

CARLING

FRANKENMUTH NEWS



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PLANT OF THE CARLING
BREWING COMPANY

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October & November, 1967

Carling's "safety legend" is no longer a ripple!

With two months of our 13th year without a lost time injury to our credit, we as employees of the world's safest success Saturday, November 4, when the Company hosted us, our spouses and special guests at a dinner-dance at Zehnder's Hotel. Four-hundred-strong, we marked the world wide safety record of the "Safety Tigers" who completed 12 years (4,801,325 man hours) without a disabling injury on September 8, 1967.

The unequalled achievement brought from New York City Mike Aicher, vice-president of the United States Brewers Assn., who, in his brief message of congratulations, told us that the good of our effort, begun 12 years ago, has gone beyond Frankenmuth and has brought hope and inspiration to many others. "The Legend of Frankenmuth", an injury prevention and safety clause, based on the policy of the world's safest brewery, for the first time has been written into the labor contract of another brewery.

Charles Landreth, executive vice-president, Carling Brewing Company, Cleveland, Ohio referred to November 4 as "our (Carling) thanksgiving", suggesting that wives consider the suffering that their husbands could have had, but didn't have, because of their efforts to be sure there was no disabling injury. "That is cause for a real thanksgiving," he said. "You should be proud you have established a record and goal for the world, and not just for the brewing industry, that men will be striving for, possibly for generations. That is a wonderful thing to establish for your fellow man. Be proud, be thankful," he concluded.

Karl Feller, president of the International Brewery Workers Union, Cincinnati, Ohio, congratulated plant employees for the very enviable record we have established and pointed out that the brewing industry, 20 years ago when the Taft-Hartley Law was passed, had one of the saddest safety records. It now is the best. "Keep it up! Don't let the 13th year jinx you," he advised.

A wire of congratulations was received from Henry E. Russell, president of Carling Brewing Co., and a message was received from Don Dittman of Cleveland, vice-president of the Central Division, who was unable to attend. Wallace Riethmeier, plant manager, in congratulating us for the most extraordinary record ever achieved in the brewing industry, said:

"It is the most extraordinary safety

record ever achieved in not only the brewing industry but perhaps in any industry. Your safety achievement not only has brought attention and honor to your Company, but the Frankenmuth Plant's safety record is known in every brewery in the United States and outside our industry.

"Safety won't work without people making it work. The first ingredient is teamwork. Safety experts can dream up all kinds of slogans, gimmicks and incentives they want to; but they aren't effective and won't get the safety job done without the cooperation of people. We've got real safety teamwork here at Frankenmuth. In fact, you have carried the safety story and effort right over into your homes. As a result, we have obtained the following benefits: We have made our jobs better, suffered no personal pain, earned full paychecks..

"I think we've succeeded in building our world's record because we've made safety a team and family effort over and above our own personal goals.

"A year ago Mike Aicher charged each and every one of us in the next year and in the years ahead to become twice as good as we are. He went on to say that we owe it to the rest of the world to keep this miracle going. Frankenmuth should become the industrial to you, Mike, is we are working at it to accomplish the 'charge' you gave us last year. Thereby we'll be back next year to celebrate No. 13," Mr. Riethmeier concluded.

Edgar Duclos was our entertaining toastmaster, Richard Nuechterlein provided delightful music to eat by and the Paul Daines Orchestra favored us with many familiar tunes to dance by.

LEFT TO RIGHT: Herbert Naegle, industrial relations manager, Frankenmuth Plant; Walter Fedyk, insurance & safety coordinator, Carling Brewing Co., Cleveland; E. S. Bohlin, industrial relations director, Carling Brewing Co., Cleveland; Robert Schiffer, president of Michigan Brewers' Assn.; W. E. Riethmeier, plant manager of Frankenmuth Plant; Karl Feller, president of International Brewery Workers Union; Mike Aicher, vice president of U. S. Brewers Assn.; William Daniels, president of Local 212; C. E. Landreth, executive vice president, Carling Brewing Co.; Harold Bondy, secretary, Southern Michigan Joint Local Executive Board; Elmer Simon, mayor of Frankenmuth; and Wallace Weiss, production coordinator, Frankenmuth Plant.





David Adler teaching first aid course here

Frankenmuth Professional Nurses Group started it and Dave Adler is following through by teaching an American Red Cross standard first aid course here in our office basement.

Dave, who is a certified American Red Cross first aid instructor, has a total of 21 attending his class. The participants include St. Lorenz School teachers, professional nurses and housewives.

The period of instruction covers five weeks and totals ten hours of learning. Members completing this course will then enroll in the advanced course covering 15 hours of instruction time.

The group meets every Wednesday from 7 to 9 pm. The only charge for this course is the cost of the textbooks. Dave teaches this course on a voluntary basis and has been engaged in this work for six years. He follows a pattern of teaching more from a practical standpoint than the textbooks. Dave has a wide experience in this field and was driving an ambulance in his former position at Chesaning. In the past he has trained over 2000 people through the American Red Cross at the Rehmann Health Center, Chesaning, Michigan.

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

PLANT	1967		1966	
	Lost Time	Injuries Freq. Rate	Lost Time	Freq. Rate
Cleveland	2	2.08	8	8.10
Belleville	4	7.44	5	8.68
Natick	1	4.50	0	0
FRANKENMUTH	0	0	0	0
Atlanta	5	19.74	9	28.25
Tacoma	9	24.61	2	5.97
Baltimore	0	0	1	2.97
All Plants	21	6.83	25	7.63

UF gifts help many

Carling Brewing Company's Frankenmuth plant and its employees have pledged \$7,081.62 to this year's United Fund campaign. Much of it is pledged on a fair share basis and benefits not only the 70 different agencies supported by the Saginaw County United Fund but 25c of every dollar goes to the Frankenmuth Area United Fund for the support of local organizations. Our employees and their families thus benefit in many ways.

The Frankenmuth Area United Fund includes in its budget the Scouting program in Frankenmuth, the city recreation program, the Memorial Park. Many of our people participate in at least one of them.

Wallace E. Riethmeier, our plant manager, served as Unit 2 chairman in this United Fund campaign of Saginaw County. Mr. Riethmeier is a former campaign division chairman and has served on the United Fund's Allocations and Budget Committee since 1957. He currently serves as a vice president on the executive committee.

Mr. Riethmeier served as a director of the Frankenmuth Community Chest from 1952-62.

United campaigns in Michigan met head on this fall with the new State income tax, the automotive strike, inflation, and in some cities, municipal income taxes. Despite these problems creating the most difficult campaign atmosphere in more than a decade, the State-level of united fund raising was good and our Carling family kept pace with the State average.

When all the returns are in, it is predicted the total State united giving will reach approximately \$48 million, nearly \$2.5 million over last year.

NOVEMBER SLOGAN

Take safety . . .

with you all the way
and have a happier
HOLIDAY!

They're "safety" warm!

October Safety Slogan winners each received a Sportsman Blanket with carrying case. They were: Richard Johnson, Ludwig Riess, John Lehner, Herbert F. Beyerlein, Charles Baldwin, Glenn Spiekermann, Alfred Bierlert, Marlin Nuechterlein, Harvey Bierlein, Jack Zietz, Carrol Nuechterlein, Ralph Schluckebier.



HORRORS! WHAT'S THIS?

The appearance of these girls is only an annual affair (thank goodness) as they participate in the Bavarian Twelve Bowling League's costume party for Trick or Treat night. Left to right are: Judy Kern, Donna Jammer, Marsha Nuechterlein, Irene Geyer, Delores Eischer.

NATIONAL DRIVER'S TEST

On December 5, 1967, the driving public will have an opportunity to review the 1967 National Driver's Test. The test will be televised in color over the CBS network.

New brews ... one of each

Mr. and Mrs. Albert Pavlicek are the proud parents of a baby boy. He is Mark Albert, born Nov. 2.

Mr. and Mrs. Herman Matzke welcome their new addition. She is Kristine Kay, born Nov. 7.

DON'T FORGET THE WILD LIFE DINNER - SATURDAY, DEC. 9, 1967 AT CARLING CLUB ROOM



BREWCO OFFICERS

Plant Manager Wallace Riethmeier presents the JA company charter to Brewco President Richard Bernthal under the appreciative eyes of, left to right, Charlotte Galsterer, vice-president; Jane Deterding, secretary; Ken Knieling, vice-president of manufacturing; Adele Riethmeier, treasurer.



FIRST CLASS SCOUT

Marcia Dietzel, daughter of Howard Dietzel of our Engineering and Maintenance Department, and Delores Dietzel, secretary of the Carling Credit Union, has earned her first class badge, highest rank in Girl Scouting. She is believed to be the first Frankenmuth girl to earn this rank.

To receive the first class badge a girl must earn a minimum of six badges and four challenges in her Cadette years. In her eighth year of Scouting, Marcia earned 14 badges during her three years in the Cadette program.

She earned her program aide bar by putting in at least 50 hours as day camp counselor in the summer and now is working at the Frankenmuth Convalescent Center as a Red Cross youth volunteer to earn her hospital aide bar.

Happy Birthday !

December, from beginning to end, is loaded with birthdays of the finest people in the world . . . at least in the world's safest brewery. There's Jack Zietz on the first; Vernon Gruber and Delores Eischer on the fifth; Robert Willman, seventh; Erwin Keinath, ninth; Ernest Mell, 10th; D. George Bass, 14th; Harold Eischer and Lawrence Pagels, 19th; Robert Hubbard, 20th; Herbert F. Beyerlein, Hilbert Poellet and Charley Winkler, 21st; Glenn Spiekermann, 22nd; Clarence Reif, 23rd; Fred Gower, 26th; Rudolph Strobel, 29th; John Weirauch, 30th; Harold Weber, 31st . . . and a HAPPY NEW YEAR, too!

"WITH A SONG IN OUR HEART . . ."

Otto Frank, Sr., retired, and Clarence Reif, who have to their credit the highest number of years of service, presented a piano to Carling Brewing Co. from the Quarter Century Club. This instrument was accepted in behalf of the company by Wallace E. Riethmeier, plant manager. The piano will be placed in our newly decorated Carling Club Room and is available for amusement and entertainment by groups visiting our plant.

Our new Carling Quarter Century Club plaque is of walnut veneer with a cut out scroll. It lists all members on individual name plates in service sequence, engraved and mounted to the plaque. It has accommodations for 80 members. New members accepted into the club will be added each year to the 36 names at the present time.

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Carling boosts youth through JA adventure

Our company is sponsoring a Junior Achievement company known as the Brewco Co. Plant Manager Wallace Riethmeier presented the charter to the group on Tuesday, Nov. 7.

Advisors are Bob Serrick and Tom Conzelmann from the Frankenmuth Mutual Insurance Co. and Donald Nefe and Robert Satow from our Carling Co. There are 38 members in this group which meets every Tuesday from 7 to 9 pm for five months (November through May) in our office basement. Their first product is a Date Minder Desk Pad.

J.A. gives our youth the responsibility of running their own company. They do everything a big company does, but on a miniature scale. They incorporate the company and sell stock to raise capital. They purchase raw materials, manufacture a product or render a service and then sell it. At the end of the year, if they are successful, they pay back the stockholders their original investment, plus their share of the profit.

They organize a Board of Directors, elect officers, keep books, establish wages, salaries and commissions, pay taxes, hold monthly Board of Director's meetings, prepare an annual report, and do many other varied and exciting things while learning about our private enterprise system.

Service awards . . .

Mary Ann Kuehnemund received a 5-year bracelet on Oct. 8, 1967.

None were awarded in November.

Otto Frank, Jr. will receive his 25-year watch on Dec. 2, 1967.





THE L-O-N-G AND THE short OF IT!

Our plant manager, Wally Riethmeier, almost got crowded out of this one by Terry Dischinger of the Detroit Pistons. Carling Brewing Co. is sponsoring the eight Pistons' road games and five home games telecast over the course of the NBA championship season. The games will be seen over WKBD-TV, Channel 50, Detroit.

The Pistons opened their season Oct. 17 against Cincinnati, played at Philadelphia Oct. 21 and hosted Chicago Oct. 25. On Nov. 1 San Francisco was at Detroit; Nov. 18, Pistons at Chicago.

The remaining schedule is: Dec. 2, Boston at Detroit; Dec. 9, Pistons at New York; Dec. 29, Pistons play St. Louis at Miami; Jan. 13, Philadelphia at Detroit; Jan. 31, Pistons at Baltimore; Feb. 10, Baltimore at Detroit; Feb. 24, Pistons at Baltimore; March 2, Pistons at New York; March 20, Pistons at Boston.

Carling sponsoring the Pistons

Central Division wholesalers from the Detroit television viewing area were guests of the Detroit Pistons basketball team at the NBA team's training camp in St. Clair, Michigan, on Sept. 21.

The wholesalers met at the St. Clair Inn, a resort hotel located on the banks of the Detroit River, a stone's throw from the Canadian border. There the wholesalers heard the welcome announcement that Carling would again sponsor the Detroit Pistons basketball telecasts during the 1967-68 season, as it had during the 1966-67 season.

Jay Clark, Central Division assistant advertising and promotion manager, made the announcement and outlined

promotional opportunities available to the wholesalers because of Carling's association with the Pistons. Details of a "tavern party" promotion, by which retailers could arrange to take their customers to Pistons' home games as guests of Carling and the Pistons, were spelled out for the group by Mr. Clark and Bill Rodgers of the Pistons.

Carling will sponsor eight Pistons' road games and five home games telecast over the course of the NBA championship season. The games will be seen over the facilities of WKBD-TV, Channel 50, Detroit. The Pistons opened their season on October 17 against the Cincinnati Royals at Cobo Hall in Detroit.

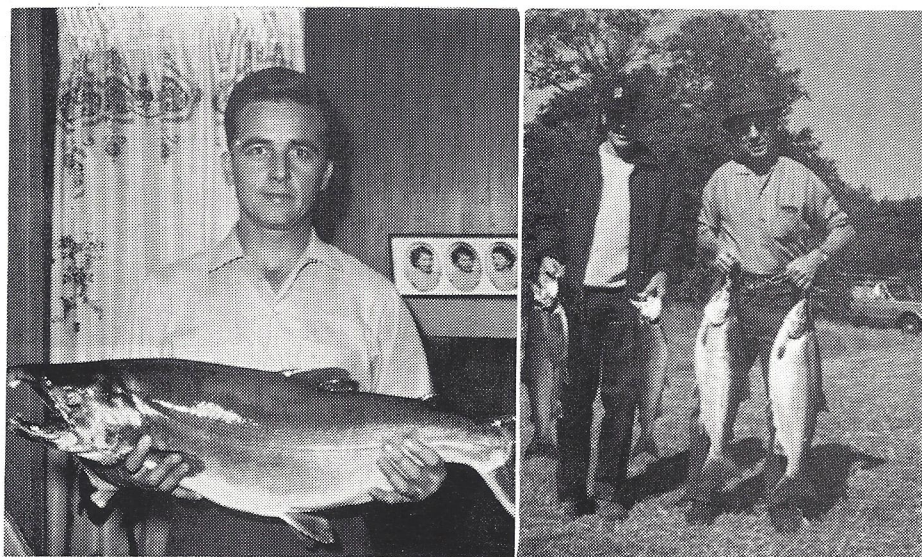
BUCK HUNTER'S JACKPOT 1967

All Carling employees are eligible
\$2.00 Entry Fee — Three Prizes.

1. **HEAVIEST BUCK** (3-inch antlers minimum) - 2/5 of total amount collected and two cases of Black Label.
2. **MOST POINTS** (Points must be at least 1/2 inch long from outside of shaft). 2/5 of total amount collected - two cases Black Label. In case of a tie the heaviest deer wins.
3. **LIGHTEST BUCK** (3-inch antlers minimum) - 1/5 of total amount collected and one case of Black Label.

All entry fees to be turned in to Howard Bierlein or Harold (Silver) Matzke by Friday, Nov. 17, 1967. All bucks to be weighed in at Brewhouse. Seal tag number must correspond with hunter's license number.

ONE PRIZE PER HUNTER ONLY.



OHO! LOOK AT THE COHO!

Denny Brett, district manager of District 5, displays his 16-pound Coho Salmon, caught on a 10-pound test line on a silver flat fish.

The other catches of Coho Salmon were made by Ellsworth Doud, Bottling Department, and friend on Lake Michigan near Arcadia. Three of the fish weighed 14 pounds and the other nine pounds. These pictures indicate some fine catches. Coho fishing has become a great sport. These fish were planted two years ago in the Platt and Manistee Rivers and have grown to such nice species in such a short period of time.