

CARLING

FRANKENMUTH NEWS



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

Volume 10, No. 3

June, 1968

Management course to aid all employees

All Frankenmuth supervisory management people have completed a course designed to increase their ability to train men and help them develop into promotable employees.

Part of Carling's continuing management development program, the course is entitled: "Developing Supervisory Leadership Skills". Currently all Cleveland plant supervisory management people are enrolled and will complete the course during the summer. Eventually the course will be made available to all Carling plants.

The course is divided into a series of eight management conferences. The conferences consist of programmed instruction (to be worked between sessions), filmed presentations by management authorities, visual case studies and post-film discussion periods. The discussion periods are particularly important. It is in these lively sessions that the conference subject is fully explored, ideas and opinions are exchanged.

The subjects covered are: The Nature of Leadership, Knowing Your Employees - Individual Difference, Understanding Personality and Behaviour, Improving Three-Way Communication, Maintaining Effective Discipline, Handling Complaints and Grievances, Guiding and Developing Employees, Building Job Satisfaction and Morale.



Al Henning, standing, corporate assistant director of industrial relations, and Frankenmuth supervisory people are absorbed in a filmed aspect of the supervisory leadership course. Left to right at left table are: Walter Schrader, Bernard Todd, Robert Satow, Richard Nuechterlein, Richard Meyer, David Adler. Left to right at the right are: Walter Fuhrmann, Alfred Matzke, Gus Vavrina, Ralph Detloff, Lawrence Pagels, Donald Nefe. Sharing instructor's role with Mr. Henning is Bert Bohlin.



SAFETY STILL SOUNDEST SLOGAN

Carling Brewing Company's Frankenmuth plant, the world's safest brewery, entered this attractive float in the annual Bavarian Festival parade which drew an estimated 40,000 spectators to our city of 2,458 June 16. With "The Cuzins" providing the music, the "gemuetlichkeit" angle was stressed by Harry O. Meyer, Irene Geyer, Delores Eisner, Marsha Nuechterlein, Donna Rodammer and Mark Matzke.

Festival attracts many visitors



Steve Naegele, far right, points out a hop vine as it grows in Washington to some of the thousands of visitors who toured our plant during Festival Week.

Our Carling plant played an important part in the annual Bavarian Festival held in Frankenmuth June 9-16, attracting national and international guests.

Over 3,000 people from 21 states toured the Frankenmuth plant. The guest register included: Nebraska, Ohio, Pennsylvania, California, Michigan, Kansas, New York, Massachusetts, Connecticut, Arizona, Utah, Colorado, Wisconsin, Washington, Illinois, Texas, Minnesota, Florida, Iowa, Kentucky and Missouri . . . and some came from Canada!

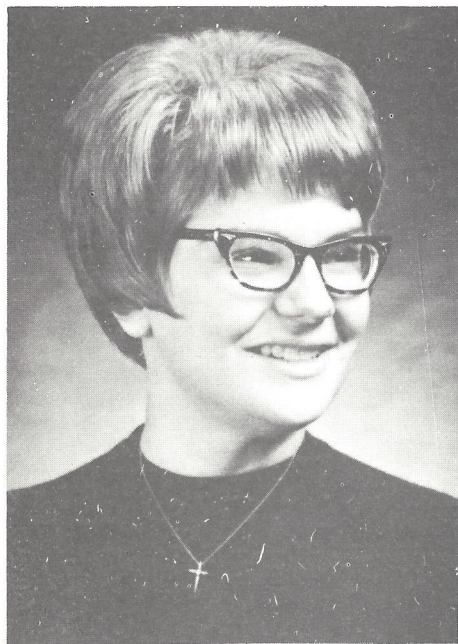
Stephen Naegele, a college student, and Martin Gehrs, a Frankenmuth school teacher, were tour guides. Richard Nuechterlein and Herbert Naegele assisted with some of the touring but mainly acted as hosts in the club room.

The Festival, which drew an estimated 80,000 people, got off to a slow start when the President declared June 9 as a day of national mourning. City Fathers, feeling the City should join the Nation in the day of solemnity, decided to postpone the elaborately planned parade from June 9 to June 16 and to offer hospitality but not entertainment on the first day of the annual event. The public apparently appreciated the decision and the overall attendance was as large as it had been in previous years.



ON SCHOOL BOARD

Plant Manager Wallace E. Riethmeier relinquished one position of community responsibility when he stepped out of the Frankenmuth Rotary Club presidency, but he took his seat on the Frankenmuth School District Board of Education in the same month. He remains vice president and member of the Executive Committee of the United Fund, Saginaw County.



WELCOME ABOARD!

Judy Ellen Riess, who lives on Route 1, Frankenmuth, joined our staff on July 1. She is working in the Industrial Relations Department. Judy is a June 1968 graduate of Frankenmuth High School.

Plant manager's public service includes schools

Our plant manager, Wallace E. Riethmeier, has shed one job, acquired another and retained a third.

On June 27 in the Carling Club Room he turned over the Frankenmuth Rotary Club gavel to Waldo Zehnder after serving as president of the local service club for one year. He was director of the organization from 1958-60. As immediate past president, he remains on the Board of Directors and also serves as a Rotary representative on the Civic Events Council.

Earlier in the month he was elected to the Frankenmuth School District Board of Education for a 4-year term. His goal will be "to employ the talents and experience acquired over years in business to protect, maintain and advance our excellent school system on behalf of our youth and community."

Recently he was re-nominated and re-elected to serve as vice-president and member of the Executive Committee of the Saginaw Community Chest, Inc., United Fund of Saginaw County. He has been a United Fund member since 1959. He was director of the Frankenmuth Community Chest from 1952 through 1962.

Rescue breathing clinics are popular

Our rescue breathing clinics, conducted by Dave Adler, are receiving a good response from area folks.

Last month during the annual Boy Scout Fair at the Saginaw Fair Grounds, Dr. Neil Love, assistant Scoutmaster, and Scoutmaster Joseph Lier conducted the demonstrations. Resusci-Anne was loaned to Frankenmuth Boy Scout Troop #55 for their display demonstrating first aid practices of the past and present.

Resusci-Anne was used for demonstration of mouth to mouth resuscitation with participation of the visitors encouraged. Approximately 35,000 people attended the fair and a large number of them visited the local display during the 2-day affair.

Accompanying the manikin were two signs stating that she was supplied by Carling Brewing Co. of Frankenmuth, in addition to the lettering on the case. Thanks was extended to our company by way of an article in the local newspaper. Public exposure of the Carling name was well worth the effort involved.



HE'LL LEAD ROARING!

Heading the roaring Frankenmuth Lions Club for the coming year is Richard B. Nuechterlein, installed at a meeting held in our Carling Club Room.

Richard Nuechterlein is new Lions president

Richard B. Nuechterlein was installed as the new president of the Frankenmuth Lions Club. The installation of the newly elected officers took place at the Carling Club Room. It was performed by Deputy District Governor Don Ferguson. The Frankenmuth Lions Club has a total membership of 95.

These local civic-minded men pledge themselves to cultivate a sense of community responsibilities. In order to carry out such a community service program it takes a well organized schedule of club activities and projects. A major project last year was the purchase and assembling of new bleachers for our Frankenmuth High School football field, accommodating over a thousand spectators.

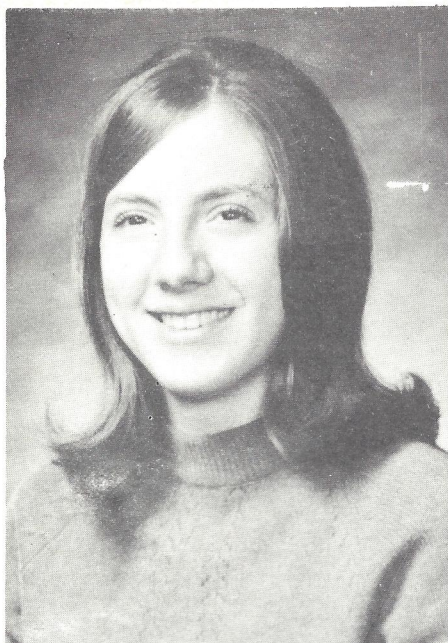
Another major activity is sight conservation and the blind. Lions clubs make major contributions to Leader Dog School at Rochester, Michigan and sight conservation clinics. Local school enrollments receive the benefit of sight testing programs each year, sponsored by the Lions.



PICNIC!

July 27, 1:00 p.m.

Pine Ridge Amusement Park



REBECCA SCHUTT

Our plant joining anti-litter movement

Our personal involvement in meeting a threat to our brewing industry is being sought by our company president, Henry E. Russell. Each of us with our last check in June received a permanent automobile litter container and bumper sticker, "Fight Litter", the theme of a well defined industry-wide campaign to counterract pressures on state legislatures to ban or tax non-returnable containers.

Mr Russell has pointed out that litter is an acute national problem. The annual cleanup cost . . . borne by the U.S. taxpayer . . . is more than \$500 million. Litterbugging defaces our highways and recreation areas, lowers property values, creates breeding grounds for disease-carrying insects and rodents and causes more than 40,000 fires a year.

While it is a national menace with a wide range of moral, social and economic ramifications, litter poses a special threat to the brewing industry. Although it is careless, irresponsible individuals who cause litter, news media and legislators concentrate their anti-litter efforts on the industries that produce or use non-returnable containers. The brewing industry is a primary target.

Powerful forces are seeking to attack the litter problem by outlawing the one-way bottle, such as our highly popular new keg bottle. We have been asked to pick up the ball of litter prevention in this community.

Memorial scholarship to aid two students

Miss Rebecca Lynne Schutt, daughter of Mr and Mrs Charley Winkler, and Dale Gregory Rupprecht, son of Mr and Mrs Ottomar Rupprecht, were awarded the W. H. Mayer Scholarships, sponsored by the Carling Quarter Century Club. Each recipient will receive a \$200 scholarship.

Rebecca, who lives on 155 West Jefferson Street, Frankenmuth, attended Frankenmuth High School. She was salutatorian of her class, vice president of the National Honor Society, member of the Walther League, choir president, talent show winner, forensics, German Club, softball team, senior play, choir. She plays four instruments.

She will attend Eastern Michigan University, Ypsilanti, Michigan. She plans on becoming a speech therapist.

Dale lives at 1730 Meridian Street, Reese, Michigan. He attended Reese High School. Dale will attend Michigan State University. He was a member of the band, school play, forensics, debate team, Walther League, Ushers Club. He won a trip to the International Science Fair which was held in Fort Worth, Texas. In addition to that he was awarded the Navy Science Cruiser Award and the United States Army Air Force Award. He was a member of the Michigan Wolverine Boy's State Band for four years. He participated in several solo and ensemble festivals in both regional and state competition. He received six red ribbons and three blue ones.

At present Dale is attending Michigan State University, working part-time in the laboratory. His plans after graduating from Michigan State are to study further for dentistry at either U of M or Marquette University.



DALE RUPPRECHT

Jack Price named M.B.A.A. co-chairman

Our Jack Price will be co-chairman of the Master Brewers Association's 81st. anniversary convention registration committee. Serving with him on the committee will be Alfred Matzke and Gus Vavrina. Mrs Price will be chairman of the transportation committee on the ladies program. Serving with her will be Mrs Matzke and Mrs Vavrina.

Bill Bornemisza will be chairman of the reception and information committee.

The association's 81st. anniversary convention will open on Sept. 15 and run through Sept. 20, with headquarters at the Statler-Hilton, Detroit. In conjunction with the convention, the association will present its 10th International Brewing Industry Exposition at Cobo Hall. The convention will be the largest ever held.



"FIGHT LITTER"

Ralph Eischer attaches the bumper sticker intended to make the public aware of our anti-litter campaign. We're all doing our bit by using the permanent litter container each employee has received for his car.



BOB WAS KEY MAN HERE!

Not only did Bob Satow, standing third from right, win the Class A tourney in our annual golf outing but it was his efficient chairing that made the June 22 event such a successful one.

Carling to the rescue!

Our Carling label has become a stage celebrity! When the Flint Community Players presented the play, "The Odd Couple", recently, they needed something to look and sound like beer. The real thing is "verboten" on stage. What to do? They thought of us! Carling's counsel might help.

So they came . . . we gave them an adequate number of cans "in the flat" . . . they received 80 cans of gingerale from another donor . . . our labels didn't fit so they got some metal shears and cut them down to size. The effect was astoundingly real . . . in fact, their play program explained the whole thing lest their thirsty patrons become so upset they's be tempted to duck out for a quick cold Carlings!

New brews

You think our beer has a good head on it? Have you noticed David Adler's head way up in the clouds since he's the father of a son? Paul David, Jr. was really cooperative in making his arrival . . . he was born on June 21, the day of his dad's birthday. Mr and Mrs Adler also have a daughter.

A former secretary in the Bottling Department, Betty (Muehlfeld) Jerome, also is the mother of a son. She and her husband Jerry are very proud of their new addition, Scott John, born May 31.

Mr. and Mrs. Joseph Will are real happy about their new addition, Joseph Michael. He was born June 21, 1968 at Saginaw General. He weighed in at seven pounds, seven ounces. Mr. Will is employed in the Brewhouse.

Prosit!

Eighteen of our employees are having birthdays in July. They include: Charles Buchinger, 1st; Henry Clouse, 2nd; Henry Oldenburg, 4th; Fred Hauck, Donald Nefe, 5th; Jack Sylvester, 7th; Arthur Evans, 10th; Arnold Reinbold, 14th; Wilton Sternberg, Elmer Janson, 16th; Leon Bell, 17th; Mary Ann Kuehnemund, 21st; Wells Barrett, 22nd; Raymond Rau, 26th; George Schmunk, Walter Engel, 29th; Galen Ferguson, 30th; Lloyd Edwards, 31st.

June Safety Slogan



Let safety share
your vacation trip

They knew slogan

May's safety slogan was "Live and work the SAFE way" and for giving the right answer, the following 12 received a 6-pack refrigerator: Mrs Edward Bickel, Mrs Matthew Szymanski, Mrs Edwin Rodammer, Mrs Charley Winkler, Mrs Henry Bender, Jr., Elmer Poellet, Mrs William Matthews, Mrs Leo A. Rousseau, Mrs Fred Beyerlein, Mrs Arnold Reinbold, Mrs Rudolf Jordan and Mrs Arnold Keinath.

Golfers look forward to next tournament

A golf outing was held at Frankenmuth Golf and Country Club on Saturday, June 22.

Twenty-eight employees participated in the tournament.

Prizes were given for longest drives, for closest to the pin, for best poker hand and for all birdies.

A drawing was held and everyone received a prize of various items, such as jackets, shirts, balls, towels, bottle openers, caps, head covers, coaster sets, and a club cleaning kit.

Handicaps were figured on the Callo-way System, which places the golfer in different classes. Class A was won by Robert Satow, Class B by Henry Canfield, and Class C by Norbert Matzke.

After the distribution of prizes a lunch was served and a few refreshments were consumed. The good planning and organization of this yearly event by Chairman Bob Satow was the key for the success of this affair.

The next tournament, which is the Carling Plant Championship, will be on Sept. 7, at the Vassar Golf Club.

Old ice bucket first aid kit?

An ice cube kills some pain almost instantly, helps prevent infection, and helps control bleeding.

Situation: Sliver in fingertip. Solution: Ice cube applied to numb the area and then lift sliver out with sterilized needle.

Situation: Burned finger. Solution: Apply ice directly over the burn until sting is no longer felt when cube is removed — there will be very little swelling, nor will blisters appear.

What prevents black and blue marks? Ice! Black and blue discoloration is due to leakage of blood from torn blood vessels. Ice constricts, so there is less leakage until clotting takes place. This results in less discoloration, swelling, damage to surrounding tissues and less pain.

Long service noted

Two men are to receive service awards this month. D. George Bass of the Bottlehouse will receive his 15-year award July 16; Alfred Hastedt of the Brewhouse will receive his 20-year award July 29.

Wages and salaries in the brewing industry (not including fringe benefits) amount to approximately \$520 million.

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July and August, 1968

In a matter of hours . . . It will be 13 record years

"Thirteen sometimes is associated with ill luck. We are not superstitious here at Frankenmuth Carling. We know that our 13-year, world safety record is not a matter of luck but is the result of a keen awareness of safety among our employees. It is dedicated teamwork and cooperation that has built the finest safety record of any brewery in the world," says our plant manager, Wallace E. Riethmeier, as we near the end of 13 years without a disabling injury.

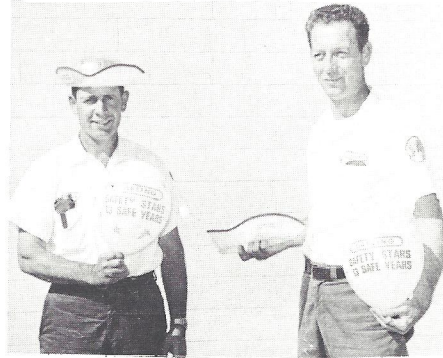
It is now but a matter of hours. We are on the threshold of another happy and outstanding event, the completion of a 13-year safety record. That's 5,175,880 man-hours. The significance of continuing this worldwide brewing safety record is an inspiration throughout Carling and other industries. This proves what can be accomplished when employees have interest and the right attitude to develop and maintain safe working habits. Through this effort and contribution, job efficiency and uninterrupted quality production is kept at a high level.

In anticipation of the successful completion and continuation of this fine safety achievement, we are planning to observe the momentous occasion with a celebration on Monday, Sept. 9.

Our 220 employees, their families and guests from Frankenmuth and neighboring communities, some 2,000 of them, are expected to throng our Frankenmuth plant during the open house. The triumphant blast of the plant's whistle at 7 pm will signify the exact moment of the 13th successive year of operation without a lost-time injury. Banners and badges bearing the open house victory theme, "Carling Safety Minutemen", will pop up everywhere.

There will be souvenir hats for the children which they probably will wear with the same enthusiasm they'll use to consume 2,500 ice cream bars and gallons of soft drinks. There will be 5,000 helium-filled balloons to add to the gaiety. For the grownups there will be Carling Black Label Beer, pretzels and potato chips.

The open house will continue until 9:30 pm. Then, as a highlight of the 13th



"Carling Safety Minutemen"

year of safety, there will be a 40-minute public fireworks display on the banks of the Cass River near the brewery.

But that's not all, says Mr Riethmeier as he reflects on the long way we've come in teamwork and cooperation to build the finest safety record of any brewery in the world. A grateful Carling management plans to honor all employees, wives, husbands and guests later in the year at a Carling safety victory dinner-dance at Zehnder's Hotel.

In the meantime, the entire Carling family is counting the hours until Monday!

Annual picnic packs 550 into park

Our annual company picnic was held on July 27, 1968, at the Pine Ridge Amusement Park. Even though the weatherman could have been a little more co-operative, the 550 people who attended the affair had an enjoyable time.

The many facilities and entertainment the Park offers was a pleasure for young and old. There were plenty of hot dogs for all, besides ice cream bars and soft drinks for the children and delicious Carling's beer for the adults.

The ladies tried their luck at the free bingo tables. Various prizes and the lucky winners were: Set of Tankard glasses, Mrs Herman Matzke; Revere tea kettle, Mrs Tom Edwards; alarm clock, Mrs William Rauh; Colesman picnic jug, Mrs Hilbert Poellet; bath scale, Mrs Charley Baldwin; ice chest, Mrs Harvey Bierlein; Arvin lawnchair, Mrs Selwyn Stuart; teflon aluminum baking pan, Mrs D. N. Parks; Ezee electric can opener, Mrs Charley Buchinger; Coleman caddy set, Mrs Don Matthews.

A picnic basket was won by Mrs Henry Bender; lazy susan, Mrs Frank Beach; solid walnut bowl, Mrs Charles Baldwin; set of element Libby Owens glasses, Mrs Art Gendron; 50-ft. rubber hose, Mrs Wilton Sternberg; Arvin lawn rocker, Judy Kuehnemund; kitchen tool set, Mrs Ronald Knoll; teflon sauce pan, Mrs Arabela Kuehnemund; alarm clock, Mrs El-

mer Kolberg; bath scale, Mrs Arnold Reinhold.

Stainless steel table set went to Mrs Lyn Parks; Coleman thermos jug, Mrs Eddie Bickel; 2-qt. club aluminum pan, Mrs Rudy Strobel; Corning ware, Mrs Wally Riethmeier; Samson card table, Mrs Harold Dinse; Cosco step stool, Mrs Vern Gruber; 1 1/2-qt. teflon sauce pan, Mrs Marvin Bickel. The GRAND PRIZE, a Hoover blender, went to Mrs Henry Canfield.

The Carling Quarter Century Drawing also was held with the following prizes awarded: Polaroid camera - Otts Rupprecht, (Carling); Grundig AM-FM radio - Betty Erndt, (Carling); Coleman ice chest - Bob Satow, (Carling); Zenith 9-transistor AM-FM radio - Schickinger, (Saginaw); thermos picnic kit - Sally Pagels, (Carling); Samsonite card table & chairs - Fred Bickel, (Carling); Hamilton Beach blender - Irene Zuellig, (Carling); bicycle - Jim Edwards, (Carling); Westinghouse coffee maker - R. J. Burns, (Saginaw); Hamilton electric wrist watch - Bud Ward; Coleman 2-burner camp stove - Don Matthews, (Carling).

The grand finale was dancing at the Pine Ridge Casino with music furnished by the Cuzins.

Since one picture says more than a hundred words, we suggest you turn to the Picnic Picture Page!

Service awards given

A quarter century at Carling Brewing Co. is being marked by four employees. Harold Dinse of the Bottling Department reached his 25-year mark on Aug. 18. On Sept. 1 Rudolf Lauber of the Brewing Department marked 25 years. Arthur Evans of the Maintenance Department reached his 25-year mark on Sept. 3. Jack Zietz of the Bottleshop Department is looking forward to Sept. 28 when he will reach the 25-year mark.

Assistant Brewmaster Gus Vavrina of the Brewing Department has been with Carling Brewing Co. for 15 years. The anniversary date is Aug. 10. Wilma Hillis of the Accounting Department marked 10 years on Aug. 18.

Plant visitations are highest ever

During the month of June a total of over 5,000 people visited our Frankenmuth Plant. In July it was the same story... over 5,000! Of this group, we had 41 towns and cities represented in Michigan. Outstate cities represented were 33.

In taking the guided tour of our Plant, they received information about Carling's, the various products, and methods of brewing and packaging.

After their tour was completed, they were treated to Carling's Black Label, soft drinks, and pretzels in our Carling Club Room. Our visitors expressed their appreciation for an informative tour and the generous treatment they received.



OFF TO COLLEGE!

Miss Rebecca Schutt, daughter of Mr. and Mrs. Charley Winkler, and Dale Rupprecht, son of Mr. and Mrs. Ottomar Rupprecht, as recipients of the William H. Mayer Scholarship, are each presented a \$200 check by Richard B. Nuechterlein in behalf of the Carling Quarter Century Club. Rebecca will be attending Eastern Michigan University in Ypsilanti, Michigan, and Dale will resume his studies at Michigan State University in the field of dentistry.



AGAINST LITTER!

Bernie Todd, Shipping supervisor, makes use of his permanent auto-mobile litter container.

Our sympathy!

Gustav Engel, father of Wally Engel, passed away Saturday, Aug. 17 at the Sun Valley Medical Center in Bridgeport at the age of 73.

Here's a new brew

Jody Ann, weighing eight pounds, six ounces, was born Aug. 1 at St. Joseph's Hospital in Flint to Mr and Mrs Robert Rose. Congratulations!

Royal Globle Insurance bows to Carling team

Office and field men of the Royal Globe Insurance Co. came from Detroit for their annual grudge game with the Carling softball team on Friday, Aug. 23. The Carling boys forgot they were hosts and handed the visitors an 11-4 beating. They remembered their manners after the game though, and all players on both teams gathered in the Carling Club Room for refreshments and fellowship. It was a fitting finale for a good softball season.

Vision screening test popular here

Don E. Schafer, regional loss prevention manager, Royal-Globe Insurance Co., Detroit, assisted by Trevor Hughes, conducted a Porto-Clinic vision screening test in the Carling Club Room on Friday, Aug. 23.

The tests involved (a) visual acuity, (b) depth perception, and (c) field of vision.

The Porto-Clinic vision screening test assists in identifying the need for a professional eye examination. This unit is widely used as a psychophysical test for drivers. The results of this test will be discussed with each participating employee. In all cases, we endorse regular eye-examinations at a minimum of two-

Fight on litter continuing here

Frankenmuth Carling employees have taken the company's litter fight seriously, heeding President Russell's observation that nothing less than total involvement of every employee is needed to meet the threat that litter presents to the brewing industry.

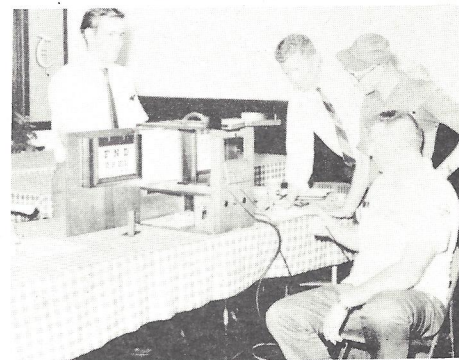
We here at Frankenmuth know that outlawing cans or the popular keg bottles, which become litter in the hands of indiscriminate users, is not the way to solve the problem. Use of litter containers is the only way. The non-returnable bottles and other convenience packages, singled out as primary targets for restrictive legislation, can continue to serve the public if careless, irresponsible individuals will follow the lead of Frankenmuth Carling employees in making permanent anti-litter containers an important weapon in the "Fight Litter" drive.

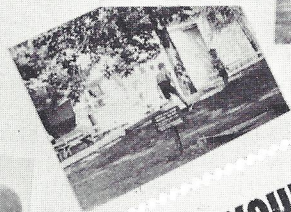
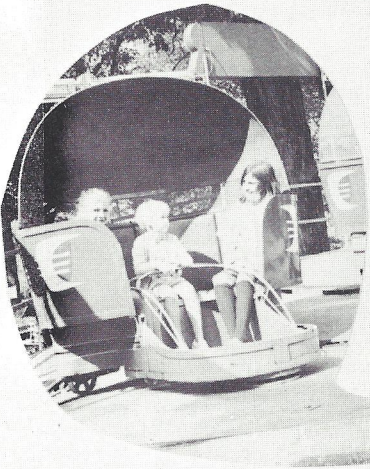
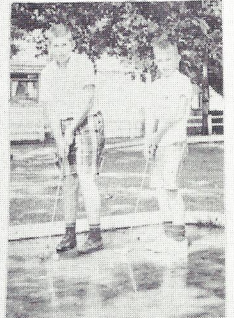
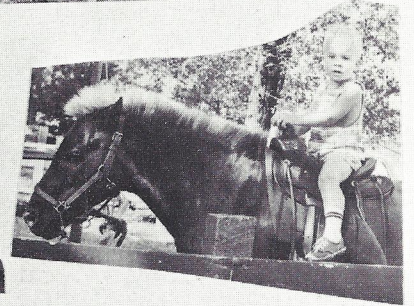
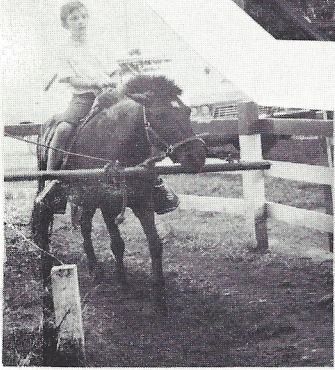
Our people are to be commended for their all-out battle against the growing problem.

Plant manager veteran UF campaign volunteer

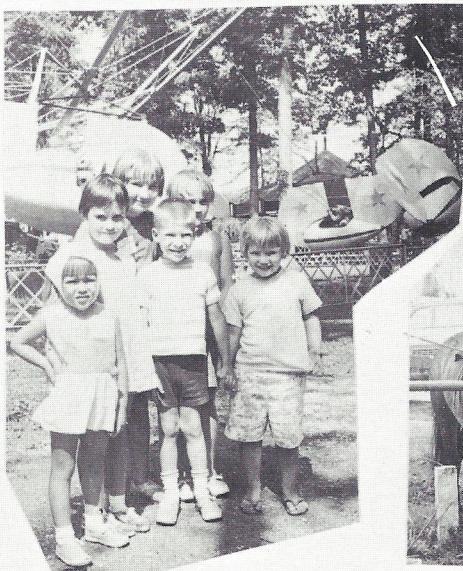
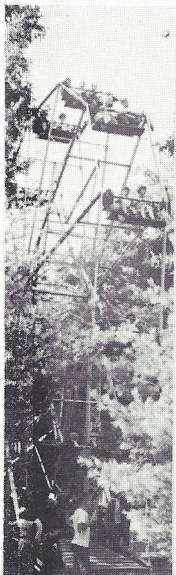
Our plant manager, Wallace E. Riethmeier, is one of the six campaign veterans who have been selected to lead the major units in the 1968-69 United Fund of Saginaw County campaign this Fall. He will head Unit II.

A volunteer serving in several campaign positions since 1952, Mr Riethmeier also is a former member of the United Fund's Admissions & Budget Committee and presently serves as a vice president on its Executive Committee. The divisions in Mr Riethmeier's unit include major firms, media and finance, manufacturing and neighborhood.

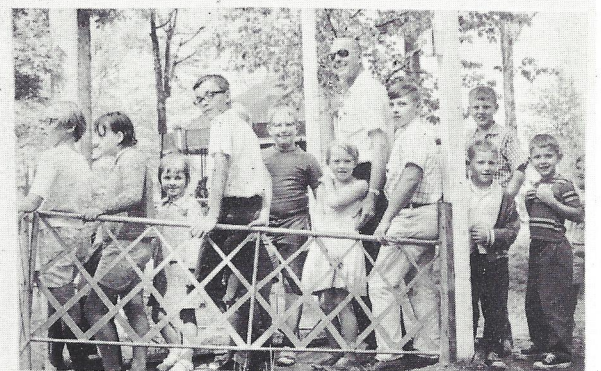
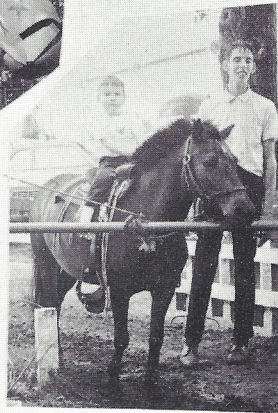


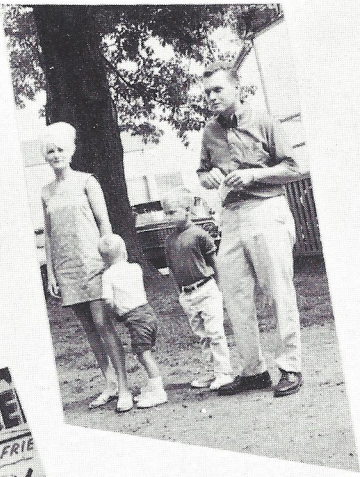


for the young . . .



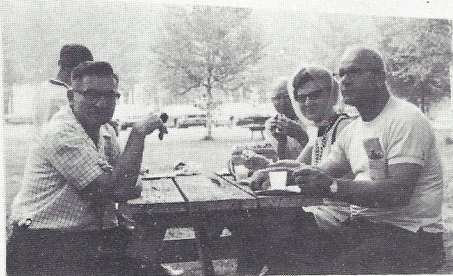
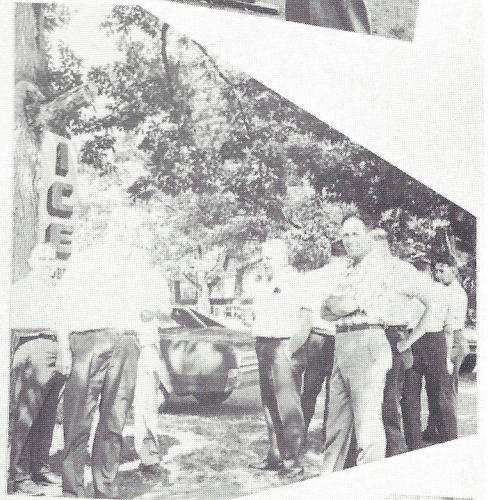
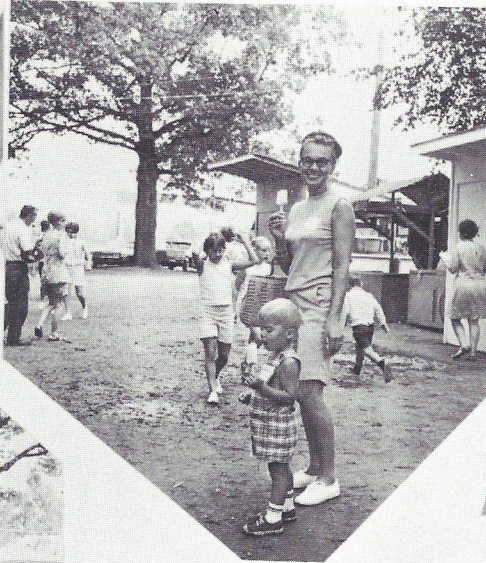
Fun





the young
in heart!

And





This 'n that

The man who trusts men will make fewer mistakes than he who distrusts them. - Cavour.

Man is not naturally a cynic; he wants pitifully to believe, in himself, in his future, in his community, and in the nation in which he is a part. - Louis Bromfield.

Frequent accidents are caused by poor safety attitudes, not bad luck.

Leave the Russian Roulette to the Russians. Don't Take Chances!

What is safety?

Safety is not only the safety belt you wear when climbing down a limp, swaying rope ladder into a bin or tank - but it is also the important instinct that causes you to climb with balance and caution as well.

Safety occurs when a man spots a hazard and takes steps to correct it or to make sure it doesn't cause an injury.

Safety is not only a pair of rubber covered gloves - it is the habit of using the gloves when they are required.

Safety is not a pair of safety glasses - it is knowing when and where to use them. It certainly is not safety when they dangle from a hook in a locker.

Safety is not a graph showing the plant accident-frequency rate. It is an individual problem between each worker and his chances of survival - or a long stay in the hospital.

Safety isn't a tranquilizer tablet to lull us into forgetting our responsibilities. It is the clock striking which awakens us to our awareness to protect our life and limb and the other fellow too.

Safety isn't just the noonday whistle to be observed at a set interval - it is a 24-hour duty, and can never be set aside.

So what does safety spell? It's something we can't leave up to the other guy - it's something to be practiced by everyone. It is something like air - it has to be breathed continually and like air, when it's cut off you are in trouble. Don't smother yourself!

-NSC Newsletter

Horse raising hobby of Herbie and Doris

Two years ago Herbert A. Beyerlein and his wife Doris, who reside at East Curtis Road, bought two registered quarter horses for a hobby. After the elapse of several months, they had created sufficient interest to commence training and showing them all over the State. Different cities were Howell, Coldwater, Centerville, Mt. Clemens, Saginaw, Bay City, Caro, Ann Arbor, etc.

At the present time they have six registered quarter horses. During the first year of showing with their prize gelding, "Easy Paul", they placed fourth in the state.

Herbie and Doris intend to continue to raise, train, and exhibit these horses for a hobby. There are over 8,000 registered quarter horses in the State.

Little world open to be September 7

The Little Carling World Open will be held at the Vassar Country Club Sept. 7 with Chairman Bob Satow in charge of arrangements. A number of Carling fellows will be participating in this highlight of the year.

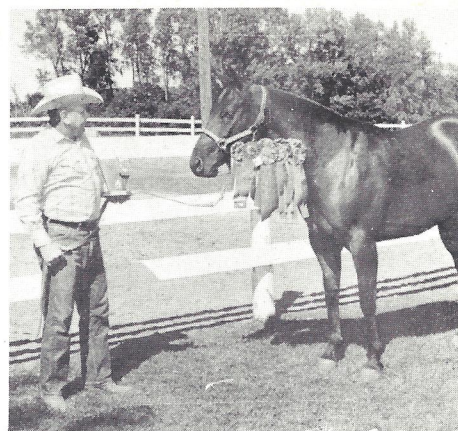
Herb "Toots" Naegele is set to defend his title. Previous winners of the Carling tournament have been: Alfred Buzard, 1966; Rudolph Strobel, 1965; Wallace Weiss, 1964; Wallace Riethmeier, 1963 and 1962; Matthew Szymanski, 1961. A practice round was held at the Frankenmuth Golf and Country Club several months ago.

Dinner and refreshments will be served in the Carling Club Room after the tourney.



WELCOME ABOARD!

Jeanette Acker started working in the Accounting Department on Wednesday, July 31. Jeanette worked in our office before from 1957 to 1963. She and her husband and daughter, Patricia, live at 5478 Willard Road, Birch Run. Jeanette graduated from Birch Run High School.



Quotable Quotes:

Nothing ever happens but once in this world. What I do now I do once for all. It is over and gone, with all its eternity of solemn meaning. - Carlyle.

We always like those who admire us, but we do not always like those whom we admire. - Rochefoucauld.

There is no good in arguing with the inevitable. The only argument available with an east wind is to put on your greatcoat. - J. R. Lowell.

Cost of accidents high for employer

How much does it cost an employer when one of his employees is injured on the job? Depending on what line of work he is in, it could set him back anywhere from 15 television sets to 1,563 two-dollar meals.

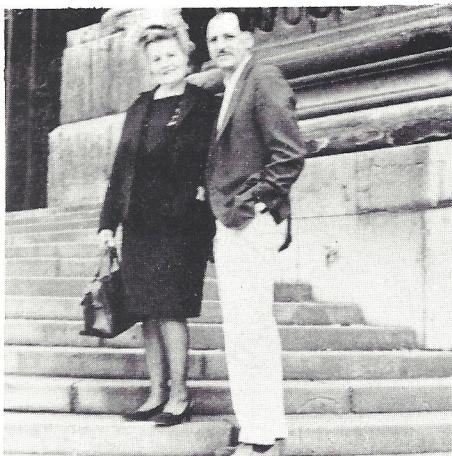
It is estimated that to offset with profits a \$100 work accident loss, a television manufacturer must build 15 sets; or a department store must sell 8,000 pairs of children's socks; a publisher has to sell 17,500 newspapers; an office furniture manufacturer must make 85 typists' chairs.

To offset the same loss, a restaurant would have to serve 1,563 two-dollar meals; an auto company has to construct 2/3 of a low price sedan; a supermarket must ring up 357 twenty-dollar sales; a bagmaker would have to fabricate 14,286 burlap feed sacks; an office supply store must sell 4,750,000 paper clips.

Michigan's Bureau of Safety and Regulation points out that over two million disabling work injuries occur in this country each year, many resulting from hurrying or taking short-cuts as well as other human errors and use of unsafe equipment. The Bureau urges both employers and employees to team-up for safety! Carling Frankenmuth invites the Bureau to visit us to see how pros operate.

CONGRATULATIONS!

A little 3-year-old, after an inspiring session at vacation Bible school this summer, now insists that he and his mother start the day with "congratulations to the flag!"



BILL AND HIS MOTHER

Happy birthday!

From beginning to end, the month of September is rich with birthday anniversaries of Carling clan members. The birthday calendar begins with Walter Schrader on Sept. 1, D. N. Richard Parks on Sept. 2 and Austin Meader on Sept. 3.

Ronald Knoll and Alfred Buzzard share a Sept. 6 birthday; Ralph Schluckebier, 7; Alfred Matzke, 8; Wayne Rose, 9; Martha Laux, 12; Frederick Beyerlein, 14; Clarence Haas, 15.

John Schluckebier has a Sept. 21 birthday; Howard Stockmeyer, 22; Henry Bender, Jr., 27; Frieda Cook and Jeanette Acker, 28; Thomas F. Edwards, 30.

August birthdays weren't quite so numerous. Albert Warnemuende had a birthday on Aug. 5; Esther Bierlein, 9; Gus Vavrina, 10; Raymond Gugel, 11; Virgil Kridler, 12; Alfred Hastedt, 19; William Barrett, 24.

Beer helps build AF base blood bank

A Carling beer distributor, LaVern J. Klein of the AuSable Distributing Co., Oscoda, has been commended by the Wurtsmith Air Force Base commander, Lt. Col. Clayton H. Schmidt, for his outstanding services to the military installation.

During the last two blood drives held by Headquarters 853rd Medical Group (SAC) in February and June of this year, Mr Klein donated a 16-gallon keg of beer for each drive. The February drive was the best in Wurtsmith history, exceeding the desired goal by 153 pints of blood. In June the desired goal of 200 pints was passed by 23 pints of blood.

The chief Red Cross nurse said it was one of the best responses she ever had seen by a military community and Lt. Col. Schmidt said he felt the beer donated by Mr Klein contributed greatly as an incentive between the military squadrons and organizations on base in competing between each other to give the largest number of pints of blood to the drive.

Bill Bornemisza visits native home

This summer Bill Bornemisza was off again for a European trip to his native Hungary. It was a memorable trip even though a sad one since Bill's father had just passed away three months prior to his arrival. His main objective was to spend as much time with his mother as possible and give her assistance. Together they visited some of the famous places in Hungary in a little BMW (German car) which Bill rented in Munich.

After leaving Hungary, Bill picked up his wife, Judy in Klagenfurt, Austria, and both took an auto tour of southern Europe. The first stop in Italy was Venice, then Florence where they enjoyed the Renaissance art treasures, visiting several museums - the Pitti Palace and the Uffizi Museum. Their next stop was San Remo on the Italian Riviera and after that the nearby Monte Carlo (Monaco), the gambling paradise. In Monte Carlo Bill especially made it a point to try out the "Grand Prix" Racing Circuit but much slower, of course, than during the races.

The road back to Munich (where Judy's parents live) led through picturesque Switzerland. This memorable trip still lingers in Judy and Bill's remembrance and in the beautiful movies Bill shot throughout the visit.

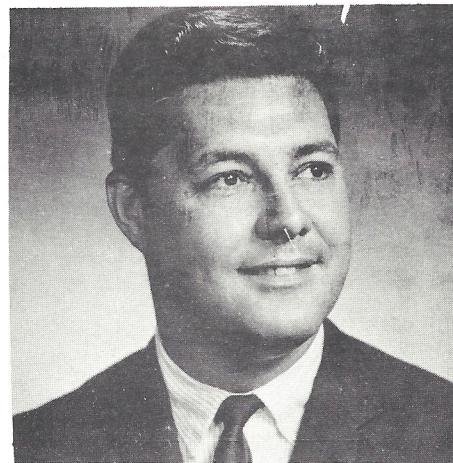
August Safety Slogan

**THE TIME
TO BE CAREFUL
IS NOW!**

Slogan winners listed

Twelve Carling people are richer by one set of Rogers stainless steel silverware for knowing the June safety slogan. They are: Mrs Ruth Uebler, Mrs Mary Ann Kuehnemund, Mrs Norman Rohloff, Mrs Glenn Haske, Mrs Leon Bell, Mrs Ray Gugel, Mrs Henry Oldenburg, Mrs Richmond Hart, Mrs Howard Auernhamer, Mrs John Wylie, Mrs Vernon Gruber, Mrs Raymond German.

The July safety slogan was: Safety Depends On You. The prize was a \$5 gift certificate from Nuechterlein Hardware. The July contest winners were: Mrs John Bechanko, Harold Jekel, Gerhardt Hetzner, Mrs Eugene Laux, Mrs Duane Eischer, Mrs Clarence Reif, Mrs Arthur Walt, Clarence Haas, Mrs Ellsworth Doud, Mrs Harold Weber, Mrs Ervin Keinath, Otto Frank, Jr.



FRED SCHUTZ

Welcome aboard!

Fred Schutz has been transferred from the Cleveland Plant to assume the responsibilities as assistant brewmaster at the Carling Frankenmuth Plant, effective July 1, 1968.

Fred has been with Carling's since 1958. Prior to this time he served as a laboratory technician for Lever Bros. During his employment with Carling's, Fred was pilot plant supervisor in Cleveland. He was assigned to the Phoenix Plant as assistant brewmaster and later was assigned to Supervisor Process Development in Cleveland.

Fred attended the University of Waterloo and received his bachelor degree in chemical engineering. His hobbies are baseball, football, hockey, and golf.

Fred, his wife Kathe, and their two children, Leslie Karen and Keith Daniel, will reside at 991 South Main in Frankenmuth.

Temporary employees shift to regulars

Carling's Frankenmuth plant employed 33 temporary employees this summer with seven remaining as regulars.

Bottling Department employees included: John Spencer, Rodney Merten, Bridgeport; Rodney Uhelski, Clio; Norman Dues, Davison; Gary Campbell, Saginaw; Richard Reamy, Edward Kerr, John Presnell, Millington; Michael Rummel, Reese; Fred Schellhas, Vassar; Gary Conzelmann, Dennis Zuercher, Dennis Fischer, Ralph Dinse, Reinhold Frank, Dwight Bleke, Keith Meyer, Mark Matzke, Thomas Rummel, Robert Bender, Paul Rau, Earl Hammond, Jim Galsterer, Tom Johnston, Eugene Frank, Frankenmuth. (The latter is now a regular employee.)

Brewing Department temporary employees were Dan Meyer and Gary Zeilinger, Frankenmuth; Craig Oxley, Caro; Gene Thompson, Tuscola; Frank Yake, Caro; J. B. Stokes, Saginaw; Roy Hecht, John Katona, Frankenmuth. (All but the first three are now regulars.)