



Packaging ... The Metric Changeover

Manitoba Bear Cleans Up Our Breaded Fried Chicken



THE DUTCH GIRL
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ABOUT THE COVER

Metrication is coming to Canada. By a target date of 1980, all packages will be metric size and in metric weight. To date, as shown in the photo, the company has only been involved in a 'soft' conversion, by printing Imperial and metric weights on our packages. Read the four-page metric feature on the inside.

Cover photo courtesy of Bill Daub, Kitchener Plant Laboratory.

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A Manitoba polar bear enjoys a meal of our fried chicken.



First course finished and looking for more!

Hungry bears like our tasty Breaded Fried Chicken! These two photos of a white polar bear at dinnertime, cleaning out a bucket of our fried chicken (and even eating the bucket) were taken in Churchill, Manitoba by the Manitoba Department of Tourism, Recreation and Cultural Affairs. Contained in a publication entitled, "Manitoba Moods", a colourful booklet highlighting areas and activities throughout the province, the bears provide proof that our chicken is good right down to the bucket. And who would argue with the bear's judgement?

We'd Like to See Your 'Garbage'!

One person's garbage is another person's glory!

Many people take home old cardboard cartons, empty cardboard rolls, tissue paper, twine, black plastic, styrofoam packing material, empty creamers and a host of other items which have no further use at our plants and offices. It may be useless for the company, but many industrious people use this material in other ways around their home or cottage.

Do you take some of these items home? The Dutch Girl would like to know what you do with it and what creations you make with this 'garbage'. Contact the Editor with the way you use the garbage and don't forget to include a photo. If you send in your story without a photo, arrangements can be made to have one taken.

All creations received will be printed in an upcoming issue of The Dutch Girl.

Meat Science Professor Spends Sabbatical Year at JMS Kitchener Plant

You've probably seen him around the Kitchener plant. He's been wearing a blue safety hat with a "m-m-m-Pork" sticker on it and a University of Guelph emblem in the centre. Although he's been here almost a year now, the company hasn't paid him a cent!

The man under the blue hat is Dr. W. Ron Osborne, B.Sc., M.Sc., Ph.D., a professor of Meat Science in the Department of Animal and Poultry Science at the University of Guelph, who is taking a one-year sabbatical leave of absence from classroom instruction to work in industry.

The U. of G. professor, who received a Senior Industrial Fellowship from the Canadian Council, initially began working on obtaining his leave three years ago.

"I read about the opportunity for the fellowship in a government publication and explored the possibilities," he said. "The only requirements were that the person be a faculty member of a Canadian university with up to 10 years experience and be able to spend one complete year in an industry related to his academic field. Since I satisfied all those items, I applied for the leave, found other faculty members to take my courses for a year and approached J.M. Schneider Inc. to become my definite sponsor."

One of Ron's first experiences last July when he began his year in industry, was to spend several days learning

about the Sales and Marketing areas of the business.

"I was knowledgeable about the meat packing industry from the kill through the processing," he commented. "But I wanted to learn more about the product placement on the store shelf, to see how products were sold and to evaluate them under store conditions."

The soft-spoken professor spent a full day with JMS Salesman Ivan Grein of Hanover as he made a total of 18 customer calls throughout a large area of southwestern Ontario. In the K-W area, Ron spent a day with Food Service Salesman, Rudy Warkentin and discovered information about the H.R.I. business.

Also, Ron carried on his "retail store evaluation" during two days in Toronto and was present at a new product presentation to a chain store there.

Not all his time has been spent in the immediate area however. Working on a Beef Grading project, Ron travelled to Brazil where he spent one month on a government contract.

"I was evaluating the type of beef there to see what kind of grading system would be best to use," he noted.

Since this project came up quickly and took him away from his JMS work, Ron decided to extend his stay until August this year to make up for the period of time he worked in Brazil.

"The purpose of my sabbatical leave is to gain experience in industry and have a feel for all aspects of the meat processing industry close to my work," explained the meat science professor, a faculty member at the U. of G. for the past seven years. "However, on several occasions, I have been a resource person here and assisted others in the Research and Development Laboratory solve product problems or have brought information or research from the university library for them."

During three different months — September 1975, December 1975 and April 1976 — (Ron has kept an accurate diary of what he has accomplished each day to which he can make reference in the future), the 38-year old Ron visited meat processing plants in several cities of the U.S.A., including Richardson, Texas; Columbus, Ohio; Madison, Wisconsin and Adairville, Kentucky, together with Vice-President of Research and Development, Howard Schneider, in conjunction with a research project for the Canadian Pork Council.

They were specifically looking at the following operations — skinning of hogs, rapid chilling, cutting for maximum value, restructured meat products and other industry related technology.

At the present time, Ron is engaged in further explorations of some of these areas, with specific adaptation to the Kitchener plant operation. He is also involved in developing another sausage product.

Born in Rochester, New York, Ron received his university education at four different U.S.A. locations. He earned his Bachelor of Science (B.Sc.) degree from Cornell University in 1959; his Master of Science (M.Sc.) degree from the University of Illinois in 1962 and his



The University of Guelph professor dons his blue safety hat, with a U. of G. and a Pork sticker attached, when he is working in the Kitchener plant.



In the Research and Development Laboratory, Ron weighs spices for use in a product with which he is experimenting.

Meat Science Professor Spends Sabbatical Year at JMS Kitchener Plant (cont'd.)

Doctor of Philosophy degree (Ph.D.), which he quipped stands for 'Packing-house Doctor', was received from the University of Kentucky in 1967.

Married to Marion and father of two daughters, Carolee, 5 and Amy, 4, the fair-haired Ron did some post-doctoral work at the Texas A & M University prior to joining the staff of the University of Minnesota, where he remained a short time before moving to Guelph, Ontario.

"I spend most of my time at work or work related activities," he said, from his desk in the Research and Development Laboratory.

Ron summarized the four courses he teaches at the U. of G. He lectures in Live Animal Evaluation, in which a student learns how to determine the market value of an animal; Animal and Poultry Products, in which students learn the cutting and utilization of various cuts for the hotel, restaurant and institution business; Slaughtering

and Meat Cutting to diploma students and Meat Processing, a course designed to show sausage manufacturing and the physical changes which happen in curing and processing.

"I also have two other courses in which I'm involved," he continued. "They are Growth and Development of Meat Animals and Current Topics in Meat Science."

As if his full-time job is not busy enough, the U. of G. professor has been engaged in research at the university in which he has studied the antibodies residue in pork, aging beef, the value of mechanically deboned poultry meat and the study of beef carcasses in relation to their genetic background.

Working on a current project of grain fed beef, to which JMS holds the contract, Ron is involved with an evaluation of the meat from grain fed animals in test panels conducted in Guelph and Kitchener.

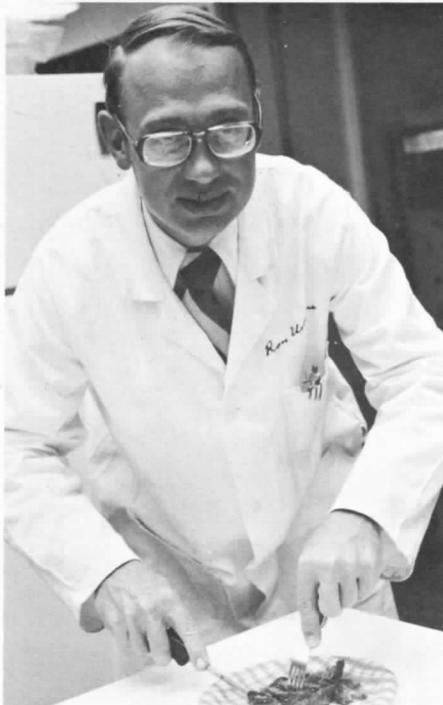
Beginning in 1969, Ron worked on the development of the new beef grading system until 1972, when the regulations came into effect. His most recent extracurricular involvement was working for the Canadian Food Prices Review Board, supplying information from processors and retail stores and running comparative tests on meat cuts for the board.

A recent accomplishment, of which Ron can be proud, is his collaboration, with several other people in the Pork industry, on a book entitled "Pork". Describing the 112 page book, which is printed under the authorization of the Canadian Pork Council and will be available to schools and libraries shortly, Ron said "it is entirely devoted to introducing pork to the consumer." Several photos in the book were taken within the Kitchener plant.

In 1974-1975, the meat science professor was the President of the U. of G. Faculty Club. This year, he is Chairman-elect of the Guelph section of the Canadian Institute of Food Science and Technology.



Working on the development of a sausage product, Ron carefully adds ingredients to a sample batch that he is making.



Occasionally in the Lab, Ron cooks up some products and visitors to the Lab are encouraged to sample bite-size morsels.

In his hours away from the university, Ron enjoys "both flower and vegetable gardening, playing golf, cards and doing a little fishing," when time permits. He also officiates high school and minor league football in Guelph and K-W in the fall.

Still on his agenda this summer will be a return visit to Ivan Grein's territory "to see any changes" and he wants to spend a day with one of the Product Managers "to see what they do".

Although Ron returns to the classroom in September, both he and the company will have benefited from his year of work at the Kitchener plant.

Hockey Sweaters Worn by Major Bantam Team



Wearing the JMS Hockey Team sweaters, in the traditional orange and blue colours, may have partly been the reason for a K-W Major Bantam Hockey Team's outstanding record this season. Coach Harold Hummel (Maintenance) noted that the Red Wings, consisting of all 14-year olds, finished only one point out of first place in the

league standings and took seven straight games in the playoffs. However, the team was defeated 2-1 in overtime in the final city championship game in April. Team members, in their JMS sweaters included: (Back row, l. to r.): Harold Hummel, Coach; Bill Cameron, Trainer; Donald Yaremy,

Hugo Ristic, Mark Hummel, Doug Clements, Tim Cameron, David Ferguson, Tim Rueffer, Wendell Young, Rick Ryan, Manager. (Front row, l. to r.) Tom Hallman, Mark Shantz, Wayne Riehle, David Graff, Bill Barnes, Mark Crane, Rick Krezwski, Tom Mallott, John Cote.

Bowling Team Wins League Championship Trophy



The JMS Bowling Team, for the second time in as many years, captured the Waterloo Sportsmen's League trophy at the end of regular season play in April. The team won the five-pin league championship by only one point, when they defeated a Westmount Unisex team 121 to 120 in the final game of the schedule. During playoff action, pins were not falling for the team and they were unsuccessful in keeping the "A" Playoff Trophy which they had won last year as well. Shown together with the league trophy are team members (l. to r.) Back row: Mike Frim, (Packaging #2); Les Thompson, (Lard & Shortening); Jack Schiedel, team captain, (Sales); Ivan Holzschuh, (Garage). Front row: Don Schilling, (H.R.I.) and Mike Roga, (Assembly and Loading).

Joe Bowman Praises Company, Foremen and Fellow Workers During Farewell Speech

"I have met and worked with a lot of wonderful people and I've tried to give an honest day's work for my wages," stated Joe Bowman, who retired late in April from the Freezer Packaging Department in the Kitchener plant. "I really am looking forward to my retirement."

Through the past 19½ years, Joe, by his own admission, "has created an image of myself as a man of few words." However, in a Board Room meeting in his honour, the people assembled heard a side of Joe they were not exposed to while working with him. The newest retiree praised the company, all his Foremen and fellow workers, poked fun at himself and expounded a little of his personal philosophy while spicing his remarks with recollections of bygone years.

"From my very unorthodox hiring when I began working here until my last day, I have been proud to be part of this company," Joe remarked.

During his retirement farewell speech, Joe elaborated on two highlights of his JMS career. "One highlight was my marriage to Mabel, (the Kitchener plant Matron, working in the Personnel Department), who was understanding and had a way of bringing down the blood pressure of a man who had a frustrating day at work," he continued. "The other highlight is to be honoured by my fellow workers with a stag, cake and gifts and especially today by top management."

He added with a grin, "I always felt that good men were scarce, so I had to take good care of myself!"



Joe Bowman

Tracing his JMS career, the grey-haired retiree praised the individual efforts of each of his Foremen — Jerry Steffler, Frank Hess, Brian Eckert and Tony Fischer — to him while he worked in their department. "My hat goes off to all my Foremen and for my association with each of them as well as to the 'hoards' of Assistant Foremen I have seen come through the department," he said.

Vice-President of Personnel and Public Relations, Herb Schneider, prior to presenting a retirement cheque from the company, expressed thanks for Joe's services. "The company is appreciative of the approach you have shown to your work," he said. "You have always been conscientious and humble."

Representing the S.E.A., Vice-President Tom Eason presented the retiring Freezer Packager with a wallet containing money and a life membership in the union.

"I really don't have any definite plans," replied Joe when asked of his retirement plans. "I have to make a decision if I want to do the things I want to do or do the things that Mabel has for me to do!"

He joked, "It's really not a choice of what to do, but if I have enough time to do everything I want to do. If I did have enough time, I probably wouldn't ever be home."

On a serious note, Joe mentioned that he will attend the Senior Citizens Centre and continue to be active in church work.

On Joe's final day at the plant, when he took Mabel to lunch, beef stew was the menu feature of the day. It seemed like the Cafeteria had its own fitting farewell to the man who had packed that particular product many times during his JMS career.

Health and happiness are the wishes which are sent from all Joe's Schneider friends for his retirement.

People on the Move

Bryan Schmitt, Sales Supervisor Food Service, assumes responsibility for food service sales in the Toronto area, effective April 12.

John Huber becomes Foreman Sausage Cook Department at the Kitchener plant, effective April 26.

Adolf Schrum is appointed to the Supervisory Trainee Program at the Kitchener plant. Adolf, who worked in the Beef Boning Department since 1960, will commence his training in the Pork Cutting Department, effective May 10.

Ron Dalton is appointed Office Manager, Weidman Food Distributors. In addition to his responsibilities for the accounting activity, order processing and office administration, Ron assumes general direction of the Credit function for Weidman operations, effective May 10.

Stewart Hayward is appointed to the Supervisory Trainee Program at the Kitchener plant, effective May 17. Stewart has worked in both the H.R.I. and Beef Boning Departments since joining the company in 1974.

Raymond Voll is appointed to the Supervisory Trainee Program, effective May 31. Ray, who began working in the Machine Maintenance Department in 1964, will begin his training in that department.

Marcel Litschgy, Assistant Foreman in the Machine Maintenance Department, will direct his efforts full-time, effective May 31, to the proper maintenance of lift trucks of all types and of all batteries and charging equipment involved.

The Metric Changeover – Confusion To Order

Simpler Metric System Replacing Imperial Measures

It's April 1, 1975. You're finishing your second cup of coffee before heading to work. The morning weather report comes over the radio and you almost drop your cup in disbelief when you hear "under sunny skies today, the temperature should reach a high of 12 degrees and dip tonight to a low of 3 degrees." You think the weatherman has a screw loose as you decide you'd better wear your winter coat again. And it even goes through your mind that it's an April Fool's joke by the radio station.

What you didn't realize, although the event was widely advertised in advance, was the Age of Celsius had dawned. The Atmospheric Environment Service had begun to give the temperature in Celsius (the former Centigrade scale), not the familiar Fahrenheit degrees. Although most weather reports were giving "dual temperaturing" (both Celsius and Fahrenheit readings) for a period of time so people could adjust to the new terms, temperatures are reported in Celsius degrees only now.

During the past year, metrics have been creeping slowly into our lives. Distances on highway signs in several provinces are shown in kilometres; snowfall last winter was recorded in centimetres and rainfall is measured now in millilitres. And the latest change, which raised a number of eyebrows when it was first heard, was barometric pressure given in kilopascals!

Metriation is definitely on its way in and try as we may to bury our head in

the sand and ignore it, it's not going to go away. By 1980, the proposed target date, Canada should have completely switched to the International System of Units (SI), a system which originated in 18th century France where all units and their multiples and submultiples are related by powers of ten.

Larger and smaller units in a base unit (with the exception of Celsius) are obtained by adding common prefixes to the metric unit. Major prefixes include:

- milli — one-thousandth of a unit.
- centi — one hundredth of a unit.
- deci — one tenth of a unit.
- kilo — one thousand times.

Within the food industry, in most cases, it appears that conversion to SI will benefit both manufacturers and consumers. With packaging materials becoming less abundant, new metric container sizes are expected to be kept to a reasonable minimum. Because product quantities will only be stated in metric terms, the consumer, besides having fewer sizes to contend with, will also be spared the frustration of having to cope with both systems of measurement when trying to determine cost per unit.

Conversion to the metric system is happening in Canada. Its effects will touch almost every aspect of our lives.

It won't be too long before men's heads will turn to watch a statuesque 167 centimetre tall female with a curvaceous 93-57-90 centimetre figure!

The Metric Symbol



A stylized M and maple leaf symbolize metric conversion and will be used extensively to draw attention to Canada's adoption of the International System of Units (SI).

Use of this symbol by all organizations in all sectors of the economy, will identify metric materials, supplies, publications and products.

How to Write SI

SI uses symbols universal to all languages, therefore, there are a few ground rules for expressing yourself in metric.

Spelling

The last "e" and "r" of a metric word can be reversed and you get a correct spelling either way — metre/meter, litre/liter. However, the "re" spelling is the way metric words are spelled in the International System of Units (SI) and it is this spelling that has been adopted by the Canadian Government and by businesses and industries throughout the country and is considered the correct form to use when writing metric words.

Capitals

Names of units do not begin with a capital letter (except at the beginning of a sentence and for special cases like "Celsius").

Symbols

They do not change in the plural, i.e. 2 kg NOT 2 kgs.

Never use a period after a symbol except when the symbol appears at the end of a sentence.

A space is left between the number and the unit, i.e. 3 mm (except when expressing temperature, 5°C).

A zero is always used before a decimal point if the number is less than one, i.e. 0.45 g NOT .45 g.

Symbols should be used instead of writing out unit names, i.e. 10 m NOT 10 metres.

SI UNITS

Measurement	Unit	Symbol
Length	metre (little more than a yard)	m *
Mass	kilogram (about 2.2 lbs.)	kg *
Volume	litre (little larger than a quart)	ℓ *
Time	second	s
Electric current	ampere	A
Thermodynamic temperature	kelvin (degrees recorded in Celsius)	K or °C *
Luminous intensity	candala	cd

* denotes the four most common metric units.

The Metric Changeover – The International System of Units



l (litre)

Many products such as gasoline, paint and cooking oils will be sold in litres. Milk containers in the range of 1 to 5 l could be the most common sizes for this product.



m (metre)

A door opening is about 2 m high and a door handle is approximately 1 m from the floor.

Metric Information Available

Want more information on the metric system? Booklets, newspapers, small charts and posters are available by writing to the Metric Commission, Box 4000, Ottawa, Ontario, K1A 0H5. A list of books on the metric system and on metric conversion is also available from the Commission for consumers, as well as the names of suppliers of metric materials and services.

Look What Metrication Will Do To Our Cliches!

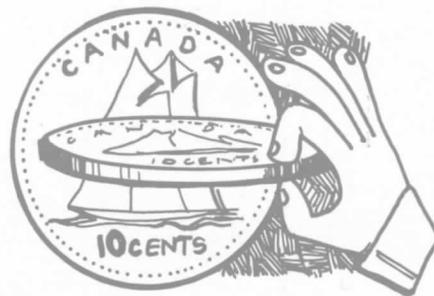
Peter Piper picked 8.81 litres of pickled peppers.
It hit me like 907 kilograms of bricks.
A miss is as good as 1.609 kilometres.
Beat him within 2.54 centimetres of his life.
Take that with .0648 grams of salt.
Kilogram for kilogram, he's the best.
I wouldn't touch him with a 3.048 metre pole.
Give him 2.54 centimetres and he'll take 30.48 centimetres.

Metric is Almost Universal



From Metric Conversion, 1975

The world map above illustrates that there are only a small minority of countries which have not converted to the metric system of weights and measures.



mm (millimetre)

The thickness of a dime is about 1 mm and 10 mm or 1 cm (centimetre) is equal to a stack of 10 dimes.

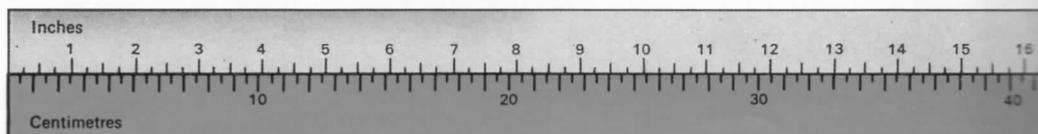
Company to Expect Metric Packages



All our product packages have undergone a 'soft' metric conversion. The Imperial and metric weights appear on each label and carton. By 1980, all packages will be metric size and show only the metric weight.

To find out how JMS Inc. is progressing in metric conversion, the Dutch Girl went to the Director, Technical Services and acting Chairman of the JMS Metrication Committee, Bud Steinberg, who noted that the company is working through the Meat Packers Council on all changes to standardize metric package sizes and weights.

"The Meat Packers Council submitted a report to the Metric Commission some time ago proposing that the meat processing industry use the following package sizes — 100 g (grams), 200 g, 250 g, 300 g, 400 g, 500 g, 750 g, 1 kg (kilogram), 1.5 kg and 2 kg," stated Bud. "We have heard nothing from the Commission since that report was submitted."



Reduction: one third scale

of Units is Simple and Almost Universal

Experience Change to Package Sizes

What will metric conversion do to our product packages? As an example, a 1-lb. package of wieners will become a 500 g package — about 10% larger than the present size. Likewise, a 6-oz. package of luncheon meat will become a 200 g package — an increase of about 17% in size.

“Last year, a study of the cost to convert the Kitchener plant completely to the metric system showed it would take about one-half million dollars,” Bud explained. “All our computer programs would have to be rewritten, scales would have to be converted to metric measurement and our labels and cartons would be printed in metric weights only.”

The meat industry was to start using the metric system in 1978 with complete conversion by 1980, but Bud felt, “we would be hard pressed to institute the system by that date now.”

There has been a partial conversion in our packages for some time now. “Presently, our cartons and packages carry both the avoirdupois and metric weights,” he commented. “This is a ‘soft’ conversion since the packages themselves are not metric size yet.”

Soon, you will see metric weights printed on metric size packages. Metrics are coming — ice cream, sugar and toothpaste are already in metric sizes in the stores.



kg (kilogram)

Another useful unit for mass is the kilogram. Packages of 2 kg and 4 kg will likely be the common sizes for sugar.



g (gram)

Many foods will be sold in packages measured in grams, such as the 500 g package of potato chips or a 500 g package of wieners.

Did You Know That

Postage stamps in Canada have been in metric sizes for several years?

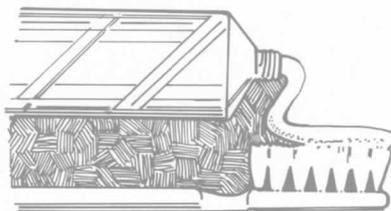
Distances from home plate to the outfield in Montreal's Jarry Park, home of the Expos, are already shown in metres?

Electricity will continue to be measured in kilowatt hours (kWh)?

If you have perfect eyesight, you will see 6/6 instead of 20/20?

Gasoline consumption of 11 litres per 100 kilometres is more economical than 15 litres per 100 kilometres? In metric measurement, the lower the figure, the more economical the consumption.

International air travel allowances are 20 kg for economy flights and 30 kg for first class travel?



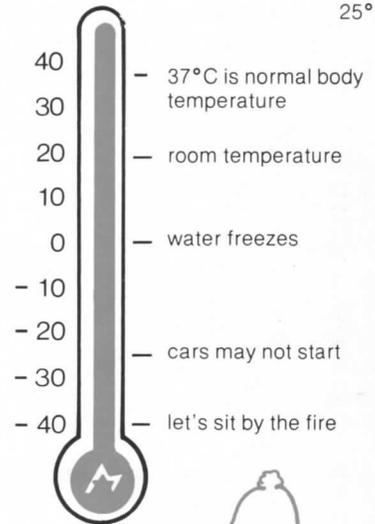
ml (Millilitre)

Toothpaste tubes holding 50, 100 or 150 ml are examples of some items sold in tubes.

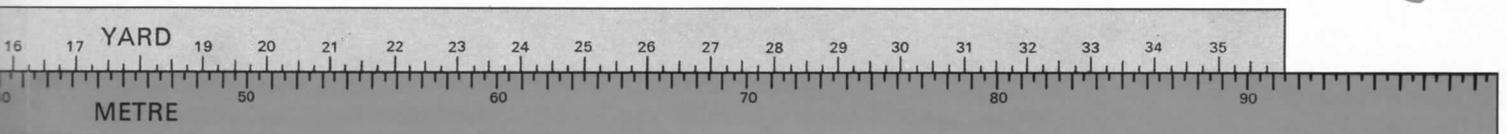
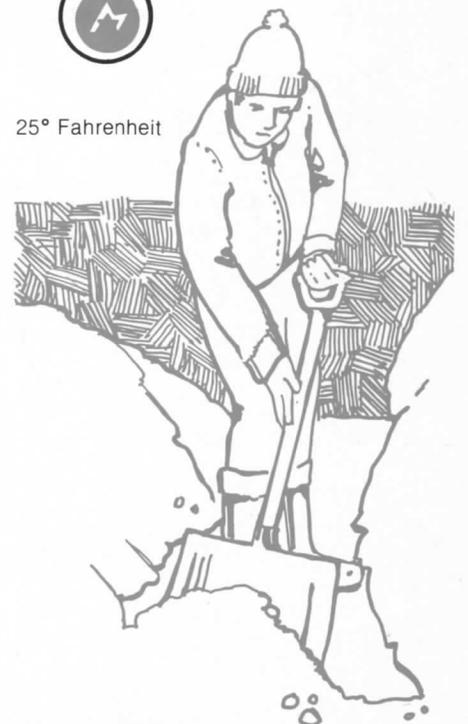
Celsius Replaces Fahrenheit Temperatures



25° Celsius

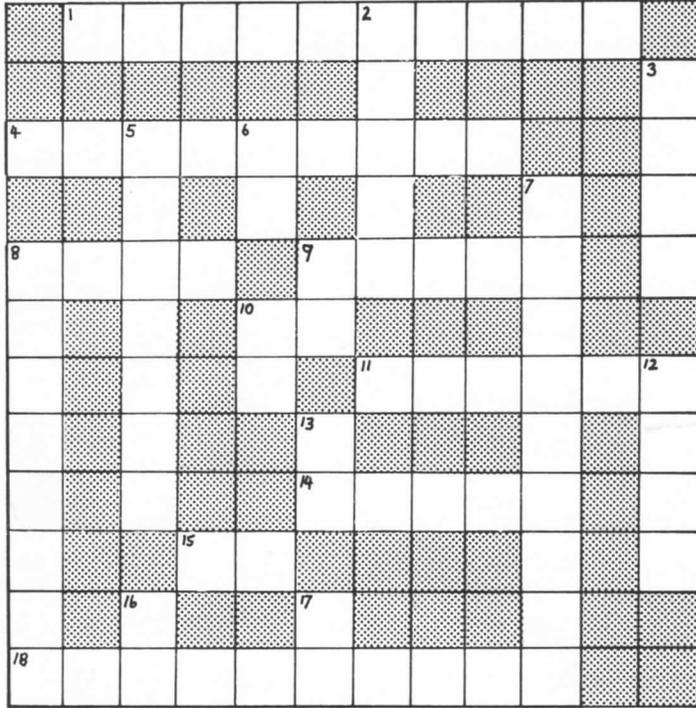


25° Fahrenheit



The Metric Changeover — A Crossword to Test Your Metric Knowledge

The way to solve this crossword puzzle is to remember that each clue represents either a metric unit of measurement or a symbol for a metric unit.



Down

2. Basic unit of capacity.
3. One thousand of these equal a mass of 1 kg.
5. Temperature scale.
6. Symbol for 18 across.
7. 1000 m.
8. Basic units of mass.
9. Symbol for cubic centimetre.
10. Symbol for 4 across.
12. Prefix meaning one-tenth.
13. Symbol for centimetre.
16. Symbol for 1 across.
17. Symbol for 7 down.

Across

1. One thousandth of a litre.
4. One tenth of a metre.
8. Prefix meaning one thousand.
9. Prefix meaning one hundredth.
10. Symbol for cubic decimetre.
11. Basic unit of time.
14. Basic unit of length.
15. Symbol for 8 down.
18. One thousandth of a metre.

What's in Store Down Conversion Road

If the mere thought of metric conversion throws you into a panic, relax. It won't happen overnight!

In the kitchen, measurement of ingredients will be done the same way except the new measures will be in millilitres rather than cups, ounces and teaspoons. New utensils will be identified by shape (cake pan), capacity (2 litre) or dimensions (2.5 cm x 4 cm).

Scale conversion in supermarkets will likely begin in July 1978. Prices will be given as per kilogram rather than price per pound and customers may be shocked at first since the prices will likely be more than double.

Metric terms will become more common in sports events and broadcasts. All results from the 1976 Summer Olympics in Montreal, Quebec will be given in metric terms. There is some experimenting already with a football rule change requiring 10 m instead of 10 yards for a first down. Some golf clubs are beginning to use metric distances on their score cards and tee signs.

After January 1, 1978, the familiar 4' x 8' sheet of panelling or plywood for the home, will be slightly smaller and known as 1200 mm x 2400 mm.

After September 1977, driving distances will be expressed in kilometres (km) and speed limits will be posted in kilometres per hour (km/h). Already road signs showing distance in kilometres have been installed along some highways. All cars assembled after January 1, 1977 will have speedometers with dual calibration and after September 1977, odometers will be in metric only. Road maps with kilometre markings should be available by September 1977.

Gasoline pump conversion will be underway by early 1979 and gasoline will be sold by litres instead of gallons. Gasoline consumption will be stated in litres per 100 kilometres.

These are once and forever changes which will make life simpler for future generations. Look forward to the simple tens of the metric world!

METRIC PUZZLE ANSWER



Broomball Team Brings League Hardware Home



An exuberant JMS Broomball Team, clutching their individual trophies and displaying the three league trophies they won, join together for an ear-shattering chorus of "We Shall Not Be Moved", at the League Awards Presentation in April. The team, with an

outstanding 14 wins, 0 losses and 0 ties during regular season play in the Listowel Arena, ended up in first place in the league standings, due in part to the impressive goaltending of Jerry Sichewski, who was responsible for the large number of shutouts throughout



the season. During playoff action, the JMS team, down in their first two games, rallied and took the final three games to win the championship trophy.

Bringing home the hardware for the trophy case are above (l. to r.) Larry Imbeau, (Hog Kill), who won the Best Defenceman Trophy; Captain John Burnett, (Pork Cutting), who is holding the Broomball League Championship Trophy and Jim Totzke, (Pork Cutting), who won the Most Total Points Trophy. Larry Imbeau was also awarded a Most Valuable Player trophy by the team.

District Managers Meet Regularly to Discuss Problems and Promotions



All District Sales Managers from across the country meet approximately every six weeks, usually in Toronto, with

General Sales Manager, Harold Clements. Forecasts for the current year are reviewed for each District and new

figures are set for the next year. Problem areas, as well as promotion ideas, are discussed. All District Managers agree that these sessions are of value to them in knowing what is taking place across the company. At the April meeting held in Kitchener, before settling into their business meeting, the Managers gathered for a group photo. Shown from left to right, with their District in brackets, are: Back row: Ron Apel, Regional Food Service Manager; Brian Walker, (Winnipeg); Clarry Roth, (Kitchener); Peter Moore, (Montreal); Jim Kearns, (Sudbury) and Harold Clements, General Sales Manager. Front row: Wally Dorscht, (London); Bernie Quesnelle, (Halifax); Jack Rafferty, (Vancouver); Bud Bruder, (Toronto); Clarke Wagner, (Ottawa).

New Larger Meat Pies Available in Four Tasty Varieties



The new larger meat pie is available in four varieties — Beef, Pork, Chicken and Beefsteak.

Question: How many companies do you know that have brought out three new freezer items since last November?

Answer: Schneiders — of course! (Remember the six-pie packages of Chicken and Pork Pies and Mincemeat Tarts?)

Four exciting new products to the meat pie field have been introduced to the freezer counters of retail stores across the country recently. The new meat pies, with two 4 oz. pies per package, are Beef, Pork, Chicken and Beefsteak Pies.

"Although our smaller meat pies and mincemeat tarts introduced last year were good for a family meal, we felt there was a need for a larger, traditional size meat pie too," stated Product Manager, Jack Wright. "It looks as if the Beefsteak Pie may be the biggest seller of the four."

All four varieties of meat pies, manufactured by Mother Jacksons in Port Perry, Ontario, which is owned by Ken Jackson, President of Flamingo Pastry, have a light, flaky pastry made with Schneiders Lard and all pies have a 56.6% total fill content.

"The product quality of these larger size pies is superior to all commercially manufactured products available today," added Jack. "The packaging is

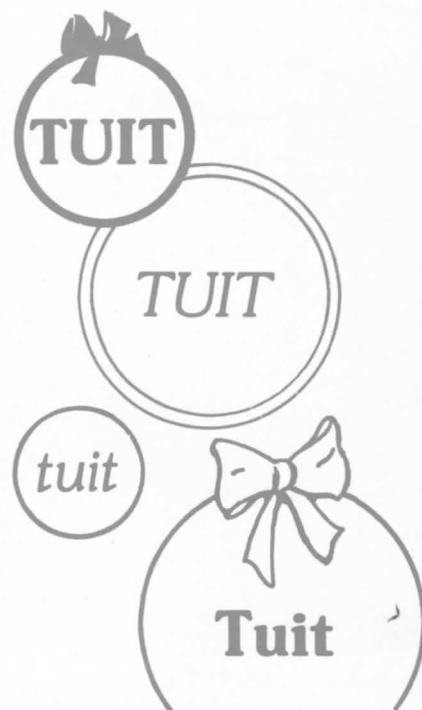
top quality colour photography with a strong product identification and Schneider image."

The Chicken Pies, containing bite size pieces of 50% white and 50% dark meat, are gently seasoned and have a chicken broth and gravy base. The Pork Pies, which contain fresh boneless skinless picnics, have a gentle seasoning and gravy added.

Together with a gentle seasoning and gravy, the Beef Pies are filled with a 3/8" grind of 85% boneless beef. The Beefsteak Pies, filled with cooked boneless hips of beef and gravy, have some horseradish added for flavour.

All four tasty varieties of the new size meat pies are available now from the Employees' Market or your favourite food store. Try some soon! You'll enjoy these new additions to the meat pie family!

The Ideal Gift



If you know a "someone who has everything", (and who does not know at least one "someone") birthday, special occasion and even just friendly gifts can be very difficult to buy. Now the answer is forthcoming. Round tuits.

Round tuits can be the ideal gift this year. They are cheap (there is a selection of various sizes on this page which you can cut out and send to someone) and take up little space.

When someone says, "I really should have gotten that leak in the roof fixed, but I never got a round tuit," you can do him a great favour by giving him a round tuit and then his wife can put the saucepans back in the kitchen and the roofing contractor is your friend for life.

Give some to your teenage son who says, "I know I brought the car home and the tank was empty. I meant to fill it up but I never got a round tuit."

To your neighbour who says, "I meant to return your snowblower but I just haven't got a round tuit.

As you can see, round tuits can be used any time of the day or night by almost anyone.

Unlike almost everything else these days, round tuits are not subject to shortages or inflation. In fact, round tuits cost no more today than they did fifty years ago. They are probably the only consumer product where the supply has kept pace with the demand over the years.

Beef Spotlighted at Booth in Restaurant Show



Beef products were displayed in a western style booth at HostEx '76.



Kelly Fraser, Bryan Schmitt and Ron Apel (l. to r.) showed visitors to the booth the variety of beef products on display.

Red and Blue Ribbon H.R.I. Beef products were spotlighted at our booth in the 32nd annual Canadian Restaurant Show, called HostEx '76, in Toronto late in April.

The packaged beef products, displayed in coolers in the colourful corner booth, were the main attraction in the western style setting. The booth, completely constructed of stained cedar lumber, was accented with an imitation fieldstone wall, lights, saddle and saddlebags and a set of horns. A large curved mural, depicting a cattle roundup, filled a portion of the booth's back wall.

Visitors, who stopped by the display, were shown Prime Ribs, Striploins, Tenderloins, Inside and Outside Rounds by Regional Food Service Manager, Ron Apel; Toronto Sales Supervisor, Bryan Schmitt and Food Service Salesman, Kelly Fraser, who were present during the show's four-day run at the Canadian National Exhibition Park.

HostEx '76, which had more than 400 exhibitors, offered an opportunity for people to meet Canadian and U.S.A. suppliers and to up-date their knowledge of products, equipment and

services available in the food service industry.

Identified with the familiar JMS Dutch Girl and the Red and Blue Ribbon logos, our attractive booth, which drew many favourable comments from the show's visitors, was both designed and constructed by the Advertising Department.



A cattle roundup mural highlighted the booth's back wall.

Cathy Martell Looks Forward to Staying Home After 28 Years



Cathy Martell

"I really have enjoyed my years here, but I'm looking forward to retirement and going to enjoy staying home now," commented Cathy Martell, who was honoured at a retirement meeting in the Kitchener plant's Board Room late in April.

Cathy, who worked three years part-time in the Poultry Department before starting full-time, had almost 28 years experience with the company when she retired.

"At the time I started, the company was not hiring married women for full-time work, so I had to work part-time first," she said. "At that time, bacon and wieners were packaged in the same department. Then luncheon meat was packaged there also but finally Luncheon Slicing became a department of its own and I remained with it."

During her last 17 years, the soft-spoken retiree did the clerical work for the department, concentrating on the yield and time sheets. Cathy, who during her JMS career worked for five different Foremen, laughed when it was noted she never worked in an office with lots of room!

"No portion of the company has changed so much as the packaging departments where lots of progress has been made since you began," stated Vice-President of Personnel and Public Relations, Herb Schneider, prior to presenting a retirement cheque from the company to Cathy. "During that time, your service has been consistent,

dependable, accurate and timely. You are the type of person upon whom the company depends."

S.E.A. Vice-President, Tom Eason, presented a wallet containing money and a life membership in the union to the newest retiree. Contributing to her retirement gift of luggage were members of the Luncheon Slicing, Bacon Slicing, Engineering, Payroll and Packaging #1 and #2 Departments.

One of Cathy's former Foremen, Dan Cullen, noted that she "taught me a lot of the operations when I came to the Packaging Department." Luncheon Slicing Foreman, Chris Sheppard commented that he "will definitely miss Cathy's efficient organization of my desk."

Since Cathy's husband will continue to work for another two years, her immediate retirement plans include "knitting, crocheting and maybe some travelling."

For Cathy, who takes with her the best wishes from all her Schneider friends, it's going to be difficult to break her pattern of rising early in the morning in time to begin her usual 6:30 a.m. start!

We've Got the Ideas!

April Suggestors of the Month



John Fish

Eduino Faria and **John Fish** of the Ayr plant, who suggested methods of reducing tankage on the Hollymatics (patty machines) by inserting a plastic liner and sealer, split the maximum



Eduino Faria

award of \$1,000. The additional #1 product created was more than enough to qualify them for a \$500.00 award each.

Other awards made during April were:

Minnie Brubacher, Fresh Pork Sausage, received a \$200 award for suggesting a tray dispenser girl on the Country Platter Pack line be eliminated.

Harold Kuehl, Sausage Manufacturing, \$10.00.

David Fenlon, Maintenance, \$45.00. David suggested that T-bars be installed in the knife sterilizers to replace the chain and plug.

Nelda Webb, Bacon Slicing, \$26.80.

Richard Harrison, Machine Maintenance, \$100. Richard earned his award for suggesting that solenoid valves be installed in the air control lines of the dehairing machines.

Suggestion Award Plan Pens or Holiday Safety Kits were also awarded to: Denise Carriere, Packaging #2; Royal Kelterborn, Pork Cutting.

We've Got the Ideas!

May Suggestor of the Month



Marilyn Psutka

Marilyn Psutka of the Packaging #1 Department, earned a \$717.00 award for suggesting that the one pound package of Jumbo Franks be packaged on the Multi-Vac machine.

Other awards made during May were:

William McHugh, Luncheon Slicing, \$10.00

Suggestion Award Plan Pens or Pencils were awarded to: Cheryl Thrush, Packaging #1; Thomas Helderman, Ayr plant.

The following will receive a Holiday Safety Kit for their suggestion submitted in May:

Thomas Heldman, Ayr plant; Alan Staff, Maintenance; Cheryl Thrush, Packaging #1; John Gillies, Bacon Slicing; Shirley Robinson, Packaging #1; Ellen Devitt, Packaging #1; Lucy Parsons, Luncheon Slicing; Mary Steadman, Luncheon Slicing; Erwin Reidl, Freezer Storage; James Brant, H.R.I.; Brian Hohl, Industrial Engineering; Joan Noe, Packaging #1; George Fast, Sizzlers; David Keller, Order Fill; Gary Hentges, Distribution Building; Lawrence Macaulay, Distribution Building.

A Safe Summer Means Practicing Basic Water Safety Rules

Each year in Canada more than a thousand people die in drowning accidents. These accidents might have been prevented if the people involved had learned and practiced basic water safety rules, states the Canadian Red Cross Society.

As you prepare for your upcoming holidays this summer, don't forget to take along the necessities for your vacation and remember to include a few water safety rules and a copy of the Rescue Breathing chart below.

When boating, don't forget to wear your Personal Flotation Device or life jacket which has been approved by the Ministry of Transport.

Watch your children on the beach and in the water. Accidents to children can happen more quickly than you think.

Don't overload your boat. Respect the limitations of your craft and understand the limits of your own skills. A careful skipper at the helm means a safe passage for all. Heed weather warnings before venturing out in a small craft.

Don't operate your boat where people are swimming. When making sharp turns and when passing rowboats and canoes, slow down your motor boat.

By observing these water safety rules, you will have a safe holiday. We want you to come back safe and sound!

CUT OUT HERE

RESCUE BREATHING (MOUTH-TO-MOUTH)

THE CANADIAN RED CROSS SOCIETY

Start immediately: The sooner you start, the greater the chance of success.

<p>Open airway by lifting neck with one hand and tilting the head back with the other hand.</p>	<p>Pinch nostrils to prevent air leakage. Maintain open airway by keeping the neck elevated.</p>	<p>Seal your mouth tightly around the victim's mouth and blow in. The victim's chest should rise.</p>	<p>Remove mouth. Release nostrils. Listen for air escaping from lungs. Watch for chest to fall.</p>

REPEAT LAST THREE STEPS TWELVE TO FIFTEEN TIMES PER MINUTE.
IF AIR PASSAGES ARE NOT OPEN: Check neck and head positions, CLEAR mouth and throat of foreign substances.
 For infants and children, cover entire mouth and nose with your mouth. Use small puffs of air about 20 times per minute.
USE RESCUE BREATHING when persons have stopped breathing as a result of: DROWNING, CHOKING, ELECTRIC SHOCK, HEART ATTACK, SUFFOCATION and GAS POISONING.
Don't give up. Send someone for a doctor. Continue until medical help arrives or breathing is restored.

CUT OUT HERE