



DUTCH GIRL NEWS

J. D. SMALL, PRESIDENT - REVIEWS PAST, PRESENT AND FUTURE OF OUR COMPANY AT THE ANNUAL SALES CONFERENCE

As we embark on Canada's Centennial Anniversary, it has seemed to me there is a certain similarity between our Company history and Canada's. Just as Canada is emerging as a force among the nations of the world, we are emerging as one of the country's leading meat packers.

And as our governments experience problems of growth and administration, we, too, feel the growing pains and pressures of maintaining our place in the meat industry. I'll leave the problems of government to Mike, Dief and Tommy — and Sandy Baird — and dwell for a few minutes on our past, present and future as I see it.

For the past, I commend you for reading our 75th Anniversary Brochure published last year. Our policies and philosophies, too, were very ably recorded, and for any young fellow embarking on a career with Schneiders, they provide a very useful guide. For that matter, for anyone in any industry. Needless to say, if our early policies had not stood the test of time and had not been followed religiously, we would not now enjoy our very excellent company image or our place in the meat industry.

In the early stages, J.M., our founder, was the active manager of the business, ably assisted as time went on by his three sons, Charlie, Fred and Norm.

Then came the second era following the First World War, the business prospered and Fred and Norm took on most of the operating responsibilities and added Harry Schmidt and Howard Volker to the management team. They both became Directors of the Company, with Howard managing Sales and the Beef and Produce Departments, and Harry acting as Treasurer, Credit Manager, Office Manager and chief statistician.

To this group was added Cy Hayes as Credit Manager and Stan MacKenzie as Assistant Sales Manager, and they carried on all through the depression days of the dirty thirties.

In 1935 we embarked on a new chapter with the adoption of Federal inspection and initiated our Wiltshire exports to Great Britain. This was when Charlie Thurlow and Tom Evans joined the plant production group, giving us the necessary know-how to produce export bacon. It was during this period, too, that the Dutch Boy and Girl trade mark was adopted and which now has been shortened to the Dutch Girl on all our products except Canned Goods. It is interesting to note, too, that we were "Famous for Quality" in Wiltshire Bacon.

During the Second World War...



President Doug Small dictating to his secretary, Myrtle Shuh

trated on Wiltshire Bacon for England. Our small domestic quota was divided up as fairly as possible to all our customers and we did make a few friends.

Another era was ushered in after the Second World War as we shifted our efforts from export to domestic business, with particular emphasis on processed branded product. The little Dutch Girl trademark became a "buy-word" and marked the emergence of a crop of new, younger assistants in the management group, together with the third generation of Schneiders.

Not only were we able to shift all of our export tonnage to domestic products, but our sales regularly outpaced production, even though we were continually adding to our capacity from 1954 to '64. There are many who advocate operating in this type of partial vacuum, since you can afford to be a little independent price-wise when there is no pressure from surplus product or unused capacity.

One of the worst ills of the meat industry today is the excess productive capacity which most packers try to put to good use. They make deals two to three weeks in advance of delivery and then have to put pressure on the live market to cover their commitments. Reaching for extra volume at low prices is, in my opinion, the simple explanation of the poor results not only here in Canada, but also in the United States.

In the face of all this intense competition, if we are to hold our place in the industry and continue to make progress, it's going to be necessary to adjust to changing conditions.

The greatest change in food merchandising, of course, is the great power now concentrated in the hands

of a few chain store buyers — one man buys for 200 stores — with corporate and voluntary chains taking over 50% of the food business, you all know how important it is that our marketing policies are acceptable to these buyers.

This, I believe, is the beginning of another era in our history where marketing, promotion and innovation (new ideas for product, new merchandising ideas, new packages, etc.) are going to be of greatest importance to our welfare. With this in mind, we are going to place more emphasis on marketing, and the recent re-organization in our Provision and Beef Departments, with the appointments of Lew Bradich and Rich Weiler, and also the appointment of Stu Hicks to work with Howie Schneider on Product Research and Development, were the first moves in this direction. And now the recent appointment of Gord Simpson as Merchandising Manager is a further step to co-ordinate all our efforts to generate sales and work with the retail trade.

Of course, one of the most modern improvements to our operations is the adoption of Electronic Data Processing in our accounting and order departments. When the switchover has been completed, we will get a lot more information on Sales Analysis which will enable us to work much closer with our chain customers. We will handle their large volume of orders faster and more efficiently, and there are many other areas where we hope to provide useful sales information.

If you studied the reports of the recent inquiry into food prices at Ottawa, you are familiar with some of the promotional gimmicks that are

being used quite extensively at the retail level, and pressure is continually being placed on our Sales Department to adopt some of these newer ideas of kickbacks, allowances and gimmicks.

Up to now our only promotional programmes have been Schneider Weeks, product demonstrations, and special prices for advertised features. Although these continue to be very well received by the larger independents, the chains are not at all impressed and each year they become less effective. We are presently working on a new plan which could be in operation before the end of this year, and while it hasn't received many plaudits from the chains with whom we have discussed it, there is some indication that it will be an improvement over our present promotions.

Year by year it becomes more and more important to put the stress on marketing processed products such as Sausage, Prepared Meats, Patties, etc., rather than on commodities such as Fresh Pork and Beef. This has always been our policy and you can expect greater emphasis in the future.

In the past one of the secrets of our success has been the teamwork of our staff, and I can't see any reason for this new generation in management not carrying on in the same tradition. If we work together, this new era which is just unfolding can be as successful and rewarding as the past, and more so.

And so, always an optimist, I say, just as I'm sure Canada will solve her problems, we, too, will overcome ours and with everyone giving his best, the next hundred years will continue to be ours and Canada's.

BRICKS AND MORTAR

"FRESH FROM THE COUNTRY"

In early February our Egg operation moved to Wellesley into what was formerly the Kennel Egg Grading Station. All the equipment was moved and up-dated to provide for increased capacity. The operations include the collecting, candling, grading and packaging of Eggs, and then transferring them to Kitchener for distribution.

The staff is comprised of Herb Leis, Supervisor - formerly of the Billing Office, Lloyd Hertel - Egg Department, Royal Berg - Order Fill and Casings, the former owner, Mrs. Irene Kennel, Helen Zurell and Millie Spahr. The remainder of the Kitchener Egg and Cheese staff remain here on cheese and egg shipping (Harvey Schlueter, Morgan Schneider and Clarence Kocher). Jack Benninger and Jake Ruby were assigned to other duties.

The move will provide much needed space for the Poultry Department.

It's c-c-c-cold in there! The sharp freezer changes are now complete. The changes increased the floor space in this freezer by 20% and increased the refrigeration capacity by almost six times. This provides temperatures of 25° to 30° F. below, with rapid air movement that freezes product in a third of the time. The advantages are: better freezing (better quality) and faster freezing (more capacity and less inventory). A complete overhaul of the holding and shipping freezers is now in progress and should be close to completion by press time.

The above, as well as other refrigeration improvements coming, necessitated the addition of another 150-ton ammonia compressor in the power plant.

A number of **improvements to shipping operations** are now in progress. A **fresh meats cooler** is being built on the fourth floor at the head of the freezer shipping. This will give more room for other products in the Order Fill Department and will allow for shipping of fresh and frozen meats on the same line. The basement under the new beef chill cooler is being converted to a **Poultry holding cooler** which will provide more space in the assembly and loading area.

Marriage consummated! When a Vemag stuffer and Frank-o-Matic wiener linker are hitched, it's a good combination. The Vemag stuffer adds the fine weight control to the efficiency and uniformity of the Frank-o-Matic, which more than offsets the cost of the Vemag stuffers in reduced give-away.

A **Go-Go Chopper** added to Sausage Cook Room. Although a few problems were experienced in getting this chopper operational, it's great. It's double the capacity of the old machine it replaces and 25% faster. It's tops in sanitation, looks like a jewel, and runs like an airplane. (Quote Walter Thomas).

If you want to know what it's like living in a **gold fish bowl**, ask Stan Holdenmayer or Helen Antonietti.

the Bacon Slicing Department has a new office.

New slicer added to Luncheon Meat Slicing Department. It's called a Toby Slicer. It does the work of two or three Berkel slicers - requires less labour - has better weight control features - and is much easier to clean and more sanitary. And if there is any place where sanitation is important, it's a slicer. It's so good there is another one on the way.

Since October 1966 the **Hog Cut and Hog Kill** have been run as two separate departments. Operations in the Cut are much the same as before, cutting hogs at 300 per hour in the mornings and boning and conversion work in the afternoons with a crew of 111 men. The Kill now runs at 200 per hour with a staff of 46 men. Hugh Cuthbertson is the Foreman, assisted by Walter Sparks. The dressing rooms are now being revised for this crew.

Rub-a-dub-dub - two new washers and an extractor (spin dryer) were installed in the laundry. With a few changes to the hot water supply, these machines are doing a much superior job of laundering; hope you've noticed it on the smocks and coats.

Rendering Plant Proceeds (but probably not fast enough for Jake Anton and his crew). Early this year the oldest remaining building on this site (erected in 1922) was demolished. It is being replaced by a modern structure and new equipment. More details later.

Yard changes completed. A large truck scale is now in operation in the rear yard. Up until now we have used the Kitchener Market scales and those of our business associates. Now weighings can be made immediately on receipt or shipment of goods, and we know the scale is accurate.

Fence changes were effected to encompass the new scale and standby electrical service for truck tractors and trailers, as well as providing a new entrance for the receivers.

More Rolling Stock. A new tractor and twelve 5-ton trucks were recently purchased. The tractor is additional and frees an older unit for full time service at the Borden Storage. Five of the straight jobs are replacements and the other seven are for new routes into Toronto and London. Result - garage too small! Solution - none! We can't afford to give up more parking space.

Electrical service for standby refrigeration was added in the garage for these additional refrigerated trucks. New gasoline and diesel fuel tanks and new pumps were recently installed for the garage. The old ones were rusting out and larger tanks were needed. Mileage travel by our trucks in 1966 was up 25% to 1 1/4 million miles. That's a lot of miles and a lot of meat delivered.



Wellesley Egg Grading Station Staff. Front Row: Irene Kennel, Helen Zurell, Millie Spahr; Back Row: Lloyd Hertel, Royal Berg, Herb Leis.



Wellesley Egg Grading Station



4th Floor - Remodelled Freezer



150 Ton Ammonia Compressor in the Foreground



Robert Trupp Operating the New Frank-O-Matic Wiener Linker



Richard Dietrich Operating the New Go-Go-Chopper



Marie Enns and the New Toby Slicer



Ken Sangster Operating New Spin Dry



Demolition of Old Rendering Plant 1922



Cornelius Woelk Painting Dutch Girl on One of Our Twelve New Trucks



New Truck Scale

SCHNEIDER'S PICNICS

Girls — July 8, 1967

Men's — July 22, 1967

Management Corner

Firms dealing in household products encourage the sale of their stock or shares to as many people as possible, because each shareholder is a customer and a booster of their product because the greater the sales, the better the dividend.

To be a booster for your Company is natural but I wonder how many of us really try. For instance, when you drive around the country and stop for fuel or food or accommodation, look for a Schneider sign, go in, tell them that you are on the Schneider Staff or have friends employed there. If you can, tell them something good about the Company. Do so, in a quiet modest way and it will be more convincing.

Where you get a chance, tell people that it is a family-employee owned company, the employees owning just under half of the stock.

Tell them that the stock is closely held and that very few shares are owned outside of the staff. When shares are offered for sale they are generally bought by employees.

Tell them that whole families are employed here and in many cases for three and four generations.

Tell about the humble beginning of this Company by John Schneider, a farm boy whose parents made good farm style sausage and cured meats. Tell about the public and civic spirit of the staff. With us it is not all dollars and cents.

Many staff members do voluntary Public Service. We have been represented on the Public and Separate School Boards, as many as three at one time. We have taken our part on City Council, Township Council, County School Board, Planning Board, Rotary and Kiwanis Clubs, Chamber of Commerce and I have a faint recollection of one of our men sitting in three Parliaments at Ottawa. We encourage our employees to do public service and we respect our people who accept responsibilities in the Schneider Employees Association.

Our Advertising Manager, Lorne Shantz has just been elected President of the local branch of the Canadian Bible Society and he is also credited with the organizing of "Church and School Week" which has spread over a good part of Canada.

Our staff has a wonderful record of Military Service in the Militia and particularly in Active Service in the 1st and 2nd World Wars. I don't know of another factory with an Ex-Servicemen's Club such as ours. This active Club helps war widows, supplies school bursaries to their children and certainly keeps alive the memory of the nine fine young men who paid the Supreme Sacrifice.

Very few Companies sponsor a Male Chorus such as ours. It is a real contribution to the Cultural Life and also a good advertisement.

As loyal and helpful shareholders, there is another area in which you can help your Company. Watch the product and observe any serious change in quality which may take

place. We would particularly appreciate advice from our ladies. This also applies to the men but we would ask them to pass on to us the frank opinions of their wives. It is a continual battle to maintain quality and with the rapid increase in volume, it is even harder. Generally our quality is very good but we have a few products of which I am not very proud at this time. If we get enough complaints we are better able to get action in improvement. Write them out and direct them to Howard Schneider or any one of the Board of Directors.

Down through the years, dinner meetings such as this have always been a pleasant affair and I well remember many dinners in this very room which have included every employee of the Company. One of the disadvantages of size, is that it is increasingly difficult to find the room. However nothing is too good for our employees and our shareholders.

See you next year!

Norman C. Schneider

Future publications of the Dutch Girl News will feature articles on our employees who are serving in Public Life.

The Editors.

Traffic Department

Yes, we are the guilty department responsible for taking away some of the parking lot, where the new truck and trailer compound and weigh scale is situated. Many an employee knows we are here when he or she goes for their car and finds we have the parking lanes filled with trucks leading up to the gas pumps. We also seem to be getting in the way at night when we park these trucks in the stock yards behind the Assembly and Loading departments do their best to keep out of everybody's way. Twelve more trucks have arrived to enlarge the fleet, but this is the price of expansion.

This change came into it's own when re-organization allowed it to become a major service to this Company.

There sure have been some changes in the past 10 years at this end of the plant. I wonder what the next 10 years have in store? This is all good and well as long as we don't get too big for our breeches, as this can be dangerous.

The drivers sell nothing but service to the customer after Sales and Production do their job. This is very important to the growth of our Company. We must be honest, there were times when our service was strained during the Transport and Meat Packers strikes. It really kept us on our toes. Sometimes crises like these teach us new ways and let us know we have a lot more to learn in this competitive business.

Our drivers ran up enough miles last year to go around the world approximately 50 times.

We employ broker drivers who de-

liver to our Eastern points such as Montreal, Ottawa, Cornwall, Smith Falls. You think you look after your car; see how they look after their trucks. They treat their diesel tractors like babies. We have welcomed many new drivers from Assembly and Loading Departments. They are a great asset and we wish them the very best.

One young single driver seemed to be in a hurry to receive a large bond

this year. He didn't buy a new car. I wonder who will help him spend it and for what?

The Traffic Department has grown out of the old Shipping Department as it was called until 1959. In 1961 "Shipping" was divided into "Shipping" and "Order Fill" Departments. Late in 1966 "Shipping" was again divided into two Departments, "Loading & Assembly" and "Traffic".

Ex-Servicemen's Club

Picture: The picture below shows President Ken Rollo presenting one of two eye containers to Mr. Gordon Sheppard who was blind for years prior to having an eye operation in which the use of these 'eye banks' is vital. The Club presented two such containers as a centennial project. Other projects are being discussed.

A very successful and enjoyable time was had at a Fall Bingo and draw. We will be looking for a larger turnout this year so be sure you are in on it.

On February 6th, a bus load of members had an enjoyable guided tour through the Ford Motor Co. at Oakville.

We are very pleased to accept the donation of \$100.00 from Mr. Norman Schneider to help carry on the operation and good work of the Club. We would like to express our sincere thanks to you Mr. Schneider. We would also like to thank the many employees and members who did their part in purchasing tickets and attending functions in the past year.

It's time all members had their 67-68 membership cards. If this has slipped your mind, make it a point to contact Harry Quantz. Watch the notice board for coming events.



Ken Rollo - Gordon Sheppard



KMHANOVICE "RANGERS"—House league team sponsored by the JMS Ex-Servicemen's Club. Front row, l. to r.: Andrew David, Brian McEnany, Mark Kreller, Ricky Gross, John Doepel. 2nd row: Alan Moir, Steve Donelle, Gary Donelle, Matthew Steinberg. 3rd row: John Peever (captain), Bob Clemmer, Rick Holowaty, Mark Stemmler, Brad Quirk, Morris Schnarr. Rear: Irvin Huras, Bud Steinberg (coach). Missing: Tom Feledi, Ricky Clemmer, Tom Fisher.

45th SALES CONFERENCE



Salesmen learn more about Hotel, Restaurant and Institution Beef Cuts



"SCHOOL IS IN SESSION"



Schneiders SAUSAGE SHOP - A tasty variety for the gourmet crowd

Our 45th Annual Sales Conference was held at the Coronet Motel on January 18th., 19th and 20th.

Seventy-six sales representatives, plus members of the Sales Department, plant supervisors and foremen, were in attendance.

Each product manager was given an opportunity to speak to the salesmen as a group and also during the tour of the plant where the majority of the products were on display.

The panel "What's Your Beef?" created a great deal of interest and many suggestions, as well as complaints, were brought out into the open. It has always been company policy to have the salesmen speak up and let us know our shortcomings as well as our strong points.

The salesmen's dinner was held Wednesday evening, January 18th, at the Crystal Ballroom at the Walper

Hotel. Frank Udvari, Supervisor of N.H.L. Officials, spoke on "HOCKEY AS A CAREER". His talk proved of great interest and was much enjoyed by all salesmen.

Stan Montgomery, former salesman on the Bracebridge Territory, and Jack Lang, former salesman at Hanover, who retired during the year were presented with a gift of a wallet and money by Reg. Wand on behalf of the Salesmen. Paul Lang, son of Jack, accepted the gift on behalf of his Dad who was unable to attend the Convention because of a back injury.

The Annual Banquet was held Thursday evening in the Crown Ballroom of the Coronet Motel.

Jack Campbell, our sales representative on the Smiths Falls Territory, was presented with the Distinguished Salesman's Award for 1966 by President, J. D. Small.



THREE "MUSTY STEERS" Roy King, Hamilton; Vice-President Norm and



"SAY CHEESE" — Stan Montgomery and Reg Wand

Forty-three salesmen, who exceeded their Sales Quota, were presented with lapel pins by General Sales Manager R. E. Wand.

Entertainment was provided by the Skyliners.

Guests included: Bill O'Connor, Inspector-in-Charge; Ken Rollo, President Ex-Servicemen's Club; Paul Hurlbut, President Employees' Association; Bill Van Heugten, Vice-President Employees' Association; Al Currie, Chief Government Grader; Paul Berg, Sr., Conductor Schneider Male Chorus; Fred Lehman, Assistant Conductor Schneider Male Chorus; Went. Dowell and Bill Taylor, Foster Advertising.

The following retired employees were also on hand - Bob Kitchen, Belleville; Len Smith, Toronto; Stan Montgomery, Bracebridge; Earl Jam-

ieson, Herb Clarke, Ab Kraft, Frank Runstedler, Kitchener.

Doug Passmore, Bill Lukach, Dave Kurtz, Terry Coombs, Paul Fathers, Ed Farr, Robert Campeau, Peter Brenan and Don Blakey, recent additions to our Sales Staff attended our Annual Convention for the first time.

The Convention adjourned about 2:30 Friday afternoon at which time Roy King, our Hamilton senior salesman, expressed the thanks of salesmen to management for another excellent Conference. Roy also mentioned that the salesmen had seen, heard and learned during the meetings and were going all-out in 1967 to give us a 7% increase over 1966 sales figures.

Our thanks to all who contributed to the success of our 45th Annual Sales Conference.



THE SOCIAL HOUR - Left to right: Marcel Beland, Jack Desloges, Albert Fortin, Bob Campeau

SALES AWARD

Jack Campbell, the J. M. Schneider Limited winner of the K-W Sales & Marketing Executive Club "Distinguished Salesman's" Award for 1966 was presented with the Award by President J. D. Small at our recent Sales Conference.

Jack started with our company on the Smiths Falls Territory in 1957.

He resides in Smiths Falls, is married with one son and one daughter.

Jack's hobbies are hockey and harness racing.

Besides being a member of our Quota Club in 1966, he was also a Million Salesman for five years prior to 1966.

Jack will receive an engraved certificate and lapel pin at the K-W Sales & Marketing Executives Club dinner at the Walper Hotel on Monday, March 20th. At this time award winning salesmen will be honoured by club members and other salesmen



Jack Campbell receiving his "Distinguished Salesman's" Award from President Doug Small

IT'S BEANS AND WIENER TIME



Planning the successful WIENER & BEAN PROMOTION. Left to right: Gord Simpson, Art Milne, George Petty of Stokeley - Van Camp and Frederick Schneider

This is the new song on everyone's lips for the last four weeks. It is not likely to ever make the top 10 on the hit parade but people all over Ontario are singing the praises of this new found economical dish, of Schneiders Wieners and Stokeley's Beans.

For the first time in Canada two food processing plants have joined together sponsoring a combination deal promoting compatible products, Wieners & Beans. No doubt by now everyone has seen the beautiful two color 30¢ reduction coupon ad, which appeared in 25 newspapers in 23 cities, throughout Ontario. This ad appeared for a period of four weeks

with a calculated exposure of 3,000,000 readers.

Our dealers got behind us to support this programme to bring it to a successful conclusion. We, as a company, are indeed fortunate to have such loyal customers. I hope throughout the coming years we will continue to earn their favour by continuing to produce the best products possible.

Remember nothing happens until a sale is made, and sales are made easier if quality is our watch word. If anyone has a suggestion on how to promote Schneiders product or a favourite recipe, please get in touch with the writer. Your truly,
Gord Simpson

PATTIES A-GO-GO

Richard Weiler

From the very small start back in 1954 to a volume of over 1,200,000 pounds in 1966, pretty well tells the story of the acceptance and success of our varied Pattie Line. This excellent result relates directly back to the excellent job on the part of our Sales Force, backed up by the excellent quality conscious work of our Plant people.

To date the raw materials for these products have been of our own manufacture, though at times our boning facilities have been rather strained.

Our present lines of Patties consist of:—

HAMBURG PATTIES - this is a pure beef product with a 78% lean content. It is made up in two different sizes, a 6 to the lb. and an 8 to the lb. round Pattie, and sold in 8 lb. Cartons for the institutional trade.

GROUND BEEF PATTIES - this is a pure beef product of 88% lean content and it is sold in one size, 8 to the lb. round pattie. This pattie is sold in a 12 oz. Frozen Food package for the retail trade, and in an 8 lb. Bulk Carton for the institutional

SEASONED MEAT PATTIES - this is a mixture of beef, pork, cereal and spices with an 80% lean content and it is made in a 2 oz. size round pattie and sold in Frozen Food retail packages of 12 oz. and of 2 lbs. In these packages they are called Hamburg Patties. This pattie is also put up in an 8 lb. institutional size package.

BEEF STEAKETTES - this product is a mixture of pure beef, cereal, and spices with a 78% lean content. It is made in a 4 to the lb. oval and round pattie. The round patties are for the institutional trade only and are sold in 8 lb. cartons. The oval patties are packaged in a 1 lb. plastic tray and recently, a plain film over-wrap has been added for the retail trade. It is also sold in 8 lb. packages for institutional trade. A recent development was a ready-to-eat Beef Steakette. These are made up from our 6 to the lb. patties. They are pre-cooked and designed for the new micro-wave ovens, such as Zehr's Markets have at the lunch counter of their Esplanade Plaza Store.

VEAL CHOPPETTES - this is a pure veal product that is formed into a chop shaped 3 oz. pattie. It is then dipped into a batter, rolled in breading and packed. They are sold in a 12 oz. frozen food retail package, and a 9 lb. institutional sized package.

CHICKEN STEAKETTES - Another recent addition to the Steakette line from the Poultry Department is the new Chicken Steakette. We hope that by now you have tried them and found, as we have, that they are delicious and are a very welcome addition to our pattie line.

To meet the increasing demand for our patties, we have an excellent facility in our new pattie operation which was described to you in the last Dutch Girl News. It consists of a hydraflaker to break or chip the frozen blocks of raw material, a chopper to thoroughly mix and give us the desired consistency of product, and a grinder to assure us of constant uniformity. The product then is run through either of our two rotary pattie formers, after which they are boxed into the desired packing container and placed in our new fast freezer to be frozen and held, ready for shipment.

PATTIE CONTENTS - The raw materials of patties are lean meat, fat trim and in some varieties cereal and spices are added. The fat is very essential for flavour, tenderness and moisture. A totally lean pattie would be dry, tough and to a great extent, very flavorless. The cereal is a very

When it appears, flip the pattie over. When the moisture again appears, the pattie is done to a rare state in the centre. Leave it on a bit longer for medium done, and, if you desire a pattie to be well done, leave it on until the moisture coming through is clear in colour. Keep in mind that the moisture is carrying away with it the flavour of the pattie. Do not cook any type of pattie longer than it is necessary for your taste. Do not over-cook them, particularly with a pattie that contains cereal. If you do, it will only get tougher and less flavoursome. Also, do not turn the pattie more than once. The least amount of handling in the pan and on the grill, the better the end result will be. Put your seasoning salt and pepper, etc. on at the end of the cooking time. Sauces, etc. should be done towards the end of the cooking period so as to prevent their burning or charring, particularly when using a barbecue grill.

NEW PATTIES COMING - New patties that are now under development consist of a chopped steak pattie, a bacon pattie, a pork pattie, a pizza pattie and a veal pattie. At the recent sales conference, we asked our salesmen to suggest other types that we should be investigating and we would like to take this opportunity to ask you, our employees, for your opinions. Please pass them on to the development department.

The potential market for Patties is terrific in size, particularly when one



BEEF PATTIE DISPLAY

necessary component of some types of patties. Its prime purpose is to increase the binding ability of the pattie mixture. There is nothing quite as aggravating as to have a pattie fall apart in the pan, or, worse yet, on a barbecue grill. Spices are used to enhance the natural flavour of the meat content.

HOW TO COOK - To cook a pattie from either a frozen or thawed state, place it on a lightly greased pan or grill at a medium heat so as not to char, unless this is the effect that you desire. Watch for the moisture or meat juices as they rise to the surface of the cooking pattie.

considers that 40% of all Beef sold is in ground form. The ever increasing proportion of that percentage is in patties. This same principle, while not as large a factor in other meat sales, still applies.

Each and every day great strides are taken forward in the development of patties and development of the markets for them. Coupled with today's trend towards convenience foods, patties are in the fore and will remain there. There are very few equally nutritious and flavoursome food products that can compare with the convenience, versatility, ease and speed of preparation that patties offer.

PROMOTIONS AND APPOINTMENTS



Dave Geach

Dave was appointed supervisor of the Toronto Branch Office on December 19, 1966. He is responsible for the direction and co-ordination of activities for the clerical, order and teletype sections, and also to provide proper service and reception for the company's customers and salesmen in the Toronto area.

Dave was hired on May 1, 1961 and his duties were divided for 3 years between the invoicing, teletype and phone order departments, where he gained valuable experience. During the past two years he further extended his knowledge while working in the Claims Department. We are certainly confident that Dave with his tremendous desire and pleasing personality will be an asset to J. M. Schneider in the Toronto location.



Gordon Simpson

Mr. Gordon J. Simpson has been promoted to the position of Merchandising Manager, effective January 16, 1967. Gord will be responsible for the co-ordination and implementation of Advertising and Sales Promotion. In this capacity he will work with the Product Managers and Sales Department in the field of Sales Promotion. Gord's major function will be to assist the Product Managers in the formulation and implementation of marketing plans, especially as they are affected by advertising and sales promotion. Gord's selling experience, particularly with the chain stores, will materially help him in this work. He will be responsible to Mr. F. P. Schneider, Vice-President.



William Kreutzweiser

Bill was recently appointed to the position of Data Communication Co-ordinator. He is busily engaged at the present time assisting in the conversion of our new Order Entry System for transmission from the branch offices. Upon this completion he will be responsible for the collection of Data within the plant for use in the Data Processing Programme.

Bill joined the staff of Schneiders on June 9th, 1958 and was assigned to the invoicing and teletype department where he gained tremendous experience on our pricing routines and product breakdown as well as in the communications field. Bill also worked as a relief salesman for one summer and four years as branch office relief teletype operator. On May 16, 1965, Bill was promoted to invoicing supervisor and served in that capacity until his recent appointment. Bill's dedication, perseverance and co-operation should enable him to be successful in this new position.



Wally Thomas

Mr. Wally Thomas has been appointed Assistant Foreman of the Sausage Cook Room. Wally will be responsible to Foreman Jack Wittnebel and will assist in all areas necessary to effectively operate the department.



Stuart Hicks

Mr. Stuart C. Hicks has been appointed as Product Development Supervisor. He will be responsible to H. G. Schneider for the product development function. Stu's previous experience in the allied industries will be a definite asset to him in this undertaking.

CARL KAMINSKA - SKIDOOS



Carl Kaminska, Receivers, with his New Snow Cruiser

Carl bought his 'baby' in January. It has a two cylinder engine and will run about 1 1/2 hours on one gallon of gas. How's that for economy?! The Skidoos is a mixture like that used in outboard motors so he also gets a motor on it. Insurance is not necessary but you can't drive it on the road (or sidewalks). Carl takes it through the fence and around the back lot as far as Hi-Way Market.

Corny Woelk and Marcel Litschgy, maintenance, also have snow cruisers and they often go up to Carl's cottage on Snarrow Lake to participate in

cross country runs. Carl says no one really wins because all snow cruisers are the same. I wonder when we will get the real story?

The cruiser will seat two adults or one adult and two children. Carl has the population explosion beat though. He has a sleigh which is towed behind the cruiser. It will hold about three or four children so it is a real family affair when the Skidoo is prepared for a trip. There are many uses for the Snow Cruisers. Racing, fishing, hunting, and trapping, but the best one is "fun".

BIRTHS

- Mr. and Mrs. Donald Raines, on January 12, 1967, a boy.
- Mr. and Mrs. Henry Hess, on January 30, 1967, a daughter.
- Mr. and Mrs. Carl Hanna, on February 3, 1967, a daughter.
- Mr. and Mrs. Alvin Cathcart, on February 12, 1967, an 8 lb. - 4 oz. boy.
- Mr. and Mrs. Arnold Lorentz, on February 13, 1967, a daughter.
- Mr. and Mrs. Joseph Hauck, on February 20, 1967, a daughter.
- Mr. and Mrs. Harvey Stringer, on February 27, 1967, a daughter.
- Mr. and Mrs. Philip Rideout, on March 6, 1967, a son.

MARRIAGES:

- Dale Roles to Shirley Kress on January 21, 1967.
- Parnell Scheifele to Charlette Greb on January 28, 1967.
- Donald Voyer to Anita Steadman on February 4, 1967.
- Ronald Plomske to Joan Ward on February 11, 1967.
- Peter Kaljas to Susan Kern on March 4, 1967.
- Ellen Larmouth to Cobert Fyfe on March 28, 1967.

OBITUARIES

- Mrs. Lottie Hilker, wife of Clayton Hilker (retired), passed away January 1, 1967.
- Mr. Nazareno Vinante, father of Italo Vinante, passed away on January 21, 1967.
- Mr. Frank Trushinski, retired, passed away on January 31, 1967.
- Mrs. Duncan, mother of Hugh Duncan, passed away on February 6, 1967.
- Mr. Leander Westfall, retired, passed away February 19, 1967.
- Dianne Reibling, 3-year-old daughter of Edward Reibling, passed away on February 20, 1967.
- Mr. Miller, father of Lorne Miller, passed away on February 21, 1967.
- Mr. Earl Boettger passed away on February 24, 1967.
- Mrs. Lydia Bast, mother of Roy Bast, passed away on February 25, 1967.
- Mrs. Laura Hergott, mother of Laverne Hergott, passed away on March 2, 1967.
- Mrs. Ruby Vanstone, wife of Harold Vanstone, passed away March 10, 1967.
- Mr. Edward Lintner, father of Roy Lintner, passed away March 11, 1967.

RETIREMENTS

MISS ANNA FRIESEN retired on November 30, 1966 after twelve years of service with the Company. Anna began working for us on November 3, 1954 in the Canning Department under Everett Hurlbut. In 1955, Anna was transferred to the Packaging Department under Don Schilling and has been employed in Packaging since that time. Anna was presented with a clock and a housecoat from her fellow workers. She also received a cheque and a wallet from Schneider Employees' Association.

MRS. IRMA KRIESE commenced working for us on August 22, 1950 in the Freezer Packing Department under Jerry Steffler. Irma was then transferred to the Slicing Department under Frank Caddick. When the Slicing Department split up, Irma went with the Bacon section and has been there since June 6, 1962 working under Stan Holdenmayer. Irma received a corsage, a spray of red roses, and a transistor wall clock from her co-workers. The Schneider Employees' Association presented her with a clutch purse and a cheque.

ELMORE HELDMAN retired on Friday, December 30, 1966. Elmore started working for J. M. Schneider on June 27, 1947 in the export Department. In September of 1953 Elmore was transferred to the Pork Cutting Dept. Paul Hurlbut, President of the Schneider Employees' Association, presented Elmore with a wallet and a cheque. Departmental Steward, Len Ahrens, presented a casting-rod (gift-wrapped) on behalf of the Department, and told the boys that if they wanted to see it they should call Elmore in the Spring and take him out fishing. Ken Murray thanked Elmore for his service. Bill Cullen and Elmore talked about the old days in the export Department. Elmore thanked everyone for the gifts and his parting words were, "don't work too hard but work a little faster".

MR. RAY MCEWEN, one of our best known senior salesmen retired on February 24, 1967. Ray first came with Schneiders in 1930 and stayed until the early 1940's when he left to look after the family lumbering business. Ray returned in mid 1947 and represented us again until his retirement.

His territory has always been Sudbury and district, and, at one time, covered a wide area from this central point. During his second term his territory consisted mainly of metropolitan Sudbury.

We wish Ray many years of healthful retirement, and will look forward to his attending our Northern group meetings, as well as future general Sales Conventions in Kitchener.



Miss Anna Friesen Mr. Edgar Weinstein



Mrs. Irma Kriese Mr. Joseph Steine



Stephen Dienesch Elmore Heldman



George McEwen



Herb Clarke

MR. EDGAR WEINSTEIN retired on December 5, 1966 after thirty-one years of loyal service. Edgar began his career with the Company in the Beef Kill Department under Frank Waechter. In 1958 "Bonnie" was transferred to Maintenance under Hap Gingrich where he remained until retirement. "Bonnie" was presented with a wallet and a cheque by Paul Hurlbut, President of Schneider Employees' Association.

JOSEPH STEINE retired on Thursday, December 22, 1966. Joe commenced work in the Pork Cutting Department and has remained there throughout his career. Joe has been a loyal employee for 39 years and 3 months. Len Ahrens presented Joe with a sum of money and wished him a Merry Christmas on behalf of his co-workers. Bill Cullen then proceeded to thank Joe for his long service to the Company.

STEPHEN DIENESCH retired on Friday, December 30, 1966. Steve was employed on June 16, 1935 in our Sausage Dept. under foreman Bill Rueffler. In 1955 Steve was transferred to our Casing Dept. under foreman Eph Schultz. Len Prange presented Steve with a radio on behalf of the Department. Paul Hurlbut, President of the Schneider Employees' Association, presented Steve with a cheque and a wallet and wished him many years of happy retirement.

Herb Clarke, Product Manager, retired last December after nearly thirty-six years with our Company. Herb was hired to take over the Windsor territory on May 1, 1931. He was transferred to the London - St. Thomas area in 1934 and to North Bay in March 1941 when he became supervisor of all Northern Territories. In September 1943 Herb was transferred to Kitchener as manager of our Produce Department.

A retirement dinner and social evening was held on Thursday evening, January 5th, at the Evergreens Motel for Herb with Mrs. Clarke being present. President J. D. Small, on behalf of his fellow-workers, presented Herb with a camera and a wallet containing money.

Vice-President N. C. Schneider also made a presentation to Herb of his retirement cheque with Mr. L. Fourny, Personnel Manager, making the presentation of Herb's first pension cheque.

Branch Office Beat



Larry Dietrich at TWX Machine Dials Direct to Branch Offices

During the past many years, J. M. Schneider Meat Packers have established a sound reputation in areas outside of Kitchener. Through the efforts of our sales force, a good demand for Schneider products has been built up in most territories within the provinces of Ontario and Quebec.

To help support the sale of "Famous For Quality Products" your company has opened up no less than 4 teletype order processing offices along with 2 telephone order offices in the past seven years. These new offices together with our communication system provide an excellent opportunity

for the customers in e.g. Ottawa to phone an order to Schneiders Branch Office up until noon hour and receive a shipment the following morning. That's Service with a capital "S" which is an important ingredient for success.

The majority of Schneider employees in Kitchener were perhaps not aware of our Branch Office or Communication Network so we like to introduce our entire staff via the Dutch Girl News. May we also extend a warm welcome to those eleven new employees who have joined our company's Branch Offices during the past year.

Following is a list of office locations along with the names of each staff:

TORONTO - 192 Bridgeland Ave. Dave Geach, Dwight Lyon, Jim Preston, John Rubach, Jim Wright, Gary Staples, Ed Moore, David Coey, Shirley Wilson.

OTTAWA - 314A Richmond Rd. Aubrey Churchill, Doug Robinson, Marg Donohue.

LONDON - 1092 Adelaide St. N. Frank Pindar, John McDowell, Arlene Hughes.

SUDBURY - 118 Elm St. Jake Nafziger, Andy Hallikainen, Jack Blanchet.

MONTREAL - 6655 Cote Des Neiges, Denis St. Marie, Roger Boudreau.

HAMILTON - 542 Main St. June Bomes.

WINDSOR - 2685 Howard Ave. Evelyn Hurst.

If you have any friends or relations in any of the above areas, tell them we are now represented and anxious to be of service. We might also recommend that you pay a visit to any of our Branch Offices and see how our orders are transmitted to Kitchener. I'm sure the welcome mat will always be out.

Poultry News

Congratulations to Ron McMartin and his wife to the new addition of their son.

Happy landing to Peter Dick on his long awaited vacation.

Gary Millman has left for Austria. We hope he has a nice trip.

Congratulations to Carol, Hazel and Madeline Cronin on their coming wedding plans. The gang wish them the best of luck.

We hope that Mary Hegedus is back with us soon after her operation and gets to feel much better.

We welcome a few new girls to our department. We hope they have a pleasant stay.

I wonder who is getting chased around by a little black object. Here's hoping he doesn't keep chasing!

Happy flying to Lasalita Cardoso on her trip to Portugal. We will soon be starting our famous turkeys. Maybe they'll all fly south. Bye for now.

DEPARTMENTAL NEWS

OFFICE NEWS

After sharpening my teeth on the end of my pencil, I find that I still have very little to offer in the way of news and exciting tidbits for the Catch Girl News. However, what follows is what I have managed to scrape up, with the help of a few other scavengers.

It is good to see Edgar Gimbel back at his desk, if only for part time, after his long illness. We missed you Peg! Also back to work after a bout with ill health is Pat Fayers. Welcome back, Pat. What in the world would prompt a fellow like Mike Mooney to build a new home away out in New Dundee? Too much of our city smog to suit you Mike???

In the vacation department, it seems almost everyone is either coming or going. Specifically, Roy Cheifley was away recently on a month long trip to the West Coast. Also enjoying an extended vacation for at least a month, is Roy Swartz, who made his way to sunny Florida. Congratulations, however belated, go out to Anita Steadman, who recently married Don Voyer. Don is also an employee of Schneiders! Good luck to you both.

There are all kinds of job transfers going on these days. To mention a few we have David Geach now working out of the Toronto Office; Ken Muppel is now on the order desk after his stint in the Personnel Department.

There have been so many new employees in the last month or two, it would be almost impossible to list them all here. Suffice it to say, that we hope all new employees will enjoy their stay with us, and we all extend hearty Schneiders welcome aboard.

If anything has been omitted in this issue, or if anyone has any new ideas for future issues, please feel free to submit same to the writer.

HAM ROOM

Sports Beat:

Main sport interest centres around our infamous broom ball team. The full potential of the team hasn't been reached yet. We triumphed over Pork Cutting 4-2 andaced it again with the K-W Newtex Giants 10-0. The big test came on March 4th. We played the St. Clements team and got a bellicking. We hear that the score was 8-2 for St. Clements but no one seems to remember exactly. Jim 'Lunch' Eckert is playing organizer manager. Coach, Broom collector and what have you. Casualties have been light.

Inclement weather hindered most of our hunters in the latter stage of the season. Dave Cassidy and party made quite a few trips up Kincardine any where the 'Jack Rabbits' are plenty. Joe Randall famous for his rabbit burgers' will have to supplement his larder with something else as he has had a poor hunting season.

Barney Guckenberger, the present winning City Dart Champion has his team heading down the playoff trail

Here and There:

Dave Fooks spent an enjoyable week of holidays early in January down Nassau and Kingston Jamaica way. He met some very interesting people.

Tom Parrott, a veteran Ham Room standby has been officially transferred to the Smoke House Department as of the first of the year.

Ray Gauthier, one of our newer members is back in the Department after spending quite a bit of time on loan to other Departments. He could be leaving us permanently, however, as he has applied for a transfer to the Pork Kill.

Happy to report Jim McClements is back with us after being off work for six weeks convalescing after surgery.

Congratulations go out to Fred and Mrs. Strack on the observance of their 25th wedding anniversary celebrated by friends and relatives at Berkeley Square early in the New Year.

A stag party was held Friday, March 10th at Victoria Armouries for newly weds Don Voyer and Peter Kaljas whose wedding announcements are listed in another part of this issue.

In closing, I recommend to the Schneider Male Choir that they need look no further than the Ham Room for new recruits Bob Schiedel and Ralph Brenneman give us many hours of fine harmonious singing. Of course it would help if they learned a few new songs.

FREEZER PACKAGING AND STORING

Lot's of luck to Sandra Povey who left us to resume household duties. We hear she is enjoying the daily T.V. programmes very much.

We welcome Dan Pinney and Norman Hardman who joined our staff just recently.

Bernadine Oliver was transferred back to our so called **warm** department from the refrigerated patty room. Although this winter we wondered which department really was refrigerated with our temperature being as low as 47 degrees at times.

Frank Israel was also transferred to days after spending 1½ years on the night shift. We don't really know if he likes working days better but we do know he is enjoying playing hockey in the evenings.

Two of our employees had rather unfortunate accidents. Joyce Goodyear and George Walker both sustained injuries to their legs after falling in the slippery parking lot. We are happy to report they are both back at work after a total of about a month's absence. Salt has been suggested. (On the lot, not the wounds).

Renovations are being done in the Freezer Storage Dept. at the present time which makes working conditions rather trying at times, although we're sure it will all be worth the effort when the job is completed. So keep your chin up fellows. Even though it may not seem like it weatherwise, spring is not too far off which means

PORK CUTTING

Friday afternoon, December 23rd, the Pork Cutting Department had its annual hockey game at the New Hamburg Arena. A new twist this year was the challenge to our heroes from those upstairs in the Hog Kill Dept. We were confident that we would completely demolish this crew, however, we did not reckon with the imports they had hired to assist them. These professionals came from as far away as Beef Boning, Inspector's Office and Sausage Cook Room. All drawn by the lure of a good time.

Undaunted by the formidable odds, our boys ventured out on the ice at the appointed time, and, in the following 1½ hours it was mayhem on ice. Things happened so fast that this reporter couldn't possibly keep track of all the plays and, in fact, he's not sure he has the correct final score. However, at the end of the game the score read PORK CUTTING 8 - HOG KILL 7. After the game, refreshments were served at one of New Hamburg's better known establishments. It was great to see the warriors now enjoying each other's company and retelling their great feats in the recent battle.

We would like to thank all the boys for making this great game possible and will be looking forward to a rematch next year. (If New Hamburg can stand it).

BROOM BALL: Saturday, February 4th, we received another challenge. This time it came from the

Ago Vagolaid has seen many changes take place in the order fill department. He started working with Percy Shantz on night loading in July of 1956. From the shipping dock Ago moved to stock taking on nights. When the original shipping department was divided Ago was one of the employees who made up the new order fill department. His duties as a Steward began with the two shift operation in the order fill. Ago is at present serving his fourth year as a Steward of S.E.A., and represents the members of order fill #2, also assembly and loading.



Meet Steward Ago Vagolaid **Meet Steward Tennice Norman**

Tennice (Teddy) Norman worked in the Footwear Division of B. F. Goodrich for eleven years. She started her employment with J. M. Schneiders in May, 1955. On the fifteenth day of that month this year, she will have been with the Poultry Department twelve years. In the last four years she has served as a Steward and member of the executive committee with the S.E.A., represent-

Smoked Meats Prep. Dept. for a game of broom ball. The challenge came out of pure revenge because our boys had beaten them previously.

As this reporter could not get to the game, we can't give you any highlights. Suffice it to say we were beaten due to improved play on the part of the Ham Room boys. I also heard we were badly outnumbered (Excuses?) Nice going Jim, and I think the boys might go for a rubber game.

ODDS & ENDS: One fellow in our department from St. Clements recently purchased a Snow Cruiser. Heard it flipped over on him once but no damage done to him or the cruiser. Watch it Joe! By the time this goes to press we will have had a STAG for one of the boys in our Department who is getting married. Rumour has it, there will be another before too long. Let's all get out and support these guys in their last free hours and give them something to remember.

Lots of luck to the boys who are turning into men. See you all in a few issues.

SAUSAGE COOK ROOM

Since our last contact with you some new faces have been added to the Cook Room scene. They are Everitt Hickey, Ron Kelly, Werner Althans, Cliff Stevens, Pete Wilson, Art Voyer and Eddie Hawco. Tom Parrott has been transferred from Ham Boning to us. We welcome all these fellows and hope their future with us is bright.

"Pete Stepler" returned to us recently after a long illness and a serious operation. Pete is working half days until he gets his strength back. Welcome back, "Pete"!

Steve Schnarr tells us that he hopes to take his scout troop on a trip to Expo 67 in Montreal this year. Steve is a local scoutmaster!

Its official! Wally Thomas is our new assistant foreman. Wally has been with us for many years. Wally is well qualified to handle his new job because of his thorough knowledge of Departmental operations.

Nels Heffernan after many years in Smoke House operations has been transferred to front elevator because of illness.

Wally Becker and Woody Gossman are now transferred from Saus. Stuffing dept., to operate the complicated chub machine. They are doing a very good job.

Stan Mueller has been transferred to our Department from Saus. Stuffing Dept.

Paul Waechter recently transferred from Saus. Manufacturing to us has a very interesting hobby. Paul has been a short wave radio receiver and sender operator for some years now. With his set Paul has been able to contact and hold 2-way conversations with other similar operators on a global scale. All continents are involved. Paul says language is sometimes a problem but he has been able to cope with this situation. In a national emergency people like Paul could be our only means of communication if all other T.W. national radios and telephones were blacked