

**CARLING**

# FRANKENMUTH NEWS



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

Volume 7, No. 2

February, 1963.



**ALL OF US HELPED WIN!**—Plant Manager Les Freidinger, center, is shown accepting from H. B. King, United States Brewers Association president, new safety awards we won for 1962 performance. We won safety award plaques in the Group A (less than 250 employees) Division of both the "all personnel" and "safest plant" categories. At the right in this photo is Mike Aicher, USBA industrial relations director and periodic visitor here.

## Safety Honors Ours Again !

The year 1962 was another banner safety year for Carling Brewing Co., which won four awards in the United States Brewers Association annual industry-wide safety contest.

Two of the four were won by our plant in 1962, when we achieved our seventh consecutive year of operation without a disabling injury. We won safety award plaques in the Group A (less than 250 employees) Division of both the "all personnel" and "safest plant" categories.

Our plant was one of only nine brewing plants throughout the U.S. to post disabling injury-free records in 1962.

Carling's Tacoma, Wash., plant received USBA third-place award for holding its disabling injury frequency to 2.18 per million man-hours worked.

A safety plaque also went to Carling's Cleveland plant for third place in Group C (more than 750 employees) for holding its disabling injury frequency down to 3.8 in the "all personnel" classification.

### CARLING BREWING COMPANY LOST TIME INJURY REPORT

Jan. 1, 1962 to Dec. 31, 1962

Plant	M.H.W.	L.T.I.	F.R.
FRANKENMUTH	443,249	0	0
Cleveland, O.	1,949,930	6	3.08
Belleville, Ill.	761,016	5	6.57
Natick, Mass.	569,609	4	7.02
Atlanta, Ga.	319,353	2	6.26
Tacoma, Wash.	458,977	1	2.18
Baltimore, Md.	479,818	18	37.51
All Plants	4,981,952	36	7.23

Tacoma, Washington, won the Carling Safety Improvement Award. Its contest index rate for 1961 was 13.38 and for 1962 it was 2.18 for an 83.71% improvement.

M.H.W. - Man Hours Worked  
L.T.I. - Lost Time Injuries  
F.R. - Frequency Rate

## Distributors Hear Carlings Plans

About 500 Carling distributors and their wives from the seven-state Central Division attended a recent sales meeting at Cobo Hall, Detroit, for a preview of sales and advertising plans for the ensuing year.

Present for the important session were Ian R. Dowie, Carling chairman of the board; H. E. Russell, Carling president, and Robert Garretson, vice-president of marketing. Our plant was represented by Manager Les Freidinger and Wallace Weiss, production coordinator.

The meeting stressed the fact that, while it is gratifying to every Carling

employee to know we moved from fifth place to fourth in industry sales in 1962, every one of us must work for continued sales improvement in a highly-competitive market, where complacency and resting on one's oars can be fatal.

States represented in the Central Division are Michigan, Virginia, Pennsylvania, Ohio, Kentucky, Indiana and New York.

Driver salesmen of all Central Division distributors will attend similar sales meetings in March and April. Michigan's two sessions will be conducted in Detroit and Grand Rapids.

## Our New Goal: Let's Be Accident - Free In 1963



## More Market Muscle

# Plant Improvements Continue Here

More improvements, in line with Carling's policy of keeping in the productive forefront of the brewing industry and strongly competitive against any and all comers, continue in our new Bottling Department.

In our business, companies which stand from one year to another, pausing to polish laurels won in previous accomplishments, soon are passed by the rest of the parade.

Ground lost by such complacency is hard to recover. Since our company has climbed the sales ladder from 62nd place in the brewing industry in 1949 to a sensational fourth place in 1962, Carling has followed a consistent policy of aggressive action to remain competitive not only to meet current market demands, but those of the future.

Developments in our new Bottling exemplify Carling's persistent endeavor to be there first with the best in production facilities, thus providing a kind of job insurance hard to beat.

**OUR NEW NO. 3 BOTTLING LINE**, a huge, gleaming mass of machinery which occupies a space 50 feet by 150 feet, handles all varieties of packages except quarts and cans. Here is run the improved Cluster-Pak, six-pack carton on a Mead packaging machine.

The new Cluster-Pak carton, shielding the beer from light exposure and permitting easier handling by the consum-

er, is another Carling effort to give the customer what he wants -- the best.

The No. 3 line also fills the non-returnable bottles, seven-ounce beer, 11½-ounce ale, 12-ounce export and the 16-ounce bottles.

The new No. 2 bottling line for 12-ounce export bottles has been in operation and is functioning smoothly. Its capacity is 600 bottles a minute.

**THE NEW NO. 1 BOTTLING LINE** we are installing will turn out 200 quarts of beer and ale and 500 cans of beer and ale a minute. It will be ready for production by April 1. The bottle washer from the old No. 3 line will be overhauled.

## Marchers Guests Here

Despite zero temperatures, civic-minded women who participated in the Frankenmuth Mothers' March of Dimes brought in almost \$600 -- \$100 more than last year's drive for funds to aid polio, arthritis and birth defect sufferers.

They were Carling Brewing Co. guests at a luncheon served in our plant club rooms. Their host and general chairman of the Frankenmuth Mothers' March was Plant Manager Les Freidinger.

"You have a good cause," he said, "and in spite of the cold weather I know you'll do a good job."

After which they went out to brave the cold and do just that.

## More Job Insurance

ed and enlarged and installed for use by April 1.

The No. 2 bottle washer from the old line currently is being overhauled and painted for shipment to Nassau, in the Bahamas, where it will be used in a new plant being built there by Carling Brewing Co., Ltd.

Our new racking room, for which foundation work has begun, will be built adjoining the new warehouse and adjacent to the shipping dock.

This will be equipped with present racking facilities, plus equipment to palletize kegs, so transport trucks can be loaded and unloaded by lift trucks, instead of by hand. The old racking room later will be used for additional tankage for the brewing department.

Virtually all of the work in readying our Bottling Plant machinery for production has been done by our own employees, providing more jobs during the slack season.

## Beer Tax Cut Urged As Goal

About 100 members, their wives and guests of the Michigan State Council of Brewery Workers had a dinner recently at McNiven's Hotel and heard discussed crippling effects of the increased state excise tax on the Michigan brewing industry.

Special guests were Joe Brady of the International Brewery Workers Union; the Michigan Table Top organization, and State Auditor General Billie S. Farnum.

Brady, Farnum and Plant Manager Les Freidinger were speakers. Les urged all present to talk to friends and state legislators to press for reduction of the excise tax on beer to ease pressure on the Michigan brewing industry being hurt severely by excessive taxation.

Mike Miller, Brewery Workers Council secretary, was master of ceremonies.

## Safety Slogan

**"If It Isn't Safe, Don't Do It!"**

That was our February safety slogan and a good one for constant reference all year.

January safety slogan contest winners, each of whom received a gift certificate from Leslie Hardware, were: Marvin Woods, Mrs. Robert Hubbard, Mrs. Henry Canfield, Mrs. Harold Maurer, Arthur Evans, Robert Rose, Orville Rose, Mrs. Frank Beach, Ludwig Riess, Walter Kowaleski, Jr., Mrs. Charles Buchinger and Mrs. Ralph Woodhull, Jr.



**PACKAGE PREVIEW** -- This photo shows our new wrap-around, Cluster-Pak carton now in use here. It shields the beer from light exposure, is easier for the customer to handle. The new package is another example of Carling attempting always to make its product a better buy for the customer.

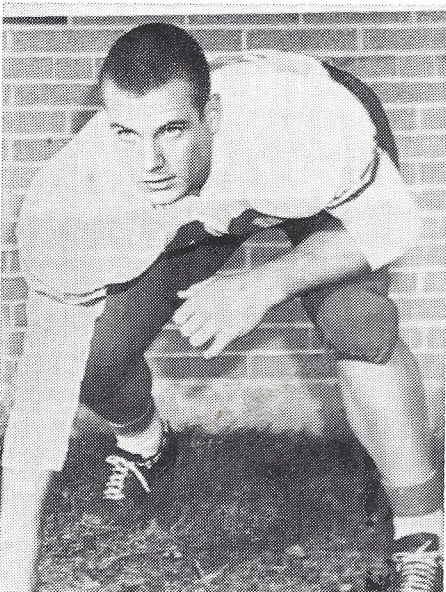


# Whopper Pike Taken By Dam Near Our Plant

Proving that the grass isn't always greener on the other side of the fence, Norm Baker, Bottling Maintenance Department; his son, Dick, and Fred Zehnder, Jr., last Feb. 9 took some of the biggest pike in years through the ice of Cass River within the shadow of our plant.

Fishing near the dam, where the ice teemed with shanties, they took 12 pike from noon to 5 p.m. They speared four whoppers, each weighing more than six pounds. The other eight, though smaller, still were dandies. These were caught on tip-ups.

Conservation Officer Spyker, on the scene at the time, will testify that Norm, Dick and Fred went home with some of this winter's finest pike taken in this area.



**GO GET 'EM, JOHN!**--Here's John Matzke, 20-year-old son of "Ab" Matzke, assistant brewmaster, as a defensive tackle on the Dartmouth College football team.

## 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 Eischer .....	Bottle House
Alfred Matzke .....	Cellars
Virginia Tremonti .....	Office
Alfred Buzzard .....	Bottle House



**FISHIN' WAS SUPER!** -- Norm Baker, right, Bottling Maintenance Department, and his son Dick, show a fine catch of pike taken recently through the ice not far from the dam near our plant. They were accompanied by Fred Zehnder, Jr.

# John Really Rocks 'Em

John Matzke, 20-year-old son of Mr. and Mrs. Alfred G. Matzke, is making a name for himself at Dartmouth College both as a student and athlete.

His father, "Ab", our plant's assistant brewmaster, says John currently is tossing the shotput with good results for Dartmouth's track team. John, who last year set a Dartmouth freshman class record with a heave of 47 feet, 3 inches, already has had two second and two third places in Ivy League varsity competition.

In this, his sophomore year, John gave great promise of being one of the Ivy League's outstanding football players before he hangs up his cleats.

Last fall he played defensive tackle on the Indians' eleven until he suffered a shoulder injury in the fourth game, which was against Brown. It sidelined him for the remainder of the season.

Now recovered fully from the shoulder injury, young Matzke is expected to keep on piling up points for his school's track team.

Fast and agile for his size -- 6 feet, 3½ inches and 230 pounds -- John is expected to be one of the Dartmouth eleven's real standouts, come football season.

A sociology major, he continues to earn the good grades which marked his high school career.

## Pretzel's History Has Unusual Twist

Once upon a time in the monasteries in Southern France, children were rewarded with gifts when they had learned to say their prayers correctly. A Monk, in the year 610 A.D., made the first pretzel to give to the youngsters. He designed the TWIST, peculiar alone to the pretzel, to represent arms folded in the attitude of prayer. In Latin he called it "Pretiola," meaning "little gift."

News of the delicious taste of the wholesome, rich brown pretzels spread not only among the children, but adults as well. And, the "little gift" soon became known and enjoyed by people all over the world. Today this salty, crisp morsel has found its niche associating with frothy beer and ale. And throughout the world people are delighting to the taste of the historic pretzel as they enjoy their beer and ale.



## Bob Hauled And He Tugged And . . . . Look !

A hole-in-one the first time you ever hit a golf ball, or a bases-loaded home run your first time at bat -- that's about the thrill of hooking and landing a 50-pound sailfish in your first try at that sport.

Bob Satow, assistant to the bottling superintendent here, will testify to the foregoing. Enjoying a three-week vacation in Florida recently, accompanied by his wife, Bob decided to try his hand at sailfishing.

On Jan. 17, fishing in the Atlantic Ocean off Miami, he hooked his prize fish. It took him 40 minutes to land the monster, which was 7 feet, one-inch long.

Whistles of other fishing craft tooted a salute when Bob came ashore with his prize, which attracted an admiring cluster of veteran fishermen of the area.

Bob's having his trophy, memento of his first trip to Florida and first try at sailfishing, mounted. He plans to have it on display in our plant club rooms for a while.

## Civil Defense Supplies

The Civil Defense Department has announced it soon will supply our plant with survival supplies and equipment to service 1,131 persons for two weeks in the designated fall-out shelter area.

Personnel and Safety Director Herb Naegele conferred recently with Henry Zinck, Frankenmuth police chief and civil defense director, and James Elliott, Saginaw County Civil Defense director.

We will receive a total of 11,026 pounds of supplies. Included will be 227 water containers, each weighing 150 pounds with a capacity of 17½ gallons of water.

There also will be 23 sanitation kits, 135 cartons of food wafers, six cartons of medical kits and one set of radiation equipment. Supplies will be stored in the Bottling Department basement.

Charles (Ed) Nestell, Bottling Department, will attend May 12-17 in Battle Creek a one-week shelter management course.

## New Brews

Proud parents Division: Mr. and Mrs. Arnold Ehrlinger, Bottling Department, have a new son, John Martin, born Feb. 7.

Mr. and Mrs. Robert Buchinger have named their new son, Robert John. He was born Feb. 10.

Mr. and Mrs. Donald Nefe, Laboratory, also have a healthy new heir, He's Thomas Jeffrey, born Feb. 12.

Mr. and Mrs. Howard Auernhamer, Engineering Department have a new daughter, Dawn Louise. She was born Feb. 28 at St. Luke's Hospital.



"HOW'S THIS FOR SIZE? -- Bob Satow, assistant to the bottling superintendent, is shown as he was photographed in Florida after catching this 50-pound sailfish, measuring seven feet, one-inch long. It was his first trip to Florida and initial attempt at sailfishing.

## Prosit

Sixteen of our plant's employees will celebrate birthday anniversaries this month.

Here's the "happy birthday" sequence: March 2 - Harold Kern; 4 - Otto Frank, Sr.; 5 - Ruben Reif; 6 - Rudolph Lauber; 11 - Richard Nuechterlein; 12 - Wallace Riethmeier and James Bieberitz; 13 - John Bechanko; 14 - Cloyd Persons; 18 - James Damm; 21 - Raymond German; 22 - Elmer Poellet; 27 - Otto Zuellig, Jr.; 28 - Rudolph Jordan; 31 - Donald Diedrich.

## Our Sympathy

We were saddened by the death Feb. 17 of LeRoy Witkop of the Brewing Department.

Roy, who had worked here 18 years, was born March 1, 1903. He is survived by two daughters and three sons. The funeral was at Klein Funeral Home, Birch Run.

Pallbearers were George Schmunk, Rudolph Strobel, Herbert F. Beyerlein, Frank Beach, Clarence Reif and Richard Johnson.