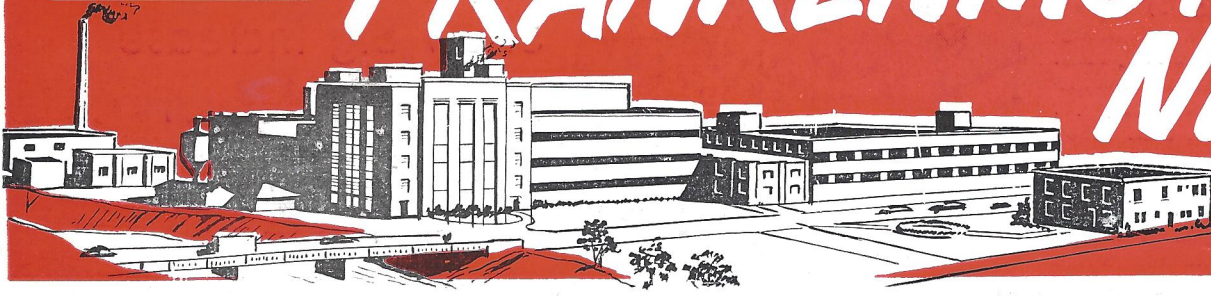


CARLING

FRANKENMUTH NEWS



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

Volume 10 No. 1

January, 1965

New Advertising Program Has Zip, Zing!



Campaign Keyed On Our Advantage, Competition Fault

Carling's distinctive and attention-getting 1966 advertising campaign is off and running.

It's an entirely new and provocative package of ideas aimed at capitalizing on our company's advantage, with its strategic regional plant composition, or being therefore able to deliver our product to consumers while it is at its prime best.

The underlying theme is that Carling Black Label Beer and Red Cap Ale are no "tired travelers".

Les Freidinger, former plant manager and regional vice president here who now is Central Division vice president, on Jan. 11 showed highlights of the new advertising theme in our club room.

His presentation won an enthusiastic reception, which has marked every preview of the '66 advertising program to show what Carling has done new and different in aiding the sales story with something different from the ho-hum and tattered cliches which for years have flickered dimly in beer advertising.

On Jan. 8 in Cleveland, Les was a key figure in a Central Division distributors' meeting when the Carling advertising program was previewed for about 400 distributors, representatives and officials.

Despite snow, wind and skittish driving conditions the attendance was one of the largest of its kind in the Central Division's history.

Our plant was represented by Manager Wally Riethmeier, Wally Weiss, Mel Hopper, and Norman (Red) Zeilinger, Frankenmuth distributor.

Carling President H. E. (Tim) Russell, frequently a visitor in our plant, told the Cleveland visitors:

(Continued On Page 2)

NEW SALES TOOL EXPLAINED—Les Freidinger, Central Division vice president, is shown at the microphone in our club room as he reviewed the impressive new Carling advertising program for 1966. Introduced earlier this month, the new advertising theme and format already have attracted widespread attention.

Luncheon Refreshments

Credit Union Meeting Feb. 5

The credit union will have its annual meeting Saturday, Feb. 5, in the club room after a luncheon there at 12 noon.

Vince Schickinger, representative of the Michigan Credit Union League, will be the speaker and he will have an interesting message.

It is a lovely disposition and a most valuable one, that can brush away indignities and seek and find the pleasanter features of an experience.

Vince, who will answer any questions you may have, also will discuss the credit union's growth since it was organized here on Dec. 12, 1964.

All Carling employees, all Local 212 members and all credit union members are invited to attend. Our company will provide the refreshments and Local 212 will lay out a fine luncheon.

Let's have a good turnout for an interesting meeting and a good time on Feb. 5!

Advertising

(Continued from Page 1)

"This company is tougher and stronger today than it has been in a long time. This year of 1966 will be the most exciting year in this company's history. . . Forget the breaks and then cash in on them!"

Freidinger spoke likewise adding: "No matter how inspired the advertising, we can't succeed in a passive atmosphere. . . Enthusiastic communications sums up the job which has got to be done by every one of us. With a good advertising program and a good marketing program, we will be successful. We can cash in on this with a real team effort."

Safety Trophy Case Ready

In 1965 we worked 391,300 accident-free man hours here at Carling Frankenmuth.

Since we started our unrivaled safety record on Sept. 8, 1955, we have completed nearly 4,145,000 man hours without a disabling injury. This makes a total of 124 consecutive months and 10 calendar years!

Again we'll win top honors in the National Safety Council, United States Brewers Association and Carling Inter-Plant safety contests.

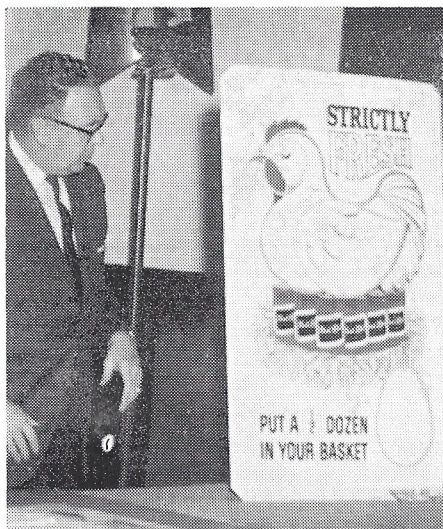
Our sister Carling plant in Natick, Mass., also had an accident-free year in 1965, so we'll be proud to share the President's Trophy with them. They'll keep it for six months and we'll have it the other six months for display in our trophy case in the club room along with 61 other national and local safety awards we've won in the 10-year period.

Black Label Spices Hawaiian Movie

Cocoanut milk and pineapple juice took a back seat to Black Label beer at the recent filming of the movie "Hawaii"—thanks to Martin Bellman, Carling special representative for the Hawaiian Islands.

Bellman welcomed the production cast and crew of the Mirisch Corporation, producer of the film, to Hawaii by providing Black Label on the set at Makua on Oahu. It resulted in exclusive use of Carling products on the set for ten weeks and at various "phasing out" celebration parties.

An estimated 30 cases of Black Label were consumed weekly at the beachside set. At the conclusion of the filming, Black Label starred on the lavish buffet table at a party for 200 members of the company.



POINT OF SALE DISPLAY—Central Division Vice President L. M. Freidinger shows one of the new point-of-sale advertising displays, depicting a proud hen atop six cans of "strictly fresh" Carling Black Label beer.

Our President's Message:

With the December safety reports from all plants in, I am pleased to announce that 1965 was a record breaking safety year for our Company.

Frankenmuth and Natick share the President's Cup for an entire year with no disabling injuries. Frankenmuth is continuing to break all records with its 10th consecutive award-winning year. Natick completed its first year with no disabling injuries so also will be awarded the "Most Improved" trophy. This is an outstanding achievement because only Atlanta and Frankenmuth plants have ever operated a full year without

any lost-time injuries.

The Baltimore plant finished the year with a wonderful improvement; eight disabling injuries against 15 in 1964. The Tacoma plant likewise had a splendid year with only one disabling injury.

The Cleveland and Belleville plants each dropped from nine disabling injuries in 1964 to five in 1965.

The plant-wide total for 1965 was 32 as against 40 in 1964. The Company frequency was a little over 6 compared to almost 8 in 1964. This is truly outstanding when we realize that the national brewing frequency was about 14 for 1964.

I congratulate all of you for helping chalk up this fine record, and, at the same time encourage everyone to achieve further improvement in 1966.

H. E. Russell
President

V. F. W. Citation Praise Carling Convention Help

Appreciation for Carling participation in the brewers cooperative entertainment program of the 66th national convention of the Veterans of Foreign Wars of the United States has been expressed in a citation recently received by the company.

The citation read: "The success of this convention was mainly due to the support and cooperation given by you and others who believe in the principles and objectives of the Veterans of Foreign Wars of the United States. We want you to know that all the members appreciate your work and generosity shown in making this convention the biggest and one of the best conventions in the history of our organization."

Central Division Gets Aycock As Accountant

William L. Aycock has joined the Central Division as staff accountant. In this position he reports to Al Pifer and will assist divisional marketing and the Cleveland and Frankenmuth plants in cost analysis and control matters.

Bill came to Carling in 1960 as an accountant at Atlanta. Since 1964, he has been accounting manager - Fort Worth. He is a graduate of Michigan State University where he earned a B. S. degree in 1957.

Prosit !

Nineteen of our friends and fellow workers will celebrate birthday anniversaries in February.

Here's the order of the "happy birthday" list: Feb. 1 - Alice Loesel; 2 - Glenn Auernhamer; 3 - Ralph Eischer; 6 - Clifford Mossner; 8 - Donna Rodammer; 10 - Bernard Todd; 11 - Floyd Matzke; 12 - Martin Eischer, Harold Maurer; 14 - Lois Krafft; 16 - William Rohn Jr.; 17 - Charles Nestell; 18 - Charles Baldwin; 19 - Anton Kern; 23 - Ottomar Rupprecht, Theodore Wescoat Jr.; Reinhard Ill; 27 - Aloysius Quaderer; 29 - Harold Reif.

March birthdays will come on these dates: March 2 - Harold Kern; 4 - Jack Price; 5 - Ruben Reif; 6 - Rudolf Lauber; 11 - Richard Nuechterlein; 12 - Wallace Riethmeier; 13 - John Bechanko; 14 - Cloyd Persons; 21 - Raymond German; 22 - Elmer Poellet; 27 - Otto Zuellig Jr.; 28 - Rudolf Jordan; 31 - Donald Diedrich.

Safety Slogan

LET'S BE SURE THAT SAFETY CLICKS IN '66!

That is our safety slogan line to start the new year off on the right note in January.

December safety slogan winners who received gift packages containing 12 jars of choice jams and jellies were:

Mrs Herbert F. Beyerlein, Jack Zietz, Ralph Detloff, Jack Strobel, Wilma Hillis, Mrs Charles Baldwin, Mrs Carrol Nuechterlein, Mrs Glenn Spiekermann, Mrs Loyd Edwards, Mrs Martin Eischer, Mrs Ralph Schluckebier and Mrs Ottomar Rupprecht.

Y'all Come !

We'll have a retirement party Saturday, Feb. 26, in the plant club room for Ed Johnson, Bottling Department superintendent, and Aloysius (Al) J. Quaderer, Bottling Department. Ed, who has been with the company 23 years, will be 65 on April 5. Al, a 21-year veteran, will be 65 Feb. 27.

The Carling Frankenmuth News

Associate Editor, Herbert Naegle	
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



ANOTHER GOOD TURN AND PROFITABLE ONE—This group of Boy Scouts, members of Frankenmuth Troop 55, are representative of the Scouts who arrive at our plant every two weeks to sort soft drink bottles from cartons of beer bottles which come into our brewery in transport trucks from various Carling distributors. Scouts take the soft drink bottles to soft drink distributors and redeem them for cash. This they use for hikes, equipment and similar purposes. They have used \$200 of profits from their bottle-sorting detail to buy furniture for the new Scout building here. Joe Lier, upper right, Troop 55 Scoutmaster who cheerfully helps the boys with their project, is shown with Irvin Haase, assistant Scout chairman.

Sort of Makes Sense

Want to Grow Old Gracefully ? Six - Step Program Suggested

No fountain of youth can stop time. Time marches on, and so does your age.

A new leaflet from the American Medical Association outlines a six-step program—starting now—that can help you grow old gracefully.

Plan for action—You're never too old to exercise. Exercise can be as vigorous as a game of badminton, as relaxing as gardening, or as unorganized as an evening walk. But it must be regular. You'll benefit from improved muscle tone, better circulation and respiration, good digestion and relief from mental and physical tensions.

Think about food—As your body ages, it needs less food (fewer calories) than when you were younger. Other nutritional needs remain about the same. For necessary daily nutrients, continue to select foods from the four basic food groups: meat and meat substitutes; milk and milk products; fruits and vegetables; and, breads and cereals.

Watch your waistline—Staying slim is good for more than vanity. Statistics show a 13 per cent increase in death rate for individuals 10 per cent overweight, a 25 per cent increase for those 20 per cent overweight. Excess weight also increases chances of heart disease.

Rest up for days ahead—Don't be a sleep cheat. Adequate rest benefits adults as much as young children.

Check up on health—Illnesses don't just happen. Many of them can be prevented or controlled by early medical care and good health maintenance. Periodic visits to your physician and dentist as they recommend will keep tabs on your health as you mature. Persons over 50 may need a checkup more often.

Don't just stand there—Don't wait until retirement to join the church club, develop a hobby, or participate in civic affairs. Now is the time to begin activities that will add more life to your years.

Social Security Reminders Out

The Social Security Administration has mailed over a million reminder letters to social security beneficiaries who have not signed up for the supplementary medical insurance part of Medicare.

Medicare kits, including an enrollment card for the medical insurance plan, were sent during the fall to the 15½ million social security and railroad beneficiaries 65 or over. About two-thirds of these people have sent back their cards, and 90 percent have checked "Yes" for medical insurance under Medicare.

"In Michigan," Stefan Gasparovic, Social Security District Manager in Saginaw, said today, "of the 387,448 people who returned their enrollment cards, 323,395 had signed up for the supplementary medical insurance plan."

"Many of the people who have not signed up do not understand how the plan will work and what it offers," he added. "The letter going out from social security headquarters in Baltimore, Md. this week should answer some of their questions."

Enclosed with the second letter is another enrollment card in case they lost the first one or sent it in marked "No" and have since changed their minds.

"For people now 65 or over," Gasparovic emphasized, "there is a deadline for signing up for the supplementary medical insurance plan. If your coverage is to begin as soon as the Medicare program goes into effect, you have to be enrolled by March 31, 1966."

"The medical insurance program, like the basic hospital insurance plan, will go into effect beginning July 1st. People now over 65 who don't sign up by March 31st may have to wait two years before their coverage will be effective."

You're The Doctor

Statistics show that the average driver goes five years and some 40,000 miles between accident involvements.

This doesn't mean that if you just had a scrape of some kind you're safe for another five years or 40,000 miles, whichever comes first.

Neither does it mean that if it's been five years or 40,000 miles since you had an accident that you're due for one any day now.

Statistics don't have anything to do with it. They can't smash you up or guarantee your safety. They can't steer your rig or step on the brake pedal.

Avoiding an accident depends on your actions and reactions behind the wheel. **Your safety is strictly up to you.**



CREDIT UNION OFFICERS FOR 1966—Here are your credit union officers for the ensuing year, left to right: Standing, Henry Oldenburg, Arnold Scharrer, Harold Matzke, George Schmunk, Wells Barrett; Seated: Max Erndt, Alfred Matzke, Mrs Delores Dietzel-Sec'y, Willis Veitengruber and Arno Rogner.

The supplementary medical insurance plan, Gasparovic continued, covers primarily doctor and surgeon bills but also includes a variety of other medical services not covered by the basic hospital insurance plan. "Just about everyone 65 or over is eligible for both hospital insurance and the medical insurance part of the program, even though they aren't eligible for regular social security benefits -- even if they have never worked under social security."

For the majority of the people who sign up for the supplementary medical insurance, Gasparovic pointed out, there will be no need to pay their monthly premiums in cash. The \$3 will be automatically deducted from the monthly checks of social security, railroad retirement, and civil service retirees.

The primary message carried in the reminder letter, Gasparovic said, is that people now over 65 have only until March 31st to sign up for the optional medical insurance plan if their coverage is to begin on July 1st.

"Anyone who still has questions about this part of Medicare should get in touch with the social security office," Gasparovic concluded. "The Social Security Administration is anxious to make sure that everyone who is eligible makes an informed decision about Medicare—and makes it before the 31st of March."

The Saginaw Social Security Office at 312 South Washington will remain open extra hours to the public on Monday evenings and on Saturday mornings through March.

Service Award

Rudolph Strobel, Brewing Department, received his 20-year service button and souvenir mug last Dec. 17.

Small Brews

Mr and Mrs William Matthews, Brewing Department, have a new daughter, Audra Kay. She was born Jan. 13 and weighed 7 pounds, 2 ounces.

Mr and Mrs Glenn Auernhamer, Bottling Department, also have a new daughter, Brenda Sue. She was born Jan. 9 at Saginaw General Hospital and weighed 7 pounds, 7 ounces.

Robert Satow, assistant bottling superintendent, and his wife have a new son, James Robert, born Dec. 29.

Credit Union

Dividends on 1965 shares were not posted to the members' accounts until after the first of the year of 1966. Therefore, none of these dividends are taxable by the government for 1965. They will, however, be taxable on your 1966 report. You will get the amount of dividends later this year.

Our Safety Studied

Robert Slaughter, personnel and safety director of Sterling Brewing Co., Evansville, Ind., spent the day here Jan. 21 to observe our safety practices for improvement of the Sterling brewery's safety program.

Reversing your treatment of the man you have wronged is better than asking his forgiveness.—Elbert Hubbard.

In taking revenge a man is but equal to his enemy, but in passing it over he is his superior.—Francis Bacon.