

CARLING

FRANKENMUTH NEWS

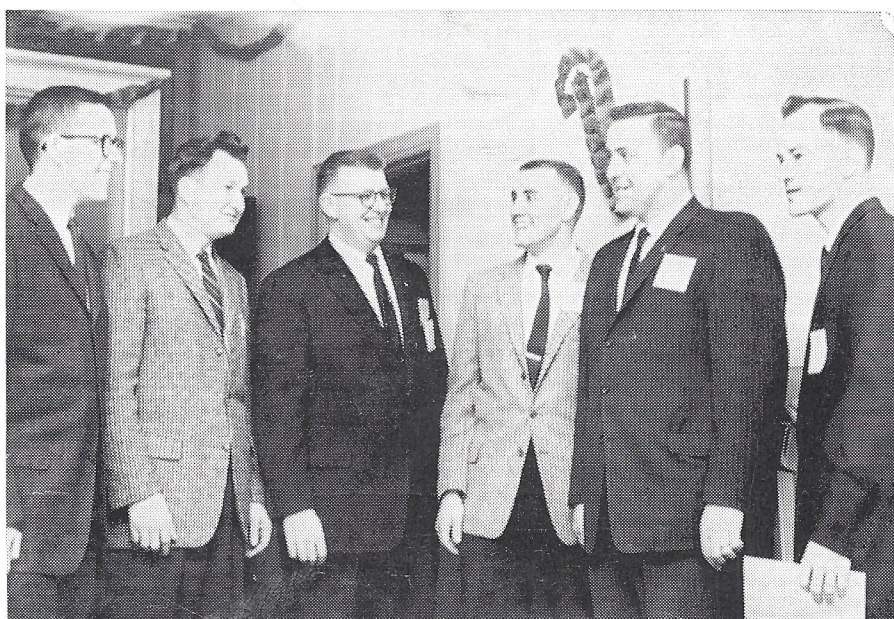


PUBLISHED IN THE INTEREST
OF EMPLOYEES AT THE
FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

Volume 3, No. 24

January, 1961.

Plant Expansion To Start Soon!



ARNO ROGNER HONORED -- Arno Rogner, extreme right, of our Accounting Department, is first vice-president of the newly-formed Frankenmuth Junior Chamber of Commerce Chapter. Organizational meetings for the Frankenmuth Jaycee group were conducted in our plant's office quarters. Others here, from the left, are Thomas P. McCabe, publicity chairman, Saginaw Jaycee chapter; Arnold O. Schiefer, Frankenmuth chapter secretary; Robert C. Pressprich, Saginaw chapter extension program chairman; William R. Rummel, Frankenmuth chapter president., and Donald A. Rummel, Saginaw chapter director.

Frankenmuth JCC Honors Arno Rogner

Frankenmuth has a new and promising Junior Chamber of Commerce Chapter, with Arno Rogner of our plant's Accounting Department serving as first vice-president.

Organization of the Frankenmuth Junior Chamber of Commerce was assisted by the Saginaw Junior Chamber of Commerce, as part of its Jaycee membership extension program.

Organizational meetings for the new Frankenmuth chapter were conducted in our plant's office quarters -- with full approval of Manager Les Freidinger, himself a former Saginaw Jaycee member and leader.

Bulletin!

AS WE WENT TO PRESS, CARLING BREWING CO. ANNOUNCED PLANS TO CONSTRUCT A NEW PLANT IN FORT WORTH, TEXAS. DETAILS WILL BE TOLD LATER.

Carling To Co-Sponsor Championship Fight Broadcast

Carling Brewing Co. has signed to co-sponsor broadcast of the Paterson-Johansson heavyweight championship fight March 13 on the ABC radio network, Robert C. Garretson, Carling vice-president for marketing has announced.

Carling will share sponsorship of this exclusive broadcast with the Mennen Co. on behalf of Black Label beer.

ABC Radio paid a record sum to Teleprompter Corp. for exclusive U.S. radio rights to the fight, which will be staged in Miami, Fla. This is the third meeting of Patterson and Johansson and a "rub-

\$5.5 Million Project Spread Over 3 Years

Exciting and significant news is the recent announcement by President Ian R. Dowie that Carling Brewing Co. plans a \$5.5 million, three-year program to expand production and shipping facilities in our plant!

The improvement here is keyed to Carling's rapid rise to the forefront of the brewing industry, moving from 62nd to fourth place in sales in 11 years.

Mr. Dowie said our plant's \$5.5 million improvement program includes cost of land acquisition.

An 81,500 square-foot addition will be built on the south side of our plant. It will be substantially completed by this November. Its appearance will match the pleasing architecture of our present building.

By April of 1962 a new high-speed bottling line will be operating in the new building, and will improve warehouse and shipping facilities.

By June, 1963, additional warehouse and shipping facilities will be constructed, totaling 47,500 square feet. Two additional bottling and canning lines are planned there.

MR. DOWIE SAID completion of the expansion and modernization program will substantially increase the annual capacity of our plant above the 600,000 barrels of Black Label Beer and Red Cap Ale it now produces.

The construction program will begin soon.

Mr. Dowie said Carling sold 4,822,075 barrels of beer and ale last year for a 9.1 per cent gain over the 1959 volume.

(Continued on page 2)

ber" match. Each has scored a win.

More than 61 million listeners heard Patterson win last June 26. ABC officials expect the third fight will attract an even larger audience.

The broadcast will cover all 50 states in the U.S. and across Canada for a total of 477 radio stations.

The entire radio package is valued at more than \$350,000.

Make sure your sports-minded friends know it's Carling Brewing Co. which is helping make this radio entertainment feature possible!

Expansion

(Continued from page 1)

He pointed out the new sales record was achieved despite an unseasonably cool summer and during a year when sales for the brewing industry in general were disappointing.

He added that this year plant improvement outlay will total \$2 million for our plant and sister plants in Atlanta, Ga., Belleville, Ill., Natick, Mass., and Tacoma, Wash.

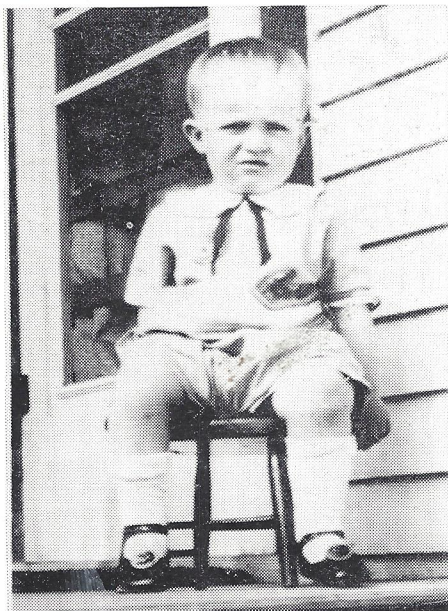
In 1949 OUR COMPANY had one plant in Cleveland and a sales volume of 361,500 barrels -- less than last year's total gain.

Carling's newest plant is the \$16 million structure being completed in Baltimore, Md., scheduled to begin operation in May.

Commenting on our plant's \$5.5 million expansion and improvement, General Manager L. M. Freidinger said:

"This extensive expansion for our plant is evidence of our company's faith in the business future of the Saginaw area and Michigan, in general, as well as in the continued good cooperation and efficiency of our employees here."

Way Back When . . .



What's Your Guess?

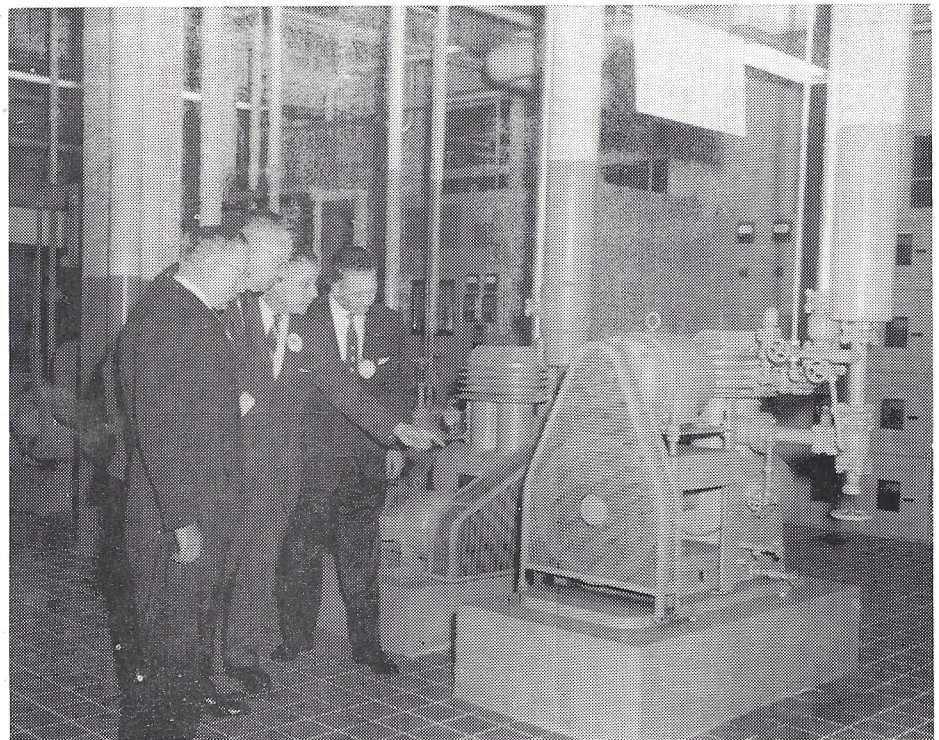
William (Bill) Rauh--the man with the photographic eye!--last month scored again for the second time to be first with the correct guess as to identity of the Carling employee in our new "Way Back When" feature.

As a result, Bill, of our Brewing Department has won a case of Carling Black Label both months.

Identify this month's subject first and you'll win a case of Black Label. You'll have to be sharp to beat Bill, though!

Call the Personnel Department with your guesses on February 6. First correct guess received wins.

The boy in December's "Way Back When" feature is a childhood snapshot of Carrol Nuechterlein of our Bottling Department.



SAFETY EXPERTS TAKE A LESSON -- Member of the Saginaw Valley Safety Council were interested guests during a recent tour of our plant, asking many questions about how we achieved our five-year record of not a single disabling injury. Our Plant Safety Director, Herb Naegle, is shown explaining part of our operation. Others, from the left, are John A. Sutton, safety director of Chevrolet-Saginaw Service Manufacturing Division of General Motors; William J. Phelan, safety director of Saginaw Malleable Iron Plant, GM Central Foundry Division, and Preston Pelkey, Chevrolet Foundry-Saginaw safety director, and Saginaw Valley Safety Council president.

January was a busy month for plant tours here. Fifty members of the National Office Management Association of Saginaw Valley visited us Jan. 11, 125 members of Saginaw American Legion Post 22 were with us Jan. 23 and on Jan. 30, 100 members of the Society of Automotive Engineers, Inc., were to tour our plant before a dinner meeting at Zehnder's Hotel.

Schmunk Elected Union President

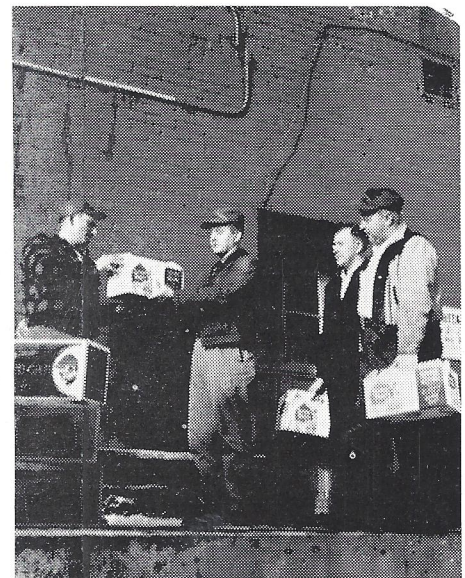
George Schmunk of our Brewhouse is the new president of Local 212, International Union of United Brewery and Soft Drink Workers of America (AFL-CIO).

George, who long ago won recognition here for his competence, is a Quarter Century Club member who started working in this plant April 29, 1935.

Other Local 212 officers elected are: Vice-president, John Wylie, Bottlehouse; treasurer, Melvin Hecht, Brewhouse; corresponding secretary, Wayne Rose, Bottlehouse; sergeant-at-arms, Edwin Rodammer, Engineering Department; three-year trustees, Richard Johnson, Brewhouse; Martin Hufnagel, Bottlehouse, and Ralph Eisner, Bottlehouse.

Max Erndt, Engineering Department, was named delegate to the Saginaw Labor Council (AFL-CIO), and George Schmunk and John Wylie were elected delegates to the Michigan State Council of Brewery Workers.

Shop stewards are: Archie Buzzard, first shift, Bottlehouse; Glenn Harris, second shift, Bottling Department; Rudolph Strobel, Brewhouse, and Max Erndt, Engineering Department.



MIGHTY FINE THEY WERE, TOO! --

All of us received a juicy ham and a case of beer or ale as gifts of the management for our enjoyment during the Christmas holiday season. This is a typical presentation scene. Ruben Reif of the Racking Room, lead man, presented the twin gifts to, left to right, William Rauh, Cellar Department; Arnold Ehringer, Bottling Department, and Robert Matzke, Cellar Department.

People In The News

WALLY ON BALTIMORE MISSION

Wallace Riethmeier, our plant comptroller, has been in Baltimore, Md., the past month assisting in establishing a bookkeeping department in Carling's new \$16 million plant scheduled to begin production there in May.

CARLINGETTES

Theresa Ann, new daughter of Mr. and Mrs. Floyd Matzke, Cellar Department, born Jan. 9; Robert Henry, son of Mr. and Mrs. Clifford Stockmeyer, Bottling Department, born Jan. 16, to the Stockmeyers a family of two sons and two daughters; Thomas Henry, son of Mr. and Mrs. Jack Zietz, Bottling Department, to take his place with three brothers and a sister. Mr. and Mrs. Walter Engel are the proud parents of a daughter, Maryanne Lydia, born Jan. 24, weighing 7 lbs. The young lady was born at St. Mary's Hospital. Walter works in the Cellar Department.

PROUD DAYS

Rudolph Strobel, Brewing Department, received his 15-year service award Dec. 17.

Martin Hufnagel, Bottling Department, was presented his 10-year service award Jan. 22.

GET WELL SOON!

Our best wishes for speedy recovery from illnesses go to Albert Warnemuende, Albert Kaul and Harold Shook of the Bottling Department, and to Mrs. Lora Ulrich, Accounting Department.

Safety Slogan

"SAFETY IS FREE -- USE IT GENEROUSLY!"

That's our plant's January slogan and a more appropriate one we haven't heard.

Here are winners in our December safety slogan contest, each of whom, received a -5 gift certificate for merchandise at the Frankenmuth Woolen Mills: Lucien Pol, Jr., Gerhardt Hetzner, Floyd Matzke, Donald Diedrich, Mrs. Elmer Keinath, Jr., Mrs. Edward Bickel, Mrs. Hilbert Poellet, Mrs. Charles Buchinger, Mrs. Cloyd Persons, Mrs. William Daniels, Mrs. Ray Veitengruber and Mrs. Albert Bielert.

Five Safe Years!

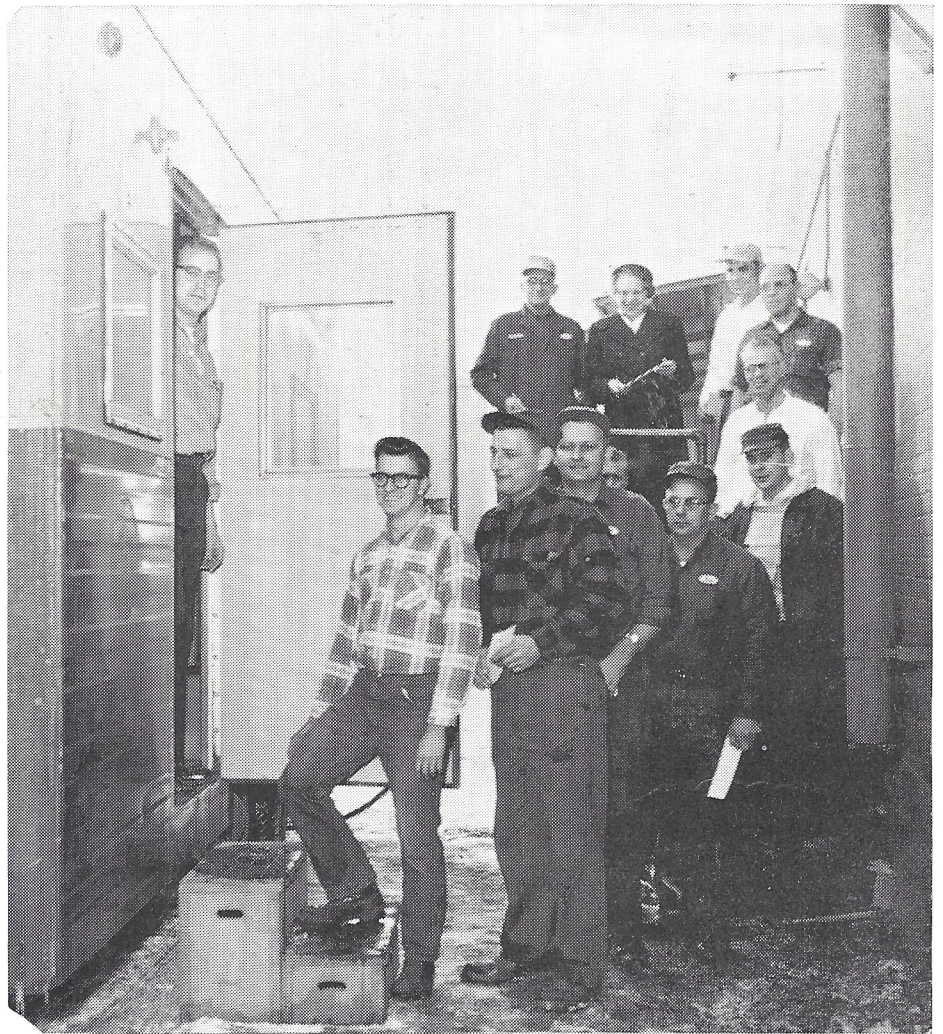
We'll be getting more safety trophies and awards soon for display with others in the plant clubrooms because of our proud record of five calendar years without a disabling injury.

Our Carling Frankenmuth plant also this year will be the subject of feature articles in at least two national safety publications because of our safety accomplishments -- all earned because of the outstanding cooperation of you, your fellow workers and families.

Let's keep hitting those safety "home runs" -- we're just the team that can do it!

RIGHT UP MY ALLEY

"Yes," said the personnel manager to the job applicant, "what we're after is a man of vision; a man with drive, determination, fire; a man who can pull our bowling team out of last place."



FREE CHEST CHECKUP -- The Saginaw County Health Department's mobile X-ray unit visited our plant Jan. 5 to give free chest examinations to all who availed themselves of the service. Shown here with Technician H. Dufort are employees Roy Petzold, Ruben Reif, John Weirauch, Harold Matzke, Richard Johnson, Eugene Kern, Ernie Gauderer, Rudolph Strobel, Carl Buetow, Jr., Mrs. A. Berg, nurse, Alphonse Bishop.

Mobile X-Ray Unit Visits Our Brewery

The Saginaw County Health Department's Mobile X-ray unit, in cooperation with the Michigan Department of Health, visited our plant Jan. 5 to offer free chest examinations.

The Frankenmuth public also was invited and many of our employees and community residents availed themselves of the free public health service. Chest X-rays were conducted to note any deformities as well as tuberculosis.

Technicians present were George Dufort and Arthur Salminen of the State Health Department and Mrs. A. Berg, Saginaw County Health Department nurse.

A constant drip will wear away a stone—or a welcome.

A procrastinator is one who puts off until tomorrow the things he's already put off until today.

Inflation, as we get it, is when everybody is so rich that no one can afford anything.

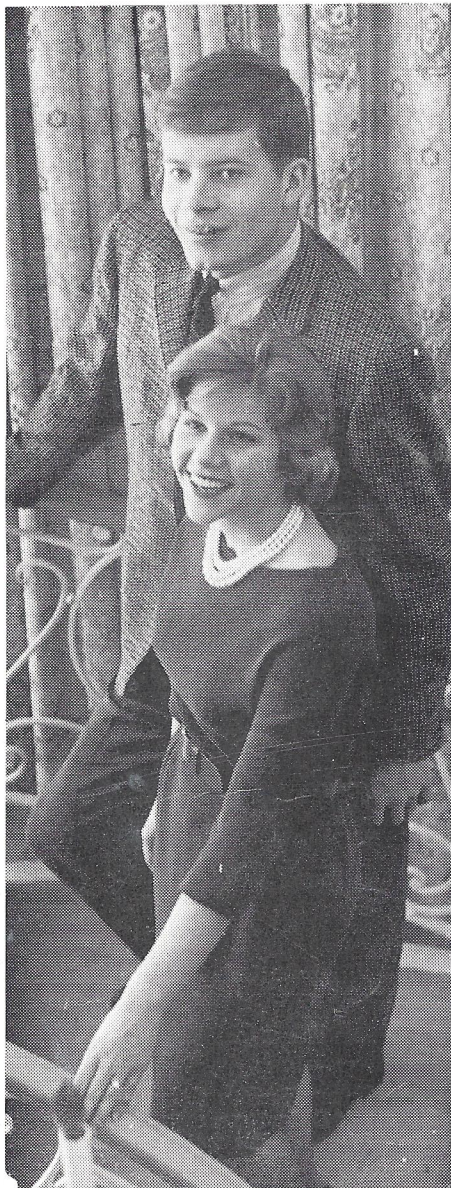
Our Sympathy

Our deepest sympathy and understanding of their loss is extended these friends and fellow employees:

Lester Beneman, Bottling Department, whose father died Jan. 18 at 73 years of age after lengthy illness; Walter Engel, Cellar Department, whose mother died Dec. 28 at 67 after lengthy illness; John Wylie, Bottling Department, whose father died Jan. 3 in Detroit at 61 years of age.

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



Carling Gives \$14,000 For Medical Education

For the third consecutive year, Carling Brewing Co. has made an exemplary contribution to the nation's health and welfare by making a substantial gift to the National Fund for Medical Education.

Our company's recent gift was a \$14,000 check to the National Foundation for Medical Education and was presented in behalf of our distributors throughout the nation.

The check was presented in New York to S. Sloan Colt, president of the National Fund for Medical Education, by Robert Hoskins, president of the Keystone Beverage Co., Inc., of Richmond, Ind. He distributes Black Label Beer and Red Cap Ale in Wayne County, Ind. Hoskins was accompanied on his New York mission by Henry E. Russell, Carling executive vice-president.

Carling President Ian R. Dowie feels this way about the contribution: "We have found this plan, so in keeping with the true spirit of Christmas, highly successful and have increased our contribution each year."

They Don't 'Just Happen'; There's Always Reason

What does the word "accident" mean to you?

Is it a broken leg, or a bruised foot, or a burn?

These happenings aren't accidents — they are injuries.

"Injuries happen as the result of doing something the wrong or the unsafe way too many times!"

For instance, a mechanic, without thinking, will pick up a hand file, without a handle, to do a small vise job.

(You know that the tang of such a file usually rests about on the edge of the palm of hand.)

Well, that mechanic will use such a file one, or ten, or a hundred times and nothing will happen.

But, finally, some day the file gets him and the sharp point will be driven into his hand.

In other words, that mechanic will get hurt sooner or later — he can't miss it — if he keeps using a file without a handle.

So "an accident" is the unsafe act which causes the injury sooner or later.

If a mechanic slips a handle over the tang of the file before he uses it — he can never injure his palm because that's the safe way to use a file.

If we are going to cut out injuries, we must cut out the unsafe acts that cause the injuries.

And using a file is no different from sweeping the floor or handling material or operating a machine, or any other job in this plant.

Every job has to be done the safe way.

Suds 'N Such

There are three faithful friends, an old wife, an old dog, and ready money.

—Benjamin Franklin

The best angle from which to approach any problem is the try-angle.

Husband: "The bank just returned a check for \$25."

Bride: "That's wonderful: What shall we buy with it this time?"

A little tot, in church for the first time, watched as the ushers passed the collection plates. When they neared his pew, he piped up loud enough for everyone to hear: "Don't pay for me, Daddy; I'm under five."

Taxpayers are men and women who do not have to pass civil service examinations to work for the government.

Five-year-old Bobby was badly frightened when a friendly dog came up and began licking him. "Don't be afraid," his father urged. "The little dog won't eat you." Tears flowed from Bobby's eyes as he asked. "Then what is he tasting me for?"



CC KICKOFF DINNER

Plant Manager L. M. Freidinger is shown here with J. Roger Deas of the American Can Co. Deas was principal speaker at the Chamber of Commerce kickoff dinner attended by 200 Chamber members, Rotarians, Lions and guests. Mr. Freidinger was master of ceremonies.

Betrothed

The engagement of Mark Dowie, son of Ian R. Dowie, Carling Brewing Co. president and Mrs. Dowie of Toronto, and Patti Bugas, daughter of John Bugas, Ford International vice-president and Mrs. Bugas of Detroit, was announced recently. Both young people attend Denison University. Their wedding date is June 17.

Birthdays

February is the birthday month of 21 of our friends and fellow employees here.

They'll appreciate your birthday greetings in this order: Feb. 1, Alice Loesel; 2nd, Glenn Auernhamer; 3rd, Ralph Eischer; 5th, Wallace Mayer; 6th, Clifford Mossner; 10th, Bernard Todd; 11th, Floyd Matzke; 12th, Albert Kienitz; 12th, Harold Maurer; 12th, Martin Eischer; 14th, Lois Krafft; 16th, William Rohn, Jr.; 17th, Charles Nestell; 18th, Charles Baldwin; 19th, Anton Kern; 23rd, Ottomar Rupprecht, Theodore Wescoat, Jr.; 23rd, Reinhard Ill; 25th, Sidney Burke; 27th, Aloysius Quaderer; 29th, Harold Rief.