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PLANT OF THE CARLING
BREWING COMPANY

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Big Washington Conference Beckons Our 'Mr. Safety'

President Kennedy has invited Herbert Naegele, our plant personnel and safety director, to attend the President's Conference on Occupational Safety, to be conducted in Washington, D.C., March 6-8.

The Conference will bring together in the Nation's Capital more than 3,000 leaders of American industry, labor, agriculture, Federal, State, and local governments, insurance, education, science, health, and private safety organizations from all parts of the country.

Their purpose is to devise and then apply voluntary, cooperative means for reducing the 13,800 deaths and nearly 2 million disabling injuries occurring an-

nually because of on-the-job accidents.

Program emphasis of the 1962 meetings will underscore the fact that 80 per cent of all job injuries occur in non-manufacturing activities. Hence, Conference delegates will concentrate on safety problems in such lines of work as agriculture, construction, trade and service businesses, material handling, and government. They will seek ways to minimize the Nation's losses in manpower, technical skill, human suffering and financial waste that job accidents are causing.

This effort is summarized in the Conference theme: "Safeguarding Human Worth."

New Addition Nears Start Of Production

When production begins in March in our glistening new addition, with its vast array of the very newest and latest in equipment, construction crews already will have a good start on the project to expand our new warehouse and provide a new engine and boiler room.

It is hoped that the new boiler and engine room, attached to the existing boiler room and water treatment plant, will be ready for use by mid-June.

The warehouse project, doubling the size of our present structure, is scheduled for completion by June, 1963. It will give us total storage of about 300,000 cases.

This newest phase of our plant's \$5.5 million expansion is in keeping with the rest of the program to make our brewery second to none in the country for modern bottling and shipping equipment, tied to the latest in technical improvements.

The program will enable us to be strongly competitive in a fast-moving industry where the weak fall by the wayside.

Our multi-million-dollar improvement project assures us greater job security by providing ample productive capacity for present and future needs.

THE PROJECTED NEW BOILER and engine room will contain a mammoth new 60,000-pound gas-fired boiler made by Wickes Boiler Co. of Saginaw, two new ammonia compressors and a new air compressor.

The ammonia compressors will be capable of producing 400 tons of ice in 24 hours, or, to put it more graphically, they will produce enough refrigeration to serve a small city of 2,400 homes.

The air compressor will deliver 500 cubic feet of air per minute.

The new boiler has enough capacity to heat nearly 800 homes.

The boiler room will have a 1,000-unit substation to accommodate future additions of ammonia compressors and boilers.



WE SCORE AGAIN!--Plant Manager Les Freidinger is shown accepting from H. E. Russell, left, Carling Brewing Co. executive vice-president, the Carling President's Trophy for operating throughout 1961 without a lost-time injury accident. It's the fifth time we've won the award, which we'll keep in our plant six months. Carling's Atlanta plant, which also operated without a lost-time accident in 1961, will have the trophy the remaining six months of this year.

New Ale Sprightly, Zestful, Improvement

How does our new Red Cap Ale, already a market hit, differ from our former product?

In answer to this question, John Stevens, Carling director of brewing, said the new Canadian flavored ale differs from the former product in the following ways:

1. Formulas and procedures are different from start to finish.
2. Brewing water treatment has been changed to resemble that used for making Canadian ales.
3. Malt content and hopping rate have been increased to a level comparable with Canadian ales.
4. Top fermenting yeast is the same used by ale brewers of the Canadian Breweries group in Canada.
5. It has excellent foam stability and head retention, and the alcoholic content is higher than American beers, and at least as high, if not higher than, Canadian ales.

"In summary," he said, "it is a completely new and improved product - hoppier, fuller-bodied and more flavorful."



HERE TO OBSERVE--This is John R. Martin of Toronto, who will be stationed here three months for an indoctrination period in plant administration. An interesting personality, John already has made many friends during his stay here under personal tutelage of Plant Manager Les Freidinger.

John Martin, Toronto Visitor, Proud He's 'Aboard' Our Ship

If you've noticed a tall, lean, neatly-mustached chap about our plant the past several weeks -- that would be John R. Martin of Toronto, Ont., here for a three-month indoctrination period in plant administration.

A native Englishman, Martin came with his parents to Canada when a child. After attending high school in Winnipeg and Manitoba, he enlisted in the Royal Canadian Air Force and spent 6½ years in service as a bomber and flying boat pilot.

"No," says Martin, "I wasn't wounded in World War 2, but I was shot at plenty -- and I was scared, too."

Martin with his level gaze and a handshake which is a full grip of strong fingers, would impress you as a fellow who doesn't scare easily.

In Canada, he played hockey, tennis and basketball. He hits a golf ball with good authority, scored in the 70's when he had more time for the game.

He is an accomplished huntsman, fisherman who also knows the finer points of photography. Just now, he's somewhat "gone" on building his own hi-fi recording equipment.

He's married and the father of four daughters and two sons, whose ages range from 7 to 20 years.

AFTER HIS MILITARY CAREER, Martin was chief pilot for Canadian Breweries, Ltd., following flight experience for Trans-Canada Airlines.

He established an air-transport division for Canadian Breweries, which flew through Canada, the United States and the Caribbean areas.

Ian R. Dowies Carling president, and Edward P. Taylor, chairman of the board of Canadian Breweries, were among his favorite passengers.

Martin was active in formation of the Canadian Business Aircraft Association, serving as president and chairman of the board.

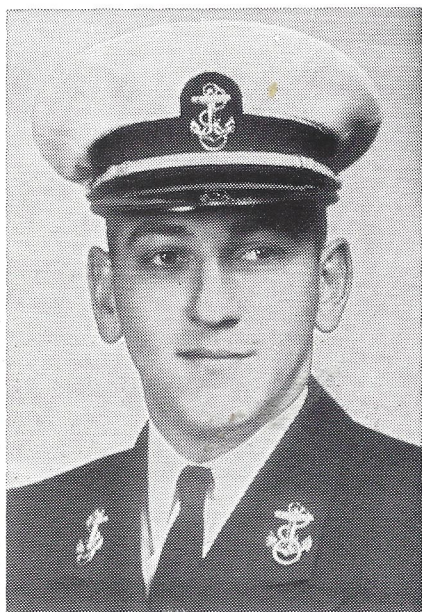
"At this time," he says, "I'm phasing out of active flying and am studying the administrative end of brewery operation."

Martin, under personal tutelage of Plant Manager Les Freidinger, has accompanied him at business meetings in the Saginaw area. He has been especially observant of our manufacturing operations during our current, \$5.5 million expansion program.

EXPLAINING HIS PRESENCE HERE, he commented: "The Frankenmuth plant of Carling Brewing Co. was chosen for my indoctrination because it was felt this is one of the finest-operated plants in the whole brewing industry."

"As one of the vice-presidents said, this plant of yours is the best-run ship in the whole fleet."

SIGN ON the back of a compact-compact foreign car: "I was never Sanforized."



RECEIVES COMMISSION--This is Navy Ensign Eugene E. Rodammer, son of Mr. and Mrs. Edwin W. Rodammer of our plant's Engineering Department. He has completed training at the Aviation Officers Candidate School at the Naval Air Station, Pensacola, Fla. Eugene worked here the past two summers in the Bottling Department.

Safety Council Tours

Fifty members of the Saginaw Valley Safety Council toured our plant last month and took long looks at our many trophies won for our cooperative team effort in operating more than six years without a lost-time injury accident. Herb Naegele and Dick Nuechterlein conducted the tour. After luncheon was served here, the visitors heard a Carling safety record talk by Herb.

Money -In- The Bank Slogan For All Of Us

You're Not 'On The Job' Unless You Work Safely!

That apt reminder represents our February safety slogan and is one to remember as one for the benefit of each of us and our families.

Winners in our January safety slogan contest, each of whom received a gift certificate from the Frankenmuth Woolen Mills, are: Margaret Matzke, Mrs. Fritz Pursche, Mrs. Robert Buchinger, Mrs. Martin Hufnagel, Mrs. Reinhard Ill, Mrs. Wilton Sternberg, Mrs. David Zwerk, Harold Kern, Harold Reif, Harold Jekel, Mrs. Thomas Keinath and Albert Kienitz.

John Breaks Record

John Matzke, son of our plant's assistant master brewer, Al Matzke, starred recently on the freshman track team of Dartmouth in competition against Harvard University's yearlings.

Although the Harvard athletes outscored Dartmouth, John soothed his coach's feelings for the loss by tossing the shotput 47.2 feet for a new Dartmouth freshman record.

Gowers Didn't Goof



SATISFIED FISHERMEN--Here's Fred Gower, Bottling Department, with his son, Randy, displaying their recent catch at Houghton Lake. Fishing through the ice and using tip-ups, Fred and Randy hauled in four walleyes and three Great Northern pike, they're showing proudly here.

The Carling Frankenmuth News

Associate Editor, Herbert Naegele
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Harold Matzke Cellars
Fred Bickel Powerhouse
Harold Eisner Bottle House
Alfred Matzke Cellars
Virginia Tremonti Office
Alfred Buzzard Bottle House



SAFETY PAYS OFF--Carling's president, Ian R. Dowie, right, proudly accepts from Edward V. Lahey, United States Brewers Association president, USBA first-place safety awards won by our plant and our sister plant in Atlanta, Ga., for operating throughout 1961 without a lost-time injury accident. The awards were for breweries in the Group A category for those with fewer than 250 employees. The Atlanta plant last year worked 382,967 man-hours, compared with our record of 451,566 man-hours. Let's keep our record going--looks as if Atlanta means business, too! This award presentation was made recently at a USBA convention in Bal Harbour, Fla., marking the USBA's 100th anniversary.

Prosit!

Seventeen birthday anniversaries will be observed here next month among our employees.

Here's the "happy birthday" list: March 1 - Leroy Witkop; 2 - Harold Kern; 3 - Harley Barber; 4 - Otto Frank, Sr., Jack Price; 5 - Ruben Reif; 6 - Rudolf Lauber; 11 - Richard Nuechterlein; 12 - Wallace Riethmeier; 13 - John Bchanko; 14 - Cloyd Persons; 18 - James Damm; 21 - Raymond German; 22 - Elmer Poellet; 27 - Otto Zuellig, Jr.; 28 - Rudolf Jordan; 31 - Donald Diedrich.

We Get Around Some, Don't We?

Kenneth Armstrong, news director for WJW-TV of Cleveland, touring Southeast Asia in December, found more proof that it is indeed "a small world."

In the jungles of Viet Nam, one of several countries he visited, Armstrong came across a native woman who owned a water pipe (for smoking) made out of Carling Black Label Beer cans.

He tried to buy the pipe from the native woman, but she would not part with it. "Her name was not Mabel," Armstrong added.

Ian Dowie Reelected

Ian R. Dowie, president of Carling Brewing Company, has been re-elected a member of the Board of Directors of the United States Brewers Association. He was first elected in 1957.

The action was taken at the recent 100th Anniversary Convention of the USBA in Bal Harbour, Florida.

Carlingettes

Mr. and Mrs. Marcus Bender, Bottling Department, are the beaming parents of a new daughter, Joni Suzanne. She was born Jan. 25 and weighed 7 pounds, 2 ounces.

Mr. and Mrs. Leon Bell, also of the Bottling Department, have another addition to their family in the delightful person of a daughter, Patti Kay, born Feb. 1. She weighed 8 pounds, 13 ounces.

"See that big fellow over there?" said Jones to his friend at the bar. "He" was a famous shark fisherman. His specialty was sticking his right arm right into the shark's mouth to remove the hook. The old-timers used to call him "Fearless!"

"Used to? Why, what do they call him now?"

"Lefty!"

Bob Satow Heads Park Gift Project

Bob Satow, assistant to the bottling plant superintendent, recently headed a Frankenmuth Junior Chamber of Commerce project which earned a tidy \$1,000 for tennis courts to be built in the Memorial Park here.

Bob and fellow Jaycees sponsored a professional wrestling match witnessed by an overflow crowd in the Frankenmuth High School gym.

Besides selling a hatful of tickets for the event, Bob announced the matches and winners and did it like a "pro", if you please.

Some of the nation's finest exponents of the art of grunt-and-groan appeared on the program, an outstanding success. Later, the wrestlers were guests in our plant's club rooms for a few "cold ones" they enjoyed immensely.

Other Carling Jaycees who worked with Bob on the wrestling project were Arnold Rogner, assistant plant comptroller and Jaycee vice-president; Leo A. Rousseau, assistant plant engineer, and Richard Lillie, chemist.

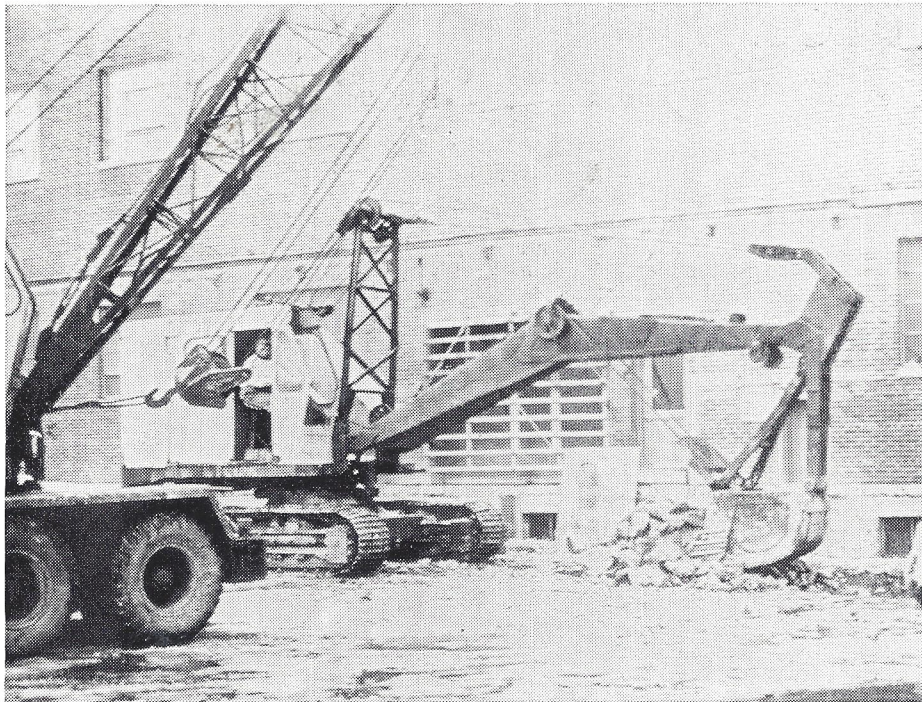
Navy Salutes Us

A certificate of appreciation and an accompanying note of thanks was received by our plant last month from Lt. C. A. Willmar of the United States Naval Reserve office in Saginaw for a Naval Reserve plant tour here in December.



WELCOME GIFT-Bob Satow, left, our plant's assistant to the bottling superintendent is shown about to present to Frankenmuth Mayor James Wickson a \$1,000 check donated by Frankenmuth Jaycees for use in tennis court construction at Memorial Park. Jaycees raised the money by sponsoring a professional wrestling match here. Bob was a major factor in the event's success.

Chilled Earth Chipped Away



MORE EXPANSION-The newest phase of our plant's \$5.5 million expansion program is underway to double the size of our warehouse and to build a new engine and boiler room. Despite recent near-zero temperatures which made the earth like so much concrete, excavators kept doggedly on the job, as shown here.

Garretson Confident Show Will Sell Big

In a new approach, Carling Brewing Company has arranged a special show with Broadway talent, original sets and costumes to tell its more than 700 independent distributors throughout the country its advertising and promotion plans for the balance of 1962.

"We are confident," said Robert C. Garretson, marketing vice-president, "that our special show this year will be well worth the increased cost and effort in its effectiveness in communicating with our wholesalers. It will make very clear," he said, "that Carling is determined to continue its outstanding record of growth in the brewing industry."

Last year, Carling passed the 5,000,000 barrel mark for the first time with a 4.7 per cent sales increase over 1960. It also opened its seventh brewery in Baltimore and firmed plans for its eighth in Fort Worth, Texas.

BUILT AROUND a "Summer Fair" theme, the company's major promotion project, Carling's show has a carnival-like atmosphere complete with clowns, barkers, games of chance and an authentic circus calliope.

Baltimore Assignment

Wallace Weiss, our production coordinator, and Ed Johnson, Bottling Department supervisor, were in Baltimore last week attending a packaging management conference there. They inspected the new Baltimore plant's bottle shop after which our new bottling department is modeled.