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PLANT OF THE CARLING
BREWING COMPANY

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Congratulations, Otto!



TO OTTO FRANK, Sr., went the honor of becoming the first member of Carling Family to achieve 30-year service status. Otto, above left, is pictured as Vice President Les Freidinger pinned a diamond-studded 30-year service pin on him at a brief luncheon ceremony on March 18th. To personable and friendly Otto Frank goes the congratulations and best wishes of every Carling man and woman at all plant locations!

Freeing of M-83 from Frost Law Restrictions Is Tribute to Efforts of Wallace Weiss

To Production Coordinator Wallace Weiss goes the thanks of every firm in the Frankenmuth area which utilizes trucks in shipping or receiving operations for his efforts in having load restrictions removed from highway M-83.

Largely through Wally's persistent efforts, the Michigan State Highway Department recently re-classified M-83 as an all-season trunkline. Previously, Michigan's "frost law" load restrictions imposed hardships on Frankenmuth area shippers by prohibiting full trucks from using M-83.

The highway department based its new ruling on the common-sense view that, if the road is built substantially enough and on a firm base, the road should be good the year around.

The ruling came "just in time" inasmuch as state "frost laws" went into effect earlier this month.

Announce Safety Contest Winners

To qualify for a prize in the March Safety Slogan Contest, here's the slogan you'll need to remember: "A Man Who Does His Work Safely Does It Well." Telephone calls to find winners for the month of March will begin April 1st.

Winners of camp jug prizes for the February contest included Mrs. Raymond Veitengruber, Mrs. Henry Bender, Jr., Mrs. Marvin Bickel, Mrs. Lucille Woern, Mrs. Rudolph Lauber, Clarence Rupprecht, Alfred Schmitzer, Virgil Kridler, Mildred Nuechterlein, Mrs. Arnold Scharrer.

Continuation of the contest, of course, depends upon the maintenance of our lost-time accident-free record.

New Carbon Dioxide Facilities To Boost CO₂ Capacity and Aid Quality Control

A new Carbon Dioxide liquefying system, now being installed in the brewery, will triple our CO₂ storage capacity and double our CO₂ liquefying capacity, according to Plant Engineer Leo A. Rousseau, who is supervising the installation.

In addition, Mr. Rousseau said, plans call for the installation of a new CO₂ gas washer to wash all the carbon dioxide collected from the fermenting cellars.

Installation of the liquefying system will permit the repairing of the existing system, which was installed about 21 years ago. The old system never had been repaired, according to Mr. Rousseau, because of insufficient storage capacity to allow closing down of the liquefying system while repairs could be made.

The new CO₂ gas washer will help us meet the constant demand for a uniform product, Mr. Rousseau said.

The old system has a storage capacity of approximately 16,000 pounds of liquid carbon dioxide, and a liquefying capacity of 400 pounds per hour. The new system will give additional capacity of 34,000 pounds of storage and add another 400 pounds per hour liquefying capacity. A new steam operated CO₂ evaporator, an essential part of this equipment, will have a capacity of 1,000 pounds per hour.

This new equipment, which will further modernize our plant, is vital to the brewing of quality malt beverage products.

After the CO₂ has been washed and compressed, it goes through a dessicant dryer and then into an activated carbon deodorizer. When it has gone through this elaborate process of washing, drying, and deodorizing, it is then liquefied in a condenser and sent to the liquid storage tank where it is ready for use in carbonating beer and ale in storage just before it is packaged.

Carling Technical Seminar Attended By Price, Matzke and Bornemisza

Carling's Natick, Massachusetts, brewery this month was host to the annual company-wide technical seminar, attended by brewmasters, assistant brewmasters, and chemists, who gather each year to review problems that develop at their respective plants and to benefit from discussions with visiting experts.

Representing our Frankenmuth brewery were Brewmaster Jack Price, Assistant Brewmaster Alfred Matzke, and Plant Chemist Bill Bornemisza, who made the long trek to Natick by automobile. En route to Natick, the trio visited briefly at the Carling plant in Hamilton, Ontario, where Bill Bornemisza had been employed for six years before coming to Frankenmuth a year ago.

Speakers addressing delegates to the seminar included Dr. Samuel Green, of the Wallerstein Laboratories, who discussed "Microbiology of Yeast Cultures"; Dr. Burger, of the Siebel Institute, who spoke on "Off Flavors in Beer", and Rudy Bender of the Schock-Gusmer Company, who discussed new methods of calibrating kettles, and also lauter tub operations.

Following technical discussions, the visiting groups made a tour of the ultra-modern Natick brewery.

Investment in Chinchillas 'Pays Off' In Pleasure, Profit for Ralph Schluckebier

According to psychologists, every man needs a hobby -- an activity of his own that permits him to express and enjoy himself in a manner not possible at work or in any other of the many normal affairs of everyday living.

Most of us, of course, do develop some sort of hobby, but not many of us are able to combine the pleasure and relaxation of a hobby with the extra benefit of having it produce cash income -- as has Ralph Schluckebier, lift truck operator in the Bottle House.

Ralph's hobby, which in the past 11 years has developed into more of an avocation than a hobby, is the raising and pelting of Chinchillas, one of the most valuable fur-bearing animals in the world.

Produce Luxury Furs

Chinchillas, to most people, represent luxurious fur coats that can be afforded only by the most well-to-do families. But to Ralph they are lovable little creatures who have given him an opportunity to enjoy himself in his leisure hours as well as to offer him possible profit if he manages his business efficiently and properly.

Ralph reports that he began his hobby about 11 years ago after reading an article about chinchillas. He bought his first pair of chinchillas, he said, because "I loved animals and wanted something to do that was both interesting and educational."

Today, Ralph has approximately 75 chinchillas and he has developed his hobby to the point where he now operates on a pelting basis. The pelts, Ralph reports, bring anywhere from \$10 to \$70, depending upon their quality.

Not content with what he has accomplished to date, Ralph plans future expansion. His present quarters, at the present rate of growth, should be adequate for about another year, he believes. After that, he plans to construct new quarters for



QUARTERS IN which Ralph Schluckebier houses his chinchillas are immaculate, as evidenced by this photograph.

The Carling Frankenmuth News

Associate Editor, Herbert Naegele

George Schmunk	Brew House
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	Brew House
Virginia Tremonti	Office
Alfred Buzzard	Bottle House



A SOFT and cuddly chinchilla is held here by Ralph Schluckebier, left, while Herbert Naegele displays two of the pelts as they appear when they are ready for shipment.

raising larger numbers of chinchillas.

Unlike some other animals raised for their fur, chinchillas aren't difficult to raise, although they are delicate, Ralph reports. For example, when he picks one up, he takes it by the tail so that the fur won't be bruised and rubbed away from the animal's skin.

A chinchilla's diet is simple and inexpensive, according to Ralph. They eat a mixture of grain pellets and chopped hay, and each animal will consume only about two dollars' worth of such feed a year.

Female chinchillas will produce two litters per year with each litter normally numbering two. The gestation period is 111 days, and the baby chinchillas are born with their eyes open, fully furred, and they are able to run around their cages the day they are born.

Chinchillas are hardy, also, Ralph reports. They require very little heat in their quarters, and they are housed in simple wire cages 18 inches square and a foot high. An extra feature, Ralph says, is the fact that chinchillas are clean animals -- whereas most others raised for their fur are not.

Pelting -- the payoff to persons raising animals for their fur -- is done anytime the animal is between the age of six months and nine months.

It's a fascinating hobby that Ralph Schluckebier has, and one that is in its infancy across the country. Chinchilla coats and wraps are rare and extremely costly, the cost being multiplied by the care and attention required to process the fur and match the pelts for use in garments.

Ralph is ably assisted in his chinchilla raising hobby by his wife, who admires animals almost as much as he does. Ralph has been with the brewery since 1947.

PEOPLE IN THE NEWS

Congratulations to Mr. and Mrs. Galen Ferguson on the birth of their first son, Daniel Edwin, who arrived February 27th. Daniel weighed 9 lbs. and 10 ozs. when born.

A fall wedding is being planned by Milly Nuechterlein, Accounting, who announced her engagement to Donald Bierlein on March 7th. Best wishes, Millie!

The March winds blew Happy Birthdays to eighteen Frankenmuth Carling men: LeRoy Witkop, 1st; Wilmer Arndt, 2nd; Harold Kern, 2nd; Otto Frank, Sr., 4th; Jack Price, 4th; Ruben Reif, 5th; Rudolph Lauber, 6th; Walter Daenzer, 6th; Richard Nuechterlein, 11th; Wallace Reithmeier, 12th; Cloyd Persons, 14th; John Bechanko, 15th; Alfred Hastedt, 19th; Raymond German, 21st; Elmer Poellet, 22nd; James Hart, 26th; Otto Zuellig, Jr., 27th; and Rudolf Jordan, 28th.

Congratulations, everyone!