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Safety Quiz



The Dutch Girl

February 1982



Famous for Quality



THE DUTCH GIRL

**VOLUME 15
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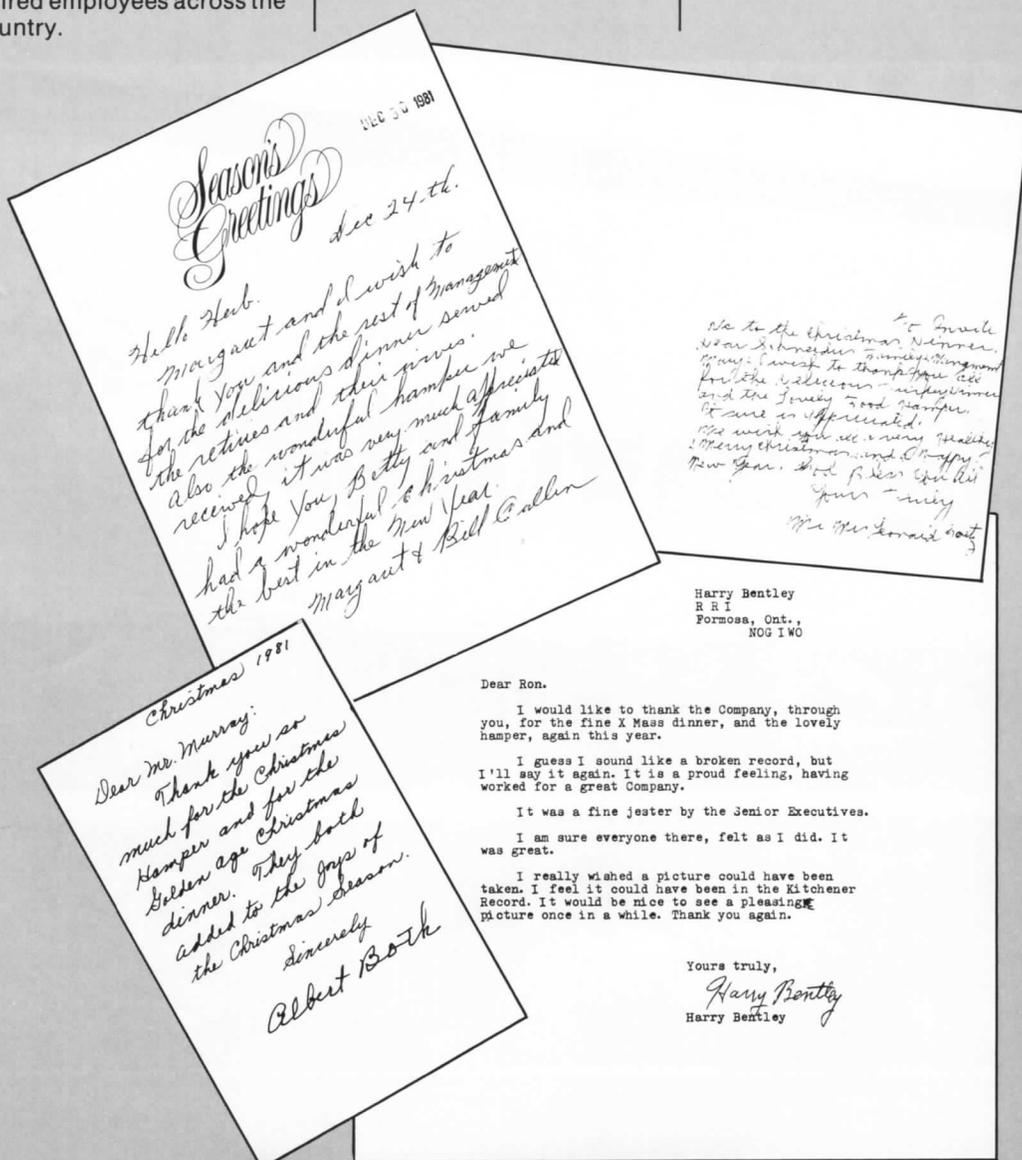
Thanks pour into company management for Christmas dinner and hamper

Christmastime. A time for caring. A time for sharing. A time to remember others.

Once again this Christmas, the company provided a heaping hamper of assorted JMS and other products for their active and retired employees across the country.

Below are some of the responses received in appreciation for the hamper, as well as the Christmas dinner provided for the members of the JMS Golden Age Club, by the company's senior management.

Warm wishes for a happy and healthy 1982 are sent from the company management to all Dutch Girl readers. ■



FEATURES



Heal

App. 1401
50 Panorama Crt.,
Rexdale, Ont. M9V 4A9.
Dec. 30, 1981.

Mr. K.G. Murray
President,
J.M. Schneider Inc.,
Kitchener, Ontario.

Dear Mr. Murray,

On behalf of my father, Mr. Albert Heal, may I say
Thanks to you and the management of J.M. Schneider Inc.
for the very fine turkey dinner which you provided for
your retired employees again this Christmas Season.

And in addition, many, many thanks for the liberal
Christmas box of assorted gifts which you provided.
Dad has always been one of your most loyal retirees,
always anxious to recount what a superior employer his
"old firm" was, and what superior products had made
them so famous. I, myself, remember Mr. J.M. Schneider
fondly from the days when only the slaughter house was
on the present location and the old solid rubber tired
Four Wheel Drive lumbered back and forth between the
separated activities. The truck driver, a very strong
man, doubled as the person who hit the animals over the
head with a sledge hammer.

Times have changed, but your continuing generosity
keeps alive the spirit which has made you famous for more
than the meat products you sell. Happy New Year to all.

Yours sincerely,

John Heal

*Special little greeting
Meant to thank you
very much
For adding to the season's joy
With such
a thoughtful touch.*

*Thank you for the beautiful
hamper we received at home.
It was greatly appreciated.
Wishing you all a very happy
New Year
Sophie Deane
(age 16 1/2)*

J.M. Schneider Inc.

*Many good wishes for the Holidays
and the New Year*

*A sincere thank you for a most
delicious Christmas dinner and
the generous food hamper.
Snow's Shitling to all
Lloyd and Kitt
Shutler*

Mr Murray

*Thank you, once again
for the Schneiders
Christmas hamper.
It will be enjoyed
by all our family.*

*Olma Longstaff
Former Employee*

Wishing You

*a Merry Christmas
and a Happy New Year*

*Mr Herb Schneider -
Personel Manager -
J. M. SCHNEIDERS INC.*

*Dear Herb - Thank you - all-ways, comes up in
many sincere ways, a gratitude for an act of
service or kindness rendered - and I believe, that
that my thanks will reflect, that, of all the other
retirees; who are able to attend the Christmas
dinner with their wives, and to be entertained
after-wards, and to eventually return home with
a 15.00 box of goodies! Most of the retired
persons present had long service records with
the company, which would indicate, that if
you have to work somewhere, you might just
as well work for a Quality Family, making
a Quality product and become a Quality
worker, and contribute a long service expertise
and help to maintain the Schneider reputation.
But being thankful is a - two way - street,
and the dinner party was the company way of
recognizing and thanking the old timers for our
service, and we appreciated it! Thank you!
Sincerely yours Thomas Gardner
107. Sterling Ave.-S. Kitchener, Ont. N2G3N8.*

*1042 Queen's St.
Kitchener Ont
Dec 17/81*

*Dear Mr Schneider
& Ken Murray & Co.
Thanks so much
for the delicious
Christmas dinner
served to us Dec. 16th
very much appreciated
and enjoyed by Lloyd
myself. The programme
after was top also.
It's super to belong
to a company that
treats its former employees
so well. Wishing you*

*and yours a very
Merry Christmas & a
Happy New Year.*

*Sincerely
Lloyd & Lorette
Burgetz*



Two butchers teach slaughter techniques to plant workers in Barbados

by: Adolph Sonnenburg and Steve Korenchik

Two butchers from the Kitchener plant spent nearly two months in the sunny, southern Caribbean island of Barbados practicing their trade.

Adolph Sonnenburg, of the Pork Cutting Department and Steve Korenchik, of the Beef Kill Department, on a request of JMS from the Barbados Marketing Corporation (BMC) in November last year for professional butchering services to re-initiate a dormant meat slaughtering and cutting operation, were chosen for the assignment.

Labour problems resulting from inadequate supervision, necessitated the shut-down of the former plant for a period of five months. In the interim, new management was investigating the possibility of re-opening the Bridgetown abattoir under a more updated higher-quality system.

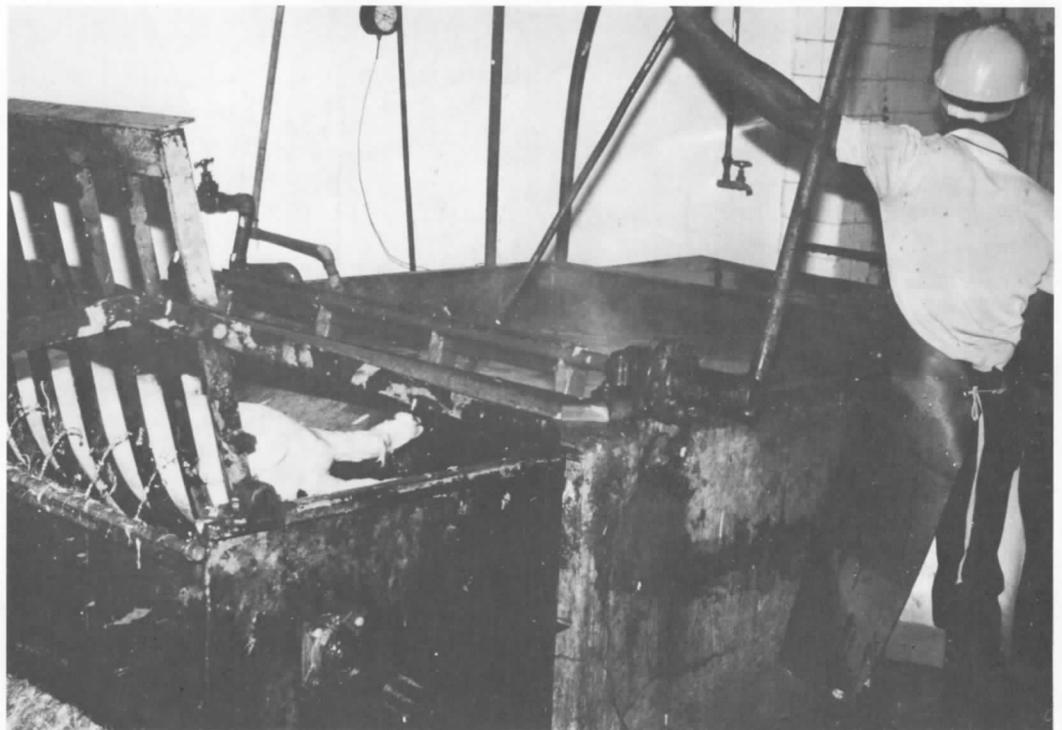
A formal request from the BMC to several meat processing companies in the United States for people to train their own people in meat slaughtering and cutting met with no response. A letter to the University of Guelph was passed on to JMS and the company responded by sending first Adolph to the island for specifically pork slaughter. After a two-week period, it was found necessary to send a beef specialist as well and Steve was on his way to assist in the project.

The pair acted as consultants to the BMC on standards of handling meat as well as a systematic operation for slaughtering and meat cutting.

A crew of ten men were hired for purposes of training in slaughtering of pork, beef, sheep, goats and calves. The BMC was planning to officially re-open the Bridgetown abattoir following the three-week period. When Steve arrived during the second week of training, the crew was divided and each crew member received training in



Steve Korenchik assisted in instructing in beef slaughtering techniques.



Part of the hog processing operation.



all areas. Facilities were adequate to permit operation of both teams simultaneously. All the crew were taught the theoretical considerations pertinent to the meat operations, as well as the practical applications thereof.

Adolph headed the pork operation with six men. With this team, a total of 96 carcasses could be slaughtered in an eight-hour day.

Due to Steve's 33-year background in the meat business, which began from a trade school in Hungary in 1948 where he learned his initial butchering skills, he not only headed up the beef slaughtering operations but was able to provide assistance in other areas also. He attempted to revise the hygiene and sanitation practices within the operation.

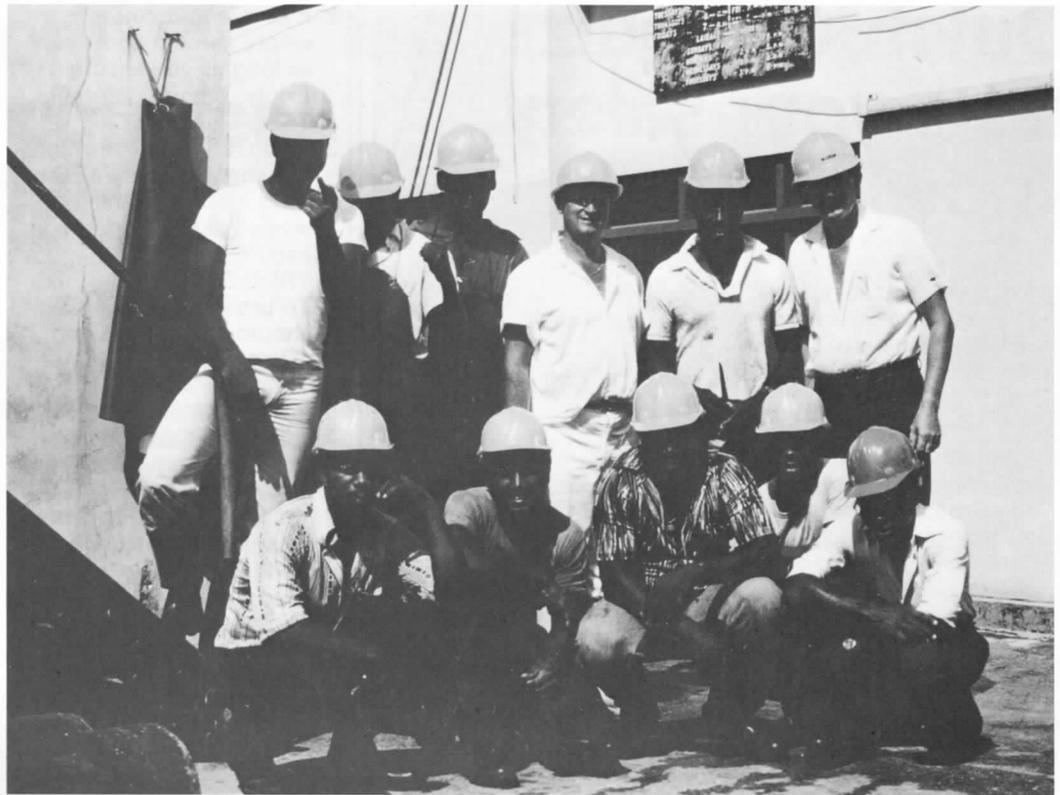
In addition, since there was many cuts of meat left after sale of other cuts, Steve prepared a batch of smoked sausage and showed the authorities there a method to cure and smoke bacon and thereby sell more products than before. Previously, many unsold parts of carcasses were dumped directly into the ocean.

Also Steve was able to upgrade the work of meat cutting done in supermarkets during his stay in Barbados.

Both Steve and Adolph, the BMC members and meat inspectors were pleased with the level of performance achieved by their people, who were relatively unskilled, in such a short period of time.

The efficiency level was regarded favourably by the BMC in comparison to former levels of production.

Adolph and Steve felt privileged to represent JMS in assisting the BMC in developing their current operation. ■



Steve Korenchik (back row, 4th from left) and Adolph Sonnenburg (back row, right) are together with the crew of Barbados meat cutters they trained.

Letters of appreciation received from the Barbados Marketing Corporation for the training methods and other assistance provide by JMS butchers Adolph Sonnenburg and Steve Korenchik.





Dutch Girl quiz tests your safety knowledge

How safety conscious are you? Time to test your safety knowledge with our Dutch Girl Safety Quiz. The top five

Safety Quiz Rules

- 1) Contest is only open to employees of The Heritage Group Inc., its wholly owned subsidiaries (J.M. Schneider Inc., NATCO, and F.G. Bradley) — full-time, part-time, casual employees from all plants and offices across Canada.
- 2) After each quiz has been scored, all entries received with the highest number of correct responses will be placed in a box and five winners will be drawn. If there are less than five entries, the remaining winners will be selected from entries with the second highest number of correct responses.
- 3) Each of the five winners will receive a fire extinguisher.
- 4) Deadline for entries to be submitted is Friday March 19, 1982. Correct answers and the winners' names will appear in the April Dutch Girl.
- 5) To complete the quiz, answer all of the questions by clearly marking 'X' in the TRUE or FALSE box at the end of each statement. Complete the information box at the bottom of this page, remove the page from this issue and send it to The Dutch Girl Editor via the internal mail delivery system or Canada Post. Please do not send the entire Dutch Girl issue.
- 6) All entries will be returned following the selection of the winners.

winners will receive a fire extinguisher for their home or cottage.

AT WORK

1. A dust mask is a suitable substitute for a respirator when using pesticides, or other toxic dusts, or sprays. TRUE FALSE
2. The manufacturers' rated speeds for grinding wheels is the safest maximum speed. TRUE FALSE
3. Eye protection is not required when striking a cold chisel with a hammer provided the head of the chisel is not mushroomed. TRUE FALSE
4. One of the most important factors in an effective safety and health program is good housekeeping. TRUE FALSE
5. One of the most urgent needs in treating an industrial injury is to control severe bleeding. TRUE FALSE
6. As long as regular workplace inspections are carried out, there is no need to report minor hazards. TRUE FALSE
7. Compressed air is safe to use for blowing dust from clothing, provided the pressure does not exceed 100 pounds per square inch. TRUE FALSE
8. A plant with a good safety record is more efficient and provides better job security. TRUE FALSE

AT HOME

1. If a can of food is bulging, this could be an indication of spoilage. TRUE FALSE

2. It is safe to incinerate an empty aerosol container as long as you ensure it is empty, then puncture it. TRUE FALSE
3. When retiring for the night you should be sure all ashtrays are emptied into a waste basket, or garbage bag. TRUE FALSE
4. To provide relief, a burn should be well covered with butter. TRUE FALSE
5. If the label on a cleaning solvent indicates it contains carbon tetrachloride, it should not be used. TRUE FALSE
6. Charcoal barbecues and portable hibachis can be used indoors if windows are left open. TRUE FALSE
7. The first thing to do if fire starts in the house is evacuate everyone before phoning for assistance. TRUE FALSE
8. If you suspect a natural gas leak in the house, you should not activate any switches, or unplug appliances. TRUE FALSE

IN TRAFFIC

1. The most reliable method for determining proper following distance is the two second rule. TRUE FALSE
2. Upon approaching a yield sign you must stop and then enter the traffic stream slowly. TRUE FALSE
3. It is advisable, when driving in heavy fog, to use low beam headlights. TRUE FALSE
4. When approaching a railway crossing where warnings indicate an approaching train, you must stop not less than 15 feet (5 meters) from the nearest rail. TRUE FALSE

5. Only two motorcycles may be parked in a standard space provided for a four-wheeled vehicle. TRUE FALSE
6. You are permitted to drive a motor vehicle, alone, other than a motorcycle, with a proper instruction permit provided you practise driving in daylight hours only. TRUE FALSE
7. A preventable accident is one in which the driver failed to do everything he reasonable could have done to prevent it. TRUE FALSE

AT PLAY

1. When finished with a campfire, you should pile wet leaves and rocks on it. TRUE FALSE
2. Drinking cool water during longer periods of exercise or taking part in sports will help maintain performance. TRUE FALSE
3. On long motoring trips, if you feel tired while driving you should turn up the radio, open the windows and drive slower. TRUE FALSE
4. It is permissible to tow a water skier with one person in the boat, provided it is in an area where there are no other boats, or swimmers. TRUE FALSE
5. When in the country, it is safe to drink water taken carefully from a clear, fast running stream. TRUE FALSE
6. In case of frostbite, body warmth should be applied to the affected area. TRUE FALSE
7. If different people are using the same bicycle, the seat should be adjusted for each rider. TRUE FALSE

(please print)

NAME: _____

DEPARTMENT: _____

LOCATION: _____



Sobey's store loads Deli counter during Deli Week promotion

North Sydney, Cape Breton Island, once was noted for the port facilities CN ferry crossing to Port-aux-Basques, Newfoundland, is now renowned for SCHNEIDER Deli Weeks at Sobey's store number 510.

The Store Manager, Harvey Jeans, along with his wife Mary (who has worked on many occasions as a Schneider demonstrator) are outstanding Schneider customers. They have two sons — William, 9 and Troy 5.



Harvey Jeans, Store Manager of Sobey's store number 510 in North Sydney Cape Breton Island is happy to see the quantity of Schneider products in his Deli counter.



Some of the 690 meat loaves loaded into the Sobey's deli counter during a recent Deli Week promotion.

Bill Witherall is the Meat Manager in the store and sees to it that there is a full line of JMS branded products at all times in the store counters. Bill and his wife Marion, have a daughter 16 years old.

During a Deli Week promotion in the store the Deli operator, Anne Lee Denny can be seen busy serving the onslaught of customers who shop in the store. Anne's husband, Nick is also a Sobey employee working in the Sydney Mines store as a Meat Manager. Their family consists of a son 11 and a daughter 9 years old.

The North Sydney Sobey store has only been operating in a new mall for 1½ years. Already Harvey and his pleasant, energetic staff have exceeded company expectations.

To attest to their aggressiveness, during a recent Schneider Deli Week, a total of 690 meat loaves were purchased and sold from the deli counter. Coupled with the promotion, a draw was held for a giant Smurf doll.

Sobey's store number 510, and their response to a JMS Deli Week proves that JMS products are big sellers in the Eastern part of the country. ■



From where I sit



(Editor's Note: JMS President, Ken Murray addressed a meeting of the Kitchener Rotary Club in November 1981. Many thought he would be speaking on the meat industry. Instead he made some remarks about the people in an organization. Below is a condensed version of the address made to the Rotary Club.)

Some few months ago, there was a four-part series in the Financial Post entitled "Report on Excellent Companies". One sentence in that report, I wish to use as my text. That sentence is:

"The Excellent Company's vision almost always expresses central values about the way the firm wishes to operate internally and externally."

The value system by which a company operates is developed by those people in an organization who are providing leadership.

Dofasco has for their slogan, "Our product is steel, our strength is people". I want to hitchhike on that thought. "The strength of our people is dependent on their life principles, their needs and their values".

As we begin the decade of the 80's, and prepare for the close out of the century, we evaluate people who come

to our organizations, both to manage and be managed; who have a value system which was formed in an environment which was quite different from the environment which shaped the value system of myself and my peers.

In the past few years, our world has become much less stable politically. The base currencies are not now "As Good as Gold." Some major powers are tending to be inward looking and protective, and within our own country we have seen growth in a parochial outlook. In the past few years, the myth of cheap food and fuel has been shattered. As we finished the 70's and began the 80's, a significant change in demographics took place. We saw a slowdown in population growth, and also saw a developing, aging population. There appears to be less idealism abroad in the land and more cynicism towards the government; more concern for nutrition and health; a growing concern for the adequacies of pensions; a concern because of a downturn in productivity; and a workforce which had been exposed and is exposed to an ever-increasing pool of knowledge. These factors shape value systems.

If it is our desire to discover whether we are bringing people into our organization who have a value system compatible with those of the company, this then can only be accomplished by looking at the system which we use to evaluate people.

When we evaluate people, the quick, easy method to use is the five senses system. That is, to use sight, sound, taste, touch and smell.

When using this system to evaluate other people, I am told we are wrong 50% of the time. Such an analysis is

superficial and therefore does not let us know the real person that we are evaluating. Contrast the analysis using the five senses with one using the following five equities of success Physical, Intellectual, Spiritual, Physiological, Financial. The word equity means, in the context that I am using it, the components of a system developed into a body of rules.

Each one of us has or should have a goal towards which we are progressing, to fulfill our potential to the utmost, and become what we are to be.

Each time we think a certain way, seek a certain good, use a given motive, use a system of knowing others, habits are forming and deepening within us. So it is with a life principle. With each use, a life principle becomes a deeper and more permanent habit.

The front of our plant on Courtland Avenue, as I expect the front of your home, is planted with a variety of shrubs, trees and plants. These plants add to the beauty of each of these places. Within an organization, there are a variety of people — people of different sizes, shapes and sexes — and that fact adds beauty to our place of work. Each plant, tree and shrub has its own unique design, structure and its own growing habits. It is because of the physical parts of the plant that we are able to identify one from the other, and so it is with the people within our organization. It is because of their physical attributes that we are able to identify them.

Each plant has a root system which supports the portion of the plant which we see. That root system is not visible. Each of us has attributes and value systems which are not visible, but do cause us to act differently one from the other.

Each person in our organization is a totally closed system. Each person decides whether or not he will grow in stature. Each person decides whether or not he will expand his base or root system. Each person decides what he will learn through exposure. The inner person decides the direction his feet will take.

Given that an organization is a collection of individuals moving toward a common goal, we have a much better chance of attaining that goal if we have within our organization people whose value systems are compatible with the value systems of the organization.

The system used to determine the value systems of people in organizations is critical. Each person in our organization has needs. Each person in our organization has a life principle. Is there compatibility between those needs, life principles and value systems?

If there is compatibility, then our task as managers is to continue to feed the environment to maintain that state. If not, we, as managers of people, must create environments for root system development so that the desired compatibility between needs, life principles and value systems of both the individual and the company will be achieved. ■



Walt Disney World Epcot Center

“Community of ideas” taking shape in Florida

Epcot Center, Walt Disney's greatest and most incredible dream, is dramatically becoming a reality at the Walt Disney World resort complex, just south of the Magic Kingdom theme park.

A completely new kind of vacation experience, Epcot (Experimental Prototype Community of Tomorrow) Center will open its gates to the world October 1, 1982, marking the dawn of a new era in Disney entertainment annals.

Walt Disney envisioned this \$800 million project as a “Community of Ideas.” He said, “with the technical know-how of American industry and the creative imagination of the Disney organization, I'm confident we can build a living showcase that more people will talk about and come to look at than any other area in the world.”

Epcot Center encompasses two distinct dimensions: Future World and World Showcase. Each is unique in design and concept. Distinctive American corporations are participating in “theme pavilions” on the subjects of land, energy and transportation as part of Future World. Pavilions included are:

“Spaceship Earth”, presented by the Bell System. A dazzling statement to our survival through the ages.

“World of Motion,” presented by General Motors. a tongue-in-cheek “road show” highlighting milestones in our ever-accelerating quest for great mobility.

“The Universe of Energy,”

presented by Exxon. An electrifying show set within a solar-powered building the size of three football fields.

“The Land,” presented by Kraft. A pavilion exploring Nature in her wildest and most cultivated states.

“Journey Into Imagination”, presented by Kodak. A fantasia-like ride into the wondrous worlds of art, literature, science and technology.

“Horizons”, presented by General Electric. A celebration of the achievements and advancements of our next century. This will open in October, 1983.

And opening in 1984, “The Seas” will explore the mysteries of our aquatic frontier.

Also in Future World, in the “Communicore,” which is the hub of Epcot Center, guests will learn and interact together, enjoying demonstrations, exhibits and futuristic “hands-on”

experiences. “Future Choice Theater,” presented by Time Inc., will encourage audiences to express their thoughts on a variety of issues through state-of-the-art television technology. “Epcot Computer Central,” presented by Sperry Univac, will offer a first-hand look at the computer wizardry behind many of the Epcot shows.

Many nations around the world are being represented in World Showcase. Canada, China, France, Germany, Italy, Japan, Mexico and the United Kingdom will form the initial World Showcase community of nations. Visitors will stroll along a promenade of a broad lagoon as they discover the cultures, traditions and accomplishments of these individual countries in a variety of show attractions, restaurants and shops unique to each.

Some 1,800 Disney artists,

designers and engineers, another 1,000 from consulting firms, plus over 2,000 on-site construction workers are involved in the completion of this vast international showplace. Many design “firsts” are in progress. The “Spaceship Earth's” geosphere, for instance, is the only one of its kind in the world. The “Universe of Energy” buildings will display over 2,000 solar panels containing more than 80,000 individual photovoltaic cells which provide the power for the ride vehicles inside.

Epcot Center is a celebration of imagination and ingenuity . . . an entertainment and educational encounter of the ultimate kind. With the art of Disney Imagineering pushed to unprecedented heights, Epcot Center will present exhilarating new visions of the future and the endeavors of the family of man. ■



Epcot Center, near Walt Disney World in Florida, presently under construction opens in October this year.



Santa Claus visits, parade floats and



Not every child who sat on Santa's lap to tell what they wanted for Christmas was as scared looking as this one was during the annual S.E.A. Kids Christmas Skating Party in December.



The JMS Santa Claus Parade float, which took part in the K-W Parade. A large cuddly panda bear, beat out a tune while children of company workers and others played around his feet as the float made its way from Waterloo to Kitchener.



Some of the toddlers had to be helped around the ice during the S.E.A. Kids Skating Party.



Kids at our Calgary Distribution location also had a chance to tell Santa their Christmas wishes during a December party there.



Another gift is unwrapped during the annual Foremens' Club and Office Committee Christmas Party held at Victoria Park pavillion.



parties bring people into festive mood



The eyes of this young girl get wider as she opens her gift during the Foremens' Club and Office Committee Children's Christmas Party.



It was difficult for Santa to climb down a chimney into our Calgary Distribution Building to deliver a carton of Olde Fashioned Hams to Harry Quanz (left) and Doug McFarlane there.



Santa Claus paid a special visit to one of the workers on the Hot Rod line at our Panet Road, Winnipeg plant just before Christmas.



Santa was a busy fellow during December as he dropped in to visit and spread good cheer to the girls working on the Hot Rod line at our Panet Road, Winnipeg plant.



**7
ways
to
take
a
load
off
your
back!**

Standing

Many people confuse standing up straight with standing rigidly. Keeping all those muscles tense while you're standing on a hard surface is one of the worst things you can do for a bad back. Instead, keep your knees slightly flexed and your weight evenly balanced on each foot.

Shift your posture by resting one foot on a step or rail 2 or 3 inches higher than the ground for a few minutes. Then switch to the other foot.

Working at the kitchen counter can be particularly tiring, especially if the surface is too low to work at without bending slightly. If you must bend, bend from the hips, not the waist. The worst way to stand is leaning forward with your hips against the counter; it's liable to force you into a vulnerable, strained stance to maintain your balance.

Make a footrest out of a sturdy box that is about 8 inches high, and alternately rest one foot on it while doing counter work, ironing or a similar activity.

Whether standing still or walking, low heels are better for your back than high heels.

Sitting

Canadians are notorious for the amount of sitting they do commuting to work, on the job and even around the house, and even though we do it so much, we tend to do it very badly. We slump when we should straighten, dangle our feet when we should have them firmly planted, and sink into cushions when our spine is really craving a firm seat and hard back.

Try to use chairs that have seats large enough for adequate support and that are close enough to the ground for your feet to easily rest flat. If the chair is too low, you may slump and bend your back. If it's too high, you may sway forward.

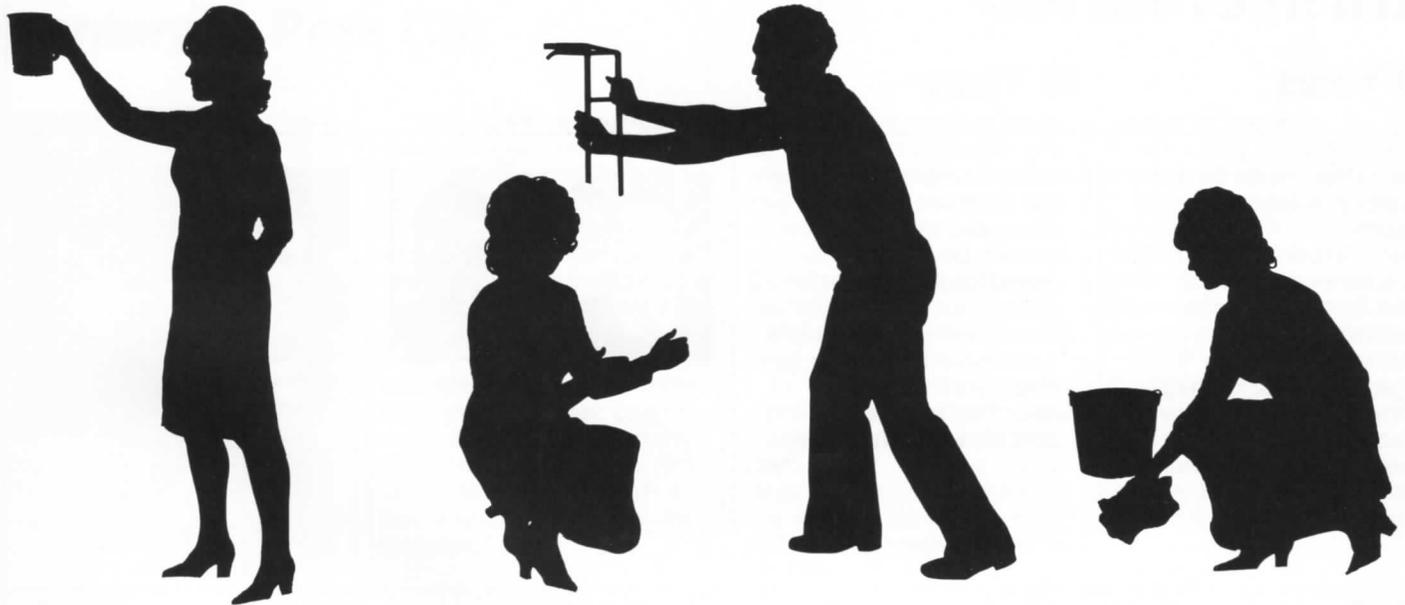
The best way to sit is with your buttocks well back in the seat and the small of your back supported. A firm pillow 1½ inches thick can be tucked behind your lower back for extra support.

Keep your knees above your hips if possible to reduce the stress on your spine and the muscles and ligaments that support it.

Walking & Carrying

Don't hunch as you hurry down the street. The best posture is the one that comes closest to normal standing. Try to keep your shoulders level and your back straight.

Balance the load: Divide heavy loads into two bundles that can be carried at your sides, one in each hand. If a load can't be divided, hold it close to your body with elbows resting against your sides and the weight balanced evenly. If carrying a heavy load in one arm can't be helped, place it as close to the elbow joint as possible.



Reaching up

The book you need is on the top shelf and the stepstool is across the room. The temptation is to stand on tiptoe and stretch—resist that thought! It's a quick way to wrench your muscles. If you can't take time to get the stepstool, hold your abdominal muscles tight and reach, don't stretch. The best rule is, keep things you use frequently at an easy-to-reach height.

Lifting

First, find out how heavy your load is by trying to lift a corner. If you can tell it's too much for you, get a helper, or two.

When you do it yourself, part your feet with one alongside the load and one behind. This gives you greater stability, and the rear foot is in position for the upward thrust of the lift.

Squat with your spine straight but not locked. Tuck in your chin and neck so they maintain the line of your spine.

Grip with your full palm, not just your fingers, around the corners of the load. Pull your elbows in to your body to give them as much strength as possible. That way they bear the strain, not your back.

Center your body weight over your feet and start the lift with a thrust of the rear foot.

Pushing & Pulling

Always try to push rather than pull a load. One foot should be behind the other and your weight balanced between them. Again, keep your spine straight and use the force of your legs and arms to move the object.

If you must pull, assume a similar position and face the load. Trying to drag something behind you can strain your shoulders and neck as well as your back.

Bending down

Whether retrieving a lost paperclip or wiping up a spill, curb your impulse to lock your knees and bend from the waist. Instead, bend at the hips or knees. If you squat, keep your back fairly straight but not rigid. ■

Misery may love company, but if you're one of the millions of Canadians who suffer from low back pain, knowing you're part of a crowd is cold comfort. How can you buck the trend and ease your aching back? Here are some suggestions that will reduce the strain on your spine as you go through your daily activities.



Anniversaries

10 Years

15 Years

Alberto Pereira de Sa, Pork Cutting, Kitchener, January 3.
 Omer Prevost, Beef Kill, Kitchener, January 3.
 Helen Etmanski, Bacon Slicing, Kitchener, January 24.
 William Nicholls, Heritage Group Inc., Waterloo, February 8.
 Pauline Gulliver, Sausage Stuffing, Kitchener, February 14.

Denise Carriere, Packaging #2, Kitchener, February 16.
 David McIntyre, Sales — Hamilton District, February 20.
 John Grinchgl, Assembly & Loading, Kitchener, February 23.
 Arthur Redlich, Garage, Kitchener, February 27.



David McIntyre



John Grinchgl



Arthur Redlich

20 Years

30 Years

Lewis Bradich, Vice-President, Sales & Marketing, Kitchener, January 2.
 Gary Goetz, Sales & Marketing, Kitchener, January 29.
 Harry Brown, Director of Commodities, Kitchener, February 5.
 Otto Lemke, Pork Cutting, Kitchener, February 8.
 Dora Schaus, CM302, Kitchener, February 19.
 Gary Anderson, Packaging, #1, Kitchener, February 26.
 Gisela Galantay, Poultry, Kitchener, February 27.



Lewis Bradich



Gary Goetz



Harry Brown



Otto Lemke



Dora Schaus



Gary Anderson



Gisela Galantay

Clarke Wagner, Sales — Ottawa District Manager, February 25.



25 Years

Doesn't seem like 25 years have passed



It seemed like a natural move for Willard Moser, who owned a service station for four years with his brother, when he came with JMS to start in the Garage in February 1957. After 13 years in that area and in Maintenance, Willard moved to the Pork Cutting Department, where today he

is a stockman looking after the equipment in the area.

The 56-year old Willard, who was born in Waterloo noted that it doesn't seem like 25 years have gone by since he started. Willard, married to his wife Pauline for 30 years, has two children — Deborah and Dan. The couple also have

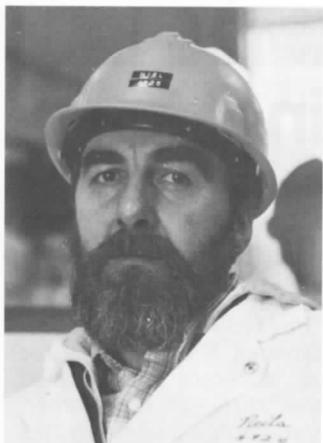
two grandchildren.

"The company has been very good to me," he said. "I have had no problems over the years."

Gardening and enjoying the outdoors are the two things mentioned by Willard that he likes to do away from work. ■



Spends entire quarter century in Pork Cut



"The two significant changes I've noticed over the past twenty-five years have been the growth of the company across the country and the way production has drastically increased," commented Niels Christian-sen of the Pork Cutting Department when asked to describe the changes he's seen over the past quarter century. "The company continues to make an excellent product and all their expansion has been for the good."

Born in Denmark 44 years ago, Niels came to Canada when he was 17 years of age and went to work for a construction company who was helping to build the Burlington Skyway Bridge, a mammoth bridge carrying traffic around the southern edge of Lake Ontario.

In January 1957, Niels came to JMS and began working in the Pork Cutting Department. In the early days, he was also working in the afternoons in the Hog Kill Department. He is

presently working in the Pork Cutting Department on the Bacon Trim line.

Married to his wife Betty (who works in the CM302 Department) for 23 years Niels has two daughters — Susan, 22 and Dawn, 19. The family resides in Waterloo.

Once a chess player ten years ago, Niels is now content to build cedar chests in his spare time as well as take care of his art collection and his hobby of collecting limited edition plates. ■

"Enjoyed the work here"



Quarter century worker Josephine Stachnik has seen the production increased in each of the three departments in which she has worked.

In 1957 when she started with the company, Josephine began in the Poultry Department and remained there for 14 years before she transferred to the Wiener Packaging Department for three years.

For the past eight years, she has been in the Packaging #2 Department where she is packaging Bacon and Smokies.

Married to her husband Stanley for 30 years, Josephine has two daughters—Stella and Donna—and even gets called upon to babysit her one grandson.

"The growth of the buildings and products have

been the biggest changes I've seen over the years," announced the Poland-born Josephine. "I've enjoyed the work in every department too."

When not at work, Josephine likes to spend time with her family and friends, does a little sewing, enjoys doing her housework and even travelling on vacations. ■

Obituaries

We sincerely regret to report the death of Alex Scherrer on October 9, 1981. He was 91 years of age. Alex was a member of the Night Sanitation Department prior to his retirement in October 1960.

John Ryan, at 72 years of age died on December 17, 1981. During his 27 years of service with the company, John worked in the Casings Department.

It is with regret that we report the death of Lorne Shantz on January 1. Lorne was 76 years of age. For 41 years, he worked for the company in the Sales Department and later held the position of Advertising Manager prior to his retirement in March 1970.

We sincerely regret to report the death of Elaine Merrill on January 19. She was 58 years old. Elaine

worked in the Luncheon Slicing and Packaging Departments for a total of 22 years.

Howard Turner, at 78 years of age, died on January 19. During his 19 years of service with the company, Howard worked in the Canning and Beef Boning Departments. ■



Clayton Brohman retires after quarter century of service



"When the company uses you good, you want to do a good job for the company," commented Clayton Brohman from his position at the head of the Board Room table at the Kitchener location during an informal meeting to honour him in December as he began retirement.

A member of the JMS 25-Year Club last year, Clayton joined the Night Sanitation staff in May 1956 and in July 1960, transferred to the

Building Maintenance Department where he remained until June 1977 when he became a member of the Employee Services Department.

Prior to presenting a retirement cheque to Clayton, Vice-President, Personnel & Public Relations, Herb Schneider noted that "you have been extremely conscientious about your work and have done a great job." S.E.A. President, John Christensen also presented the retiree with a wallet containing money and a life membership in the union.

During the meeting, it was noted that Clayton was never late or missed a day from work during his years of service.

Clayton did mention that he and his wife will be taking a trip to Las Vegas to see the sights. A European trip is also being arranged (for a future date) in order to visit with some of his wife's relatives. ■

Wally Shantz retires with 41 years of service in Accounting



"I'm a firm believer in working, but I also believe that you can get too much of a good thing," quipped Wally Shantz, during an informal meeting in the Board Room at the Kitchener office to honour him as he began his retirement in December last year.

Wally, who joined the company in August 1940, noted that he was actually associated with JMS one year before he came to work for the company.

"J.M. used to buy cattle from our family and that's how I became connected with the company," he said.

Praised by Accounting Manager, Harvey Carey for his "accurate and detailed work" throughout his career, it was noted that Wally has saved countless records pertaining to the company during his lengthy career, and "likely even my first pay stub too!" Wally said.

Vice-President, Personnel & Public Relations, Herb Schneider presented the Accounting retiree with a cheque from the company.

And what about your retirement plans? "First of all, I am going to rest at home for awhile," noted Wally. "I'll be able to catch up on my reading. Also, I will continue to try to make a dollar without working for it (a hint that he will continue his practice of visiting the racetrack.) ■

We've got the ideas!

JMS Suggestion Plan Awards presented during December included:

Cecil Puddester, Poultry. He suggested coating the plastic pipes instead of painting.

Brian Woodtke, Assembly & Loading. He suggested moving the provision area to the bulk loading area.

John Laronde, Beef Boning. He suggested

installing plexiglass shields on all grinders.

Alan Staff, Packaging Maintenance.

Thomas White, Smokehouse.

Employees' Market Vouchers were also awarded to the following:

Thomas White, Smokehouse; Barry Thomas, Sausage Stuffing; Mark McIver, Freezer Packaging;

Marie Mosburger, Personnel; Robert Mueller, Credit.

JMS Suggestion Plan awards presented during January included:

Ron Halstead, Sausage Manufacturing.

Blayne Nowe, Sizzlers.

John Lemay, Sausage Cook.

Employees' Market vouchers or JMS Suggestion Plan Playing Cards were

also awarded to:

Ken Drummond, Packaging #1; Elwood Weber, Sausage Manufacturing; Terry Ross, Freezer Packaging; Jerome Brenner, Sausage Cook; Robert Arnold, Sausage Cook; Jerome Brenner, Sausage Cook; Glen Schnarr, CM302.



Quarter century Poultry worker, Katie Roth, retires



"I tried my best," commented Katharina Roth during an informal meeting in the Board Room at the Kitchener location during mid-December held to honour her as she began her retirement. "I made my 25 years and now I'm satisfied."

Katie, who started with the company 25½ years ago in the Poultry Department, remained there for the duration of her years of service. Division Superin-

tendent, Ron Kaminska stated that Katie will really be missed in the department now. "You were always there on the job and always smiling," he noted.

The quarter century worker was given a number of presentations too. Vice-President, Personnel & Public Relations, Herb Schneider presented a retirement cheque from the company and Shirley Tebbutt, S.E.A. Secretary

presented Katie with a wallet containing money and a life membership in the union.

During a retirement party at a later date, Katie's fellow workers presented her with a crystal vase and two crystal dishes.

"I haven't figured out what to do in retirement yet," Katie replied when asked what her plans will be. "I will certainly be taking a rest for awhile and maybe later will do some travelling." ■

People on the move

John Dienesch was appointed Health and Safety Supervisor, effective December 14, 1981.

Randy (Randy) Palach was promoted to Material Control Supervisor, effective December 21, 1981.

Anthony (Tony) Becker was appointed Production Control Specialist, effective December 21, 1981.

Joel Kaufman was promoted to Sales & Marketing Administration Supervisor, effective January 4. Joel assumed responsibility for the day-to-day direction of the administrative group of jobs that support sales and marketing programs.

Hans Sitt, Trainee in Finished Product Maintenance, was promoted to Assistant Foreman in Area Maintenance #1, effective January 4.

Larry Davenport, Foreman in Smoked Meats Prep transferred, in the same

capacity, to Pork Cutting, effective January 4.

Larry Hepditch, Foreman in Pork Cutting transferred, in the same capacity to Smoked Meats Prep, effective January 4.

Jim Lauer, Assistant Foreman in Pork Cutting transferred in the same capacity to Lard & Shortening, effective January 4.

Terry Keller, was appointed Assistant Foreman in Sausage Stuffing, effective January 4.

Hugh McCormick, Assistant Foreman in Beef Kill transferred in the same capacity to Casings, effective January 4.

Tony Salajko, Assistant Foreman in Casings transferred, in the same capacity to H.R.I. Boning and Beef Cooler Departments, effective January 4.

William (Bill) Knipfel, Assistant Foreman in Sausage Stuffing, was promoted to Foreman in

Sausage Manufacturing Department, effective January 4.

Stewart Hayward, Assistant Foreman in Bacon Slicing, transferred, in the same capacity to Beef Boning, effective January 4.

Paul Devrieze, was appointed Manager of Systems Development, effective January 4. He will be responsible for the coordination and effectiveness of all systems analysis and computer programming activities at J.M. Schneider Inc.

Barry Nolan, was promoted to District Sales Manager, London, effective January 18.

Murray O'Brien, was appointed Manager of Compensation and Benefits, effective January 18. He assumed responsibility for the development and administration of salary compensation programs, including the Payroll

function as well as the administration of employee benefit plans and provides direction to a number of other employee services.

Steve Brown, Assistant Foreman in Beef Boning, transferred, in the same capacity to the Hog Kill Department, effective February 1.

Louis Arruda, Assistant Foreman in H.R.I. Boning, transferred, in the same capacity to the Hog Kill Department, effective February 1.

David Taylor, was appointed as General Manager — Export Sales for the Heritage Group Inc., effective February 1. He will be responsible for all marketing and sales activity for the Heritage Group of companies to areas outside of Canada. ■



Smirfs (and consumers) like calorie-reduced Lite products



Smirfs, the latest craze of cute and cuddly stuffed toys, like Lite products from JMS.

Why is this smirf smiling? Because he is a Lite fan! Every smirf knows that the Lite line of products — Wieners, and three varieties of Luncheon Meats — have

all the flavour, appearance and texture with exceptional nutritional value but with only half the calories.

Smirfs also know that JMS is the first major meat processing company to market calorie-reduced meat products across the country!

You can see smirf reaction to Lite products. But what about the consumers?

Lew Bradich, Vice-President, Sales & Marketing noted that consumer reaction to Lite products is now coming in and it's one hundred percent favourable to date!

You (and smirfs too!) can look forward to other products being added to the Lite lines — sausages, bacon, meat pies — in the future. ■

Golden Age travellers ring in New Year's in New York



It was 'Ring out the old' and Ring in the new' for 45 members of the JMS Golden Age Travel Club and K-W over-50 Club members on New Year's Eve in Utica, New York. Francis and Olive Bergman (foreground) and Jim and Margaret McClements (background) are seen here at dinner prior to the evening's festivities.

Included in the four-day excursion to Allentown and Bethlehem, Pennsylvania was a visit to Winterthur Mansion, former home of the du Pont family; a stroll through the conservatories of Longwood Gardens and a spectacular night city tour of the "Little Town of Christmas," Bethlehem before heading home. ■

JMS Salesman of the Year applauded in Timmins newspaper ad

The people at Mike's Supermarkets with head offices in Timmins, Ontario thought so highly of our Sudbury District Salesman, when he won the prestigious JMS Salesman of the Year award during last November's annual sales conferences, that they had to tell the town the good

news. This half-page advertisement inserted in the Timmins Daily Press, carried their appreciation to all readers and shoppers in their stores. The lower half of the page featured 10 JMS products featured for the week. Mike's have eight stores throughout Northern Ontario. ■

Congratulations

thank you for making "LARRY" number one

Larry Reeve (Standing) playing Another promotion with Herb Geldart of Mike's

Larry has achieved the J M Schneider salesman of the year award for all of Canada in 1981. We're pleased to have worked so closely with Larry and Schneiders and look forward to working with Larry in the future.



Tempting hot dishes for melting cold February days

February. Freezing temperatures outside means time for hot meals inside! And Schneider products can fill the bill!

Below are some recipe suggestions for either main

dishes or after a day on the slopes for a snack or following a game of hockey at the corner rink.

Try some soon to fend off those frosty days and keep away those February blues!

Open-Face Pizza Burgers

- | | |
|--------------------------------------|--|
| 6 - 2 oz. SCHNEIDERS BEEF BURGERS | 1 large spanish onion, thinly sliced |
| 6 slices crusty style bread ¾" thick | 6 SCHNEIDERS PROCESS CHEESE SLICES OR SCHNEIDERS |
| SCHNEIDERS MARGARINE | MOZARELLA OR BRICK CHEESE, sliced |
| Pizza sauce *(see note below) | |

Fry burgers in a hot skillet just until brown on each side. Meanwhile spread each slice of bread with margarine on both sides. Toast bread under broiler until golden brown on both sides. Remove from oven and spread each slice of toast with a spoonful of pizza sauce.

Place a slice of onion on top of the sauce and top with a beef burger. Return to a 375° F oven and bake for 5 minutes. Cover the burger with a cheese slice. Bake until melted. Serve burgers with remaining warmed pizza sauce spooned over the top.
SERVES 6

Note: *Pizza sauce can be purchased commercially or made from the following recipe:
Mix 1 - 8 oz. can tomato sauce, ½ tsp. basil, ¼ tsp. oregano and ½ tsp. garlic salt.

Speedy Minestrone

- | | |
|---------------------------------------|---|
| 1 - 1.5 oz. pkg. dried onion soup mix | 2 cups fine egg noodles |
| ¼ tsp. garlic powder | 1 - 8 oz. SCHNEIDERS MINI DELI, SUMMER SAUSAGE OR PEPPERONI |
| 3 cups water | |
| 1 - 19 oz. can tomatoes | |
| 2 cups sliced cabbage | |
| ¼ tsp. dried basil | |
| ¼ tsp. dried oregano | |
| 1 - 12 oz. pkg. frozen peas & carrots | |

Combine first seven ingredients in a large saucepan and bring to a boil. Cover and reduce heat; simmer 5 minutes. Add frozen peas and carrots and egg noodles; return to boil. Reduce heat and simmer covered 5 minutes. Dice meat and add to soup. Simmer 3 - 5 minutes. Serve with crusty bread for a complete meal.
SERVES 6

Bacon Pizza Quiche

- | | |
|--|--|
| ½ lb. SCHNEIDERS SIDE BACON (approx. 9 strips) | ½ tsp. oregano |
| 2 tablespoons flour | 1 cup grated SCHNEIDERS MOZARELLA CHEESE |
| 1 cup milk | ½ small onion, diced |
| 3 eggs beaten | 1 - 9" deep unbaked pastry shell |
| 1 - 7½ oz. can tomato sauce | 2 tablespoons parmesan cheese |
| ¼ tsp. salt | |
| ½ tsp. basil | |

Cook bacon until crisp; drain on paper towelling and set aside. Meanwhile, bake pastry shell at 400° F for 5 minutes.

Mix flour, milk, eggs, tomato sauce and seasonings; add mozzarella cheese and onion. Reserve 3 strips of bacon and dice remaining strips. Add diced bacon to egg mixture and pour into partially baked shell. Sprinkle parmesan cheese on top. Bake 15 minutes at 400° F. Cut reserved bacon strips in half and arrange evenly on top of pie (spoke fashion). Reduce heat to 325° F and bake 25-30 minutes or until a silver knife comes out clean when inserted in the middle. Let stand 7-8 minutes before cutting to serve.
SERVES 6.

Spinach Salad with Hot Bacon Dressing

- | | |
|---|--|
| 1 - 10 oz. bag spinach, washed and dried well | DRESSING: |
| 2 or 3 hard cooked eggs, cut in wedges | 6 or 8 strips SCHNEIDERS KISS OF ORANGE SIDE BACON |
| | ⅓ cup bacon drippings |
| | ¼ cup malt vinegar |
| | 2 tablespoons lemon juice |
| | 2 teaspoons sugar |
| | 1 teaspoon worcestershire sauce |

Tear spinach into bite size pieces and place in salad bowl. Add egg wedges. Cook bacon until crisp. Chop coarsely and mix with remaining dressing ingredients. Heat until very hot. Pour over salad. Serve on warm salad plates.
SERVES 4 - 6.