

CARLING

FRANKENMUTH NEWS



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

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April - May, 1968.

New keg bottles launched

We launched our new keg bottle here in style May 17. Management was so excited about the new bottle and what it can do for us in sales, they wanted the employees to get acquainted with it, so everyone was invited into the Carling Club Room to have lunch. One group met at noon, for the convenience of the second and third shifts, the other met at 6 pm for the convenience of the first and third shifts.

Following lunch, a program was presented by our general sales manager, Robert Lackner, and Bill Horne, Central Division advertising-merchandising manager.

Since we are our own best boosters, before the new keg bottle went on the market, each of our employees received two six packs from the management.

The introduction of the keg bottle necessitated a complete new line layout in our Bottleshop to run this package. The company has removed the production of all packages from our line No. 3 and has converted this line completely to the keg bottle production.

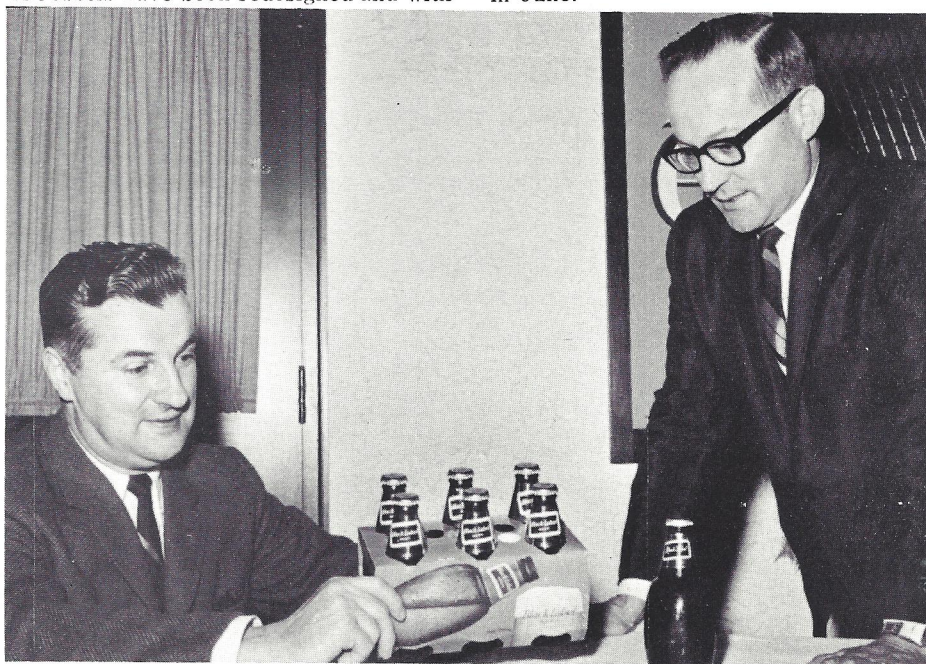
It meant we had to make a major change in our crowner, two additional labeler heads had to be added, and a new six packer was installed to accommodate this package. A major item also was the complete lining of all the bottle conveyor lines with a special type of material that conforms with the contour of the bottle.

The introduction of this bottle also meant that the 16-ounce deposit and 16-ounce one-way production has been moved over to line No. 2. This line, in addition to the production of the 16-ounce packages, still will produce all the 12-ounce deposit packages.

The company feels confident that this keg bottle will be a terrific boom to our business. The acceptance of this bottle in the Tacoma plant area has been exceptionally good. First shipment of the package was to be made to our distributors on May 20. It is hopeful that the majority of the distributors will have this merchandise in their retail outlets by the first of June.

In addition to the introduction of the keg bottle, there also is a major change and redesign in the other package labels. All labels have been redesigned and with-

in a short period will appear on the market. The can also has been redesigned and that, too, will be on the market early in June.



IT LOOKS GREAT!

Wallace Weiss, production coordinator, and Wallace Riethmeier, plant manager, examine our first sixpack of new keg bottles. Below, Matt Szymanski, bottling superintendent, and Bernie Todd, shipping supervisor, check on the first pallet loading going out on a truck.



Glass strike hurts

The brewing industry has been dealt a severe blow because of the 51-day glass strike. With our volume of packaged goods in the one way line constantly in creasing, we have felt the results of the glass strike. There is no relief in sight for at least a period of one year.

The 51 days of interruption represent about 18% of the total production. This impact has affected us in terms of many additional changeovers on our lines, short runs, and generally a type of production which appears to be the result of poor planning.



Clarence Reif heads service award list

Two service awards will be made in June, both for 10 years. Carl Buetow will mark a decade at Carling on June 16, Walter Engel on June 19.

There were no service awards for May but April was a big month with the veteran of Carling's plant, Clarence Reif, leading the way by marking 40 years on April 1.

Ralph Eischer reached the 20-year mark on April 14 and Robert Williams marked two decades on April 19. Marcus Bender became a 15-year man on April 6 and Lucille Woern marked her 15 years on April 14. Ten-year men were: Harold Maurer, Glenn Auernhamer, Herman Matzke, William Rauh, Glenn Spieker-mann, Elmer Beyerlein, April 8; Walter Schrader, April 9; Robert Hubbard, Henry Clouse, April 10.

Festival time!

Preparations are underway for our participation in this year's Bavarian Festival. The starting time is Sunday, June 9 at 1 pm with a parade consisting of numerous entries and marching bands. Carling again will have a beautiful float entry in the parade. Our float will be named "Carling Gemuetlichkeit", manned by our office girls in dirndls, Mark and John Matzke in lederhosen, and a band called "The Cousins".

The theme of this year's Festival is "Bavaria Old & New". An estimated 45,000 people are expected to witness the parade on Sunday.

Here at Carlings we are anticipating a large number of visitors to tour our plant and enjoy our Club Room facilities. This presents a wonderful opportunity for people to get better acquainted with our company and its products. All visitors will be exposed to our new facilities: our new parking lot, air conditioning and new rest rooms in our Club Room, and new company booklets.

During the week's festivities a large number of our employees will be active in various work schedules relating to our Plant, local service clubs and other organizations.

QUARTER CENTURY . . . AND MORE

Clarence Reif, above front center, receives congratulations and his 40-year award from Wallace Riethmeier, plant manager, to climax recent presentations. Richard Nuechterlein and Harold Reif, left, display 30-year awards; Wayne Rose, Harold Dinse, Jack Zietz, 25; Herbert Naegle, 35; Elmer Poellet, 30. Rudolf Lauber and Arthur Evans also received 25-year awards.

Booklet tells of "Carling family"

Have you taken the time to read our little "Welcome to Carling" booklet which tells our visitors about our "family tradition" here? Not all of our employees are pictured, of course, but we know we stand 220-strong behind the few that are.

The booklet points out that to Carling employees, fine brewing is a way of life, a profession in which they take pride . . . and that's why the colorful cover emphasizes "family tradition!"

By reading the booklet our visitors learn briefly how our Black Label Beer is brewed, packaged, shipped . . . they learn about Frankenmuth, its Bavarian heritage, its tradition of fine beer, fine food, and they learn, too, that the thing that makes our plant different from other industries is the fact that our employees, as citizens, live up to the original city charter which states that "every member is expected to take part in the community." Carling employees do just that.

And, as a "larger" citizen, the Carling Brewing Co. does its part by providing a good place to work and helping to provide a firm tax base for the town. Our Carling Park shows we have the same pride in our "home" that our fellow citizens have in theirs. Being a "good neighbor" comes easy when everyone pulls together.

Cool, man, cool!

A 6-pack refrigerator went to each of these April slogan winners: Harold Kern, Robert Raquepaw, James Sahr, Austin Meader, Donald Diedrich, Jack Price, Willie Brechtelsbauer, William Rauh, Howard Dietzel, Willis Veitengruber, Henry Clouse, Donna Jammer.

Black Label known as beer of reward

A new \$10 million advertising campaign, designed to position Black Label Beer as **THE** beer of reward and celebration, has been launched by the Carling Brewing Co.

The campaign is based on the idea that the beer drinker very often regards beer as a reward for and celebration of his day-to-day accomplishments no matter how small they might seem to someone else, Richard C. Wright, Carling's director of advertising and merchandising explained.

The "Little Victories" campaign then talks to the consumer about life as he lives it . . . about those little victories he wins every day.

And, it rounds out the message by saying, "Rewarding your victories is what Carling Black Label is for. A moment worth rewarding is worth rewarding well."

The campaign takes those moments in life that usually go wrong - and makes their going right a Little Victory - and a cause for celebration.

Examples of "Little Victories": The smug neighbor's power lawn mower that quits while your old hand mower keeps on operating; the mother-in-law who can't visit you on the weekend; the flashy sports car stalling at the light while your old sedan moves away with ease.

The new campaign admittedly is off-beat, Mr Wright states, for it presents Black Label Beer in terms of what it does for the consumer psychologically, because that is where his greatest motivation for drinking beer lies.

Traditional beer advertising deals with what beer is physically: ingredient claims, brewing process claims, quality claims, and the like. Or the consumer is advised what beer does for him physiologically, such as more thirst-quenching.

Black Label, on the other hand, is presented simply as a high quality product that is worthy of the victory celebration.

The commercials are warm, human and interesting. The background music is happy and likable . . . and provides Black Label with a distinctive musical trademark.

Carling's "Little Victories" campaign initially will utilize television and radio. Later it will be expanded to include newspaper and outdoor advertising.

Jack Tinker & Partners of New York City created the campaign.

* PLANT PICNIC *

Saturday, July 27

* RED LETTER DAY *

Quarter Century Club adds five

The Carling Quarter Century Club held their annual service awards dinner at the Carling Club Room on Saturday, May 11. The five new members inducted into the 25-year club were Harold Dinse, Rudolf Lauber, Arthur Evans, Jack Zietz and Wayne Rose. Thirty year awards were presented to Richard B. Nuechterlein, Harold Reif and Elmer Poellet. Herbert Naegele received a 35-year award and Clarence Reif his 40-year award.

The presentation of all awards was carried out by Wallace E. Riethmeier, plant manager.

A total of 66 members and friends attended this affair. After a delicious meal a movie was shown dealing with our plant picnics of past years. The ladies engaged in millionaire's bingo while the men played cards and enjoyed the fellowship.



QUARTER CENTURY CLUB IS GROWING

Front row, left to right, are: Herbert Naegele, Fred Hauck, Harold Reif, Richard Nuechterlein, Albert Warnemuende, Otto Frank, Sr., Clarence Reif, Norman Baker, George Schmunk; middle row, Walter Knieling, Alfred Matzke, Ludwig Riess, Lawrence Pagels, Walter Fuhrmann, Otto Frank, Jr., Matthew Szymanski, Ottomar Rupprecht, Roy Seiferlein, Elmer Poellet; back row, Harold Dinse, Wayne Rose, Jack Zietz, Rudolf Strobel, Wilmer Brechtelsbauer, Harold Elscher, Jack Price, John Lehner, Wells Barrett, Wallace Weiss. Missing from the picture are Leo A. Rousseau, Virginia Schroeder, Wallace Baum, Norman Matzke, Arthur Evans, Rudolf Lauber, Fred Bickel.

Happy Birthday!

What is so rare as a day in June? . . . especially when we can propose a birthday toast in someone's honor. We can think of at least a dozen and a half good reasons for doing just that - and here they are: June 2, Gilbert Trinklein, Henry Canfield; June 3, Arthur Walt; June 4, Raymond Loesel, Herbert Naegele; June 6, Norbert Matzke, Donald Matthews; June 10, Gary Schmitzer; June 11, Elmer Kolberg; June 15, Alfred Schmitzer; June 18, Carrol Nuechterlein; June 20, Arnold Scharrer, Marsha Nuechterlein; June 21, David Adler; June 23, Otto Frank, Jr.; June 24, Richard Johnson; June 25, Wilmer Brechtelsbauer; June 29, Raymond Veitengruber.

Al Bishop retires

A nice gathering of about 125 employees attended the retirement party for Alphonse Bishop on May 3. Since this affair was scheduled in the evening, the group enjoyed a beef and chicken luncheon with all the trimmings and lots of Black Label Beer.

Presentation to Al was made by Plant Manager Wallace E. Riethmeier and William Daniels, president of Brewers Local 212. Gifts received were a handsome name inscribed cigarette box with two packs of Carling playing cards and a cash gift from all Carling employees.

Al, who attained the age of 65 on April 26, has been with the company for 23 years. During this long service Al was complimented by Brewmaster Jack Price for his punctuality, cooperative spirit and pleasing personality. Jack mentioned that although Al had to come 30 miles to work every day he was never late during all these years.

Al made mention of his favorable experiences and good working conditions which he enjoyed during his employment. Also he emphasized he could not remember ever having a cross word with his boss, Jack.

Junior Achievement BREWCO ends operation and presents report

The Junior Achievement group, working under the company name of Brewco has terminated a 7-month successful business operation by presenting a detailed and interesting annual report.

This program was sponsored by the Carling Brewing Co., Frankenmuth, and Don Nefe and Robert Satow acted as the group's production supervisors. Bob Serrick was management advisor and Tom Conzelmann was sales advisor. Both of these men are employees of Frankenmuth Mutual Insurance Co.

The participants numbered 36 students from Frankenmuth High School. They met once a week (on Tuesday) for a 2-hour session. The program lasted for seven months and Carling made their facilities available to the group.

The students, through this practical training and experience, became familiar with all aspects of a business operation and this will certainly enhance their knowledge for future application.

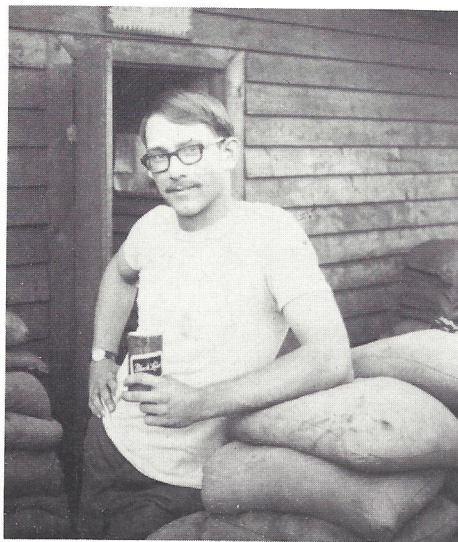


BEST WISHES . . . HAVE FUN!

Alphonse Bishop, who retired May 1 from the Brewing Department, receives from William Daniels, left, president of Local Union 212, the cash gift which came from all Carling employees. A personalized cigarette box is presented by Wallace E. Riethmeier, plant manager.

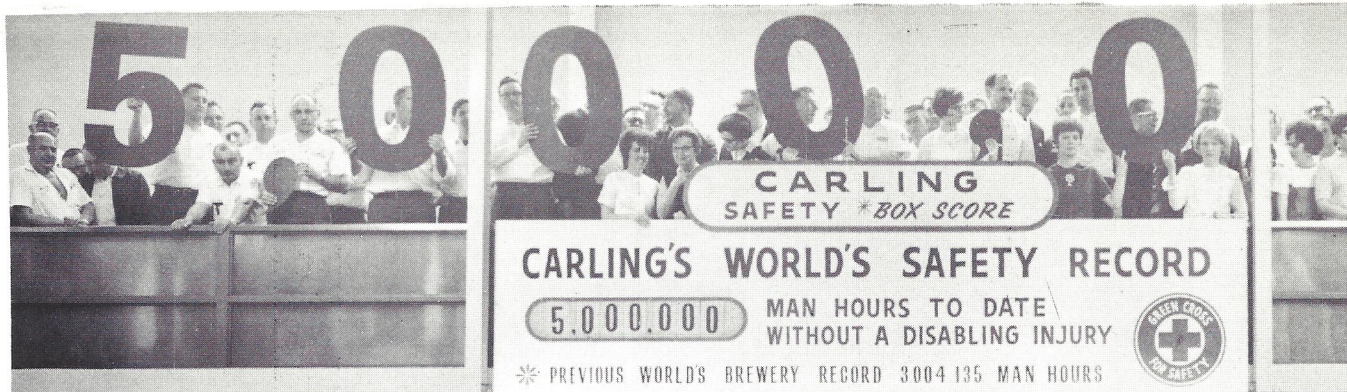
May Safety Slogan

Live
and work
the SAFE way



EVEN IN VIETNAM!

Sp4 David Gehrs, 21-year-old son of Martin Gehrs, is enjoying Black Label Beer in Pleiku, Vietnam. David, who has been in Vietnam since September, 1967, said the boys really enjoy good old Black Label. David was graduated from Frankenmuth High in 1966.



Our safety efforts bring praise

Maintaining an active interest in industrial safety makes each and everyone of us more receptive to new safety ideas, techniques and equipment that keeps our safety program updated.

Our 100% participation, interest and attitude have been the determining factors in meeting our objective which has carried us beyond 5,000,000 manhours without a disabling injury.

Safety awareness also has to be cultured and when it is properly developed, maintains our attitudes towards safety at a high level and also cautions our responses to the various accident producing situations to which we are all exposed.

What has all this effort and accident free performance done for us over the many hours and years? First of all, the benefits in uninterrupted employment and security we enjoyed were certainly meaningful. We also have made our plant a safer place to work. Following is a congratulatory message from Howard Pyle and a listing of the eight safety awards for the year 1967.

CONGRATULATIONS!

The heartiest and very special congratulations of the directors and staff of the National Safety Council on your fine safety performance - truly a job well done.

Howard Pyle, President
National Safety Council

1. We won the "Award of Honor" for the best record in the brewing industry and for the operation of 4,901,507 man-hours without a disabling injury. This is the highest award of the National Safety Council.

2. United States Brewers Assn. Inc. First Place Award (Group A) All Personnel (Excluding Delivery).

3. U.S.B.A. - For Its Excellence in Injury Prevention (5 Million Man Hours) Without A Disabling Injury, April 10, 1968.

4. Carling President's Safety Award. In recognition of our safety efforts in achieving the outstanding safety record among plants of Carling Brewing Co.

5. The President's Trophy, which we will share with our Baltimore plant, because they worked the full year of 1967 without a disabling injury.

6. Greater Saginaw Safety Council - No Lost Time Injuries in 1967.

7. Appreciation Award (For supporting the objectives of the Saginaw Valley Safety Council.)

8. National Safety Council Award (Food & Beverage Section Safety Contest).

Don't forget!
PICNIC - JULY 27
Pine Ridge Park



IT TAKES TEAMWORK

Safety committee members, our plant manager and safety director display the eight safety awards won in 1967 by our 220 employees, some of whom gathered on the tour ramp, above, the day we achieved our 5,000,000th man-hour without a disabling injury.



Heading for six...

At 10:10 A.M. Wednesday morning, April 10, the World's Safest Brewery, our own Carling Brewing Company's Frankenmuth Plant, achieved a heretofore unheard of record in the brewing industry. Our plant marked its five-millionth (5,000,000th) man-hour without a disabling injury. The 220 employees of Carling Brewing Co. here at that time completed over 12½ years without a disabling injury.

As the momentous 10 o'clock hour approached, work ceased briefly. A pre-selected employee, Otto Zuellig, Jr., was honored as having completed the 5,000,000th manhour. He received a personalized bowl bearing the inscription "5,000,000 Safe Manhours, April 10, 1968".

Actually a milestone in any industry, our record is the pride of the brewing industry in particular. Therefore, the United States Brewers Assn. is preparing to present our Frankenmuth plant with a special award to be added to the many national and local safety awards we've won in the past 12 years.

Ravenna visitors here

On May 22, a group of 16 people from Ravenna visited Frankenmuth on Mayor Exchange Day. The group of ladies and men were guests of Carlings and Wallace Riethmeier and Wallace Weiss acted as hosts. They enjoyed a delicious luncheon at the Carling Club Room. After the luncheon the delegation toured our plant and Ravenna's president, Don Pigors, was presented with some of our fine products.