

CARLING

# FRANKENMUTH NEWS



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

Volume 9, No. 2

February - March, 1965



**MORE HONORS FOR CARLING**—Our company's president, Henry E. Russell, second from the left in the front row, recently accepted the Group A, first place trophy won by Carling Frankenmuth employees for our 1964 safety record of another year worked without a disabling injury accident. Awards were presented at the United States Brewers Association annual convention in San Francisco. Shown here are representatives of other leading breweries who won awards in emulating the example of our plant, rated the safest brewery in the world for our nine consecutive years -- going on 10 -- without a disabling injury.

## Carling Local 212 Elects New Officers

William Daniels of the Bottling Department is the new president of Local 212 for the ensuing year.

Serving with him will be Robert Buchinger, vice-president; Melvin Hecht, treasurer, Wayne Rose, recording secretary. The shop stewards are Alfred Buzard in the Bottling Department, Rudolph Strobel, Brewhouse; and Max Erndt, Engineering Department.

## Pagels Named Exhibit Chairman For Meeting

Lawrence (Doc) Pagels is exhibit chairman for the ninth annual spring convention of the Michigan State Numismatic Society April 2-4 at the Bancroft Hotel in Saginaw. Doc is a former president of the Saginaw Valley Coin Club, convention sponsor. A collector for years, he has a fine treasure of old and rare coins and will exhibit at the convention.



**MODEL STUDENT**—Joan Rupprecht, daughter of Clarence Rupprecht, Quality Control, will graduate this June from Michigan State University with an outstanding scholarship record.

## No, Chinese Isn't All Greek To Her

Remarkable is the word for Joan Rupprecht, daughter of Clarence Rupprecht, Quality Control.

Joan, first recipient of the Carling Frankenmuth Quarter Century Club's William Mayer Scholarship Award, will graduate this June from Michigan State University with an amazing scholastic and achievement record.

A language student who has studied Chinese, French and German, Joan has majored in Chinese. Besides attending classes, she has taught Chinese the past two years at MSU.

As an assistant to the Chinese professor she teaches two hours each morning. She also has a Chinese class for about 30 students at Lansing Eastern High School from 4 to 5 during afternoons.

Despite all this extra curricular activity Joan has an exemplary scholarship average of 3.65.

She is in the MSU Honors College and is a member of Phi Kappa Phi, Tower Guard and Alpha Lambda Beta Delta.

After graduation Joan plans to continue studies for her Master's Degree.



From Far And Wide

## Plant Tours Popular With Foreign Guests

It's doubtful whether any of Carling Brewing Company's other plants boast such a cosmopolitan guest list every year as we do in Frankenmuth.

A total of more than 12,000 men, women and children toured our plant in 1964. They came from 24 of the 50 states of the Union and from 13 foreign nations.

Guides during the summer months were John Pagels and Steve Grainger, both students at Central Michigan University. Personnel Director Herbert Naegele and a corps of supervisory assistants escorted visitors through the plant the remainder of the year.

Foreign visitors last year came from England, Ireland, Scotland, Canada, Germany, Switzerland, Morocco, Brazil, China, Ethiopia, India, Indonesia and North Rhodesia.

There were about 2,000 more visitors last year than in 1963. The list keeps growing annually because a tour of our plant is a popular feature of Frankenmuth's week-long summertime Bavarian Festival.



**FOR GROWING PURPOSES**—Melvin Hecht, left, Brewing Department, Local 212 treasurer, tenders a \$5,000 check for investment purposes to Willis Veitengruber, Engineering Department, treasurer of the new and rapidly growing Frankenmuth Credit Union which now has 150 members. George Schmunk, center, Brewing Department, smilingly approves the transaction.

## Carling Ad Campaign A Taste-Tempter

"More Flavor In Your Life, More Life In the Flavor". That's the new basic theme for all media for Carling Brewing Company's 1965, hard-hitting \$12,000,000 advertising campaign for our popular Black Label Beer.

Our company will invest more than one-half of its advertising dollar in radio and television.

Featured are co-sponsorship of "Drees on Sports" over CBS Radio and the Carling World Golf Championship on the full CBS-TV network August 21-22. The balance will be used on spot TV and radio; regional editions of Life, Saturday Evening Post and nationally in Ebony. Newspapers, billboards, and supermarket publications complete the list. All will be backed up with heavy use of point-of-sale material.

**THE CAMPAIGN WAS CREATED** by Lang, Fisher & Stashower, Carling's Cleveland advertising agency.

The familiar phrase "Mabel, Black Label" which during the past fifteen years helped lead Carling from obscurity to a solid place among the top five United States brewers will be included with the product-oriented flavor story.

Biggest single promotion of the year for our company will be the second annual Carling Golf Championship August 19-22 at Pleasant Valley Country Club, Sutton, Massachusetts, just outside Worcester. CBS television network will carry this international tournament 1½ hours on Saturday and 2 hours on Sunday.

Carling is spending a sizeable amount on publicity, point-of-sale and some advertising tied in to the Carling World at which the winning golfer, competing against 150 of the world's finest, will receive \$35,000 for first place. Total purse is \$200,000.

"DREES ON SPORTS" recently was picked up by Carling for co-sponsorship for 39 weeks. This is heard over the complete CBS radio network. Both radio and TV commercials use identical music and lyrics. Carling has capitalized on the resurgence of the big band music to back up a lively, exciting group to sing the lyrics.

The bold, four-color magazine advertisements will begin this spring and hit hard on the flavor theme. These will depict such tasty foods as sausages, sharp cheese and others.

Outdoor advertising, too, takes on a whole new look and its artwork apart rather than being a re-do of Carling magazine or newspaper ads. These illustrate such things as a case of beer resting in a hammock or an icebox filled with one massive bottle of beer.

**TRADE BOOKS IN THE FOOD** and supermarket industry will also receive a share of the Carling ad budget. Newspaper ads in a variety of sizes will have bold two-color illustrations, (red and black) a very brief and to-the-point copy theme which again emphasizes flavor and the particular occasion, price or other event that the advertising is tied to.

### *Our Sympathy*

We were saddened by the recent death of Albert Kienitz, 64, Bottling Department, injured fatally in an automobile accident. He had been employed here 14 years and is survived by two daughters, Edna May Kienitz of Marion Springs and Shirley Fay Kienitz of Saginaw, and four sisters.



# Safety Standings

## CARLING BREWING COMPANY LOST TIME INJURY REPORT

### Comparison of 1964 & 1963

Plant	Year	L.T.I.	F.R.	S.R.
Cleveland	1964	9	5.36	155.48
	1963	6	3.33	55.52
Belleville	1964	9	10.51	120.24
	1963	6	6.97	66.24
Natick	1964	2	3.70	112.96
	1963	5	8.69	218.93
Frankm'th	1964	0	0	0
	1963	0	0	0
Atlanta	1964	3	7.80	462.68
	1963	1	2.96	118.29
Tacoma	1964	2	4.09	38.87
	1963	7	15.34	567.70
Baltimore	1964	15	29.58	143.96
	1963	26	54.33	424.17
Fort Worth	1964	0	0	0
	1963	40	7.96	133.36
All Plants	1964	51	10.33	159.01
	1963	51	10.33	159.01

You'll notice that our plant--and that's every one of us on the job here--was the only one without any disabling injuries in the Carling Inter-Plant Safety Contest last year.

The Tacoma plant won the Safety Improvement Award with 73.34 per cent improvement over 1963. Natick was second with 57.42 per cent improvement.

From an over-all standpoint, our company experienced a good safety accomplishment in 1964, reducing the frequency rate of 10.33 in 1963 to 7.96 in 1964. The United States Brewers Assn. reports will show a 15.12 frequency rate for 1964.

Incidentally, our continued spotless safety record last year won us five more national awards and trophies, bringing our total such honors won to 56 since our record started more than nine years ago.

## Safety Slogan Winners Rewarded

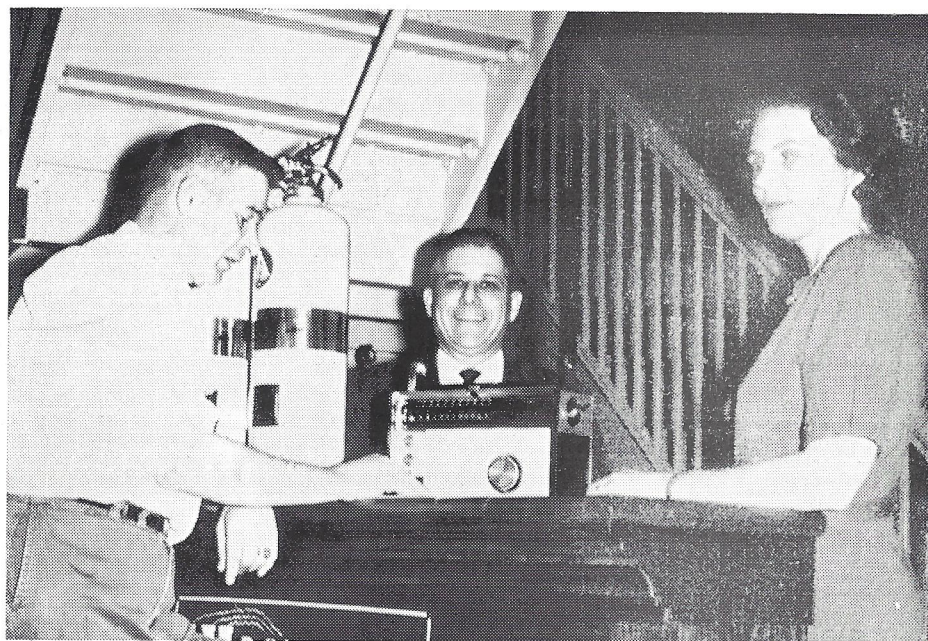
February safety slogan prizewinners, each of whom received a personalized door mat, were: Mrs. Howard Bierlein, Robert Hubbard, Mrs. Charles Buchinger, Mrs. Glenn Auernhamer, Alfred Bielert, Mrs. Martin Hufnagel, Mrs. David Zwerk, Mrs. Thomas Keinath, Fritz Pursche, Robert Buchinger, Mrs.

Robert Willman and Raymond Veiten-gruber.

Our March safety slogan is "ADD TO YOUR SAFETY, THINK BEFORE YOU ACT".

That is our appropriate safety slogan for March and one worth carrying at the top of our work kit for the remainder of 1965, while we're trying to make it 10 super-safe years in a row.

January safety slogan winners, each a recipient of a personalized door mat, were: Mrs. Ralph Schluckebier, Mrs. William Barrett, Mrs. Ottomar Rupp-recht, Mrs. Leo A. Rousseau, Mrs. Howard Stockmeyer, Mrs. Ernest Mell, Mrs. Edward Johnson, Mrs. Theodore Wescoat, Mrs. Marcus Bender, Mrs. Otto Frank, Sr., Mrs. Harold Maurer and Arthur Evans.



**MORE FALLOUT SHELTER FACILITIES**—A powerful new shortwave radio and two new fire extinguishers have been acquired for the fallout shelter in our plant basement. Shown inspecting the equipment are Fallout Shelter Manager Ed Nestell, left, Personnel Director Herb Naegle and Mrs. Kenneth Bannerman, representative of the Frankenmuth Professional Nurses Association.

## Fallout Shelter Gets New Radio

Already one of the best equipped in Michigan, our plant's community fallout shelter in the basement now boasts a powerful new shortwave radio and two big fire extinguishers.

The radio was bought with money from a substantial contribution by Carling and the Frankenmuth Professional Nurses Association and the Saginaw County Civil Defense.

The instrument is capable of picking

up just about anything broadcast, including foreign stations and messages. It also can be tuned finely for government weather reports, important in fallout shelter protection.

It will bring in regular AM stations, plus FM stations, as well as amateur bands which cover amateur radio operators.

A shortwave transmitter and receiver which have been ordered are expected soon. They will be hooked up with the emergency center located in Red Cross headquarters basement in Saginaw.

Frankenmuth organizations and visitors are encouraged to help provide some of the remaining comforts for the shelter accommodating 1,150 persons.

These are shelter supplies still needed: cots, more blankets, chairs, cushions, extra medical supplies, children's toys and games, books, papers, pencils and flashlights.

Hands and fingers were victims of roughly one-fourth of all occupational injuries during 1964 to the different parts of the body. That's why gloves or other hand protection is so important.

A bar of iron is worth \$5 . . . made into horse shoes it could be worth \$10 . . . made into needles, \$3,250 . . . made into balance springs for watches, \$200,000. The value of any material is determined by the service it performs. What is your value to your company?

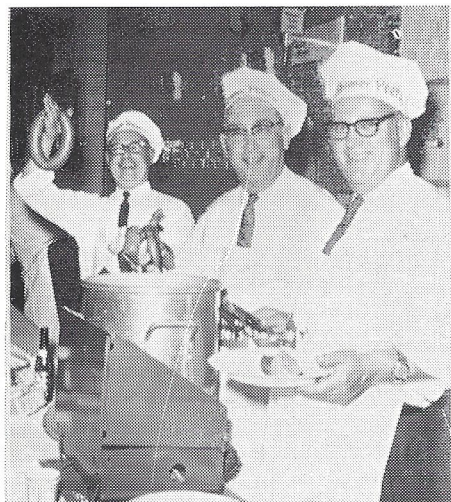
### The Carling Frankenmuth News

Associate Editor, Herbert Naegle	
George Schmunk	Brewhouse
Willie Brechtelsbauer	Engineering
Ottomar Rupperecht	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





**SAFETY ENGINEERS VISIT**—Saginaw Valley safety engineers and equipment salesmen were appreciative and interested guests at our plant recently for a tour and luncheon. Left to right are Capt. Herbert Bunker, Oscoda Air Force Base safety director; Dr. Hari Mankani, new member of the Chevrolet Foundry medical staff; Floyd Woodward, Chevrolet Transmission plant safety director; Preston Pelkey, Chevrolet Foundry safety engineer, and Wallace Harper, Chevrolet Service Parts plant safety engineer.



**KITCHEN ARTISTS**—Sausage cooked in Black Label's hard to beat as a luncheon treat -- especially as prepared by this trio of experts at the safety engineers' luncheon. Left to right are Jim Butts, Carl Smith and Louis Uehlein. All are from Peet Packing Co., where Uehlein is chief sausage maker. William Rowell, Peet's personnel manager, was in charge of arrangements.

### Ticket Sale Brisk

Advance ticket sales for the second annual \$200,000 Carling World Golf Championship already exceed \$60,000, according to Roger D. Williams, regional manager, Natick plant, and member of the tournament's executive steering committee.

## Prosit!

March, harbinger of spring, also is the birthday month of 14 members of Carling's family on the job here.

This is the "happy birthday" order: March 2 - Harold Kern; 4 - Otto Frank, Sr. and Jack Price; 5 - Ruben Reif; 6 - Rudolph Lauber; 11 - Richard Nuechterlein; 12 - Wallace Riethmeier; 13 - John Bechanko; 14 - Cloyd Persons; 21 - Raymond German; 22 - Elmer Poellet; 27 - Otto Zuellig, Jr.; 28 - Rudolph Jordan; 31 - Donald Diedrich.

There'll be 17 birthday anniversaries here in April as follows: April 2 - Roy Petzold and Wallace Weiss; 4 - Richard Schneider; 5 - Edward Johnson; 9 - Harold Jekel; 10 - Walter Fuhrmann; 11 - Eugene Kern; 14 - Matthew Szymanski; 15 - Robert Williams; 16 - Clarence Rupprecht and Ronald Pavliceck; 17 - Lucille Woern; 20 - Donald Quaderer; 22 - Walter Knieling; 25 - Arnold Keinath; 26 - Alphonse Bishop; 30 - Edwin Rupprecht.

## New Brews

Mr. and Mrs. Leon Bell are all smiles about their new son, James Herbert. He was born March 9.

Mr. and Mrs. John Brunn are just as happy accepting congratulations about a new member of the family. He's Lowell Curtis, born March 16.

## Engineers Tour, Dine In Style

Two groups of visitors were treated to Carling hospitality here March 8 in separate programs.

More than 100 Saginaw Valley safety engineers gathered here for a meeting which featured luncheon in our club room. Peet Packing Company sausage, cooked in Black Label beer by Peet's own kitchen experts, provided a superb meal.

On the same day nearly 40 members of Saginaw Valley Chapter, American Production and Inventory Control Society were here as guests of Wallace Weiss. Wally showed films of the 1964 Carling World Golf Championship tournament and told them about Carling and its leading role in the brewing industry.

### Looks Far Ahead

## Garretson Book Predicts Peace

"The Abundant Peace", a new book written by Robert C. Garretson, Carling Brewing Company executive vice president, has drawn favorable reviews for its incisive presentation of economic growth trends of the United States and Soviet Russia.

Mr. Garretson's book, based on exhaustive study of economic trends of the two nations from personal observations and volumes of statistics, predicts record prosperity for both nations in the years ahead unless war intervenes.

The author-business leader projects his trend studies 35 years ahead to the turn of the next century in an effort to forecast where the economic experiences of capitalism and communism possibly may be in the year 2000 and what it may mean to both.

Mr. Garretson was among a group of American technicians who visited Russia in the 1920s and 1930s to advise in the planning and construction of various manufacturing plants and kindred improvements. He helped in machinery installation in Krimsk and Krasnodar, both in the Black Sea area of Southern Russia.

**IN HIS BOOK** he compares the growth of Krimsk with Kalamazoo, Mich., to point up his economic comparison of typical cities in the U.S. and Russia.

He predicts that both cities will more than double in population but that Kalamazoo's economic growth will far surpass that of Krimsk.

**In conclusion,** Mr. Garretson's study led to his opinion that present economic trends of the U.S. and Soviet Russia are in the direction of world peace.