

**CARLING**

# FRANKENMUTH NEWS



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

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## Dittmann Takes Helm Of Central Division



**NEW CENTRAL DIVISION VICE PRESIDENT -- Donald J. Dittmann has assumed new duties as vice president of Carling's Six-State Central Division.**

## 10 Honored

Ten of our veteran employees are recipients of Carling service awards for their long employment here.

These are the latest on the special honor roll and their years of service: Leo A. Rousseau, plant engineer, 30; Ralph Schluckebier, Bottling Department and Harold Matzke, Brewing Department, 20; Lois Krafft, office, Alfred Schmitzer and William Barrett, Brewing Department, 15; Bill Bornemisza, chief chemist, and Lawrence Merten, Gary Schmitzer and Ray Veitengruber, Bottling Department, 10.

Donald J. Dittmann, who joined the Carling Brewing Company as assistant to the sales promotion manager in Cleveland 18 years ago, has returned to Cleveland as vice president of the company's six-state central division which includes Ohio.

He replaces Lester M. Freidinger, who resigned to join a Detroit company. The announcement was made by H. E. Russell, Carling president.

Until his re-assignment, Dittmann served as vice president of Carling's ten-state western division headquartered in Tacoma, Washington. His post there is being assumed by Edwin J. Coombs, Jr. who also will continue in the job of western division marketing director.

Dittmann served as Carling's chief executive officer in the west dating to the company's purchase of the former Heidelberg plant in 1958. He was Carling-Tacoma's general manager for two years; became a regional vice president in 1960; and was named division vice president in 1963.

In his new assignment, he will be responsible for product, marketing and profits results of the Cleveland, Ohio and Frankenmuth, Michigan plants of Carling.

Coombs, who succeeds Dittmann in the west, joined Carling in 1960 as Tacoma regional advertising and promotion manager. He was moved to San Francisco in 1964 as western division sales manager-south. He returned to Tacoma the following year as the division's marketing director.

## Natick Edges Up

Carling's Natick plant, which shared first place with us among plant awards conferred by the U. S. Brewers Association for not having had a disabling injury accident in 1966, on Feb. 21 completed one million man-hours worked without a lost-time accident.

## Here's Chance At Real Buy

Special enrollment period for Frankenmuth Credit Union Family Group Life Insurance begins April 1. It's an opportunity for credit union members to insure their entire family at a truly low cost.

You may insure your family, \$2,000 on the member - \$1,000 on the spouse - \$1,000 on each dependent child for only 50c a week - \$2,000 on the member for only 30c a week. This is low cost protection at a cost that never increases because of age or because the family increases in size (new born children are automatically covered at no increase).

First, you must be a credit union member. This insurance is designed for credit union members and only they are eligible. Fill out an enrollment-share deduction card and mail it to your credit union or League Life Insurance Company and your insurance begins. Premiums are automatically deducted from your share account every three months.

Don't miss this chance. If you are not now a credit union member, Sign Up Today. Get the insurance and take advantage of the many services your credit union offers.

## Review Completed

A Production Committee Plant Operations Review was completed recently at our plant.

Attending were Charles E. Landreth, Carling executive vice president; Donald B. Tuson, vice president of finance; O. I. Powell, vice president-production and engineering; Leslie C. Jessop, vice president of brewing and technical services; John T. Eiker, director of engineering design, and John P. Koss, director of industrial engineering.

Purpose of the review was to examine and discuss performance in the major areas of operations, including brewing, bottling, shipping and engineering.



# Safety Record Here Given Rousing Ovation

You didn't hear it but you received a standing ovation recently at the U. S. Brewers Association annual safety award conference in Milwaukee.

That was for the part you, personally, played in our plant's all-time brewery world record of 11 consecutive years of operation without a disabling injury accident.

But Plant Safety Director Herb Naegele was there to hear and see the 110 brewery executives from all over the United States and Canada who attended the conference stand to cheer and applaud our plant's record when it was reviewed by USBA President Henry King. Herb says it gave him one of the greatest thrills in all his years on the job here.

Our company received six safety awards at the meeting. We shared first place in plant awards along with the Natick plant in Group A for plants with fewer than 250 employees.

Baltimore, in Group B for plants with more than 250 but less than 750, placed third with an accident frequency rate of 2.18. Delivery departments in Carling's Tacoma, Belleville and Atlanta plants all won awards for accident-free records last year.

Naegele was accompanied by Walter Fedyk of Cleveland, Carling safety coordinator.

## Safety Slogan

**"DON'T LET CARELESSNESS ROB YOU OF YOUR JOB!"**

That was our March safety slogan which bears remembering all year long for the good of all of us here on the job and the folks at home.

February slogan winners, each of whom received a gift certificate for use at the Frankenmuth Woolen Mills, were: Albert Warnemuende, Alfred Bielert, Robert Williams, Jack Strobel, Charles Buchinger, John Weirauch, Thomas Edwards, Theodore Wescoat, Robert Hubbard, Martha Laux, Raymond Veitengruber and Lucien Pol, Jr.

January winners, who received a gift box of Smucker's jams and jellies, were: Mrs. Leo A. Rousseau, Delores Eischer, Mrs. Alfred Buzzard, Mrs. Gilbert A. Trinklein, Mrs. Robert Reinhold, Mrs. Glenn Haske, Mrs. Thomas Keinath, Mrs. George Schmunk, Mrs. Clarence Krick, Mrs. Ervin Keinath, Mrs. Norman Rohloff and Arthur Walt.



**SIX -- COUNT 'EM -- SIX! --** Plant Safety Director Herb Naegele, center, is shown with Walter Fedyk, Carling safety coordinator, left, and Henry King, president of the U. S. Brewers Association, as they hold the six safety awards Carling plants received at the recent USBA safety award conference in Milwaukee.

## Medicare Pointers Cited . . .

Social Security District Manager Stefan Gasparovic reminded Saginaw Valley medicare beneficiaries today that doctor bills sent to the medicare carrier for repayment must be itemized and must be marked paid.

Michigan Blue Shield, the carrier which handles medicare doctor bills in this area, cannot make payment for bills that are not receipted or that show only "services rendered," he said. When a beneficiary sends his request for payment form with an unitemized or unpaid bill to the medicare carrier, payment of his claim may be delayed while Michigan Blue Shield writes back for a new bill.

Gasparovic explained that there are two methods of payment under medicare doctor bill insurance. When the doctor agrees, the "assignment" method may be used. The doctor sends the request for payment form to the carrier and bills the beneficiary only for the part of the bill that medicare doesn't cover.

With the second method the same request for payment form is used, but the patient himself sends the claim to the carrier after paying the doctor's bills.

When the beneficiary is going to send the claim to the medicare carrier himself, he fills out the first part of the request for payment form and then has the doctor complete the second part of the form showing the services and the

charges to the patient. If the doctor does not fill out the second part of the form, however, the beneficiary must enclose an itemized receipted bill.

"When a bill is enclosed," Gasparovic said, "it is very important that it shows not only the charges but what specific services were given to the patient and on what date. The bill must also be marked paid".

Gasparovic emphasized that a beneficiary who sends in an itemized receipted bill should also be very careful to complete all blanks on the top part of the request for payment form including the "description of illness." Here, he said, the beneficiary should simply put down why he went to the doctor or in his own words what was wrong with him.

"Because some beneficiaries seem to be confused or have questions about making a claim for payment of their doctor bill benefits," Gasparovic said, "we are inviting beneficiaries to come in and see us when they make their first claim. We will be happy to check their form and make sure that all of the necessary information has been included, and at the same time we can answer any questions they might have."

"If there are some beneficiaries who are unable to come to the office at 312 South Washington, they may mail us their forms with their telephone number and we will contact them if additional information is needed," he said.



## State Officials Like Our Way Of Tending Store

Thomas Roumell, director of the Michigan Department of Labor, headed a group of state officials who toured our plant recently for notes on how the world's safest brewery got that way in all our more than 11 years of working without a disabling injury accident.

Roumell and his companions liked what they saw here and were pleased to say so. They were most impressed with our plant facilities, housekeeping and the evident air of cooperation.

Roumell, a graduate lawyer with wide experience in labor and employee relations before accepting his key state job in January, 1966, was principal speaker at the Saginaw Valley Safety Council meeting recently at High Life Inn when we were honored again for our exemplary record.

Roumell, personable as he is efficient, said he'd like to come back to see us again -- and that goes both ways.



**STATE OFFICIALS TOUR PLANT** -- Four state officials whose business is safety toured our plant recently for pointers on how we became the world's safest brewery with a record of more than 11 consecutive years of operation without a disabling injury. Left to right are John Goodwin, safety technician of the Occupational Safety Division; William Sebring, chief of the Occupational Safety Division; Plant Safety Director Herb Naegele; Thomas Roumell, director of Labor, and Don E. Hoover, Bureau of Safety and Regulations director. Missing from the photo is Robert C. Walson of the Executive Bureau of Safety and Regulation.

## Angles In Angling Maurers Fish With Finesse

Harold Maurer, Bottling Department, and his wife, Ruth, returned recently from a vacation in Florida where they found the fishing as good as the sunshine.

Deep-sea fishing in the Gulf with a party of 50 aboard ship, Harold caught the trip's prize -- a 23-pound grouper. He and his wife came off the boat with 80 pounds of fish.

Having such luck the first time convinced them they should have another go at it. Next time out Mrs. Maurer caught the biggest fish in the party -- a 27-pound red grouper and between the two of them they caught 90 pounds of fish. So they had a big fish fry to treat their family and friends.

They left here Feb. 10 accompanied by their parents, Mr. and Mrs. Arthur Maurer, who remained in Florida to visit their son, Hilton, and family at Seminole.



## Sympathy

February deaths affecting the Carling family were those of William J. Daniels', mother, Mrs. Emma Daniels, 77, of Birch Run, and Mrs. Viola A. Stafford, 83, of Tuscola, mother of David and Selwyn Stuart.

**HOW WAS THE FISHING? LOOK!** -- Maybe you know how it feels to tie into a big bass or pike in Michigan waters and that's certainly a thrill in capital letters. But Harold Maurer, Bottling Department, and his wife, Ruth had some fishing experiences recently in Florida that they'll remember a long time. They went deep-sea fishing in the Gulf off the Florida Coast and couldn't do anything wrong. Fishing on a special boat with a large party of other vacationists, Harold and Ruth alternated between catching the largest fish anybody netted on the boat. They really scored as the photograph shows.



# Plant History Unique And Colorful Tale

The history of the Frankenmuth Carling Brewery is unique. It dates back to 1899 when a local businessman, Adam List, a man of ambition, character and foresight envisioned and formed the Frankenmuth Brewing Company.

Adam List formed the company by soliciting funds from friends. He then incorporated the company and became its first president. The first Board of Directors consisted of Messrs. List, Leonard Veitengruber, George J. Rummel, William Stromer and John Boesenecker. Stromer acted in the capacity of sales manager, and Boesenecker was the first brewmaster.

Brewing operations started in 1900. The brew kettle had a capacity of 60 barrels, and the plant was capable of turning out 10,000 barrels of beer annually. Raw materials, such as barley, were obtained from local farmers, and then brought to the brewery where it was malted. These farmers would make their routine beer purchases at the brewery, maintain an open account until after the harvest season at which time they would bring their barley to the brewery in payment for the beer which they purchased during the year.

The hops were shipped in by rail from the West Coast. Occasionally a local-area farmer would venture into the hop production.

Beer in those days was packaged primarily in kegs. The kegs were delivered by the "Brewer's Big Horses" to local taverns. A pony keg (1/8 barrel) of beer in those days cost the consumer only 80 cents. Beer was taxed at the rate of \$1.00 per barrel, as compared to \$15.31 per barrel today. The merchandise also was packaged in 12 oz. bottles, however in a limited quantity. This operation continued into the 1918 era at which time Prohibition went into effect.

In the ensuing six years, during the Prohibition Era, the brewery remained closed.

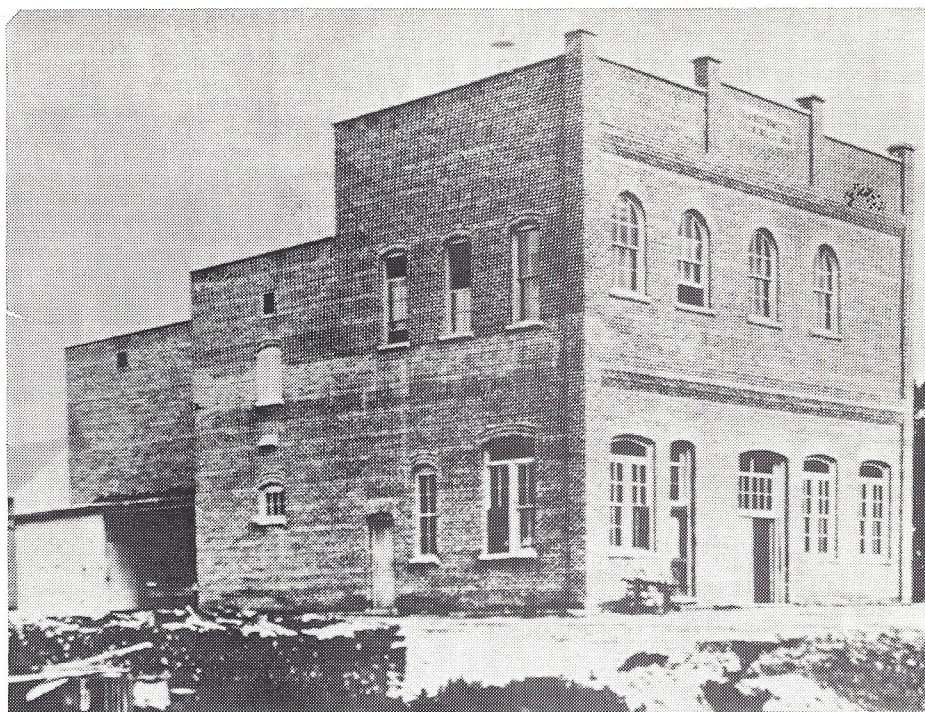
## Beware Poison

So you think an accidental poisoning in your home is impossible?

Unfortunately, it isn't.

Just stop a moment to think how many times you've known even small children to do the "impossible". You never can underestimate their ability to crawl, climb or reach almost anywhere.

That's the reason Carling-Frankenmuth again has joined in the observance of National Poison Prevention Week March 19-25. We've bought an advertisement to that effect in The Frankenmuth News. Be sure to read poison prevention posters circulated throughout the plant. They might prevent a tragedy at home.



**HERE'S 'GRANDPA' 60 YEARS AGO** -- This photo is of a relative from way back when. It was taken in 1900 to show the then-new plant of Frankenmuth Brewing Co., which formed the nucleus of our present Carling plant considered one of the finest in the brewing industry. The old plant was owned by Frankenmuth people.

## Couple Of Appetite Coaxers

Baked beans and sauerkraut are pretty standard table delights in most of our homes so we're offering a couple of swell recipes which have been yummily tasted and would be worthwhile passing on to friends. You use beer with them and you know the name of the brand.

### BAKED BEANS

**2 cups pea beans or navy beans**

**1/2 pound salt pork sliced**

**1/2 cup molasses**

**3 cups beer**

**1 teaspoon dry mustard**

**1/2 teaspoon onion powder**

**1 1/2 teaspoons salt**

Wash the beans and cover with cold

water, let soak overnight. Drain. Add fresh water to cover. Bring to a boil; cover and cook over low heat one hour. Drain, reserving liquid.

On the bottom of an earthenware pot or casserole arrange half of the salt pork and add beans. Mix the molasses, beer, mustard, onion powder and salt. Pour over beans. Add only enough of the bean water to reach the top of the beans. Arrange remaining salt pork on top. Cover the top and bake in a 275-degree oven 6 hours. Every hour or so add enough bean water to replace the amount absorbed, always keeping the same level. Remove cover for last hour of baking time. Serves 6-8.

### PORK & SAUERKRAUT CASSEROLE

**2 pounds sauerkraut**

**4 cups beer**

**6 pork chops**

**1 1/2 teaspoons salt**

**1 teaspoon ground black pepper**

**2 cloves garlic, minced**

**1 1/2 cups chopped apple**

**1 1/2 cups grated potato**

Wash sauerkraut. Drain and combine in a saucepan with 2 cups of beer. Cook over low heat 2 hours, stirring frequently. Brown pork chops on both sides and season with salt and 1/2 teaspoon pepper and the garlic. Arrange chops over the sauerkraut. Spread apples and potatoes over them and cover with sauerkraut. Add the remaining beer. Cover and bake in 350-degree oven 45 minutes. Remove cover and bake 15 minutes longer or until chops are tender. Serves 6.

## Prosit !

Fourteen of our fellow workers celebrated birthdays during March.

Here they are -- a year older and wiser: Harold Kern, Jack Price, Ruben Reif, Rudolf Lauber, Richard Nuechterlein, Wallace Riethmeier, John Bechanko, Cloyd Persons, Raymond German, Elmer Poellet, Otto Zuellig, Jr., Rudolf Jordan, Glenn Haske and Donald Diedrich.

The April birthday roster: 2 - Wallace Weiss; 9 - Harold Jekel; 10 - Walter Fuhrmann; 11 - Eugene Kern; 14 - Matthew Szymanski; 15 - Robert Williams; 17 - Lucille Wern; 20 - Donald Quaderer; 22 - Walter Knieling; 25 - Arnold Keinath; 26 - Alphonse Bishop; 30 - Edwin Rupprecht.