

CARLING

FRANKENMUTH NEWS



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

Vol. 9, No. 5.

August & September, 1967.

Safety Tigers head for Lucky 13

Some folks claim that 13 is an unlucky number. Some claim that having a black cat cross your path is as dangerous as trying to grab a tiger by the tail.

Neither of these superstitions applies to us. Carling employees are "Safety Tigers", starting on their 13th safari into the worldwide region of brewery safety.

Recognized officially as the world's safest brewery, our plant's 220 men and women employees were joined by about 2280 family members and guests from Frankenmuth and neighboring communities on Sept. 8 to help celebrate the completion of 12 consecutive years without a lost-time injury.

The plant thronged with guests as the plant's whistle blew triumphantly at 7 pm to signify the exact moment of the dozen successive years of operation without a disabling injury. Banners and badges in gay profusion bore the open house victory theme: We're Safety Tigers! About 5,000 helium-filled balloons were distributed for added gaiety and as they escaped from excited hands, they carried the message of our international safety record to the four winds.

Meanwhile, back on our living carpet of green, the children received souvenir tiger hats which they wore with the same enthusiasm they showed in consuming 2,500 ice cream bars and countless gallons of soft drinks. Adults were served Carling Black Label Beer, pretzels and potato chips.

But that wasn't all! Twelve full years of safety . . . unequalled in the entire

world . . . called for something extra special and so a 40-minute public fireworks display was shown on the banks of the Cass River near our plant.

In our latest safety achievement, our 220 plant employees have worked a total of 4,801,325 man-hours without a lost-time injury. Our plant has won 72 trophies and special national and international safety citations for the outstanding performance of our employees.

"We've come a long way for a long time here at Carling Frankenmuth in the teamwork and cooperation our employees have used to build the finest safety record of any brewery in the world," says Plant Manager Wallace E. Riethmeier.

Since safety is a matter of individual attention, individual concentration and personal effort, rather than luck, our employees are moving confidently . . . but carefully . . . into the 13th year of operation without a lost-time injury. Our "Safety Tiger" is king and he intends to keep it that way.

A grateful Carling management will honor our employees, their wives, husbands and guests at a Carling Safety Victory Dinner-Dance on Nov. 4 at Zehnder's Hotel.

**A BOY AND HIS BALLOON**

Young in years or young in heart, a boy's a boy . . . and Carling's ballooning safety record pleases them all. Not to be outdone by our young friend above are Herb "Toots" Naegele; Wally Riethmeier; Donald J. Dittmann, Central Division vice-president; Wally Weiss; and Walter Fedyk, safety and insurance coordinator for Carling Brewing Co., Cleveland.



September
afety
logan

The best safety
device on the market
is a safe worker!

Happy Birthday!

September and October are big birthday months in our family with 17 rating a salute this month and 22 next month.

Marking September birthdays are: Walter Schrader, 1st; D. N. Richard Parks, 2nd; Austin Meader, 3rd; Alfred Buzzard, Ronald Knoll, 6th; Ralph Schluckebier, 7th; Alfred Matzke, 8th; Wayne Rose, 9th; Martha Laux, 12th; Fred Beyerlein, 14th; Clarence Haas, 15th; William Rushford, John Schluckebier, 21st; Howard Stockmeyer, 22nd; Henry Bender, Jr., 27th; Frieda Cook, 28th; Thomas F. Edwards, 30th.

Standing in the wings with October birthdays are: Arthur Trumble, Wilma Hillis, 1st; Carl Buetow, William Rauh, Ralph Poellet, 3rd; Harvey Bierlein, Ellsworth Doud, Herbert A. Beyerlein, 5th; Howard Dietzel, Arthur Gendron, Arno Rogner, 6th; Marvin Bickel, 10th; John Wylie, Ralph Detloff, 11th; Herman Matzke, 13th; Clarence Krick, 14th; Marcus Bender, 21st; Ralph Woodhull, Jr., 22nd; Howard Bierlein, 24th; Fred Bickel, 25th; James Sahr, 29th; David Zwerk, 31st.

MAYER SCHOLARSHIP

Miss Janet Ellen Bender, daughter of Mr and Mrs Henry Bender, Jr., and Thomas Edward Reif, son of Mr and Mrs Ruben Reif, receive the \$200 William H. Mayer scholarship presented by Secretary Dick Nuechterlein in behalf of the Carling Quarter Century Club. Janet is attending Central Michigan University and Tom is a cooperative training student at the Saginaw Steering Gear for a 5-year period and an eventual graduate of General Motors Institute. Both graduated from Frankenmuth High School in June and were active in various student activities.



Ilene's on the job

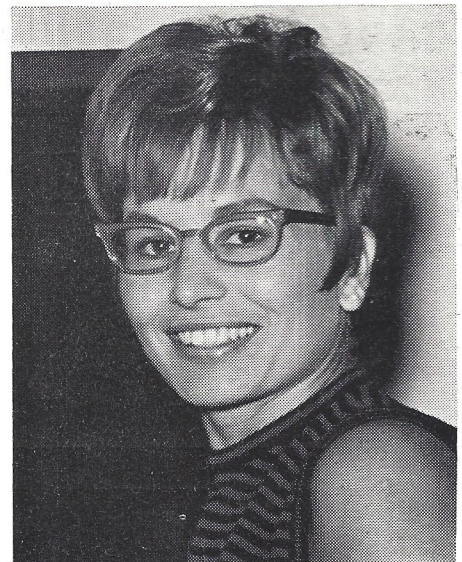
Ilene Joan Janusz is an attractive addition to our office staff. She started working Thursday, Sept. 7 as secretary to Wallace Weiss.

Ilene was formerly employed at the AC Spark Plug in Flint and at the Harrisville Bank. She and her husband and their three children live at 12857 South Gera Road, Birch Run.

Ilene's hobbies are swimming, golfing and reading.

He who thinks by the inches and talks by the yard should be kicked by the foot.

Kindness is the language the deaf can hear and the dumb can understand.



ILENE ON THE JOB

LOST TIME INJURY REPORT CARLING BREWING COMPANY — ALL PLANTS January through August

PLANT	1967		1966	
	Lost Time Injuries	Freq. Rate	Lost Time	Freq. Rate
Cleveland	2	2.29	8	9.07
Belleville	4	8.29	5	9.70
Natick	1	5.25	0	0
Frankenmuth	0	0	0	0
Atlanta	4	17.57	8	27.94
Tacoma	8	24.28	2	6.61
Baltimore	0	0	1	3.21
All Plants	19	7.10	24	8.19

We're sponsoring these Lions telecasts

The outstate schedule for the Detroit Lions games, to be seen on WWTV-TV, Cadillac, WWUP-TV, Sault Ste. Marie, WKZO-TV, Kalamazoo, and WKNX-TV, Saginaw, will be:

Sept. 17, Detroit at Green Bay; Sept. 24, Cleveland at Detroit; Oct. 1, Detroit at St. Louis; Oct. 8, Green Bay at Detroit; Oct. 15, Detroit at Chicago; Oct.

22, Atlanta at Detroit; Oct. 29, Los Angeles at Chicago; Nov. 5, Chicago at Detroit; Nov. 12, Detroit at Minnesota; Nov. 19, Detroit at Baltimore; Nov. 23, Los Angeles at Detroit; Nov. 26, Green Bay at Chicago; Dec. 3, Pittsburgh at Detroit; Dec. 10, Detroit at New York; Dec. 17, Minnesota at Detroit. Nov. 5-12-19-26, Dec. 3-10-17 are doubleheader dates. Divisional playoff is to be held Dec. 23 and Dec. 24 with the NFL championship Dec. 31. The Playoff Bowl game is Jan. 7; Super Bowl, Jan. 14; Pro Bowl, Jan. 21.

The blackout market schedule, on WJIM-TV, Lansing and WTOL-TV, Toledo, will be:

Sept. 17, Detroit at Green Bay; Sept. 24, Chicago at Green Bay; Oct. 1, Detroit at St. Louis; Oct. 8, Dallas at Washington; Oct. 15, Detroit at Chicago; Oct. 22, Washington at Los Angeles; Oct. 23, Los Angeles at Chicago; Nov. 5, New York at Minnesota; Nov. 12, Detroit at Minnesota; Nov. 19, Detroit at Baltimore; Nov. 26, Green Bay at Chicago; Dec. 3, Chicago at San Francisco; Dec. 10, Detroit at New York; Dec. 17, Baltimore at Los Angeles. Nov. 5 through Dec. 17 are doubleheader dates. Divisional playoffs are Dec. 23 and 24; NFL championship, Dec. 31. The Playoff Bowl game is Jan. 7; Super Bowl, Jan. 14; Pro Bowl, Jan. 21.



SONNY GRANDELIOUS

The "color" man for the Detroit Lions telecasts describes the 1967 Detroit Lions for the Michigan wholesalers.



FIRST IS DOUBLE HEADER!

Plant Manager Wally Riethmeier presents reserved seat tickets for a Detroit Lions home game to Ronald Krick and Lawrence Pagels who tied as winners in the first week of the "Where's the ball?" contest.

Where's the ball?

Carling employees are keeping close watch of the bulletin board in our plant as they follow with interest the "Where's the Ball?" contest. A retouched photograph of a recent NFL game, from which the football has been removed, is the center of their attention. The employee puts a dime where he thinks the football should be, circles it with a pen and turns his entry in on Monday with his daily time sheet. The entry closest to the ball is declared the weekly winner.

The contest got off to a good start when two eagle eyes nosed out the other 117 entries. Due to the fact that Ronald Krick and Lawrence Pagels were equidistant from the ball, the judges awarded each two tickets for the Detroit Lions-Cleveland Browns game on Sunday, Sept. 24. Jack Weirauch was the second week winner.

Black Label backing Lions on TV

Our Carling "Safety Tigers" have a special interest in lions, too!

On the evening of Aug. 17, in the newly decorated Carling hospitality room at Frankenmuth, Carling Michigan wholesalers, wives and brewery executives met to share the good news that Carling will again bring to the marketing areas of out-state Michigan and northwestern Ohio the NFL-Detroit Lions championship season on television. Thirty-two Carling wholesaler markets will receive the Black Label-sponsored NFL television package during 1967 over the facilities of CBS-TV.

The complete television schedule includes 15 regular season games, two divisional play-off games, the NFL championship game and three "bowl" contests -- the Playoff Bowl, the Super Bowl and the Pro Bowl. All 13 Detroit Lions regular league games will be seen in a majority of the markets covered by the Carling-Lions network.

The NFL-Lions television games will reach an average audience of 653,000 viewers per game for each of the contests on the 21-game TV schedule. Viewers will be exposed to two Black Label commercials during each of the 18 games and three commercials during the Lions' Thanksgiving Day game, the NFL Championship game and the Super Bowl clash.

Black Label commercials will produce for Carling and Carling wholesalers an average of 1,306,000 advertising impressions per game. Over the course of the entire season, Carling Black Label commercials will reach nine million homes and amass 31 million advertising impressions.

Carling will back its TV franchise with the Lions through extensive point-of-sale merchandising aimed at both on-premise and off-premise accounts. All materials will display the complete Detroit Lions schedule and a suggestion to the consumer to enjoy our delicious Black Label as he enjoys the Lions' telecasts.

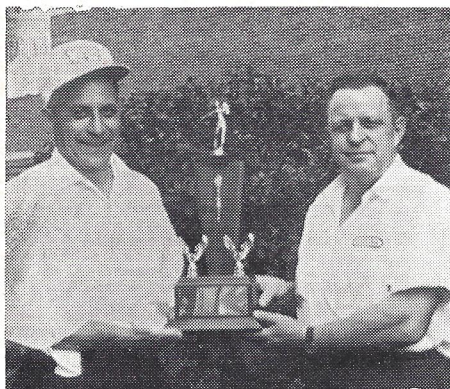
The announcement of Carling's renewed sponsorship affiliation with the Detroit Lions afforded Carling the best opportunity in recent years to hold an official get-together for Carling wholesalers at our Frankenmuth Brewery. The meeting was made a memorable one not only by the announcement that Carling would continue its association with the Lions, but also by the appearance of a distinguished roster of guest speakers who addressed the gathering following a "smorgasbord" dinner of famous Frankenmuth food specialties. The guest speaker list included Henry E. "Tim" Russell, president of Carling Brewing Company; Charles E. Landreth, executive vice president; Donald J. Dittmann, divisional vice president; Bailey Nieder, Central Division marketing director; W. O. Horne, Central Division advertising & promotion manager; Fred P. Stashower, Lang, Fisher & Stashower; and Sonny Grandelious, Detroit Lions' telecaster and former Michigan State All-American.

Wally Riethmeier, Frankenmuth plant manager and co-host of the affair, along with Wally Weiss, introduced the in-plant team at Frankenmuth. Wally Weiss followed Wally R. to the podium and presented Mr. Russell with a collage of Black Labels and bottle caps made into a coffee table. The table was presented to Mr. Russell on behalf of the membership of the Quarter Century Club.

TIME OUT FOR BLACK LABEL

Aug. 17 was fun and fact night as our wholesalers learned that Carling will again sponsor the Detroit Lions telecasts. Taking advantage of the informal atmosphere, below, left to right, are Mel Hopper, sales district manager; Tim Russell, president of Carling Brewing Co.; Roy Deneen, Bad Axe distributor; Ray Filmore, Brighton distributor.





NEW GOLF CHAMP

The 1966 Carling Golf Tournament champ, Archie Buzzard, right, presents this year's trophy to the new champ, Herbert Naegele. The trophy is on display in the Club Room.

Little World Open is close contest

The annual Carling Golf Tournament was held at Green Acres Golf Club Saturday, Sept. 16. Twenty-four golfers participated in the tourney. First place was awarded to Herbert Naegele with a net score of 72. Very close seconds were Harold "Silver" Matzke and Gus Vavrina with a net score of 73. Joe Korniski had the low actual of 80.

Our golfers were on the tee at 8:45 am. After play ended, everyone adjourned to our Carling Club Room for dinner and awarding of prizes. Every golfer went home with some sort of prize.

Bob Satow, veteran tournament director, did his usual outstanding job.

Our plant has two golf tournaments each year. The first was a warm-up on June 24 at the Frankenmuth Golf and Country Club.

They knew answer!

July slogan winners receiving a gift certificate from the Frankenmuth Woolen Mill were: Vernon Gruber, Mrs Alfred Matzke, Raymond German, Otto Frank, Jr., Rudolf Lauber, Gerhardt Hetzner, Donald Quaderer, Elmer Kolberg, John Bechanko, Harold Jekel, Harold Boquette, Walter Lockhart.

The August slogan winners received a gift box of delicious Smucker's Jam. They were: Galen Ferguson, Betty Jerome, Mrs Edwin Rupprecht, Walter Schrader, Alphonse Bishop, Arnold Scharrer, Rudolph Strobel, Reinhard Ill, Don Nefe, Lucille Woern, Elmer Janson, Donald Matthews.

For faithful service . . .

Another Carling employee has attained the quarter century mark. John Lehner received his 25-year service award Sept. 15. Bernard Todd reached the 20-year mark Sept. 16. Alice Loesel received her 10-year service award on Sept. 10; Arno Rogner, 10 years, Aug. 5.

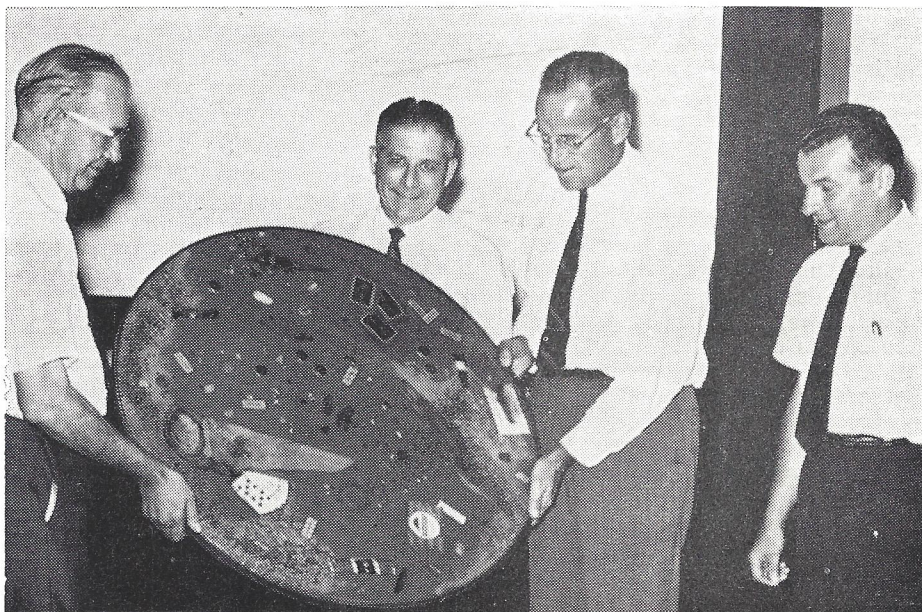
Frankenmuth beckons Detroit adventurers

Bill Bornemisza played host to the Detroit Adventure Club. The club has 24 members (12 couples) and it meets every second month with the host and hostess being another couple. The host couple is responsible for all the arrangements made for the evening which is being kept a secret until the actual event takes place. There is a strict budget of \$7.50 per person out of which the whole evening of four events has to be financed. From one location to the other the cars are directed by the drawings on maps which are handed out in sealed envelopes prior to going on.

The first event in the Frankenmuth outing was to see Bronner displays. Next on the agenda was the river boat ride. Beer was served to add to the merriment. This was the hit of the evening. The next place on the list was the Carling Club Room where the cocktail hour started at around 6:30 followed by a steak dinner, with music for dancing supplied by Bill's tape recorder. After dinner came the big surprise in the form of a ticket for each and all to the Musical Tent.

In gratitude . . .

A grateful Carling Quarter Century Club has presented to H. E. Russell, president of Carling Brewing Co., a handsome coffee table imprinted with Carling products insignia, including bottle caps and fragments of bottles and cans, all finished flush to the table surface. The 36-inch table's glossy surface also features an engraved plate reading: To H. E. Russell from the Carling Quarter Century Club. Left to right are: Jack Price, Herbert Naegele, Mr Russell and Wallace Weiss.



CRUISIN' ON CASS

Judy Bornemisza, standing, is the charming hostess during the Detroit Adventure Club's ride on the Bavaria.

People in the news

Wallace Riethmeier recently was elected president of the Frankenmuth Rotary Club.

Lois Krafft, secretary to Wallace Weiss since 1952, was married Saturday, Sept. 30 to Irvin Reinhold of Saginaw. Lois terminated her employment Wednesday, Sept. 27. A farewell luncheon was held the previous day by all supervisory personnel and office girls. Sincere good wishes for many years of wedded happiness are extended to Lois.

Hearty congratulations are extended to Mr and Mrs William Rushford, proud parents of a new, bouncing baby girl.

Sudden Thought: You're getting closer to middle age when you want to see how long your car will last, instead of how fast it will go.