

CARLING

FRANKENMUTH NEWS



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OF EMPLOYEES AT THE
FRANKENMUTH, MICHIGAN
PLANT OF THE CARLING
BREWING COMPANY

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June - July, 1965

Our 10 Millionth Barrel Tapped



EXTRA-SPECIAL FLAVOR -- Frankenmuth Mayor Elmer Simon, sips from a traditional "yard of ale" glass a brew from the 10 millionth barrel of beer produced in our plant since 1933. L. M. Freidinger, right, vice president of Carling's seven-state Central Region headquartered in Cleveland, holds the elongated schuper. At the left is Plant Manager Wallace E. Riethmeier. Mayor Simon was among honor guests at a luncheon in the plant club rooms celebrating production of the 10 millionth barrel of beer in our Frankenmuth plant.

Bavarian Official Carling Fan Now

Our plant was host recently to one of the most distinguished visitors here in many a month.

He is Erwin Lauerbach, 39-year-old state secretary of the Bavarian Minister of Education and Culture of Munich, Germany. Lauerbach, who came to Frankenmuth for the Bavarian Festival, toured our plant and impressed all who met him for his affable manner and intelligent questions about how we do things at Carling Frankenmuth.

Lauerbach, who is married and has seven children, was a pilot in the German Air Force in World War 2. He's never lost his interest in aviation and is chairman of the Aero Club of Bavaria,

representing all private aviation clubs, and is a member of the Federal Advisory Council for Aviation in his country.

A captain in the German Air Force Reserve, he's chairman of the group on defense and security affairs in his political party, the Christian Social Union.

As one of the relatively few Protestant politicians in Germany, he is interested and extremely active in the Lutheran church.

Last May the Government of Bavaria awarded him that state's highest sash and medal for exemplary service.

A 1951 graduate of the University of Wurzburg, he is working on his doctorate in the field of German literature.

Historic Event Attracts Area Leaders Here

Nearly 100 Frankenmuth and Saginaw area civic leaders were here June 28 in our plant club rooms to help us celebrate production of our 10 millionth barrel of beer.

Frankenmuth's Mayor Elmer Simon, who tapped the historic barrel, offered an appropriate "prosit!" in toasting us for our accomplishment.

Les Freidinger, now vice president of Carling's seven-state Central Region, took time from his busy schedule to address guests and praise Carling Frankenmuth employees for the cooperation shown and generally being "on the stick" to make possible the production record.

LES, INTRODUCED BY WALLACE E. RIETHMEIER, our plant manager who was luncheon master of ceremonies, outlined our production history. It dates back to the 1933-34 year when this plant turned out a modest 24,208 barrels of beer and had 15 employees, to 1964 when there were 220 of us working here and we made 763,000 barrels of beer as one of Carling's model plants and key operations.

Freidinger pointed out that our brewery's production has almost tripled since 1956, when the plant was bought by Carling to become one of the most important links in our company's chain of plants in strategic regional areas throughout the United States.

He said production increased from 290,000 barrels in 1956 to last year's total of more than three quarters of a million barrels of beer and ale.

STRESSING OUR PLANT'S ECONOMIC CONTRIBUTIONS on its way to the 10-million-barrel-mark, he said it has

(Continued on page 2.)

Coming Attraction: July 28 -- 4 Million Man-Hours Without Disabling Injury!

Historic Event

(Continued from page 1.)

paid out \$83 million in federal taxes, \$24 million in state taxes and \$1,225,000 in local taxes.

Payroll costs, benefiting the entire Frankenmuth-Saginaw-Flint-Bay City areas, were \$23,750,000 in the 32-year span, he said.

Since Carling bought our plant in 1956, he continued, our company has invested \$5,750,000 in a series of expansions to give us the facilities we have used to advantage for efficiency and cleanliness.

To dramatize our plant's production story, Les put it this way: Our total inbound rail shipments in the last 32 years amount to 100,500 carloads. Put this in the form of a train and it would form a 125-mile train extending from Frankenmuth to Grand Rapids.

"This year of 1965," said Les, "is a banner year because we've reached a milestone here in Frankenmuth by producing our 10 millionth barrel of beer."

"But we're also hoping that good things come to us in tens. If all goes well from now until Sept. 10, we'll also be able to celebrate our 10th consecutive year of operation without a disabling injury."

He also proudly gave the visitors this other Carling Frankenmuth team-play example: That on July 28, if we all continue being alert and careful in our plant's best tradition, we'll attain a record of four million man-hours without a disabling injury.

Other special guests at the luncheon were Harold Bondy, Local 212 business agent; William Daniels, Local 212 president, and plant supervisors.

Safety Slogan

"Let Safety Share Your Vacation Trip".

That was the timely and appropriate theme of our June Safety slogan and one to bear in mind all summer.

June contest winners, each of whom received a lawn chair, were: Marlin Nuechterlein, Ludwig Riess, Gerhardt Hetzner, Frieda Cook, Robert Schmunk, Harold Boquette, Herbert A. Beyerlein, Robert Raquepaw, Arnold Ehrlinger, Walter Lockhart, Galen Ferguson and Delores Bierlein.

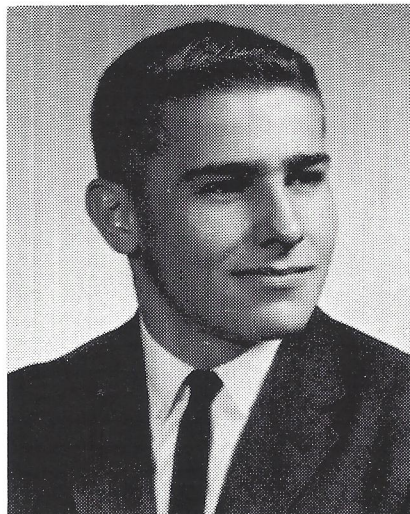
May safety slogan contest winners, each of whom won a personalized door mat, were: Mrs. Wallace Weiss, Mrs. William Rauh, Mrs. George Schmunk, Alfred Buzzard, Roy Petzold, Thomas Edwards, Mrs. Norbert Matzke, Mrs. Raymond Rau, Mrs. Frank Beach, Mrs. Clarence Krick, Mrs. Selwyn Stuart and Mrs. Elmer Beyerlein.

New Brew

Mr. and Mrs. E. Jack Buchinger are the proud parents of a new daughter, Julie Ann, born July 8 at St. Luke's Hospital.



GOOD SHIP BAVARIA -- Wally Riethmeier, plant manager, and Wally Weiss, production coordinator, teamed with Herb Geyer in christening the Bavarian Festival river boat amid fair company as shown here. Instead of champagne, a bottle of Carling Black Label and Geyer's beer were mixed to perform the ceremony.



TOUR GUIDE -- Steven Grainger of Frankenmuth is one of our summer tour guides. He's a student at Ferris State College and son of Clinton (Clint) Grainger, co-owner of The Frankenmuth News. Steve's won us a lot of new friends for his efficient and personable manner in handling tours.

Prosit!

Nineteen birthday anniversaries are being celebrated here this month in our Carling plant family.

This is the list: July 1 - Charles Buchinger; 2 - Henry Clouse; 4 - Henry Oldenburg; 5 - Donald Nefe and Fred Hauck; 7 - Jack Sylvester; 10 - Arthur Evans; 14 - Arnold Reinbold; 16 - Wilton Sternberg and Elmer Janson; 17 - Leon Bell; 21 - Mary Ann Kuehnemund; 22 - Wells Barrett; 26 - Raymond Rau; 27 - Thomas Keinath; 29 - George Schmunk and Walter Engel; 30 - Galen Ferguson; 31 - Loyd Edwards.

The August birthday list: 4 - Marshall Fabbro; 5 - Albert Warnemuende; 9 - Esther Bierlein; 11 - Raymond Gugel; 12 - Arnold Ehrlinger and Virgil Kridler; 19 - Alfred Hastedt; 24 - William Barrett.

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"Fat men are usually very trustworthy," said one employer to another. "Oh, they find it difficult to stoop to anything low!"

College Students In Summer Stint

Our plant has a certain "collegiate" look this summer, as you may have noticed.

It comes from 10 young men, all but one of them college students, working with us for summer income to help pay for their studies in the next year.

Here they are, with a brief introduction, telling you about each:

Steven Grainger, who works as our plant's tour guide. Steve lives in Frankenmuth and attends Ferris State College.

Dane Compton of Clio, who attends Concordia Seminary College in Springfield, Ill.

Martin Knoll of Frankenmuth, who attends Concordia River Forest College in Fort Wayne, Ind.

Gary Zeilinger of Frankenmuth, who will attend Michigan State University.

Thomas Keller of Birch Run, who attends Central Michigan University.

Frank Piesko of Birch Run, who attends Ferris State College.

Stuart Kern of Vassar, who attends Concordia Teachers College at River Forest, Ill.

Michael Rummel of Reese, who will attend Michigan State University.

Thomas Block of Frankenmuth, who will attend Michigan State University.

James A. Vitany of Frankenmuth, who is a teacher at Buena Vista High School near Saginaw.



SCORE US ANOTHER SAFETY HONOR! -- Kenneth Melville, left center, executive secretary of the Greater Saginaw Safety Council, is shown presenting Plant Safety Director Herbert Naegele the National Safety Council's first place award for last year's unblemished safety performance here. Safety committee members here are Alfred Buzzard, seated, and standing, left to right, Willie Brechtelsbauer, Jack Zietz, Ruben Reif, Martin Hufnagel, Harold Matzke, William Bierlein, Gerhard Hetzner, Ottomar Rupprecht, Harold Eischer and Elmer Poellet. Committee members missing from the photo are Herbert F. Beyerlein, Willis Veitengruber, Charles Nestell and Carrol Nuechterlein.

Warning Issued

Food Poisoning A Danger Now

About food poisoning—the kind most frequently seen in warm weather:

Dramatic and disagreeable mass episodes could be caused by toxic chemicals or drugs that have accidentally gotten into food or drink, but this is the exception. Usually these episodes are caused by eating food that contains toxins produced by specific kinds of germs that have been carefully introduced into the food.

These bacteria are planted in the handling or preparation of food and under favorable conditions multiply rapidly

and produce their poisons very fast. As little as two hours, with the right food and the right temperature, may be enough time for heavily contaminated food to become highly toxic.

Food handlers with staphylococcus skin infections, boils, etc. are mainly responsible for introducing these bacteria into the food. Time, favorable temperatures, moisture, and the eating of this contaminated food does the rest.

Symptoms usually commence two to four hours after the food is eaten and consist of rather sudden onset of violent nausea, vomiting, cramps, diarrhea and prostration. The attacks are usually about 6-12 hours duration, seldom are fatal, and subside spontaneously in nearly all cases after the poison has been eliminated from the stomach and intestines.

Treatment of the attack is mostly "grin-and-bear-it" and rest, as it is self-limited, but it can be most disagreeable and play havoc with a picnic, church supper, wedding party, or family gathering.

Prevention is the real answer and consists of rigid cleanliness, infection-free

food handlers, and adequate and continuous refrigeration.

Custards, cream-filled pastries, milk, cold meats, and fish are the most likely offenders.

Summary:

1. Most episodes of food poisoning are the result of bacterial contamination of foods and the poisons these bacteria produce.

2. Prevention is attained through cleanliness, infection-free food handlers, and adequate refrigeration of foods—especially protein foods such as meat, custards, dairy products and fish.

3. Be aware of the possibility, know how to prevent it, and don't let some little germs spoil your party.

The Carling Frankenmuth News

Associate Editor, Herbert Naegele
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

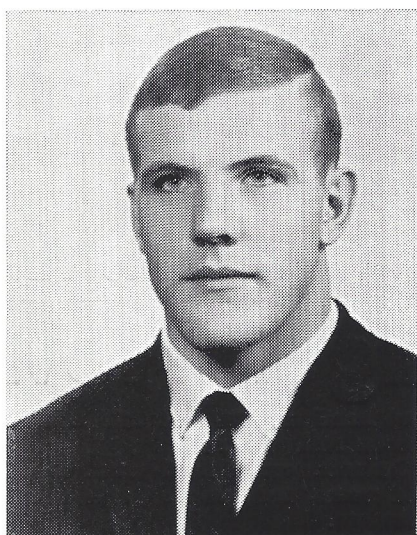
Alertness Vital

Golf Tourney Held

Our plant's annual golf tournament, with 29 swingers participating, was played June 26 at Green Acres. Afterward, luncheon was served in our club rooms where cards and other games were enjoyed. There were company golf prizes of shirts, golf balls and caps. Bob Satow did his usual job as tourney chairman.



DISTINGUISHED VISITOR -- This is Erwin Lauerbach, state secretary of the Bavarian Minister of Education and Culture of Munich, Germany, a recent visitor at our plant. He's a new Carling Black Label fan.



MARK MATZKE
... Scholarship Winner

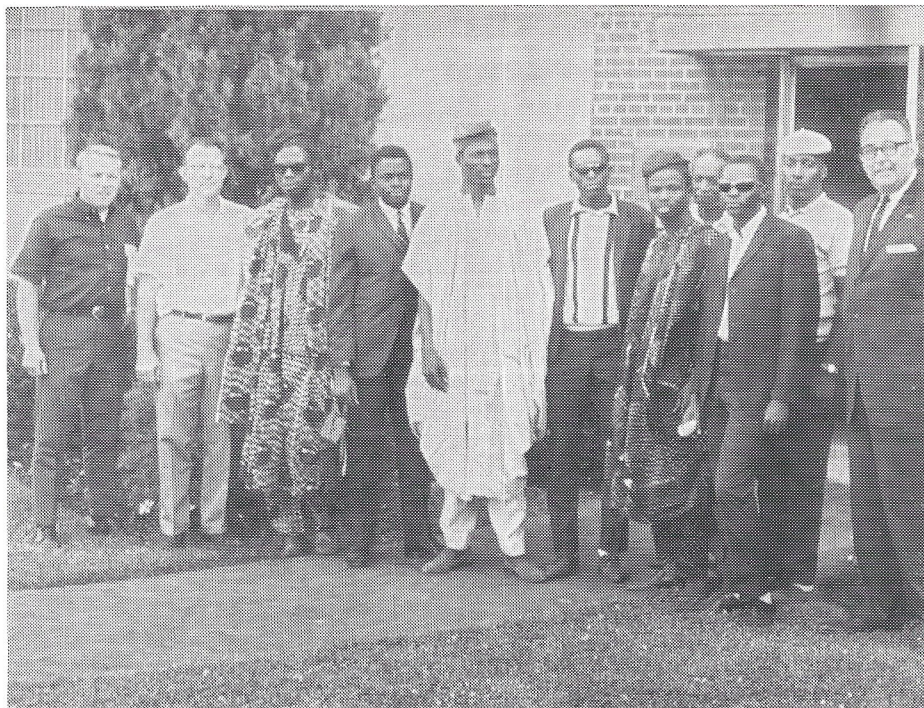
Matzke Honored

Mark Matzke, husky young son of Alfred (Al) Matzke, our assistant brewmaster, is the 1965 winner of the Carling Quarter Century Club Scholarship.

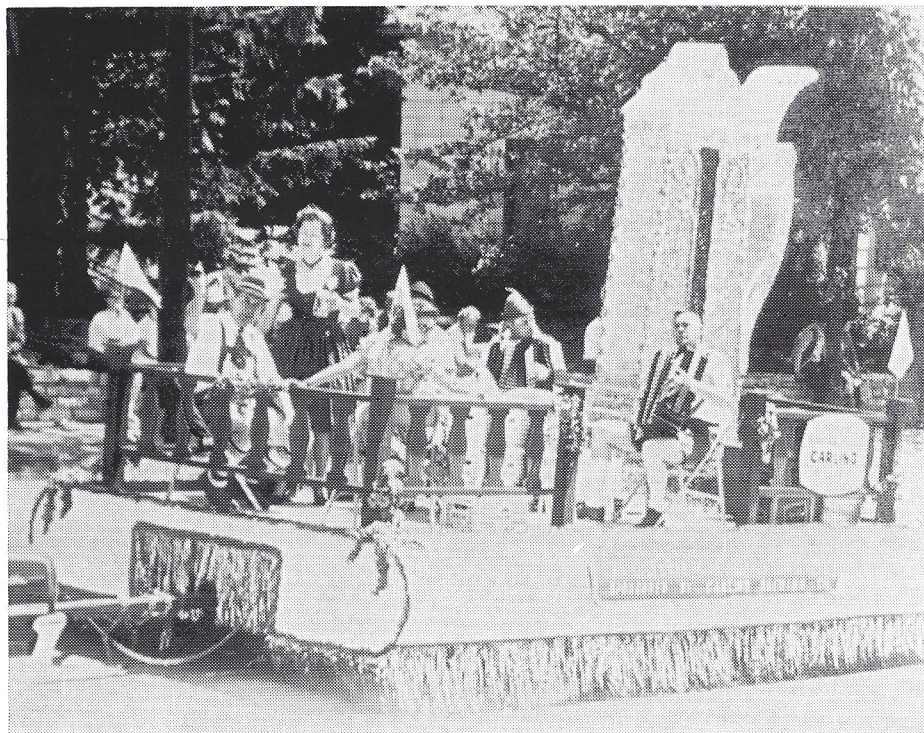
Mark was graduated this June from Michigan Lutheran Seminary, and in autumn will attend Concordia Teachers College in River Forest, Ill.

A fine athlete, he lettered in football and track. He won honorary mention on the all-conference football team and was a track star specializing in relay racing.

Mark also was president of his school's athletic council and of his senior class. He also was a member of the senior band and of the concert choir.



CARLING GUESTS DURING FESTIVAL -- Six Nigerian students, several in native dress as shown here, were among more than 2,000 persons who toured our plant during Bavarian Week in Frankenmuth. At the left is John Pagels, tour guide, and Dr. Marvin Engel, president of the Frankenmuth People-To-People Chapter. There to welcome them was L. M. Freidinger, right, now vice president of Carling's seven-state Central Region with headquarters in Cleveland.



'JA, DAS IST EIN SCHNITZELBANK!' -- Our Carling float, as pictured here was one of the attractions in the recent Bavarian Festival parade. It depicted a Bavarian Biergarten, complete with an ornate fence and flower boxes. Riding on the float, Hilbert Poellet and Ossie Reindel played and swayed in time with their accordions. Matt and Irene Szymanski danced to the music and Mark Matzke, clad appropriately in lederhosen, looked the part of a sturdy young Bavarian. Our float also will be used in the Birch Run homecoming parade July 17 and in the Saginaw Timbertown parade and at the Reese homecoming.