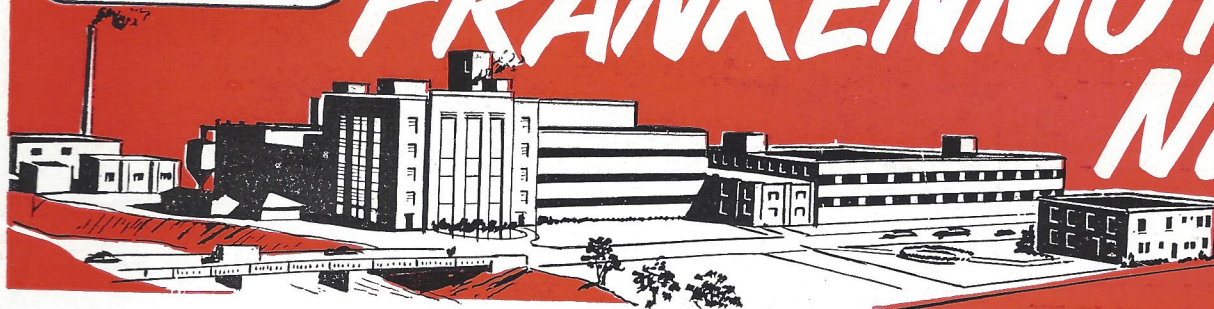


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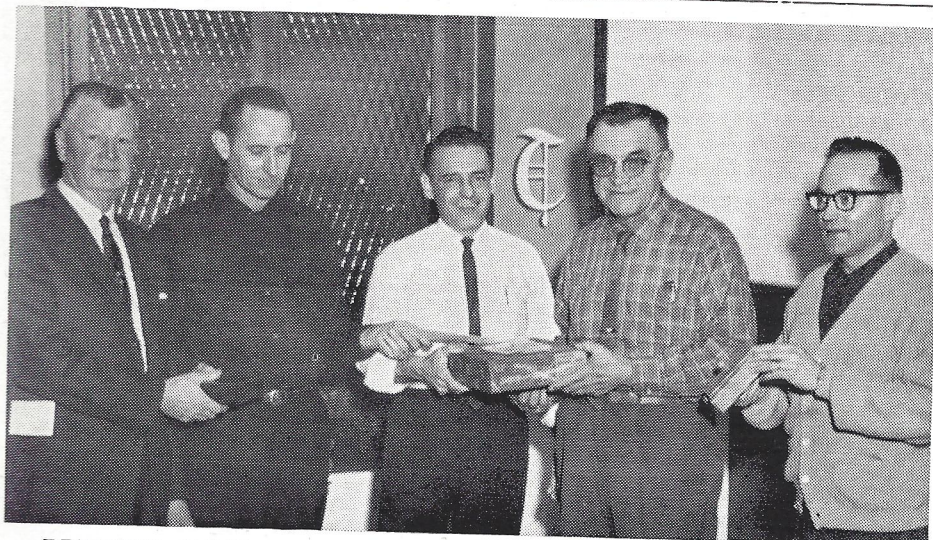
FRANKENMUTH NEWS



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

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February - March, 1966.



RETIRING 'REAL PROS' HONORED—Edward Johnson, left, bottling superintendent, and Aloysius Quaderer, Bottling Department, second from right, are shown receiving gifts at a recent retirement party honoring them. Left to right from Johnson are William Daniels, president of Local Union 212; Donald Matthews, Bottling Department; Quaderer and Plant Manager Wally Riethmeier.



GOVERNOR'S AWARD GOES TO US FIRST—Plant Manager Wallace E. Riethmeier is shown receiving from Arthur Rowe, Michigan Department of Labor industrial safety inspector, a special award from Governor George Romney in recognition of our 10-year unblemished safety record. At the left is Personnel and Safety Director Herb Naegle and at the right, Don E. Hoover, Department of Labor Bureau of Safety and Regulations representative.

Popular pair Of 'Old Pros' Say Farewell

We had a retirement party Feb. 26 in the plant club room for Ed Johnson and Al Quaderer -- a pair of likable and competent "pros" in every sense of the word during their lengthy service here.

Nearly 125 attended the luncheon party and feasted on sauerkraut and wieners, "tiger meat" and other trimmings flavored by Black Label schupers all around.

Plant Manager Wallace E. Riethmeier and William Daniels, Local Union 212 president, presented Ed and Al with gift certificates and handsome name-inscribed cigaret boxes, each containing two decks of Carling playing cards.

ED, WHO'LL BE 65 ON APRIL 5, has been with the company since 1943. Al, who turned 65 Feb. 27, was with the company since 1945.

Don Matthews, in behalf of the night clean-up crew, presented Al with a transistor radio for his always outstanding cooperation and teamwork with fellow employees.

And Ed distinguished himself for his well-chosen remarks about his experiences here and in complimenting Al for the fact he never was late for work in all the years he worked here and for the cooperative spirit which was part of him.

Typically, Ed said little about himself and really didn't have to because his accomplishments and popularity here are a matter of record.

Get Those Applications For Scholarships Now!

Carling Quarter Century Club scholarship applications now are available. If you have a daughter or son graduating from high school in June, by all means see Arno Rogner, Albert Warnemuende or Elmer Poellet and make application for a scholarship. This is an opportunity for any deserving student. Remember -- the deadline for applications is April 30.

Credit Union Now Healthy One Year Old

Our Frankenmuth plant's credit union is a husky, healthy one year old and a heartening success for everybody concerned. It's further proof of what co-operation and team play can do on and off the job.

At its first annual meeting conducted recently in the plant club room about 150 members, their wives and husbands gathered for luncheon and to hear officers report on the credit union's progress in its first year. Vince Schickinger, field representative of the Michigan Credit Union League, complimented officers and members on the credit union's growth and stability.

In its maiden year, the Carling Frankenmuth credit union declared a 4 per cent dividend for its 202 members. A total of \$63,085 was made in loans of which there is \$49,589 outstanding. There is a total of \$50,000 in shares. Nearly 100 loans were made the first year to help members in every financial situation from home improvements and automobile purchases to medical and dental bills.

Willis Veitengruber, plant engineering department, had a satisfied smile to accompany his description of the credit union.

"It is a common bond among people helping each other for a common cause and lending a helping hand whenever financial difficulties or problems arise," he said.

Max Erndt, president, also of the Engineering Department, echoed that thought and added: "And besides the helping hand in trouble, the credit union encourages thrift through our payroll deduction plan."

"Savings and insurance up to \$2,000 is matched through Michigan Credit Union League service dollar-for-dollar without cost to members," said Veitengruber, "and likewise the loan service protection up to \$10,000 is paid by the credit union without cost to members."

IN ADDITION TO ITS AFFILIATION

Handy In Home

A Kwik-Stick Emergency-Aid card will be sent to all Carling employees' homes this month.

This Kwik-Stik applies to the telephone for phone numbers of fire, police and doctor, and a reminder to know your Carling Safety Slogan. Also an emergency first-aid sticker to apply to the medicine chest with the telephone number of the "Poison Control Center", Saginaw General Hospital, if the poison has been taken.



GOOD RECORD PRAISED—Vince Schickinger, Michigan Credit Union League field representative, at the speaker's rostrum, is shown as he complimented members and officers on our credit union's growth and stability at its first annual meeting conducted recently in our plant club room.

with the Michigan Credit Union League, the Carling Frankenmuth credit union, first among the eight Carling plants, also is a member of the Credit Union International Association.

From the outset it has had the twin blessing of the company management and officers and the membership of Brewery Workers Local 212.

Local 212 helped start it out with a \$5,000 investment in shares. The Frankenmuth plant management donated unused space in the brewery power house and paid for materials used in converting it into a handsome office for the credit union. Employees did the work themselves, with President Erndt wielding a competent saw and hammer along with the rest of the do-it-yourself corps.

Local 212 also bought an adding machine as a gift for the infant credit union.

Prosit!

Fourteen Carling Frankenmuth employees will celebrate birthday anniversaries in April and will grin a little when we remind them of the fact with "happy birthday" greeting in this order:

April 2 - Wallace Weiss; 5 - Edward Johnson; 9 - Harold Jekel; 10 - Walter Fuhrmann; 11 - Eugene Kern; 14 - Matthew Szymanski; 15 - Robert Williams; 16 - Clarence Rupprecht; 17 - Lucille Woern; 20 - Donald Quaderer; 22 - Walter Knieling; 25 - Arnold Keinath; 26 - Alphonse Bishop; 30 - Edwin Rupprecht.

To be positive is to be mistaken at the top of one's voice.—Bierce.

Off To England

The 1966 Carling World Golf Championships will be played Aug. 27 - Sept. 3 at the Royal Birkdale Golf Club at Southport, Lancashire, England.

The United States will send 90 golfers to England to test their skills against leading players from all over the world. This will include the top 50 winners of 1965, members of the Ryder Cup team and most recent winners of the USGA Open and winners of PGA co-sponsored tournaments.

Because many of these are duplications, there are openings for about three qualifiers from each of the eight Carling-designated tournaments throughout the U. S.

Players are rated on the order of finish. Where an exempted man or one already qualified finished ahead of a Carling registrant, the designation goes to the latter.

Thus it's possible for a pro to finish several strokes off the victory and still make entry for the Carling World.

Social Security

The following table shows the new tax rates including the tax to finance Medicare, and how your company shares the cost with you.

Date	Rate	Income	Your Tax	Max. Tax	Company Min. Tax
		Up to			
1937	1.0%	\$3,000	30	30	
1950	1.5%	3,000	45	30	
1955	2.0%	4,200	84	84	
1960	3.0%	4,800	144	144	
1966	4.2%	6,600	277	277	
1970	4.9%	6,600	323	323	
1980	5.6%	6,600	366	366	
1987	5.7%	6,600	372	372	

Even The Champ Has To Watch Sucker Punch!

Well, we've won another batch of safety awards and before reporting them it seems like a good idea to urge guarding against the complacency which comes with any champ suddenly thinking he's too good ever to be tagged by a sucker punch.

Remember: Every smidgin of safety recognition our plant has had in the past 10 years of our piling on record after record, you've won by individual desire for the outstanding team play which has made it possible. Keep it up!

On Feb. 14 we received Governor George Romney's Industrial Safety Award for our 10 years of operation without a disabling injury. It was presented by Arthur Rowe, Michigan Department of Labor industrial safety inspector.

USING US AS A MODEL, in a way of speaking, the governor hopes to inspire other Michigan industries to better safety achievements. As they deserve it, he plans to periodically recognize other industries.

For the award presentation, Rowe was accompanied by Don E. Hoover, of the State Labor Department's Bureau of Safety and Regulations. It was received by Plant Manager Wallace Riethmeier and Safety Director Herbert Naegele.

The ceremony was a feature of the Saginaw Valley Safety Council's monthly safety meeting in our plant club room. The meal was a hearty and tasty variety of Farmer Peet sausage cooked in Carling Black Label. Ted Malone, Farmer Peet roving reporter, gave an interesting and humorous talk.

THE GREATER SAGINAW SAFETY COUNCIL honored us at its annual awards dinner Feb. 24 at High Life Inn. About 125 Saginaw area plant managers and safety officials attended. We were represented by Wally Weiss and Herb Naegele and our Carling hourly safety committee.

Our plant received the No Lost-Time Injury Award for 1965 in the Greater Saginaw Valley. Dr. J. H. McPhearson, Dow Chemical Co. corporate manager of psychology, was principal speaker.

The Carling Frankenmuth News

Associate Editor, Herbert Naegele	
George Schmunk	Brewhouse
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	Cellars
Virginia Tremonti	Office
Alfred Buzzard	Bottle House



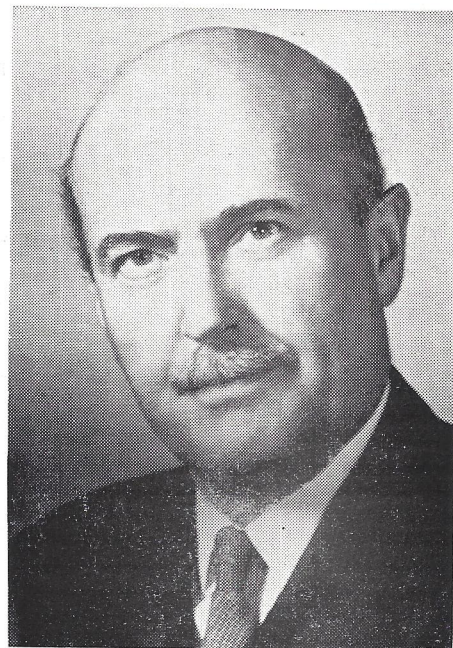
MAKE THAT SEVEN!—Carling Brewing Co. President E. E. Russell, left, and Henry King, president of the U. S. Brewers Association, hold seven safety awards won by us and six other plants in 1965 and tick off the numbers by their upraised fingers.

Carling Safety Tops In Industry

Paced by our own record here at Carling Frankenmuth, our company last year won seven safety awards from the United States Brewers Association which were presented at its recent meeting in Chicago.

The Carling achievement was the best of any single company in the brewing industry for 1965. Herb Naegele, chairman of the USBA's Safety Advisory Committee, attended the event.

Awards earned were as follows: First Place - Frankenmuth in Group A, under 250 employees; First Place - Natick in Group B 250-750 employees; Third Place - Tacoma in Group B, 250-750 employees; Second Place - Cleveland in Group C, 750 or more employees; First Place - Belleville Branch in Group A Delivery; First Place - Tacoma Transport in Group A Delivery; Third Place - Cleveland Branches in Group B Delivery.



A. B. MATTHEWS
... New CBL Chairman

A. Bruce Matthews, vice-chairman of the board of Canadian Breweries Ltd., has been appointed chairman, replacing E. P. Taylor, who has resigned.

Mr. Matthews is chairman of Excelsior Life Insurance Company, a vice president and director of Argus Corporation Ltd., and director of Dominion Stores Ltd., Massey-Ferguson Ltd., The Toronto Dominion Bank and a number of other Canadian companies. He became a director of CBL early in 1964, and subsequently vice chairman of the board.

Mr. Taylor, who is now 65 years of age, will continue as a director and chairman of the executive committee of CBL, and as vice chairman of Charrington-United Breweries Ltd.

Grandma Gets Told

A suburban grandmother's heart momentarily leaped up the other evening when she heard her grandson—a ten-year-old apprentice demon and non-intellectual—whistling Mendelssohn's 'Spring Song' as he did his nightly minimum of homework. She asked where he had learned the music. "That?" he said. "That's just what they play on television whenever someone gets bopped on the head."

First Aid Class Gets Training In Saving Lives

Red Cross first aid training classes conducted here in February by Dave Adler, assistant quality control manager, were a pronounced success and indicate more of such instruction may be offered in the future.

The course included training in general first aid, care of burns, poisoning, shock, fractures, transportation, wounds, common emergencies and artificial respiration. Class time covered text book work as well as application of practical skills.

Course highlights included actual class practice of mouth-to-mouth resuscitation using a life-size mannikin. Adler, an authorized Red Cross first aid instructor, hopes to conduct a breathing clinic for all Carling employees and families.

His class members who will receive American Red Cross standard first aid certificates are: Mr. and Mrs. D. George Bass and daughter Joan; Herbert Beyerlein; William (Joe) Daniels; Mr. and Mrs. D. N. Parks and children, Larry, Veronica and Vickie; Martha Poellet; Matthew Szymanski; George Reinert of the Frankenmuth Fire Department.

Safety Slogan

YOUR PLANS FOR TOMORROW DEPEND ON SAFETY TODAY.

That's our March safety slogan and, if you consider it a moment, you'll agree it's necessarily so.

February safety slogan winners, each of whom received a gift box of Smucker's choice jams and jellies, were: Mrs. Lawrence Pagels, Mrs. Charles Buchinger, Mrs. Virginia Tremonti, Mrs. John Weirauch, Hilbert Poellet, Mrs. Wilton Sternberg, Mrs. Glenn Auernhamer, Mrs. Howard Bierlein, Mrs. Raymond Veiten-gruber, Mrs. Ruben Reif, Mrs. Melvin Hecht and Mrs. Virgil Kridler.

Branching Out - -

Carling Black Label lager beer in 1966 will be produced and marketed under license in South America, Rhodesia, Zambia and Malai, Canadian Breweries Ltd. announced. The South African Breweries Ltd., largest brewery company in Southern Africa is introducing the American beer there.

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Per capita consumption of beer in Europe as reported by Modern Brewery Age lists as leaders Western Germany, 26.9 gallons; Belgium, 26.6; Great Britain, 20; Switzerland, 16.2. The United States per capita consumption is 15.9 gallons.



HERE'S HOW—Dave Adler, foreground, demonstrates mouth-to mouth breathing for resuscitation while using a mannikin provided for his Red Cross first aid training class. Our company paid for text books used in the course.

Michigan's Whopping Beer Tax Clips Industry And Consumer

Statistics, just compiled, show that Michigan beer drinkers consumed more than 5,500,000 barrels of beer during the calendar year of 1965 and in so doing, shelled out nearly \$86,000,000 in the form of special taxes which the state and federal governments impose upon the beverage.

"The figures break down this way," according to Robert A. Schiffer, president and executive secretary of the Michigan Brewers' Association. "The federal government received approximately \$49,500,000 through its special tax of \$9.00 per barrel while the state of Michigan put an additional amount of approximately \$36,500,000 into its coffers via its \$6.61 per barrel levy.

"The Michigan tax, which was hiked from \$1.25 to \$6.61 per barrel as an 'emergency' measure when the state was in financial trouble a few years ago, is still in effect. Revenue collected on beer in Michigan is the highest in the nation and is approximately 35 per cent higher than the next highest state," Mr. Schiffer continued. "The consumers pay these taxes through higher retail prices and such taxes are discriminatory because they single out one industry and force it to pass along an inequitable share of the cost of government to the consumers of beer."

Mr. Schiffer pointed out that the tax on beer is a regressive tax in that greatest burden is placed on the low-income consumers. Distribution consumption, when broken down into family income groups, bears out this statement:

Those with income under \$5,000 consume 36.5% of total beer sold.

Those with income under \$7,500 consume 69.3% of total beer sold.

Those with income over \$7,500 consume only 12.5% of total beer sold.

Those with income over \$10,000 consume only 12.5% of total beer sold.

Source: Consumption — American Can Company Study of Beer Consumption per Income: U. S. Department of Commerce.

"A tax, such as Michigan's on beer, which imposes a disproportionate burden on those least able to pay, is inequitable. Sales of beer in Michigan during the past few years of prosperous conditions have increased but slightly. In the meantime, beer sales in surrounding states, where no new taxes have been imposed, are double Michigan's rate of increase. This indicates that people in the lower income groups in this state have been forced, reluctantly, to curtail their purchases of beer," he concluded. (Reprint from "Brewery Age")