



SCHNEIDER'S

EST. 1890



THE BEGINNING

Johann Christopher Schneider was born in Germany, in Unteröwisheim, Baden, on August 27, 1831. His father, a farmer, was also Johann Christoph Schneider; his mother was Margarethe Elizabeth Zoller. He left Germany in 1847 when he was sixteen years old and settled in Berlin (now Kitchener), Ontario, where a substantial German settlement already existed.

He worked as a carpenter and later as a mechanic, and by 1858 was a building contractor. He married Anna Elizabeth Metz on April 26, 1857. They had seven children, of whom John Metz Schneider, founder of the meat packing firm later known as the Schneider Corp., was the first.

Johann Christoph Schneider



After the Napoleonic War, Germany faced a crisis. The people of Germany were divided into 32 major and 300 minor states, with each state having its own individual barriers and common currency. This law made it difficult for goods to travel freely between states. Additionally, natural disasters started to arise such as hail storms in 1816-1817 and the overflowing of the Rhine River. These challenges led German economy to crash in the 1840's.

Individuals were being recruited for the militia and when the military came for Johann Christoph, his mother told them he had passed away in infancy. He had the same name as his older brother, who passed away in infancy hence, the death certificate his mother showed allowed for him to be overlooked.

Johann Christoph Schneider

Johann left Germany at the age of 16 and sailed across the Atlantic. He arrived in New York in 1847 but took a train to Hamilton after finding out that there was a vast amount of German speaking settlers in Canada West. Once arriving to Hamilton, he walked the remaining 35 miles by foot to Berlin.

Once he arrived in Berlin, he began working as a carpenter. By 1858, he was a reputable building contractor.

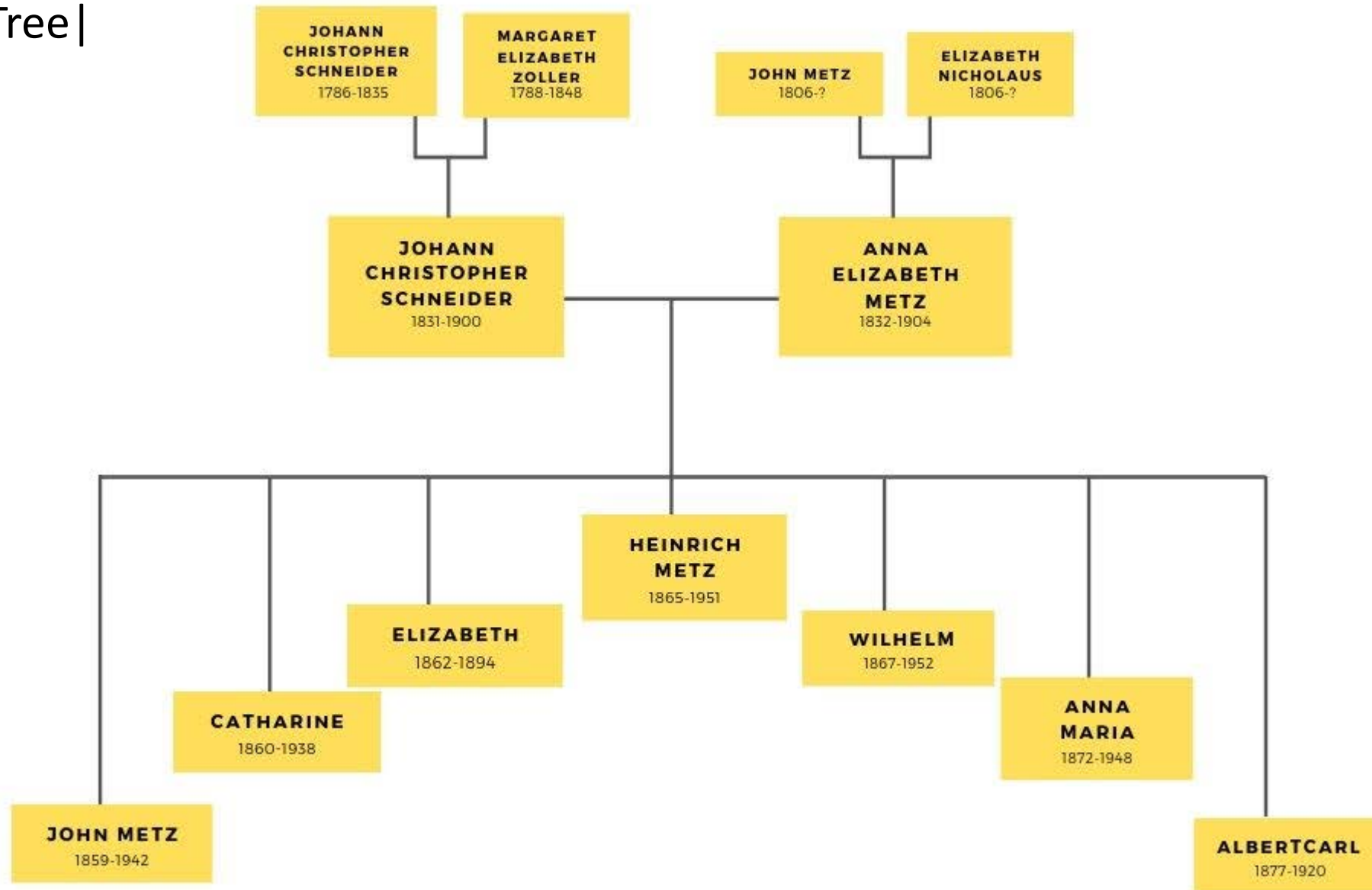
He married Anna Metz on April 26, 1857 with whom he had seven children, one being J.M. Schneider, whom they assisted in creating his sausage business.

He passed away on December 20, 1900 from heart disease.



JOHANN CHRISTOPH SCHNEIDER

| Family Tree |



John Metz Schneider



John Metz and wife, Helena Ahrens

John Metz (J.M.) Schneider was born in Kitchener on February 17, 1859. He is the eldest son of Johann Christoph and Anna Schneider. John Metz married Helena Ahrens on November 8th, 1883, together they had 5 children; Charles Alexander, Herbert John, Norman Christoph, Fredrick Henry, and Emma Louise.

THE MAN BEHIND THE NAME

J.M. Schneider worked at a button factory as a young man for Jacob Y. Shantz Company. After hurting his hand, he was unable to work at the factory and needed to figure out a way to earn money before he could go back to work. He was given the idea to sell sausages and with that suggestion, he went to the market and bought a hog; this was the birth of Schneider's sausages. With the help of his wife, they both went door to door selling them. That small family business soon turned into a company which specialized in bacon, ham, grocery products, sausage and specialty meats known as **Schneiders Ltd.**



He bought a Pope-Hartford and on Sundays, the family would get into the car and go on a picnic.

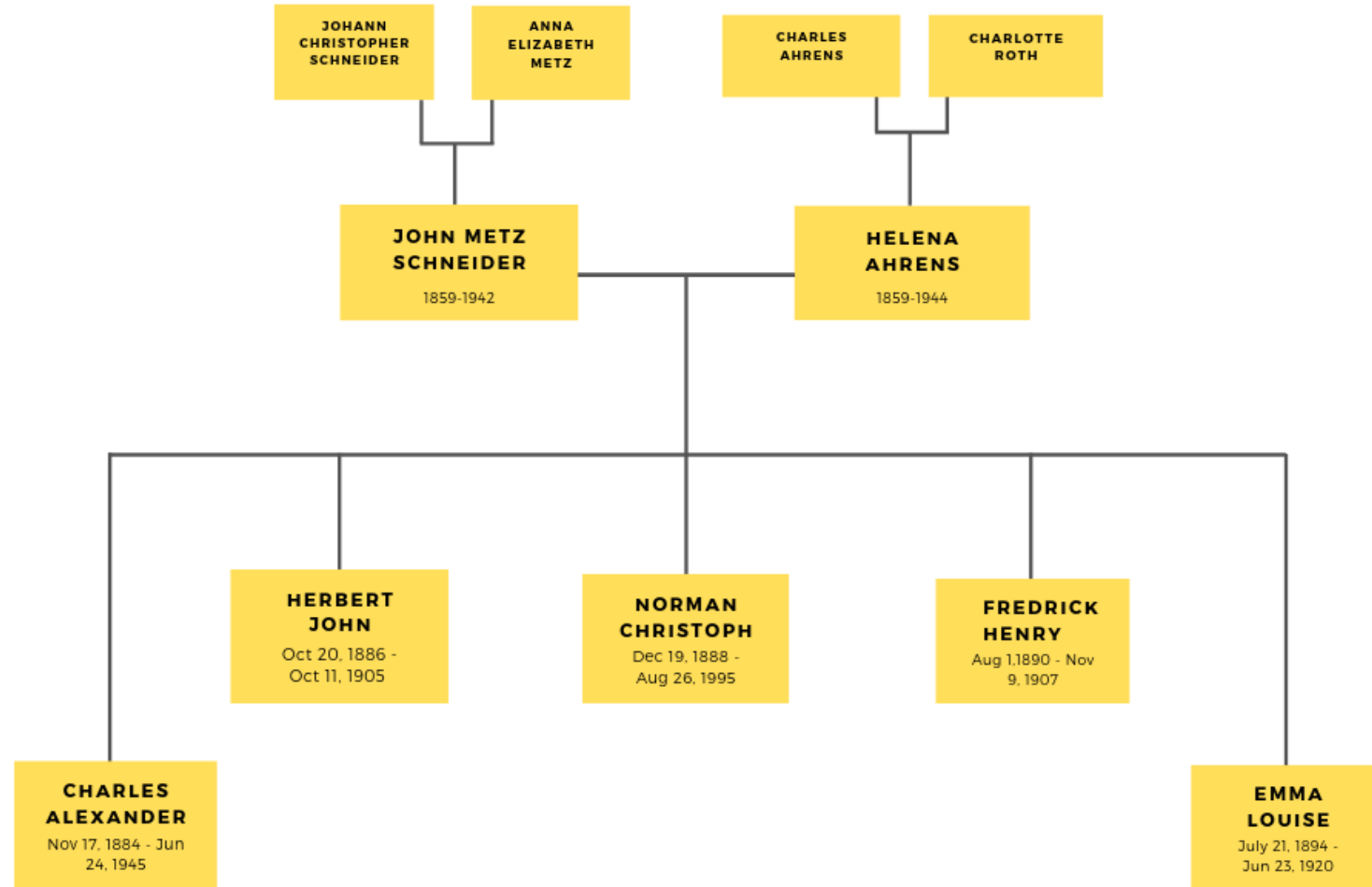
THE MAN BEHIND THE NAME

John Metz went from working a dollar a day at the button company to forming a multi-million dollar company.



JOHN METZ SCHNEIDER

| Family Tree |



Schneider Brothers

THE SECOND GENERATION

CHARLES ALEXANDER SCHNEIDER



Image of a young Charles Alexander.

Charles Alexander was the first son of John and Helena Schneider. He started to work for his father at an early age and played a prominent role in the building up of the business.

Charles married Georgina Allendorf on June 9th, 1908 with whom he had one daughter, Lorraine.



Left to Right: Georgine Allendorf, Charles Alexander.
Sitting: John Metz with grand-daughter Lorraine.

CHARLES ALEXANDER SCHNEIDER

ROLE IN KITCHENER-WATERLOO:

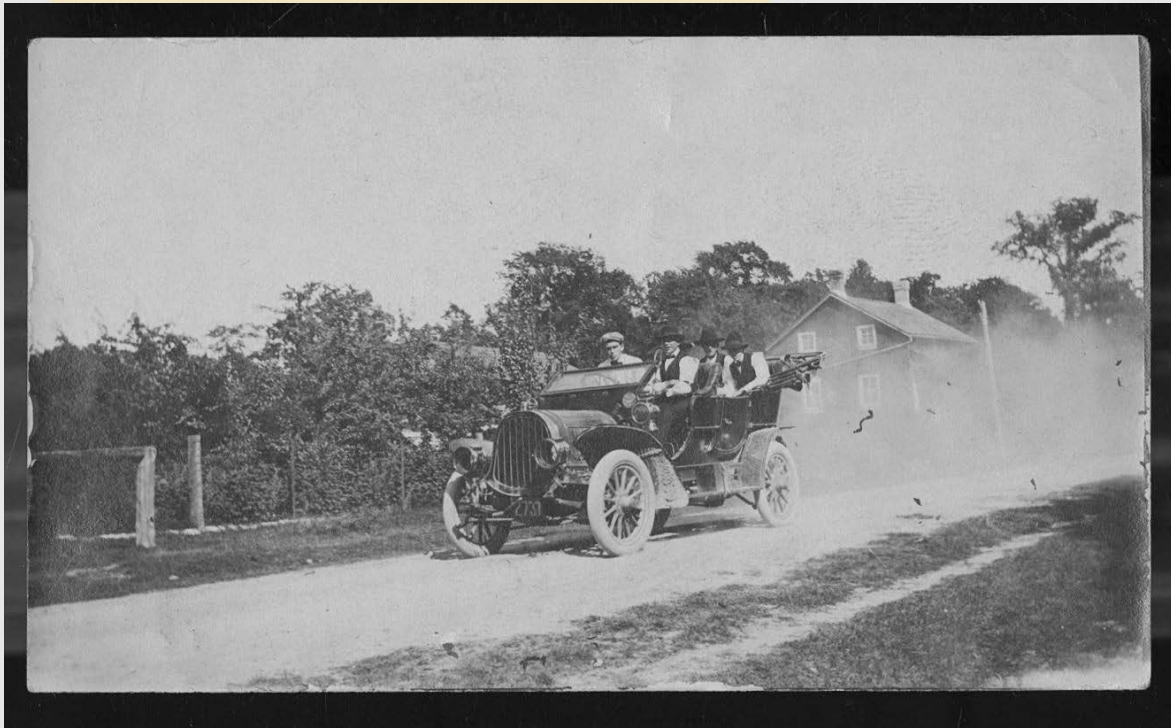
Charles enjoyed many sports, was active in the preservation of wild game and fish, and sponsored the minor league baseball teams.

He was a member of the Knights of Pythias and attended the Church of the Good Shepard.



Portrait of Charles A. Schneider

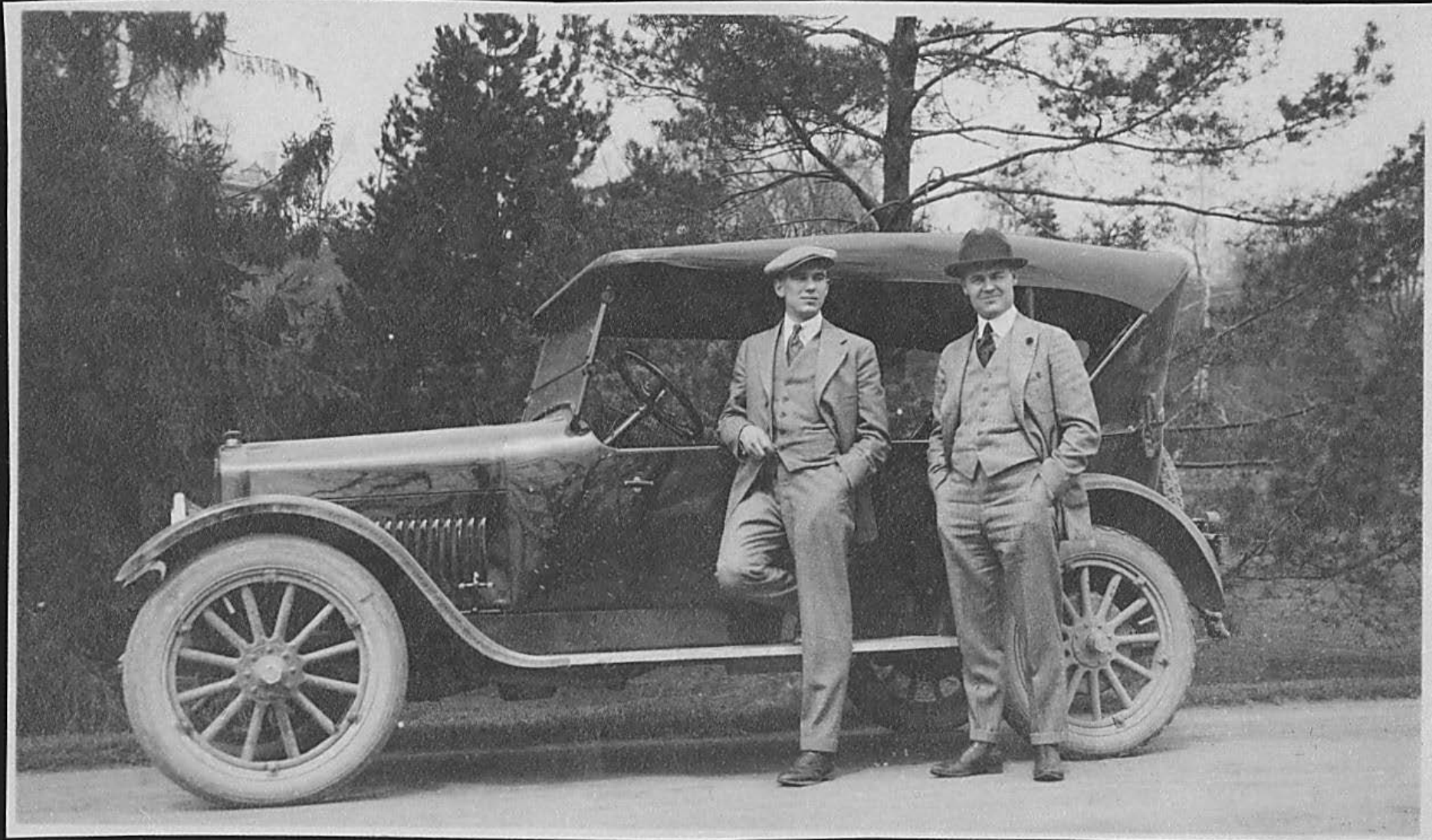
NORMAN CHRISTOPH SCHNEIDER



Norman C. in his Model-T Ford.

Norman Christopher is the third son of John and Helena Schneider. After graduating high school he did an apprenticeship for four years with Tuerk Engine and Tool Co. After the completion of his apprenticeship, Norman joined his father's business.

Norman was an adventurous and active member of the Kitchener Waterloo region. During the First World War, he enlisted himself into the army. He took his 1915 Model-T Ford with him to Ottawa and became a lieutenant of an army due to his previous experience in the platoon. However, he did not go overseas due to his heart condition. As a child, Norman suffered from heart murmurs.



An image of the Model-T Ford in 1915. Norman C. donated this car to the Doon Pioneer Village later on in life.

NORMAN CHRISTOPH SCHNEIDER



Norman and Ethel Schneider.

Norman married Ethel Lapsley and together they had three children; Herbert John, Howard George and Brita May.



Children of N.C. Schneider on Christmas.

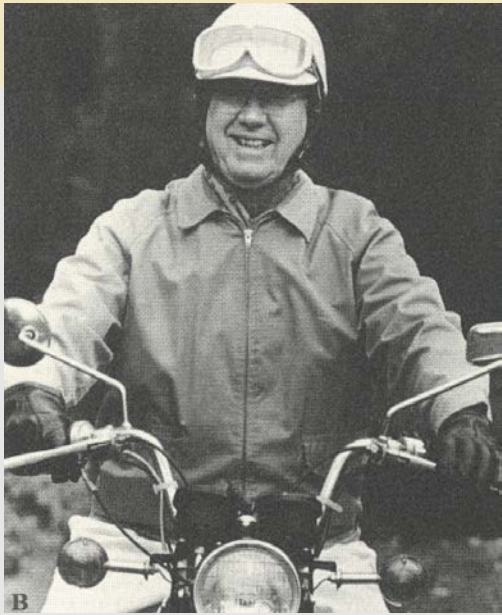


Norman and Ethel Schneider.



Norman C. Schneider family photos.

NORMAN CHRISTOPH SCHNEIDER



Norman on motorcycle.



Norman skiing on Chicopee Hill in 1964.



Norman playing piano.

Norman had many hobbies and interests, he loved to drive his motorcycle and did so until the age of 85. Likewise, Norman was also an active skier. He bought a four acre parcel of land, and on this land there was not even a single tree. Norman and his wife, Ethel planted an abundant amount of trees in their backyard. At first this was just a summer home but overtime it became a permanent residence. The home looked over the Chicopee Ski Area where Norman and his children would ski. Norman skied until the age of 88. In 1972, he received a lifetime membership from the Chicopee Ski Club for being an active member.

NORMAN CHRISTOPH SCHNEIDER



Left: Berlin Olympic Stadium, 1936. Right: King and Queen make their royal visit in Canada, 1939.



In 1936, Norman went to Berlin where he covered the Olympic Games. He captured many images of the crowd and Adolf Hitler. He sent these images back to The Record, a newspaper firm in the Kitchener-Waterloo region. In 1939, Norman was a movie photographer for The Record. He took images of the King George VI and Queen Elizabeth when they arrived for their visit in Canada.



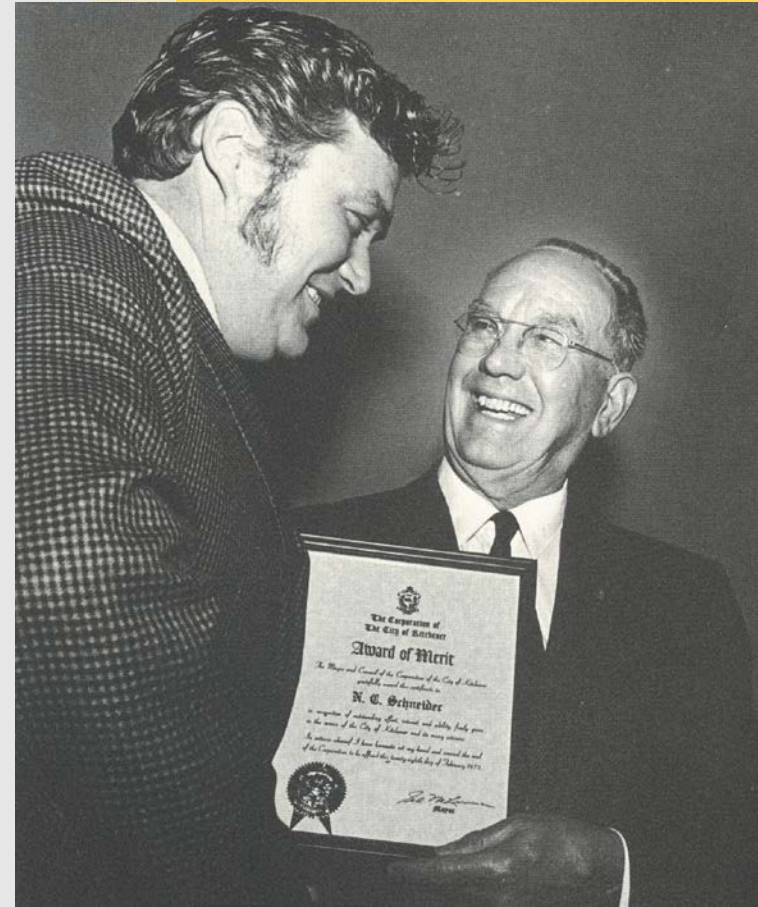
Left: Berlin Olympic stadium in 1936, the crowd is heiling to Adolf Hitler.
Right: King George VI and Queen Elizabeth visit Canada.

NORMAN CHRISTOPH SCHNEIDER

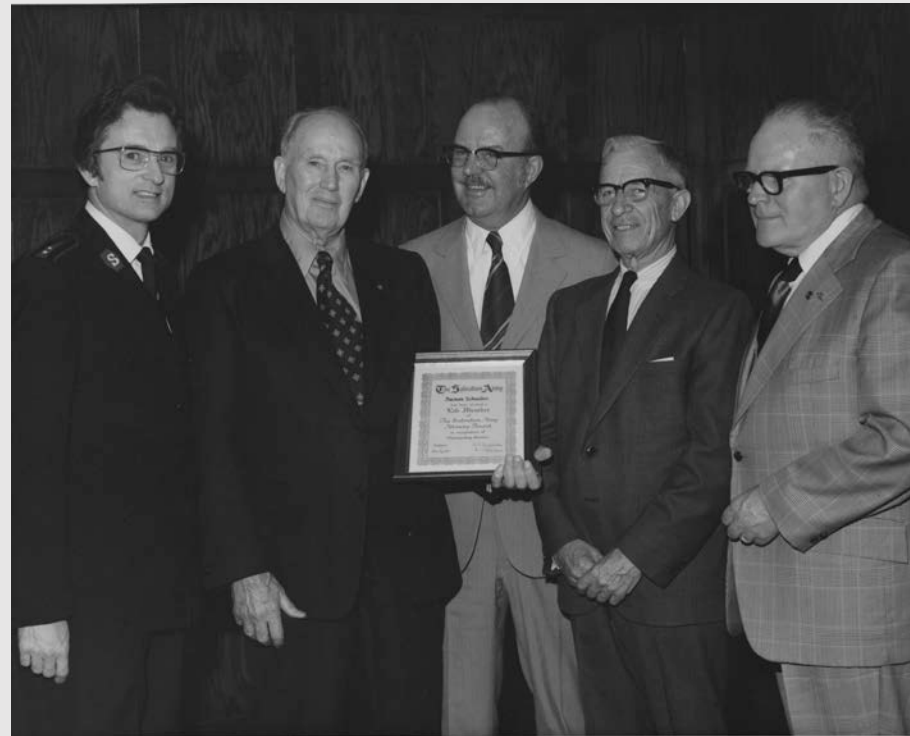
ROLE IN KITCHENER-WATERLOO:

- Director of Kitchener Red Cross Society and Director of Ontario Division of the Red Cross.
- Member of the Kitchener Rotary Club.
- Served as a board member for the Kitchener Waterloo High School, University of Waterloo, Children's Aid Society and St. Mary's Hospital.
- Member of the Advisory Committee for St. Jerome's College and Waterloo-Wellington Flying Club.
- President of the Young Men's Christian Association (YMCA) in Kitchener.
- Director of Economical Mutual Insurance Co.
- Served on the Governing Board of Doon Pioneer Village and helped with establishing a Le-Roy car, the first production automobile in Canada.
- Honorary Life Membership to Salvation Army Advisory Board in Kitchener.
- Norman was a member of the Liberal Party. He won the by-election in 1952 for Waterloo North and again in 1953 and 1957. The Special Collections & Archives Department has information regarding the political career of Norman C.
- Assisted in the preservation of the Chicopee Ski Slopes by getting K-W and Grand River Authority to preserve the slopes for public use.
- Member of Waterloo Airport Commission in 1946 until 1971.
 - In 1973 a \$103,000 terminal building was named the Norman C. Schneider Airport Terminal in recognition of his aviation services.

NORMAN CHRISTOPH SCHNEIDER



Norman C. received the City of Kitchener Merit Award in 1972.



Norman C. presented with the Honorary Life Membership for the Salvation Army Advisory Board.



Norman C. posed next to Waterloo-Welling terminal named after him.

FREDRICK HENRY SCHNEIDER

Fredrick Henry was the youngest son of John and Helena Schneider. Fredrick started working at the Schneider's business at the age of 16. He completed many tasks such as bookkeeping, delivered parcels, retail services and went on trips to buy cattle.

He formed and managed the first Sales staff department and also, implemented insurance plans and pension plans for the company employees.

He was the second president of Schneider's Inc. in the 53 years that the company was open.



Portrait of Fredrick Henry from the 1950's.

FREDRICK HENRY SCHNEIDER



Fredrick Henry with wife Ella, 1914



Fredrick Henry with grandchildren, 1950's

ROLE IN KITCHENER-WATERLOO:

- President of the Industrial and Development Council of Canadian Meat Packers.
- Served as Alderman, City of Kitchener 1943.
- Served on public school board for four years. Was the Chairman of the Board for three years.
- Member of the Kitchener Rotary Club, Westmount Golf Club, and Granite Club.



Fredrick Henry in his office.

THE THIRD GENERATION

CONTINUING THE TRADITION

The Thriving Three

The third generation of Schneider's consists of:

Herbert John

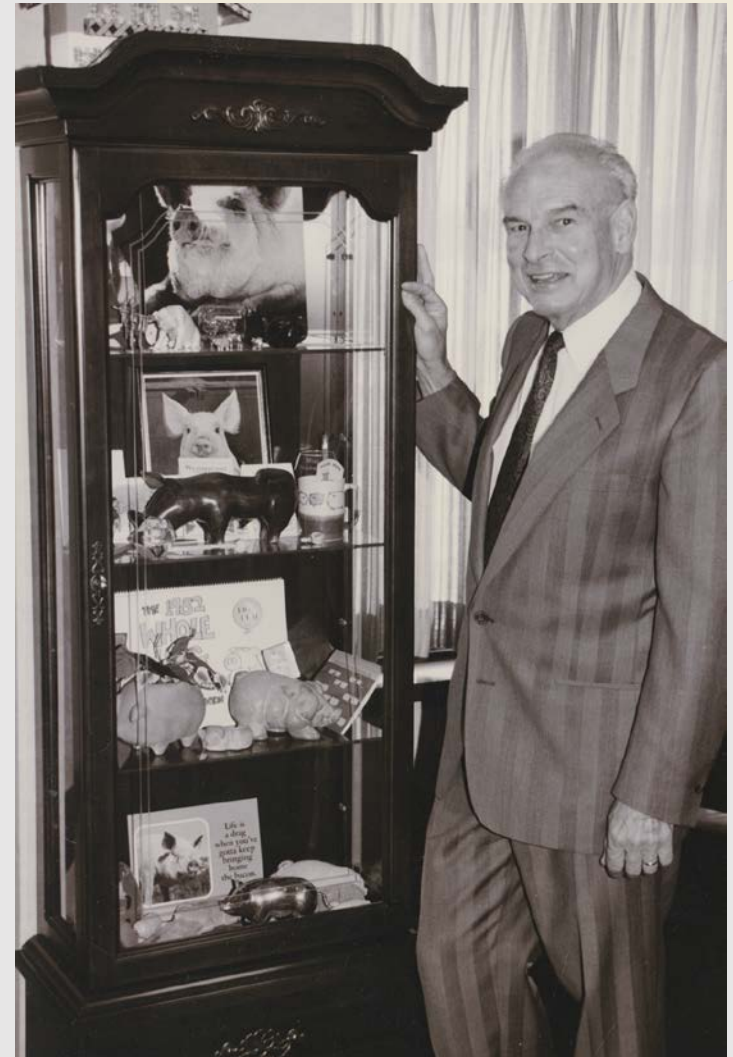
Howard George

Fredrick Paul

HERBERT JOHN SCHNEIDER

Herbert John is the son of Norman and Ethel Schneider. Before attending to the family business, Herbert pursued a Bachelors Degree in Science from Ontario Agricultural College in Guelph. He joined the company in 1948 as Production Supervisor and Plant Superintendent. Through his time there he was Vice President and Vice Chairman of Schneider Corporation. Herbert also was a member of the Board of Directors of Schneider Corporation since 1952.

Herbert married Betty Grace with whom he had four children; Gretchen, Eric, Nancy and Michael.

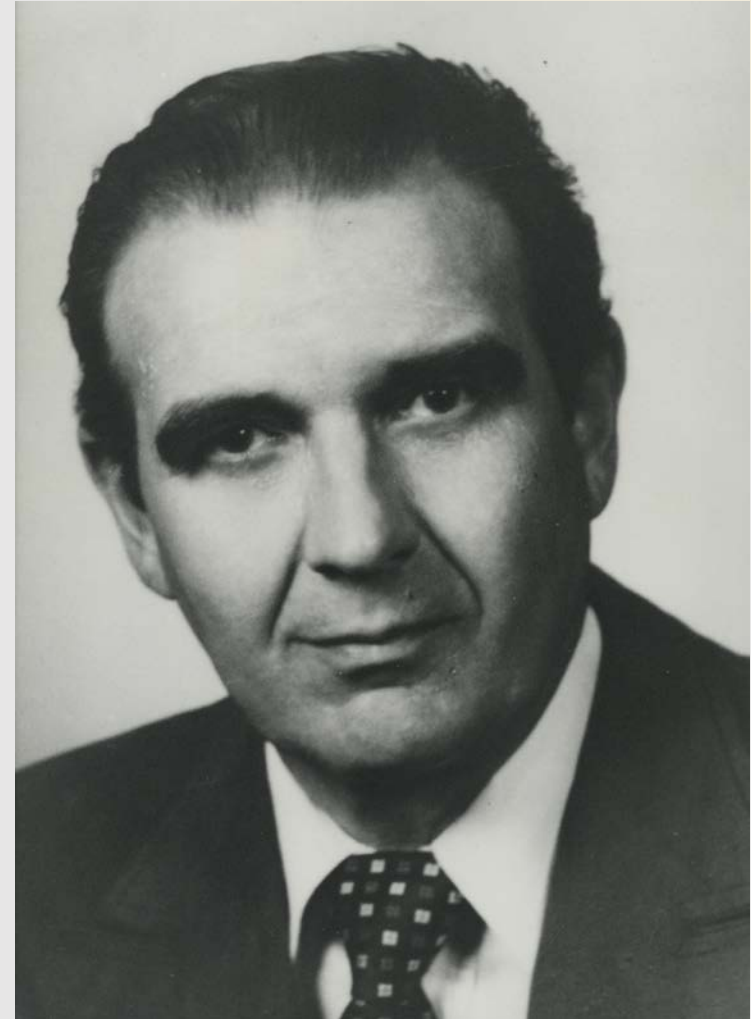


HOWARD GEORGE SCHNEIDER

Herbert George was the son of Norman and Ethel Schneider. He was an active member of the Schneider's business and joined the company in 1950. He worked in sales and by 1953, he had joined The Millionaire's Club, having sold over a million pounds of Schneider products.

He had various of roles throughout the company. In 1962, he was Development Supervisor where he assisted in creating the "zip strip" vacuum, making it easier for customers to open their meat products. By 1972, he was Vice President of Research and Development.

He was married to Betty Louise with whom he had six children; Gregory, Pamela, Christopher, Stephen, James, and Phillip.



FREDRICK PAUL SCHNEIDER

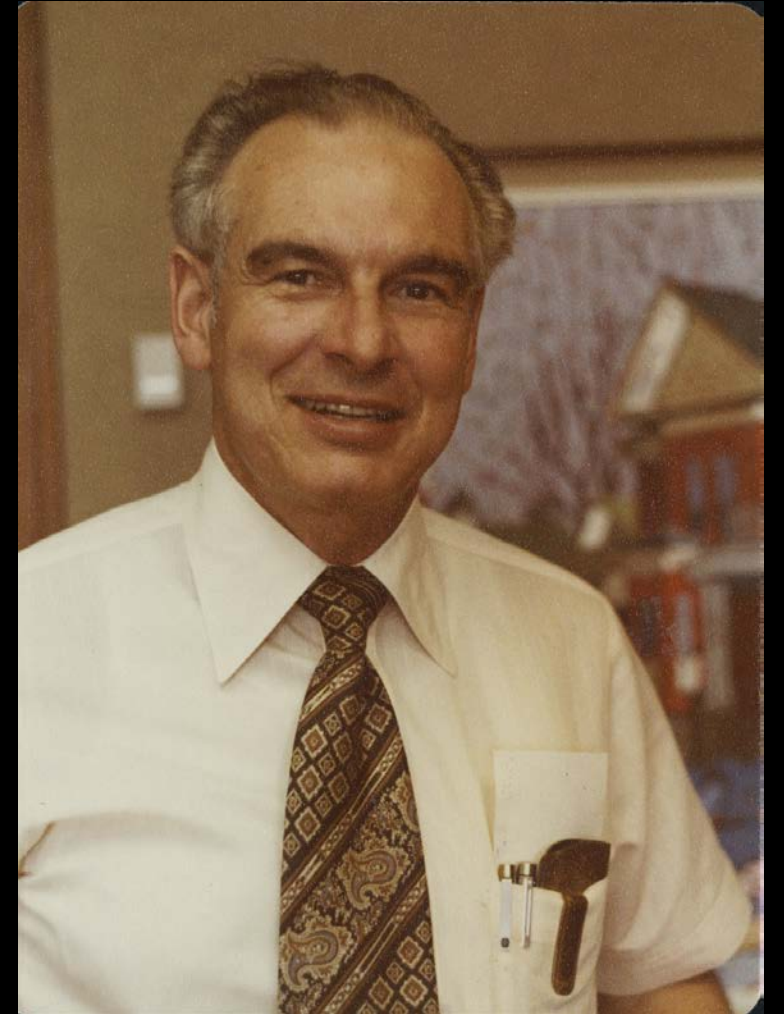
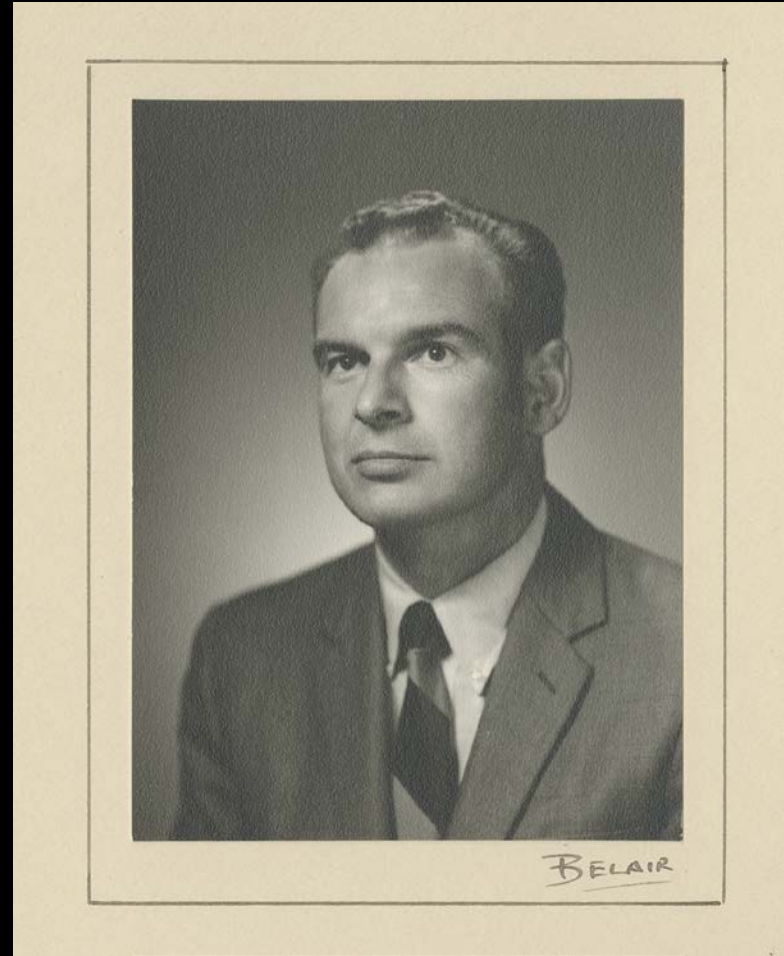


Fredrick Paul Schneider is the son of Fredrick Henry and Ella Schneider. Like his father, he too joined the family business. After graduating from McMaster University with a degree in Arts he furthered his studies by completing a Masters of Commerce degree from the University of Toronto.

He joined Schneider's Ltd. in 1949 beginning in the Cost Accounting Department. In 1961 he became Manager of By-Products, in 1963 he was Vice President, and eventually in 1970 he became Chairman of the Board.



GALLERY



Left to right: Images of Herbert J. in 1926, 1947 and 1985.



Left: Herbert J. and family, 1988.
Right: Herbert J. and family with
Norman C. sitting, 1979.





Left: Fredrick Paul, family photo, 1979.

Right: Fredrick Paul and wife, Jane in 1990.







Herb, Fred and Howie in lab coats.

SCHNEIDERS
FOODS
New Organization


*Editorial Mail
Oct. 23/69*



N. C. SCHNEIDERS
Chairman of the Board



F. P. SCHNEIDERS
Vice Chairman of the Board
and Chief Executive Officer



K. G. MURRAY
President



H. J. SCHNEIDER
Vice President
Director of Operations




D. C. JAMISON
Director of Finance and
Treasurer




L. M. FOURNIER
Director of Human Resources



R. E. WARD
General Sales Manager




J. F. WARD
Marketing Manager




H. G. BOWEN
Sales Manager—
Grocery Markets



S. C. HICKS
Sales Manager—Hotel,
Restaurants, Institution Markets




E. KIRK
Sales Manager—Independent
Markets



G. J. SIMPSON
Sales Manager—Chain Markets

The new organization structure is designed to increase efficiency in the company's marketing operations and to provide more specialized service to all our customers. Mr. Jack Ward and Mr. Henry Bowen are recent appointments to the Schneider organization. Mr. Ward joins the company with a background of twenty-five years in the meat industry. In his new position Mr. Ward will be responsible for the preparation and implementation of the company's marketing plans. Mr. Bowen with ten years' experience in the grocery products field will have overall responsibility for the company's grocery product markets.

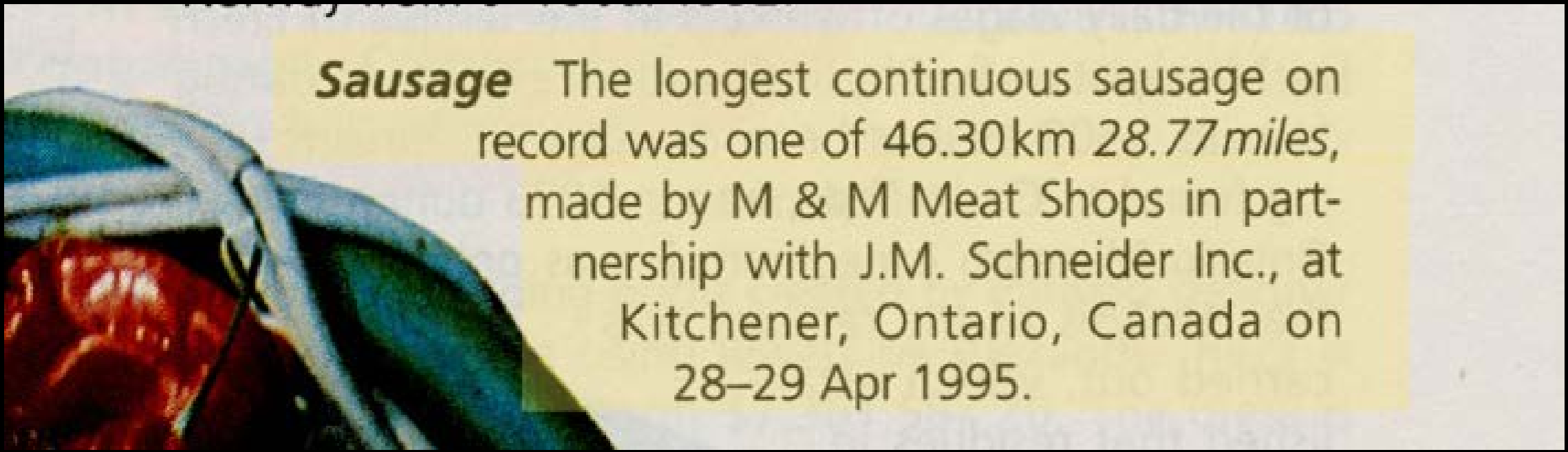


SCHNEIDERS
Famous for Quality
J. M. SCHNEIDER LIMITED
KITCHENER, ONTARIO

Page from the "Dutch Girl" magazine. A magazine created by the Schneider company.



Howard and Norman Schneider in front of a sausage display.



Sausage The longest continuous sausage on record was one of 46.30km *28.77 miles*, made by M & M Meat Shops in partnership with J.M. Schneider Inc., at Kitchener, Ontario, Canada on 28–29 Apr 1995.

Page 216 of the 1996 Guinness World Record book which features Schneider's for setting a world record for the longest sausage.



Henry Koch

A Schneider first after 92 years

When Pam Schneider, 25, started calling on meat customers around Ontario early this summer, nobody was surprised that she was a member of the famous Kit-chener meat packing family.

What amazed some veteran grocers, however, was that J.M. Schneider Inc. had hired a girl to take meat orders. They had never seen a female representative of the company.

A grocer in Windsor who bought Schneider products for 35 years was at a loss for words when he first saw her. But after calling on him for four straight weeks, she was accepted as a qualified representative of the company.

The grocer told her at the end of four weeks that he had changed his mind about her. He conceded that she was knowledgeable about meats and "was surprised that you really could handle the job."

Winning over the other Schneider customers — from restaurateurs and institutional food buyers to independent grocers — was a breeze for Pam who likes people, has an outgoing, effervescent personality, is enthusiastic, delivers what she promises and thoroughly enjoys her job.

Pam was hired early this summer as a member of the company's relief sales force. She fills in when regular salespeople are on vacation or indisposed. At the moment, she's taking Christmas orders for turkeys, ham, cheese and specialty meat hampers from corporate customers across Canada.

The part-time relief selling is turning out to be a full-time 50-hours-a-week job. The company is considering sending her to Calgary and giving her a sales territory of her own in the New Year. She "couldn't be happier."

Pam concedes it wasn't easy getting a relief selling job at Schneider's, even though she's a member of the meat packing family, a direct descendant of the founder and the daughter of a vice-president.

To prepare herself for the job, she worked at the Schneider plant on Courtland Avenue East for three summers in wiener packaging, in the fresh pork department and in the credit department.

Then she graduated from Wilfrid Laurier University, majored in German, and acquired experience selling cosmetics after spending eight months in Europe and three months as a ski instructor in Switzerland.

Stephen Pullen, the director of sales at Schneider's, interviewed her at length, decided to "give her an opportunity to see what she could do" and then sent her out on the road with experienced salespeople for three weeks before giving her an order pad.

Her sales job was a milestone in the company's 92-year history. After four generations, she's the first female member of the Schneider family to sell meats. (Schneider's has a sales staff of 125, including six females, but Pam is the only Schneider and the only female representative in Ontario.)



Pam Schneider, 25, is first family female selling meats after four generations.

Pam is the daughter of Howie Schneider, vice-president of research and product development; granddaughter of Norman C. Schneider, the 94-year-old retired chairman of the board and great-granddaughter of J.M. Schneider, the company's founder.

Her grandfather is pleased she's on the sales staff. So is her father, who calls her "a ball of fire." Her head office colleagues are amazed at her energy and have gained her respect as "a hard worker."

And Pullen, her boss, is delighted with her dedication, vitality, "super" work attitude and sales results. "The customers have responded positively to her, which reflects positively on the Schneider organization. She really works hard, meets all the high standards we've set and I'm extremely pleased to have her in the sales organization."

Pam gets no special favors. When she asked Pullen if she could use her 1978 Jeep for her sales travels, he turned down the request because the vehicle wasn't properly insured for her work.

She drives a company car, the same as all the other salespeople and often travels 1100 kilometers a week calling on accounts. She lives with her parents and five brothers at 102 Shadybrook Cres., Kitchener, "talks shop all the time" with her father, looks forward to her daily contacts, rises early, skips breakfast, packs a thermos of coffee for the road and resists the temptation of eating too many Schneider products.

She's paid a salary, never bothers to count the hours and pitches in wherever she's needed. One day you might find her selling meat in Sudbury and the next on a special meat or cheese promotion at the HiWay Market in Kitchener.

She's not superstitious, but the only bad day she's had was on a Friday the

13th. While making her morning thermos of coffee at a hotel in Toronto, she spilled hot water on her hands. Later, while driving on Highway 401, she had a flat tire and discovered that someone had slashed her tires.

"But it really wasn't a bad day after all because a group of four stopped to help me change the tire."

Pam said the key to selling is to establish rapport with the customers by taking a genuine interest in their families, by being completely honest with them, hearing them out, looking after complaints immediately, offering advice on how they can improve their sales and delivering what is promised — on time. She said her selling job is made easier because she has confidence in the products and because the company guarantees quality.

As a youngster, Pam had visions of being a ballerina and later she thought about becoming a teacher or getting into a challenging profession. "I was too short to be a ballerina." She stands five feet, 3½ inches.

Her in-plant exposure to the meat business changed her mind about teaching. She was "hooked on Schneider's."

She graduated from Wilfrid Laurier University on a Saturday in May, 1980. The next day her mother, Betty, graduated from the University of Waterloo. "It was a busy weekend." Her mother has since been studying for her master of arts (MA) degree and expects to have it in December. She will be working on career counselling.

Pam is looking forward to her first sales convention in Toronto on Thursday "where I will be with hundreds of men and expect to learn something from them."

She enjoys the freedom of being her own boss, travelling and meeting people. "I could never be a secretary sitting in one place."

She is not a feminist. "I like men opening doors for me. I like being taken out for dinner and sent flowers. I guess I'm a romantic."

She has many friends and plans eventually to marry and raise a family. At the moment she's concentrating on her career at Schneider's.

Her hobbies include photography, water and snow skiing, sailing, wind surfing, swimming and "all sports."

Article written by Henry Koch on October 26, 1982 about Pamela Schneider being the first woman from the Schneider lineage to be a part of the Schneider Company.

MAPLE LEAF VS. SMITHFIELD FOODS

MARKET LISTINGS F3

BUSINESS/SPORTS

BUSINESS editor Susan Chilton 894-2231, ext. 642

THURSDAY, January 29, 1998 F1

KITCHENER

Maple Leaf extends its offer

Food giant gives Schneider shareholders until Feb. 18 to accept \$29 per share

By Mike Strathdee and Tom Nunn Record staff

Maple Leaf Foods is refusing to give up its pursuit of Schneider Corp., extending its offer for its competitor's shares by another three weeks while waiting to see if a Toronto court will order that bidding be re-opened for the Kitchener food processor.

Maple Leaf's \$29-a-share bid for Schneider, which had already been extended once, was to have expired at 12:01 a.m. today.

But in the wake of a class-action suit filed last week by Schneider shareholders, Maple Leaf has extended its offer until Feb. 18.

"The Schneider Corp. shareholders have commenced a legal action against Schneider Corp., the board of directors and the Schneider family holding, seeking remedies which would allow maxi-



Muir

mization of shareholder value," Tom Muir, Maple Leaf's chief financial officer, said in a press release. "In light of this litigation, we have decided to extend our offers."

Suit filed

Lawyers for Pente Investment Management Ltd., a Toronto-based investment management firm, and Cascade Holdings Ltd., a private investment holding company, have filed a class-action suit on behalf of all shareholders of Schneider, other than members of the Schneider family.

The suit names Schneider Corp., its board of directors, members of the Schneider family and Smithfield Foods Inc. as defendants. Smithfield, a pork

processor based in Norfolk, Va., announced a \$185-million stock swap deal to purchase Schneider in mid-December.

A statement of claim filed in Windsor claims that Schneider's board failed to maximize shareholder value.

Defence deadline

Sources say the defendants in the suit have until Friday at 6 p.m. to file a statement of defence. An Ontario Commercial Court judge ruled last week that the normal time allowed for the filing of a defence be dramatically shortened "on that basis that everyone knows what the issues are and should be able to get them in in one week."

Lawyers for both sides are expected to go before a Toronto judge next week to set dates for the case to be heard.

Given what is at stake, the case will likely be fast-tracked and heard in a matter of weeks, rather than months, the Record was told.

Maple Leaf touched off a bidding war for Schneider in November, with

an unsolicited \$19-a-share offer which was rejected by Schneider. In mid-December, Maple Leaf increased its bid to \$22, but was once again rebuffed.

Several days later, controlling shareholders in the Schneider family signed an "irrevocable" deal to sell their 75 per cent block of voting shares to Smithfield.

On Dec. 29, Maple Leaf raised the ante, increasing its cash bid to \$29 a share. That bid was also rejected by Schneider, which said it was committed to its \$25-a-share deal with Smithfield, the largest pork processor in the U.S.

Conditions not satisfied

Doug Dodds, Schneider's chairman and chief executive officer, said at the time that the conditions of the Maple Leaf offer, which requires that it receive two-thirds of both voting and non-voting shares, could not be satisfied. The Schneider family owns 75 per

● See Offer ... page F2

Business

The Globe and Mail, Wednesday, February 11, 1998

More suits filed in bitter fight to take over Schneider

Shareholders, rival suitors, family all in court over disputed sale

BY CASEY MAHOOD
The Globe and Mail

More lawsuits have been filed in the increasingly bitter fight to take over hog butcher Schneider Corp. of Kitchener, Ont.

Maple Leaf Foods Inc. of Toronto, which is bidding \$29 a share in cash for Schneider, filed a suit this week, primarily against Schneider and the family that controls it, over the same issues claimed in a class-action suit started against the respondents at the end of last month.

Both suits claim that minority shareholders' interests have been oppressed in the auction process, and that certain events have triggered a conversion of the non-voting shares into voting shares. Such a conversion would reduce the number of the family's voting shares to about 20 per cent of those outstanding from 75 per cent.

Smithfield Foods Inc. of Norfolk, Va., which has proposed an all-stock offer that the Schneider family has irrevocably agreed to accept, has

launched a counterclaim against Maple Leaf over the Canadian company's efforts to upset its deal with the family.

Maple Leaf raised its own bid to \$29 a share on Dec. 22 from \$22 after Smithfield announced it had locked up the family's stake, with an offer of 0.5415 Smithfield shares for each Schneider share. The Smithfield offer is worth about \$26.20 at current market prices.

Maple Leaf's bid is conditional on it receiving at least two thirds of each of the voting and non-voting shares. Under the current share structure, Maple Leaf's bid can't succeed if the Schneider family doesn't tender to it.

Smithfield has also filed a cross-claim against the Schneider family asking for a declaration that the lockup agreement is valid and binding and that they will follow through with it even if the family is found to have oppressed shareholders. In the alternative, Smithfield is seeking damages.

Schneider and family members have argued in statements of defence that they haven't oppressed the minority shareholders, and that nothing has occurred that would allow the conversion of non-voting shares into voting shares.

The family has also made a counterclaim against various parties, including Schneider and Maple Leaf. The family says that Maple Leaf failed to disclose in its earliest regulatory filings in the bidding process that Maple Leaf's first offer on Nov. 14 could trigger a conversion of non-voting shares to voting shares. However, the family still maintains that no such thing has been triggered.

Schneider said in its statement of defence that a claim against it and its directors for oppression is "based on allegations without foundation."

Schneider also argues that shareholders have not suffered any damages because the Maple Leaf offers are incapable of satisfaction and therefore do not represent realizable value for them.

Articles written on the feud between Maple Leaf and Smithfield Foods trying to purchase Schneider's.

MAPLE LEAF VS. SMITHFIELD FOODS

Business briefs

KITCHENER

Food giant buys more shares

Maple Leaf Foods Inc. continued to buy voting shares in Schneider Corp. Monday.

The Toronto-based company announced it purchased another 4,600 Schneider Corp. common shares on the Toronto Stock Exchange.

The highest price paid was \$29.

The latest purchase brings Maple Leaf's total holdings in the Kitchener company to 35,000 voting shares of Schneider, or roughly 4.7 per cent of the company's voting shares.

The Schneider family, through a holding company, owns 75 per cent of voting shares.

The companies are headed to court in mid-April to determine the status of a deal between the Schneider family and U.S.-based Smithfield Foods Inc. and a competing bid by Maple Leaf.

RECORD STAFF

Business Briefs

TORONTO

Investors sue Schneider Corp.

The Financial Post says Schneider Corp.'s largest institutional shareholders are suing the hog processor and its founding family for \$30 million over the family's pledge to accept an inferior takeover bid.

The suit was filed Monday by Royal Bank Investment Management, Mackenzie Financial and Royal Mutual Funds, which control 26.3 per cent of Schneider's non-voting shares, the Post reported today.

The institutions, which support a higher bid for Schneider by Maple Leaf Foods, have a higher combined equity stake in the company than the family does.

Two minority shareholders are seeking a class-action suit against Schneider while Maple Leaf is also suing in support of its \$197.2-million bid, worth \$29 a share.

The Schneider family has said it will tender its 75 per cent voting block to Smithfield Foods of Norfolk, Va., worth about \$25 a share.

CANADIAN PRESS

Articles written on the feud between Maple Leaf and Smithfield Foods trying to purchase Schneider's. Schneider's is now a division of Maple Leaf.

Left: KW Record February 24, 1998.

Right: KW Record February 25, 1998.



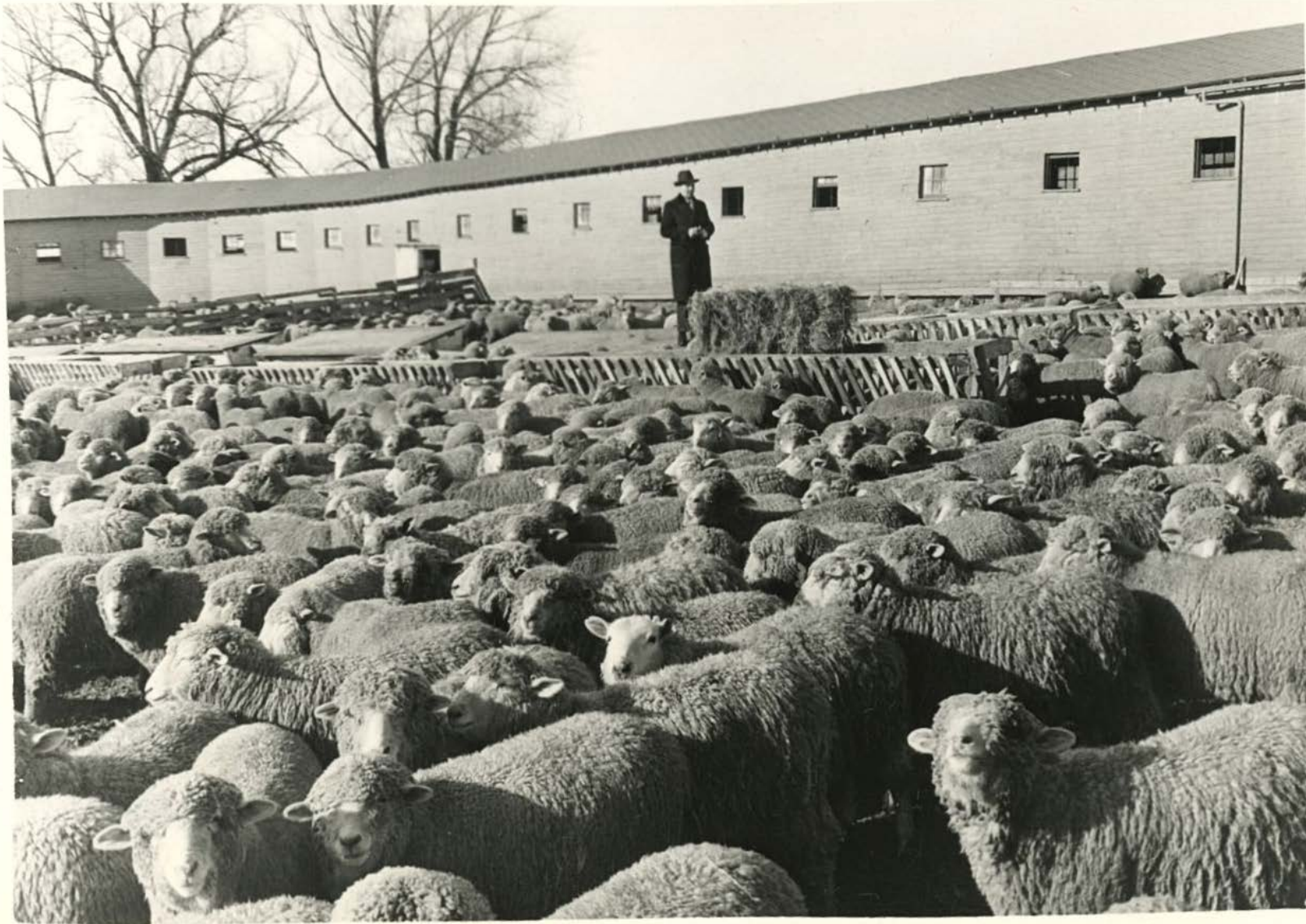
The late John Metz is awarded Junior Achievement Business and Education Award. The award was accepted by his grandson Howard George.



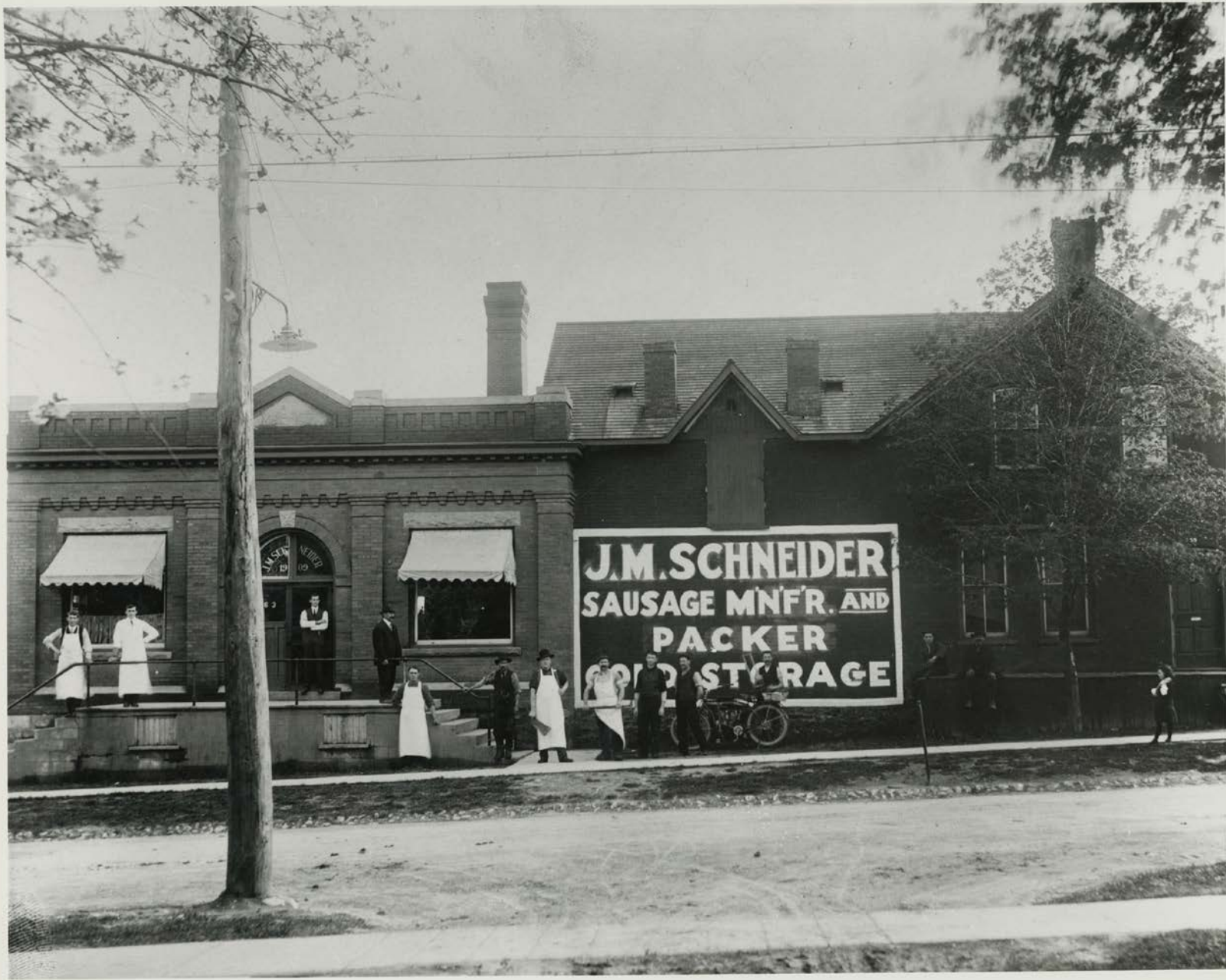
Norman C. Schneider on his Pope-Hartford.



Schneider's truck from the 1960's.



Stock farm in Waterloo on site of the former Seagram Stables. Seagram Stables was bought by J.M. to farm animals.



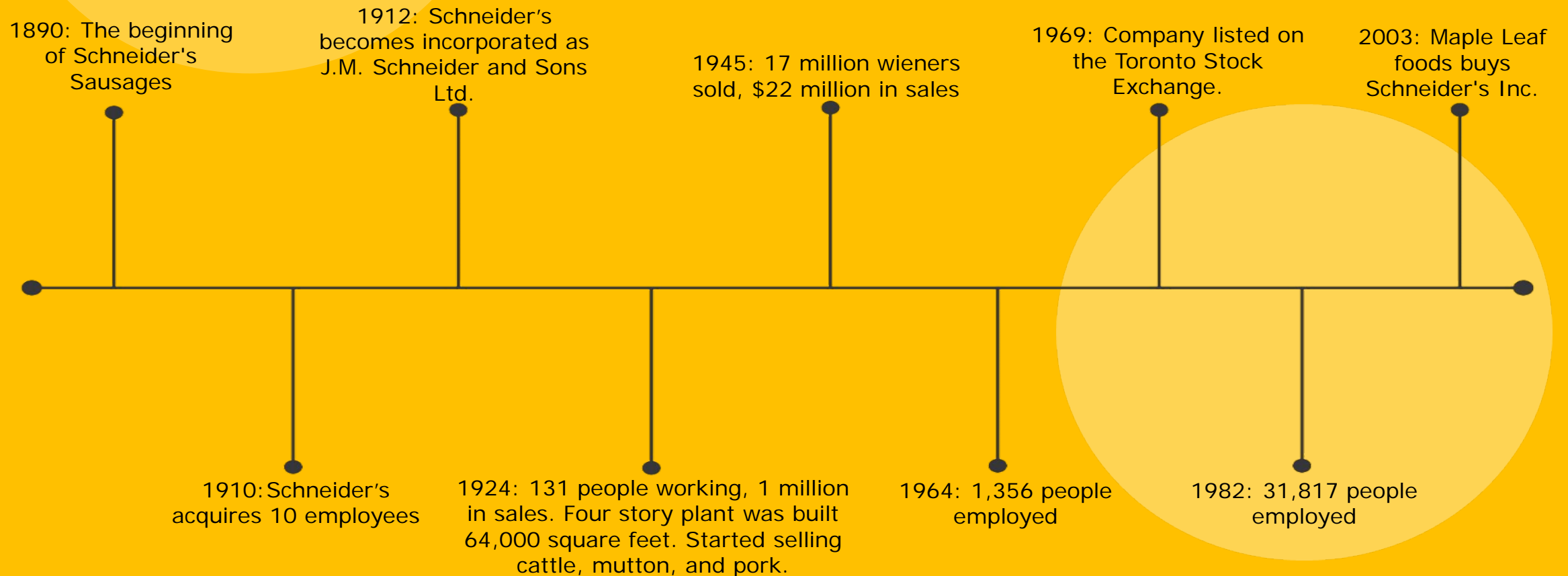
J.M. Schneider original plant at 6 Courtland Ave. E. 1912.



J.M. Schneider first shop. This image shows J.M. with son Charles in 1900.

THE GAME PLAN

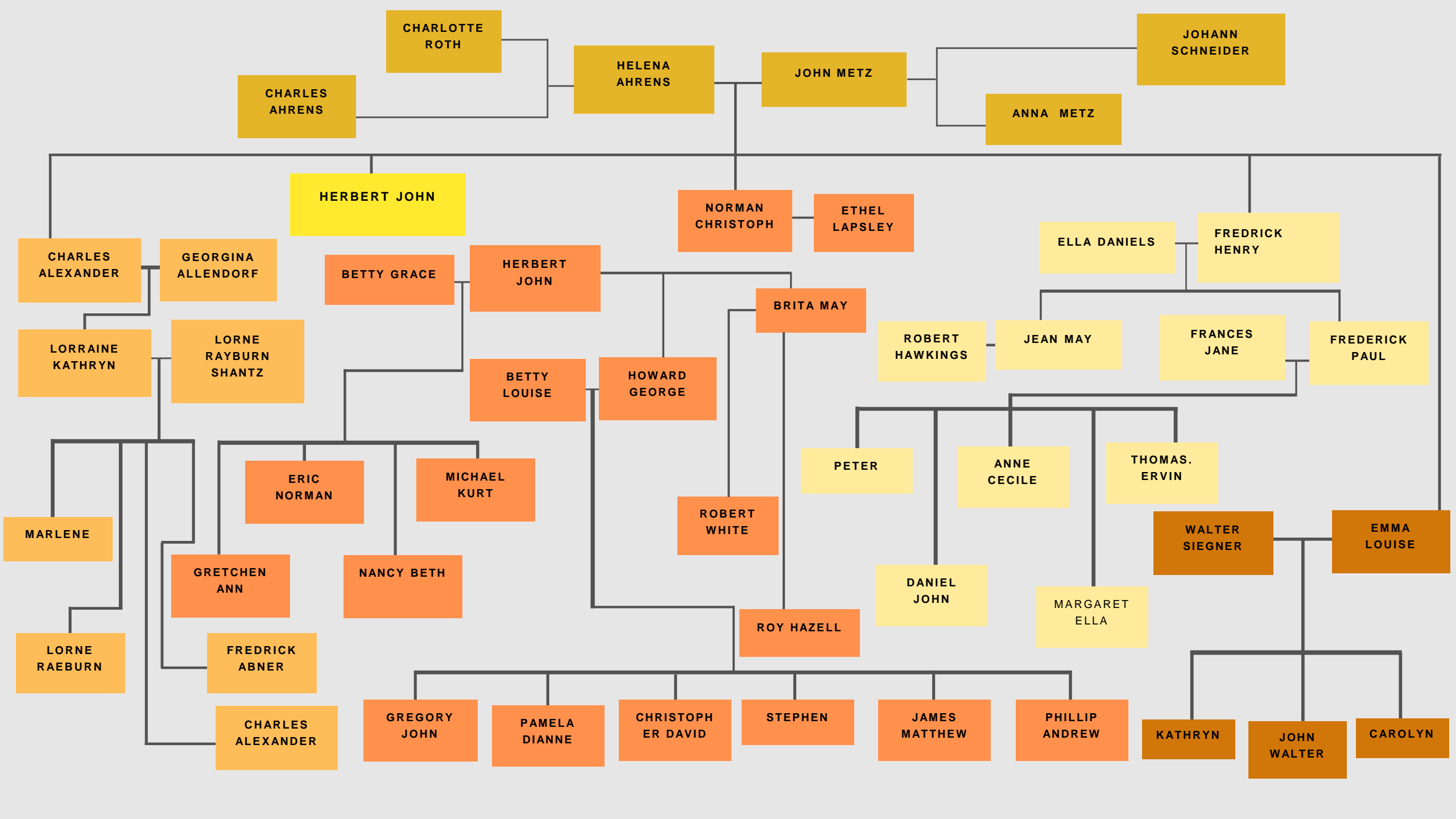
A visual look at the success of J.M. Schneider's sausages.



GENEOLOGY

A FAMILY TREE FOR THE SCHNEIDERS.

COLOUR CODED TO INDICATE SIMPLICITY .





Family portrait from 1979. Standing from left to right: Fredrick P. Schneider, Bruce Hawkings, Phillip Douglas, Robert Hass-Hawkings, Tom Schneider, Anne Schneider, Dan, Peter, Eric, Kurt, Greg, Pap, Chris, James, Steve, Herb, Howie. Seated from left to right: Jane (Mrs. F.P.), Jean (Schneider) Hawkings, Peggy, Gretchen Norman Schneider, Nancy, Betty (Mrs. H.J.), Betty Lou (Mrs. H.G.).

*The Schneiders are a family that have been in Waterloo for many generations, like many other families. They have been entrepreneurs and philanthropists in the Kitchener Waterloo region. It is amazing to know that a brand was able to develop from the region and still remain active today. To learn more about the Schneiders please check out the Special Collections & Archives Department.
Call Number: GA 134.*