly and sweetly the echo came, repeating his words.

"My child," said the mother, taking the child in her arms, "that is the law of life—what you give, you get."



**NAVY LIKED US!**—Tim Keinath, left, recently toured this group of Flint, Saginaw, Bay City and East Tawas Navy recruiting officers through our plant. They also enjoyed luncheon in our plant.



**FOR COOKING OVER HOT GOLF COURSE**—Galen Ferguson, left, of the Bottling Department, is shown receiving his \$15 first prize for the best score in our plant's recent golf tournament. Bob Satow, assistant to the bottling superintendent and tournament chairman, hands Galen the money. John Boesenecker, Brewing Department, center, won the \$7 second prize and Bill Bornemisza, chemist, who took this photo, won the \$3 third prize.

## Know-How Keeps Industry Ahead

Have you ever stopped to think about the greatest factor that, above all others, has helped make and keep the United States ahead of the rest of the world?

This factor can be described best in two words, "know-how". Americans have the know-how to produce more of the best things faster than any other country in the world.

Know-how has given us the highest standard of living ever known to mankind. It has given us food in quantities that keeps the rest of the world amazed.

Know-how is the vital ingredient that puts success into most everything we do. A basement full of power tools does not make a man a cabinet maker-know-how does.

Know-how has given us good homes with so many appliances and other labor-saving devices that household drudgery has practically been eliminated.

On your job, to do everything correctly and successfully, you must apply know-how—and this includes your own safety.

The most carefully-planned safety program could never prevent a single injury, if everyone didn't use his know-how and the safety rules we have developed in the more than six years our plant has operated without a lost-time injury accident.

Let's make certain every one of us in our Frankenmuth plant continues to make daily use of the know-how which has made our brand of individual and team effort famous in American industry!

## September Birthdays

September is the birthday month of 22 members of our working family.

Birthday greetings go in this order: Sept. 1—Walter Schrader and Martin Hufnagel; 2—D. N. Richard Parks; 3—Ludwig Trinklein and Austin Meader; 6—Alfred Buzzard; 7—Ralph Schluckebier; 8—Alfred Matzke; 9—Wayne Rose; 12—Martha Poellet; 13—Fred Baker; 14—Fred Beyerlein; 15—Clarence Haas; 16—Robert Schmunk; 18—Margaret Matzke; 21—William Rushford and John Schluckebier; 22—Howard Stockmeyer; 27—Henry Bender Jr.; 28—Frieda Cook and Jeanette Lis; 30—Thomas Edwards.

## Ping Tells 'Em Off

Ping Bodie, the famous baseball umpire, once was getting a heavy dose of razzing from the fans in California some years ago.

Suddenly, Ping called the proceedings to a halt. He then walked over to the grandstand and climbed laboriously to the top. When he reached the top row he bellowed, "PLAY BALL!"

The bewildered managers rushed up to Ping and asked him what on earth he thought he was doing. "If those guys," he roared, waving his arms in a gesture that included all the fans, "can see better up here than I can down there, then here's where I call 'em from. Play ball!"

## Is This Tree You?

In one of our western states there is the ruin of an enormous tree. It was a seedling when Columbus discovered America. It was only half grown when the Pilgrim Fathers landed on Plymouth Rock. It was struck by lightning fourteen times; it survived the storms of centuries. Age did not wither it; lightning did not blast it; avalanches did not move it. But it fell—to an army of beetles so tiny that you could crush them between finger and thumb. Many people are like that. They stand up to storms with great fortitude. But they go down before the daily army of tiny beetles—worries, temptations and fears. (Recorder)

## Safety For Junior

A child who breathes in instead of out while blowing up a balloon can easily inhale the rubber and choke to death. Young children should never be allowed to play with deflated balloons. Other toys also can be dangerous, so choose them carefully. Beware of sharp edges, toys that shatter when broken and small detachable parts, such as wheels and eyes, that youngsters can swallow.

## New Brews

Mr. and Mrs. Arnold Reinhold, Brewing Department, are the proud parents of a new daughter, Carmen Sue, born August 6.

Mr. and Mrs. Stanley Boroski, Bottling Department, are the proud parents of a new daughter, Lori Lyn, born August 20.