



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

Vol. 1, No. 1.

March, 1957.

Perfect 1956 Safety Record Earns Frankenmuth National Recognition

National recognition for its outstanding safety record for 1956 was given the Frankenmuth plant late in February as the United States Brewers Foundation granted the plant its coveted award for being the safest brewery of its size in the United States.

The award, made at a USBF convention in San Francisco, cited the Frankenmuth plant's perfect safety record last year, achieved while Frankenmuth personnel worked a total of 288,864½ hours.

The perfect safety record for last year is expected also to win for the Frankenmuth plant the National Safety Council's award for breweries in the 100 to 500 employee classification, according to Frankenmuth Safety Director Herbert Naegele.

Achievement of the perfect safety record in 1956 climaxed a successful safety drive, launched five years ago, which saw the plant's accident frequency rate drop from 16.49 to zero.

In 1955, one lost-time accident marred an otherwise perfect record for that year, also.

Since the adoption of the safety program, individual departments have achieved impressive safety records. Outstanding among these is the record of the Maintenance and Engineering Department, which has 1482 consecutive days without a lost-time accident. That total exceeds four working years.

Remarkable, too, are the records of the Bottling and Brewing departments, which have worked totals of 916 days and 510 days, respectively, since their last lost-time accidents.

The achievement of this perfect safety record, Safety Director Naegele claims, is the result of the complete cooperation of all Frankenmuth employees, the elimination of all possible hazardous conditions and unsafe practices, maintaining good housekeeping, the adoption of recommended safety equipment, and enthusiasm for safety through an organized and continuing safety training and education program.

New 'Frankenmuth News' Welcomed By General Manager L. M. Freidinger

This is the first issue of the Carling Frankenmuth News. We hope that this Newsletter is the beginning of some interesting and pleasant reading for both you and your family.

In the past we have had plant papers of one sort or another here at Frankenmuth. However, we would like to make this Newsletter different in that we feel it should be much more personalized. We think you will enjoy reading it much more that way. The Editorial Staff, of course, will keep you informed on developments within the Carling organization and particularly in our own plant. In addition, we would like each employee in the organization to gather important information and news about their families. By doing this, all of us will become even better acquainted with each other.

I want to take this opportunity to thank those members of the Editorial Staff who have so willingly offered their time and efforts to make possible this publication. With your cooperation I am sure that we will publish a Newsletter which all of us will look forward to receiving each month.

Yours for more and better news,
L. M. Freidinger
General Manager

Conversion Completed, First Carling Products Shipped in Mid-February

February brought the first production of Black Label Beer and Red Cap Ale to the Frankenmuth plant, less than three months from the start of conversion activities.

To ready the plant for the production of Carling products, approximately \$250,000 was invested in new equipment and in effecting changes in existing equipment. Among the improvements made were:

In the Brewing Department, a new hot wort filtration system, additional fermenting facilities, changes in the refrigeration system, changes in the raw material storage and handling methods, new water conditioning equipment, and new yeast handling equipment.

In the Bottling Department, major revisions of conveyors for various packages, a new can cartoning machine, and a new palletizing system preparatory to shipping.

In the Laboratory, a new ground malt screener, distillation unit, constant temperature bath, and balance were installed.

First production consisted of eight varied Black Label and Red Cap packages. Black Label packages include 12 ounce returnable bottles, 12 ounce one-way bottles, 32 ounce returnable bottles, seven ounce returnable bottles, and the six-pack of 12 ounce cans.

To handle the initial production of Carling products, the Bottling Department was placed on a four-shift basis.

Staff of Twelve Will Gather News And Publish Employee Newspaper

Getting out a newspaper is a job that requires the willing cooperation of many persons, and among the most important are the reporters. Without them there would be no paper.

Volunteering to the "eyes and ears" of the newly-born Frankenmuth News are 11 departmental reporters, who will assist Associate Editor Herbert Naegele in getting out each month's edition. The new staff members, who will welcome all the news you can provide for them, include:

George Schmunk, Brew House; Harold Eisner, Bottle Shop; Harold Matzke, Cellars; Bernard Todd, Bottle Shop; Wilmar Brechtletsbauer, Engineering; Ottomar Rupprecht, Bottle Shop; Fred Bickel, Power House; Alfred Matzke, Lab Technician; Richard Nuechterlein, Office; Virginia Tremonti, Office; and Alfred Buzzard, Bottle Shop.

"Each month we'll print all the available news about Frankenmuth employees and their families, their achievements, recreation, and hobbies," promises Associate Editor Naegele.

"We're all new at this assignment, but with your help and a little more experience, we feel we'll be publishing a paper all of us can be proud of."

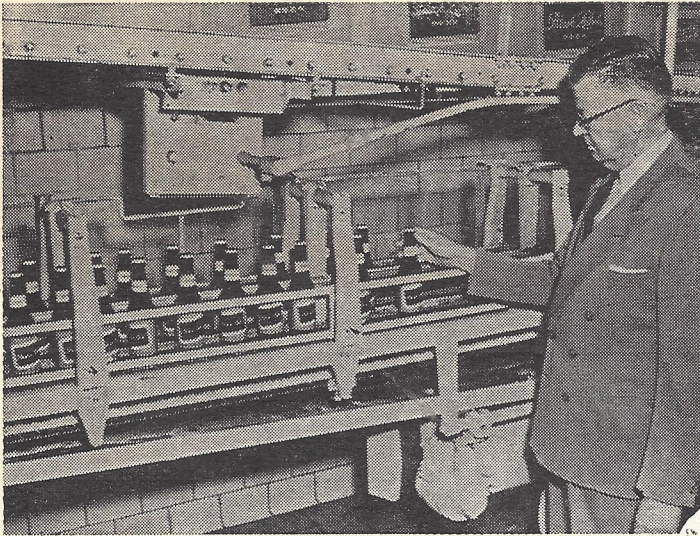
STORK CLUB

Mr. and Mrs. Alfred Hastedt, a girl, born January 31st, weighing 7 lbs., 10 ounces; name: Lorretta Elizabeth.

Mr. and Mrs. William Barrett, a boy, born January 30th, weighing 7 lbs., 9 ounces; name: William Randy.

Mr. and Mrs. Matthew Szymanski, a girl, born February 9th, weighing 8 lbs., 8 ounces; name: Jill-Ann.

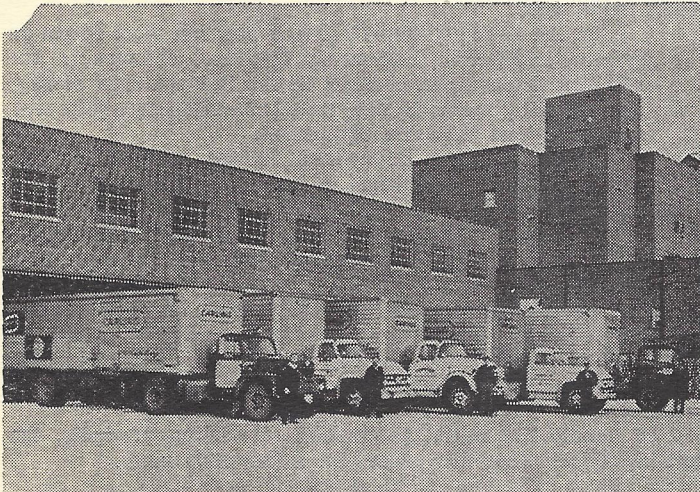
History Made As First Black Label Is Shipped From Frankenmuth



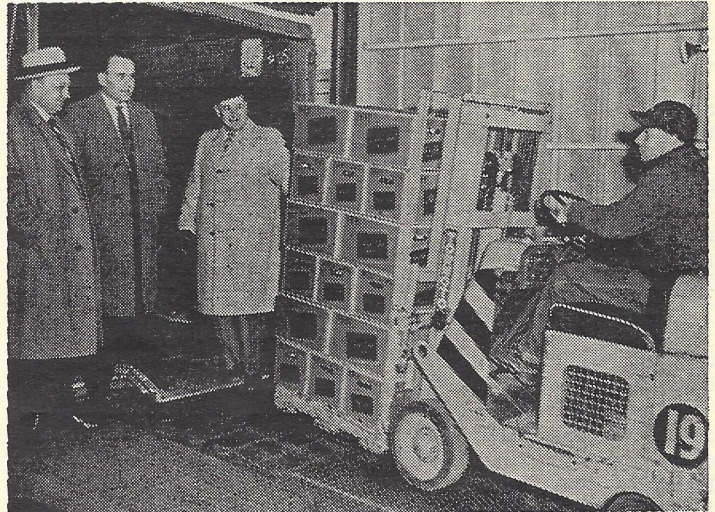
NUMBER 1! The first bottle of Carling's Black Label beer to be produced at Frankenmuth is inspected by Ed Johnson, Bottle Shop superintendent, on the eventful occasion.



FIRST CASE of Black Label Beer to be produced at the Frankenmuth brewery is packaged by Tom Edwards..



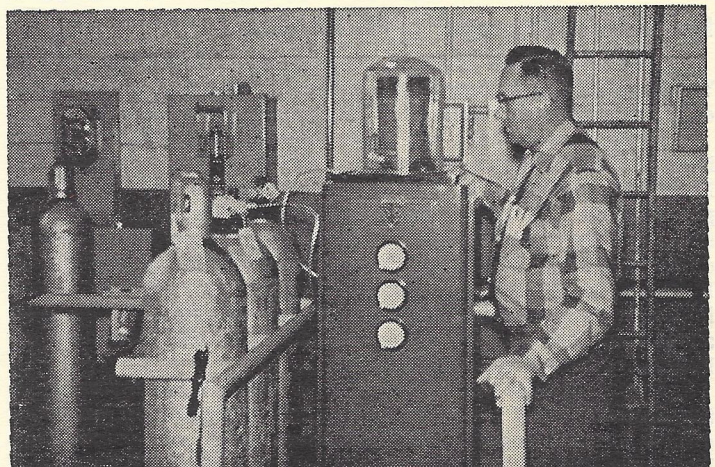
AND THE first truckloads. These distributor trucks line up at the loading dock to take on their first shipments of Frankenmuth-produced Black Label Beer and Red Cap Ale.



ON HAND to observe the first shipment of Black Label Beer were distributors Eugene Smith and John Kokoszka, accompanied by Regional Sales Manager Gil Rieck. Jack Sylvester of the Shipping Department mans the truck.



ALMOST AS fast as it was packaged, the Black Label Beer was shipped out, and there was much activity in the Shipping Department. Pictured are Jack Sylvester and Shipping Foreman Harold Eischer.



AMONG THE many pieces of new plant equipment which helped produce the first Black Label is this water testing device, being checked here to determine the physical properties of water by Clarence Rupprecht, Quality Control.

Jack Price, New Master Brewer, Guides First Carling Production



Mr. E. J. "Jack" Price

A veteran of 21 years in the brewing business is E. J. "Jack" Price, new master brewer for Carling's Frankenmuth plant. Jack, now well-known in the community, came here from Carling's Cleveland plant, where he last served as assistant brewmaster. He is married and the father of two children, and a veteran of World War II. He resides with his family at 2834 Reppuhn Drive, in Saginaw.

PEOPLE IN THE NEWS

Arthur Trumble, of the Bottle Shop, now resides in the former Jake Schluckebier home on East Jefferson Street. Art, a former resident of Saginaw, has been warmly welcomed to Frankenmuth.

Wayne Eitzen, Bottling Department maintenance, has left Frankenmuth for Findlay, Ohio, where he has assumed new duties as Bottle Shop Superintendent for International Breweries, Inc. Wayne, who had been in Frankenmuth for 13 years, is married and the father of twin daughters, Joanne and Jeanne, age 3, and a third daughter, Diane, age 5: Good luck to you Wayne!

Lois Krafft, Purchasing, recently bowled a 206 game -- a real accomplishment! Also bowling in the Ladies League with Lois are Maxine Rau, Millie Nuechterlein, Flora Trinklein, and Katheryn Fechter.

Friendly competitors in the City League -- and both still hoping to come out on top in the final standings -- are the Red Cap and Black Label bowling teams. Ralph Eischer and Harold Eischer are members of the Red Cap squad, and Herb Naegele bowls with the Black Label five.

L. M. Freidinger Elected President Of Frankenmuth Chamber of Commerce

Lester M. Freidinger, general manager of the Frankenmuth brewery, was elected president of the Frankenmuth Chamber of Commerce at its February 19th meeting.

Mr. Freidinger, active in numerous civic affairs in the area, succeeds Charles Zeilinger as the new chamber head.

He is a member of the board of trustees and wardens, the First Congregational Church of Saginaw; a director of the Saginaw Country Club, Germania Club, Elks, YMCA, Saginaw Masonic Lodge 154, Sigma Chi fraternity, and he is a past member and director of the Saginaw Junior Chamber of Commerce. He also is a former co-chairman of the Saginaw County United Fund drive.

Frankenmuth Distributor Has Black Label On All Local Taps Within 72 Hours!

Norman "Red" Zeilinger, Carling distributor in Frankenmuth and portions of several surrounding counties, compiled a truly amazing record immediately after being named distributor following the arrival of Carling in Frankenmuth.

"Red", owner of Zeilinger Beverage, had Black Label beer on tap in every Frankenmuth outlet within 72 hours after becoming a Carling distributor. Moreover, in his first week on the job for Carling, "Red" had exceeded by 25 per cent his quota for the entire month!

In addition to his business affairs, Mr. Zeilinger participates in numerous Frankenmuth civic affairs. He is a village councilman, a director of the Frankenmuth Conservation Club, and is active in Chamber of Commerce affairs.

Foxes Not So Foxy; Nearly Forty Flagged To Date Near Frankenmuth

One of the most distinctly different -- and profitable -- hobbies enjoyed by Frankenmuth employees is the highly-seasonable fad of fox hunting, which this year is bigger and better than ever before.

Every Saturday and Sunday, when snow conditions are right, a group of Frankenmuth men set out to match wits with the foxy critters, which this year seem to be more numerous than usual.

The hunters start out by finding where a fox went into a section and did not come out. Then, the men surround the section and their dog is put on the fox's trail. Then the fun begins.

If the fox breaks through the line-up of hunters, they quickly try to head him off in the next section. This may go on all day, or, if the hunters are lucky, just a few hours until the fox is shot.

The State of Michigan pays a \$5.00 bounty for each fox shot. The money is used to feed and house the dogs used by the hunters, and what is left over goes into a get-together fund at the end of the season. The Frankenmuth plant contributes a case of beer for every fox caught or killed, adding to the incentive.

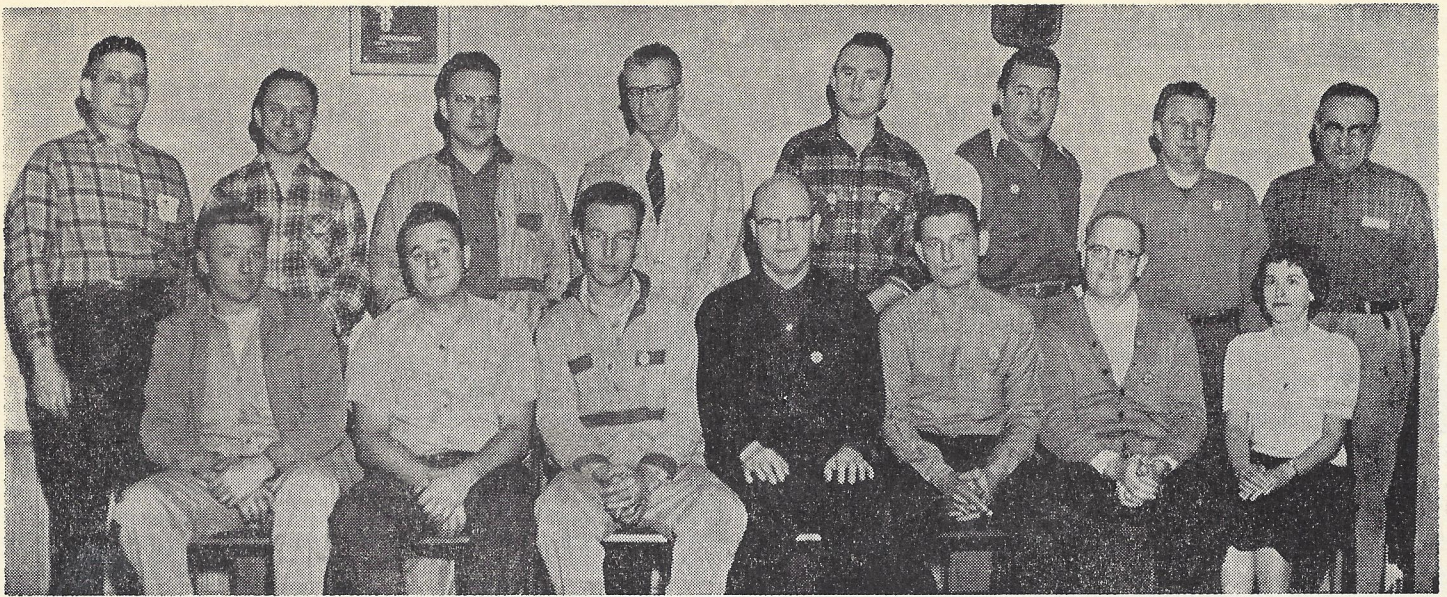
How successful have been the hunts is indicated by the 37 foxes now nailed to the wall of Fechter's Hardware Store in the heart of town, a sight which has proved to be a minor tourist attraction. The 37 foxes shot to date, included one rare silver fox, compares with a normal full-season's total of 25.



GOOD HUNTING, as evidenced by this photo, is the reward of six Frankenmuth Carling employees and one retiree. Pictured in front of a pyramid of foxes hung from the wall of Fechter's Hardware, are left, to right, William Rau, Grain Handling; Elmer Poellet, Bottle Shop; Harold Matzke, Cellars; Martin Matzke, retired; Otto Zuellig, Jr., Bottling; Norm Baker, Bottling; and Clarence Frank, Bottling.

Join Office Staff

A veteran of 21 years in the brewing business is E. J. "Jack" Price, new master brewer for Carling's Frankenmuth plant. Jack, now well-known in the community, came here from Carling's Cleveland plant, where he last served as assistant brewmaster. He is married and the father of two children, and a veteran of World War II. He resides with his family at 2834 Reppuhn Drive, in Saginaw.



CURRENT MEMBERS of the Frankenmuth safety committee include, left to right, standing; Herbert Naegle, safety director; Wayne Eitzen, Bottle Shop; Wilmar Brechtelsbauer, Maintenance; Ernie Gauderer, Brewing; Gerhardt Hetzner,

Bottle Shop; Harold Eischer, Bottle Shop; Albert Buzzard, Bottle Shop; Albert Nefe, Maintenance. Seated: Harold Matzke, Cellars; Ottomar Rupprecht, Bottle Shop; Jack Zeitz, Bottle Shop; Martin Hufnagel, Bottle Shop; Ruben Reif, Brewing; William Bierlein, Bottle Shop; and Virginia Tremonti, Office.

This Whopper Didn't Get Away, And Dave Zwerk Brings Back Proof!

Fishermen -- even in Frankenmuth -- like to tell about the "big one that got away."

That's not the case with Dave Zwerk, of the Bottling Department, who not only landed this "big one", but also brought back photographic proof of his catch.

Dave, who along with his wife vacationed for three weeks at Boynton Beach, Florida, was determined to land something more glamorous than a perch or some other domestic variety of fish -- and land it he did!

Thinking ahead to the doubts his fishermen friends at home would have, Dave and his wife posed for the photograph below, complete with a picturesque sailfish, a barracuda, and several other varieties of deep sea fish. All were caught in the Atlantic, and Dave reports that the sailfish fought him for 45 minutes before he brought it aboard.

Good fishing, Dave -- and -- good thinking to bring back that photograph!



BOTTLE SHOP WELCOMES 15

The Bottle Shop in February welcomed 15 new employees to help produce the first Carling products. Joining the department were Norbert Matzke, Bridgeport; Stanley Brennan, Munger; Glenn Spiekermann, Reese; Clifford Mossner, Reese; Herbert Beyerlein, Bridgeport; Jay Manchester, Reese; Howard Bierlein, Reese; Anton Kern, Reese; Walter Kowaleski, Jr., Saginaw; Charles Baldwin, Tuscola; Martin Eischer, Frankenmuth; Franklin Hill, Oakley; Nick Marx, Vassar; Norbert Schoenknecht, Saginaw; and Arthur Gendron, Birch Run.

FEBRUARY BIRTHDAYS

Celebrating February birthdays were these Frankenmuth people:

Ralph Eischer, 3rd; Albert Nefe, 4th; Bernard Todd, 10th; Albert Kienitz, 12th Lois Krafft, 14th; William Rohn, 16th; Ottomar Rupprecht, 23rd; Reinhard Ill, 23rd; Marvin Sullivan, 26th; Aloysius Quaderer, 27th; Harold Reif, 29th.

Congratulations!

Engaged recently was Kathryn Fechter, Accounting, to Eugene Schmidt, of Frankenmuth. A fall wedding is planned. We all extend our congratulations to you both.

Carling Brewing Co.,
926 S. Main St.,
Frankenmuth, Mich.