

Fraser Valley

Milk Break

1963

Filling Out Forms Can Take Strange Forms

Many times we have to fill out forms and more often than not, we botch it. Here is a very good example of how it's done.

Following the introduction of a free milk scheme for expectant and nursing mothers in the Republic of Eire, letters were received, from which the following extracts were taken:

1. Please send me form for free milk, as I am expecting mother.

2. Please send me form for supply of milk for having children at reduced prices. I have a baby 12 months old. Thanking you for same.

Helpful Friend

3. Will you send me form for cheap milk. I have a baby two months old and did not know anything about it until a friend told me.

4. I posted a form by mistake before my child was properly filled in.

5. I have a baby two months old entirely fed on cow and another baby.

6. Sorry I have been so long in filling in the form, but I have been in bed with my baby for three weeks and did not know it was running out until the doctor told me.

Dry Daddy

7. Milk is wanted for my baby, father is unable to supply it.

8. I cannot meet sick pay. I have six children, can you tell me why?

9. Sir, I am forwarding my marriage certificate, and two children, one of which has been a mistake, as you can see.

10. I require extra milk as I am stagnant.

11. In accordance with instruction, I have given birth to twins in the enclosed envelope.

—CANADIAN JAYCEE



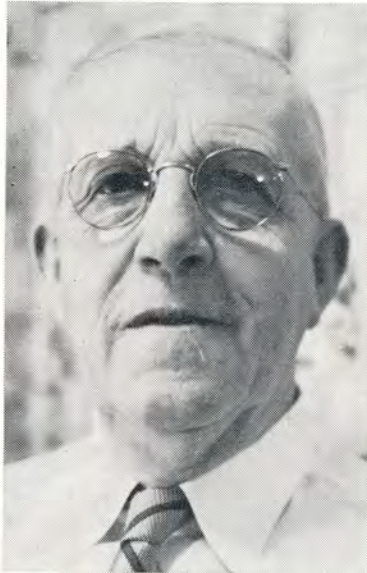
TREASURE CHEST of 50-cent pieces was presented to **Sam Gray**. With him are **George McCartney**, **Bill Mills**, **Bill Hawes** and **Jim Kelday**.

Ties Now Weaker

Gray and Fish Spent 40 Years with FVMPPA

With business nearing \$30 million a year and a new plant under construction, the FVMPPA has taken its place among B.C.'s most solid and vigorous companies.

But this was not always the case, as a few long-time employees can recall. The Asso-



JIM FISH

ciation's birth was difficult and its infant years trying.

Ties with these early years became a little weaker at the end of 1962 when **Sam Gray** and **Jim Fish** retired after nearly 50 years in B.C.'s dairy industry, more than 40 of which were spent with the FVMPPA.

Both men were born in the

British Isles, Gray in Lancashire and Fish near Belfast, and both came to Canada before World War I. They went back overseas with the 72nd Highlanders during the War.

Now Golf Course

Gray got into the milk business with Model Dairy shortly after he came to Vancouver with his wife Eveline in 1913. Model Dairy consisted of a single farm and miniature dairy at 49th and

Continued on Page 2

CREAMSICLE, NEW PRODUCT

Arctic Ice Cream has come out with a new product dubbed the "Creamsickle."

It consists of two ounces of ice cream on a stick, covered with two ounces of a flavored coating similar to a popsicle.

Orange and strawberry flavors are now on the market.

Work on Plant in Full Swing on Several Fronts

Full Operation Expected Before End of the Year

With less than a year remaining until the new plant is in full operation, the tempo of work is picking up on the building site and on several other fronts.

The building itself is rapidly nearing the stage when major mechanical and electrical components will be installed.

Tenders were called and orders placed before Christmas on \$112,000 worth of these components, most of which will go into the service block.

Moving Day

Meanwhile, a planning committee has been working for weeks on the hundreds of details involved in moving from Eighth Avenue, Arctic and the branches to the new plant. Although some machinery and equipment will be left behind, the bulk of it will make the move.

And to complicate matters, about 250,000 pounds of milk will have to be processed, bottled and delivered daily while the move goes on.

Out at the plant site, contractors have had a little help from the weather, for a change. The recent cold snap held off the threat of rain long enough for crews to complete a big insulation laying job on the roof of the ice cream storage area.

Long Shifts

Several days of long shifts were needed to put down three layers of styrofoam on the 75 by 130-foot area and seal it under roofing.

Similar insulation will be used on the walls and floor to retain the cold room's 25-degree below-zero temperature. The insulating value of the styrofoam is equivalent to concrete more than 30 feet thick.

Most of the plant roof is completed and work on what remains is going ahead fast. When a big section of roof is being poured, 10 cement trucks bring in as much as 410 cubic

yards of ready-mix concrete in a single day.

Two cranes are on the job, hoisting cement up to the roof, where it is dumped directly into the forms or into motor-driven wheelbarrows.

If the present rate of progress is maintained, the plant will be finished by mid-summer, according to Chris Lehr, project manager for general contractors John Laing and Son Ltd.

Then dairy processing equipment will be installed and the big moving job will begin.



CONCRETE is hoisted by crane to the top of plant walls and dumped into forms. Below, sprawling four-acre expanse of the building is graphically shown by this aerial photo taken January 10. Office and laboratory are at left; service block, center foreground; processing, storage, and loading areas in the background.



—George Allen Photo

From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

In the November issue of "Milk Break," I discussed with you some aspects of the marketing of fluid milk.

Because there is more than double the amount of milk produced than can be utilized in the fluid market, the balance must be manufactured into other products. And because these manufactured products must be sold in competition with similar products from other parts of Canada, their value can never be more than the cost in their home province plus freight. This places the value of a hundred pounds of this "excess" milk, to be manufactured, at approximately \$3 per 100 pounds.



High Standard

The products manufactured by FVMPA which must meet national competitive prices, are of course—Pacific Evaporated, Pacific Instant Skim Powder, bulk skim milk powder and Fraser Valley Butter. All of these products, as I am sure you are aware, are made in the most modern and efficient plants to a very high standard of quality. The Pacific Milk and Sardis plants between them are capable of receiving and processing in excess of one million pounds of milk per day.

Marketing Patterns

The marketing channels of manufactured products are somewhat different from fluid milk, where generally speaking, we sell directly from our own trucks, through our own salesmen to consumers or to retailers who in turn serve consumers.

Butter follows the pattern of fluid more closely in that it is handled on both our retail and wholesale trucks, but in addition, it is sold to wholesale grocers, produce merchants and packing houses who do their own distributing along with their other lines.

Pacific Evaporated and Pacific Instant Skim Milk Powder are, with few exceptions, sold directly to wholesale grocers.

(To Be Continued)



FULL-FLEDGED Canadians now, Tom and Miep Schalkx display their Canadian citizenship certificates.

Long Search Ends For Tom and Miep

It's a long road from Holland to Indonesia, back to Holland and finally to Vancouver. But now that they have travelled it, TOM SCHALKX and his wife MIEP feel that it was all worth the trouble.

Schalkx a driver-salesman at Kitsilano Branch, and his wife became Canadian citizens December 14, thus bringing to an end a search for a new home and country that began 12 years ago.

In 1950 Schalkx left his native Holland for a five-year stint with a Dutch import-export company in Indonesia. There he and Miep met and were married.

Hopelessly Spoiled

When they returned to Holland in 1956 with daughter Marja in tow, they found that their years in Indonesia had hopelessly spoiled them for life in their native country.

After the easy-going life of the tropics, the cramped living conditions and many regulations of densely-populated Holland seemed unbearable.

Having decided to emigrate to Canada, Tom and Miep Schalkx dug out a list of mean temperatures across Canada and looked for the city whose climate was most like that of Indonesia. That was Vancouver.

They arrived here in 1957 and he landed his job with Dairyland almost immediately.

Soon as the mandatory five-

year waiting period for citizenship was up last fall, the Schalkxs memorized two fat volumes of data on Canada and took oral examinations.

They passed without difficulty and, as Tom Schalkx says a little wearily, "We probably know more about Canada now than the average Canadian."

Hendy Retires, But Two Sons Remain

ERNIE HENDY retired from the Pacific Milk Plant last month but the Hendy name is still very much on the payroll.

His two sons, Cliff and Les work there, one operating an evaporator and the other a sterilizer.

During his 20 years with the FVMPA, Ernie Hendy was a stationary engineer in the Pacific power plant.

He came to the Fraser Valley from the Merritt area in 1942, where he had moved with his parents from Bristol, England in 1909.

Following World War I service with the 72nd Highlanders, he became a stationary engineer for a Merritt coal mine.

20 Grandchildren

Hendy and his wife Connie raised 10 children—seven boys and three girls. And the birth of a grandson on Christmas Day brought the number of their grandchildren to an even 20.

With the help of his sons, he built a new house near Abbotsford two years ago and is now busy with landscaping.

Credit Union Meets March 1

Annual general meeting of the Dairyland Credit Union will be held March 1 at the Peter Pan Ballroom, 1636 West Broadway.

Bingo will precede the meeting from 7 to 8 p.m. and dancing will follow the meeting. Refreshments will be served.

Main business will be reports from directors and committees, declaration of dividends and election of officers.

CLEM'S WIFE BEST BOWLER

Lil Vanstone, whose husband Clem runs the Eighth Avenue truck painting shop, is the top woman 10-pin bowler at Burnaby's plush Brentwood Lanes.

Her 244 is still the highest single game rolled at the new alleys since they opened.

Union Members Get Calendar

Dairyland Credit Union has put out a smart-looking calendar for its members.

Bearing an artist's conception of the new Credit Union building to be constructed next year adjacent to the FVMPA's new plant in Burnaby, the calendar was mailed to all members in December.

The calendar also contains facts and figures illustrating the rapid growth of the Union.



ERNIE HENDY

Ernie Hendy and his wife have recently become interested in making jewelry from rocks and semi-precious stones and they are taking a night school course in the craft.

Confirmed rockhounds, they plan rock collecting trips to the Interior next summer.

UP AND COMING

Shannon Social Club will hold a sit-down supper and dance February 23 at Fernie's, 709 - 12th Street, New Westminster. Dinner at 7:30 p.m. There will be a bar and live music.

Jim Watson of Eighth Avenue Purchasing is organizing a theatre party to see the much-publicized re-make of "Mutine on the Bounty," now playing in Vancouver.

Jim has reserved about 100 seats in the \$1.65 and \$2 price ranges for February 6. The party is being organized through the Staff Welfare Fund.

ON THE MOVE

Ford Burrows has been promoted to route foreman at Eighth Avenue.

Les Taylor of Pacific Milk Division has been transferred to Calgary.

Rod Neil has been promoted route foreman and moved from New Westminster to Eighth Avenue.

OBITUARIES

Ann Murdock passed away away January 8 in Burnaby General Hospital after a lengthy illness. Her husband Hugh is a body mechanic in the Eighth Avenue truck painting shop.

Retirements—Continued

Blenheim, on what is today Point Grey Golf Course.

After six months with Valley Dairy, Gray transferred to Standard Milk Company, which was absorbed by the FVMPA shortly after World War I.

Between 1922 and 1926 he managed the Creamos entries in both the Wednesday and Saturday soccer leagues and won several Wednesday league cups.

Gray was a wholesale driver-salesman until 1948, when he became route supervisor.

Right now Sam Gray and his wife are just biding their time until next summer when they will return to Ireland for their first visit since 1919.

Long Experience

If unpaid work can be counted, Jim Fish can date his dairy industry experience to 1900 when, as an eight-year-old boy he delivered milk in his home town of Bolton.

He began delivering milk in Vancouver for Queen's Own Dairy in 1910, and moved to Hillcrest Dairy the same year. After the War he again worked with Hillcrest until it was bought out by the FVMPA in 1919.

Jim Fish was promoted to route foreman with the Association and held that position for 25 years.

Today he has no ambitious plans for his retirement. He says he wouldn't know anyone if he went back to his home town in Lancashire and would rather stay here with his four daughters and growing brood of grandchildren.

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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, Sardis; Dave Thompson, Pacific Milk Plant; Kurt Wiersing, Arctic, and Stan Wilson, North Vancouver.

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Mr. and Mrs. Ory Kroeker.

SERVICE DEPARTMENT CHRISTMAS DANCE



Good friends, it seems.



Watching was just as much fun as participating, this couple found.



Mr. and Mrs. Danny Fleming, Mr. and Mrs. Jim Watson, Mr. and Mrs. Walter Moran and Jack Harrop and his wife.



Mr. and Mrs. Oscar Jones, guests of Freddie Guzzon.



Mr. and Mrs. Cliff Bolderson and friends.



Ken Devlin pulling faces and Sheila Riley an appreciative audience.



Harold Gilbert and Mrs. Jack Phillips.



Jim Cunningham making his point to Nels Munro.



Marg Watson and friends.



Mr. and Mrs. Fred Guzzon, Mr. and Mrs. Alex Asplen, Oscar Jones and his wife and Alex McColl.



Mr. and Mrs. Jim DeFries.



Mrs. Gordy McLeod and Mr. and Mrs. Leonard Falconvitch.



Mrs. Jack Phillips shares a laugh with Harold Gilbert and James Heriot.



Entertainer George Smail has a last minute consultation with Walter Moran.



Mr. and Mrs. Bud Mason stop on the dance floor to have their picture taken.



Mr. and Mrs. Cliff Akins pose for a party portrait.



Friends of band leader George Smail.



Mrs. John McKay with Mrs. George Pinchbeck.



Mrs. Betty Gordon, Brenda Moran, friend Ingrid, Mrs. Norma Wilson.



Mr. and Mrs. Bernd Braune and Mr. and Mrs. Al Langley.



Mr. and Mrs. Tony Brown, Sally Johnson, Mr. and Mrs. Doris Ryley and friends.



Mr. and Mrs. Alf Anderson and Mrs. George Niven.



Mrs. Don McQueen waits quietly for supper, Bill Swarbrick, not so quietly.



Ian McKenzie taking a turn with Mrs. Kay McKie.



Mr. and Mrs. Bob Simpson.



They won a door prize or spot prize, but no one seems to remember who they are.



This couple also won a door prize and they also remain unknown.



George Bird and his wife on the dance floor.



George Niven and a much amused **Mrs. Walter Moran**.



Hamish and Shirley McIntosh and a friend.



Stan Becks and **Norm McLellans** with friends.



Twisters **Joyce Simpson** and **Don McQueen**.



Despite solemn faces here, the party was a gay one.



Norm and Lillian McDonald, **Dorothy and Red Dyson** and **Joyce Simpson**.



George Smail putting on a good show.



Mr. and Mrs. Jack Phillips, snapped just as they came in the door.



A contemplative **Larry Shaw** with **Maury Roberts**.



Al Lightbody and **Mrs. Cliff Akins**.



Carmen Ferguson, Howard Salter's niece from Seattle.

SANTA WELCOMED BY SHANNON YOUNGSTERS



Henry Rose with Santa.



Meet Ed Wilson's wife Shirley and daughter.



Three cheers for our man from up north.



Reg Clarkson and daughter Denise.



Moe Fulkerson wife Donna, daughter Garilee.



Shelley Salter shares a joke with Santa.



Sig Braethen's youngest—Glen.



Percy Poole the magician.



Christmas carols—at least for some.



John, Beverley, Douglas and Margaret Gatto.



Mr. and Mrs. Luigi Bastone, Marie, Toni, Tresa, Gina, Rita, Lugia.



Jill Wilson takes a poke at Santa.



Tresa Bastone and an older man.



Evelyn Stefaniuk's cousins, Rita, Barbara and Debbie.



Garry Field wondering what's inside.



Linda Robson with Lyn Brown.



Betty Sullivan, Florence Manning, Mrs. R. Edmondson, Hilda Hogg and Mrs. M. Crump.



Anne Cyr and Agnes McKnight.



Gertrude Hall of Customer Service.

FVMPA Women Employees Dine Polynesian Style



Sylvia McTaggart and Marilyn Gasler.



Lilly Scott and Doris Ryley.



Margaret Rogers and Jean Layfield, both of Shannon Dairies.



Eleanor Laverty, much amused.



Betty Gresbrecht, Fern Nelson, and Sylvia Brown.



Chris Rawson and Tina Mahood.



Ruth Schafer and Eleanor Brewer.



June Florczyk, in formal pose.



Sally Johnson with Marg Molloy.



Isobel Polanowski with Trudy Newman of Pacific Milk Division.



Phyllis Lockard and Elsie Wardlaw.



Kay Long joins in the fun.



Mrs. Kemmie Blodgett and Doris Mogg-ridge.



Teri Sayer of tabulating and Mrs. Elizabeth Hope.



Mae Phillips with Gertrude Hall.



Phyllis Lockard and Ruth Morrison.



Mrs. Al Bryans, Mrs. Dennis Forster, Mr. Jim Steuter and Mr. Ed McLellan.



Party planning committee members Ken Howatt, Rod Neil, Ken Lowe, Em Barden, Darrel Coates, Murray Swanson, Les McKay and Wilf Graham.



On horseback, Mr. and Mrs. Les McKay and Bob Stevenson.



Mr. and Mrs. Dick Price.



Mrs. Dick Ahone, Mrs. Walter Harnett, Mrs. Roger Dolbec and Don Lewendon.



Mr. and Mrs. Pete Pederson.

NW BRANCH CELEBRATES CHRISTMAS

Parents whoop it up at one party and kids welcome Santa at another



Shelly Ahone and Santa (really Dad).



Kathy Dolbec riding and brother Ron carrying.



Lynne Swanson cheering a grim Santa.

Fraser Valley Milk Break

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Ottawa, and for payment of postage in cash.



A pat on the head for David Lowe.



Linda Meyer, a little awed.



A very happy Robert Cunningham with truck.



Terry Bryans and a new doll.



Caroline McKay, pleased.



Carol Lowe, satisfied with Santa's offering.



LAST CAN is stopped on receiving line for a picture. Above, from left, are **Norman McInnes**, **Dick English**, **Bill Devine**, driver **Murray Morrison**, **Larry**

Norman and Walter Bayly. Can was one of about 30 million that came in to the Eighth Avenue Plant since 1923.

Eighth Avenue Plant Receives Its Last Can

3 Billion Pounds of Milk Handled Over 40 Years

An era came quietly to a close February 28, when the Eighth Avenue Plant received its last can of milk.

Can receiving shut down early to prepare for the move to the new plant, which will be equipped only for milk arriving in tanker trucks.

The event wasn't important enough for any official observance and many employees were unaware of the change.

A few long-time staff members got together to have their picture taken with the last can. They exchanged reminiscences about the early years and then went back to work.

Passed from the Scene

There was no real significance to this last can, except in the minds of a few older men. To them it meant that the city dairy industry, as they had known it, had passed from the scene.

Not that there won't be cans going to the country plants for years to come. In the city, however, modern technology has taken over the industry, completely and for good.

The first cans came into this plant 50 years ago when it was owned by the Standard Milk Company. Fraser Valley shippers sent their first cans to the plant in 1919 when the Association joined in partnership with Standard.

Then, in 1923, the FVMPA bought out Standard and the plant began taking the cans that were to come in daily for nearly 40 years.

During these years, the plant received about 30 million cans, containing some three billion pounds of milk.

Original Shipper

By strange coincidence, the last can of milk came from the farm of one of the original FVMPA Shippers, **A. O. Morrison** of Port Hammond. Now in his 90's, Mr. Morrison still lives on his farm and keeps the shipping account in his own name.

And by even more improbable chance, the driver of the truck that brought in the last can was **Murray Morrison**, son of A. O. Morrison.

The only remaining employee who saw both the beginning and end of the procession of cans to Eighth Avenue is **Dick English**.

Due to retire in April, English went to work as an engineer for Standard Milk Company in 1914, not long after the plant was built. As a can weigher with the FVMPA for nearly 25 years, he saw many of the 30 million cans come in.

Eighth Avenue's 1000 cans are now going to the Pacific Milk and Sardis Utility plants and another 100,000 pounds of milk is arriving at Eighth Avenue each day by tanker.



WALTER BAYLY
... opens and sniffs last can



BILL DEVINE
... records weight of milk



CLIFF GARMYN
... watches can through washer

Credit Union Report

Loans and Shares Up in 1962

Dairyland Credit Union loan business increased by \$57,000 in 1962 and shares were up about \$20,000.

These increases were revealed in the credit union's annual statement, presented to members at the annual meeting on March 1.

The increase in loans was due largely to lower interest rates that went into effect last year.

Overall income of the Credit Union was down \$1600, however, as a result of the lower interest rates and other factors.

Dividend Maintained

Despite reduced income, the credit union maintained its four per cent dividend and increased the patronage dividend.

In all, 658 loans were made with a total value of \$336,476. Since incorporation, the credit union has made more than 10,000 loans, totalling more than \$3.5 million.

In 1948, membership stood at 472 and assets were \$153,000. Today, membership has doubled to 937 and assets have increased almost five times to \$745,000.

Arrangements Complete

Credit union president **Reg Cockle** reported that arrangements had been completed with the FVMPA for construction of a new credit union office on the site of the new plant in Burnaby.

The present credit union building at 423 West Broadway will have to be sold to comply with provisions of the Credit Union Act, Cockle said.

He said repairs to the build-

ing were carried out last summer to make it more attractive to the prospective buyer. Credit union officials are confident they will get an acceptable price for the building.

Education Committee chairman **Norman McInnes** report credited the union's education programs with contributing to the increase in loan business during 1962.

Advantages Explained

An open letter was mailed to members explaining the advantages of borrowing from the credit union. In addition, a 1963 calendar with information about the credit union was mailed to all members, he said.

The Education Committee was authorized to offer a \$200 scholarship for a first year university student again in 1963. Winner last year was **Robert J. Burton**, a brother of **Marcy Adams** of North Vancouver Branch.

The only change in the credit

union executive saw **Ralph Ruddy** elected a director.

SOUR CREAM IS THAT WAY

Keep the fresh milk sweet and the sour cream sour and everyone should be happy. Unfortunately, not so, as one Haney Branch driver - salesman discovered recently.

One of his customers asked for sour cream that was "not too sour."

Plans Made For Inter-Dairies Softball League

Plans are going ahead for a five-team inter-dairies softball league to operate this spring.

A first organizing meeting was held February 24 to arrange playing space and sound out interest in various dairies.

As presently planned, the league will include teams from Shannon Dairies, Jersey Farms, Palm Dairies and two teams from Dairyland.

Dan Geary represented Shannon at the meeting; **Dean Martin**, Palm Dairies; **Cliff Atkins**, Dairyland and **Bob Simpson** was meeting chairman.

In addition to league play, the league will try to arrange exhibition games with teams from the FVMPA country plants.

New Posts Announced For Larkin and Devlin

Two management appointments have been announced by General Manager **L. A. Atkinson**.

Grant Larkin has been appointed to the position of assistant production manager and **Dr. K. A. Devlin** has been made director of laboratories and technical services.

Larkin was formerly director of laboratories and technical services.

Hell Waited Within

A bulletin board outside a church announced the subject of the next sermon: "Do you know what Hell is?"

Scrawled underneath in smaller letters was: "Come and hear the organist."

A Shaky Foundation

A national campaign is underway to agitate for taxation of patronage dividends that cooperatives, such as the FVMPA, pay to their members. The campaign aims to gather support for the Equitable Income Taxation Foundation, an organization formed specifically to seek this change in tax laws.

In the words of its publicity material, the Foundation "is directing its attention to the failure of government to collect income taxes from profits earned by cooperatives on the same basis as ordinary business."

The cooperatives' reply is that, with the exception of a new co-op in its first three years of operation, cooperatives do pay taxes on profits on the same basis as other businesses. Rebates to patrons are merely a price reduction and no more taxable than are dividends paid to policy holders by mutual and other participating insurance companies.

The Foundation is conducting an intensive membership drive to organize what it calls a "solid block of opinion with the demonstrated strength to bring about the necessary taxing statutes. This means the power of numbers."

But even if the Foundation succeeds in getting its "power of numbers," its members cannot be regarded as necessarily supporting the Foundation's anti-cooperative taxation views. This is because the Foundation is employing some highly questionable tactics in its membership drive.

The Foundation's "personal membership" form describes its objectives as encouraging research into taxation and seeking "equitable" taxation laws. On the surface, this is a commendable goal. However, what the Foundation means by "equitable" is not explained and no mention is made of taxing the patronage rebates of cooperatives.

Picnic at Cultus?

A suggestion box for "Fraser Valley Milk Break" was put up in the Sardis Plant recently and almost immediately a note was dropped in, asking: "Why can't the FVMPA employee's picnic be held at the eastern end of the valley for a change?" It was signed, "The Powder Room Crew."

It's a good suggestion and, for several reasons, worthy of consideration.

Maple Grove Park, where last year's picnic was held, is limited in recreation facilities for adults. On the other hand, Cultus Lake at the eastern end of the valley, offers excellent swimming and picnic facilities for the whole family.

What's more, a picnic at Cultus Lake would give employees from the city and country plants a chance to get to know each other.

A U.S. credit union leader reminds us that a German Protestant, a Canadian Catholic and an American Jew gave us the credit union movement—international by birth and by ideal. Have you joined your Dairyland Credit Union?

A wise man lets the cat out of the bag himself. Otherwise some neighbor does it for him and by that time the cat may have kittens.

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From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

(Continued from a previous article on the marketing of manufactured dairy products.)

Bulk Powder is distributed mostly to industrial users such



as bakers, ice cream manufacturers and packing houses by truck or rail car, depending on the destination. Some bulk powder is sold through wholesalers or brokers who are better located to service smaller accounts.

Market Areas

Because British Columbia is a deficient butter producing province, all of our butter finds a ready market within the province. Bulk powder finds its market mainly in B.C. and Alberta, while Pacific, both Evaporated and Instant Skim, is marketed in all four of the western provinces and the northwest corner of Ontario to the Lakehead.

As mentioned above, these products, being competitive with production from other parts of Canada, have a relatively low value. Butter prices, which are government supported are quite stable, but evaporated and skim powder are quite competitive. If an Eastern manufacturer, because of surplus stocks, or a desire to expand his market, reduces his prices in our marketing area, we have no recourse but to meet them in order to retain our market share.

Promotional Deals

In the sale of Instant Skim milk, over the past year or so, special promotional deals have been the order of the day and not the exception. Evaporated prices are not so volatile, but there have been serious reductions, once in 1960 when we had a short but severe price war, and in 1962 a reduction of 45 cents per case as the result of a new factory opening in Alberta.

An understanding of the relatively low values obtainable in the manufacturing market, again emphasizes the necessity of keeping fluid sales at their maximum level.

Sardis Men Win

Gordon Craig and Stan Lyon of the Sardis plant curled on a team that won the "F" event of the Chilliwack Bonspiel in February. Lyon curled lead and Craig skip on the rink which was playing together for the first time.

Oldest Driver W. L. Leitch Retires March 8

Dairyland's oldest retail driver - salesman, W. L. BILL LEITCH, retired on March 8 after 32 years with the FVMPA.

At age 70, Leitch was by far the oldest Dairyland driver still working a retail route, and was probably the oldest retail salesman in the city.

He started in the dairy industry with Valley Dairy when he came to Vancouver in 1927. He became an employee of the FVMPA in 1931.

Born near Kelso, Roxburghshire, Scotland, he served with the 12th Royal Scots in France during World War I.

Emigrating to Australia in 1924, Leitch operated a mixed dairy and cane sugar farm. He disliked both climate and country, however, and left for Vancouver.

Leitch is well known around Vancouver for his old time fiddle playing. He has been playing the violin since he was a boy and is still a frequent competitor in old time fiddling competitions.

In April, Bill Leitch and his wife Catherine will return to Britain for a three-months visit that could turn into a permanent stay.

They have no relatives in



W. L. LEITCH

Canada and nothing to keep them here, should they decide to make the move.

Corson Leaves To Run Alleys

George Corson has accepted an offer to take over management of Legion Bowling Alleys in Mount Pleasant Branch 177 of the Royal Canadian Legion. He had been with the FVMPA since 1942 as a retail driver-salesman and special delivery driver.

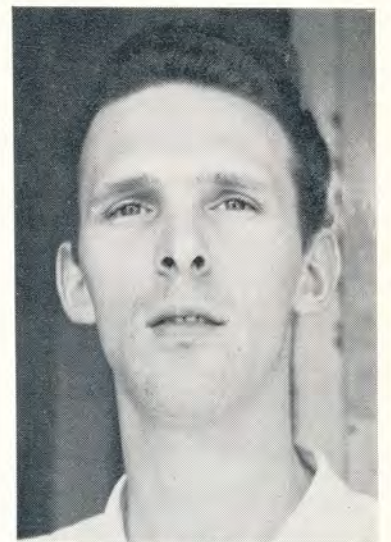
Milk Break—UK Style

Under the sign "Drink More Milk" painted on a milkman's delivery truck abandoned in London, England was another sign: "Gone for Tea".

New Pasteurizer Operators



GENE STEFANSON
Eighth Avenue



BOB SCHARFT
Eighth Avenue



GLEN LOUGHEED
Arctic Ice Cream



RALPH ROBERTS
Shannon Dairies

PASTEURIZER operator's licenses have been earned by Gene Stefanson and Bob Scharft of Eighth Avenue, Glen Loughheed of Arctic Ice Cream and Ralph Roberts of Shannon Dairies. They passed examinations in December, following correspondence work and a one-week short course at UBC. These men are among a series of FVMPA production employees to take the course.



ALUMINUM WINDOW FRAMES are being installed, above, in the second floor of the office section. Heat and air conditioning pipes are going in at the same time. Section of roof outside these win-

dows will be covered with a decking and decorated with plants for a roof garden. Partitions will be erected later in the office. The Dodsley Barrow archives and library is on this same floor.

Colors and Materials Chosen

Plant Nears Finishing Stage

Heavy construction on the main building of the new plant is all but complete.

Although work on loading bunkers connected to the plant has not yet begun and construction of the garage began only a few weeks ago, the plant itself is entering the finishing stage.

To prepare for finishing, the FVMPA staff has been at work for some time selecting colors, materials and dairy processing equipment.

Equipment Ordered

Orders have already gone out for items of equipment that have long delivery schedules and orders from other manufacturers are being placed as quickly as possible.

After processing equipment is installed, it will be connected by a complex system of stainless steel piping. Connecting this piping will be a long, painstaking job requiring welders with special skill.

The flow of milk and cleaning solutions through this network of pipes will be automatically controlled from a single seven by 12-foot control panel. In fact, the entire processing area will be controlled from this master panel, with its hundreds of switches, meters and buttons.

Subdued and Restful

Although painting is still some weeks in the future, many of the interior colors have been chosen. The accent is on subdued, restful tones, with occasional splashes of stronger tones to avoid monotony.

The floor of the general office and driver's room will be basically light in color, set off with a scattered pattern of contrasting tiles.

Avocado green will be used in the entrance hall, stairwells and on some of the doors. Walls in the rest of the office will be mainly of a buff tone and

washroom doors will be painted coral for contrast.

In the production area, floors will be of traditional rust colored chemical resistance quarry tiles and walls will be finished with gleaming ceramic-faced blocks in pastel tones.

The production room ceiling will be painted with a special vinyl material, first used for Seattle's Space Needle.

Appearance of the production area is doubly important in that it will be under the critical eye of the consumer.

Visitors will be able to look down into the production area from an all-glass observation

gallery adjoining the Fraser Valley Room—as the new plant's reception room has been named.

Special attention is being given to decor of the Fraser Valley Room, along with the Board Room and the Dodsley Barrow Room.

The Barrow Room, named after the Association's first president, will be a combination of library, and FVMPA archives.

Exterior colors have yet to be decided upon. These and many other decisions will be made soon, however, as completion of the plant is now only about six months away.

SKELTON'S SPOUSE YIELDS IN EXCHANGE WITH RAM

Nursing a small grievance against your wife? Then by all means heed the example of Haney driver-salesman ALEX SKELTON—buy her a ram.

Alex dragged wife PAT from the safety of her kitchen recently to hold a piece of plywood he was nailing for a makeshift gate to hold their ram in the barn.

Seeing its freedom in danger, the ram charged the gate and met Pat, who was looking over the top, head-on. The ram got its freedom and Pat settled for a broken jaw.

Anti-Fat Fad Risky

An October press release from the American Medical Association titled "Latest Food Fad is Wasted Effort" warns people that "the anti-fat, anti-cholesterol fad is not just foolish and futile . . . it also carries some risk."

Copies of this press release from the U.S. doctors' professional organization will be distributed to every home delivery customer in Vancouver, as well as to many special groups such as doctors, nurses, dietitians and school teachers.

It will be made available to all FVMPA employees and farmer members. Distribution is being handled by the Vancouver Milk Foundation, an educational body comprised of the major Vancouver dairies and milk shippers.

Home Sweet Home

Up-to-date houses, according to the "Holstein-Friesian Journal," have wall-to-wall carpeting, wall-to-wall windows and back-to-wall financing.

Joe Robinson Among Top Go-Kart Racers in B.C.

Won 11 Trophies in 1962
After Just 3 Years' Racing

If any FVMPA employee has won a measure of fame in the sports world, it's JOE ROBINSON.

As a go-kart racer, he has an impressive record and has made a name for himself in B.C. and Washington racing circles.

Just four years ago, Robinson, who is FVMPA fleet superintendent, built his first go-kart and began racing as a hobby.

Serious Competition

His first kart was capable of speeds up to 50 miles per hour. Today he drives a custom-built kart that will do 78 mph—and his hobby has become serious competition.

In the 1962 season alone (March - September), Robinson won 11 trophies, four of them in international races.

At Westwood circuit near Port Coquitlam, he has won both the B.C. championship sprints and endurance races in his A-modified class.

Averaged 55 mph

In winning last year's endurance championship, he maintained an average speed of about 55 mph, including time lost for three mandatory pit stops.

Go-kart racing is enjoying a growing popularity, Robinson says. Many sports car racers are switching to karts because of the lower cost.

There are more than 250 go-kart tracks in the United States and many of the racers there have become professionals. B.C. karting is still entirely amateur.

In addition to the A-modified class in which Robinson competes, there are B and C class karts. These are more powerful than the A-modified karts and attain speeds of more than 100 mph.

Although there is an element of danger in go-karting, Robinson says, it is much safer than sports car or road racing.

But, as he points out, slithering around a track in a tiny 120-pound kart at more than 75 mph is excitement enough.

ARCTIC NOW HAS 'ZIPPER'

Arctic Ice Cream has come to the rescue of people who can't open a three-pint carton without getting ice cream all over their hands.

A new "zipper pack" now on the market is easily opened by pulling off a perforated strip along one side of the package.

Watch for Water Racket

If there is a death in your family, don't be taken in by the colored water racket.

Some enterprising citizens take names from newspaper death notices and quietly mail a bottle of colored water, marked "Medicine," to the deceased person.

Many bereaved families pay the C.O.D. charges, thinking dear old Granny or Dad ordered the medicine without telling them.

Although practitioners of the racket are careful to send the "medicine" only to people reported to have died after lengthy illness, they have been caught when medicine was sent by mistake to accident victims.

Storey on 2nd Rink

Elmer Storey of the Pacific Milk Plant was a member of Dr. Al Millier's rink that was runner-up in the "B" event of the Abbotsford Bonspiel in February.



ELEVEN TROPHIES that he won during the 1962 racing season, surround Joe Robinson and his go-kart. Although equipped only with a 10 hp motor, the kart is capable of speeds to 78 miles per hour. The motor turns over at 14,000 rpm with direct drive to the wheels.



BOB STEVENSON with **Kay's Image** just after the horse had won a race at Exhibition Park in 1961. This is one of the horses he raised and trained at his home in North Surrey.

Racing No Longer A Sport for Kings

Contrary to popular notion, horse racing is no longer the sport of kings, according to New Westminster relief driver-salesman **BOB STEVENSON**.

And he ought to know. He has been co-owner of a racing string since 1949 and has six thoroughbreds stabled on his place in North Surrey.

"You can't say racing is a rich man's sport when about 60 per cent of the horses at Exhibition Park are owned by ordinary working people like truck drivers and bellhops," Bob explains.

But, before you squander your savings on an unknown plug, consider a few of the bills that have to be paid before a horse ever goes to the post.

Must Own Mare

If you breed your own horses, as does Bob Stevenson, you first must own a mare of good racing stock. After paying a stud fee of \$200-\$300, you pour grain and hay into the mare for 11 months before the foal is born.

Then you board the foal for another two years before it goes to the track. Meantime, it has to be broken, exercised regularly when it can be ridden and

finally trained to come out of the starting gate.

An when the horse runs, there is the jockey to be paid.

All very unpromising? Yes, but less so if you do as many things for yourself as do Bob Stevenson and his father-in-law partner, **Harry Gilder**.

Stevenson devotes about three hours a day to feeding, grooming and training the horses until they go to Lansdowne Park in March for conditioning.

100 Days' Training

There Gilder, who is retired, guides the horses through the 100 days of training needed to put them in shape to run.

A former FVMPA employee at Eighth Avenue, Harry Gilder lives right at Exhibition Park when the racing season is on.

Over the years, Stevenson and Gilder have had more than 20 winners, and many more second and third place finishers (place and show, in racing parlance).

Their best horse was **Siwash Grace**, followed by **Rose Anna Lea**, **Kay's Image**, **Happy Marge** and others well-known to racing fans.

Broke Neck

They raised a full sister to Siwash Grace, only to lose her when she reared and broke her neck as she was being loaded into the truck that was to take her to the track.

This year they plan to run three horses — **Happy Marge**, **Dynamite Bob** and **Mister H.G.**, a two-year-old that has yet to make his first start.

And if this year comes up to expectations, all the time and expense of breeding, raising and training the horses will be worthwhile.

Bob Stevenson and Harry Gilder don't expect to make their fortunes, but as Stevenson says, "the horses pay their way."

Roggwillers Have First Approved Goat Farm

Processing and Marketing Facilities Still Limited

JACOB ROGGWILLER of the Pacific Milk Plant owns and operates the first provincially approved dairy goat farm in the Fraser Valley.

Working with wife **Salena**, Roggwiller has installed the facilities needed to meet government standards. These include white-washed barn, separate milking parlor and adequate milk cooling facilities.

Size Varies

They have 35-40 goats on their small farm in the Straiton district, near Abbotsford. The size of their herd varies from day-to-day at this time of year because this is the season when the kids are born.

They keep about 20 milking nannies, most of them Saanen or Turgenburg breed, with a few crosses. Production of the herd runs as high as 200 pounds a day.

Getting the milk pasteurized and marketed has been the Roggwiller's chief problem. To date there has not been enough goat's milk produced in the Valley to make a dairy for goat's milk economically possible.

Join with Others

The Roggwillers have been paying to have their milk privately pasteurized and sold, mostly door-to-door. Eventually, they hope to join with other goat milk producers in a processing and marketing venture.



SALENA ROGGWILLER puts a can of goat's milk in the cooling tank.



BIGGEST BILLY of the Roggwiller herd is shown off by **Jacob Roggwiller**. They now have more than 40 goats and milk 16-20 of these for close to 200 pounds of milk a day.

Principal users of goat's milk are babies and older people, many of whom find it beneficial for digestive disorders or rashes such as eczema.

Salena Roggwiller started the herd about 12 years ago after a visit to an aunt who kept goats in Switzerland. Although she and her husband are both Swiss, they were city dwellers there and had no experience with goats before coming to Canada.

LOEWEN TAKES SECOND PLACE

Jake Loewen, general delivery driver at Sardis, is a member of the Chilliwack rink that took second place in the "A" event of the Osoyoos Bonspiel.

Jake and his teammates brought home ice box coolers for their efforts.

Roy Hilliard Dies After Heart Attack

Roy Hilliard, checker at Kit-silano Branch, died suddenly March 7. He suffered a heart attack while working on night shift.

Steelhead Derby Lacks Only Fish

The FVMPA steelhead derby has had all the ingredients for success this year except one—fish.

The derby, which got underway December 1 and ends March 31, has a fair entry of 21 anglers and competitive spirit has been running as high as ever. But up to the first week of January, not a single steelhead had been entered.

Fishing improved slightly in recent weeks, however, and there are now eight fish entered. Leader to date is **Frank Kemel** with a 13-pounder.



GERRY PERRY

Perry's Boxers Do Well

With a few sets of boxing gloves and a couple of battered punching bags, Gerry Perry of Sardis is nearing the end of another season with his Vedder Crossing Boxing Club.

Two nights a week, Perry gets together with the eight members of his club in an old chicken house he has renovated with the boys' help.

They concentrate on physical conditioning, footwork and boxing skills, while soft-pedaling the destructive side of boxing.

Builds Character

Manager-trainer Perry, an employee at the Sardis Utility Plant, thinks boxing is good for boys but a poor choice for a career. "Learning to give and take a good poke on the nose helps build a boy's character," he says.

Although Perry himself has thrown few blows in anger, he knows enough about boxing to turn out some fighters with impressive amateur records.

In addition to a number of Fraser Valley champions, he had one boy who fought his way through to the finals of the Canadian championships. One of his present boxers has lost only one bout in his career.

A Little Money

Perry doesn't want to see his club grow too big, but he would settle for a few more members—and a little money.

Gloves and bags they now use were bought with money raised at fight shows staged with other Fraser Valley clubs. More money will likely come from this source, but not enough to get the club out of the chicken house and into more commodious quarters.

Gray and Fish Birthplaces Wrong

A story on the retirement of **Sam Gray** and **Jim Fish** in the January - February issue of "Milk Break" incorrectly stated that Gray was born in Lancashire and Fish near Belfast. Gray was born near Belfast and Fish in Lancashire.

Fraser Valley Milk Break

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MAKING HIS POINT at a meeting of the Eighth Avenue Labor-Management Committee is **Bud Whitehead**, left, while committee secretary **Charlie Webster**, Jim Kelday and Bob Cooper listen. This committee and others like it have been conducting successful monthly meetings for nearly three years.

Create Understanding

L-M Committees a Big Success

The FVMPA Labor-Management Committees are nearing the end of their third year of successful operation.

Begun in 1960, the committees have made a significant contribution to understanding and goodwill between Dairyland salesmen and their supervisors.

The committees, active at Eighth avenue and all the branches, are strictly advisory in that they make recommendations to management, but don't implement any of their own proposals.

Wages, working conditions and other subjects for collective bargaining are beyond the committees' scope, but almost any other matter of interest to labor is discussed.

Employee's Suggestions

Subjects considered by the committees are submitted by employees through suggestion boxes or given directly to any of the six labor or six management representatives.

Minutes of the meetings are posted for all employees to read and a written reply is sent by the committee or by management to those who make suggestions.

The monthly meetings are open to any member of the Dairyland sales staff and attendance is particularly good when guest speakers are invited

to explain the operation of other departments in the company.

Labor representatives are elected and management representatives are appointed, both for two-year terms.

Committee members are looking forward to the reorganization that will likely be necessary when all branches move under one roof in the new plant.

They expect the changes to bring greater employee interest

and give the committees an even greater influence in labor-management relations.

New Carton for Arctic

Arctic Ice Cream has come out with a smart-looking new six-pack carton for fudgicles, ice cream bars and popsicles. The carton features a modern design and convenient new locking device.

DORIS ISN'T ESPECIALLY LUCKY — BUT SHE WINS

DORIS RYLEY of Eighth Avenue office doesn't consider herself especially lucky, but few would agree.

Two years ago she split \$1095 sweepstakes winnings. For six years, she has been winning four-six times a year at bingo, although her biggest pot was \$62.

That was before March 30 when fortune picked her from among 1700 Canadian Legion bingo players and she came away from the game \$1029 richer.

Ruddy and Martin Finish Near Top

Eighth Avenue route foremen **Ralph Ruddy** and **Art Martin** graduated near the top of a large class in the Executive Sales Course of the Vancouver

Advertising and Sales Bureau.

Their demonstration on selling milk at the home earned them top spot in their own class of 29 and third place among all 55 salesmen taking the 12-week course.

Martin took the part of the buyer for the demonstration and Ruddy was the salesman.

Employees Contribute Nearly \$6000 to Charity

Welfare Fund Statement Shows Donations Up \$300

Employees of Eight Avenue Plant and Kitsilano, Vancouver Heights and Haney branches contributed nearly \$6000 to charity last year through the Dairyland Employee's Welfare Fund.

This was an increase of more than \$300 over 1961 donations. These figures were contained in the 1962 statement, presented to the Fund's annual meeting, April 19.

About 400 members of the Fund contributed a total of \$8615 through payroll deductions. Another \$1012 was carried over from 1961 and vending machines and bank interest brought in an additional \$239.

About \$2850 was spent within the company through the Staff Fund, with the largest expenditures going to sick cheer and retirement gifts. Fifty cents of each employee's monthly contribution is turned over to the Staff Fund.

\$4200 for the Chest

Much the largest donation from the Welfare Fund—\$4200—went to the Community Chest. The Red Cross and the Canadian Cancer Society each received \$350.

Donations of \$150 went to the B.C. Tuberculosis Society, the Salvation Army's Harbor Light Corps, Central City Mission, B.C. Heart Foundation and the Retarded Children's Association.

Queen Alexandra Solarium (Victoria) and the Polio Fund received \$50 donations. Other gifts went to the Children's Hospital (\$100), Mission City United Appeal (\$35), Central City Mission, Haney (\$25), and the Victorian Order of Nurses, Richmond (\$25).

Roy Luty Has a Teaching Talent

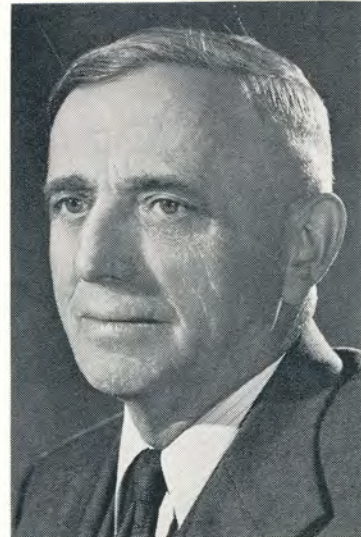
Roy Luty of Sardis completed his first term as an industrial first aid instructor in March and, if the performance of his class is any indication, he is a talented teacher.

Twenty-three of his 26 students passed the final examinations, a high percentage for the difficult St. John Ambulance Association course.

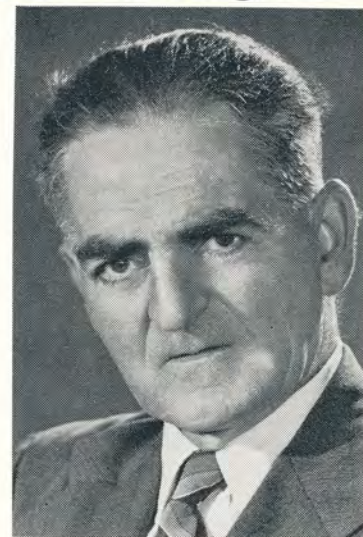
Luty had previously instructed a senior first aid course, but this was his first class in the more detailed industrial field.

Drawing on his knowledge of first aid, Luty is writing a series of articles for "Butter-Fat" on first aid on the farm and in the home.

FVMPA Board Changes



J. J. BROWN
... retires after 29 years



J. C. BRANNICK
... moves up to President

J. C. BRANNICK, a member of the Board of Directors for 16 years and vice-president since 1960, has been elected president of the FVMPA.

His election follows the retirement of President **J. J. Brown**, who had served on the board for 29 years.

Other executive members are Vice-president, **H. S. Berry** of

Langley, a board member since 1944 and **Gordon Park**, secretary, a position first held by his father 46 years ago.

Arthur Rundle of Chilliwack is the other member of the executive committee.

Other board members are **J. C. Cherry** of Mount Lehman and two newly-elected directors, **Peter J. Friesen** of Poplar-Pearndonville and **R. A. Robson** of Barnston Island.

Atkinson Reviews Distributors' Brief to Conciliation Board

In this personal message to all FVMPA employees, General Manager L. A. Atkinson outlines the main points of a milk distributors' brief to a Provincial Conciliation Board, concerning negotiations with Milk Salesmen and Dairy Workers Union, Local 464. The brief was presented jointly by four dairies — FVMPA, Jersey Farms Ltd., Palm Dairies Ltd. and Drake's Dairy — in Poly Party Agreement.

Dear Fellow Employees:

Most of you are aware that serious negotiations have been going on for some time between Vancouver milk distributors, who are members of the Poly Party certifications and Milk Salesmen and Dairy Workers Union, Local 464. It is felt that all employees, whether union members or otherwise, should be aware of what is involved.

The union has requested an increase of 25 cents per hour in wages; three weeks holiday after five years instead of eight as at present; and sick leave accumulated at the rate of one-half day per month.

The distributors have taken the position that, in the light of all of the factors which have a bearing on the matter, no increase in wages or other benefits is warranted or justified in the renewal of the existing agreement.

Among the more important reasons for this position are:

- The fact that wage rates and working conditions now provided are better than rates for similar categories in the milk business, in any other part of Canada.
- They are also equal to or better than rates existing in other comparable food industries in Vancouver and British Columbia.
- Distributors have been operating in a loss position for some considerable period. Further increases in costs will intensify the necessity for retail price increases in a market where sales are not keeping pace with population growth.

It has been estimated that the additional annual cost of meeting the Union's requests would be \$880,813 and based on sales of 65,802,399 quarts, would require a price increase of 1.338 cents per quart to satisfy the Union's request alone.

The following portions of the distributors' brief are set down so that all employees may be able to view this whole matter in its proper perspective.

* * *

It might be suggested that the milk distributors of Vancouver look into the following possibilities to improve their financial position:

- Become more efficient
 - Pay less for their milk supply
 - Increase the price to the consumer
- Let us briefly analyze the above steps:

EFFICIENCY

Every distributor in this area is continuously striving for greater and greater efficiency. In the past four years, great strides in economy of production and deliveries have been introduced. It is our honest opinion that there is not much more one can accomplish in this respect without very large capital expenditures.

It is our belief, from investigations carried out, that the Vancouver distributors are much more efficient than most of the distributors in Canada and the United States. This fact can easily be verified.

PRODUCER'S PRICE

The B.C. Milk Board issued an order (Number 27) on November 19, 1962, which will tend to reduce the price paid to producers.

The order provides that, notwithstanding the results of computations by the pricing formula for class I qualifying milk, the price will not exceed by more than \$3 a hundredweight, the accounting value for class three milk of the previous month.

This order reduced the price to the producer by 19 cents per hundredweight in December and the price under this order in January was 11.6 cents per cwt. below the average class I price for 1962.

It would be very difficult and impractical to reduce the price to the producer any further.

The effect of this order on the producer's return is demonstrated by the following table:

Average Class I price 1962	\$6.04
Jan. 1963 Class I price under	5.924
Order 27	\$0.116

Reduction in value based on Vancouver area 1962 volume 239,323,203 lbs.	\$277,615
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MILK PRICE TO CONSUMER

Economic studies into the possibility of increasing the milk price to the consumer indicates a number of dangerous consequences. These studies show that not only have sales since 1958 failed to keep pace with the

population growth, they have tended to fall in volume at present prices.

From 1958 to 1962, the population of Vancouver and the Fraser valley increased by 96,000 or 11.7 per cent, while sales of fluid milk in the same area increased by only 1.7 per cent.

We must also point out that the milk pricing structure in relation to competitive or alternative products should be such as to encourage the maximum consumption of milk in fluid form.

It is our feeling that any increase in fluid milk prices at present would result in a drop in consumption and will encourage the trend to substitutes.

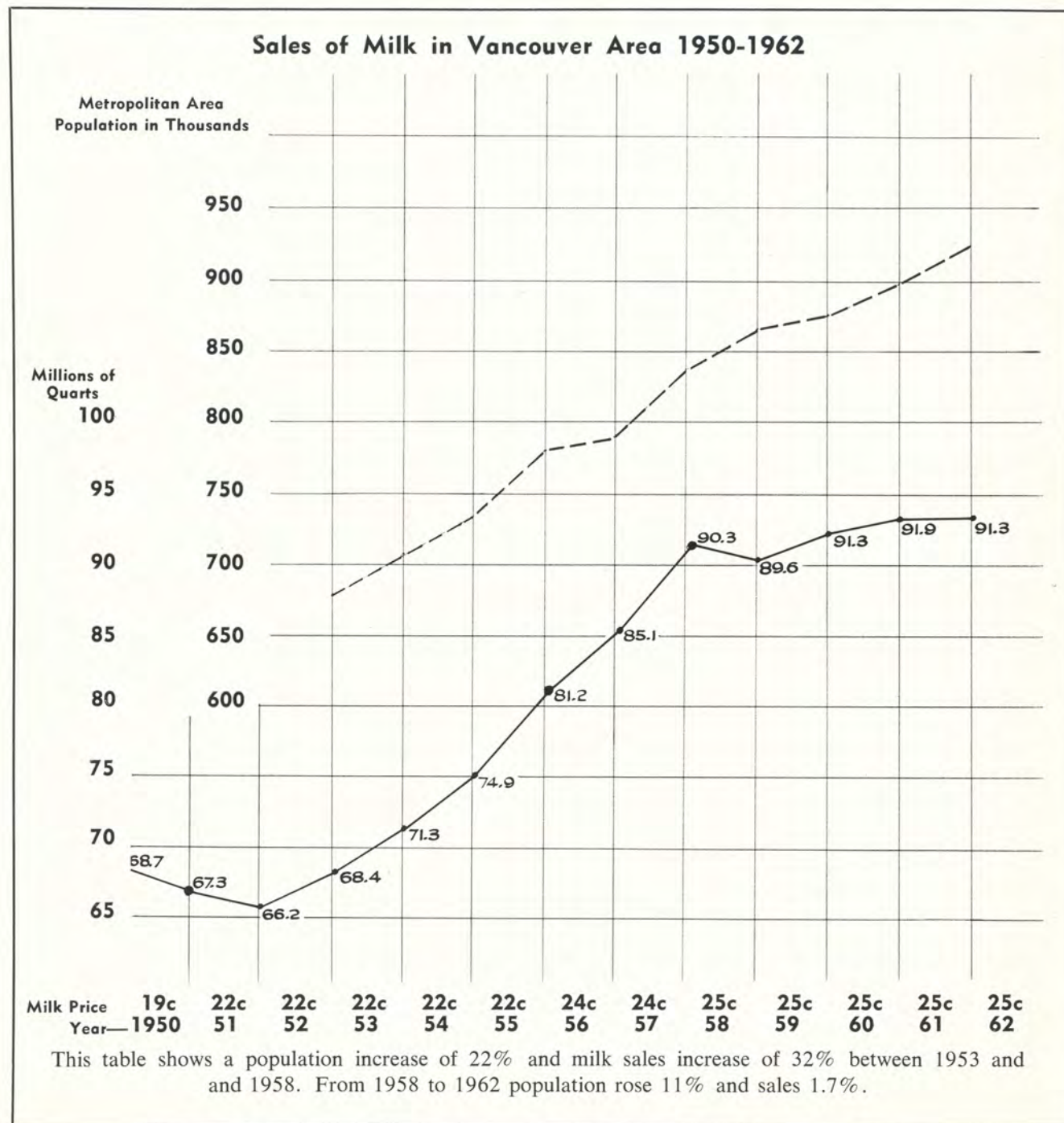
The latest report issued by the Milk Board shows the 1962 total sales of milk in the Vancouver area to be 91,311,783 quarts. Compared with 1961 sales of 91,897,388 quarts, this is a decrease in total sales of 585,605 quarts, or 0.6 per cent.

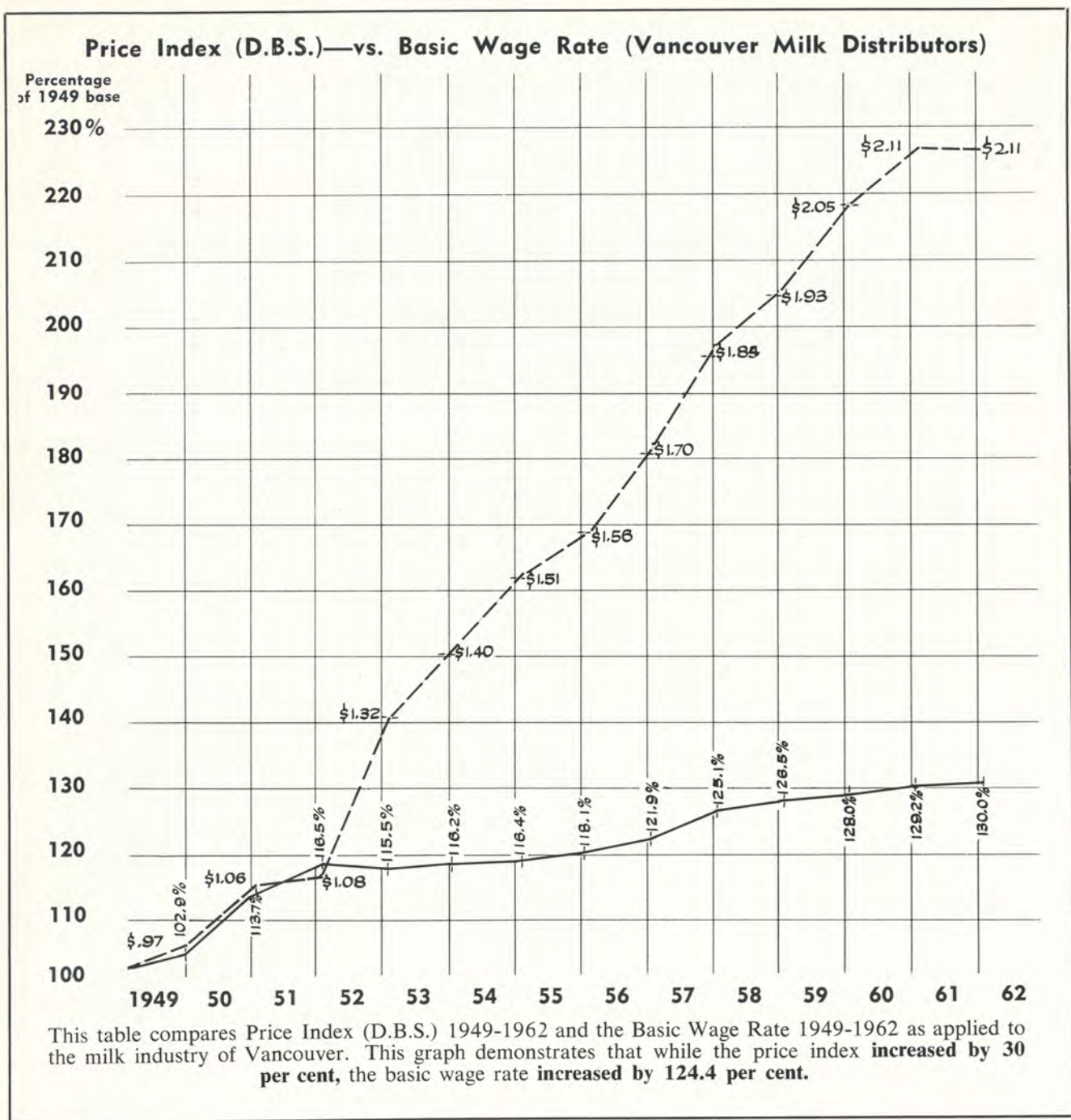
An increase in the price of milk might drastically effect the volume of sales and wipe out any temporary financial advantages derived from the price increase.

Retail price in Vancouver is already as high as any city in Canada, except St. Johns, Newfoundland.

PRESENT POSITION

Clause II of the agreement now in force provides the following benefits to the employee, at a total cost





to him of NOT MORE than \$1.40 per week married rate, or \$1.05 per week single rate:

- Life Insurance of \$3,500.
- Sick Benefit of \$50 per week for a period of 13 weeks.
- Medical coverage and benefits provided by M.S.A. (or equivalent).

Clause 22 of the Agreement provides:

- Two weeks holiday with pay after one year
- Three weeks holiday with pay after eight years
- Four weeks holiday with pay after 15 years

The above benefits are provided at a cost to the Association of between 15 and 20 per cent of the wage rate. For example, these benefits add 42 cents an hour to the basic hourly wage of dairy workers and 46 cents per hour to the basic hourly rate for driver-salesmen.

Pay schedules of the agreement lists various classifications and wages, some of them are as follows:

	Week	Hour
Basic Wage—Production		
Department	\$84.50	\$2.11
Pasteurizer	89.70	2.24
Wholesale Drivers	92.50	2.31
Route Reliefmen	99.50	2.49
Foreman	103.00	2.57½
Retail Driver up to 475 units	88.75	2.22
Retail Driver from 476 and up	92.50	2.31
Truck Driver	88.50	2.21
Truck Driver—semi	90.50	2.26

It is proposed to compare the wage rates specified in the 1962-63 Vancouver Poly Party Milk Agreement with other wage rates currently being paid in Vancouver, in B.C., and in Canada.

Before so doing, however, it would be well to justify the use of such wage comparisons. Wage comparisons are often made by union negotiators and were widely used in some of the briefs presented in the past. Therefore, we might assume that the comparison of wages as a method, can be accepted as a meaningful criterion for establishing a just wage.

To assure a fair comparison, it is proposed to approach this problem in the following order:

- General wage trends in Canada
- B.C. wage rates vs. Canadian (dairying)
- Vancouver wages—other industries
- Wages in some recent union contracts

GENERAL WAGE TREND

INDEX NUMBER OF AVERAGE WAGE RATES

The index numbers are based on the rates paid to certain non-office occupations selected as being repre-

sentative of all non-office occupations in the industry.

The Economic and Research Branch, Department of Labor, Report No. 44, reports the following wage rates, as measured by the October 1, 1961 survey. The index numbers for 1961 were as follows (1949=100):

Logging	190.8
Mining	167.9
Manufacturing	179.5
Construction	196.3
Transport, Storage	185.8
Electrical, light and power	215.0
Trade	176.0
Personal Service	158.0

General Index—All Industries: 180.0

The basic wage index for October 1961 in the milk industry in Vancouver, taking 1949 as 100, was 224.4.

COMPARISON OF THE BASIC WAGE IN THE DAIRY INDUSTRY IN B.C. vs. OTHER PROVINCES IN CANADA

As reported by the Department of Labor, Ottawa

PLANT—GENERAL HELP

Weekly wage October 1961.

	From	To
B.C. (Vancouver)	63.46	84.50
Nova Scotia	36.90	54.00
New Brunswick	35.00	45.00
Quebec	48.00	68.00
Montreal	50.00	68.00
Ontario	52.00	75.50
Toronto	72.00	78.50
Manitoba	61.00	68.25
Saskatchewan	44.00	65.86
Alberta	57.69	67.78

WAGE RATES AS OF OCTOBER 1, 1961 IN VANCOUVER

As Reported by the Economic and Research Branch, Department of Labor, Ottawa

Labor—General	Average Hourly Rate
Manufacturing	\$1.96
Non-manufacturing	1.92
Transportation	1.88
Trade	1.91
Government Service	1.97
Personal Service	1.86

Compared to the above, the basic wage in the dairy industry in Vancouver was \$2.11 per hour.

The comparisons and examples of wages quoted above demonstrate the following facts:

● The basic wage of a dairy worker in Vancouver has not only kept up with the general trend in wages in Canada, but compares very favorably with other industries in Vancouver and B.C.

● The dairy worker's wage in Vancouver is the highest wage paid by the dairy industry anywhere in Canada.

WAGES, ANNUAL HOLIDAYS AND WELFARE PLANS

From Some Recent Union Contracts Signed in Vancouver and B.C.

WELFARE BENEFITS

By studying other contracts now in force in Vancouver it is apparent that the welfare benefits provided by the Vancouver Milk Distributors Agreement are as good as any, and better than most.

ANNUAL HOLIDAYS

The annual holiday position of the Vancouver milk distributors is also very favorable in comparison with the other industries of Vancouver.

The Milk Dealers Agreement provides for two weeks after one year, three weeks after eight years and four weeks after 15 years. In the other 26 companies compared, very few provide for four weeks holiday. In the ones that include it, four weeks are given only after 20-25 years.

Some companies give three weeks after less than eight years, but give no provision for four weeks holiday. Only the baker's agreement will have four weeks after 15 years and that will come into effect in October of 1963.

WAGE RATES

Comparing wage rates is always a difficult problem, but by looking over weekly and hourly rates now in effect, some of which will be in effect until 1964, it can be seen that wage rates of the Vancouver milk distributors compare very well with most of the other companies involved.

Taking the basic rate of the Dairy Worker at \$84.50 per week, or \$2.11 per hour, and comparing it with the rate of labor classification of the other companies, it becomes apparent that the Vancouver milk distributors' rate is one of the highest in Vancouver.

It compares well with laundry workers at \$83.50; Barber Ellis at \$77.60; Canada Safeway at \$84.40; Coca Cola at \$83.20; Canadian Cannery at \$80.16; Westeel Products at \$75.20; Standard Brands at \$83.00; Canada Packers at \$81.20, and many others lower than these.

The dairy drivers salaries, depending on classification, range from \$88.50 (\$2.21) to \$92.50 (\$2.31), and compare extremely well with laundry driver salesmen at \$81.50 to \$84.50 (plus commissions), linen supply driver salesmen at \$92.00; Coca Cola at \$94.00; Canadian Canner drivers at \$2.18 per hour; Barber Ellis truck drivers at \$85.20; Bonar and Bemis drivers at \$82.40; B.C. Packer's drivers at \$83.20; York Farm drivers at \$1.99 per hour; Sun Rype semi-truck drivers at \$1.85 per hour, and City of Vancouver drivers at \$2.22 per hour.

Some agreements have a wage rate higher than the Dairy Industry, but these higher wages are usually due to commissions.

Even then, the baker retail driver at \$90.00 per week who earns \$10 commission, would work a 44-hour week for his \$100 earnings and this would amount to \$2.27 per hour, which is lower than our retail or wholesale drivers at \$2.31 per hour.

Wages paid by the dairy industry in Vancouver compare more than favorably with the cross-section of other industries in the City.

The dairy industry locally, and in the rest of Canada, is caught in an extremely competitive struggle, both between alternative products in the industry and between dairy products and substitutes.

The best economic interests of the producer, distributor and employee will be preserved only by maintaining a high per capita consumption of fluid milk. Cost factors which tend to increase fluid milk prices will accelerate the switch of consumption to alternate products such as skim milk powder.

To preserve the fluid milk business for the benefit of all those engaged in it will require the complete co-operation of all groups to keep prices from rising. We seek and urge this co-operation from all the employees of FVMPA.

Sincerely yours,

L. A. Atkinson

L. A. ATKINSON,
General Manager.

Fraser Valley Milk Break

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DAVID MASON
... promising speaker

Mason Boy Speaks Well for Himself

Fourteen-year-old DAVID MASON, whose father BUD works in Eighth Avenue stockroom, is making a name for himself as a public speaker.

David, who has been speaking competitively for only two years, did well recently in local eliminations for the Optimists' international public speaking contest.

Narrowly Missed

Competing with six other boys for the right to represent East Vancouver Optimist Club at the provincial finals in Victoria, David lost out narrowly to the winner in the 12-15-year-old division. The seven club finalists were selected from a class of 18.

Two other FVMPA employees had a part in staging the competition. Joe Gray is president of the East Vancouver Optimist Club and Mike Rees is

oratorical chairman and directs the club's public speaking program. Both are driver-salesmen.

David puts a lot of work into his speeches before he ever takes the platform. He researches his assigned topic thoroughly, then writes the speech in collaboration with his parents or anyone else who is available to help.

In the Optimist competition, he spoke on "Youth's Approach Towards World Forces."

Stiff Competition

Speaking in open competition with 400 students in grades eight to 12 at Gladstone High School, David won an honorable mention.

He has two more chances at the 12-15-year-old class in the Optimist competition and his parents are keeping their fingers crossed.

If he won here in B.C., he would go to the international speak-off and a chance to win a \$1000 scholarship.

Scholl Leads Public Speaking Class at UBC

Eighth Avenue Plant Superintendent Vic Scholl graduated at the top of his class in the Junior Chamber of Commerce Advance Public Speaking Course at the University of B.C.

His winning talk, in support of giving free narcotics to drug addicts to end trafficking, was delivered before the JC annual banquet.

The public speaking course was among those he completed to graduate from the Junior Chamber's three-year Executive Training Course at UBC.

Bill Swarbrick, assistant engineering manager and Gil Rumley, Arctic Ice Cream assistant sales manager also completed the course this year.



MURRAY OSTEN presents the Kingfisher Trophy to winner Frank Kemel, while Jim Griffin, Fred Franks and Bill Hoffman look on. Reg Cottingham, right, stands by with prize money.

Kemel's Fish Wins Steelhead Derby

Frank Kemel of Sardis has won the FVMPA Steelhead Derby with a 13-pound fish from the Vedder River.

Kemel, who runs his own business hauling milk to the Sardis Plant, received a cash prize and the "Kingfisher" trophy.

His fish was one of only seven weighed in by the 21 anglers who entered the December-March derby. Mudslides and dirty water in the Vedder made

fishing conditions poor for most of the season.

Second place went to Jim Griffin's 12-pound fish and perennial winner Fred Franks took third spot with an 11-pound, 12 ounce. Franks also won \$5 for having the fish closest to the average weight of all those entered.

Sardis instantizer operator Bill Hoffman placed fourth in the derby with a 10-pound, two-ounce steelhead.

FVMPA Director T. J. Robertson Dies

Thomas J. Robertson, pioneer B.C. agriculture leader, died at his home in East Delta on April 1. He was 70.

Robertson's death followed by 10 days his retirement from the Board of Directors of the FVMPA, a post he had held since 1938.

Born on his home farm in East Delta, Mr. Robertson took his early schooling in Delta and attended the University of B.C., where he received a Bachelor's Degree in Arts in 1916.

Mr. Robertson was active in community and agriculture affairs all his adult life. For eight years, he served on Delta Municipal Council. He was secretary of the FVMPA East Delta Local for eight years and was chairman of the Delta Advisory Planning Commission at his death.

He is survived by his wife, Clara; two sons, Thomas of



East Delta, and Keith of Nakusp, B.C., and four grandchildren.

Laing Expects to Meet Deadline

Despite continued wet conditions on the site of the new plant, general contractors John Laing and Son are sticking to their original estimated completion date.

Give or take a few weeks, they say, construction of the plant and all outlying buildings will be complete sometime in July, or about one year from the time building got underway.

Foundations and columns for the garage have been poured and three main wood beams,

each 82 feet long and weighing more than 12,000 pounds, will be lifted into place around the end of April.

Work on retail and wholesale bunkers and parking sheds is being delayed by persistent mud.

Visitors to the plant site have been impressed by the size of the sprawling main plant building. And vital statistics on the plant add to this impression of size.

There are nearly 125,000 blocks and bricks of various types used in plant construction. The concrete blocks alone—93,000 of them—would stretch

nearly 27 miles, if laid end-to-end.

There are another 20,000 hollow clay glazed tile blocks and some 10,000 fire bricks.

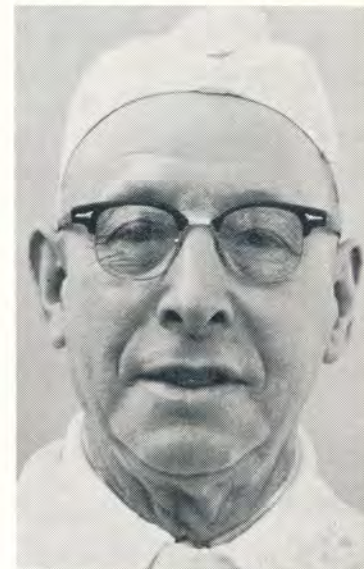
When the last concrete is poured, ready-mix trucks will have brought in about 9500 cubic yards. Reinforcing this cement work and providing strength in other ways will be about 900,000 pounds of steel rods, columns and beams.

Impressive statistics? Yes, but not nearly so interesting as an unknown number foremost in everyone's mind — moving day.

Oldtimer English Retires

In this day of the specialist, few men in the dairy industry have the broad experience that DICK ENGLISH gained in his 49 years at Eighth Avenue Plant.

Between 1914, when he began work with Standard Milk Company, and April 18, when he retired, English did nearly everything but milk the cow.



DICK ENGLISH
... many jobs

Starting as an engineer's fireman, he went on to making butter, then ice cream; he dumped and weighed cans, worked in milk grading, was a pasteurizer operator and spent the last few years as a relief dairy worker, filling in wherever he was needed.

Ran Away

English has never been backward about starting something new. At the tender age of 12, he ran away from his Lincolnshire, England home and shipped out to Canada with money he had persuaded his older brother to send from Vancouver.

Several Generations

During his years in the dairy industry, English saw several generations come and go. He made ice cream for Bert Hoy around the time of World War I, and remembers vividly the day Hoy's son Doug was born.

Today, Doug Hoy is plant superintendent at Shannon Dairies and his son Norman is working at Eighth Avenue.

Knew Them All

English has been well-known to all the presidents of the Association. When J. C. Bran-nick was elected president in March, English offered his congratulations, saying: "I have shaken the hand of every president the FVMPA has had and I would like to shake yours too before I leave."

English and his wife will leave Vancouver April 28 for a 3½-month vacation in Europe.

Among the relatives who will meet their plane at London airport will be two sisters English has never met. They were born after he left home in 1910.



READY FOR PAVING when this picture was taken in late July, roads around the plant site had been spread with gravel and sand and rolled hard. The wholesale bunker is at right and

an unloading bunker at left. The retail bunker extends from the far end of the wholesale bunker and parking ports are located on either side of the retail bunker.

Dairy Worker's Dream

Plant Ends Crowding, Confusion

After years of crowding and confusion at FVMPPA city plants and depots, the new Burnaby plant will seem like something out of century '21.

Retail driver-salesmen who have been battling city traffic to unload and fuel their trucks will be sharing a loading port with just one other truck.

There are 54 such ports, where 108 trucks can be loaded in less than 15 minutes. At the same time, 60 wholesale trucks can park and be pre-loaded at the wholesale bunker.

1½ Miles of Blacktop

Instead of squeezing past parked cars, drivers at the new plant will wheel their trucks freely on nearly 1½ miles of blacktop, equivalent in width to a two-lane highway.

Ice cream drivers will find the same convenience. They will load at a large bunker, rather than waiting to line up at chutes, as is done at nearly all ice cream plants.

Lift trucks will drive right inside the cold storage room and carry stacks of ice cream to the bunker for loading.

Inside the plant, automatic stackers and conveyors will do away with much of the lifting and carrying.

Finishing Touches

During August, general contractors John Laing and Son will put the finishing touches on this dairy worker's dream and they expect to complete the job by the end of the month.

A great deal of work remains to be done after Laing leaves the site, however, and the plant will not be in full operation until late this fall.

Although landscaping is not included in the general contract, Laing will level areas to be planted and spread topsoil.

Landscaping plans are still being considered and a separate contract will be let for the work.

Below the plant, beside Greenwood Street, work on the Dairyland Credit Union Building is also speeding toward the August 31 deadline.

The building was designed along with the plant and included in the general contract. The Credit Union will reim-

burse the FVMPPA for the building and lease the land on which it stands.

FVMPPA Largest in West

As the largest fluid milk dairy in western Canada, the FVMPPA serves more than 80,000 fluid milk customers, more than 2500 wholesale customers and employs more than 1000 men and women.



ALUMINUM FRAMES for double glass doors at the main entrance to the plant are in place and ready for glass, above. Workman is carrying in Hemlock lumber for the walls of the Board Room.



MASONS were laying the last concrete blocks on the retail bunker at the end of July. Each door will serve two trucks.

Wholesale Manager

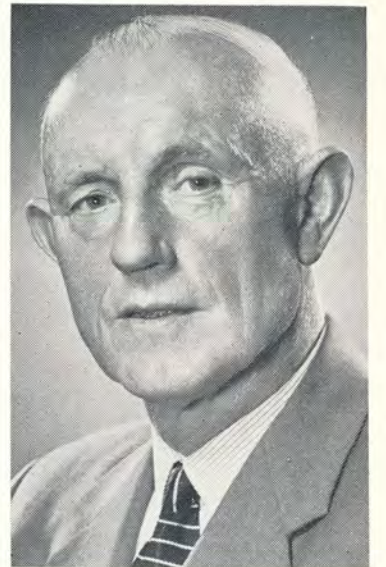
Mills Retires After 42 Years

BILLY MILLS, Dairyland wholesale sales manager retired May 24 after 42 years of service with the FVMPPA.

He joined the Association in 1921 as a route salesman. Promotions followed to route inspector, branch manager, retail and wholesale supervisor and finally to wholesale sales manager in 1945.

Mills was named first manager of the Kitsilano Branch when it opened in 1924.

Coming from his native Ireland in 1920, he became well known in Vancouver during the following decade as a member of the "Creamos" soccer team that won several championships. He also played on the "Creamos" baseball team.



BILLY MILLS

During World War I he was a musketry instructor Sergeant with the 8th Battalion, Royal Irish Rifles.

Billy Mills was one of the founders of the Dairyland Glee Club and served as its secretary-treasurer for 22 years.

MORE BLARNEY FOR BELFAST

There'll be a lot of blarney and some nostalgic yarns when three long-time FVMPPA employees meet in Belfast, Ireland this summer.

Billy Mills, Sam Gray and Jack Alexander — all Irish by birth and proud of it — have arranged their separate European tours so that they can get together for a day or two in Belfast.

Minibarn On the Road Until Aug. 16

Dairyland Minibarn is on the road again this summer, delighting children all over the Lower Mainland with its collection of farm animals.

The travelling zoo made its first shopping center appearance May 9 and will close up for the year on August 16.

Normally the Minibarn would be on display until early September. This year, however, **Sharon McArthur**, who runs the show, will be needed to staff the Dairyland Storybook Farm at the PNE.

Following is the Minibarn schedule for August:

Aug. 1—Shop Easy, 638 #3 Road, Richmond.

Aug. 2—Shop Easy, 3745 Rupert.

Aug. 3—Shop Easy, 6515 Main.

Aug. 8—Shop Easy, 6305 Fraser.

Aug. 9, 10—Shop Easy, 4326 Dunbar.

Aug. 15, 16—Happy Shopper, 1375-E-49th.

FVMPPA Returning To Exhibition

After an absence of several years, the FVMPPA is returning to the PNE this year. And the Association is going back in a big way with an elaborate Dairyland Storybook Farm.

Located on the main mall, right in the heart of the fairgrounds, the Farm will feature many young farm animals, two special animal acts, a model of the new FVMPPA plant and advertising displays.

Stars of the special shows are **Casey** the Chicken in "Casey at the Bat" and **Delma** the Dancing Chicken. The display of young farm animals will include a llama, a colt and a litter of pigs, complete with sow.

The farm will be under the care of **Sharon McArthur** who has run the Dairyland Minibarn this summer and in 1962.

100 Attend Shannon Picnic

More than 100 employees and their families turned out for the annual Shannon Dairies picnic at White Rock June 30.

There were sports for the children and entertainment for the adults and two fine meals for everyone. And, best of all, the day was without rain, except for one shower.

A Longer View

In every company there are a few employees who don't bother to buy their own products—and in so doing, they short-change themselves.

If, for example, FVMPA employees had all bought elsewhere last year, there would have been something like \$100,000 less in the Association kitty.

There wouldn't have been as much money for higher wages, improved working conditions and benefits. Extras like team uniforms and milk and ice cream for picnics might not have been so freely given.

Some employees scoff at this thinking. They buy any brand that is cheap and handy.

It would pay them to take a longer view.

Some Ammunition

Those of us in the dairy industry are often called upon by friends and neighbors to defend dairy products against unproven theories of certain researchers and food faddists. Here is some ammunition for you on the controversial cholesterol issue:

DR. T. C. HUANG of Canton, Ohio warns, "Don't give up animal fats; they contain vitamins essential to health. Besides, cholesterol from vegetable fats goes to and is stored in the liver. Do you want to die of liver disease or heart disease?" he asks.

A medical research specialist, he says, "When you feed (animals) lots of those unsaturated (vegetable) oils, you see that the liver is as white as can be because of all the cholesterol deposits. With saturated (animal) fats, on the other hand, cholesterol disperses all through the body."

Chilliwack Pioneer

Walker Retires After 36 Years at Pacific

Retirement March 28 brought to an end CHARLIE WALKER's 36 years with the Pacific Milk Division.

He went to work at the Abbotsford Plant as an evaporator operator in 1927, three years after Pacific had been purchased by the FVMPA.

Charlie's association with Pacific actually dates back to 1919 when he worked in the plant warehouse. At that time, Pacific was owned by the Pacific Milk Company.

Of his three years of warehousing, he recalls: "We had to work much harder than we do today — and this was because they did everything the hard way."

Charlie Walker lived in the Chilliwack area nearly long enough to call himself a pioneer. He arrived there as a small boy in 1898 when his parents moved from Saskatchewan.

As a construction worker, he took part in dyking Sumas



CHARLIE WALKER

Prairie and draining Sumas Lake, now one of the most fertile areas of the Fraser Valley.

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From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

Due to an anticipated reduction in staff resulting from consolidation of FVMPA fluid milk and ice cream operations in the new plant, the Association has found it necessary to implement a normal retirement age of 65.

Although the retirement plan, put into effect in 1950, provided for retirement at 68, provision was made to postpone retirements on a year-to-year basis up to a maximum of 70 years, giving older employees time to build up a modest pension.

To avoid hardship to older employees, arrangements have



been made to adopt the earlier retirement age on a gradual basis.

The following schedule, which goes into effect this year, is intended to cover the transition period with a minimum of adverse effect to older employees:

(Based on age during 1963)

Those reaching 68 or over will retire at the time of moving to the new plant.

Those reaching 67 will retire on their 68th birthday.

Those reaching 66 will retire on their 68th birthday.

Those reaching 65 will retire on their 67th birthday.

Those reaching 64 will retire on their 66th birthday.

Those reaching 63 will retire on their 65th birthday.

Employees below 63 will retire at 65.

It is suggested that employees in the above categories give some consideration to their retirement plans. Any employee who wishes to retire earlier than 65 may do so and arrangements will be made.

Those retiring between 65 and 70 have the option of including their Old Age Pension with benefits under the FVMPA plan. This would increase total pension benefits up to age 70 and reduce them thereafter.

Employees who would like calculations of combined benefits should contact Miss Margot Burgess of William M. Mercer Ltd., the FVMPA pension consultants. Phone number is MU 3-7551.

In view of this change in policy, options already taken by employees under the retirement plan can be reviewed and changed, if you wish.

Four Promoted

Four driver-salesmen have been promoted to route foremen in recent months.

Wilf Graham and Harold Hughes became route foremen at New Westminster and R. Fleming and E. Demerse were named route foremen at Sardis.



ACCURACY AND DETAIL characterize the work of Jerry Lewis. Above, he points out intricate construction of a building supply shed he made. Model railroaders equip their railroads with anything you might see from a train.

White Pass RR Runs In Jerry's Basement

Why do grown men play with trains?

Ask this question of Vancouver Heights driver-salesman JERRY LEWIS—who plays with trains—and you will get some pretty good answers.

In the first place, model railroaders, as Lewis calls them, spend very little time actually playing with their trains. His hobby consists primarily of building railroads and all that goes with them.

For the purist, this means building almost everything — train cars of all kinds, locomotives, track, trestles, tunnels, station buildings, water towers, oil refineries, in fact almost anything you might see from the window of a train.

Own Landscaping

Even the model railroader like Jerry Lewis, who doesn't build everything, assembles his trains and buildings from kits and does all his own landscaping. Some buildings he constructs himself, without a kit.

Rather than choose their models at random, many railroaders adopt a real railroad as their prototype and follow it rigidly in constructing their railroads.

Jerry Lewis has set out to duplicate the White Pass and Yukon Line as it appeared in the years between 1900 and 1930. When completed after three-to-five years of steady work, the model will look very much like the real thing.

To achieve this kind of accuracy, Lewis has gathered together and organized three fat looseleaf binders of data on the White Pass and Yukon.

Aged with Dyes

All his train cars and buildings are skillfully "aged" with special dyes that make them look weathered and streaked with soot.

Lewis uses decals for the railroad's insignia on the cars

and for all those other mysterious numbers trains have on their sides.

No detail is overlooked, including the odd broken window and tiny signs on the buildings, proclaiming: "Post No Bills," "No Trespassing" or "Kelly for Mayor."

Authentic Railroad

Jerry Lewis' ultimate goal is a working authentic unit, complete with a running schedule and specially printed certificate of incorporation.

Every week, the year round, Lewis joins four other model railroaders for what he calls "work meetings." The meetings are held at each member's house in rotation and all the visiting members help the host member build his railroad.

Each member has his own prototype railroad and, hypothetically, they are linked up and freight can be moved from one line to another — at least on paper.

It is unlikely that Jerry Lewis will be moving much freight though. Like many model railers, he rarely plays with trains at all. He just builds them, and rebuilds them — because this is the real fun of model railroading.

Marg Top Student

Margaret Craig, 16-year-old daughter of Pacific Milk Plant Assistant Superintendent Bob Craig was the top student in Mission High School this year.

She was awarded a pin for heading up the grade 10 class and will have her name engraved on a perpetual shield for the highest scholastic average among the school's 500 students.

FVMPA EMPLOYEES' PICNIC AT MAPLE GROVE



Soulful but content, **Josie**, daughter of Eighth Avenue's **Joe Jessup**, sips chocolate drink.



Balloons, balls, ice cream, milk and plenty of food brought smiles to the faces of the **Felix Godard** family, except for baby Godard, who was too young for the fun. Felix works at Eighth Avenue.



Teeter-totters, swings and a wading pool kept bright-eyed youngsters happy like this young lady.



The picnic was literally a bowl of cherries for these two girls. They were among several hundred at Maple Grove Park.



Ray Bush of Eighth Avenue sat down to an elaborate dinner with his family and friends. Most picnickers brought their dinner.



Barbara Miske, **Sandra Hosie** and **Sandy Miske** dig into chicken dinner. They came as guests of Jim Stouse.



Christine Lear waves to passers-by from her perch atop father **Roy Lear's** chest. He works at Eighth Avenue.



Little **Carolyn Forrest**, daughter of **Terry Forrest** of Kitsilano Branch, finds the afternoon sun too bright.



A young ship's carpenter repairs the storm's damage and prepares to set sail again.



Erin McPherson rides while **Pat Gode** pushes. Erin's father, **Freddy McPherson** works at Eighth Avenue.



Pat Condon, daughter of Haney Branch Manager **Percy Condon**, shows off her pooch. All branches were represented at the picnic.



Al Lightbody, his wife and daughter joined with **Cliff Akins** and family for a picnic dinner. Both men work at Eighth Avenue.



Shy **Lynda Cooper** feels more secure about the camera with mother close by. She is the daughter of **Bob Cooper** of Eighth Avenue wholesale.



1930 HUPMOBILE restored by **Gil Rumley** started instantly when it was taken out of storage for this photo. Its motor had not been

run for several months. This is the sixth car he has rescued from the scrap heap and he presently has three Model-T Fords in the works.

Revitalized Junk

Rumley Gives Life to Old Cars

As a restorer of old cars, **GIL RUMLEY** comes pretty close to disproving the saying that you can't make a silk purse from a sow's ear.

Since 1946 he has transformed six cars that should have died of old age into smooth-running, immaculate automobiles in original condition.

Gil, who is assistant sales manager with the Arctic Division, has revived a 1929 Model-A Ford, a 1928 Chevrolet, a 1929 Pontiac, a 1931 Chevrolet, a 1929 Buick and, most recently, a 1930 Hupmobile.

Right now he is at work on a 1912 Model-T Ford Roadster and has 1915 and 1914 Model-T's waiting their turn.

Dirty Weather

One feature of the 1912 Model - T that Gil is particularly fond of is the mother-in-law seat. This, he explains with a chuckle, is a bucket-type

seat at the back, open to all the dirty weather.

Gil requires one to two years to restore an old car and he proceeds as follows:

First, he takes the entire car apart and removes all rust, mainly with sandpaper and sweat. All exposed metal is then given a coat of rust preventative paint.

Makes Replacements

Many old cars have a lot of wooden parts and these are often rotten. Gil fashions replacements by hand and even repairs some of the old wheels with wooden spokes.

Next he puts the motor into perfect running order and then goes over the body, pounding out dents and filling rusted-out spots.

By this stage, Gil knows what parts cannot be repaired and he begins the sometimes difficult task of finding replacements.

Some of these he gets through advertisements in an international magazine for antique car hobbyists. Others he scrounges from junk yards, garages and basements. What he can't find, he makes himself or pays someone else to make.

Any Part Available

Any part for any car is available somewhere he says. Rubber companies make tires in old sizes just for people like Gil and there are companies that make nothing else but parts for old cars.

Many parts, such as the hand-made fenders for his 1912 Model-T, he acquires by exchange. For the fenders (and other considerations), he traded away his newly-restored Hupmobile.

When he has collected all the parts, Gil puts the car back together, refinishes the interior and upholsters the seats with leatherette or nylon fabric, instead of the original leather.

Once finished, Gil's cars

don't sit and gather dust. He drives them in parades and takes them on "runs" organized by the B.C. Classic Car Club, of which he is a member. All cars in the Classic Club must be 1932 models or older.

Not Worth Restoring

The 1932 limit will not likely move ahead much, Gil says. He claims modern cars are made of such poor materials they will not last long enough to become antiques and will never be worth restoring.

On the other hand, he says, a 50-year-old car restored today will last another 50 years.

Meanwhile, Gil is tracking down parts to ready his 1912 Model-T for its second 50 years. "A set of brass headlamps for a Model-T would be gratefully received," he says.

FVMPA Teams Top and Bottom

FVMPA teams are holding down first and last place in the new Dairy Softball League.

With only two losses, Dairyland is in first place and Shannon, still looking for its first win, is at the bottom of the heap.

In second place is a team from New Haven Institute and Martin Paper Box is third.



"It says, 'Not for weighing cattle, hogs, or horses'."

Art Innes Ends Varied Dairy Industry Career

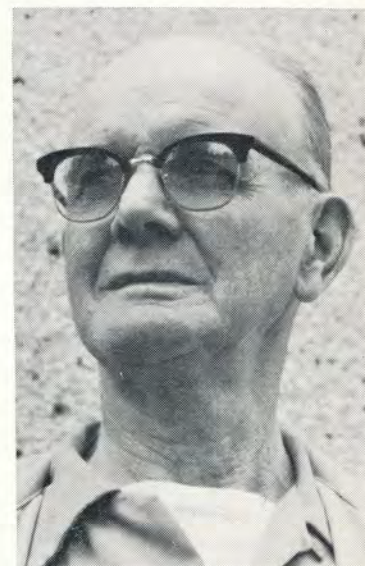
ART INNES retired June 30, one of the best-travelled men in the local dairy industry. He worked for four different companies in a half dozen or more plants during his 44 years in the industry.

He began as a buttermaker with Central Creameries in Calgary in 1919 and remained there until 1936 when he transferred to Vancouver as plant superintendent for United Dairies.

In 1946 Art became plant superintendent of Shannon Dairies and in 1951 he joined **Doug Hoy** at Royal City Dairy. Doug is currently superintendent of the Shannon Plant.

Art became an employee of the FVMPA in 1958 when the Association bought Royal City Dairy. He was then transferred to the Arctic Plant as head checker.

Now caretaker of a Vancouver apartment block, Art and his wife Dorothy are planning a trip to the United Kingdom



ART INNES

next year. It will be his first visit since 1919.

BONES BREAK, TENDONS SNAP AND SARDIS WINS

Sardis softball team had compiled a record of five wins, four losses and two major casualties by mid-July.

Fred Franks got into rough ground chasing a fly ball and tore an achilles tendon. After surgery, his leg was wrapped in a hip-to-ankle cast he will wear for two months.

Chuck Wiens is also wearing a cast. His is for a broken ankle, suffered while playing for the team.



JACK ALEXANDER

Alexander Steps Down at Kitsilano

JACK ALEXANDER, who retired in June, must have liked the people and his work at Kitsilano Branch.

Beginning with the FVMPA in 1938, Jack spent all of the succeeding 25 years at the Kitsilano Branch.

Born in Northern Ireland, he came to Winnipeg in 1913 and to Vancouver in 1918, where he has lived ever since.

Last year he returned to Ireland for the first time in 43

years and he left Vancouver June 27 for a second visit.

Although Jack Alexander has left the FVMPA, the family is still represented by his son **Gordon** who works at Eighth Avenue.

Dance Tops Cottage Cheese Sales Contest

Dairyland salesmen sold nearly 26 tons of cottage cheese during the spring cottage cheese sales competition.

Top salesman was **J. A. Dance** of Eighth Avenue, with 1602 pounds. He made \$80.20 in extra earnings and was awarded \$10 for highest sales in any branch.

Leading salesmen in other branches were **W. P. Lemp** of North Vancouver, 851 pounds; **C. B. Coobes**, of Vancouver Heights, 797 pounds; **R. E. Hoy**, Kitsilano, 792 pounds; **N. G. Webster**, New Westminster, 751 pounds; **A. N. Skelton**, Haney, 559 pounds, and **G. Bartles**, Sardis, 363 pounds.

Dr. Devlin Elected

Dr. Ken Devlin has been elected chairman of the B.C. Chapter of the Institute of Food Technologists.

Fraser Valley Milk Break

Published by Fraser Valley Milk Producers' Association
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New Plant Move Underway

Neil Gray Named to New FVMPA Post

FVMPA General Manager L. A. ATKINSON has announced the appointment of NEIL T. GRAY as marketing manager for the Association.

He will direct the operations of the Dairyland fluid milk, Pacific concentrated milk and Arctic Ice Cream sales divisions.

His association with the FVMPA began in 1940. He has been a laboratory technician, bacteriologist and chief bacteriologist.

From 1957 to 1960 he was B.C. sales representative for the Creamery Package Manufacturing Company.



NEIL GRAY

Neil Gray has been manager of the FVMPA subsidiary, Shannon Dairies since 1960.

New Jobs for Bob

Bob Cooper of Dairyland wholesale stepped into two new jobs last month. He was promoted to route foreman and also became "Milk Break" correspondent for the wholesale drivers.



TAKING A BREATHER, Fred Duck and Ian Strang, like many other employees, worked long hours to move the general office in one weekend. Duck and Strang played a large part in planning and coordinating the move and having the office ready for a near-normal day on the Monday following the move.

OKANAGAN APPLE JUICE ARRIVES BY TANK TRUCK

The first shipment of fresh Okanagan apple juice from this year's big crop arrived in Vancouver a few weeks ago. Sixteen thousand quarts of freshly squeezed juice was carried here in a stainless steel tank truck.

Once again, the B.C. lower mainland became the only place in the world where fresh, single strength (not reconstituted) apple juice in waxed cartons is delivered to the home by milkmen.

Credit Union Meets

An open board meeting of the Dairyland Credit Union will be held at 8 p.m. October 18 in the Odd Fellows Hall, Chilliwack.

WELL OVER 100 CARS nearly filled the main parking lot on the first day of work in the new plant. Parking space to be developed at the ends of the present parking lot will be needed later.

Office and Deliveries Stay Close to Normal Schedules

The FVMPA has completed the first stages of its biggest move in 46 years. And it has been done without missing a single working day.

On Friday, October 4, the Association's general office put in a normal day in the old plant and on the following Monday it was again business as usual—this time in the new plant.

To make this possible, many employees gave up all or part of their weekend to put the new office in order. Much of the planning and coordination (and a lot of the hard work) for the move came from **Fred Duck** and **Ian Strang**.

On the Friday afternoon, Johnston National Storage Ltd. began moving a mountain of furniture, materials, equipment

and records from Eighth Avenue to the new plant.

Using two long-distance furniture vans and four smaller local vans, 16 Johnston men moved 18,000 cubic feet of the Association's worldly possessions.

About 550 containers were used for packing and 10 loads were required to haul everything to the new plant.

In addition, the sensitive IBM equipment was transported on two flat-bed trucks and manoeuvred into a special IBM room adjacent to the general office by six skilled movers.

Retail Move Complex

Transferring the wholesale delivery operation to the new plant from Eighth Avenue and the branches was simplified by the fact that there are normally no wholesale deliveries on Sunday. The wholesale move was completed in one day, October 6.

Moving retail delivery from Eighth Avenue and the branches was more complex, however, and had to be spread over 12 days.

First retail operation to move was Eighth Avenue on October 6. The drivers brought their cars to the new plant in the morning and were driven in

other cars to Eighth Avenue.

There they checked out their trucks, made their deliveries and checked back in to the new plant, where their cars were waiting.

Following the same plan, Vancouver Heights and Kitsilano branches moved on October 10, North Vancouver on October 15 and New Westminster on October 17.

Although well planned, the Dairyland move could not have come off so smoothly without the "wonderful enthusiasm and cooperation of all the men involved," Dairyland management said.

Some Extended Moves

Unlike the retail and wholesale operations, there are several departments that have to be moved in stages, and some of these extended moves have already begun.

The Shannon Dairies general accounting office, for example, moved October 10, but Shannon production and sales will

not move until later.

A similar program is being followed by Eighth Avenue garage, workshop, stockroom and laboratory. Each has left behind facilities still required for receiving, processing and shipping milk in the old plant.

Right now, the production
(Continued on Page 3)



Still Hard to Beat

With all the modern advances in techniques of salesmanship and promotion, personal contact through an obliging salesman is still pretty hard to beat.

Testimonial to this fact was given recently by a Vancouver woman who had moved to Toronto. In a letter to Dairyland, she wrote:

"I would like to say how much I have appreciated the courtesy, cheerfulness and excellent service shown by Bob. He was our milkman for a number of years and was always so friendly and obliging.

"He also is a most excellent representative for Dairyland. I started out buying only milk, and soon BOB had us getting Creamo, butter, juice and, of course, cottage cheese—like crazy!

"Please convey to BOB our real appreciation of his courtesy and service."

(Signed) MRS. M. E. WITHAM

The salesman who earned this justly-deserved praise was BOB BLACKWELL.

It's Yours — Use It!

The cafeteria in the new plant will give employees a long-awaited opportunity to escape the cold bag lunch and the crowding of the corner lunch counter.

Industrial Catering Limited will provide a good selection of sandwiches, salads and hot meals, all of the same consistently high quality and very reasonably priced. This cannot be done, however, without your support.

The cafeteria is open to any FVMMPA employee. It is your cafeteria—make good use of it.

In 36 Years

Marriott Never Lost A Day Due to Illness

Traffic inspector PERCY MARRIOTT retired October 6 with a long and enviable record to his credit. He had worked 36 years in the local dairy industry—32 with the FVMMPA—and had never missed a day through sickness.

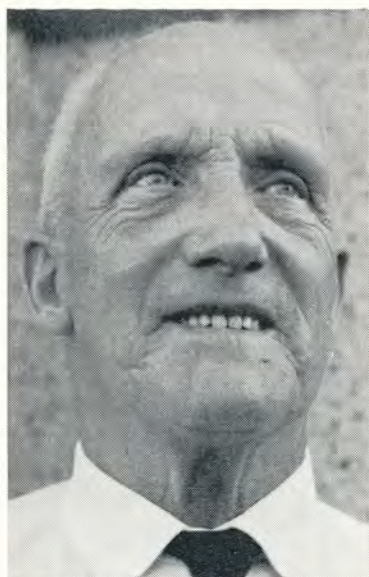
He arrived on the local dairy scene with Fraser Valley Dairies in 1927, after coming from eastern Canada. He became an FVMMPA employee in 1931 with the formation of Associated Dairies.

Beginning as a retail driver-salesman, he moved up to relief man, retail route inspector and finally to traffic inspector.

Originally from Nottingham, England, Percy came to Canada in 1911 and saw much of the country while working on the railroads, on farms, in mines and in the woods.

Percy is an ardent golfer and has played many times in the B.C. Seniors' tournament. In 1942 he won the Associated Dairies Tournament.

He was one of the original members of the Dairyland Glee



PERCY MARRIOTT

Club and sang with the group for a number of years.

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

Names of Milk Break correspondents are omitted from this issue, pending re-organization following the move to the new plant.

Copies of pictures in Fraser Valley Milk Break are available to employees upon request from the Public Relations Department.

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From the Manager's Desk

By L. A. Atkinson
FVMMPA General Manager

As previously intimated, and as I am sure everyone is aware, the consolidation of our fluid milk and ice cream operations in the new plant, will bring about some reduction in staff in our production department.

Over all the many years of operation, I think it is safe to say that the FVMMPA has acted fairly and justly with its employees. This has been

the guiding principle affecting all decisions with respect to layoffs and retirements in the present circumstances.

First of all, there is the matter of the elimination of postponed retirement beyond the age of 65 years, the limit set down in our pension plan. During recent years it has been possible to extend to employees in good health a postponement from year to year, up to a maximum of age 70. This is no longer possible and in the interest of fairness a scheme of graduated retirement has been worked out.

Retirement Scheme

This scheme was described in a previous issue of "Milk Break" and all employees affected were notified by letter giving the details. In substance, the plan provided for retirement of all employees of 68 years and over at the time of moving into the new plant, one year's notice to those of 67 years and two years notice for those 66 down to 63 years.

Provision was also made for increasing pension benefits by a consolidation of those benefits under the FVMMPA retirement plan with those available under the present Federal old age pension.

Other Provisions

For those employees to be laid off, who are too young to come under the retirement plan, several other provisions have been made. The most important of these is that made under the clause in the union agreements for layoffs and severance pay, the details of which are available in your copy of the various union agreements.

Not contained specifically in the Union Agreements, is the opportunity for those production employees, likely to be laid off, to apply for positions in the sales department. All vacancies in sales are posted in the production department and preference in hiring is being given to our present employees. Several men from production have already been placed in the sales force.

A further opportunity for re-employment is being provided through the courtesy of our suppliers. Sometime ago, letters were sent to all of our



major suppliers requesting that, in their new hirings, consideration be given to those of our employees to be laid off. The response to this request has been excellent and a number have obtained new positions and more will follow.

Temporary Employees

This latter arrangement has not been without inconvenience to our operation, since some temporary employees have had to be hired to fill in until the actual plant move. However, we are glad to put up with this inconvenience if it means obtaining steady jobs for our men.

Each employee likely to be laid off has already been given a two to three-month notice and will receive the usual seven day notice before the actual lay off.

Waiting List

Layoffs, of course, will be on a seniority basis. Employees laid-off will have the option of being listed on a waiting list for possible re-employment, as extra staff is needed.

From the foregoing explanation, I feel it will be apparent that no effort on the part of the Association has been spared to make the best possible arrangements for all those concerned.

Noel Wants Rod and Gun Club Members

NOEL LAYFIELD of Shannon Dairies is looking for employees interested in forming an FVMMPA Rod and Gun Club.

He has contacted the B.C. Federation of Fish and Game Clubs and the Federation's Secretary-Manager, Ed Meade has offered to attend an organization meeting.

Main reason for forming a club, Layfield says, is to take advantage of privileges and services open only to Rod and Gun Club members.

These include liability insurance, junior firearms safety instruction, monthly fish and game reports, access to fishing and hunting areas over private logging roads, derbies and turkey shoots and use of club facilities.

Cost to the member is less than \$5 per year.

Those interested should send their name, plant and department to Noel Layfield at Shannon Dairies, Annacis Island, or phone him at LA 6-7815.

RICHMOND BOY WINS C-UNION SCHOLARSHIP

JAMES BRENNAN JR. of 818 Lurgan Road, Richmond has won the \$200 Dairyland Credit Union Scholarship with a 74 per cent grade 13 average at Richmond High School.

The 19-year-old son of Mr. and Mrs. JAMES BRENNAN, he began an electrical engineering course at the University of B.C. in September.

Young Brennan's name was entered for the scholarship by JAMES THOMSON, recently retired FVMMPA production department employee and Credit Union member.

Begun in 1960, the Credit Union's scholarship program has not been made an annual award. It is reviewed by a scholarship committee each year.

FVMMPA Bursary Winners



WALTER J. PETERS

Walter J. Peters of Abbotsford has been awarded the FVMMPA \$500 Bursary in Dairy Technology at the University of B.C. He is a fourth year U.B.C. student.



SUSAN BENTLEY

Winner of the FVMMPA \$300 Entrance Bursary in Agriculture at the University of B.C. is Susan Bentley of North Vancouver. She entered UBC this fall.



SUCCESSFUL TEST RUNS over, **Ron Montie** poses with his home-made autogiro at Chilliwack airport. At the controls is **John Edmeston**

who was piloting the craft when it crashed at Delta Air Show, after the smaller driving propeller behind him suddenly disintegrated.

Temporarily Grounded

Montie Builds His Own Plane

At least for a while, **RON MONTIE** has to keep his feet on the ground like the rest of us.

A maintenance employee at the Sardis Utility Plant, Ron built himself a 72 h.p. flying machine, called an autogiro, and succeeded in having it passed as air-worthy by the Department of Transport.

It performed like a veteran in test flights this summer and just when Ron thought all the kinks were out, the 490-pound craft broke a propeller and crashed at the Delta Air Show.

Pilot **John Edmeston** was not injured, but the autogiro was heavily damaged. Ron wasn't at the controls because he doesn't have a pilot's license yet.

Might Re-build

Now he is trying to modify the engine to avoid a recurrence of the crash. If successful, he will re-build the autogiro.

He built the original machine from plans supplied by an American firm with parts from machine shops and junk yards around Chilliwack.

He bought the motor and propeller and assembled the overhead rotor from a kit.

Although the machine resembles a small helicopter, the engine drives only the small propeller behind the pilot and thrusts the machine forward. The rotors are turned only by air and they perform the func-

tion of wings on a conventional plane.

"You can buy the complete machine for about \$3000,"



FORD BURROWS

Burrows Adds Dash of Color

Route foreman **FORD BURROWS** added a dash of color to the first day of work at the new plant.

Ford brought two baskets and two vases filled with prize-winning dahlias and chrysanthemums from his garden in South Burnaby. They looked good enough for a flower show—and they were.

Although he has been growing dahlias for only two years, Ford has won 42 prizes with his flowers, including 12 at this year's PNE.

He has about 100 dahlia plants and 67 varieties, but this is not enough, he says. For show purposes, he plans to double the number of plants and nearly double his varieties next year.

Ron says, "but I was able to build it myself with material costing around \$500."

Pilot Edmeston has taken the craft to an altitude of about 500 feet, but did not push it close to its top speed of about 80 mph.

Cruises at 45

The autogiro cruises effectively at 45 mph and gasoline consumption is supposed to be about four gallon an hour, although Ron has found it uses less than this.

The rate of climb is said to be about 1000 feet per minute, with a ceiling somewhere around 10,000 to 12,000 feet. The cockpit is open to the weather, however, and Ron agrees it would be definitely chilly at these altitudes.

Move—Continued

department, still at Eighth Avenue, holds the key to completing the move. When it moves—and this depends on sewing up loose ends at the new plant—the other departments at Eighth Avenue can close up shop there for good.

Arctic Ice Cream is in much the same position, with the move awaiting finishing touches on ice cream production, storage and shipping facilities at the new plant.

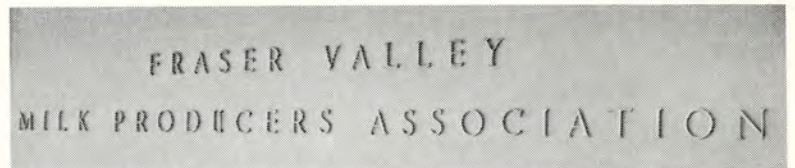
Even when the move is complete, there will be a big job for someone to do at Eighth Avenue. Stored in the old vault are thousands of records accumulated over the 46 years the FVMPA has been in business.

Although most of these can be thrown away, there are some things of great historical significance to the Association that will be sorted out and kept.

And by that time, North America's most modern dairy plant will be running wide open.



WHAT TO KEEP and what to take is the problem facing **Anne Cyr**, sorting records at Eighth Avenue.



VISITORS to the new plant are met by the Association's name, spelled out in bronze at the front entrance.



BRINGING ORDER out of chaos in the checker's office are **Harold Pegg**, **George McCartney** and **Earl Gatley**.



FIRST TO USE the new cafeteria were **Ron Booth**, **Fred Dougharty**, **Ed McCann** and **Lloyd Kinchen**. They all work on the shipping platform at the new plant.



CONVEYOR SYSTEM takes milk to men waiting along the wholesale bunker. Dairyland wholesale operation moved October 6 and was followed by retail sales.



SETTING UP SHOP in the Engineering Department's second floor quarters are **Jim Byres** and **Bill Swarbrick**.

Kanelles Promoted

Mike Kanelles has been promoted to route foreman at Arctic Ice Cream, replacing **Jim Rorke** who has moved to the U.S.

Staff Fund Also

Changes in Store For L-M Committees

The Fraser Valley Staff and Welfare Fund is being expanded and the Labor-Management Committees are being re-organized as a result of the move to the new plant.

Representatives of all staff, welfare and social clubs met September 10 and heard a proposal to incorporate separate funds at New Westminster and North Vancouver branches, Shannon Dairies and Arctic Ice Cream into the Fraser Valley Fund.

Officers of the four separate funds attended the meeting and took the proposal back to their membership for consideration. They will report back to a second meeting this month.

Social Clubs

While the Fraser Valley Fund is operated strictly for charity and to provide gifts for employees under specific circumstances, the separate funds in branches and other plants served also as social clubs.

Under the scheme now being considered, the Fraser Valley Fund would remain unchanged and a separate social fund or funds could be set up later.

The Fraser Valley Fund, which includes employees at Haney and those formerly at Eighth Avenue and Vancouver Heights and Kitsilano branches, has offered to create positions on its executive board for representatives of the separate funds.

Meanwhile, arrangements are all but complete for reorganizing the Labor Management Committees at Eighth Avenue, Kitsilano, North Vancouver, New Westminster and Vancouver Heights.

A New Committee

In their place, a single committee has been formed with two parts, one representing retail employees and the other wholesale. The two halves of this committee will meet separately but on the same night, so that the whole committee can be brought together to discuss matters of interest to both.

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There will be 24 members on the committee, 12 from retail and 12 representing wholesale. Each half of the committee will be composed of four route salesmen, two relief salesmen, three route foremen, two route supervisors and one manager or operations supervisor.

Employees formerly at Eighth Avenue will have two route salesmen representatives and each of the city branches, one.

Meetings will be on the third Wednesday of the month, with the first meeting set for November 20 at 7 p.m. at the new plant.

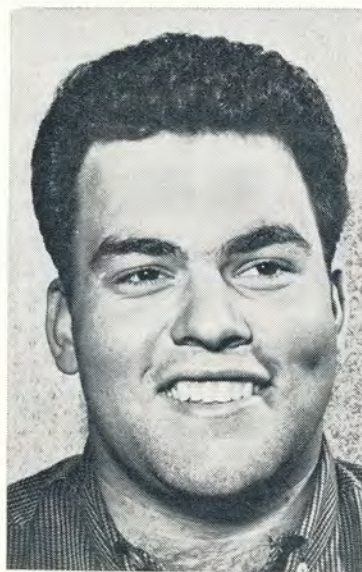
Webster on Famed U.S. Team

MIKE WEBSTER, 19-year-old son of Eighth Avenue route supervisor CHARLIE WEBSTER, has won a position on the Notre Dame University football team.

A six-foot two-inch, 255-pound tackle, Mike won a scholarship to the South Bend, Ind. college last year and starred on the freshman team.

One of Two Sophomores

In September he moved up to the right tackle position on the varsity team. A bad ankle sprain put him temporarily out of action, but he came back strongly and made the team. He is one of only two sophomores on the team.



MIKE WEBSTER

This fall he will be playing against some of the top teams in U.S. college football, including Syracuse University in a game to be played at Yankee Stadium.

Despite his success on the football field, Mike's first interest is still in getting an education—and he is maintaining a good B average at Notre Dame.



NEARING COMPLETION when this picture was taken in September, the Dairyland Credit Union office building will open for business October 18. The Credit Union's first office was a desk drawer.

Credit Union Finds a Home

After 20 years of makeshift quarters and crowded offices, the Dairyland Credit Union has a home of its own.



SYLVIA-DAWN SMITH

Singing Stardom For Smith Girl?

Sylvia-Dawn Smith of Abbotsford entered the University of B.C. last month and began a teacher-training course which she hopes will pay her way to a professional singing career.

The 19-year-old daughter of Mrs. Dorothy Smith, who works in the office of the Pacific Milk Plant, Sylvia-Dawn will become an elementary school teacher to pay for further singing lessons.

Although Sylvia-Dawn has been taking piano lessons for more than 10 years, she began singing only three years ago with a Job's Daughters choir.

Since then, there has been a steadily increasing demand for her vocal talents in and around Abbotsford.

The young mezzo-soprano became soloist in the Abbotsford Christian Science Church and sang at many weddings and funerals. She also appeared in the Abbotsford Senior Secondary School production of Gilbert and Sullivan's "Pirates of Penzance."

In June she completed grade six voice lessons and passed the final examination with first class honors.

If Sylvia-Dawn does make the grade professionally, she wants to work in opera or operetta where she can combine singing and acting.

The Credit Union moves into a new \$25,000 building this month, adjacent to the new plant—a building which culminates the Union's spectacular growth.

This success story began in 1943, when 10 FVMPA employees put together a total of \$20 and founded the Credit Union. The first office was a drawer in the desk of part-time treasurer **Rip Robinson's** desk.

Today, the Credit Union boasts 948 members and assets of \$801,000.

Moved into Shack

When the Credit Union outgrew its desk drawer office, it moved into a shack on the parking lot next to the paint shop on Cambie Street.

After much soul-searching and some misgivings, the Credit Union moved into its Broadway office and eventually bought the office building. This building will now have to be sold because of laws limiting Credit Union investments.

Treasurer-Manager **Cy Jones** and Assistant Treasurer **Gordon Aasen** expect to move to their new building October 17 and to be open for business October 18.

Funston Ends Long Service

Retirement August 31 ended 43 years of service with the FVMPA for **SAM FUNSTON**.

He began work in 1920 with Fraser Valley Dairies, hauling milk to Eighth Avenue from the B.C. Electric, C.P.R. and C.N.R. depots.

Sam recalls driving Packard and Federal trucks with open cabs and solid rubber tires. These trucks gave a cool ride in winter and a rough ride year round, he says.

He took the first load of milk to New Westminster and Kitsilano branches when they opened.



SAM FUNSTON

Born in Northern Ireland, he emigrated to Kingston, Ont. in 1913 and went back overseas from 1915 to 1919 to serve in the War.

Sam Funston has no specific retirement plans other than devoting more time to his gardening and square dancing hobbies.

Hot Meals, Low Prices Planned for Cafeteria

Employees at the new plant will be able to buy a hot meal in the staff cafeteria for about 50 cents.

Caterers, Industrial Catering Limited, will prepare the food at a central kitchen and bring it to the plant ready to serve.

A typical week's menu will be:

SAMPLE 1: Roast beef with horseradish, parsley boiled potatoes, green peas, roll and butter (55 cents).

SAMPLE 2: Baked sausage in pastry rolls, whipped potatoes, green beans, roll and butter (45 cents).

SAMPLE 3: Baked ham with pineapple sauce, whipped potatoes, buttered green beans, roll and butter (50 cents).

SAMPLE 4: Steak and kidney pie, parsley boiled potatoes, buttered sliced beets, roll and butter (45 cents).

SAMPLE 5: Grilled salmon steak with lemon, baked potatoes, creamed celery, roll and butter (50 cents).

A wide variety of juices, deserts, sandwiches and pastries will be available daily at low prices. Coffee will be sold at cost and milk, plain and chocolate, will be free.

The menu will be restricted to milk, coffee and sandwiches until all cafeteria equipment is installed, probably before the end of October.

The cafeteria will seat about 100 persons and is open to any FVMPA employee.





CREDIT UNION officers and members went to Chilliwack October 18 for a meeting with CU members from the FVMPA's Valley plants. Above are Dairyland CU President **Reg Cockle**,

Rip Robinson, manager of B.C. Central CU, Dairyland CU board member **Peter Wilson** and, standing, Dairyland Sales Manager **G. W. Ramsell** and **Cy Jones** of Dairyland CU.

Some Undecided

S-W Fund Enrollment Lagging

Efforts to enroll employees at the new plant in the FVMPA Staff and Welfare Fund have met with only partial success.

Consolidation of staff and welfare funds from New Westminster and North Vancouver branches and Shannon Dairies under the FVMPA Fund was proposed at a meeting in September.

Representatives of these separate funds explained the scheme to their members and reported back to another meeting in mid-October.

About 80 per cent of the North Vancouver staff had agreed to the plan at the time of the October meeting and officers of the Shannon Fund say their group will join when they move to the new plant.

The New Westminster group is undecided, although some individual members have enrolled in the FVMPA Fund.

Officers of the FVMPA Fund hope to approach those who

have not joined. Anyone wishing to enroll may obtain pledge cards from the Payroll Office or from **Ralph Ruddy**.

Meanwhile, it appears unlikely that anything will be done before the end of the year to reorganize a social club or clubs to replace those disbanded at New Westminster, North Vancouver and Vancouver Heights

branches and at Arctic.

Officers of the social club at Shannon Dairies say they are interested in forming a new Fraser Valley club that would be open to any FVMPA employee.

It is expected that a meeting of those interested in forming a new club or clubs will be held early in January.

PACIFIC PLANT CLOSES FOR ANNUAL OVERHAUL

The Pacific Milk Plant shut down November 16 for its annual overhaul. It will be back in operation in mid-December.

Some of the plant staff go on vacation during the shutdown. Others take the month off from their normal jobs to assist with the overhaul as part-time maintenance mechanics, painters and so forth.

Lively Career Ends For Arctic Plant

Plant Had Several Owners And Many Different Brands

After a long and varied career on the local dairy scene, the Arctic Ice Cream plant closed its doors November 15.

The plant was shut down to move the Arctic Division to the new Burnaby plant.

Owned by several companies, the plant processed milk, butter and any number of different brands of ice cream during the more than 40 years it was in operation.

Before 1923 the Arctic plant processed milk, butter and ice cream for four or five different companies. The FVMPA's Fraser Valley ice cream was made there, as was Arctic ice cream, although Arctic was not to become an FVMPA brand until many years later.

In 1923 the Association took over sole operation of the plant, but continued to process ice cream for several other companies. It was not until 1926 that the plant processed its last milk and butter.

During the 1930's, the FVMPA operated the plant jointly with its partners in the Associated Dairies.

Sometime during the late 1930's or early 1940's the FVMPA acquired the Arctic brand name and in 1944 Arctic became a full-fledged division of the Association.

Many Times Output

Before closing up last month, the Arctic plant had been producing at a rate of more than 750,000 gallons a year—many times the output the plant was built to handle.

Millions of gallons of ice cream came from the plant over the years and shutdowns were rare. Even when fire razed part of the second floor and roof in October, 1958, only two days were lost.

Operating Here Soon

Soon after the plant closed, movers began trucking equipment from Arctic to the new plant and they had completed the move after about two weeks. Much of this equipment was bought in recent years with the new plant in mind.

800 Revels an Hour

Only major piece of new equipment is a Vitaline novelty machine, capable of producing 800 revels or bars an hour. It was installed in the new plant more than a month ago.

The Arctic sales staff is scheduled to move to the new

plant December 7 and until then shipments are being made from the old Arctic plant.

Only enough cold storage space has been kept there to handle day-to-day needs, while reserve stocks are being held in rented storage space.

Until Arctic is in the new plant, the production staff is working at Dairyland or Shannon or taking annual vacations.

And if present schedules are met, Arctic will be operating in the new plant and the staff will be back on the job before Christmas.

PLUMBER HAS HOT FLUSHES

One of the plumbers who worked on the new Dairyland Credit Union building made a mistake which must have caused him (pardon the pun) hot flushes of embarrassment.

He got his pipes mixed up and, for a few days, Credit Union employees **Cy Jones** and **Gordon Aasen** were possessed of that luxury of luxuries, a hot running toilet.

Pity and Soap Opera Await the Milkman

Pity the poor milkman who spends his days squinting at scrawled notes and deciphering fractured phrases from his customers!

Over the years, Dairyland milkmen have spent many a painful moment puzzling over the mysteries of the housewife's English, as in . . .

"Instead of cream every 4th day and 2 qts. of milk every 2 days I would like a quart and a pint every 3 days except on a Friday or a Saturday and ½ pt. of cream every 2 days for the first three delivery days of

the week starting on Tuesday except when such delivery day falls on a Monday."

And, as if the English wasn't problem enough . . .

"Signore, Mi dia due bottiglie del Latte Approbato oggi per piacere—Gracie e Saluti—"

Then there's the intriguing note with a hidden meaning . . .

"Dear Sir, Would you kindly leave one additional bottle of milk today and oblige? Thanking you, I remain,

Very truly yours."

On some doorsteps the milkman is treated to soap opera, every other day . . .

" . . . and What I am getting at is that we'll need an extra bottle of milk on Friday of account of Mrs. Cleary's aunt—the deaf one—will be here over the weekend. She was the one who was married to the man I told you about who . . ."

And there are domestic problems . . .

"No more milk this week Tack you. going to be a bachelor. wife and Kids are leaving me Temporarily. Keep the 9 cents Because Milk is Far to Cheep.—Ross."

Some notes to the milkman must be written late at night or early in the morning, when the housewife's faculty for logic is

at it's lowest ebb. For example: "3 quarts today. Thank you. If this note blows away, please knock."

At Christmas the housewife resorts to rhyme . . .

*The dairies rightly say
Keep the milkman on his way.
Do not get him in a stink
By giving alcohol to drink.
So take these cartons home
with you
To be enjoyed when day is through.*

Finally, there are tender notes of condolence . . .

"I'm sorry about the dog bite, but he'll get to know you after a few months like he got to know the poor gasman."

A Year-Round Pledge

Last September I read in an American farm publication these words:

"Best advice I've heard recently—remember the spirit of Christmas, especially this week."

Prophetic? Yes, when we look back to the terrible events of November 22, 1963.

As we gather with our family and friends this "festive" season, let us pledge ourselves to year-round observance of the principle:

"Peace on Earth, Goodwill toward men."

J. B. Brannick

President

She Is Widely Known

The FVMMPA's best-known employee has retired.

Mrs. Elizabeth Hope, for 21 years hostess in the Dairyland Reception Room at Eighth Avenue, left the Association November 29.

Since joining the Association in 1942, Mrs. Hope has welcomed thousands of persons from hundreds of organizations to the Reception Room.

She served them tea, cookies, ice cream and (if they were lucky) some of her delicious home-made biscuits. In return, she received countless letters of thanks from school boys, club secretaries and others, and to her guests her name became synonymous with Dairyland.



MRS. ELIZABETH HOPE

Mrs. Hope's experience in talking to groups goes back to the years before and after World War I when she was a school teacher at Nelson and other points in the B.C. Interior. She left teaching and came to Vancouver in 1925.

Aside from her work with the Association, Mrs. Hope is well-known for her accomplishments in the community.

In 1961 she went to Ottawa, where Governor-General Vanier invested her with a Serving Sister award, in recognition of her 22 years service with St. John Ambulance Association.

She is Past Matron of Grandview Chapter No. 9, Order of the Eastern Star and a long-time member of the board of directors of Dairyland Employees' Credit Union.

Mrs. Hope is planning a trip to visit relatives in Ontario and Pennsylvania. Our best wishes go with her for a long and happy retirement.

*Last night I had a funny pain and to the doc I flew.
Said he: "That comes from overwork, there's nothing I can do."
You need a month of quiet rest," he added with a smile.
"You'd better drop your golf and try the office for a while."*

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

Names of Milk Break correspondents are omitted from this issue, pending re-organization following the move to the new plant.

Copies of pictures in Fraser Valley Milk Break are available to employees upon request from the Public Relations Department.

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
FVMMPA General Manager

A number of employees have inquired recently about the FVMMPA retirement income plan and a few words about the plan might therefore be of interest.

In the following summary, I will touch only on those points that may have been misunderstood, rather than attempting to deal with all features of the plan.

Eligibility

Membership is mandatory for all new employees who are over 21 and under 60 years of age and have completed two years service with the FVMMPA.

No medical examination is required.

Members' Contributions

Each member is required to contribute five per cent of his earnings for a maximum period of 20 years after joining the plan.

If he wishes, the employee may contribute more than the required five per cent of his earnings. Such extra contributions are tax deductible up to a maximum aggregate amount (including regular contributions) permitted by the Income Tax Act (currently \$1500). These extra savings do not affect the Association's contribution.

Retirement Income

The FVMMPA contributes whatever is required to provide, together with the member's own contributions, an annual retirement income of 1½ per cent of his total earnings during the time he paid into the plan.

Thus, an employee who earns an average of \$400 a month during the full period of participation in the plan could expect a retirement income of approximately \$1440 per year or \$120 per month.

In the case of an employee making extra contributions, exact retirement income cannot be calculated until retirement because of variables affecting the plan. These include earnings of the member's extra contributions, earnings of the Retirement Trust Fund, average age at which retired members of the plan die, and other factors.

Death After Retirement

If a retired member of the plan dies before he has received in monthly instalments an amount equal to his own contribution, plus 2½ per cent compound interest, the remainder of this amount will be paid in a lump sum to his estate.

Other Settlements

If an employee who has worked with the FVMMPA less than 20 years leaves the Association before normal retirement age, his membership in the plan ends and he receives a

refund of his contributions in a lump sum, with 2½ per cent interest.

If, however, the employee has been with the FVMMPA for more than 20 years when he leaves before normal retirement age, he can elect either to:

- Receive his contributions in a lump sum with 2½ per cent interest and cease to be a member of the plan, or
- Leave his contributions in the Retirement Trust Fund and receive his retirement income when he reaches normal retirement age.

Optional Settlements

There are a number of different ways in which the member may choose to receive his retirement income, including several options under which a second person can become a joint member of the plan.

You will be advised of these various alternatives before your normal retirement date and be given the opportunity to discuss them with your supervisor. He will assist you, if you wish, to choose the option most suited to your circumstances.



Rod-Gun Club Meeting Set

An organizing meeting to form an FVMMPA Rod and Gun Club will be held in the new plant cafeteria at 7:30 p.m. December 11.

Ed Meade, Secretary-Manager of the B.C. Federation of Fish and Game Clubs will be there to explain the purpose of Rod and Gun Clubs and privileges and advantages open to members.

A number of employees have shown interest in a club since Noel Layfield of Shannon Dairies suggested that one be formed.

Advantages to members will include liability insurance, junior firearms safety instruction, monthly fish and game reports, access to fishing and hunting areas over private logging roads, derbies and turkey shoots and use of club facilities—all for less than \$5 per year per member.

New L-M Committee Members Appointed

The re-organized Labor-Management Committee met November 27 and began laying the groundwork for a new constitution.

This was the first labor management meeting since the separate committees in the branches were disbanded and replaced by a single body, representing all the Dairyland sales staff.

The new committee has 12 wholesale, 12 retail representatives and 13 alternates, 11 for retail and two for wholesale. The wholesale and retail halves of the committee meet separately but on the same night, so that the whole committee can be brought together.

Employee members of the retail committee are Don Koch, John Dance, T. D. Moffat, Jerry Lepinski, A. V. Daoust and Dean Mayfield. Management representatives are Howard Morton, Charlie Webster, Bill Reid, Wilf Graham, Alan Hughes and Murray Swanson.

Retail alternates are, for employees, John Jones, T. D. Sherbuck, Eric Held, N. Hovden, A. G. Bartley and, for management, O. F. Tupper, Bill Mehlen, Don Lewendon, Bill Hagan, Rod Neil and D. R. Watson.

Employee members of the wholesale committee are W. E.

Brooks, G. H. Waithe, Ken Lowe, Bill Mason, R. E. Davidson and T. C. Valouche. Management representatives are W. G. Hawes, Jim Kelday, George Gordon, Ian Miles, Bob Cooper and George Rule.

Wholesale alternates are C. W. Weibe and W. K. Biggers, both for employees.

Annual Service Department Dance Set for Dec. 21

The FVMMPA Service Department will hold its annual Christmas dance December 21, beginning at 8 p.m., in the Canadian Legion Hall, 4358 East Hastings, North Burnaby.

Mixer, food and music from George Smail and his band are all included in the \$2.25-per-ticket price. The dance is open to all FVMMPA employees and their guests.

Tickets are available from Walter Moran and Dan Fleming at Eighth Avenue and, at the Burnaby plant, from Al Lightbody, Bob Simpson and Cliff Bolderson.



FVMPA Employees Work in a Bright New World



FORMER Shannon employee **Margaret Rogers** talks with **Bob Muter**. **Evelyn Stefaniuk** is at center and Dairyland veteran **Kay Long**, right.



HOT MEALS have received a warm reception from employees. **Mrs. Jean Slack** of Industrial Catering serves **Bill Hilton**, while **Eleanor Brewer** of route accounting eyes the fare.



WHIMS AND WANTS of customers concern **Jean Layfield**, **Mavis Lambourne**, **Tommy Kennedy**, **Gertrude Hall** and **Betty Sullivan**.



DOUG TURNER of the Tabulating Department adjusts a card sorter—one of many time savers from IBM.



FRAMED by the tilted cab of an Arctic Ice Cream truck, **Art Holmes** works on a motor in the new garage.



FEEDING cards into a reader punch card unit in the IBM data processing department is **Howard Stevenson**.



GARY MILLER makes a setting and pushes a button on the console or control center of the IBM.



MEMBERS of the milk shippers' accounting staff are **Anne Cyr**, **Retta Edmondson**, **Phil Campbell**, **Doris Ryley** and **Mary Miller**.



ACCOUNTS PAYABLE staff members are **Sally Johnson** and **Mrs. Elfreda Crease**. On the phone is **Reg Cockle** who heads up purchasing.



TABULATING DEPARTMENT prepares punch cards for IBM processing. Staff above are **Terry Sayer**, **Josie Wilson**, **Linda Robson** and **Sylvia Brown**.



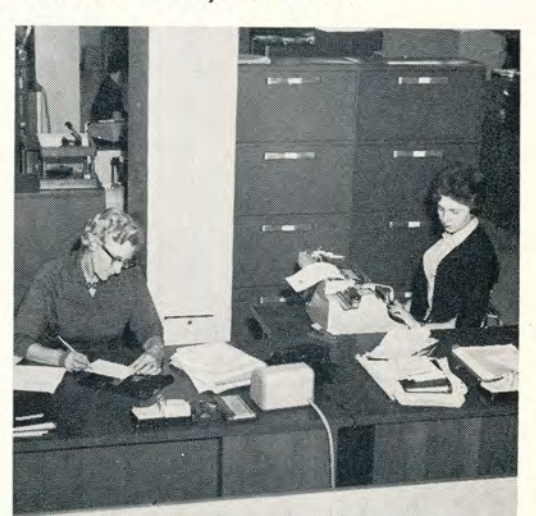
HUNDREDS of calls are handled every day by switchboard operator **May Phillips**, with the assistance of **Carol Cradock**, left.



WHOLESALE driver **Tommy Lindsell** discusses an account with **Eleanor Brewer** and **Bob Bellinger**.



TABULATING department supervisor **Ernie Marett** talks things over with **Sam Swetlow**.



DUTIES of **Mrs. Kemmie Blodgett** and **Myrna Smith** touch on many phases of general office operation.

CU Has Business Upswing

Dairyland Credit Union has had a rapid upswing in business since moving into its own building beside the new plant.

Although much of this business has been in cashing cheques, which is strictly a non-profit service, the Credit Union has picked up 10 new members since it moved.

Manager-Treasurer Cy Jones and Assistant Treasurer Gordon Aasen expected to be cashing more than the \$2500 in cheques they had been handling each pay day at Eighth Avenue, but they weren't prepared for the landslide business that came with the first pay day in the new plant.

They had \$10,000 on hand and had to borrow an additional \$6000 from the FVMPA. On succeeding pay days, payroll cheque cashing climbed to \$18,000 and, on November 15, to more than \$20,000.

"When the new plant is in full operation, we expect to be cashing more than \$30,000 in payroll cheques," says Cy Jones.

As an additional service, the Credit Union now provides counter cheques which the employee may use to write a personal cheque on his bank account. The Credit Union cashes these and payroll cheques without charge.



"You forgot my yogurt!"

Fraser Valley Milk Break

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BORGE OLSEN



BARBARA OSTEN

Riding Success Trail

Borge and Barbara Form Winning Team

Horses and BORGE OLSEN share a prominent place in the life of MURRAY OSTEN and family.

The family's attachment to horses goes back to Murray's father who broke horses for pay in Montana and their kinship for Borge Olsen stems from his considerable knowledge of horses and how to train them.

Borge, an instantizer operator at the Sardis Plant, was once a riding instructor in his native Denmark.

Taught for 10 Years

He started riding "too long ago to remember" and was trained as a riding instructor at Aakirby Riding Club in Denmark. He taught there on a part-time basis for 10 years before coming to Canada in 1955.

From 1958 to 1961 he gave free riding lessons in Chilliwack and one of his star pupils was Murray Osten's 15-year-old daughter Barbara.

Borge no longer holds regular classes, but he keeps his horse with the Ostens' horses and continues to give Barbara the benefit of his long experience in competitive riding.

Come Along Fast

And in the four years she has been riding, Barbara has come along fast. After competing in the Chilliwack Horse Show, at Southlands Riding Club and at Haney, she has a first, second

and two third placings recognized by the Canadian Light Horse Society.

Murray enters a few horse shows himself, but says the real pleasure of riding is not in winning prizes.

"The main object," he says, "is for us to become good riders and to enjoy the satisfaction of having a well-trained horse under easy control."

Nearly 50 Years

Henderson Ends Long Milk Plant Career

HAROLD HENDERSON, Pacific Milk Plant office manager, retired November 15 after nearly 50 years in the evaporated milk business.

A native of Chilliwack, Harold got his baptism in the milk business in 1912 with the long-departed B.C. Condensing Company at South Sumas. He worked in the office there until 1916, when he joined the Canadian army and went overseas until 1918.

New Owner

He returned to Chilliwack and went to work in the same plant, but under a new employer. The Borden Co. had bought out B.C. Condensing Co. during the War.

By today's standards, Harold recalls, the South Sumas plant was a bit old fashioned. He worked in nearly every phase of the operation, including sealing cans—individually by hand.

In 1939 he became manager of the Borden plant and held this position until 1947, except for a short interval during World War II when he went to Ontario to manage another Borden Co. plant.

Joined Pacific

When the Sumas plant closed in 1947 due to a shortage of milk, Harold joined Pacific Milk as assistant plant manager under the late Paul Chevalley. Later he was assistant manager under Frank Forrest, and in

Al's Soccer Goalkeeping Took Him Near the Top

Hangs Up Boots After Playing Round the World

At the ripe old age of 33, AL ALLEN-GRAY is retiring from a soccer career that has stretched over 25 years.

A retail driver-salesman, Al began playing soccer as a seven-year-old goalkeeper in his native England. Still a keeper, he closed out his career here last year with Mount Pleasant Legion, perennial champions of the First Division, Minor League.

During the years in between, Al played in some pretty fancy company and came very close to making the grade as a professional.

He developed quickly in the

various minor leagues and by the time he was 15, he was playing in England's semi-pro Southern League. There he learned fine points of the game from old professionals on their way down and young players being groomed for pro careers.

All-England Final

From 1952 to 1956 he played in the Hampshire County League and, playing with the Ford Motor Company team from Southampton, he went right through to the all-England final in a tournament for bus company teams.

Al tried out with Southampton, then English League Second Division champions, and might have won at least a reserve place on the team, if he had not signed for Royal Navy service before his tryout.

He was invited back by Southampton, but when he left the Navy he went to sea instead with Union Castle Shipping Co. and played soccer all over the world with his ship's team. Al would just as soon forget one of these games played in Iran—in 123°F. heat.

Regular Goalie

He became the regular goalkeeper for the Mount Pleasant team when he came to Vancouver in 1957 and he remained with the team until 1962, when he moved up to St. Andrews of the Coast League.

St. Andrews dropped out of the League later the same year, and Al finished out the season with Mount Pleasant Legion.

Al Allen-Gray feels there is a great potential for soccer in the Vancouver area. However, local soccer will be limited, he says, until there is a Canadian soccer league.

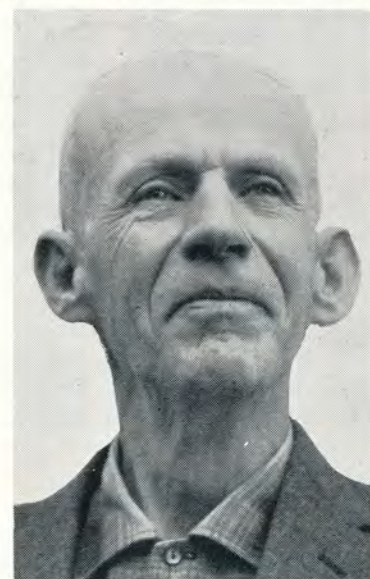
"Right now, the Coast League is as high as players here can go without leaving the area," he says, "and this is not good enough for the best players."

We Are Mechanized

About 1800 separate machines are used to process and package FVMPA milk.



"What's the Boss want?"



HAROLD HENDERSON

1959 he was named office manager.

A fisherman of nearly 60 years standing, Harold plans to devote many a pleasant afternoon of his retirement to pursuit of the wily Vedder River steelhead.

FVMPA Going Places

More than 300 vehicles are on the road each day hauling milk and other products of the FVMPA. These trucks log more than 3.4 million miles yearly.