



Schneider NEWS



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Christmas 1951

Another year has rolled by — one of progress for our company and increased earnings for the staff.

We should all feel truly thankful for this wonderful Canada of ours where such progress is still possible.

Our sincere wishes go to all of you and your families for a really Joyful Christmas, also a happy, healthy and prosperous 1952.

Fred H. Schneider.



"NATURE'S ARTISTRY"

This beautiful winter picture was photographed by Frederick P. Schneider.



AIR SHIPMENT TO U.S.A.

First shipment of Schneider Meats from Waterloo-Wellington Airport. Left to right: N. C. Schneider, C. Brunk, C. E. Brownell of Brownell Foods Co., Buffalo N.Y. Picture: F. P. Schneider.

How It All Started

By N. C. SCHNEIDER

Many of our older employees know how this business started and where the credit should go, but there are many new people here who not know the story. This is a very brief sketch.

Our founder, Mr. J. M. Schneider, was born here in Kitchener, College Street, in the year 1859. His parents later cleared a farm to the west of Kitchener where J. M. attended public school in the winter when there was no farm work. He later took a job in town in a button factory and worked there at \$1.00 per day until he started the meat business in the year 1890.

Having a family of four children at that time, he went very cautious and kept his factory job, making sausage and cutting meat at night while making buttons for ten hours per day. Mrs. Schneider attended the store during the day and looked after four children. J. M. always delivered his orders with a basket in the evenings. After three years he gave up his button job and now worked day and night at the meat business.

After four years he took stock of his affairs and decided that he was not getting anywhere. He made a "For Sale" sign and nailed it on the front door. All of his customers objected and argued that his products were gaining in favour. One of his best customers, Mrs. Van Camp (Van Camp Avenue) gave him a real argument and he pulled down the sign. If he hadn't, none of us would be working at Schneiders today. This is a good lesson in the value of perseverance when things look bad. J. M. has said that for many years his only extravagance was a nickel cigar cut in two and smoked on different days, and a game of solo.

At about this time a German sausage maker, William Rohleder, joined him and the new items of Bologna and Wieners rounded out the complete line of sausages and smoked meats. William Rohleder was as hard a worker as J. M. who often said that you couldn't chase him



How It All Started—Continued

of the shop. He worked day and night and Sunday if permitted, and made high quality products.

Shortly after this J. M.'s four sons began to take an active part and they still have memories of their Saturdays as boys. At the shop at 5.00 a.m., prepare for market at 7.00 and back to the shop by 8.30. Retail store and delivering all day and lock the front door at 10.00 and clean up the meat blocks and store and get to bed at 1.00 p.m.

After this came the development of the wholesale department and the difficulties of machinery and equipment and accounting. The oldest son, Charles, took charge of shipping. Second son, Herbert, attended business college and took charge of the office and did a wonderful job until he died at the age of twenty, being the first break in the Schneider family. Third son, Norman spent five and a half years in the Tuerk Machine Shop and rejoined his father to take charge of all machinery, his first job being the installation of the first refrigeration system. Norman's stationary engineer's certificate hung in the Boiler Room for many years and he later took charge of motor truck maintenance, planning and construction of all buildings, labour and public relations and also did pioneer work in selling in new districts.

The youngest son, Fred, our present President, attended business college for one year and took full charge of the office and financing. The office job also included meat cutting and clerking in the retail store. Fred also had full charge of all livestock buying for many years as well as the buying of sausage casings which has always been a big job. He particularly studied finance and national problems of the packing industry, having been president of the Industrial Meat Council of Canada several times and is holding that office again this year.

A history of the early days would not be complete without the names of Harry Schmidt, for many years our Secretary-Treasurer, and now our Treasurer, and Howard Volker, sales manager.

Looking over the 1913 pay book we find names including a few who are still with us and can tell you how things were when we had 18 employees including J. M. and his three remaining sons. Simon Gies, Hen. Gerth, Hugo Schoeneich, Bill Radtke (father of Harry and Oscar), Albert Schneider, Hughie MacMillan, Joe Houch, Carl Eberle, Joe and Frank Anthony, Hen. Stuckert, Sol. Reinhart, Bill Cluthe and Wm. Rohleder. Pays ranged from \$10.00 to \$15.00 per week of 59 hours, plus. J. M. risked his capital, gave leadership, worked day and night and after being in business for 23 years drew \$20.00 per week while the sons drew \$12.00. two of them being married.

Those were the days when hogs were stunned with an axe and rolled in a wooden trough with a chain and hung up on two rails for splitting. Everything carried on your shoulder up and down stairs. Electric saws unheard of and Spare Rib Meat was left on the Side Bacon. At lunch time each worker bought a bottle of beer for a nickle from "Beer George" Scharman who called daily and the workers complained if the boiled pork hocks were late for their lunch. No wonder the wages were low.

"Man of the Month"

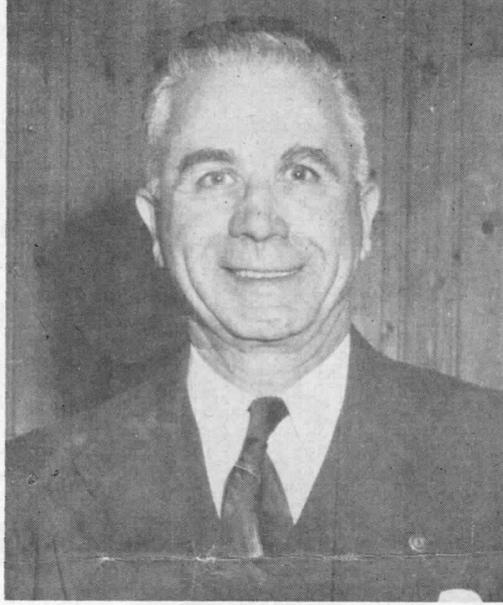
The December nominee for the above title is our very good friend, John "Scotty" Glenday, of the Toronto Sales Staff.

Born and educated in Dundee, Scotland, his first job on leaving school was with a retail meat market in his home town.

"Scotty" must have liked the meat business for he has been connected with it in various capacities for fifty years—1901 to 1951.

Coming to Canada in 1911, he worked in Toronto for a few years, then, answering the call to arms, went overseas in 1916. He served in France and Belgium with the the Third Division, Seventh Brigade.

In 1921 he joined the Schneider Sales Staff and has been working in Toronto Territory ever since.



JOHN GLENDAY
Photo: F. P. Schneider

Incidentally, "Scotty" is the only salesman on the Schneider Twenty-five Year Club roster.

He is married and has a son and daughter both of whom are working in Toronto.

"Scotty" has a host of friends in the Schneider plant. Each annual sales convention programme includes a period set aside for a tour of the manufacturing departments. "Scotty" starts off with the rest of the boys but invariably loses his party within the first few minutes. When asked where he got to, the usual reply is, that he just stopped to say "hello" to the boys.

His age is a secret, but we can assure you he has as much "pep" as ever.

The boys of the Plant Staff join us in wishing "Scotty" many happy anniversaries.

Livestock Dept.

Milt Duench, who has been off work since his stroke in July, has been at his home in Waterloo for some time now. He is in good spirits although confined to his bed. Milt enjoys company, and any of his friends from the plant who can go up to see him will receive a warm welcome.

We welcome Ken Murray to the Livestock Department Staff. He has joined us in the capacity of Assistant Livestock Buyer. With his previous training at the Ontario Agricultural College, and his experience as a salesman, he will be a valuable asset to this department.

SCHNEIDER NEWS

Editorial Staff:

E. J. Stone E. H. Bull M. Diehl

Western Editor:

Dorothy Suggert

Reporters:

D. Fiddler, A. Schnarr, C. Carthy, R. Schoeneich, S. Riehl, G. Cullen, R. Hilker, P. Girodat, A. Hildebrand, H. Musselman, F. Cassidy, K. Luft, R. Steinberg, H. Cuthbertson, A. Burkhead, J. Houston.

Photographer: F. P. Schneider.

Management's Corner

On Election Day, November 22nd, we again had a sample of how foolish a government can get. Ottawa passed an Act giving voters three consecutive hours during the voting day, 8.00 a.m. to 7.00 p.m. If normal working hours interfere with this, the worker to be paid for time lost. That is, if normal quitting time is 5.00 p.m., then the worker could go home at 4.00 p.m., and his employer can be forced to pay him from 4.00 p.m. to 5.00 p.m., no work done. Why his employer should pay for this time, we cannot figure out.

If there is any person in this plant who needs three hours to vote, we would like to meet him. The boys from Wellesley come the furthest and they are home in half an hour, and vote in ten minutes. Then there are all the New Canadians, and those under age twenty-one, who have no vote; and worst of all, are those characters who holler loudest for their legal rights to this hour pay for no work, and do not use their vote.

Some unthinking people will say: "What's all the grouch about an hour's pay?" Well, it is just this: with 741 people on our staff, it amounts to \$1,052.22. That is just \$1,052.22 less to pay out in profit sharing bonuses.

On top of it all, this comes on a Thursday, our heaviest day on the hog kill and the shipping department. So what happens?—This work has to be done to stay in business so the company pays time and one-half to get the necessary work done. So there you have the answer as to why bosses go nuts, and also why the cost of food and other products have gone so high. Progress and prosperity are the result of a good hour's work done for a good hour's pay, but pay for no work can only end in trouble. Out of nothing, comes nothing!

The idea behind the three consecutive hours of voting is apparently to encourage people to cast their vote, but some people want to use it only to get an hour's pay without earning it. They should be glad that they have employment at a plant which does not lay them off periodically by the hundreds, as many plants are doing at this time. A little common sense thinking would help a lot. Our staff must realize that to keep the business coming to this plant, we must work when there is work to do.

Many of our farmer hog producers were sore when their hogs were held over to the next day because we quit killing at four o'clock. Their settlements were a day late, and then the next day with all the extra work to do, the dehairing machine broke down. At times like this a plant needs loyal, sensible, and fair minded people on its staff.



Frederick P. Schneider and Noreen Stone of our Staff who appeared in the chorus of "The Maid of the Mountains," the Twin City Operatic Society's latest and most successful presentation, held recently at the K. W. Collegiate.

Twenty-five Year Club Holds Annual Dinner

The annual dinner of the Schneider Twenty-five Year Club was held on Tuesday evening, November 6th, at the Kress Hotel, Preston.

In spite of the snowstorm that reduced visibility to an absolute minimum, some sixty-four guests assembled in the beautiful and spacious "Pine Room."

A hearty welcome was voiced when "Scotty" Glenday reported in from Toronto. "Scotty" was over an hour late due to the storm, a flat tire and finally getting lost in Galt.

Fourteen new members were presented with watches and service pins by President F. H. Schneider.

Mr. Schneider introduced the newcomers individually welcoming them into the Club and mentioning incidents connected with their years of Schneider service.

Vice-President N. C. Schneider spoke of the growth of the 25 Year Club and gave the names of members with their years of service.

The Club now has sixty-nine members, sixty-six of whom are still actively employed, with three on retirement.

The average of service was 29.4 years with a grand total of 2,029 years.

A half-minute of silence was observed in memory of six members who had passed away since the Club was first formed.

The highlight of the evening's entertainment provided by Frederick Schneider, Jr., was the showing of still pictures in colour, taken during his summer visit to the British Isles and Europe. Frederick's commentary on the places pictured was both educational and interesting.

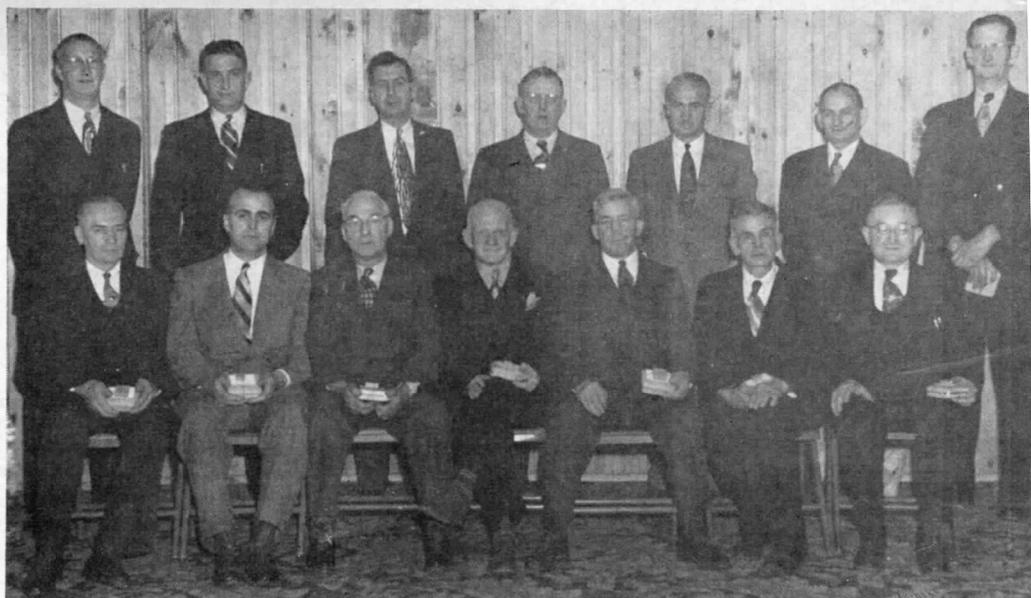
A movie film was also shown by Herbert Schneider.

Final item of the evening was the popular Bingo Game.

Prize winners were: Miss L. Daniels, E. Litschgy, A. Kraft, E. Scheels, J. Lisowski, W. Marchand, H. Dumart and J. White.

The full card bingo, with a Dinner Ham as the prize, resulted in a three-way tie between Doug. Small, Jack White and Herb. Knorr. A number pulled resulted in Jack White being declared the winner.

The entertainment committee wishes to express their thanks to Frederick Jr. and Herbert Schneider for their assistance in making this the most enjoyable evening



14 New Members of Twenty-five Year Club receive watches and lapel buttons. Seated are: J. Lisowski, E. Hurlbut, A. Sippel, L. Fisher, G. Kleinknecht, G. Eby, P. Olinski. Rear are: A. Paepcke, D. Small, J. White, W. Schlitt, D. Schneider, E. Bogusat, M. Rueffer. Photo: F. P. Schneider.

Ham Department

Milton Reist has purchased a new home, so another house-warming is on tap.

May he enjoy many years of home comfort.

It is well known that our foreman, Alex Schmidt, never backs away from anyone. But, on the night of the Twenty-five year club's annual dinner, Alex met his match.

Returning home after dropping his passengers, Alex approached his garage and was about to drive in when his head-lights revealed a large skunk who had taken shelter from the storm. Alex backed up, got out and tried to move his visitor with snow balls. Mr. Skunk stayed put—so the car remained out in the open.

Neil Mosburger reports that a thief entered his room and got away with \$75.00. Tough luck for Neil with Christmas so close.

Bill Kesselring returned from a deer hunting trip to Palmer Creek Rapids with his quota. Nice work, Bill.

Len Amos also tried his luck in the big woods, but did not see even the flip of a tail.

Tommy Barban sold his home and has purchased an apartment house on Courtland Avenue East. We wish Tommy the best of luck in his new venture.

Our sincere wishes to all for a Joyous Christmas and Happy New Year.

"Frank"

Sausage Cooking

Emmanuel Boshart is very glad to be back home again. He was one of the many hunters who were trapped in the North woods by deep snow and sub-zero temperature. It was quite a rugged experience for the boys and one they would not like to go through again.

Emmanuel received a lot of kidding about the full beard adorning his face. He says it will stay on until he gets rid of the frost-bite.

Rudy Schoeneich and Nelson Heffernan were members of the special Canadian Legion Police Guard on the occasion of the visit to Brantford by Princess Elizabeth

As a male observer, your reporter can honestly say that the Princess is really beautiful.

Hugo Schoeneich will go on retirement at the New Year. He has put in over 40 years of service with this company. We wish him all the best—may he enjoy good health for many years to come.

Victor Bernier of our staff is spending his spare hours in art work. Vic. has hopes of becoming a commercial artist, and a present is turning out some very nice oil paintings. Anyone interested in purchasing a picture for their home can contact Victor in the Sausage Cook Room.

George Moser reports that lightning struck his home during the electrical storm a few weeks ago.

Courtland and Kent intersection is very congested one at starting and quitting time. Care, Courtesy, and Common Sense are needed to prevent serious accidents. We urge all drivers and bicycle riders to proceed with caution.

The Sausage Cooking Staff wish you a Joyful Christmas and a Happy New Year.

"Rudy"

How It All Started—Continued

This business has been built up in spite of the bitterest competition from the big and little packers. This required hard work, steady application, good planning and cautious financing. To those young men who are assuming responsibilities in this business today we would urge that they closely study the policies of the founder. We must always look forward and be prepared for changes which are sure to come. Hats off to the past, coats off to the future!

Mr. J. M. Schneider started this business with \$300.00 and very little education. This is one of the finest examples of Free Enterprise and what can be done by free men using their brains and willing to work and make the necessary sacrifices for a difficult beginning. He founded a business which gives steady, profitable employment to seven hundred families. I M

Western News

By Dorothy Suggett

We would like to take this opportunity of sending Christmas Greetings and a Wish for a Happy and Prosperous New Year to all our friends in the East.

—Dorothy



Bob Anderson, his son Barry James, and their horse "Stretch."

Western's December Personality

Bob (Smoky) Anderson, our livestock buyer, has been with the company for two years. He trucked stock to the plant for about six years and was a yard trader for four years before coming to the firm.

Bob is a well known member of the Winnipeg Livestock Exchange and the Hoof and Horn Club at the St. Boniface Stockyards. Bob plays his yearly game of golf with the aforementioned club and we hear he usually plays a good 19th hole game. An active curler during the winter he skips a rink with the Tail Twisters Curling Club from the stockyards.

Bob and his wife have two sons, Wayne Robert 10, and Barry James 6. They have a small "ranch" in the outskirts of St. Boniface where there are a litter of pigs just about ready to market.

An avid horse race follower, Bob once owned a race horse called "Stretch" who we are told, did quite well. Unfortunately the horse had to be destroyed, but Bob is on the lookout for another good runner.

Anyone wanting to hear a good story can be sure of hearing same from Smoky who always has a tale to tell.

Canning, Lard and Laundry

Our best wishes to Jean Eckert who became Mrs. J. McCullough, October 20th.

The happy couple are now residing on Weber Street East.

Our department staff presented Jean with a lovely cream and sugar set and a cake plate. She was also the recipient of a lovely chair from the firm.

Congratulations to Mr. and Mrs. Albert Ariss on the arrival of a son, Mark, September 4th.

Mel Davies of the Pork Department is now assisting the lard and shortening staff. A hearty welcome to you, Mel.

Those attending the Fall Festival report a very enjoyable time, as usual.

That was a very nice speech, President Pat. Our congratulations on your appointment as head of the Ex-Servicemen's Club.

And now comes the time to wish everyone a Merry Christmas and a Healthy, Happy New Year.

My best to you!

"Pat"

A big-time gambler had just died. The funeral was well attended by his professional friends. In eulogy, the speaker said: "Spike is not dead. He only sleeps." From the rear came a voice: "I've got \$100.00 that says he don't wake up."

The world is said to be running short of high-grade wool. The nations are using it

Ex-Servicemen's Club

With a sumptuous banquet and hearty appetites, our club opened its 1951-52 season.

Refreshments and a social evening followed the election of officers.

The new panel consists of Roy Hilker, Past President; Patrick Fayers, President; Harry Krueger, Vice-President; Jacob Anton, Treasurer; and Harold Meyer, Secretary.

Elected as Chairmen of committees were Joseph Wendling, Herbert Knorr, Nelson Heffernan, Donald Schilling, and Allister Totzke.

Guests for the evening were Vice-President N. C. Schneider, and our Superintendent, E. J. Stone.

The popularity of our club is proved by its growth in the past few years.

We extend a hearty invitation to all veterans of the First and Second World War to join our club.

Watch our bulletin board for meeting dates.

Our Entertainment Chairman promises us a full season of activity, including dances and socials.

The Christmas Fowl Bingo will be held on December 20th.

The Club extends greetings to all for a Joyous Yuletide with the wish that the year 1952 be a Happy and Peaceful one for all.

Al. Totzke



Rose Hawksley and grandson at Silver Spring

Wilma Andres is once more doing a fine job as secretary of the Bowling League which is again in full swing for the winter season. Sid Bareham is kept busy as president with Danny Thorkalson ably managing the financial matters of the league.

This year the teams are playing on the joint system for the first time and this seems to have created more interest throughout the teams than the games won and lost arrangement. Top team for the first quarter was the Beavers—Captain, Dolores Urquhart. Herb Cook and Dolores seem to have taken all the high individual scores to date with the exception of Ladies' high average; Julie Bareham and the men's high single with handicap, Bob Thompson.

We are pleased to have Jean Harrison return to the office again after an absence of a year and a half. Jean Diakiw paid us a visit recently and hopes to be back to the office in the near future. It'll seem like old times with both the Jeans around once more. We'll have to start a number system soon with three Jeans and two Dorothy's out of nine girls in the general office.

A welcome is extended to Dorothy Waters and Mona Edgington, both working in the Livestock Department—also Elsie Mann who is competently operating the switchboard.

Congratulations to John Gurman (Killing) and his wife on their baby boy, and Al. Fraser (Engineering Department) and his wife, the proud parents of a baby girl.

We are sorry to know that Norman Markus (Cooler) still has his son in the hospital. The little fellow is suffering from a slight case of polio. We all hope you'll soon have him home and well again, Norman.

Kay Zelinski (Kitchen) has been in the hospital for an operation on her spine. Hope you will be up and around again soon Kay.

The boys are curious as to just "where" Carl Krawchenko (Shipping) is spending his evenings these days. When a fellow gets up and leaves his friends in the pub for an hour or so, these friends begin to wonder? How about it Carl?

Ed. Kobold reports that the film "Dutch Treat" has been very well received throughout the city. The film has been shown from Church groups to Kiwanis dinners and these audiences not only liked the picture, but seem very much impressed with the quality of the cooked meats served following the film. To date "Dutch Treat" has had 15 showings before 1365 people and there are many bookings for early new year which will no doubt be as successful as the past engagements.

Margaret Stewart, our No. 1 Blue Bomber Fan, has been taking quite a beating around the office after that unfortunate game with Edmonton, which smashed all our Grey Cup hopes. Marg., along with the rest of the team's fans, is betting on a 1952 Grey Cup Bomber team now. We'll still be cheering for Regina come 24th of November with the hope of the Grey Cup coming west again.

Next year we hope Margaret can be the first to welcome the Bombers back with the Cup if only to make up for all she has had to put up with this year — especially from one particular Regina fan transplanted

Our Night Staff

We are going to take a portion of this page to tell you a little about a group of fellow-employees who are not known too well by most of our staff. They are the fellows who take over the plant and its duties at the end of the day—when you hang up your apron or coat and punch out on the time-clock.

Their jobs are varied but all important in the successful operation of our plant.

Down in the shipping department we have a night checker who sees that the numerous transport trucks are given the right loads for their destination.

In the rendering plant, processing of the inedible products from killing floors and cutting tables is being carried on twenty-four hours a day.

In the maintenance section are engineers who are responsible for the operation of those pounding machines that control temperatures in our numerous refrigerated rooms.

Processing of meats is being carried on in those banks of smokehouses and here again we find skilled operators checking fires, taking meat temperatures and moving racks of finished product into stock-holding rooms ready for shipment when the day staff returns to work.

Tables and floors, left greasy by the production departments at day's end, are scrubbed down with scalding water by still another group.

And back in the powerhouse is the night fireman maintaining steam in those 150 horsepower boilers to supply all demands within the plant.

Every hour finds the night watchman making his round throughout the plant; his job is to safeguard the jobs of all of us by making sure that all is well in the buildings of J. M. Schneider Limited.

These are the men of the night staff, their number might be a surprise to many of you. We gathered this group together for the picture on this page.

To them we say, keep up the fine work, we appreciate it.

The Fall Festival

The members of the J. M. Schneider Limited War Veterans' Association staged their third annual Fall Festival on Friday, November 2nd.

In spite of the snowstorm, over six hundred people turned out for an evening of dancing and sociability.

The garage-auditorium was decorated in Hallowe'en colours of orange and black with large illuminated pumpkins casting down their subdued glow.

Music for the dance was supplied by The Westernaires.

A novelty much appreciated and loudly applauded was the New Dundee German Band which marched around the dance floor playing old military airs.

Refreshments were served at midnight and dancing concluded about 1.00 a.m.

This Festival has now become an annual event that is jointly sponsored by the Schneider Management and the Ex-Ser-



Negotiating the 1951-1952 Agreement. On the left are Management Representatives. Right are the Schneider Employees' Executives.

Picture: F. P. Schneider



Men of the Night Staff: Front row: E. Merner, L. Henhoeffler, E. Hentges, D. Schmidt, K. Hartung, H. Goddard, A. Loos, E. Hirtle, F. Hartwick. Rear: N. Enns, H. Bergen, W. Schroeder, V. Poll, H. Girodat, J. Abel, J. Craig, W. Rueffer, A. Schaaf, C. Hartwick, F. Olinski, H. McCandless, W. Amos.

Photo: F. P. Schneider

Sausage Kitchen

A hearty welcome is extended to our newcomers, Gertrude Welker and Gordon Kramp.

Jimmy Moncur made the headlines in the K-W Record. His picture was accompanied by an account of his clowning in the Labour Day parade. Jim was awarded second prize. We understand he has now gone commercial, doing his act in the parade marking the 110th anniversary of the Trail's End Hotel in Conestoga.

John Wittnebel reports a very interesting and enjoyable holiday in Kentucky.

Don Sutherland spent his vacation in New York City. Don says the place is fine for visitors, but he would not care to live there.

We mourn the loss of our fellow-worker and friend, Lorene Willing, and our deepest sympathy goes out to Peter and the family.

Dorothy Stewart has left us to assume household duties.

We hope Muriel Bowman, on the sick list for the past two months, will soon be well again and with us.

Floyd Stumpf blames the poor weather for his failure to bag a deer this season.

Francis Bergman is driving a new 1951 Ford.

Don't spoil the holiday season, avoid accidents. Drive carefully, the roads may be icy.

We extend our wish to everyone for a very MERRY CHRISTMAS AND A PROSPEROUS, HAPPY NEW YEAR.

Maintenance & Engineering

Jake DeVries and family are in deep mourning over the passing of "Stinky"—the skunk. "Stinky" contracted distemper and Jake reluctantly had him put away. Throughout his lifetime "Stinky" had an enviable record of modesty, keeping his hidden talents completely to himself.

Albert Apel and family travelled to Florida for their vacation this fall. Albert brought back a number of very interesting post cards and snaps on Florida—its alligator farms, rich resorts and scenic beauty.

Congratulations to Mrs. Marcel Litschgy on the arrival of a baby girl October 6th. Oh yes—congratulations to Marcel, too.

Angus Fletcher and Simon Plesin spent two days last week deer hunting. Angus brought back a young buck and Simon got some fresh air.

We extend our welcome to Jack Yanke who has taken over the running of No. 1 Elevator. Jack comes to us from Smiles & Chuckles where he was employed as a candy-maker.

Eddy Asmussen spent a week's holiday trying to trap mink. The weather for that week was a bit rugged. Eddy will probably be joining the Carling Conservation Club.

Sincere congratulations are extended to the "Greasers," our department bowling team, which finished the first series in first place. This is a bit of an achievement for the boys who, in two previous years, had never placed in a series.

"Bud"

Poultry and Produce

Jack Benninger realized his ambition this year when he saw one of the big league baseball games between New York Giants and Brooklyn Dodgers.

He and Mrs. Benninger spent a very interesting holiday in New York seeing the Statue of Liberty, Chinatown and the Bowery. They dined and danced at the Latin Quarter and enjoyed the floor show.

We congratulate Mr. and Mrs. Murray Snider on the arrival of a baby girl, Judith Susan, born September 2nd.

This date happens to be Mr. and Mrs. Snider's wedding anniversary.

Our congratulations also go to Mrs. Louise Fehderau of the Poultry Staff—she became a grandmother on August 29th.

Our Woman's Column

Keep a couple of ice cubes handy when you press freshly-laundered cottons or linens. To prevent wrinkles, ease a cube over dried-out spots to re-dampen them during the ironing.

Take a tip from the tropics if your white cotton or linen towels, napkins, or tablecloths need bleaching. Wet and rub them well with soap. Hang the sudsed pieces in bright sunlight until dry. Then wash as usual by machine or hand, rinse, dry again—and it's guaranteed they'll be white.

When finishing unpainted furniture, plan for easy upkeep by using washable enamel or other finish. This soap-and-water-washability allows use of light, delicate colours which would be impractical otherwise.

This year's sweaters are very pretty, very flattering, very colourful with interesting details and real shapeliness. Frequent sudsing is a must to keep both shape and colour like new. Gentle squeezing in thick soapsuds is the proper procedure; NOT energetic rubbing that wears and distorts the yarn. Some new sweaters have batting sleeves or unusual armholes; after thorough sudsing and rinsing, it's important to shape each sweater with the hands so that it dries to its original fashionable lines. A basting thread sewed around the neckline before washing prevents stretching. Simple steps will keep a sweater wardrobe in prime condition for longer service and more eye appeal per dollar.

If your hands show the results of summer sports and gardening, add a spoonful of salad oil to a paste made of soap and water and apply it to callouses and roughened areas. Then scrub briskly with a nailbrush. Do this as often as you can, and you'll see your hands getting smoother in short order.

A dirty windshield can cause an accident, says the National Safety Council. Since dirty windshield wipers spread an oily film over the glass, it's a good idea to wash the blades in soap and water every time you wash the windshield itself.

Before cutting cotton or rayon school clothes for the children, it pays to pre-shrink the cloth. Wash each length well in soapsuds and rinse.

When nearly dry, fold lengthwise with selvages together and smooth the cloth out with your hands until the grain is straight. Press, lay on the pattern pieces, and go ahead with your dress-making.

This shrinking insures the wearer against outgrowing clothes too soon—and doesn't spoil the "new look" of washable fabrics, according to experts.

When washing black or dark blue cotton dresses or blouses, use a very thin starch. Hang evenly to dry in order to avoid white streaks. Iron on the wrong side.

To remove stubborn white mineral deposits from glass cookwear, half fill with hot water and two tablespoons of vinegar. Boil for a few minutes; then wash in hot soapy water.

Top Floor

No births, marriages, deaths, or other news from our top floor this time. We are all well, busy, and happy.

The Freezer, Roasting, and Jellied Meat staffs wish all of you a very enjoyable Christmas and a Prosperous and Peaceful New Year.



Norman Taylor and Dora Pelletier of our Slicing and Packaging Department receive Wedding Gift from their fellow-workers.

Picture: F. P. Schneider

Ladies' Bowling League

There are two ladies teams from Schneiders entered in the Ladies' Office League at the Waterloo Bowling Lanes again this year.

The first series which ended on November 1st found Team No. 2 in second place and Team No. 1 in last place in the six-team group.

However, on November 8th, two more teams were entered in the league and this should add more interest to the League.

This year the league is operating under a set of Rules and Regulations, including handicaps, and this will help to balance the teams, which was not the case last year.

There are teams in the League from Sunshine Company, Waterloo Mutual Fire, Globe Furniture, Mutual Life, Raitars and C & H Transport and, of course, Schneiders.

At the end of the first series High Single honours for the Schneider Teams went to Bernice Schmuck (243) and Mary Michalski (241), and High Doubles to Bernice Schmuck (426).

Men's Bowling Standing

		End of First Series	
1st Place		GREASERS.....	41 points
2nd	tie	SHIPPERS.....	37 "
2nd	"	BEEFERS.....	37 "
3rd	"	HAMS.....	36 "
4th	"	FREEZERS.....	34 "
5th	"	STUFFERS.....	30 "
6th	tie	OFFICE.....	28 "
6th	"	TRIMMERS.....	28 "
7th	"	STOCKERS.....	23 "
8th	"	CUTTERS.....	21 "

High average to date: Bob Franz 204.5, Carm. Brunk 203.3, Ross Kehl 200.2.

High Triples to date: C. Brunk 821, M. Litschgy 703, N. Beilstein 694.

High Singles to date: M. Psutka 313, L. Forwell 308, R. Sutter 301.

The "Greasers" are assured of a place in the final play-off for first three positions.

Lorne Shantz Heads Ontario School Trustees Association

Our congratulations and best wishes are extended to Lorne R. Shantz of our sales staff.

Lorne was recently re-elected President of the Public School Trustees Association of Ontario.

He has been a member of the Kitchener Public School Board for over six years, is an ardent supporter of the Public School System, and originator of Kitchener-

Shipping Department

Lucky Boy—Wilbert "Wib" Anthony had a very close call a few weeks ago, while out duck hunting. Apparently, a shot gun belonging to another member of the party, accidentally discharged in their boat. The discharge blew Wib's hat off and made a nice wide part in his hair. It took several stitches to close the wound in his head. He has been convalescing since, but we expect him back to work any day now.

Congratulations to Donald Raines. Don was married Saturday, November 17, 1951, to Patricia Leader. Our very best wishes to you both.

Rube Oberholtzer is back on the job again. He has been on the sick list for several weeks.

Welcome to Howard "Hob" Winter who is back working in the shipping room again. Hob had his own butcher store in Paris for seven and a half years, and he certainly sold a lot of Schneider Products in that time.

Bob McIlroy is sure glad he isn't a sound sleeper. About a month ago, he woke up in the early morning and smelled smoke. He stumbled out of bed to investigate. He only got as far as the hall when he saw the flames shooting up the stairs. He roused his wife and daughter, and made a dash for the street just in the nick of time. The entire downstairs of his home was gutted and the upstairs suffered considerable damage from the smoke. The damage was over \$6,000.00 which was insured. Bob wasn't as concerned about the insurance as thankful that he was lucky enough to get his family and himself out alive.

Tough Luck—Mr. and Mrs. Gord. Miller looked out of their back window a few days ago and saw a huge Buck deer and a doe strolling leisurely around the yard. You guessed it! "Closed season." Gord. is convinced that the deer knew all about "Closed season."

On Friday, November 16th, employees of the Shipping Room Staff, together with their wives and girl friends, held a banquet and dance at the Silver Slipper Dance Hall on the Guelph Highway. A very enjoyable evening was had by all. This being the first time such an event was held, the main theme throughout the evening seemed to be "Why don't we do this more often?"

"Cyril"

There's no such thing as an idle rumour:

Ten Weeks In Europe

By Frederick P. Schneider

I was one of a party of ten fellows who gathered together for the trip from spots as well separated as New York and San Francisco.

We were under the guidance of an Ex-G.I. who had spent over a year in France back in 1947 studying the French language and customs of the people.

We had a number of good reasons for choosing Europe for our vacation rather than North America.

There was its historical significance as the cradle of our civilization; also the fact that many billions of our dollars and thousands of lives have been expended in an attempt to keep freedom alive there.

Perhaps the strongest impression one receives is the feeling of impotence that the people have. They regard the U.S.A. and Russia as two great giants between whom they lie as a helpless battleground in the event of a third conflict—hence their apparent attitude of apathy and indifference to current world events.

It is unfortunate that such a wide and expansive barrier separates us from Europe.

However, if one has the desire it can be crossed. I heard of one person who made a two month tour of Europe at a total cost of \$650.00 including transportation.

Our Paris quarters were in a residence attached to the famous Sorbonne University which is located in the heart of the city, midway between Notre Dame and the Luxemburg Gardens.

Paris, viewed in its entirety, is a beautiful city with spacious boulevards, lavish fountains and public buildings, but the living standard is low and few have cars. Everyone lives in flats, the neat brick houses we live in are unknown.

Here we used bicycles to get around.

Their Metro-underground railway is very well organized but not as comfortable as the London Tubes. For about eight cents you can ride anywhere on the Metro.

Both of these great systems are simple enough that a child can use them, a striking contrast to New York's subway which utterly confuses a stranger.

We were in Paris over Bastille Day. For three nights the citizens celebrate the French Revolution of 1789 with street dances, fireworks, parades and flood-lighting of many buildings.

One of their favourite dances was called "The Kiss" and was like the game of "Spin the Bottle," only on a much larger scale for street use.

The French love their tasty foods—one delicacy we enjoyed was Snails fried in butter and served in their shells. All meals are accompanied by wine, which we are told, they raise their babies on.

We visited Holland and were most favourably impressed by their high standard of neatness and sanitation. The Dutch have done the best job of any in removing the damage of War. On our bike trip from Amsterdam to the German Border near Groesbeck, only a native could have seen signs that a battle had been fought, and then only by the absence of familiar landmarks.

The vacant lots in Rotterdam are too numerous to have occurred by chance.

Near Nymegen we visited the Canadian Cemetery where many of our boys are buried.

Sons and Dads

On our Kitchener Staff are two men who are proud of their sons' golfing ability.

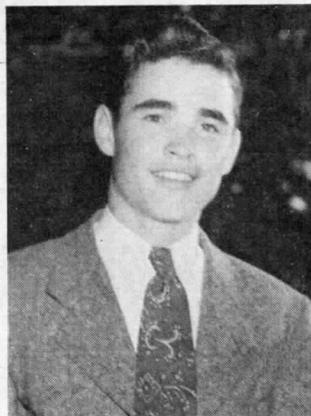
Bill Kesselring of the Ham Boning Department is the father of Jerry Kesselring.

Jerry has won the Canadian Junior Championship twice and the Ontario Junior Championship three times.

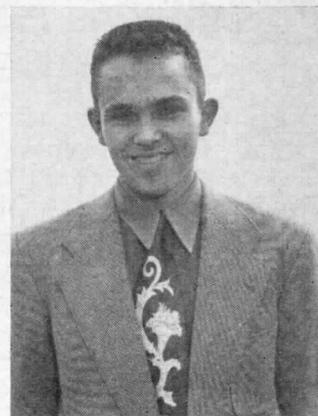
He also won the local 1951 Champion of Champions trophy.

Jimmy Howden, son of Harold Howden of the Purchasing Department, is also developing into a smart little golfer.

Jimmy, who has just passed his seventeenth birthday, won the Chamber of Commerce Trophy for low-scoring junior on Kesselring Day.



JERRY KESSELRING



JAMES HOWDEN



Following their performance November 22nd at the Lyric Theatre, the DePaur Infantry Chorus were guests of J. M. Schneider Limited and the Schneider-Orpheus Choir. A tasty luncheon was enjoyed by both groups. Pictured above are N. C. Schneider, L. DePaur, P. Berg, and A. Murray. Picture: F. P. Schneider.

of war are still very obvious.

Contrary to our expectations, we found Northern Italy to be generally cleaner than France with thriving cities and industry.

Our centre of attraction was Venice. Here is a spot that is not over-rated. It must be seen to be appreciated.

The gondolas are strictly for the tourists—the natives use motor taxi boats. Ferries run every five minutes on the Grand Canal and less often on its subsidiaries.

The only wheeled vehicles seen are bicycles and these must be dismantled to cross the numerous bridges over the canals.

Gondolas are rented for \$2.00 an hour.

Venice has a population density second only to Shanghai, yet the buildings which are built on piles in the mud, have a maximum height of three stories.

Other memorable spots on our trip were the Matterhorn, the French Riviera and the Normandy Coast near Granville, Mont. St. Michel and St. Malo.

We also spent a few weeks in and around London and in Scotland.

Arriving in Edinburgh in time for its famous music festival, we crowded into five days ten concerts by groups such as Sadlers Wells Ballet Co., Glyndebourne Opera Co., New York Philharmonic and Scottish National Orchestras, Dublin Players, etc.

The Ballet appealed to us most.

In a good production you find a good story, graceful dancing, fine music and pleasing costumes together with good stage settings.

But, it's always good to get back home

Office News

Congratulations to Mr. and Mrs. Elmer Potz on the birth of their daughter, Janet Marie, on September 6th.

Doris Hamacher has left us to reside in Toronto. We hope you will like living in the big city, Doris, and trust you will think of us once in a while.

We welcome Marilyn Pfaff, who joined our staff on November 5th.

Ralph Fedy suffered a fractured rib recently, but we are happy to say he has recuperated and is now back at his desk.

Carman Brunk will be living in a different district shortly, having purchased a new home on Rockway Drive.

Wedding bells sounded for Joe Schanzbauer on November 17th, when he and Doreen Gofton pledged vows at St. Joseph's Church. Upon the return of the honeymooners they will be able to enjoy the comforts of a new home which Joe purchased on Sydney Street. We extend our best wishes to the happy couple.

Wish to take this opportunity of wishing everyone A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR.

"Alice"

A man may fall several times, but he isn't a failure until he starts saying somebody pushed him.

Conscience doesn't keep you from doing anything wrong: just keeps you from

Slicing and Packaging

This has been a very busy year for Dan Cupid, nine weddings in our department during the past twelve months.

Most recent of these were—Gertrude Schmidt to Bert Calma, October 20th, at Benton Street Baptist Church; Bernice Reinhart to Robert Hawthorne, November 17th at St. Anne's R.C. Church; also Dorothy Dorscht and Ray Hannusch at St. Joseph's R.C. Church on December 1st.

To the happy newlyweds go our best wishes.

The boys of our department enjoyed a stag party at Norman Taylor's home prior to his marriage to Dora Pelletier on October 5th. Norm was presented with a kitchen clock.

All our new brides were presented with lamps by their co-workers.

Welcome to these newcomers to Slicing—Evelyn Ott, Mary Wingrad, Dorothy Durrer, Hattie McKenzie, Lillian Caddick and Audrey Slumski.

We hope they will enjoy working with us.

Betty Killian is reported improving after spending some time in St. Mary's Hospital.

We wish her a speedy recovery.

Our sincere wish to all of you for a Very Merry Christmas and a Happy New Year.

"Doreen"

Pork Cutting

Our congratulations are extended to Mr. and Mrs. H. Cuthbertson on the arrival of a son, September 8th—also to Mr. and Mrs. Ray Noble, proud parents of a son born October 29th.

Our sympathy goes to Vernon Cressman who recently went through an operation; to Charles Huras and Peter Beninger who are on the sick list and to Herb. Wintermeyer, at present nursing a badly cut finger.

We wish them a speedy recovery.

A welcome visitor to our plant was Corporal Roy Montag who recently returned from Korea. Roy saw some bitter fighting with the Princess Patricia's Canadian Light Infantry. He is looking very well and enjoying his leave.

We welcome to our department—Harold McCandless, formerly of the Night Staff, John Goss, Arthur Schell, William Heldman and George Christophhek.

Melvin Davis has been transferred to the Shortening Department. We wish him every success.

John Schmidt has returned to the Pork Department Staff after spending the summer on a truck-driving job.

Cornelius Stooser did not bring home the venison this year, although his party returned with seven deer.

Better luck next year, "Corney."

Our sympathy is extended to Wallace Leis on the death of his sister, November 21st. And to Lloyd Cook whose mother passed away November 23rd.

We wish to convey our appreciation to Rudolph Schoeneich for his excellent Remembrance Day display.

We can never fully realize the cost of keeping our country free and democratic.

Remembrance Day is our tribute to those who paid that cost.

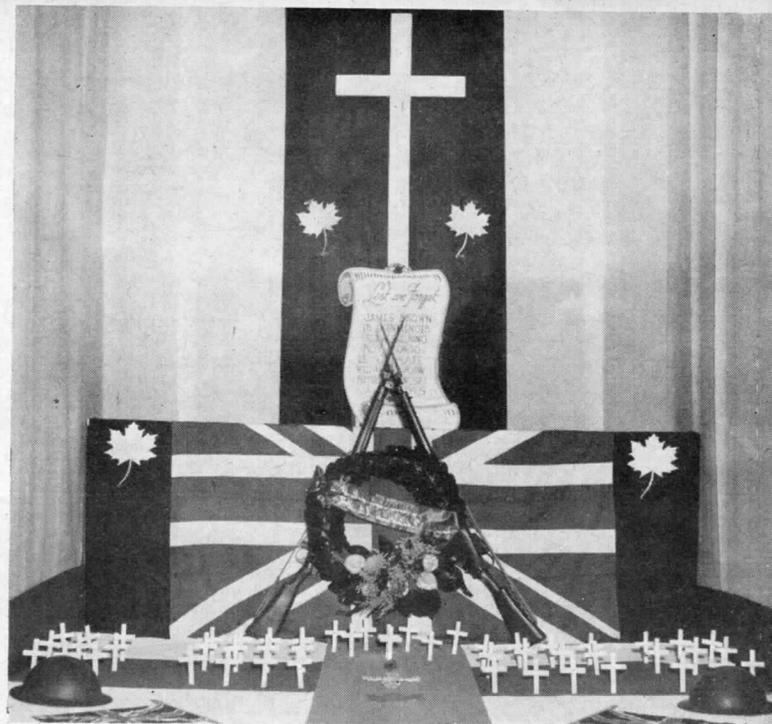
Lest We forget

This tribute to our boys who gave up their lives in World War Two is the work of Rudolph Schoeneich of our J. M. Schneider staff.

On the Scroll are these names:

James Brown, Edward Eisenmenger, Fred Kesselring, Roy Ludwig, LeRoy Plate, William Thurlow, Allan Hayes.

Picture courtesy of: Kitchener-Waterloo Record.



Beef, Casings & Bi-Products

Our congratulations go to Mr. and Mrs. George Rieck, proud parents of a baby girl, born October 12th.

Welcome to Edward Hentges, now with the Casing Department. Ed. was formerly a member of the night staff.

Alfred Titze of Casings recently purchased a home on Shanley Street.

Our sympathy goes to Mr. and Mrs. Wm. Haller on the passing of Mrs. Haller's father.

Colin Thurston of Beef Shipping returned from his hunting trip with a deer, but suffered an injury to his foot that required a cast.

Dennis Hilker, one of our summer helpers, recently escaped serious injury when his motor-bike collided with a car.

We were sorry to learn that Walter Sozonski of Beef Killing had to return to the hospital for further surgery. We wish Walter a speedy recovery.

Bert King and Ronnie Labram are driving trucks to and from work, and are both available for evening or week-end jobs.

Roy Hilker finally got rid of that antique Chevrolet and is driving a later model—still a "Chev."

Elroy Schmidt and family enjoyed a fall trip to North Dakota.

Your reporter and his wife took their six-year old daughter to see Toronto's Santa Claus parade and voted it well worth the effort involved in gaining an observation spot in such a crowd of people.

A MERRY CHRISTMAS from all of us to all of you.

"Roy"

Civil Defence

We have all read a great deal recently regarding Civil Defence, and will hear and see more in the months ahead.

It seems that we should all be interested in this subject, for selfish reasons if none other can prompt us to consider this subject.

We suggest that all follow this part of our life with interest, remembering that knowledge of a subject eliminates fear and stamps out panic, which war from the air

"Beef Boners"

The year 1951 is gradually coming to an end and this past quarter has been very busy. The usual "fall rush" was taken in stride by our fellows to top off a full year.

Since last edition, several members of our department have purchased homes. Roy Koenig now resides in the new Lincoln Heights development in Waterloo and Cornelius Wagner purchased a five-room bungalow on Mill Street.

Charles Deakin is now the proud owner of a 1951 Dodge. We hope you have many miles of happy motoring. Charlie.

Our department bowling team, under captain Don Schilling, showed fine form in the first series, finishing in second place. Our congratulations to the "Greasers" who captured the coveted top spot.

The many friends of Harry Radtke will be pleased to hear he is progressing favourably and will spend a few days with his family at Christmas.

The boys of the Beef Boning Department extend to their many friends sincere wishes for a Merry Christmas and a New Year filled with Prosperity and Peace.

"Gib"

Landlady: "That new boarder is either a married man or a widower."

Daughter: "Why, ma, he says he is a bachelor."

Landlady: "Well, I don't believe it. When he opens his billfold to pay his board he always turns his back to me."

The trouble with being born with a silver spoon in your mouth is that it sorta gets in the way when you try to swallow the little difficulties of life.

Taken from a patent-medicine testimonial: "Since taking your tablets regularly, I am another woman. Needless to say, my husband is delighted."

—Maritime Merchant

Many a tombstone is carved by someone