

Fraser Valley

Milk Break

1962

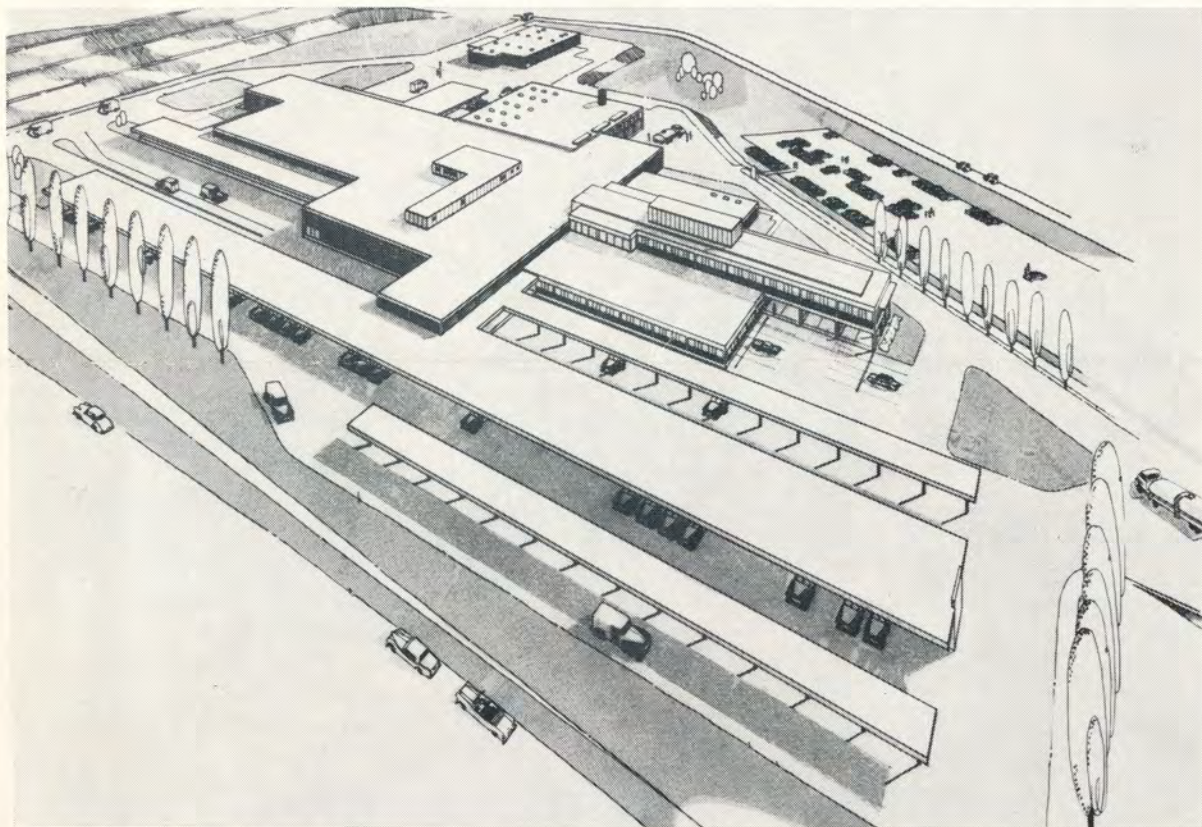
You Name It

Published for the employees of the Fraser Valley Milk Producers' Association

VOLUME 1, NUMBER 1

29

MARCH-APRIL, 1962



NEW FVMPA PLANT in Burnaby as it is visualized in this artist's conception, should be finished sometime during the fall of 1963. Lougheed Highway is at lower left and Sperling Avenue runs

adjacent to the right side of the picture. Weather permitting, work could begin at the end of May or early June. Tenders are expected to be called on the general contract in mid-April.

Weather Permitting

Work on Plant Begins in May

FVMPA engineers will be casting frequent glances at the skies this spring, awaiting the dry weather that must come before construction can begin on the new plant.

Before any actual building can start, an extensive drainage

system is to be installed underground. This work cannot be done if the ground is very wet.

"We will need a fairly dry spell of about two months to get through the initial stages of the job," says **D. R. McQueen**, head of the Association's engineering department.

Once drainage and foundation work is done, construction

can go ahead in wet weather.

Given a break by the weatherman, work could begin by the end of May. Engineers say surface water now on the site will not present any problem.

The general contract is expected to go to tender about mid-April. Ten or 12 contractors will be invited to bid on the job and they will be allowed six to eight weeks to prepare their bids.

About 135 drawings and a written specification of 350 pages have been made as complete as possible to minimize costly changes common to jobs of this size.

Under separate contracts, rough grading of the site and seeding of the embankments to control erosion were completed last year. Heavy rains caused some topsoil washing on the embankments last fall, but the damage is expected to be repaired without difficulty.

Other contracts have been or will soon be let for boilers, a conveyor system, and other mechanical equipment.

Some rough grading and landscaping will be included in the general contract and a separate contract to finish the landscaping will be let later.

While heavy construction goes on, FVMPA engineers and other members of the Planning Committee will complete planning and selection of processing and service equipment.

In all, construction will take about 15 months. When it will begin is the only unanswered question—and the weatherman has all the answers.

(Continued on Page 4)

Credit Union Reviews Policy

Means Sought to Increase Loans

Dairyland Credit Union is launching an intensive examination of its policies on interest rates, dividends, patronage bonuses, availability of credit and other services.

This was revealed in the report of president **Peter Wilson** at the 20th annual meeting of the Credit Union held last month.

Wilson said the re-valuation will also seek ways and means of increasing the number of loans made by the Union. Eight per cent more shares were bought last year than in 1960, while less than two per cent more loans were made.

Plans for a Credit Union building on the site of the FVMPA's new plant at Sperling and Lougheed in Burnaby are shaping up favorably, Wilson reported.

Rough plans for the building have been drawn and Association engineers have tentatively

set aside a location for the building. The scheme has still to come before the FVMPA Board of Directors.

The first annual Dairyland Employees Credit Union scholarship or \$200 was awarded last year. It went to **Daniel MacLeod**, whose grandmother, Lily Scott is a member of the Credit Union.

Statistically, here are the financial highlights of the Credit Union's year:

- Shares increased by \$55,300 over 1960.

- The amount of money borrowed was \$9000 over the 1960 level.

- Credit Union assets rose by \$55,300.

- Total membership climbed to 927 with the addition of 74 new members. This is 68 per cent of the estimated potential.

- Net profit made by the Credit Union was \$32,180.

Reg Cockle, FVMPA purchasing agent was named president of the Credit Union, replacing **Peter Wilson**. **Larry Campbell** was elected to the Supervisory Committee.

ARCTIC UNIFORMS SET SALES STAFF FASHION

Photographs of Arctic driver-salesmen in their new uniforms are being used for sales promotion across Canada by the company that tailored them.

Each of the 62 salesmen of the Sainthill-Levine Co. of Toronto has been given a copy of the January issue of "Butter-Fat" which carried a story and pictures about the new uniforms.

A Vancouver representative of the company said the magazines will be used to show potential customers "how a really smart-looking sales staff should be dressed."

Growing Staff Needed Employee Publication

In an organization as large as the FVMPA, communication between management and employees or between employees themselves is difficult. For 40 years "Butter-Fat" has been doing this as best it could,

while serving its main purpose as a magazine for the farmer-members of the FVMPA.

Today the Association employs nearly 1000 men and women in 12 plants and depots. Its salesmen work in every



INCOMING PRESIDENT of the Dairyland Credit Union, **Reg Cockle** is congratulated by retiring president **Pete Wilson**. Wilson's report to the 20th annual meeting promised a re-evaluation of many Credit Union policies.

For the Whole Family

This publication marks the first issue of a bi-monthly paper for and about employees and families of employees of the Fraser Valley Milk Producers' Association.

Contents will feature stories on staff and family participation in activities covering sports, social groups, hobbies and community service, to name a few.

Items will be garnered from all phases of our operations—in the city, in the country, and from out-of-the province.

It is our intention to bring timely news and events concerning the Association to the attention of the readers. By keeping you informed, we hope to foster continuing understanding of the objectives, policies, plans and ambitions of your company.

Your comments and suggestions for improvement of the publication are welcome.

May you find it both informative and enjoyable.

Sincerely,

L. A. ATKINSON,

General Manager.

Statistics of Success

The men and women who work for the FVMPA are part of an organization which does an annual business of more than \$29 million.

The Association's financial statement, published this month, showed a 1961 gross income of \$29,470,758. The company's plants handled nearly 373 million pounds of milk, containing 15 million pounds of butterfat.

In his report to the Association's annual meeting, General Manager L. A. ATKINSON said the services of nearly 1000 employees and 1800 different machines in 12 plants and depots were needed to process this milk. After processing, it was packed in containers of glass, paper, wood, metal and plastic, and marketed in more than 325 different labels and varieties.

To accomplish all this, our steam generators used nearly 1.8 million gallons of fuel and 94 million cubic feet of gas to produce about 300 million pounds of steam. FVMPA trucks logged nearly four million miles and burned 459,188 gallons of gasoline. The Association's five plants used 563 million gallons of water.

If there is any conclusion to be drawn from these figures it is that the FVMPA is an expanding, healthy and progressive organization.

One of the Safest

In recent years the dairy industry has found itself involved in a series of controversies and has suffered repeatedly from irresponsible and inaccurate statements and claims concerning dairy products. Employees of dairy companies have been questioned by friends and neighbors who unfairly expect them to possess expert information on these contentious issues.

One such continuing controversy has been the effect of radio-active fallout on milk. Here are some facts to keep in mind about this issue:

Milk is used for testing fallout levels because:

1) It is produced in all parts of the country at all seasons, in contrast with other foods which are both seasonal and regional.

2) As it is constant in structure and form, there are no variations to complicate test results.

3) It is simple to handle and readily available.

Milk would actually be one of the safest foods in a time of heavy fallout. Seven-eighths of the strontium-90 in plants is screened out by the cow.

With reference to strontium-90 and milk, U.S. President John Kennedy said early this year: "The milk supply offers no hazards—on the contrary it remains one of the best sources of nutrition for our children and for adults. And I hope the American people will appreciate this more and more as time goes on."



CLIFF HENDY

... a working holiday

Hendy Taking UBC Course in Bee Inspecting

Cliff Hendy of the Pacific Milk Plant is going to use his holidays this year to earn himself the title of Government Bee Inspector.

Cliff will take a 10-day bee master's short course early next month at the University of B.C. On the last day of the course he will write a government examination which, if he passes, will qualify him to inspect bee hives anywhere in B.C.

Swarm Landed

An evaporator in the Pacific Milk Plant for nearly 20 years, Cliff became interested in bee-keeping when a swarm of bees landed on his property near Abbotsford four years ago. He clapped the swarm in a box and thus became an apiarist.

Cliff Hendy now keeps 11 hives which bring in nearly a ton of honey each year—all raspberry flavored. They gather the nectar from fields of raspberries that bloom on Sumas Prairie in June.

Sold Privately

All of the honey is sold privately, some of it going to other employees in the Pacific Plant.

Cliff intends to keep his evaporator's job and work as a bee inspector on the side. As an inspector his main job will be to detect diseased hives and see that they are destroyed.

\$25 for Name Contest Winner

Open to Any Member Of Employee's Family

What's in a name?

For you, there's \$25 in a name—if you can come up with the right one for this publication.

To win the \$25 prize money, all you have to do is suggest a name that will catch the eye of three judges appointed for the contest.

Any employee or any member of his family is eligible and may enter as many names as he wishes.

The name you suggest should convey the idea that the publication is for and about the employees of a dairy organization.

The printed form (below) must be used for all entries. They should be addressed to "Contest, Public Relations, FVMPA, 425 West 8th Ave., Vancouver 10." Contest deadline is April 20.

Additional entry blanks may be obtained from Ralph Ruddy or Norm McInnes at 8th Avenue, Jan Creighton at Arctic, Dave Thompson at Pacific Milk, Noel Layfield at Shannon and Frank Hanna or Roy Luty at Sardis.

The winner will be announced in the May-June issue of the . . . uh . . . er—well, you name it.

ENTRY BLANK

Suggested Name.....

Your Name.....

Department.....Plant.....

Home Address.....

Home Phone.....

Jim Brown Leads Steelhead Derby

With less than a week to go in the 13th annual FVMPA Employee's Steelhead Derby, JIMMY BROWN of the Sardis Plant looks like a sure-fire winner.

Jimmy has a 14-pounder to his credit and the experts say this should be good enough to win the "Kingfisher" Trophy. The run of larger fish into local streams is being replaced by the smaller California steelhead.

Fifteen anglers in the Sardis and Pacific Milk plants are entered in this year's derby, which runs from December to March 31. No women have entered this year, although there have been several in past der-

bies.

Easily the top fisherman has been **Fred Franks** of the Sardis Plant who has brought in the winning fish six times since the first derby was held in 1949. His 21-pound six-ounce steelhead, taken in 1956, still stands as the heaviest fish ever weighed in.

The Derby is open to any employee of the FVMPA and fish caught anywhere on the Lower Mainland or on Vancouver Island may be entered. Only hard and fast rule is that all fish must be weighed before a witness at one of the Association's plants.

Entry fee is \$1 and most of this goes into a prize money pool. The winner also receives the "Kingfisher" Trophy, donated by the FVMPA in 1954.

All is not roses for the winner, however. With the trophy and cash comes the job of running the derby the following year.

SONG TEAM STORY COMING

Upcoming in the May issue of your newspaper is an article on the composer-singer team of **Al Parker** and **Les Vogt** who are making a name for themselves in the world of popular music. Al works at Shannon and Les is a driver with the Dairyland New Westminster Branch.



BIGGEST FISH ever taken in the FVMPA Employee's Steelhead Derby was this 21 pound six-ounce lunker hooked by six-time champion **Fred Franks** in 1956. Fred's brother **Rudy**, left, caught his 14 pounder the same day. **Jimmy Brown** of Sardis is leading this year's derby.



AVID ROCKHOUND Bill Setter has been making jewelry for only two years, yet he has become a skilled craftsman. Recently retired from the Maintenance Department, Bill has made several hundred pieces of jewelry in about 25 different kinds of semi-precious stone.

Bill Setter's Hobby Now Full-Time Job

For many men, retirement brings a less active life and sometimes boredom—but not for **BILL SETTER**.

Bill's retirement from the Maintenance Department February 23 leaves him free to devote more time to the hobby which is already taking all his spare time.

He is an avid rockhound, or, as he prefers to be called, a lapidarist. As someone said at his retirement, "Bill will be glad to retire—his work was beginning to interfere with his hobby."

Bill's interest in geology led him into lapidary work only a year-and-a-half ago and he has already acquired considerable skill and knowledge in gem cutting and polishing.

He has produced several hundred pieces of jewelry with about 25 different kinds of semi-precious stone. Most have been given away.

Although most of the stone is imported, Bill uses some local agates which he collects on Lower Mainland beaches and in the Fraser Canyon.

Now that he has more time Bill plans to branch out into silversmithing and crystal growing. He has been buying settings for his jewelry, but hopes to design and make his own.

Bill Setter's retirement ended



"He's mentioned in the magazine this month."

31 years with the FVMPA. Born in Wales, he came to Canada in 1923 and has lived in Vancouver ever since.

LES GOLMAN SETS RECORD

Longest continuous attendance of any Board of Trade member in North America—that's the record held by **Les Golman** of the Public Relations Department.

Les has not missed a meeting of the Ad and Sales Bureau of the Vancouver Board of Trade for 26 years. He was honored for his record at a recent meeting of the Board.

Drivers Go Back To School

Dairyland retail driver-salesmen are going back to school one night a week for a sales refresher course.

The 200-odd salesmen are divided into classes of 25, each class taking the course for five weeks. Sessions are held every Wednesday night in the Dairyland Reception Room.

A sales film, discussion of products, methods of selling and sales facts are featured in the course, which started in January.

When the course ends, likely before the end of this year, it may be adapted for the Dairyland wholesale staff.

Shannon Assists Students

Shannon Dairies is co-sponsoring a Junior Achievement project that is providing 16 New Westminster high school students with valuable business training.

With the guidance of Shannon and Grosvenor-Laing, Anacis Island development company, the 16 young people are running a full-fledged company that manufactures and markets bed trays and bed boards.

The project began last October with the sale of 200 shares to private stockholders at 50 cents a share and a limit of five to any one person.

Executives were appointed, tools and work space were rented and an accounting system was set up. When the business is liquidated in May, the students expect to have done a gross business of \$350 and returned to stockholders a 10 per cent profit on their investment.

The group holds a general meeting each week and its board of directors put their heads together once a month. Workers and salesmen are paid 20 cents an hour and elected executives get more.

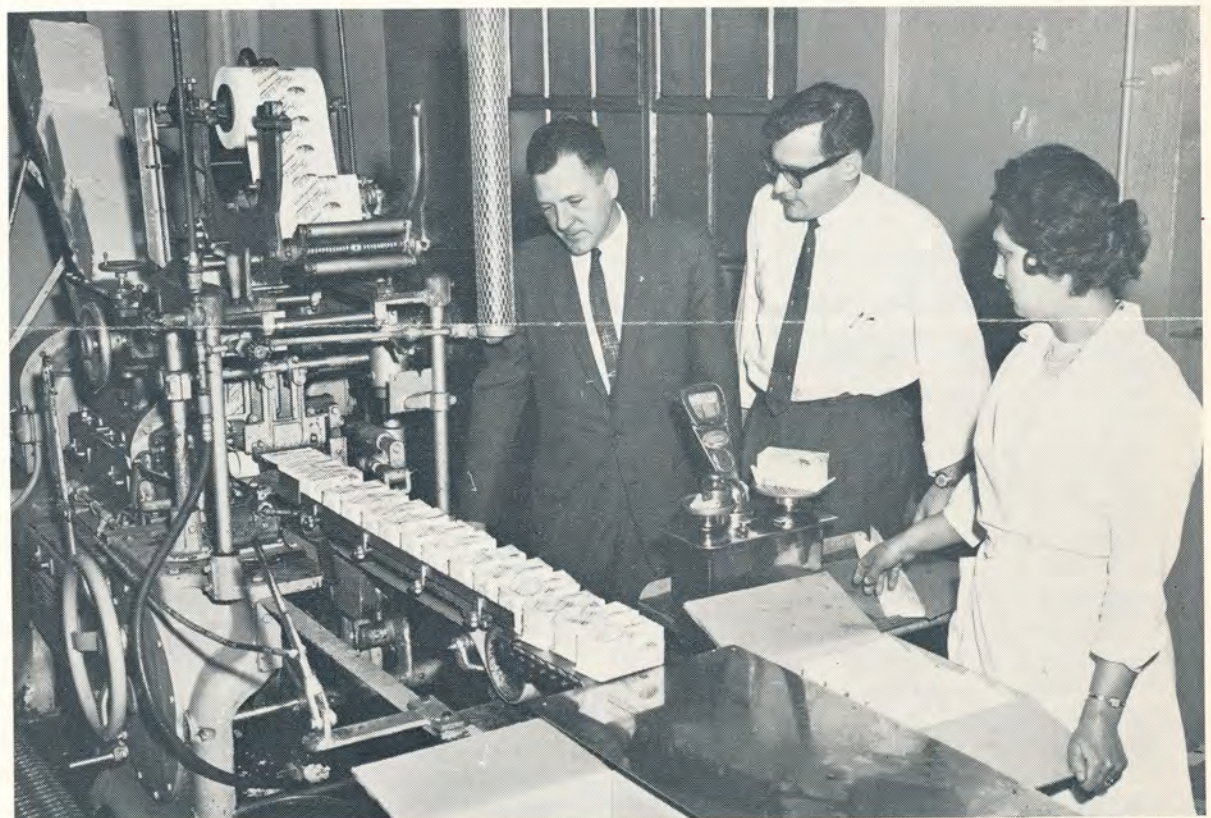
The bed trays and bread boards are sold door-to-door, and through a Junior Achievement trade fair.

Shannon is represented by **Noel Layfield**, who acts as sales advisor to the group.

New Arctic Flavor

The Arctic Division has come out with a new ice cream flavor — "banana-nut." Containing walnuts and mashed bananas, it is packaged in the three pint carton only.

Fraser Valley Butter Wears New Wrapper



NEW WAXED WRAPPER for Fraser Valley butter is tested in the Eighth Avenue butter room. by **Stu Ramsay** and **Ron Dobson** of Crown Zellerbach Canada Ltd., manufacturers of the special

wrapper paper. **Thelma Olander** looks on. Fraser Valley butter is the first in Canada to be wrapped in this paper. Changes were also made in the design and color of the wrapper.



NEW '1401' IBM COMPUTER installed at Eighth Avenue late last year is admired by **Bob Clark** and **Ian Spark**. The machine is doing the work of five other computers it replaced.

Mountains of Work

IBM '1401' Replaces 5 Other Computers

A working fool if ever there was one. That's "1401" the FVMPA's new computer which is turning out mountains of work in the Eighth Avenue accounting department.

Installed late last year, "1401", (full name, IBM 1401 Data Processing System) has

more than double the capacity of the five IBM machines it replaced.

It can turn out reports at 600 lines or 15,840 words per minute and can read 800 data cards or punch 250 per minute.

The machine is making 10,000 sales accounting entries a day and processing 25,000 monthly entries for accounts receivable and payable. It will also handle the bi-weekly payroll for 1000 employees and bi-weekly payment to more than 2000 farmers for milk.

The computer has enough reserve capacity to handle the increased work load it will get when the new plant is opened.

Operating the computer are **Gary Miller**, supervisor of the machine section; **Sam Swetlow** and **Bob Clark**. **Ian Spark** is Tabulating Department supervisor.



BEST WISHES of the FVMPA were extended to **Bob Radford** by General Manager **L. A. Atkinson** when Bob retired this year after 21 years with the Association.

Burglars, Fires Made Radford's Job Lively

The life of an operating engineer may not be as exciting as some, but for **BOB RADFORD** it was altogether too lively at times.

When Bob retired last month, he recalled at least two occasions when his job provided more excitement than he wanted.

While engineer at a local laundry he was tied up and gaged by burglars who broke in at night. He was engineer at the Georgia Street Arena when it burned in the 1930's. He got out of the fire with his tools and engineer's ticket, but found himself out of a job.

Born in Nottingham, England, Bob Radford came to Canada with his parents at age 11. He grew up on the Prairies where his parents farmed and moved to Vancouver as a young man.

He was an operating engineer most of his working life. In 1941 he began his 21 years with the FVMPA when he was employed by Diamond Ice Company, later Arctic Ice Cream. He later moved to Steve's Dairy and finally to the Eighth Avenue Plant.

DAIRYLAND PROMOTIONS

Two promotions on the Dairyland staff have recently been announced. **Don Watson** has been made a retail route foreman working out of the North Vancouver Branch and **Jim Kerr** has been made a wholesale route foreman at Eighth Avenue.

Shannon Social Club Meeting

Sig Braathren, president of the Shannon Dairies Social Club, has called a general meeting for 7:30 p.m. April 11 at the Shannon Plant. Main business of the meeting is to set programs for the annual picnic, fishing derby and golf tournament.

Publication—continued

corner of B.C. and travel as far east as the Great Lakes. Numbers and distance have placed a communications barrier between employees in the various branches, plants and even departments. The FVMPA Board of Directors decided last month this barrier could be overcome at least in part by a publication for employees.

Main goals of the publication will be:

- To provide the employees with useful and interesting information about staff members and about the company.
- To give recognition to notable accomplishments of employees.
- To create a better understanding on the part of employees of the goals and policies of the company.

The publication will be of newspaper format and norm-

ally four pages in length. It will be mailed directly to the employee's home on the 15th of every second month, beginning in March.

Volunteer correspondents will gather stories in each of the plants. They are: Sardis—**Roy Luty** and **Frank Hanna**; Pacific Milk—**Dave Thompson**; Arctic—**Jan Creighton**; Eighth Avenue—**Norm McInnes** and **Ralph Ruddy**, and Shannon—**Noel Layfield**.

An effort will be made to maintain a balance of coverage between the various plants and departments.

This is to be a newspaper for and about the men and women who work for the FVMPA. But it can fulfill this purpose only if the employee gives it his continued interest and support.

If you have a news item or an idea for a story, tell your correspondent about it.

Started 51 Years Ago

Alf Hoskins' Collection Now Numbers Over 32,000 Stamps

Geography, history, national monetary systems — these are just a few of the fields **ALF HOSKINS** has come to know through 51 years of collecting stamps.

A checker and receiver in the Sardis Plant and employee of the FVMPA for 38 years, Alf has stamps in his albums commemorating major political, social and scientific events of the past 120 years.

He began his collection as a 14-year-old boy in his native Manitoba and had been collecting only a year when he was given what is still his oldest and most valuable stamp. This was a Queen Victoria penny postage stamp issued by England in 1841 when she became the first country in the world to offer penny postage.

Today Alf Hoskins has more than 32,000 stamps. Almost every country is represented in his collection and there are stamps from several countries that no longer exist.

They come in an infinite variety of shapes, sizes and colors. There are diamonds, ellipses, circles and countless variations of rectangles. They range

in size from two by three inches down to the pre-World War I German Kinderpost, less than one-quarter by one-half inch, issued for children's letters.

Stamp collecting is Alf Hoskins' hobby and in no sense an investment, as it is with some collectors. He has never evaluated his collection and has no interest in doing so.

Seldom has he paid more than face value for a stamp and only since he began collecting "cor-

ners" a few years ago has he bought many stamps. ("Corners" are the four stamps in any of the corners of a full sheet of stamps.)

The bulk of his collection was taken from letters he received from pen pals and other collectors in every part of the world. He has had to give up this correspondence, however, to make time for other activities, such as the community work he does as an officer of I.O.O.F. Lodge No. 7, Chilliwack.

What time he can give to his stamps is devoted to the two-year job of transferring all 32,000 of them to a new album.



STAMP COLLECTION of Alf Hoskins has grown to 32,000 stamps since he began collecting 51 years ago. He is currently undertaking the two-year task of transferring them all to a new album.

Coming Events

Future issues of your newspaper will carry a column of coming events. If you have a meeting or other event you wish to publicize, give the announcement to the correspondent in your plant before the first day of the month in which you want it inserted.




PRODUCTS worthy of your PATRONAGE






Fund To Give \$5725

Dairyland Employee's Welfare Fund will donate \$5725 to charitable organizations this year.

This was decided at the Fund's annual meeting April 14, when a list of 14 charities was approved by members. Top donation of \$4000 will go to the Community Chest.

Secretary-Treasurer **Jim Watson's** annual report showed the average contribution last year of the Fund's 456 members to be \$12.35. Included in the Dairyland Fund are all Eighth Avenue employees and those in Kitsilano, Vancouver Heights and Haney branches.

Last year's donations, totaling \$5626, went to the same 14 organizations selected this year.

An additional \$2765 was spent through the Staff Fund for



PRESENTING Mrs. Hazel Hannah with her \$25 prize is General Manager **L. A. Atkinson**. Mrs. Hannah's suggestion won the money in a field of 160 entries.

gifts to ailing and retiring employees, for weddings and for annual meeting expenses.

A vending machine maintained by the Fund, netted \$134 during the year.

Returned to office for two-year terms were Fund President

Ralph Ruddy; Vice-President **Art Holmes** and directors **Bill Melhen** and **Ruth Schafer**.

Continuing in office are directors **Frank Hayward**, **Jim Thomson** and **Art Drew**, and Secretary-Treasurer **Jim Watson**.

Hazel Hannah Contest Winner

Beats Out 160 Entries For \$25 Prize Money

Winner of the FVMPA employee publication name contest is **MRS. HAZEL HANNAH** of Chilliwack. Her suggested name—"Fraser Valley Milk Break"—beat out some 160 other entries for the \$25 prize money.

She is the wife of Frank Hannah, who is in charge of shipping and warehousing at the Sardis Plant.

Three Judges

Judges for the contest were Mrs. Francis Tucker, editor of the University of B.C. Alumni Chronicle; J. R. Armstrong, editor-publisher of Country Life in B.C., and L. A. Atkinson, FVMPA general manager.

"I chose the name 'Milk Break' because it suggests the exchange of news that takes place when employees get together for their coffee break," Mrs. Hannah explains.

She submitted several names, all of which she jotted down in a single evening.

Great Variety

With more than 160 entries, the names ranged freely between the conservative and the unconservative. At one extreme was "FVMPA Employee's News" and at the other, "Milk Booze News."

On a popularity basis, "The Milky Way" should have won hands down. It showed up in 12 entries but was rejected because at least one other dairy publication goes by the name.

Unusual names abounded. They included "The Udder End," "Kith and Kine," "Fraserville News," "Chewing Over The Cud," "Who Done It," "The Cow Catcher" and "From The Cow's Mouth."

NOT GETTING MILK BREAK?

Employees who did not receive the first issue of "Fraser Valley Milk Break" by mail at their homes have probably failed to notify the Payroll Department of a change in their address.

All new addresses should be given to the employee's immediate supervisor for forwarding to the Payroll Department.

Two Drivers Promoted

Courtenay Monk has been moved from Eighth Avenue to Kitsilano Branch and promoted to relief man. Also promoted to relief man is **Dewi Davies** of Eighth Avenue.



SELLING VANCOUVER at Seattle World Fair is **Elspeth Duncan**, daughter of **George Duncan**, an inside foreman at Eighth Avenue. Elspeth was one of two girls hired by Greater Vancouver Visitors and Convention Bureau to operate a booth at the Fair monorail station in downtown Seattle.

Art Holmes Gets SC Nomination

FVMPA employee **Art Holmes**, 52, has been nominated Social Credit candidate for Vancouver-Kingsway riding in the June 18 federal election.

An automotive mechanic in the Eighth Avenue garage for more than 16 years, he won the nomination April 25.

Art has been active in politics for 30 years and a member of the Social Credit party since 1955. He has held several party offices.

He is vice-president of the Dairyland Employee's Welfare Fund and a trustee of Automotive Lodge 1857, International Association of Machinists.

In Entertainment World

Les and Al Team for Success

For most of us, days off mean a little work, some recreation and a lot of loafing. For **LES VOTE** and **AL PARKER**, though, days off bring sweat and concentration, which they confidently

predict will win them a place in the highly competitive world of popular music.

Off the job, Les is likely to be found singing a current hit before the footlights of a theater or dance hall or signing auto-

graphs for mobs of squealing teenagers.

At the same time, the odds are that Al Parker is painstakingly working out an arrangement with a group of musicians or jotting down notes of a new song.

Singer Les Vote, 21, is a retail driver-salesman at New Westminster Branch and composer-arranger Al Parker, 29, is a wholesale driver at Shannon Dairies.

Close friends that they are, Les and Al work together only occasionally. The five songs on which they have collaborated, however, have been the most successful of both.

Their best seller was *The Blamers* which reached the top of the Vancouver hit parade. Other joint efforts were *Preacher Boy*, *Teenagers Dream*, *Moon Rocketin'*, and *River Flowin' Home*.

They call their music simply "popular" because it's neither wild enough to be rock n' roll nor tame enough to be western.

Les has made five recordings in all and seven of Al's songs have been cut, including the five he did with Les.

Al, who until recently used the pen name Sipsom P. Kloop, has about 50 songs copyrighted and permanently on file with Broadcasters of Music Inc., the world's largest music licensing agency.

(Continued on Page 4)



SONG TEAM of **Al Parker**, left, and **Les Vote** are rapidly making a name for themselves in the world of popular music.

A List Growing Longer

Nearly every FVMPA employee must have found himself, at one time or other, at a loss for a definite answer when asked what products his company packages under special brand names for certain stores.

To the person unfamiliar with the Association, it might seem strange that an employee doesn't know the brand names under which the products of his own company are sold. To those closely associated with the FVMPA, however, this is more easily understood.

Food marketing has become so highly competitive and consumer demands so varied that a large organization like the FVMPA must be continually expanding its range of products, package sizes and brand names.

The Association now wholesales or retails milk products under 19 distinct brand names. Forty-one different products come from its five plants and 24 of them are sold under the Dairyland label alone. Compounded by an impressive array of package sizes, these figures zoom into the hundreds.

Is it any wonder, then, that few employees are able to list all the Association's products and the various brand names under which they are sold?

For the information of employees, all products and brand names are listed below, with the division through which they are marketed.

Sold through the Dairyland Division are:

Homogenized Vitamin D Milk	Whipping Cream
Standard Vitamin D Milk	Sour Cream
Special Vitamin D Milk (4.5%)	Fraser Valley Butter
Skim Milk	Buttermilk
3 to 1 Concentrated Fresh Milk	Chocolate Drink
Lactic Cultured Milk	Ice Cream Mix
Fully-Creamed Cottage Cheese	Yogurt
Country Style Cottage Cheese	Daily Diet "900"
Dry Cottage Cheese	Party-time Orange Drink
Creamo	Party-time Chip Dips
Table Cream	Fraser Valley Cottage Cheese
Trim Two 2% Homogenized	Party-time Lemonade
Dairyland Orange Juice	Baker's Cheese

Products of the Arctic Ice Cream Division are:

Ice Cream	Revels
Hallmark Ice Cream	Fudgies
Sherbet	Popsicles
Ice Milk	Ice Cream Bars
Drumsticks	Dixie Cups
Handy Sundaes	

Sold only in season are Arctic Cake Rolls and Arctic Ice Cream Pies and other seasonal novelties.

Products manufactured by the Arctic Division especially for certain stores are Polar Ice Cream and Woodwards Ice Cream.

Processed and marketed by the Pacific Concentrated Milk Division are Pacific Evaporated Milk, Pacific Delta Concentrated Partly-Skimmed Milk (sold also as Pacific No. 2), Pacific Instant Skim Milk Powder and Pacific Buttermilk Powder.

Products sold by Shannon Dairies, a wholly-owned subsidiary of the FVMPA, are:

Clearbrook Farm Milk	Topfrost Ice Cream
Clearbrook Farm Sour Cream	Sno-Kist Ice Cream
Delbrook Cottage Cheese	Martha Laine Ice Cream
Profile 2% Milk	House of Shannon Ice Cream
Faultless Ice Cream	Lady Beth Ice Cream
Party-time Chip Dips	Melody Ice Cream
Party-time Lemonade	Melody Ice Milk
Party-time Orange Drink	Sno-Kist Ice Milk
Sun-Filled Orange Juice	

Also produced and marketed by Shannon is a complete range of milk, cream and cottage cheese products.

Fraser Valley Milk Break

Published bi-monthly for the information of the employees of the Fraser Valley Milk Producers' Association by the Public Relations Department.

J. L. GRAY, Public Relations Manager
M. D. POOLE, Editor



MRS. ELIZABETH HOPE
... now Worthy Matron

Mrs. Hope Made Worthy Matron

Mrs. Elizabeth Hope, hostess in the Dairyland Reception Room, was installed last month as Worthy Matron of Grandview Chapter No. 8, Order of the Eastern Star.

This is the top position in the chapter, achieved by Mrs. Hope after only 10 years as a member of Eastern Star.

The organization maintains a full-time Center for preparation of dressings for cancer patients in B.C. The more than 80 B.C. chapters also offer a large number of scholarships.

Two Finish Sales Course

Murray Swanson of New Westminster Branch and Bill Hagan of Eighth Avenue have graduated from a sales training course, sponsored by the Sales Executive Club of the Vancouver Board of Trade.

Dairyland retail driver-salesmen are currently meeting weekly in the Dairyland Reception Room for a sales course. More than 200 will take the course before it ends.

Plans are being made to revamp the retail course so that it can be given to all Dairyland wholesale driver-salesmen.

Examining some of the course material are Blake Coombes, Jim Timmins, Andy Doust, John MacDonnell and Jim Harrison.



SIZING UP the model milkman are, rear from left, Grant Bartley, Jack Ward, Alf Litjens, Tom Schalkx

Glee Club Year Ends With Banquet, Election

Ever-popular Dairyland Glee Club wound up another season of concerts last month, completing more than 30 years of performances before Lower Mainland audiences.

Between September and April, the Club gave 22 concerts in Vancouver and the Fraser Valley. The season was topped off by a banquet—now an annual event—at Burnaby Centennial Pavilion. FVMPA President J. J. Brown and his

ing for two or three tenors. Employees interested should contact Glen Owens, Production Department, FVMPA, 405 West Eighth Avenue, Vancouver 10.

Yet another Glee Club season will begin with a concert September 10, President Ken Wolfe announced.



KEN WOLFE
... starting sixth term

wife were among the guests.

President Ken Wolfe of New Westminster Branch was re-elected to his sixth term in office. Other officers elected were Glen Owens, secretary; Les Gavet, treasurer, and Tommy Daniels, vice-president. Walter Giles will continue as conductor and Billy Mills as master of ceremonies.

The Glee Club has an open-

Art Cooper Bowls In Western Roll-off

New Westminster driver-salesman Art Cooper was one of five bowlers who represented the Royal City in the Western Canada Five Pin Bowling Championships at Saskatoon last month.

The New Westminster team placed fourth among 16 teams in the championships, and the winning team went on to take the Canadian title.

Art won his place on the team by averaging 252 for 24 elimination games and placing second among 72 bowlers in the roll-off.

Luty an Instructor Now

Roy Luty of Sardis is one of 32 B.C. graduates of a new course in first aid instruction, offered for the first time this year. He will teach first aid in Chilliwack this fall.



TOP CHEESE SALESMAN in the spring cottage cheese sales competition, **Gerry Bennison** demonstrates what makes cottage cheese sales records. He confesses, a bit sheepishly, that he's not quite so fond of cottage cheese as some of his customers.

Bennison Tops Cheese Contest for 2nd Year Sells 946 Pounds In Less Than a Month

For the second consecutive year, **GERRY BENNISON** of New Westminster Branch has topped all other salesmen in the spring cottage cheese sales competition.

Gerry won the three-week contest with sales of 946 pounds—nearly 200 pounds more than his nearest rival in any other branch. His record was completed during the normal work day, with no overtime.

In his own branch, however, Gerry was given a real chase by **John Dance** who sold 810 pounds. If John had been in another branch, his sales would have earned him second place in the competition.

Gerry's sales—worth \$39 to him in commission and bonuses—result from systematic selling and record keeping.

"I call on each customer every 10 days to two weeks and I emphasize one specific product," he explains. "I avoid making a pest of myself by calling more often and I keep records so that I don't push the same product to the same customer two calls in a row."

New Westminster Branch Manager **Omar Tupper** calls Gerry "a good example of a man who plans his work."

High salesmen in other branches were **John Holden** of Eighth Avenue with 654 pounds; **Tom Schalkx** of Kitsi-

Bowling Roundup

Three Staff Teams Win Their Leagues

Employee bowling teams at Sardis, New Westminster and Eighth Avenue won their leagues this year.

The Dairyland team at Sardis finished second in the Chilliwack Senior B League and went on to win the league championship in the playoffs.

Members of the Dairyland team are **Fred Franks** (captain), **Bill Hoffman**, **Pete Brown**, **Johnny Spens**, **Eddie Demerse** and **Marshall Currie**.

The Fraser Valley team, also from the Sardis Plant, finished sixth in the league.

Bowlers on the Fraser Valley team are **Elmer Armitage**, **Harold Johnson**, **Les Apps**, **Bill Mellmes**, **Johnny Enns** and **John Vanooyen**.

Golliwogs were awarded the Dairyland Trophy for their victory in the playoffs of New Westminster Dairyland Mixed Bowling League.

Team members are **Jack Godfrey** (captain), **Nell Godfrey**, **Ken Lowe** and **Bob and Duffie McMullen**.

Chocolates, captained by **Peggy Bean**, came out on top of Dairyland 10 Pin Bowling League at Eighth Avenue. Other bowlers on the winning team are **Mickey Mahood**, **June Grieve**, **Tom Revene**, **Dave Lamb** and **Joe Detries**.

At Abbotsford, both teams representing the Pacific Milk Plant, finished third in their leagues. The team of **Norm and Jean Miller**, **Eileen** and **Fred Barker**, **Connie** and **Frank Forrest** and **John LaHoar** placed third in the 14-team Abbotsford Mixed Bowling League.

Third spot was also a long way from the bottom for the Pacific Milk entry in the 16-

team Abbotsford Commercial League.

On the team were **Tommy Hoffman** (captain), **Tony and August Fussi**, **Ed Raglin**, **Fred Goldsmith**, **Pete Ker** and **Al Smith**.

6 More Named Correspondents

Six more correspondents have been named to represent the "Fraser Valley Milk Break" at Eighth Avenue and at five branches.

Jim Kerr will be the publication's contact man for Dairyland wholesale drivers. Reporting the activities of Eighth Avenue retail drivers is **Ralph Ruddy**.

Representing the branches are **Jack Ward**, North Vancouver; **Courtenay Monk**, Kitsilano; **Wilf Graham**, New Westminster; **Harold Hughes**, Vancouver Heights, and **Bob Hind**, Haney.

This brings to 12 the number of correspondents for the "Fraser Valley Milk Break."



BUD RICHARDS
... food sales veteran

Richards Named To Pacific Staff

New member of the Pacific Milk Division sales staff on the Prairies is **Bud Richards** of Saskatoon. A veteran of eight years in food sales, Bud is covering the central Saskatchewan territory.

He and his wife **Irene** have four children: **Rhonda**, 11; **Sandra**, 9; **Donald**, 7, and **Nancy**, 5.

Pacific Cans 5749 Cases in 11½ Hours

A total of 5749 cases of Pacific Milk rolled off the Abbotsford plant's production lines April 28, for the biggest single day's output since May, 1957.

More than 540,000 pounds of milk was processed, canned, labelled and packed in cartons—all in 11½ hours.



GUS TURLEY
... after 31 years

Driver Gus Turley Retires After 31 Years

Wholesale driver-salesman **GUS TURLEY** retired last month after 31 years with the FVMFA.

Born in Brandon, Man., Gus came to Vancouver as a boy with his parents in 1905. He worked in several different positions until World War I broke out, when he enlisted with the Canadian Army.

After two-and-one-half years of active service in Europe, he returned to Vancouver and began several years' work as a machinist. In 1931 he joined Associated Dairies, and became an FVMFA employee when Associated was absorbed by the FVMFA.

For the present, Gus is kept busy caring for his attractive flower garden. He is thinking seriously, however, of making an extended trip to Europe to revisit World War I battle-grounds.

Dairy Golf Goes June 3

The second annual Dairy Industry Golf Tournament will be played June 3 at Quilchena Golf and Country Club.

Play will begin at 1:30 p.m. and be followed by a smorgasbord dinner. Several different prizes await top players and lucky ticket holders.

Entries are now being taken by **Tony Brown**, Eighth Avenue Produce Department; **Bill Rigby**, Eighth Avenue Customer Service, and by branch managers and plant superintendents.

SWEEP TICKET WORTH \$285 TO RAY NELMES

Ray Nelmes, a checker at Sardis, made himself \$285 on the last running of the Irish Hospitals Sweepstakes.

He won the money as a consolation prize when his horse was drawn but did not run. "I haven't got the money yet," Ray says, "but I've already spent it and \$300 more."

If trying means winning, Ray deserves his prize. He has been buying four sweep tickets a year for at least three years.

lano, 754 pounds; **Tom Moffat** of North Vancouver, 527 pounds; **Jim Timmins** of Vancouver Heights, 519 pounds; **George Bartels** of Sardis, 435 pounds, and **Roy Campsall** of Haney with 556 pounds.

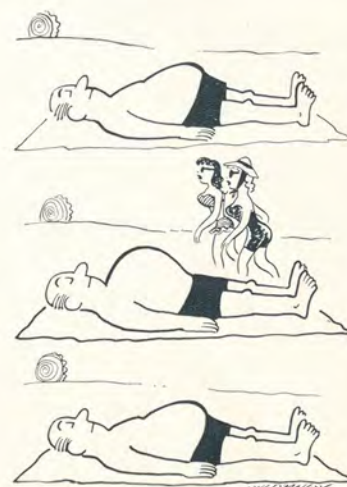
Winners of the "Champs" banner for the branch with the highest route average sale were New Westminster with 16.9 pounds per day for the first half of the competition, and Haney with 11.2 pounds for the second half.

Joe Endures

Fleet Supervisor **Joe Robinson** won first place in his class in a 100-mile endurance race at Westwood track, April 22.

Competing against 70 entries, he placed first in A-Super Class for racing go-carts and finished second in the entire field.

Joe completed the 100 miles in two hours and 18 minutes, for an average speed of 50 miles per hour and a top speed of about 70.



Music—Continued

At any time, he says, one of them could be recorded by a nationally-known performer and become a high-selling hit. He gets a royalty on sales, plus air-time payment for every playing of the disc on radio or television.

Les Vote also has a backlog of material fully prepared and ready for recording. He is held back, however, by the absence of a major record distributor in Vancouver.

"No matter how good a song is," he explains, "it will never get more than local popularity if it is not taken by a distributor big enough to move it all over the U.S. and Canada."

Until he can crack the distributor barrier, Les is concentrating on personal appearances which, he says, are available in "almost unlimited number."

TV Appearance

He has made three appearances on Channel 8 TV's Dance Party and has been the subject of numerous radio interviews, including one appearance on a CBC national network broadcast.

After recent appearances in Penticton and Kamloops, he decided to take his show out of the Lower Mainland more often. In both towns, he was besieged by autograph seekers and every music store sold out of his records the day he arrived.

For dances and theater performances he hires musicians and supporting singers.

Al Parker, on the other hand, doesn't have to stray far from home to write his songs. In fact, the time and place are of little importance to his creative activity.

In His Head

He is one of the fortunate few who hears a song—music, words and all—entirely in his head.

Ideas for his songs begin with everyday things and germinate in his brain, without warning, at any time of night or day. "Writing them down is the easiest part of it," Al says.

He wrote his first (and still most successful) song, *The Blamers*, in 1958 when convalescing after a bout of rheumatic fever.

He took it to The Prowlers—a group headed by Les Vote—for recording.

At that time, Les was himself newly arrived in the entertainment world, although he had played guitar and sung with a high school dance band, he had just previously formed a professional group.

For the moment, Les Vote and Al Parker are milk salesmen first and music makers second. Given a little time and a lot of luck, however, and they could be music makers only.

New Powder Performs For Pacific Sales Staff

Ten sales representatives of the Pacific Milk Division gathered at the Eighth Avenue Plant recently for a one-day primer course on the new Pacific instant skim milk powder.

The group sat in on tests conducted by **Dr. Ken Devlin**, comparing Pacific powder with four other major brands.

Pacific was found to be as good or better in appearance of granules, dissolving time, flavor, and amount of sediment present immediately after mixing and after standing overnight.

Assistant General Manager **George Okulitch** addressed the sales staff, tracing the development of FVMPA powder operations from the days when powder was sold in barrels to the baking trade only, to the present day when several types of powder are produced.

Okulitch said every effort is being made to produce a powder which is the best on the market and one which the Pacific staff can sell with confidence.

Present were **Jim Snell**, **Les Taylor**, **George Edie**, **Fred Clayton**, **Cece Shingles**, **Mrs. Clara Perry**, **Ernie Emmett**, **Norm Kelly**, **Connie Patterson** and **Roy Gorman**.

Stewart and Loewen Form Winning Team

Jake Loewen and **Lyle Stewart** of Sardis teamed up this year on the Wosks hockey team for an undefeated season in Chilliwack Commercial Hockey League.

Jake coached and Lyle played defense for the team, which went through 20 league games and five playoff games without a defeat.

FVMPA PLACES HIGH IN U.S. COMPETITION

FVMPA products have won three awards in the 31st annual Institute of Dairying international competition at Pullman, Wash.

Certificates of Merit went to Arctic Vanilla Ice Cream for a 93 score and to Arctic Orange Sherbet, which scored 94.

A third award was won by Fraser Valley butter, with a score of 94.



TIMING the rate of dissolution of Pacific Milk powder is **Dr. Ken Devlin**, while **Jim Snell** and **Les Taylor** watch. Jim is the Pacific salesman for the Okanagan and Kootenays. Pacific Powder tested out as good or better than competing brands for appearance of granules, dissolving time, flavor and for sediment present after mixing.

Promotions Announced

Three Dairyland driver-salesmen have been promoted to route foremen.

Dan Brand, formerly of Kitsilano Branch and now working out of Eighth Avenue, and **Jack Ward** of North Vancouver Branch made the move up.

Also promoted from relief man to route foreman was **Art Martin** of Eighth Avenue.



Ladies' Day at Abbotsford

NICE WORK—if you can get it. At least **Simon Wittman** and **Mel Sparrow** seem to be enjoying themselves as they unlock the mysteries of the labeling machine for two visitors at the Pacific Milk Plant. The girls were among 19 dietetic interns from Vancouver General Hospital, who toured the plant early in May. They are **Marcelle Viger** of Lonsdale, P.Q., and **Wendy Patterson** of West Vancouver.

Cliff's Courtesy Was Appreciated

The following letter was received by the Arctic Ice Cream Division. The driver mentioned was **Cliff Rouse**.

4791 Culloden St.,
Vancouver 10, B.C.
May 1, 1962.

Arctic Ice Cream Co.:

This is just a note to show my appreciation to one of your drivers. Last Tuesday I was very unfortunate in having a flat tire just south of the Deas Island Tunnel on the freeway.

One of your drivers stopped his truck and changed it for me. He had Cliff on his uniform but I don't know his last name.

Thank you again for having such a helpful, courteous driver.

Mrs. C. Wotten.

Group Rate Offered

Reduced admissions are available to parties of 30 or more to see Australian hypnotist, **Reveen**, currently at Vancouver's Orpheum Theater. **Jim Watson** of Eighth Avenue Purchasing Department is handling the tickets, which he says, will cost about \$1.50 each at the reduced price.

Joe Gray Heads Club

Driver-salesman **Joe Gray** of Eighth Avenue has been elected president of Vancouver East Optimist Club.

Shannon Forms Softball Team

Nine athletically-inclined young men at Shannon Dairies have issued a challenge which must not pass unnoticed.

The nine, under the leadership of playing-coach **Reg Clarkson**, have formed a Shannon softball team to play in a league on Annacis Island.

The Shannon boys claim they need an occasional light workout between league games to keep in top shape. Suitable meat for the grinder, they say, would be teams from other FVMPA plants and branches. Their home ground is Ryall Park in Queensborough.

Berry Flavors Featured

Featured Arctic ice cream flavors for May are blackberry marble (three-pint size) and raspberry ripple (pints).

Fraser Valley Milk Break

Published by Fraser Valley Milk Producers' Association
425 West 8th Ave., Vancouver 10, B.C.

*Insist on the Best—
Buy Your Own Products*



\$2.5 MILLION changed hands July 5 when J. A. Martial, left, of Toronto, a solicitor for the Prudential Insurance Co. passed a cheque to FVMPA President J. J. Brown for financing of

the Association's new plant. Also present were, from left, General Manager L. A. Atkinson, FVMPA solicitor W. A. Sutton and H. S. Berry of Langley, Secretary of the Association.

\$2.7 Million Bid

Laing to Build FVMPA Plant

John Laing and Son (Canada) Ltd. has been awarded the general contract to build the FVMPA's new plant in Burnaby.

The Association's Board of Directors announced July 6 that the Annacis Island firm were the successful bidders with a tender of \$2,738,087.

The contract includes construction of the processing plant building, office building, service block and garage and installation of primary and secondary mechanical and electrical services.

When completed on the 24-acre site at Sperling and Lougheed in Burnaby, the plant will be one of the most modern in North America.

Construction will begin "almost immediately," FVMPA engineers say.

Financing of the project was virtually completed when President J. J. Brown received a cheque for \$2.5 million from representatives of the Prudential Insurance Company of America, July 5.

Consultants for the project

Dairy Business Now \$1 Billion

The gross annual value of the dairy industry reaches a total of one billion dollars, making it one of the largest single industries in Canada. Investment and expenditures necessary to keep this essential industry up to date total many millions of dollars each year.

are Phillips, Barratt and Partners; collaborating architects, Thompson, Berwick and Pratt. Mechanical engineers are D. W. Thompson and Co. Ltd.;

electrical engineers, W. L. Stevens Ltd. General supervision comes from the FVMPA engineering department, headed by D. R. McQueen, P. Eng.

MILKMEN, LIKE HEROES MUST REMAIN UNSUNG

Just as great men are unhonored in their own country, singing milkmen are not appreciated on their own route.

So found a Dairyland milkman at Haney who was fond of singing as he went about his rounds. His customers complained about the racket.

Damage was done not only to his pride, but also to his singing reputation—as a former member of the Dairyland Glee Club!

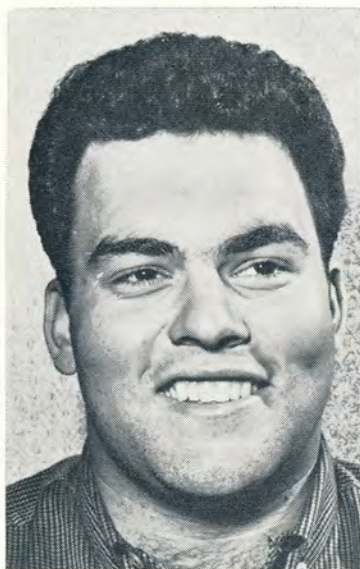
Webster Lands Football Scholarship

MIKE WEBSTER, the 18-year-old son of Eighth Avenue route supervisor Charlie Webster, has landed a coveted football scholarship with Notre Dame University.

Five U.S. colleges were after the six-foot two-inch, 255-pound tackle before he decided on the South Bend, Ind. school.

Mike first stepped into the limelight this spring when he was named the outstanding prospect at the Canadian development camp of the B.C. Lions.

As a Vancouver product, the Lions will have an option on Mike, should he play professional football in Canada, when his college career is over. His



MIKE WEBSTER
... likes to hit

Nearly 10,000 See Dairyland Minibarn

Education for Some, Entertainment for All

"Daddy, look at the great big bulldog," the small boy cried, pointing at a Jersey calf.

"That's a calf, a baby cow," patiently explained Sharon McArthur, curator, driver and shepherdess of the flock in the Dairyland Minibarn.

Sharon, a 19-year-old home economics student at the University of B.C. and former 4-H crackerjack from Cloverdale has unscrambled a lot of muddled zoology in her few weeks with the Minibarn.

The eight by 12-foot miniature barn made its first ap-

pearance at a shopping center June 14 and has already attracted nearly 10,000 persons with its collection of some 15 young farm animals.

Stars of the show are:

Sandy and Sue—kid goats; **Curly and Squeek**—piglets; **June and Blossom**—calves; **Peter and Pepper**—New Zealand rabbits.

Featured attraction is **Ma**—
(Continued on Page 3)

FVMPA APPOINTMENTS



George Okulitch

George Okulitch, M.S.A., has been appointed assistant general manager for the FVMPA. He had been production manager since 1948. Okulitch has been with the Association since 1933, beginning as a bacteriologist.



N. E. Tupper

Norman Tupper, B.S.A., has been appointed production manager for the FVMPA. He had been a bacteriologist, plant superintendent and assistant production manager prior to his appointment.

ambition, however, is to play in the National Football League.

Going on the opinions of coaches and scouts who have watched Mike play, he has the basic physical and psychological equipment to make the grade in the tough NFL.

B.C. Lions coach **Frank Johnston**, a Notre Dame alumnus, says of him: "He's got all the requisites of becoming a fine football player—physique, size, fine coordination and aggressiveness. He likes to hit and be hit."

After watching Mike in action at the Lions' camp, Johnston contacted Notre Dame freshman coach **Hugh Devore**. A week later Mike was flown to the U.S. school's campus.

Before he takes up his liberal

arts course, Mike must pass the U.S. College Board examinations, but this should prove no problem. He had a B-plus average and stood near the top of the senior class at Gladstone High School.

The athletic scholarship is worth between \$5000-\$6000 in tuition, room and board, books, fees and part-time job for spending money.

Mike played his first football at Gladstone in grade eight and has been under the guidance of coach **Russ Bagan** ever since.

He goes both ways at tackle with no preference and has had experience at middle guard.

Last year he got into two late season games with Blue Bombers in the Junior Big Four League.

Broke? Not Yet Ma'am

Recently, while travelling by bus, a staffer at the Eighth Avenue office overheard two ladies discussing the Burnaby new plant site.

"Oh, the Fraser Valley are not going to build now—they have gone bankrupt," declared one lady.

Asked the other, "How do you know?"

The reply: "My husband told me, he works for another dairy."

The award of the general contract, announced in this issue and in the press, should satisfy the lady's doubts (and her husband's) concerning the stability of the FVMPA.

* * *

While we are on the subject, let's take a look at the financial structure of our cooperative marketing organization.

When the Association was chartered in 1913, a milk producer member bought five shares of \$10 value each for every hundred pounds of milk he shipped. Twenty percent of the money was subscribed in cash, with the balance payable over a 10-month period.

More than \$71,000, a small fortune at that time, was raised the first year from 848 dairy farmers.

Later the membership investment was increased to \$200 per hundredweight of milk.

As the organization grew, a system of deferred payment deductions, allocated according to volume of milk shipped, were introduced to provide new capital.

The members receive settlement for these deductions in the form of share and loan certificates, redeemable in 15 years at four percent interest.

To take care of large capital expenditures, three bond issues have been floated and retired during the life of the Association.

The new Burnaby plant loan of \$2.5 million, reported in this issue, will be repaid by the membership out of the deferred payment.

* * *

Ownership and control of the FVMPA has always been in the hands of the dairy farmer members. In less than half a century, these men and women have built a small local enterprise worth a few thousand dollars into a multi-million dollar operation doing business across Western Canada and sometimes overseas. Modern plants, equipment, property, brand names—all represent a huge investment in the economy of B.C.

Trade and financial institutions look upon the Association as a model of a sound, progressive business organization. A spokesman for a company that has been closely associated with the FVMPA since its inception has remarked, "It is the finest company we do business with—and we have hundreds of customers."

No, lady, the FVMPA is not heading for bankruptcy.

Why the Soap Sells

The average consumer sees 1600 ads each day, says the New York Times. They appear in newspapers, TV, magazines, and on shopping bags, milk cartons, paperback books and many other items.

Company advertising budgets rival defense spending. Proctor and Gamble lead the field with \$114 million, Coca Cola uses \$50 million and Pepsi Cola \$35 million.

Fraser Valley Milk Break

Published bi-monthly for the information of the employees of the Fraser Valley Milk Producers' Association by the Public Relations Department.

J. L. GRAY, Public Relations Manager

M. D. POOLE, Editor

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash.

From the Manager's Desk

By **L. A. Atkinson**

FVMPA General Manager

I am pleased to have the opportunity of directing a few words, through the columns of "Fraser Valley Milk Break," to all members of the staff of the Association and their families.

First of all, let me offer my most sincere congratulations to the editor and all his correspondents on the excellent quality of the publication and the high standard which has been set in providing such interesting articles and items concerning members of the staff. I hope you have all found something of interest in each issue; I know I have. My best hope is that you will be able to continue this high standard in future issues.

It seemed to me that it might be timely if I gave you, in this first contribution, a short resume of the function and responsibility of the Fraser Valley Milk Producers' Association—in other words the job of the Association, your job and my job.

As most of us are aware, the FVMPA was formed 45 years ago by a group of cooperative-minded producers who believed that they could do a better job for themselves in the marketing of their production, than by entrusting the entire job to others.

The degree of success which has been achieved is a matter of historical record. Through good times and bad, the business of the Association has continued to grow in size and to expand in nature and variety of products and markets.

From a butterfat production



FVMPA Labs Make 50,251 Milk Tests

The laboratories of the Fraser Valley Milk Producers' Association made 50,251 tests for milk grade last year as part of the organization's program for maintaining quality control.

Grades were established for the more than 370 million pounds of milk shipped by the Association's members. Upwards of 96 per cent of the milk tested Grade A-Fluid.

Kitsilano's Tait Back at Work After Accident

Driver-salesman **Fred Tait** has rejoined Kitsilano Branch after 18 months off the job due to injuries suffered in an automobile accident.

He has been putting himself through an extended program of exercise to strengthen a badly fractured leg.

of about 1.5 million pounds in 1917, and a market value of about the same number of dollars, we have grown to the point where in 1961 we marketed over 15 million pounds of butterfat, with a gross sale value of almost 30 million dollars.

Our average daily receipts of milk from members is in excess of one million pounds. Our job then is to receive, process, package and sell, to the best possible advantage, over a million pounds of milk on every day of the year, year in and year out.

To sell at the best possible advantage means that we must process the milk into many types of products and in many forms of package and distribute it in many types of market.

In a future article I would like to deal with these products and markets in a somewhat more detailed manner. I hope you will be interested to read about them.

FVMPA Picnic July 29

Races, prizes, the Dairyland Minibarn and milk and ice cream—these are some of the feature attractions of the FVMPA employee's picnic upcoming July 29.

Open to employees in all plants and branches, the picnic begins at 11 a.m. at Maple Grove Park, 52nd and Marine in Vancouver.

Employees are asked to bring their own lunches. Milk and ice cream will be supplied without charge.

A boy's bicycle, a girl's bicycle and a tricycle will be raffled at the picnic. Any boy or girl related to an FVMPA employee is eligible, with one condition—they must be at the picnic.

The Dairyland Minibarn and attendant **Sharon MacArthur** will be on hand with a full contingent of farm animals.

New Committee Members Elected

Four new members were elected to the entertainment committee of Vancouver Height's Branch Social Club at the Club's annual meeting in May.

They are **Andy Daoust, Harry Dexter, George Miller and Ed Busch**. Retiring members of the committee are **Don Hobbs, George Lennox, George Waithe, Al Metcalfe and Dave Stevenson**.

Following the meeting, a smorgasbord and "Roaring Twenties" dance were held.

Upcoming events planned by the Club are a children's picnic to be held later this month at Confederation Park and a barbecue in early August.

Three Named Plant Superintendents



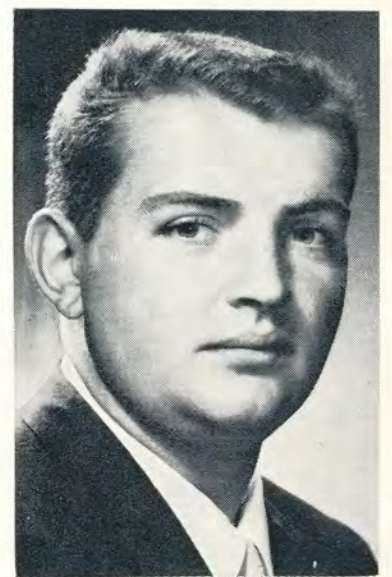
Vic Scholl

Vic Scholl, B.S.A., formerly plant superintendent at Shannon Dairies and the Arctic Ice Cream Division has been appointed superintendent of the Eighth Avenue Plant. He joined the company in 1953.



Doug Hoy

Doug Hoy, plant superintendent at the Arctic Ice Cream Division, has been appointed plant superintendent of Shannon Dairies. Hoy has a long experience in the dairy industry, having owned his own business.



Jan Creighton

Jan Creighton, B.S.A., assistant plant superintendent at Arctic Ice Cream Division, has been appointed plant superintendent. Creighton joined the FVMPA after graduating from the University of B.C. last year.

Like Casey's Mets

Shannon Team Is The League Power

Like CASEY STENGEL's New York Met's, the Shannon Dairies softball team is proving to be the strength of the league—it's at the bottom of the heap holding up all the other teams.

While the Mets have nothing to blame but their bad baseball, the Shannon boys are loaded with injuries, misfortunes and excuses.

Take the case of **Alex Grey**. He played a sparkling first game, then caught a high fly on the eye and has been on the sidelines ever since.

Or consider the fleet **Jim Lyle** who popped a knee and has slowed down to something less than a walk.

Another sad story is that of **Tom May**. He was doing some strange and wonderful things on the diamond until he pulled a tendon.

Power at the plate was provided by **Vic Scholl**. A transfer to Eighth Avenue, however, cost the team his services.

Many like **Sig Braathen** and **Ed Trouce** are just old and feeble. They played one game and were so stiff they had to lay off for a week.

Branch Picnic Held

New Westminster Branch Social Club held its annual picnic for employees and their families last month at Queens Park.

Free milk and ice cream were provided by the Association.

SHANNON TO GO CRUISING

A moonlight cruise to Nanaimo August 11 is being planned by Shannon Social Club. Time for departure from CPR dock in Vancouver and other details of the cruise will be announced in the plant.

Teams Forming Now for Mixed League Bowling

Teams are now being formed for the Dairyland Mixed 10 Pin Bowling League, which opens September 10 at STRY Bowling Alleys, 144 East 7th.

Telephone registrations are being taken by **Jim Mahood** (RE 5-4172), **Don King** (CY 5-8705) and **Roy Davidson** (BR 7-2794).

All registrations must include name, address, telephone number and average, if any. Registration deadline is August 15. Bowling will be 7 p.m. Mondays throughout the season.



KURT WIERSING

Wiersing Moves on To Arctic

Kurt Wiersing, 41, has been promoted to assistant foreman of the Arctic Ice Cream Plant. He had been an assistant foreman at Eighth Avenue.

In going to Arctic, Kurt is returning to familiar ground. He worked at Arctic when he first joined the FVMPA after coming from Germany in 1952.

At Beeskow in what is now East Germany, Kurt grew up in the dairy industry. His father owned a small milk processing plant, where he worked during summer holidays.

Kurt is a graduate of a two-year course in dairy equipment engineering and dairy technology at a Kiel, Germany school.

He and his wife **Anna Susanna** have a nine-year-old daughter, **Sylvia**.

Jack MacKenzie Retires After 31 Years with FVMPA

JOHN A. MACKENZIE, for 31 years an employee of the FVMPA, retired May 31.

Born in Rothsay, Scotland, he came to Vancouver in 1912, where he took up the farrier's trade he had learned in Scotland.

He worked with Hanbury's Mill and then entered the local dairy industry as a horseshoer for Turner's Dairy. He joined the FVMPA in 1931 to shoe horses.

When the last horses were replaced by trucks, he was employed in the Eighth Avenue Garage.

MacKenzie is well-known on the Lower Mainland for his dancing with the Brae Mar Scottish Country Dancers.

He is a former president of the Sons of Scotland.



JACK MacKENZIE

Five Elected to Labor—Management Committee

Five new members of the FVMPA Labor-Management Committee were chosen in May and introduced to a meeting of the Committee.

They are **B. H. Whitehead**, representing management, and from labor, **R. G. Cooper**, **L. W. Lahti**, **K. G. Bampton** and **Gordon Earle**.

Retiring members **D. F. King**, **A. E. Martin**, **Courtenay Monk**, **Steve Williams** and management representative **W. E. Hagan** were thanked for their two year's service by Committee chairman **G. W. Ramsell**.

Gordon Purves of the Feder-

al Department of Labor spoke on the labor-management movement.

Reporting on Association affairs, General Manager **L. A. Atkinson** reviewed the development of the streamlined Pacific Instant Skim Milk Powder operation.

A brief talk on the labor-management movement was also given by Assistant General Manager **George Okulich**.

Minibarn—Continued

tilda the hen and family. Family means assorted chicks and two ducklings.

Only permanent boarders are the rabbits and goats. Other residents of the zoo grow fast and unappealing and have to be replaced by a new generation.

The Minibarn has already seen a change in pigs and chickens.

Sharon bought all the original animals and birds and finds re-

placements when needed. Three days a week she is on the road with the Minibarn and the other four days she looks after the collection at her parent's farm.

Built on a specially-designed trailer chassis, the Minibarn is towed by a Dairyland truck, which Sharon drives.

"Most often mistaken for what they are not," she says, "are the goats. Many children end even a few adults ask what they are."

One peppery old lady declined an invitation to step inside and see the goats, saying, "I see an old goat at home every day. I'm married to him."

A few people have tried to use the Minibarn as sort of a rest home for unwanted pets. Offers have included a full-grown rabbit, a tame crow and two chicks.

The two chicks became part of the collection when the boy who had bought them from a

hatchery tired of riding them around on his bicycle.

Sharon, a country girl born and raised, could not believe her ears when a city girl about 14 asked, in dead earnest, what sort of animals the calves were.

The Minibarn, designed by **Jim Byres** of the FVMPA engineering department and built in the Eighth Avenue workshop, will complete its tour September 8.

Here is the schedule for the

remainder of the summer:

July 19-20-21, Shop Easy, 3151 Woodbine; July 26-27-28, Woodwards, Oakridge; Aug. 2-3-4, Shop Easy, 6722 E. Hastings; Aug. 9-10-11, High Low, Lougheed & North Rd.; Aug. 16-17-18, Shop Easy, 4170 E. Hastings; Aug. 23-24-25, Shop Easy, Scotts Town Plaza; Aug. 30-31, Sept. 1, Shop Easy, 3745 Rupert; Sept. 6-7-8, Shop Easy, 4326 Dunbar.



SHEPHERDESS OF THE FLOCK in the Dairyland Minibarn, **Sharon McArthur**, center, also has her hands full looking after small children as they come



through. Cages are wire mesh on the sides and open at the top so that children can reach in and pat the animals. The Minibarn is on tour until September 8.

FVMPA Places Well in Dairy Golf Tourney

FVMPA employees won their share of prizes in the second annual Dairy Industries Golf Tournament, June 3 at Quilchenna Golf Club.

More than 120 representatives of the dairy industry and allied industries turned out for the tourney and dinner.

Prize winners were:

Low gross—**A. Cherrille**, Peters Ice Cream; 2 low gross—**H. Richdale**, Jersey Farms; 3 low gross—**E. Leier**, Dairyland, **A. Pollock**, Dairyland.

Low net prize winners were:

Jack Low—Canada Starch Co.; **Bob Gery**—Continental Can; **Tom May**—Shannon Dairies; **N. Davis**—Jersey Farms; **C. Bunyan**—Dairyland; **D. Hull**—Crown Zellerbach; **Fred Franks**—FVMPA Sardis; **E. Baynton**—Ellett Copper & Brass; **R. Genest**—Peters Ice Cream; **Ken Devlin**—FVMPA Head Office; **W. Whyte**—Arctic Ice Cream; **M. McLeod**—FVMPA Head Office.

41% of Milk Used for Butter

Forty-one per cent of all milk produced in Canada is used for the production of butter. Fluid milk and cream use 31 per cent; concentrated milk and ice cream, 10 per cent, and seven per cent goes into cheese. The remaining 11 per cent is used on farms.

New Peppermint Flavor

The Arctic Ice Cream flavor for the month for July is "peppermint stick."

Picture Coverage Of Picnics Coming

Upcoming in the September issue of "Fraser Valley Milk Break" is a two-page section of pictures that will be taken at the Fraser Valley and Shannon Dairies picnics, both being held July 29.

Time and place of the picnics appears elsewhere in this issue.

Fraser Valley Milk Break

Published by Fraser Valley Milk Producers' Association
425 West 8th Ave., Vancouver 10, B.C.
Authorized as second class mail by the Post Office Department,
Ottawa, and for payment of postage in cash.

Building 100 Cages

Bob's Mink Ranch Keeps Him Moving

Thinking of supplementing your income with a small after-hours enterprise? Then consider the predicament of **BOB REID**, milk tester at the Pacific Milk Plant and sometime mink rancher.

Bob bought his first mink in 1959, planning a vest pocket operation that would bring in a few dollars without a lot of work.

All went according to plan until this spring when his 41 breeding females produced, in a whopping display of fertility, more than 180 offspring.

Ordinarily, this would be a fine catch for any mink rancher. In Bob's case, however, it raises problems.

One a Loser

Cuddlesome as they are in coat form, mink are more quarrelsome in the round. In fact, if two adult mink are caged together, one is likely to be eaten.

Born in April, the young mink will be fighting age by the end of August. Thus it is that Bob finds his days off, evenings

and any other spare moments occupied with cage building.

One hundred cages later, when the situation is under control, Bob plans to hold his operation at about its present size—barring another rash of fertility.

"To really make a living at it," he says, "you should have a minimum of 200 females. And even with this many you'd be just getting by."

Not the safest venture, mink ranching is subject to the whims of the fashion world and the dictates of supply and demand.

More Than Needed

Pelts are sold at auction, where prices vary with quality and color and according to the number of pelts available—usually a few more than the market requires.

Popularity of colors (brown,



HANDS PROTECTED by heavy mitts, Bob Reid holds two young mink which are determined to get their teeth into him or into each other. In all, he has 231 mink on his ranch.

black, white, silver-grey and others) and of lengths of hair in the pelt is determined largely by fashion.

"Some ranchers try to breed for the fashion trends," Bob explains, "but the style is likely to change as soon as they get a new variety well established."

Fashion or not, the mink breeder must get a good price (over \$15) per pelt average) to return the cost of feed.

Each animal eats about seven ounces of coarse fish, cereals and supplements a day from the time it is weaned in June until it is killed early in December. Breeding stock, of course, has to be fed the year round.

Little Promise

Appearance of the young at birth holds little promise of the

beautiful animals they will become. They are pink, hairless and less than two inches long.

If the mother doesn't eat them—not a rare occurrence—they open their eyes in five weeks and immediately assume the vicious nature of their parents.

Armed with needle-sharp teeth, they will take a bulldog grip on any hand carelessly rested on the mesh of their cages.

"Feeding takes about an hour morning and night and innoculating, keeping things clean and finally pelting also takes time," Bob says.

And when Bob finds he has some time on his hands, he can always busy himself with another family enterprise—a flock of 160 laying hens.

SHANNON PICNIC SET FOR JULY 29 AT CAMP

Shannon Social Club will hold its annual picnic July 29 at the waterfront Canadian Legion camp at the Peace Arch. Starting time is 11:30 a.m.

Prizes will be offered for children's races and food and beverage for lunch will be provided by the Club.



*Insist on the Best—
Buy Your Own Products*



Brown Is Kingfisher

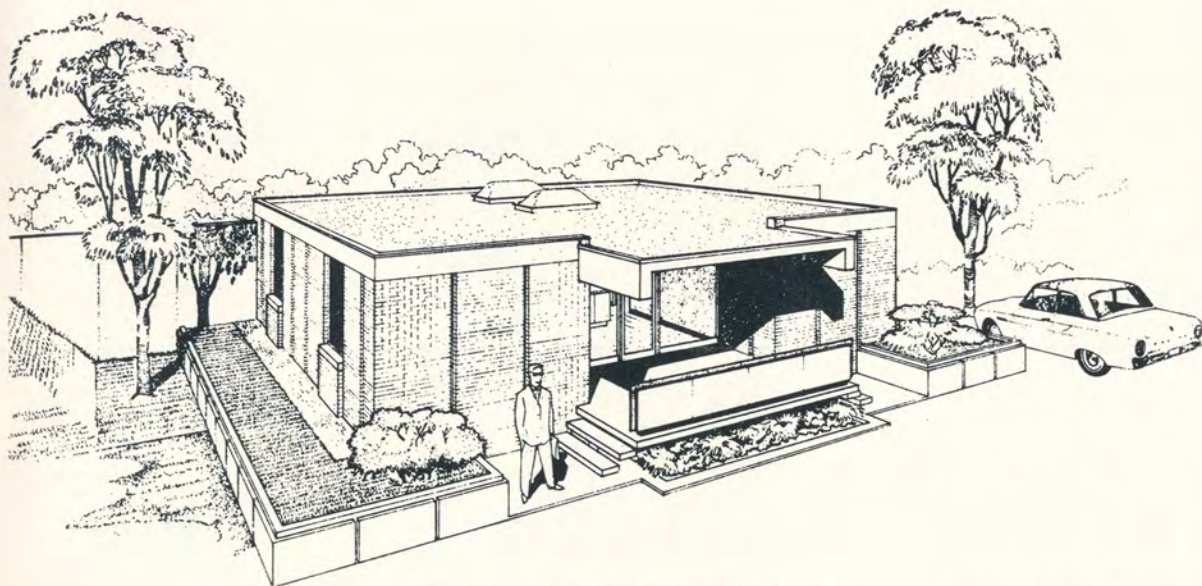
Jimmy Brown of the Sardis Plant is the winner of the 13th annual FVMPA Employee's Steelhead Derby. Jimmy won prize money and the Kingfisher Trophy with a 14 pounder.

Co-op Production 25%

Voluntary cooperatives, such as the Fraser Valley Milk Producers' Association, account for about 25 per cent of all milk produced in Canada—19 billion pounds last year.



"Get your binoculars and come on up Dad, that girl's sunbathing again."



Murray Osten Figures in New Book on Dieppe

Sardis Plant Superintendent MURRAY OSTEN figures in a new book on the Allied landing at Dieppe, August 19, 1942.

The Shame and the Glory: Dieppe by Terence Robertson, recently serialized in "Weekend



MURRAY OSTEN, MC

Magazine," tells of the planning of the landing and subsequent heavy Allied losses.

DAIRYLAND CREDIT UNION BUILDING will look like the artist's conception above when it is completed on the new plant site next summer. The \$25,000 office building will be located on the south-east side of the property, facing the plant. Provision to erect the building was included in the general contract for the plant, awarded to John Laing and Son. Construction is to begin next March and be finished by the time the plant opens.

DAIRY TEAMS PLAYING SOFTBALL OR FOOTBALL?

Scores of two softball games between the Shannon and Dairyland teams are appropriate to the season—they read more like football statistics.

In winning 19-6 and 13-1, Dairyland racked up 86 hits and 12 errors. Shannon pounded out 45 hits and committed some 21 miscues.

Then Dairyland took on a hot team from a city cartage company and once again produced a lot of scoring—this time in a losing way. The truckers triumphed 21-4.

The fourth instalment ("Weekend," Sept. 8) relates how Capt. Osten, as commanding officer of A Company, South Saskatchewan Regiment, helped to lead the Regiment under fire against an almost impregnable German position.

He fought at the side of a Vancouver man, Lt.-Col. Cecil Merritt, commanding officer of the South Saskatchewan Regiment. The Regiment's courageous performance has been

widely acclaimed.

Wounded and captured, Capt. Osten spent nearly three years in German prison hospitals and camps. He was awarded the Military Cross for the leadership qualities he displayed while repeatedly risking his life.

Lt.-Col. Merritt, at first reported killed in action, also survived to contribute his account of the Dieppe landing to Robertson's book. He was awarded the Victoria Cross.

Work on Plant Slowed by Rain But Laing Nearly on Schedule Despite Wet Weather and Mud

Work on the FVMFA's new plant in Burnaby has fallen only slightly behind schedule, despite continued wet weather.

Ever since construction began in July, contractors John Laing and Son Ltd. have been hampered by periodic rains and persistent mud.

Excavations were repeatedly pumped out, however, and workmen have been able to complete much of the underground work nearly on schedule.

Hard Digging

Additional delays have been caused by the difficulty of digging in the hardpan that lies under the plant site.

Much of the work to date has involved excavation, laying of pipe and backfilling for sanitary services, storm drains, water mains and fire protection.

A 10-inch steel pipe with hydrants has been laid completely around the plant to insure adequate and close-by water for fire fighting.

Tanks Installed

Two 11,000-gallon fuel oil tanks were installed during the first week of this month and immediately filled with oil to stabilize them and prevent corrosion inside.

Promotions Announced

Rod Neil of New Westminster Branch has been promoted to route foreman and **Gerry Bennison** has moved up to relief man. At Eighth Avenue, **John Holden** has been promoted to relief man and **Moe Thrane** has been made a route foreman at North Vancouver.

Barring a November-in-September deluge, most of the work below ground level should be finished by the end of this month—and rain will cease to be a problem.

Then the plant will take shape rapidly. Concrete columns and the roof are scheduled for completion in December and the concrete block walls will go up early next year.



HEAVY RAINS in July and early August turned the plant site into a giant mudhole, below. The clouds rolled away in the latter half of August and workers, above, laid pipe in dry trenches. Most below ground work will likely be finished this month.



How Your Gift Is Used In 40-50 Division

With the approach of fall, another United Red Feather Appeal is being launched by the Community Chest and Councils of Greater Vancouver.

To give the employee a better understanding of how the Chest uses his contribution, we are reprinting below a portion of an article on the United Appeal by Clare Anderson of O'Brien Advertising Ltd.

* * *

Each year hundreds of the most brilliant business and professional brains of the community band together on a volunteer basis to help the United Red Feather Appeal reach its goal.

If a price were to be placed on these volunteer services—as well as those provided by the homemakers and other kindred spirits who contribute their time—the figure would be astronomical.

And the volunteer services don't begin and end with the annual campaign for funds. Men and women of exceptional calibre are at work the year-round to make sure that the funds are properly distributed throughout the 65 agencies that go to make up the Community Chest in Greater Vancouver.

In past months the Chest has streamlined and simplified much of its organizational structure.

Not only is the Chest constantly seeking to make itself a more efficient operation, but it carries out research and future planning in many other areas.

One of these is the multi-problem family situation, which represents only three percent of our family population, yet requires large sums for assistance. A Chest research project studying this particular problem is attempting to go beyond the obvious and isolate the reasons for this problem in the first place, and develop techniques to deal with them.

In the past one-half of the community has carried the other half on its back with respect to helping the Chest with time or money.

Remember, your contribution to the Chest is a contribution to the Community in which you live. Directly, and indirectly, you are helping yourself by bettering your community.

Who Pays Our Share?

Employees in Eighth Avenue, Kitsilano, Vancouver Heights and Haney branches will contribute \$4000 to the Community Chest this year through the FVMPA Staff and Welfare Fund.

This sounds like a lot, but its not enough.

Chest officials say the contribution would be \$6800 if FVMPA employees were giving at the rate needed for the campaign to reach its goal. Funds in other FVMPA branches are also unable to meet their quotas.

Average payroll deduction for the Fund is \$1.50 monthly, slightly less than \$1 of which goes to the Chest. According to Fund Secretary Jim Watson, the Chest quota could be met if every employee raised his monthly contribution to a minimum of \$2.

Payroll deductions cannot be increased without your consent. If you are not giving your share, drop by the Payroll Office and have your contribution raised to \$2—or more.

Fraser Valley Milk Break

Published bi-monthly for the information of the employees of the Fraser Valley Milk Producers' Association by the Public Relations Department.

J. L. GRAY, Public Relations Manager
M. D. POOLE, Editor

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash.

Mason Was City Walking Champ

The starter's gun cracked, a cheer went up from the crowd and the racers started up Beatty Street, jockeying for position.

Thousands of spectators lined the route along Georgia and more waved the competitors on as they fought for the lead around Stanley Park.

Heading into the home stretch, they toiled uphill from English Bay and turned towards the finish line at Pender and Beatty.

Along the final blocks, people jammed the sidewalks and spilled into the street to see the leaders pass, straining shoulder-to-shoulder after 11 hot miles.

Popular Sport

Races like this one—the Vancouver walking championships—were held each spring from 1929 to 1939, when walking was a popular sport in the city.

Sponsored by a Vancouver newspaper, the championships were the big event of the year for the walkers and their fans.

In 1939, many of the best walkers exchanged their shoes for army boots and, despite its popularity, the sport never caught on again after the war.

About all that remains of competitive walking in Vancouver today are a few photographs, tattered newspaper clippings and tarnished trophies.

One of the stars of the walking era was **Walt Mason**, an FVMPA employee from 1943 to 1957 who could stride along with the best in the city.

Seven Titles

Wearing the colors of Associated Dairies (a company in which the FVMPA had an in-



WALT MASON
... seven titles

terest) Walt won seven city championships in the 40-50 age group.

He took one second place in the Vancouver race and several firsts in North Vancouver and New Westminster competitions.

He entered the first race in 1929 and finished 25th in an open field of more than 400. The following year, competing with men his own age—he was over 40 then—Walt began his string of first place finishes.

Except for one year when he didn't enter, he won his division

until 1937 when another fine walker, **George Sterling** beat him to the wire.



HEADED for a record-breaking time is **Walt Mason**, leading rival **George Sterling** in the 1938 race.

"I always was a slow starter," Walt explains. "Sterling started fast and before I got warmed up, he had built up such a lead I never did catch him."

Record Time

The next year the rivalry was renewed. Walt got off to a fast start and won the race in record time after exchanging the lead with Sterling through the entire 11 miles.

He covered the distance in just over 95 minutes, for an average pace of about eight miles per hour. He was 50 years old.

This may not sound fast—until you consider that most of us are making about four miles an hour at best when we leg it down to the corner store.

The racer's kind of speed is more than just long legs and a quick step. It is the result of good physical condition, combined with a special style of walking.

"Walkers develop a swivel-hipped heel-to-toe gait—sort of Indian fashion," Walt says. "You have to lengthen your stride and speed up your steps, too."

Both Feet Touch

"You can walk any way you want, as long as one foot or the other is touching the ground at all times. If you get both feet off, you're running."

Walt started walking as a boy in England. He had two paper routes and had to hike it three miles to the train station for his papers and then deliver them both morning and evening.

Today at 75, he thinks nothing of walking 2½ miles from his home to call on friends at the Eighth Avenue Plant.

What happened to walking as a sport in Vancouver? "Two things," Walt says, "traffic got too heavy and, more important, most kids are just too darned lazy today."

"In the 1930's I used to

train boys and girls in the Vancouver Walking Club. We always had 70 to 80 members. Yes, there were women's races too and there was no shortage of women walkers.

"I think walking is good for a person's health and in those days, the races were good for business, too," Walt recalls.

"The old ladies would see me coming through the Park and they'd holler, 'Here comes our milkman'."

Minibarn Popular At Picnic

Clear skies and a hot sun brought out more than 600 employees and their families for the annual FVMPA staff picnic, July 29 at Maple Grove Park.

Big attraction of the day was the Dairyland Minibarn, with its collection of young farm animals under the supervision of **Sharon McArthur**.

Douglas Tearse and **Jackie Mangan** won the bicycle draws and **Casey Watson**, son of **Jim Watson** of Eighth Avenue, took home the tricycle.

Douglas is the son of **Jim Tearse** of Eighth Avenue Production Department and Jackie's father is **Pat Mangan** of Kitsilano Branch.

Robert Lahti of Eighth Avenue won a radio in the raffle, **Pat Corson** of New Westminster won a camera, the ticket of **Larry Harper** of New Westminster was drawn for a camp stove and **George Lasny**, also of New Westminster Branch, took home a barbecue.

In another drawing, Dairyland shipper **Ernie Hunt** won a salon chair.

Heading up the committees which organized the picnic was **Norm McInnes**, with the assistance of **Cece Pearson**.

Members of the refreshment committee were **Bill Hilton**, **Percy Marriot**, **Jack Pollard**, **Frank Hayward**, **Jim Kelday**, **Charlie Webster** and **Kim Kerr**.

On the sports and prizes committee were **Jim Stouse**, **Cece Brown**, **Jim Miller**, **Ian Spark**, **George Rule** and **Bud Mason**.

Jim Watson, **Norm McInnes** and **Ralph Ruddy** made up the draw committee and **George Carson** and **Cece Brown** organized the horseshoe pitching competition.

Stachera Correspondent For Sardis Sales Staff

Mike Stachera has been named "Fraser Valley Milk Break" correspondent for retail and wholesale drivers working out of the Sardis Utility Plant.



MRS. TINA MAHOOD fixes daughter **Brenda's** hair for the photographer.

600 Attend FVMPA Employees' Picnic



PICNICKERS enjoying a restful sit-down are **Mrs. Percy Condon**, left, and friends.



STEVEN RULE diverts only his eyes from task of draining a carton of milk.



DAIRYLAND MINIBARN chief cook and bottle-washer **Sharon McArthur**, right, with group including **Mr. and Mrs. Norm Haslett**, center, and **George Niven**, right.



HORSESHOE EXPERTS **Flo Kenal**, left, and **Carol Parker** in front of scoreboard. Competition was stiff, with many entries in both men's and women's divisions.



HOT WEATHER made ice cream one of the most popular items on the menu, especially with girls like these.



BILL MILLS and **Jim McClutchey** compare coffee pots.



SARDIS VISITORS **Mr. and Mrs. Harry Whitlam** with the well-known **Fred Smith**, right, now retired.



PRETTY MISS shows off the Dairyland coloring book she got at the Minibarn.



DUCKLING is center of attention as **Sharon McArthur** takes it out of its cage so the children can feel its soft down.



MINIBARN visitors are caught with grins of satisfaction as they leave the travelling farm zoo.



FAMILY GROUPS are, from left, **Mr. and Mrs. Gene Stefanson** and children **Donna** and **Randy** and **Mr. and Mrs. Don Green** and **Judith Nopkowski**, center.



FVMPA STAFF PICNICKERS are, from left, **D. McInnes**; **Mr. and Mrs. George Rule**; **Holly** and **Steven Rule**, and **Grandma Rule**.



DICK ENGLISH, with **Mrs. English** and **Eileen** and **Dale Francis**, and faithful dog whose name is **Pip**.



SYLVIA BROWN of the Tabulating Department, with her husband and friends.



MRS. FRED SMITH holds her cup and **Cece Pearson** pours the coffee.



GEORGE CORSON, **Norm McInnes**, **Jim Watson** and **Jim Miller** group up for their photo in front of a Dairyland truck that distributed milk at the picnic.



FRANK HAYWARD and family were on hand for the annual employee get-together.



PROUD WINNER is Gordon Triffitt, right, receiving a presentation from Sig Braathen.



MOUNTAINS OF FOOD were served noon and night by Archie Cathers, Don Geary, Noel Layfield and Bill Antrobus.



RACES ARE OVER and supper will be a while—a time for sitting in the afternoon sun.



DISPLAYING prizes they won in the men's race are Reg Clarkson, Don Geary and Neil Tuey.

FUN and FOOD FEATURED at SHANNON PICNIC



WOE IS ME cries one little girl, as her companions appear ready to shed a few tears also.



LINDA MAY has her lunch, with the assistance of Mrs. Sig Braathen and Mrs. May.



WARM DAY and a good tide brought picnickers down to the White Rock beach for a dip. Picnic organizers were Sig Braathen, Reg Clarkson and Archie Cathers.



CULTIVATING a taste for watermelon at an early age is Mrs. H. Rose's youngest.



SUPPER was more than a light snack. Menu included turkey, ham, potato salad, corn, rolls and trimmings.



LOST in a forest of legs and knees is Bob Gretzinger's girl.



LUNCH was hotdogs, chips, plenty of dairy products and hearty appetites worked up by racing in the park and swimming.

Bert Kinnon Now Retired

BERT KINNON, one-time hockey player and some-time blueberry farmer, retired August 29 from the Dairyland wholesale staff.

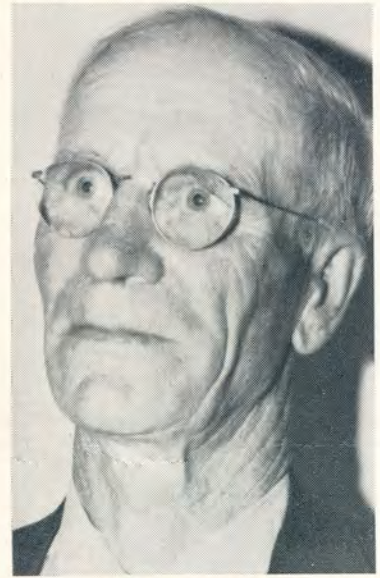
He had been with the FVMPA since 1949 when UBC Dairy, where he was employed, was bought out by the Association.

Born in the District of Cottonwood, N.W.T. (now part of Saskatchewan), he grew up on a prairie homestead.

In 1910 he began playing hockey as a defenceman for a team which twice won the Saskatchewan intermediate championship.

These were the days of iron-man hockey—seven men to a team, two 30-minute periods and no substitutions.

In 1914 Bert got into the automobile business with a



BERT KINNON

dealership for Buicks and Model T Fords in Briercrest, Sask.

Then he switched to the oil business and was for seven years in charge of the farm trade wholesale operation for a major oil company in Moosejaw.

Today Bert Kinnon is out of the milk business and, in a small way, into the blueberry game. At the time of his retirement, he was looking around for pickers to harvest a bumper crop on 2½ acres in Richmond.

Fraser Valley Milk Break

Published by Fraser Valley Milk Producers' Association
425 West 8th Ave., Vancouver 10, B.C.
Authorized as second class mail by the Post Office Department,
Ottawa, and for payment of postage in cash.



BOB BURTON

Burton Wins Credit Union Scholarship

A 17-year-old Vancouver high school graduate, BOB BURTON, has won the second Dairyland Credit Union Scholarship.

The \$200 grant will help pay Bob's expenses at the University of B.C., where he begins a Bachelor of Arts course this month.

A brother of Marcey Adams of the North Vancouver Branch, Bob graduated with a "B" average from Prince of Wales High School in June.

Become a Teacher

When he gets his BA degree, he hopes to take a Master of Science program and become a high school teacher.

Both Bob and his sister, Marcey belong to the Dairyland Credit Union. He is the son of Mr. and Mrs. Reginald Burton of Vancouver.

Although the scholarship has not been made an annual grant, it will be offered again in 1963 for the third consecutive year, officials of the Credit Union Education Committee say.

Forsberg Steps Down

Relief driver ERNIE FORSBERG of New Westminster Branch retired at the end of August after 16 years with the FVMPA.

He first joined the Association in 1945, left for a year in 1948 and returned to stay in 1949.

Ernie was born in Sweden and grew up on his father's Broadview, Sask. homestead. He took over the farm in 1918 and operated it for five years.

Then he became a grain buyer and continued in this work for 20 years. He came to Vancouver in 1944.



ERNIE FORSBERG

Now that he has some spare time, Ernie plans to take up once again his hobbies of woodworking and fishing. Right now, however, he is off for a trip to San Francisco.

NV Social Club Meets

North Vancouver Branch Social Club will meet 7 p.m. September 25 in the Branch office.

Plans for the fall dance and election of a new slate of officers will be main items on the agenda.



TALENTED David and Donald Miller have become such accomplished accordionists that they are having to turn down many requests to perform. They recently appeared at the PNE and placed second on one of Channel 6 TV's Search for Talent programs.

Accordion Duo

Miller Boys Earn Musical Acclaim

Vancouver Heights relief driver GEORGE MILLER has two talented sons who are rapidly making a name for themselves in local entertainment circles.

Donald, 10 and David, 13 have been taking accordion lessons for 3½ and 5½ years respectively and already they are having to turn down requests to perform.

David has just completed his grade six music examinations and Donald grade four. When they have finished the eight-grade course, they will be able to teach and play as professionals.

Placed Second

Playing together, as they often do, Donald and David recently appeared on the Channel 6 television Search for Talent at the PNE. They placed second among 15 entrants on the show.

Also at the PNE, they played for nine days in the Paramount Music Studios booth, drawing good crowds to every performance.

Their talents have taken them to widely-scattered points in B.C. and Washington to play for service clubs and other organizations.

Donald's and David's achievements are the result of weekly lessons, which are suspended for only two weeks in the summer, and an hour a day practice the year round.

David has won two \$50 scholarships from the Burnaby Clef Society and Donald will

likely win his share when he is old enough to be eligible.

School Comes First

Although George and his wife Hazel are solidly behind their sons' music careers, they think school work must come first.

"The accordion playing will be handy in a pinch," George says, "but I want them to rely on their education for a living."

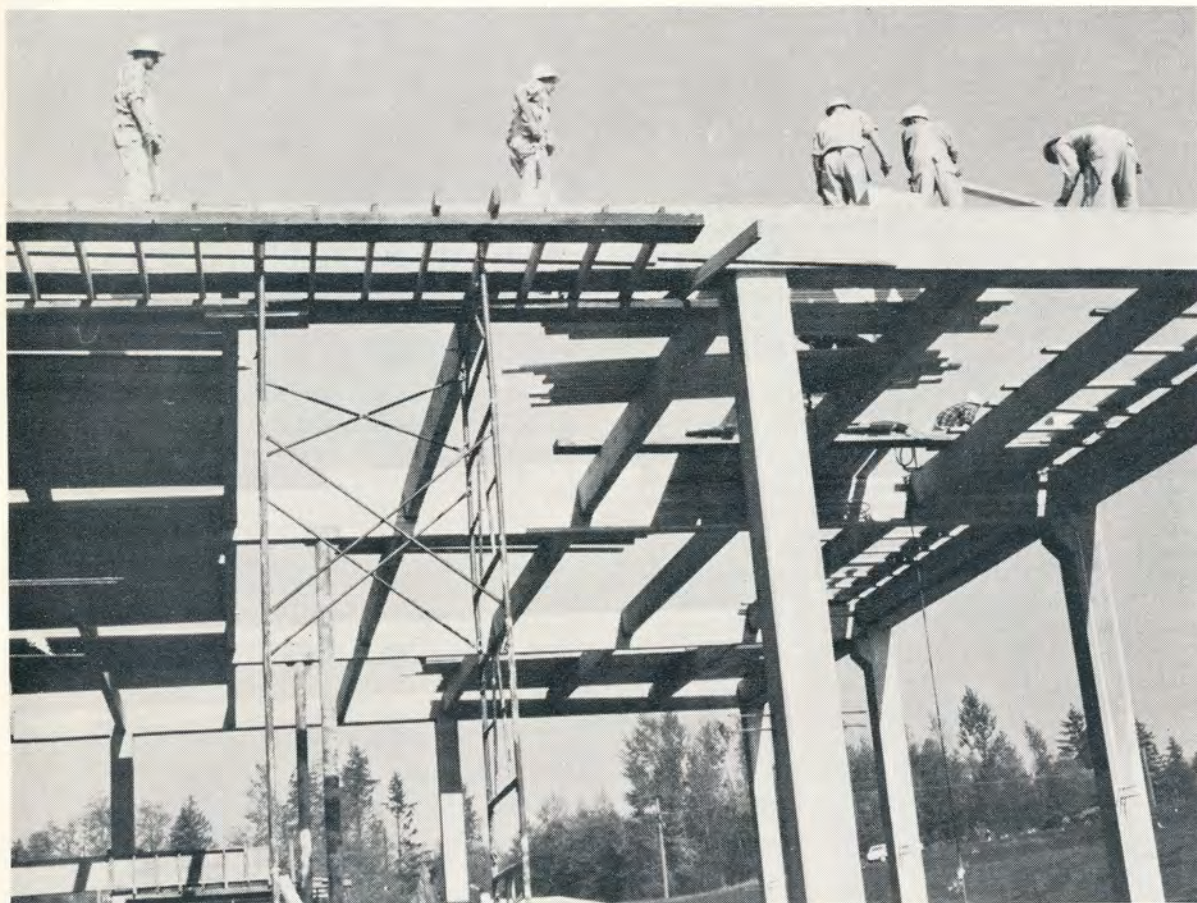
David, one of the top students in his class, is a bit concerned that homework might cut into his accordion practice time this year.

Judging from their success to date, however, David and Donald Miller shouldn't have any trouble completing their courses and making the grade as professional accordionists.



"I notice you're wearing them."

*Insist on the Best—
Buy Your Own Products*



DECKING was being laid on the roof over the powder stores area when this photo was taken a few weeks ago. This section is now finished and roofing

is well underway in other areas. Laminated fir beams resting on steel columns form the backbone of the roof. Columns are of re-enforced concrete.

For Sidewalk Superintendents

New Plant Now First-Rate Show

Stop for a moment if you are passing the new plant site some weekday soon and you will see a massive building going up before your eyes.

About 85 men armed with hammers, saws, shovels, wheelbarrows, crowbars and countless other tools dad would like

to have in his workshop, are swarming over the building from foundation to roof.

Earlier work was all beneath ground level, finish work will be slow and unspectacular, but right now the show will never be better for the sidewalk superintendent.

Plenty of Noise

The air is filled with the clank and roar of trucks, power shovels, bulldozers, front-end loaders and cranes, while power saws sustain their high-pitched scream. Over the din rise the voices of men shouting to be heard.

Carpenters put on a high-wire performance, walking coolly along eight-inch beams 22 feet above uncompromising concrete.

Rapidly they fit together a

crisscross of roof beams and timbers hoisted into position by crane. Massive laminated beams 56 feet long, nearly two feet deep and weighing more than 1½ tons are deftly balanced atop concrete columns.

At the same time carpenters with over-sized hammers spike roof decking down on the beams.

Hot Tar

Elsewhere the decking is already laid and a tar and gravel roof is going on. Tarpaper is unrolled in great black ribbons and sealed beneath a layer of molten tar, poured crackling and spitting from a tar-caked spreader.

Workmen at the edge of the roof and on the ground below scramble to keep the roofing

(See Plant Page 2)

WEBBS ESCAPE BRUSH WITH DEATH IN STORM

The big blow of October 12 brought a narrow escape for Eighth Avenue wholesale driver BRIAN WEBB and his family.

At the height of the storm, a 70-foot tree crashed through the roof of his house, thrusting the sharp points of its branches down where he and his wife had been sitting minutes before.

The tree also toppled some bricks which narrowly missed the Webb baby in its crib. The \$950 damage was fully covered by insurance.

Driver Loads 10 Tons Of Milk with Bucket

Storm Cuts Farm Power For Milking and Pickup

In this age of the pop-up toaster and electric toothbrush, FVMPA tanker driver NEIL COLLIN is very much aware of our dependence on electricity.

Collecting milk in the Glen Valley area on the morning following the devastating October 12 gale, he found himself and the dairyman in a bad way for lack of power.

Hand-Milking Job

Farmers with large herds suddenly found themselves faced with the job of hand-milking 50 cows or more, when they hadn't done any serious hand milking for years.

Once the milk was wrung from the cow, dairymen with bulk tanks had no facilities for cooling and storing it at a low temperature.

Collin set out early in the morning from Eighth Avenue on a run which normally takes him 4½ hours. Eleven hours later he arrived back at the plant with a full load of milk and a very sore back.

By means of the slow but reliable bucket method, he had dumped some 20,000 pounds of milk into the tanker. He had also been called upon to show many Glen Valley farmers how to operate their milking ma-



NEIL COLLIN

chines off vacuum created by their car motors.

And just to keep the job from getting dull, Collin had to clamber up on the back of his truck and hack off the branches of a fallen tree that were blocking a farmer's lane.

After waiting four hours at Eighth Avenue while an auxiliary pump was adapted for the truck, he set out once again at 11 p.m. and got back to the plant by 3 a.m.

After working for 20 hours, Collin then rolled into bed and slept right through the next day. He recalls, "When I finally woke up my back and legs were so stiff I could hardly move."

Smail Signed For 8th Avenue Service Dance

The well-known dance band of **George Smail** has been signed to play for the Eighth Avenue Service Department annual Christmas dance, December 8.

Smail has a growing popularity on the West Coast, both as singer and band leader and he is competing in Chicago this month as an area finalist in a nationally televised talent show.

The dance in Royal Canadian Legion Hall, 4356 East Hastings, begins at 8 p.m.

Tickets at \$2 per person are available from **Bob Simpson, Danny Fleming, Walter Moran** and **Cliff Bolderson**. Ticket sale deadline is November 30.

Refreshments and prizes come with the price of admission.

Ruth Named Correspondent

Ruth Morrison has been named "Fraser Valley Milk Break" correspondent for the Fraser Valley and Dairyland office staffs at Eighth Avenue.

Dairyland TV Ad Wins Award

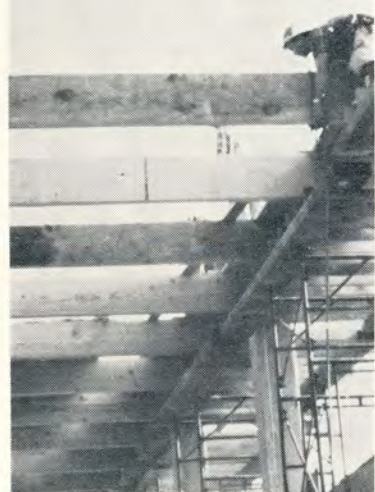
A Dairyland television commercial has won the highest award in its category in a competition sponsored by the B.C. Association of Broadcasters.

The Dairyland entry, depicting home delivery of dairy products, was written by **Sam Fogel** of Goodwin - Ellis Advertising Ltd. and produced by **Godfrey Holloway** of Vancouver.

The commercial took first place in a category for advertising agency-produced material. Awards in this category had not been offered before.

Rule Promoted

George Rule has been promoted to wholesale route foreman at Eighth Avenue.



EDGING back to the end of a newly-laid timber, this carpenter has just removed a choker.

A Note of Thanks

Those of us on the Board of Directors and in the farm production side of the business do not often have the opportunity to meet staff members and their families.

Because of the large number of people involved, and the size of the operations area, it is well-nigh impossible to become acquainted with every staff member.

I welcome the privilege of speaking to you through the pages of this publication.

As we approach the festive season, it is a pleasure, on behalf of our dairy farmer members and my colleagues, to say 'thank you' for your efforts during 1962.

May you and yours enjoy a Christmas of joy and laughter, and a New Year of peace and prosperity.

Mr. J. Brown
PRESIDENT

Still the Milk Flowed

The havoc wrought by Hurricane Freda last month brought numerous problems for employees working in hauling, processing and sales delivery departments. City and country operations both suffered.

Not a few of these people had worries in their own back yards. Shingles flying off the roof, power failures, blown-in windows all were part and parcel of the windy weekend.

In spite of these personal obstacles, everyone was on hand "to look after the store." Hardly an interruption occurred in the flow of milk from the farm to the plant and to the home.

Hats off to a job well done!

We Need Your Help

"Fraser Valley Milk Break" needs your help.

When our first issue came off the press in March, we had to scrape the bottom of the barrel for news. This was expected however, because we had still to set up a system for gathering information in the plants and branches.

Now we have 15 correspondents covering nearly every phase of our operation—and we are still scraping the bottom of the barrel.

The correspondents are doing a good job, but they haven't been getting enough help from the individual employee. There are scores of hidden stories in an organization of 1000 people, stories that only the employees can turn up.

If you have a story that you think might be worth sharing, see the correspondent (listed below) in your plant or branch.

Fraser Valley Milk Break

Published bi-monthly for the information of the employees of the Fraser Valley Milk Producers' Association by the Public Relations Department.

J. L. GRAY, Public Relations Manager

M. D. POOLE, Editor

CORRESPONDENTS

Wilf Graham, New Westminster; Bob Hind, Haney; Harold Hughes, Vancouver Heights; Jim Kerr, Eighth Avenue Wholesale; Noel Layfield, Shannon; Roy Luty and Frank Hannah, Sardis; Norm McInnes, Eighth Avenue; Courtenay Monk, Kitsilano; Ruth Morrison, Eighth Avenue office; Ralph Ruddy, Eighth Avenue Retail; Mike Stachera, Dairyland, Sardis; Dave Thompson, Pacific Milk Plant; Kurt Wiersing, Arctic, and Stan Wilson, North Vancouver.

Authorized as second class mail by the Post Office Dept., Ottawa, and for payment of postage in cash.

From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

You may remember that I wrote a short article for a previous issue of "Fraser Valley Milk Break" in which I started to tell you something about the objectives of the FVMPA and the responsibilities which we have as employees in this connection. The idea, at the time, was that I would follow this up in more detail in subsequent issues. However, the editor was not able to catch me at the right time and so I missed the September-October issue.

You see, I get mixed up in other activities and responsibilities in addition to the normal day-to-day routine job. You may remember that in September the National Dairy Council of Canada held its annual meeting in Victoria and as I was the program chairman for the convention, I was kept quite busy for a while. A short time after this I was called to Ottawa on some business of National importance to the Dairy Industry.

I would like now to tell you something about our fluid operation.

Price Higher

The price of milk to the producer is higher for fluid than for some other products for two main reasons. First, because it is to be consumed fresh, it must meet a very high standard of quality and this in turn requires that the producer have better and more extensive equipment on the farm which requires him to have a greater capital investment than would otherwise be the case.

This is the justification for the provision in the British Columbia Milk Industry Act for a fixed price to be paid by distributors to producers. This fixed price is the result of a monthly calculation of a group of economic indices which go to make up the price formula.

These indices take into consideration the cost to the producer, through the inclusion of such things as farm labor and feed costs and the general cost of goods and services used by farmers, and the ability of the consumer to pay by inclusion of industrial wages and the general level of wholesale price indices.

Monthly Fluctuation

The producer price for fluid milk rises or falls monthly based on changes in the indices which go to make up the formula. The present price of \$6.13 per hundred pounds of milk of four per cent butterfat, with a differential of 7.4 cents for each one tenth of one per cent more or less butterfat.



SKILL AND EXPERIENCE make easy work of manoeuvring massive timbers into place as they are hoisted up by crane. This section of the roof is now finished and roof timbers for other sections of the plant are already in place.

Plant —Continued

crew supplied with fine "torpedo" gravel and hot tar.

Blocks of tar weighing 102 pounds are split with an axe like cordwood and fed into the fiery belly of a giant melting pot on wheels.

Propane heated, the pot's gas jets emit an ear-buffeting roar, its spigot spits scalding tar and yellow smoke belches from its innards—a sight to frighten small children and timid reporters.

Drained off into five-gallon cans, the tar is gingerly hoisted to the roof with pulley and rope. Gravel, on the other hand, goes up under power. It makes the 22-foot climb in a "roof-master" cart on tracks.

And all over the site, laborers scurry here and there with lumber and pipe scaffolding to be taken down in one place and erected in another.

This is the price the distributor pays but it is not the price which the producer receives. Under the B.C. Milk Industry Act, provision is made for all producers of "qualifying" milk to participate in the good returns from the fresh milk market.

Mostly Qualifying

They qualify on the basis of the grade of the farm, the quality of the milk and their record for continuous production. Because of the fact that quality improvement programs have been carried out in this area for over 30 years (largely initiated by FVMPA) most dairy farmers produce "qualifying" milk.

Allotted Quota

Since there is more qualifying milk than can be sold in the fluid market, producers participate by being allotted a quota. The quota is arrived at by taking the total qualifying milk produced in the four months of low production during the year and relating it to the total fluid milk sold during the same period. The percentage of qualifying milk sold as fluid is then applied to the individual producer's daily average shipment, a safety factor of about 15 per cent is added and the sum becomes the producer's quota.

Because the safety factor or reserve is not in fact sold on

It's a fine show, but work is going ahead too fast for it to last many more months. Foundations for more than half of the plant are already in. The roof is finished over the powder storage area and roof beams and some decking are complete on the butter processing sections and receiving dock.

At the other end of the site, steel columns for the first floor of the office building are already in place and about one-third of the concrete roof has been poured.

Only work going slowly is earthwork and backfilling, due to wet conditions that have prevailed since construction got underway in mid-July.

The contractors have abandoned their slim hope that the muddy backfill might dry. Instead, they are hauling some of it away to a low part of the site and replacing it with sand.

the fluid market but goes into manufacturing channels and carries a manufacturing value of approximately \$3 per 100 pounds of four per cent milk, the average quota price ends up about \$5.50 instead of the dealer price as shown above.

I hope this does not sound too confusing to you because it has a very direct bearing on our need to sell the maximum amount of fluid milk. You see, all milk produced above the quota commands only the excess or manufacturing value of \$3 or less per hundred pounds.

High Sale Needed

The producer price, being the average of the two types of market, requires the highest possible fluid sale in order that the farmer may be able to meet his costs of production.

I need not go into any detail as to the variety of product and package that go to make up our fluid sales.

Merchandising Aids

It will suffice to say the selling effort must include all of the merchandising aids of good packaging, good advertising and good public relations.

This total kind of selling effort is therefore our combined job in selling fluid milk.

In a subsequent article I would like to touch on some of the problems involved in the sale of our manufactured products.



GETTING THE BRUSHOFF with a Dus-Co lint remover is Noel Layfield of Shannon Dairies, sales adviser to the student company. Maureen L'Heureux does the brushing while Dus-Co president Phil Ragan admires his product's performance.

Junior Achievement

Student-Run Firms Highly Successful

One of the most successful and efficient businesses in New Westminster today is being run entirely by high school students.

Thirteen students working in the basement of Lester Pearson High School are making polyethylene foam lint removers.

By April they expect to have produced 1000 removers, sold them all, liquidated their company and paid a profit to their shareholders.

If all goes according to plan—and it usually does—the company's shareholders will realize a 10 per cent return on their money in eight months—a performance few Canadian companies can match.

One of Thousands

There is nothing exceptional about this success. This student enterprise—known as "Dus-Co"—is but one of thousands of similar projects in Junior Achievement, now an international movement.

Although these companies are intended to give young people business experience and training rather than earn them a living, they are in all other respects full-fledged business operations.

From shareholders down to department heads, Dus-Co's organization chart duplicates that of a major corporation. Workers are paid wages (20 cents an hour) and executives are salaried (\$2.50 per month).

After the students received

their Junior Achievement company charter in September, they decided on a product, chose "Dus-Co" as their company and brand name, raised \$120 working capital through the sale of shares (limited to five to any one person) and elected their own company officers.

Production Routine

Work space was leased, equipment was either leased or bought and a production line routine was worked out.

All members of the company help to sell the finished product, both retail from door-to-door and wholesale to stores. They are paid commissions on their sales.

All this is accomplished by the students themselves. Three sponsoring companies provide adult adviser—for management, production and sales—but take no active part in planning or operation of the company.

Shannon a Sponsor

Shannon Dairies is one of the sponsoring companies and its sales representative Noel Layfield is sales adviser to the students.

Dus-Co is just one of nine companies from the greater New Westminster area working at Lester Pearson.

All nine companies conduct their financial transactions through a Junior Achievement bank, also run entirely by young people.

Called The T.D. Bank of Achievement, its cheque blanks are similar to those of regular banks, although not negotiable outside the JA business center.

"Junior Achievement is doing a tremendous job of training young people for business," Noel Layfield says. "They are getting at least an acquaintance of all phases of business, from forming a company right through to paying off their stockholders."

3 Former Drivers Retire

Laing, Nellist and Metcalfe Step Down

Two FVMFA employees in Kitsilano Branch and a long-time member of the Eighth Avenue staff retired in September and October.

NV Seeking Party Goers

North Vancouver Branch Social and Welfare Club is looking for employees in other branches to swell attendance at a New Years Eve dance it is planning.

The Club has reserved Swedish Park Pavilion, hired the Andy Pollock Orchestra and planned an elaborate smorgasbord. And to pay for all this, the Club estimates it must sell about 175 tickets.

Deadline Dec. 15

Tickets at \$5 each will be on sale until December 15. Reservations can be made with Red Brooks at the Branch (YU 8-3511). The evening will begin at 9:30 p.m.

Swedish Park Pavilion is on Dollarton Highway at the end of the Deep Cove exit from Second Narrows Bridge.

They were Harry Metcalfe of Kitsilano, an FVMFA employee since 1931, James Laing of Kitsilano who has worked in the dairy industry since 1920 and with the Association since 1946, and Dave Nellist, on staff with the FVMFA since 1934.

Born in Auckland, New Zealand, Metcalfe came to Canada in 1905 and soon got into the dairy industry with his father, who operated Mainland Dairy at Richards and Nelson and later at 19th and Oak.

Joined Associated

He went to work for Standard Milk Company, did his hitch of duty overseas with the Canadian Army in World War I and transferred to Associated Dairies in 1931.

At his retirement, September 19, he had no particular plans for the future except to pursue his lifelong interest in reading.

James Laing was born in Scotland and, following service in World War I, first worked in the dairy industry in Winnipeg in 1920.

He joined the FVMFA in 1946 as a route salesman and later became relief salesman and finally worked on special deliveries and light loading.

Very active for his age, Laing intends to do a lot of fishing now and, fishing permitting, some work around the house.

Dave Nellist was born at Cumberland, Vancouver Island in 1894, where his father worked in the coal mines.

At 14, he went underground himself for the first time to begin three years of work in the mines.

"Although that was a long



DAVE NELLIST

time back," he recalls, "there was a lot more at Cumberland in those times than there is today."

Nellist came to Vancouver in 1916 and took a truck driving job for a year before he went overseas to join the 29th Battalion in France.

Returning to Vancouver in 1919, he began 16 years in the provisions department of the since-departed Cal-Van market on Hastings Street.

His career as both wholesale and retail driver began with Associated Dairies in 1934.

At retirement, October 19, he was planning a few short car trips and some baby sitting duty with his five grandchildren.

SHE SAID 'CHEESE' BUT HE DIDN'T SMILE

When the storm of October 12 left many of Haney's surrounding streets clogged with fallen trees, one Dairyland driver loaded his basket and set off on foot to serve a lone customer at the end of a blocked road.

After scrambling under and over the maze of branches and trunks for a quarter mile, he arrived at the door, expecting a grateful reception.

Instead, the lady sweetly asked him to go back to the truck for some Country Style cottage cheese.



RETIREMENT PARTY for Jim Laing and Harry Metcalfe, standing in front, was held at Kitsilano Branch. Well-wishers are, front from left, George Ball, Ed Brown, Jack Alexander, and Norm Haslett.

Back, Eric Olds, Herb Buck, Bob Spence, Reg Smith, Frank Hayward, Bill Feculuk, Jim Lush, Bill Ramsell, Pat Mangnan, Jack Rogers, George McKillop, Bert Goodall, John MacRae and Gordon Dunsmore.

Tickets on Sale For Heights Dance

The annual Christmas supper and dance of Vancouver Heights Social Club will be held 8 p.m. November 30 at Capitol Hill Community Hall.

Tickets are available at the Branch or from entertainment committee members Andy Daoust, Harry Dexter, Ed Busch or George Miller. Employees in other plants and branches are invited.



E. C. MARETT

Marett Replaces Spark

E. C. Marett of Shannon Dairies has been appointed supervisor of the FVMPA Tabulating Department. He replaces **Ian Spark** who is moving to San Francisco to take a similar position with a dairy there.

Marett has been with Shannon for three years as office manager and chief accountant. He and his wife **Margaret** have one son, **John**.



"Can you work Christmas?"

Fraser Valley Milk Break

Published by Fraser Valley Milk Producers' Association
425 West 8th Ave., Vancouver 10, B.C.
Authorized as second class mail by the Post Office Department,
Ottawa, and for payment of postage in cash.

Women Staff To Hold Dinner

A turkey dinner for women employees of the Association will be held December 19 at Trader Vic's Restaurant, the Bayshore Inn.

Cost of the dinner is \$4 per person. Women employed in all plants and branches are invited. The evening will begin with cocktails at 6:30 p.m.

Shannon Party Dec. 9

Shannon Social Club will hold its annual Christmas party at 2 p.m. December 9 at Derwent Restaurant, Annacis Island. Entertainment will be provided for the children and **Santa Claus** is expected.

Amendments Remove Ceiling on Pensions

Two amendments have been made in the FVMPA retirement plan.

The first paragraph of section 10 (members' contributions) has been deleted and replaced with:

"Each member is required to contribute 5% of his earnings for a maximum period of 20 years."

Section II (retirement income provided) is deleted and replaced with:

"For each member, the Association will contribute the amount required to provide, together with the members' required contributions, an annual

retirement income at normal or postponed retirement date of 1½% of his total earnings upon which his required contributions were made during his period of participation in the Plan."

The amended plan now provides a pension of 1½ per cent of total earnings during the 20 years in which contributions were made. Maximum pension was formerly \$840 per year.

For example, contributions over 20 years on annual earnings averaging \$4,000 or totaling \$80,000 would bring a pension of \$1,200 per year upon retirement at 65.

Shannon Club Elects Officers

Two new officers were elected at recent meetings of the Shannon Social Club and Health and Welfare Plan.

Tom Davies was named new president of the Social Club and **Sig Braathen** and **Reg Clarkson** were returned as secretary and treasurer.

Harry Rowley became a new trustee of the Health and Welfare Plan, joining **Archie Cathers** and **Bob Muter**.

NW Hosts Xmas Party

New Westminster Branch Social Club will hold a Christmas party December 18 at the Gay Paree Supper Club, 6669 Kingsway. There will be dinner and dancing.

TWO IMPORTANT REASONS WHY YOU'LL TAKE TO TRIMTWO, TOO

People like Dairyland Trimtwo because it is fresh, fine-quality milk from Fraser Valley farms, with a smaller-than-normal butterfat content. It's a perfect combination, for Trimtwo has all the cream necessary to preserve the good taste and wholesome nourishment you want from milk, but not enough to worry waistline-watchers. And when you realize that you save two cents on every quart, you know why Trimtwo wins favour with so many families. So taste Trimtwo with your own taster. If good taste and good economy are important to you, you'll want Dairyland Trimtwo, too.



Dairyland: a division of the Fraser Valley Milk Producers' Association