

CARLING

FRANKENMUTH NEWS



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BREWING COMPANY

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April, 1966



LOOK WHO'S TAKING IT EASY!--Ed Johnson, retiring Bottling Department superintendent, samples the easy chair given him by supervisors and office personnel at his recent farewell party, and happily accepts from Plant Manager W. E. Riethmeier a gold watch presented to him by the company.

He'll Be Taking It Easy . . .

Party Honors Ed Johnson

Plant supervisors and office personnel gathered April 15 to honor Ed Johnson, Bottling superintendent, at a farewell party which had the popular Ed beaming with pleasure at all the good wishes and handshaking.

Ed retires May 1 after a distinguished career with our company which began Jan. 19, 1943. His 65th birthday anniversary was April 5.

The office and supervisory personnel presented him with a handsome easy chair and he received a fine watch as a parting gift from the company he served so well with his enthusiastic competence.

Ed, who lives with his wife, Betty, at Birch Run RD 1, expects to spend many of his leisure hours gardening and culti-

vating the flowers -- especially myriads of chrysanthemums -- which make their home one of the picture places of the area.

Our Record Saluted

Our plant has received the congratulations of Howard Pyle, president of the National Safety Council, and its directors for winning the National Safety Council Award for the all-time best record in the brewing industry -- working 10 years, from Sept. 8, 1955, to Dec. 31, 1965, without a disabling injury accident -- a total of 4,144,856 man-hours.

When the directions say it's so simple that a child can do it, get wise and let a child do it!

YOU WORKED
SAFELY
TODAY
NOW DRIVE
HOME
SAFELY

WORK
SAFELY
AGAIN
TODAY!

These new signs in the Brewhouse and Bottling Department parking lot greet us at the start of the working day with a message to work safely again today on the job and to drive home safely at the end of the day. They're placed strategically as reminders to employees driving in the lot and leaving it.

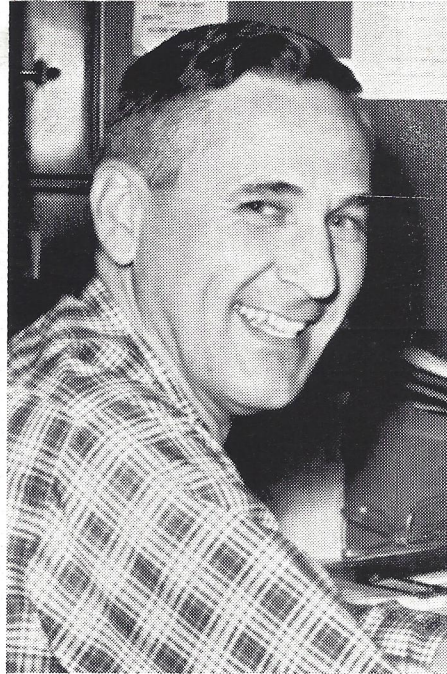
Two Promoted, One Added Here



MATTHEW SZYMANSKI

Matthew Szymanski, former bottling maintenance supervisor, has been promoted to bottling and packaging supervisor, succeeding Ed Johnson, who has retired.

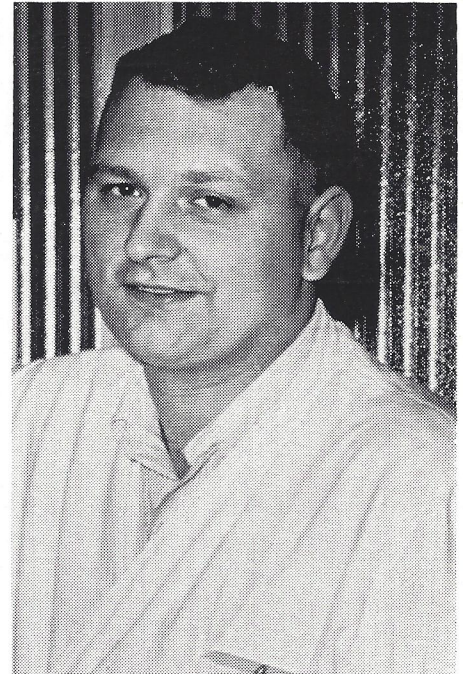
Matt, who lives at 209 List, Frankenmuth, with his wife, Irene, and their three children, Stephen, Jacalyn and Jill, has been with the company since May 1, 1941.



DONALD NEFE

Donald Nefe has been promoted from night maintenance supervisor to bottling maintenance supervisor, succeeding Matthew Szymanski, who takes over for Ed Johnson.

Don has been with us since April 3, 1961, when he started working in the laboratory. He lives at 454 Mary Lane, Frankenmuth, with his wife, Lucy Ann, and their five children -- David, Steven, Thomas, Debra and Wendy. Don's a bowler and golfer.



RICHARD MEYER

Richard Meyer has joined the office staff as assistant laboratory technician.

Dick, who attended St. Lorenz School for eight years and was graduated from Frankenmuth High School, later attended Bay City Junior College and Delta College. He lives at 700 E. Genesee with his wife Margaret, and their son.

Dick's hobbies are stamp and coin collection. He also enjoys good music.

Ron Nuechterlein a Real Go-Getter

You might call Ronald R. Nuechterlein, 22-year-old son of Mr. and Mrs. Richard Nuechterlein, Accountant, a young go-getter who's already got there.

A co-op student at Delta College, Ron six months ago was named vice president of a Detroit construction firm which has annual billings of \$1.5 million. That makes him one of Michigan's youngest executives while still in college.

In January, 1964, the director of cooperative education of Delta College, placed Ron with Martin Tropsf & Sons, Inc., of Detroit as a co-op student. Thus he has worked part time in Detroit and studied part time at Delta.

ONCE EVERY TWO WEEKS. Ron goes to Detroit for on-the-job training with the Tropsf concern and management responsibilities he will assume next fall as Tropsf's youngest executive.

Young Nuechterlein entered Delta in January, 1962, as a liberal arts student but later entered the technical architecture curriculum.

"I started with Tropsf as an estimator-draftsman," says Ron, "and branched into the supervisory work field."

The Detroit firm gave him thorough testing. He was used as a draftsman laying out building plans, as an estimator figuring rough costs and profits for different jobs, and as a supervisor to see how he handled men and how well he could supervise.

Happy with his progress, Ron is pleasantly modest about it.

"On-the-job training," he says, "plus education is a natural combination -- one augments the other. I couldn't have been picked for this position without technical background."

One of his instructors, George O. Pease, head of Delta's Technical Division, was more specific.

He Was So Right

One of Will Rogers' famous quips, as current now as when he said it a generation ago:

"Every government in the world today has more discontented people than usual, but I think there is less complaining by the subjects in Russia than anywhere else. That is, they don't complain as long."

"Ron is a hard worker with the gift of common sense who is always willing to learn," he said. "It is this consistency and willingness to absorb that industry is looking for -- not necessarily the bright flash in the grade book. To say that we're proud of this boy would be an understatement."

Our Sympathy

We were saddened by the recent deaths of our old friends who worked with us here many years.

Clarence Rupprecht, 53, who worked in the laboratory after beginning his career with us on April 18, 1930, and earning a record as a popular and valued employee, died March 19 after brief illness.

Moysius Quaderer, 65, who retired last Feb. 28, died April 11. Like Clarence, he numbered many friends among his Carling associates. He started working with us Jan. 22, 1945, and distinguished himself on the job for his diligence, punctuality and cooperation.

Saginaw UF Leaders Note Our Record

Our plant was honored at the recent fourth annual United Fund report dinner in Saginaw, at which L. M. (Les) Freidinger, now Carling Central Division vice president, also received tributes for the job he did as 1965 United Fund president when he was general manager and regional vice president here.

At the UF report dinner our plant received a special award because of our eighth consecutive year of fair-share giving in the county-wide UF effort.

Plant Manager W. E. Riethmeier, who has worked many years on the Saginaw County UF's important Audit and Budget Committee, was elected to the UF's board of directors and executive committee.



LES TURNS OVER GAVEL--Les Freidinger, former regional vice president and general manager of our plant, as he appeared at a recent Saginaw County United Fund annual dinner. Les, who was 1965 president of the UF, steered it to a victory campaign last fall. He will be succeeded this year as president by Daniel M. Fitzgerald, president of the Wickes Corporation.

Small Brews

Mr and Mrs Lester Beneman, Bottling Department, are proud parents of a dainty new miss called Heather Lynn. She was born April 12 at Saginaw Osteopathic Hospital and weighed 4 pounds and 4 ounces.

Mr and Mrs Willis Veitengruber, Engineering Department, have a coy new member of the family. She's Susan Lynn, born April 3 at St. Mary's Hospital, and weighed 8 pounds on her arrival.

Safety Slogans

March safety slogan winners were awarded handsome car umbrellas just in time for April showers.

The winners were: Betty Muehlfeld, Floyd Matzke, Ralph Woodhull, Mrs. Arthur Evans, Virginia Schroeder, Mrs. Charles Nestell, Marvin Bickel, Mrs. Norman Baker, Mrs. Ronald Knoll, Mrs. William Daniels, Mrs. D. George Bass and Mrs. Fred Hauck.

The April safety slogan is "Safety Is Always In Season".

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

Dale Wins Top Honors . . .

Rupprecht Boys Bloom As Budding Artists

Mr. and Mrs. Ottomar Rupprecht, Bottling Department, just might have a pair of budding scientists in their sons, Dale, 16, and Terry, 14.

Representing Reese High School, where Dale is a junior and Terry a freshman, they made quite an impression at the recent Thumb Area Regional Science Fair in Caseville -- Dale especially so.

As first place winner in the senior high award category, Dale won an expense-free trip to the National Science Fair-International May 9-13 in Dallas, Texas, and a two-week cruise on a Navy ship sometime in August.

Heuer New Editor

Ross Heuer has been named editor of the Carling Brewing Company's employee magazine, The Wide Circle, and distributor employee newspaper, The Carling News, it was announced today by William Wren, director of Trade Relations.

Heuer comes to Carling's marketing department from the Standard Oil Company of Ohio where he was managing editor of its marketing publications. He holds a Bachelor of Arts degree in English from Hiram College, is married and has two children and lives in Cleveland Heights, Ohio.

At the Caseville event he won a first place in aeroscience, and a gold medal in earth and space science.

Terry won a gold medal in the junior high school botany category.

Dale, a three-year member of the Reese High School band in which he plays cornet and baritone, also is one of three outstanding boys sponsored this year by Reese American Legion Post 139, to attend a Wolverine Boys' State at Michigan State University.

Incidentally, Dale plans to attend Michigan State after high school graduation to study biochemistry. Terry has not made any definite plans yet about college.

"Terry's the mechanic in the family," says his Dad, "he likes to work on motorbikes and just about anything else that runs."

Albert Penalized

Seven-year-old Albert performed so well in the local concert, he was required to give an encore.

"Well, Albert, how did you get on?" his father asked later that night.

"Why, I thought I did all right," replied the youngster, "but they made me do it again."

5th Line Shift In Operation

Prompted by an increase in sales, we've added a fifth-line shift in the plant's Bottling Department.

These are the 15 new employees: Erwin Keinath and William Roedel of Frankenmuth; Robert Reinbold, Arthur Walt and Ruben Bierlein of Reese; Gilbert Trinklein of Vassar; Norman Rohloff and Glenn Haske of Fairgrove; Adolf Bierlein of Saginaw; Dennis Radz-wilowicz, Don McCoy, Robert Parker and Robert Bourdon of Bay City; Ruben Auernhamer and Carl Haubenstricker of Birch Run.

Prosit!

Seventeen of the Carling Frankenmuth working family will be in the May birthday parade.

Birthday congratulations will be appropriate in this order: May 5 - Elmer Beyerlein and Orville Rose; 8 - Robert Raquepaw; 9 - John Lehner, Lester Beneman and Robert Rose; 10 - Robert Satow; 11 - Harold Matzke; 13 - David Stuart; 14 - Walter Lockhart; 20 - Leo A. Rousseau; 21 - Jack Buchinger; 23 - Bill Bornemisza; 25 - Frank Beach; 27 - Norman Baker; 28 - Virginia Schroeder; 29 - Max Erndt.

Waste Control

Another plant waste control improvement is being undertaken here with installation on the south side of our new Bottle Shop of a caustic sludge removal system.

This will remove sludge formed in the use of caustic cleaning solutions in washing bottles. The sludge will be pumped into a 2,000-gal. tank and dropped into a closed container. Instead of finding its way into the Cass River, it will be trucked to a dumping ground.

For Night Security

Our new plant night security gate on the north side of the Brewhouse is expected to be ready for operation by mid-May.

Leo E. Rousseau, assistant plant engineer who is supervising the installation, said the gate will be operated electrically by a push-button control station in the boiler room. After 5 p.m. it will control until 5 a.m. movement of automobiles entering and leaving the plant grounds.

Sign in a Juneau, Alaska, restaurant:
Large bowl clam chowder: 50c - Tex-
as size: 25c.



FLANK STEAK--With unusual stuffing is wise choice of homemakers who take advantage of different cuts of meat. Adults enjoy the tangy, refreshing taste of chilled beer or ale to complement the meal. Show this recipe to your friends.

Here's A Smart, Thrifty Menu To Try On All Good Eaters

Be thrifty, be smart, be a wise menu-planner. You're all of that if you take advantage of weekly specials at the store and watch for unusual or different cuts of meat which can be extended. At least that's the thrifty part.

The wise menu-planner goes on to create classic family favorites for her recipe file. She tries something new or unfamiliar when the price is right. For example, this is a good time to try these flank steak roll-ups. Steak fanciers will welcome this flavorful stuffing for those long thin strips of delicious meat.

The smart homemaker, of course, always remembers to add her own individual touch to the dinner.

Here's a tasty, economical menu:

Menu

Flanked Steak Roll-Ups
Parsleyed Carrots
Tossed Green Salad
Bread or rolls
Beer or Ale

Fresh Fruits in Season

FLANKED STEAK ROLL-UPS

2 pounds flanked steak
2 cups crushed onion-flavored crackers
½ cup beer or tomato juice
½ cup diced celery
2 tablespoons butter, melted
¼ teaspoon pepper
½ teaspoon sage
½ teaspoon ground rosemary
6 Strips bacon

Method: Score or pound one side of flanked steak until meat is flexible and

an even thickness. In bowl, combine cracker crumbs with beer or tomato juice, celery, butter and seasonings. Mix together well. Spread stuffing on scored side of steak to within about an inch of the edge. Roll up length-wise in jelly-roll fashion. Insert metal skewers or tie in 6 places. Cut between skewers or string to make six even portions about 2 inches wide. Wrap strip of bacon around each portion and secure with toothpick. Place roll-ups in shallow baking pan and bake at 350 degrees for 30 minutes. Increase oven heat to 425 degrees F. and bake 15 minutes longer until bacon is crisp. Serve hot on platter surrounded by parsley-buttered carrots. Yield: 6 servings.

Driver Test Program Upcoming TV Feature

Following its success of last year, the 1966 National Drivers Test will be televised from 10 p.m. to 11 p.m. May 24 over CBS network to sharpen us up on safe driving and test how we'd react in split-second emergencies on the streets and highways.

Many of us were among the 50 million who viewed last year's TV program, again co-sponsored by Shell Oil Co. and the National Safety Council.

Our plant soon will mail test forms to all Carling employees for use in seeing how they stack up while watching the driver test program.