

Fraser Valley

Milk Break

1964

Homo Machine Rips Through Plant Roof

Five men moving equipment from the Eighth Avenue Plant to the new plant January 4 escaped death when a three-ton homogenizer crashed with them through a second-floor roof.

The corrugated iron roof and support planking gave way as it took the weight of the machine the men had pushed through a second floor window.

The men, employees of Johnston Terminals, were preparing to lift the homogenizer by crane from the roof, which covers a loading platform behind the plant.

As the roof gave way, men and machine crashed 15 feet to the ground together. The men were taken to Vancouver General Hospital with minor injuries, and later discharged.

Cast iron parts of the homogenizer were cracked and it is thought to be damaged beyond repair. The loss was insured.

One of the men, **Leonard Tressel**, said of the accident:

"We had built a platform above the roof and thought it would be strong enough to take the weight.

"We had only just got the machine out of the window onto the roof when it fell through.

"All I remember is that one minute I was standing by the machine on the roof and the next I was lying on my back on the concrete. It was over in a flash."



MILK PROCESSING in the new plant began January 5 with the arrival of this tanker from Sardis. About 3000 gallons a day was handled

until the middle of the month, when the first HTST unit was installed, stepping production up to about 8000 gallons.

Plant Now in Production

First Tanker Unloads 3600 Gallons Jan. 5

Seventeen months after construction began in 1962, the new plant received its first tanker load of milk January 5.

By the middle of the month, the plant was taking about 8000 gallons of milk a day and processing roughly one-quarter of the FVMPA's fluid products and ice cream.

As was expected, the first weeks of production were difficult. People in the production and maintenance departments worked nights and weekends to get new machinery and convey-

ing systems running smoothly.

Processing was limited to vat pasteurized skim milk, table and whipping creams, chocolate drink and buttermilk until January 16, when a HTST pasteurizer was installed and homogenized milk was bottled for the first time.

Actually, the new plant went into production in a small way making ice cream before the end of last year. Only the freezer and packaging machinery was running, however, using mix prepared entirely at Eighth Avenue and brought to

Credit Union Meets Feb. 28

Dairyland Employees Credit Union will hold its annual meeting February 28 at 8 p.m. in the Canadian Legion Hall, 4358 East Hastings, North Burnaby.

On the agenda are annual reports and election of Credit Union officers for the coming year.

Refreshments will be served and dancing will follow the meeting. There is no charge.

Bottler Works Fast

The bottle filling and capping operation in the new plant will handle 160 ½-pints, 140 quarts or 90 ½-gallon bottles per minute.

the new plant in cans.

The shifting of processing to the new plant is being carried out in four or five one-week stages. All new equipment was installed by the end of last year and the first major move began on January 3.

A second move followed on January 13 and a third stage began on January 17, when the Shannon Dairies processing operation was brought into the new plant and made ready for production by January 20.

At this point, the move from Eighth Avenue was suspended for a week to straighten out trouble spots in the new plant operation.

It is hoped the move will be completed in early February.

When all equipment is installed, the plant will go through a shakedown period of two to three months before it is exposed to the critical eye of the public.

Meantime, there is still a lot of work to be done. Three gaps were left in the walls to get equipment into the plant and these will now have to be closed with concrete blocks.

Some of the tanks and machinery brought from Eighth Avenue need repainting and much stainless steel pipe welding remains to be done before the cleaned-in-place units can be put into full operation.

But with ribbon cutting ceremonies not due until April 30, the plant should be in fine trim by the time its doors are opened to the public.

Many, Many Packages

More than 325 different labels, sizes, varieties and packages are used for FVMPA products.

Staff Gets First Look At Plant

Our new Burnaby plant is now in production and will be ready for opening ceremonies later this spring.

However, before the building is opened to the public, we would like to show it to our own people.

An invitation is therefore extended to all employees and their families to tour the plant on March 7 or 8 from 2 p.m. to 6 p.m.

L. A. Atkinson,
General Manager.

MOLLY BUSTS THE BAD ONES

Dairyland cashier **Molly McCashin** doesn't bite her \$10 gold pieces the way they do in western movies, but she has a sharp eye for counterfeit money.

She didn't like the look or feel of a 50-cent piece turned in at her wicket recently, so she dropped it on the floor to test it for ring.

It broke in three pieces—a pot metal product of someone's private mint.

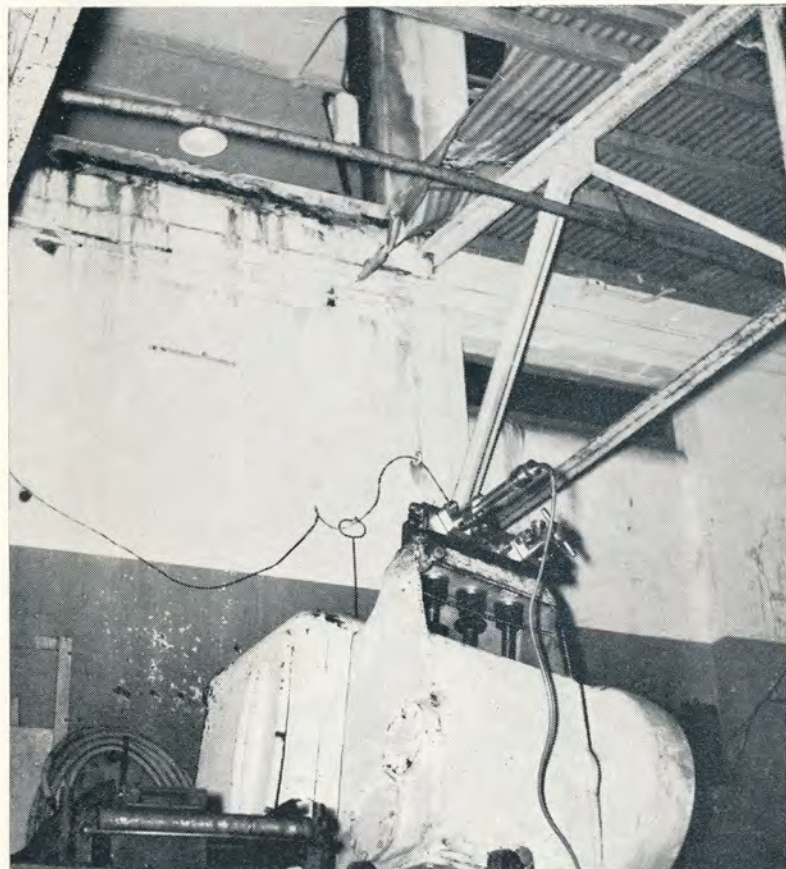


Haner Named To New Post In Sardis Plant

Dennis Haner, 30, has been appointed assistant superintendent of the Sardis Utility Plant.

He has been with the FV-MPA since 1961, when he graduated from the University of B.C. with a BSA degree in dairy science.

Prior to his appointment he had been bacteriologist and fieldman working out of the Eighth Avenue Plant.



MIRACULOUSLY, five men from Johnston Terminals escaped without serious injury when they crashed with this three-ton homogenizer through a second storey roof and onto the shipping platform 15 feet below.

Co-ops Hold the Key

With formation of the Royal Commission on Taxation last year, the controversy over taxation of cooperatives began brewing once again.

Anticipating an attack on their so-called tax privileges, cooperative organizations, including the FVMPA, prepared and presented briefs to the Commission. They argued for the fairness of existing tax laws governing cooperatives and pointed out the importance of co-ops to the economy.

But perhaps more significant than any of these current issues is the role of cooperatives in providing people with a means of exercising their initiative to do things for themselves.

This argument is lucidly and forcefully presented by JERRY VOORHIS, executive director of the U.S. Cooperative League, in his book, *American Cooperatives*. He writes:

We are engaged in a grim struggle to preserve for future generations the institutions of freedom and of constitutional democracy which our forefathers developed out of "blood, sweat and tears."

There is no assurance that we will be able to do this.

At least three factors will have to be present if we are to succeed.

First, the right of the people to decide their own destiny must be preserved. This means that governments based on law and guaranteeing through their constitutions the basic rights of man must continue to thrive.

Second, within the societies whose freedom is thus basically protected the people must have the will to exercise their right of self-determination, self-direction, and basic decision making. They must want to decide their own destiny.

They cannot abdicate that right and remain free people.

The most sinister influence that tends to bring about such abdication of decision making by the people is a sense of hopelessness—a growing, gnawing belief that there is no practical way for the average man or woman actually to guide his own fate or influence that of his children.

Therefore, the third necessary factor in the preservation of the best in human civilization is the existence of practical means whereby the average man and woman can make decisions which matter to him or her.

And in the day-to-day problems of life, at the economic grass roots of our existence out of which so many of our other institutions grow, the new type of cooperative business and economic organization offer precisely such a means.

Educational Needs

*We must teach mathematics, for we dare not face the lack
Of kids who need to know the tricks to feed a Univac.
We ought to teach the art of verse with more hyperbole,
So that our offspring may coerce with jingles on TV.
Our science teaching needs to grow until our kids excel,
Or else we won't have folks to blow the rest of us to Hell.*

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**
FVMPA General Manager

We have just completed an extremely busy year and we leave 1963 behind with mixed feelings. Many things were accomplished, but in some areas our hopes were not realized.

Numbered among the completed objectives were the negotiations with our Unions, price adjustments on various commodities, and the move of our offices and delivery fleet into our new Burnaby Plant.

We have not yet completed the move to where our processing operation has become fully operative and this has been a disappointment. Work is however proceeding and we expect that a few weeks more will complete the job.

The coming year promises to be very busy also, and I would like to take this opportunity of wishing all members of the staff a very Happy, Healthy and Prosperous New Year.



Champion Buttermaker

Mac Had Many Jobs In Dairy Industry

Butter making, cheese making, milk receiving—NORMAN MCINNES saw them all during his 40 years in the dairy industry.

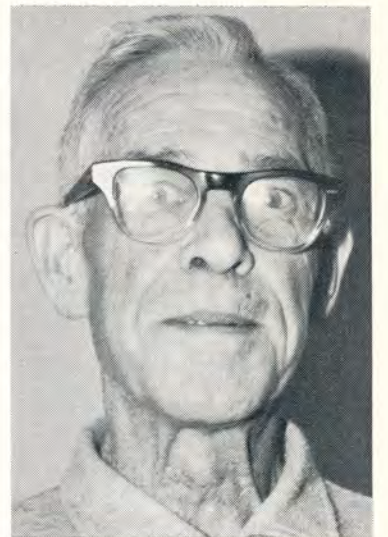
A native of Brantford, Ont., Mac entered the dairy industry in 1923 with the T. Eaton Co. in Manitoba and he remained in the industry until his retirement from the FVMPA in November.

In 1926 he became a buttermaker for the Eaton Co. and during the next three or four years made quite a name for himself, winning competitions with his butter all across the country, including at least one national victory at the Royal Winter Fair in Toronto.

When he came to Vancouver in 1935, it was to make butter for the Associated Dairies in the old Arctic Ice Cream plant at Hornby and Davie.

Later he made cottage cheese at Arctic and in 1943 he became plant foreman of the Associated Dairies operation in the Eighth Avenue plant.

When Associated Dairies was absorbed by the FVMPA the following year, Mac was put in charge of milk receiving at



NORMAN MCINNES

Eighth Avenue.

During his years with the FVMPA, he was active in employee organizations. He headed committees to organize many employee picnics, was one of the founders of the Dairyland Staff and Welfare Fund and has been a director of the Dairyland Employees' Credit Union for many years.

Norm McInnes is best known, however, as the man who ran the pools. Whether it was baseball, hockey, football or anything else worth a bet, "Mac's Pool" was running and tickets were scarce.

Storey Moves Inside

Elmer Storey has become chief clerk in the office at the Pacific Milk Plant, following the retirement of **Harold Henderson**. Elmer had been in charge of unloading cans brought to the plant in railroad cars.

Sales Competition

Drivers Vie for Prizes

Santa Claus is going to come again in February for many Dairyland retail driver-salesmen.

They have a chance to win some handsome prizes in an apple juice sales competition January 19-February 1. And with prizes and commission being offered for reaching three different sales levels, just about every driver should win a prize.

In addition, there are extra

awards for the top salesman in the eastern and western districts and for Haney and Sardis branches combined.

Some of the most coveted prizes are a transistor radio, insulated ice bucket and jigger, bathroom scales, table lighter and beverage set.

Also in line for prizes are the four top route foremen from all areas and the leading supervisors in the eastern and western districts.



ADMIRING prizes available to drivers in the apple juice sales competition is **Carole Dorosh**

of route accounting. Miss Dorosh is not to be included on the prize list.



ED MEADE, right, secretary-manager of BCFFGC, explains rod and gun clubs to **Bob Kosterman** and **Noel Layfield**, seated, and **Bill Sandison**, **Reg Clarkson** and **Ernie Maddock**.

New FVMFA Club Plans Junior Firearms Course

The newly formed FVMFA Employees' Rod and Gun Club is off to a fast start.

Organized at a meeting in December, the club has already held a second meeting with full program and is now laying the groundwork for its first major project—a junior firearms instruction program.

Members of the executive elected at the December meeting are **Noel Layfield**, president; **Bob Kosterman**, vice-president, and **Reg Clarkson**, secretary-treasurer.

Ed Meade, secretary-manager of the B.C. Federation of Fish and Game Clubs, attended the first meeting and explained the organization of B.C. rod and gun clubs under the Federation. The FVMFA club later voted to affiliate with the Federation.

Club dues, set at \$5, will provide subscription to the magazine "Northwest Sportsman," liability insurance to \$100,000, and several other benefits.

Membership in the club is limited to FVMFA employees

and members of their immediate family.

The junior firearms course, planned for this spring, will be open to the children of any FVMFA employee, even if neither parent is a member of the FVMFA club.

Before the course can begin, guns and the use of a rifle range will have to be obtained. The course will be given by members of the club and final examinations will be conducted by the Federation.

At the January meeting, steelhead expert **Dave Maw** displayed basic steelhead fishing equipment and showed three color movies taken on the Thompson and Cheakamus Rivers and on two Vancouver Island streams.

Next meeting is at 8 p.m. February 12 at the Burnaby Plant. A speaker from Sapperton Rod and Gun Club will explain the junior firearms program.

Fred Sherring Retires

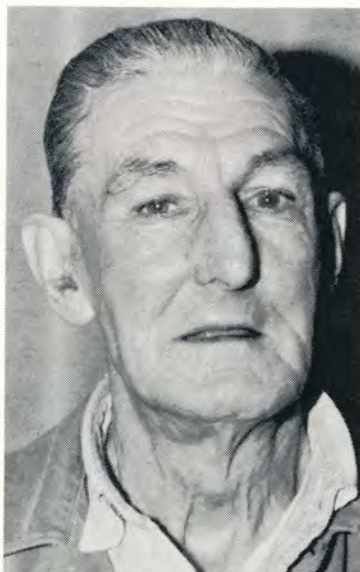
After 35 years in the B.C. dairy industry, **FRED SHERRING** retired January 10.

Beginning as a retail driver-salesman with Spencer's Dairy in 1928, Fred remained in retail sales when Spencer's joined Associated Dairies in 1931 and when Associated was absorbed by the FVMFA in 1944.

He worked on Dairyland retail routes until 1960, when he transferred to the garage.

Of his early years in the dairy industry, Fred recalls:

"I started out driving a beaten-up model-T Ford and, you know, sometimes it would run for three or four hours without breaking down."



FRED SHERRING

Fred's dairy experience actually dates to 1919 when he bought a farm in Alberta and kept a dozen cows. He sold the cows after a year and grew wheat because, as he says, "the cows were more darned trouble than they were worth."

Fred took up farming on doctor's orders. He had been a locomotive fireman since emigrating from England in 1912 and his health was breaking down from years of breathing coal dust.

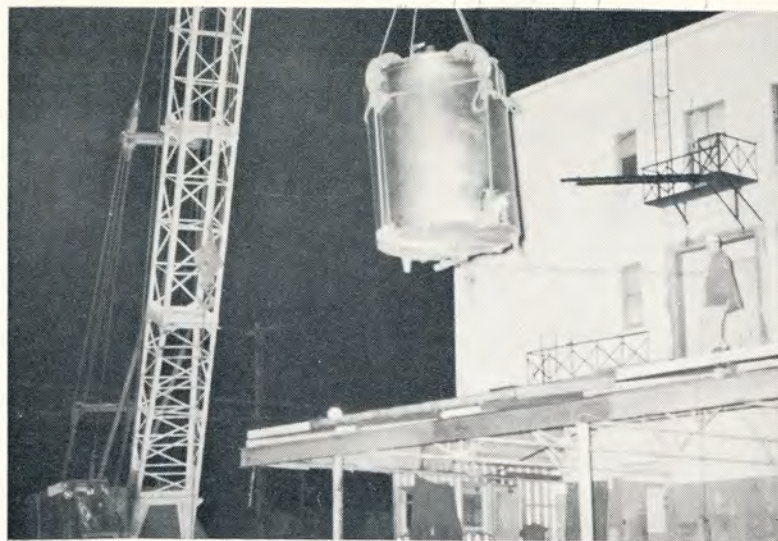
He has either judged or started races at Cloverdale, North Vancouver, Squamish, Williams Lake, Vernon, at Patterson Park in Ladner and in Washington State.

In addition to his work as a racing official (much of which he does without charge), he has raced a number of his own horses and still drives at Patterson Park.

Now that he has retired, Lorne intends to devote a lot of his time judging and starting races in the Fraser Valley, the Interior and in Washington.

FVMFA Still Makes Most Cottage Cheese

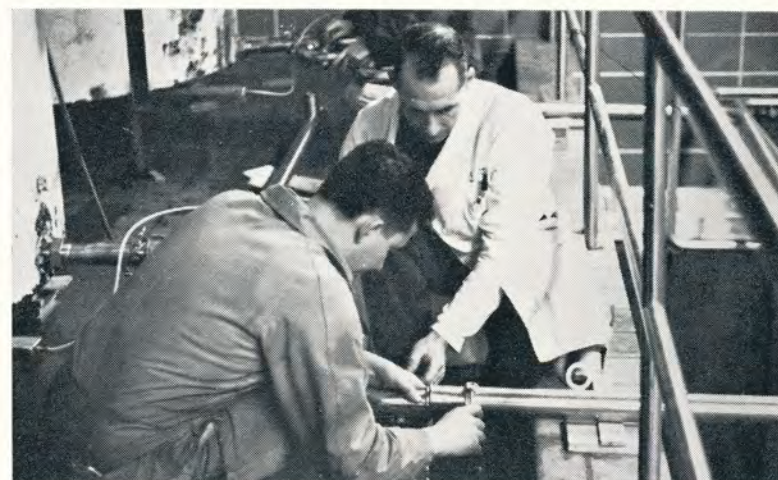
The FVMFA is still the largest manufacturer of cottage cheese in Canada and is the second largest manufacturer of evaporated milk.



SUSPENDED from a crane behind the Eighth Avenue Plant, this tank is about to be lowered onto a flatdeck truck for transport to the new plant. Much of the moving has been done at night.



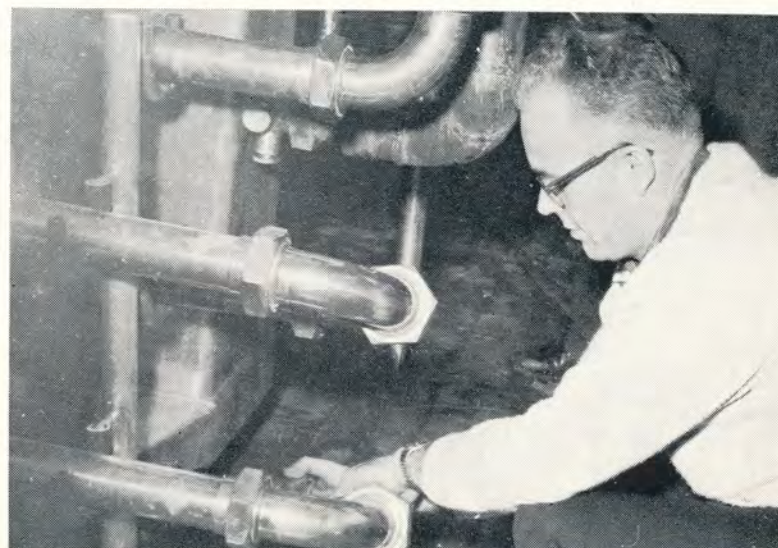
LIKE MANY production and maintenance department employees, Production Manager **Norman Tupper** and ice cream Superintendent **Jan Creighton** have been working nights and weekends to get the new plant into smooth operation.



HOOKING UP stainless steel pipe on the processing floor are **Doug Wills** and Assistant Production Manager **Grant Larkin**. Fabrication of the pipe system is incomplete.



DISCUSSING one of the many problems that arose as the plant went into production in early January are Assistant General Manager **George Okulitch** and **Jan Creighton**.



COUPLING pipe together, Superintendent **Vic Scholl** lends a hand to help get the first HTST pasteurizing unit into operation. Other units will be brought from Eighth Avenue later.

Lorne Devotes Retirement To Harness Racing Hobby

LORNE MALCOLM ended a 15-year sales career with three FVMFA divisions when he retired in December.

Joining the Association in 1948, he was a sales representative for nine years with the Pacific Milk Division. A year with the Arctic Division followed before Lorne moved to the Dairyland Division.

Although he was a fairly late-comer to the FVMFA, Lorne's ties with the Association go back many years. Born and raised in Chilliwack, he went to school and played sports with many FVMFA members, including President **J. C. Brannick**.

Lorne has been in sales since the 1920's, when he began selling Ford cars in Chilliwack. He later became a sales representative for an oil company.

Lorne is well-known from his travels as a salesman, but he is even more widely-known as



LORNE MALCOLM

a horse racing official, particularly to harness racing buffs.



WIDELY SCATTERED sales force of the Pacific Milk Division gathered for a rare meeting at the new plant before Christmas. Sales territories from Winnipeg to Victoria were represented in the group. Seated, from left, are Mrs. Valerie Llewellyn, Mrs. Clara Perry, Mrs. Isabel Polanowski, Sales Manager D. A. Mc-

Donald and Assistant Sales Manager R. W. Wilson. Standing, from left, are Doug Pilgrim, Mrs. Trudy Newman, Cece Shingles, Ernie Emmett, Jim Snell, George Edie, Les Taylor, Fred Clayton, Agnes McKnight, Norm Kelly and Ray Gorman. Eight Pacific representatives from the Prairies did not make the trip.

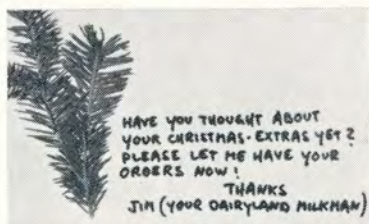
With a Sprig of Fir

Jim's Imagination Brings in Orders

"People are tired of advertising," JIM STEUTER reasoned, "so why not give them something a little different."

A retail driver-salesman, Jim put his theory into practice just before Christmas. With the help of his wife Jutta, he made up cards for his customers—cards that were different enough to catch their attention.

He stapled a sprig of fir onto



plain white paper and wrote a short reminder for the housewife to order her Christmas extras. These cards went to the first 70 homes on his route—early morning calls where people are just getting up and don't want to be bothered by someone at the door.

From these 70 homes, Jim got 31 orders, and this was considerably better than any other part of the route.

"Of course, I don't know how many orders I would have had without the notes," he says, "but I'm sure there wouldn't have been that many."

Jim worked in advertising for six years before emigrating from West Germany two years ago. He planned at first to return to West Germany after gaining experience of Canadian advertising methods, but now he has decided to stay here permanently.

Jim hopes to work in advertising again. First, however, he must acquire a good knowledge of English, and to this end he is taking night school and correspondence courses.



Softball, Anyone?

Those interested in playing softball with a Dairyland team this year are asked to notify Bob Simpson in the purchasing department.

Bob has to ask the Parks Board for playing space in February and he would like to have some idea how many persons will be turning out.



STEVE PAULDING

Paulding Steps Down

Retirement in December ended 16 years of service with the FVMFA for STEVE PAULDING.

He joined the Association in 1947 and as a retail driver-salesman and played an active part in the change-over from horse and wagon delivery to trucks.

In 1948 he went on retail special deliveries, where he remained until the early 1950's, when he became a shipping truck driver hauling milk to docks for shipment to points all over the B.C. Coast.

Steve came to Vancouver from England in 1921 and held sales positions with several Vancouver companies before he came to the FVMFA.

During World War I, he served in France for 2½ years with the King's Own Royal Lancasters. He was wounded and transferred to the RAF at the end of the War.

Plant Opening Poses Problems

FVMFA Seeking Ways to Handle Expected Crowds

What can you do when 100,000 people come to call?

Lock the doors? Phone the fire department? Or, as FVMFA management has been doing, hope they don't all come at once?

With opening ceremonies for the plant scheduled for April 30, a staff planning committee actually has been wondering how to accommodate 100,000 visitors.

The FVMFA would like to have open house for a few days and invite the general public to come and have a look around. But who knows how many will come?

If 500 showed up, there would be no problem. If, on the other hand, 100,000 arrived, there would be a traffic jam to rival anything ever seen at Empire Stadium.

There is parking for fewer than 300 cars on the plant grounds and space is limited on nearby streets. Even if there was parking for everyone, no more than 5000 persons an hour could be taken through the plant.

So, what can be done? FVMFA planners are working on

several answers.

First, advance tours will be arranged for members of the Association and there will be a separate open house for employees and their families.

The pressure will be further relieved by special tours for business and professional groups.

Clubs and other organizations will be entertained in the Fraser Valley Room and shown the processing floor from the observation gallery. There are already more than 100 requests for tours of this kind.

Finally, the general public might be divided into several sections, possibly on a geographic basis, with each section coming to the plant on a different day.

Whatever is done will have to be done soon, however, because there are a lot of people on the outside waiting to get in.

Dave Rees Begins Gypsy Life Again

Now that he has retired, DAVE REES is going to pick up right where he left off 21 years ago.

When he arrived in Vancouver and went to work for the FVMFA in 1942, Dave had been leading a gypsy's life for nearly 30 years.

He had travelled and worked in more than 40 states in the U.S. and had done everything from structural steel work to playing piano in small bands.

Soon after he arrived in Pennsylvania from Wales in 1913 he set out to have a long,

He was a properties man for a Hollywood movie studio, streetcar motorman, stevedore and for a couple of years in the early 1930's he ran his in-laws' dairy farm and shipped milk to the FVMFA.

"In my time young men had a sort of fever to see things," Dave says. "But today someone who likes to move around is considered just a drifter or a bum."

In recent weeks, Dave and his wife have been shopping for a trailer. "If I can keep my good health," he says, "my wandering days won't be over for a while yet."



DAVE REES

satisfying look at America. Whenever he felt the urge, Dave packed his bag and moved on. Although he was trained in structural steel work, he took whatever was available.



"Burp! . . ."

Fraser Valley Milk Break

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CREDIT UNION BOARD MEMBERS Larry Campbell, Jack Godfrey, Jim Kerr, Pete Wilson, Mrs. Elizabeth Hope and Ralph Ruddy line up for their picture with CU Treasurer Cy

Jones, second from right. Missing from the picture is President **Reg Cockle**. CU members at the annual meeting heard annual reports from committees and officers.

21st Birthday Present?

CU Assets Near \$1 Million

Dairyland Credit Union hopes to celebrate its 21st birthday in June by pushing its assets over the \$1 million mark.

Treasurer **Cy Jones** told the Credit Union's annual meeting February 28 that this goal is within reach, due to rapid expansion since the move to the new CU building.

He said assets increased by \$67,000 last year to \$812,000, loans were up \$50,000, shares jumped by \$33,000 and membership has been growing more rapidly than in recent years.

PROFIT UP

Despite a loss in revenue of \$2000 on the CU's Broadway property, Jones said, overall profit for the year was still up more than \$2000 over 1962.

The report of the credit committee showed 589 loans granted during 1963, for a total of \$297,557.

For the third consecutive year the education committee continued the \$200 scholarship for students entering first year

university. Any son, daughter, grandson or granddaughter of a Credit Union member is eligible.

NEARLY COMPLETE

Reporting for the board of directors, President **Reg Cockle** said the CU building on the site of the FVMPA's new plant is complete except for landscaping, and this will be done when the weather permits.

With FVMPA employees no longer within walking distance of banks, as they were at Eighth Avenue, the Credit Union has experienced a sharp increase in

chequing accounts and payroll check cashing, Cy Jones reported.

"This we feel is the result of the consolidation of the employees of the FVMPA at one location," he said, "bringing about an increased demand for the services of the Dairyland Employees Credit Union."

FVMPA Plants Busy

FVMPA plants process an average of more than one million pounds every day of the year.

JOHN (WHO ELSE?) WINS TOP MONEY IN CONTEST

Winning sales competitions is getting to be a habit with **JOHN DANCE**. He led the cottage cheese competition last spring and early this year he came out on top again, this time in the apple juice promotion.

John sold 745 quarts in two weeks, 45 more than his nearest competitor. Total sales during the contest were 23,742 quarts—20,569 over quota.

6000 Tour Plant Before Ribbon Cutting

With official opening still nearly a month away, close to 6000 people have already toured the Burnaby plant.

Although FVMPA members and employees account for a large part of this figure, about 600 people from outside the Association have visited the plant.

During six days in early

March, 1750 members came for plant tours from all 20 FVMPA locals. They walked through the building, heard two short talks and ate lunch in the cafeteria and Fraser Valley Room.

An expanded catering staff served as many as four sittings in less than 1½ hours.

Another 2900 FVMPA people—this time employees and their families—turned out for two Sunday staff tours on

FVMPA Income Down in 1963

Sudden production drop cuts members' Returns to nearly \$1 million below 1962

A sharp decrease in milk production during 1963 cut back the FVMPA's gross income to about \$300,000 below the 1962 level.

The Association realized \$29,361,822 from 359,171,343 pounds of milk last year, as compared with \$29,687,848 from 384,792,706 pounds of milk in 1962.

In terms of butterfat, receipts totaled 14,222,138 pounds, off 7.61 per cent from the 1962 level.

MEMBERS' RETURNS DOWN

Expenses of building and moving into the new Burnaby plant, together with the drop in milk production, were reflected in a decrease in returns to members of nearly \$1 million. They received \$15,575,768, down from \$16,523,048 in 1962.

Benefit from a one-cent per quart increase in the price of fluid milk in July was partially offset by the consumer's swing from home to store buying and from high to low fat products, and by costs arising from the move to the new plant.

Pitchers and Coaches Needed

The Dairyland softball team has all the ingredients for a successful season, except coaches and pitchers.

The team has a good starting turnout of 20 players, it has uniforms and equipment and it has been given a birth in the six-team senior C Marine League.

But the team still lacks a first-class pitcher and the coaching staff is short of help. Those interested should contact **Bob Simpson** or **Harry Dexter**.

First practice was March 22 and the team is now working out at least once a week.

FEWER MEMBERS

The trend of recent years towards fewer shippers and larger units continued in 1963, with 93 members joining the Association and 142 leaving, for a net loss of 42. The average daily shipment increased 16.2 pounds to 538.4 pounds.

Total membership at the end of the year was 5612, of which 1719 were shipping members.

In carrying out the Association's quality control program, the laboratory tested 21,166 samples of milk and established A-Fluid grade or better for 89.5 per cent of the total production.

TV SPOTLIGHT ON NEW PLANT

The FVMPA's new Burnaby plant will be featured on CBUT's "Country Calendar" Sunday, May 17 at 1:30 p.m.

Focus of two other programs will be on employees from the general manager right down to office boy **Jim Edwardson**. These will be seen at 11 a.m. on April 20 and May 11.

Staff Fund Meets May 1

Dairyland Staff and Welfare Fund will hold its annual meeting at 8 p.m. Friday, May 1 at North Burnaby branch, Canadian Legion, 4351 East Hastings.

A general meeting will be followed by refreshments and a dance. There is no charge for admission to the meeting, which is open only to members of the Fund.



HOWARD MORTON was presented with a gift for long service on the CU Board.

A Word of Thanks

Every FVMPA employee who has contributed to charity has experienced the satisfaction of knowing that someone, somewhere needed and appreciated his gift. And when this appreciation is expressed directly, his satisfaction is even more deeply felt.

Members of the recently-disbanded Shannon Dairies Social Club must have known this gratification when they received the following letter from Mrs. Ferne Stutsky, supervisor of Beacon Services, a New Westminster organization for retarded children.

Would you please try to convey to your club the deep appreciation of everyone at Beacon Services for your generous gift of 23 tickets to the Ice Capades.

It is impossible to express in words how much we enjoy attending this wonderful event as a group. Our shop hums these days with excited chatter about what fun we are going to have. When the day arrives, faces shine with excitement and hearts thrill to the beautiful costumes, the wonderful music and the graceful skaters, including the clever clowns.

May your holiday season be happier because you have made so many other people aware of your true Christmas spirit.

From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

Another important milestone in the long history of the Fraser Valley Milk Producers' Association has been reached. We have now all left the scene of our former operations at Dairyland, Arctic and Shannon, and moved into this beautiful building. The changeover has been a colossal and monumental task!

From the initial planning stages back in 1959 and 1960, through the production of specifications and blueprints, to the letting of the main contract in the summer of 1962, the building program through 1962 and extending to the fall of 1963, and the final operation of moving and installation of all of our equipment, a herculean effort has been called for by all of those concerned. This effort has been shared by all departments and engineering, production, sales and office personnel have all played their part.

It would be difficult to single out any department for praise over any other department. Each has carried out those responsibilities, which fell within the orbit of its operations, with great diligence and perseverance, often with great personal

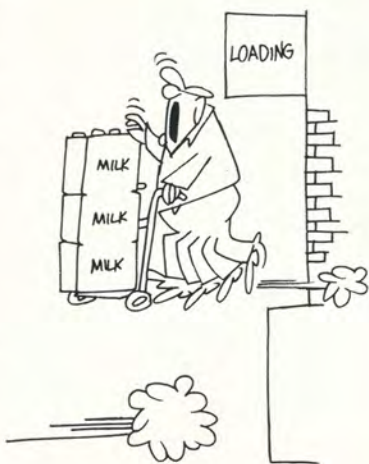
sacrifice of time and effort. Everyone realized that 'the play must go on' and there would be no let up or rest till the job was finally done.

Some stages were accomplished with relative ease and smoothness, others with much greater difficulty, for it must be remembered that throughout it all, the product had to be received, processed, packaged, refrigerated and delivered each day, no matter what our internal problems might be.

For a long period of time we operated in four separate plants, then three, then two and finally in one.

In the final move, hundreds of problems large and small have been encountered, but one by one they have been overcome, until few remain.

On behalf of the Board of Directors and management, I would like to extend congratulations, a pat on the back, and sincere thanks to everyone, who played such a magnificent part in getting us into our new Burnaby home!



"Wait — there's one more load!"

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.



STRICT PRACTICE SCHEDULE accounts for the rapid progress **Tommy McMurray** has made in the three years he has been playing.

And he's on his way

Tommy Sets His Sights On Accordionist's Career

At the early age of 14, Tommy McMurray has decided on his career. He is determined to be a professional accordionist.

Unlike younger boys who all want to drive fire engines, Tommy obviously means what he says and he is well on his way to doing something about it.

He has, in fact, already worked as a professional. He played every day of last year's PNE in the Canadian Accordion Institute booth and was paid for all performances.

Although he began with the accordion only three years ago, he has progressed rapidly on a strict schedule of practice and playing with the Accordion Institute band.

To date, he has learned entirely from instructional records, but plans to finish his four-

year course under the guidance of a teacher.

Tommy has the composure that a professional must have to perform before large audiences. He has played on a float in the PNE parade and was a winner on Channel 8 television's Tiny Talent Time.

Tommy's father, **Tom McMurray**, who works on the Dairyland retail bunker, has taken a close interest in his son's playing and has recently caught the accordion bug himself. He is, however, still on lesson one.

Everyone said the baby looked just like me—then they turned him right side up.

Firearms Course Begins

The first class in a junior firearms training course, organized by the FVMPA Employees Rod and Gun Club, will be held Sunday, April 5 from 2 p.m. to 4 p.m. at No. 1 Firehall, Vancouver.

The course, to be given by experienced instructors, is open to any FVMPA employee's sons or daughters, 12 years old and over. Fee is \$1.50 and membership in the club is not required to take the course.

Further information on the course may be obtained from club officers **Bob Kosterman**, **Gordon McLeod** or **Reg Clarkson**, or by writing to the club, at the Burnaby plant.

NEW PRESIDENT

In other recent club developments, Bob Kosterman succeeded **Noel Layfield** as president when Noel was forced to resign due to other commitments. Gordon McLeod was elected vice-president.

At the March meeting, dues for wives and children of members were set at \$2.50 per year. There are currently about 35 full members in the club, two junior members (14 years and over) and no women members.

At the same meeting, the club voted to join the Lower Mainland Zone, B.C. Fish and Game Protective Association, and to send two delegates to the Zone's three meetings this year.

Decision to join the Zone followed a talk at the FVMPA club's February meeting by **Jim Murray**, vice-president for the Zone, who explained the importance of the zone system to fish and game clubs in B.C.

Next meeting of the club is 8 p.m. April 9 at the new plant.



BOWLING IN OAKLAND, CALIFORNIA at the American Bowling Congress tournament March 29 were **Bill Jones**, **Tommy Kennedy**, **Bill Hawes**, **Lloyd Kinchen** and **Roy Davidson** of the Dairyland team in the Kingcrest League.

More than 6000 teams competed in the tournament which runs for several weeks. The Dairyland team bowled one weekend and flew back to Vancouver. A sixth team member, **Verne Logan**, was unable to make the trip.

EMPLOYEES SHOW THEIR FAMILIES AROUND



MR. AND MRS. R. W. ARMITAGE came to have a look at the new FVMPA plant with their daughters **Marcy** and **Cathy**.



AMONG MANY families who came in from the country plants for the tour were **Mr. and Mrs. Ed Fridriksson** and children **Inga, Signy, Thor, Stefan** and **Sarah**. Ed is a bacteriologist in the Abbotsford Pacific Milk Plant.



CHUCK McLELLAN doesn't think his daughter **Kathy** is as upset as she pretends about having her picture taken.



MR. AND MRS. JOHN GATTO brought **Douglas** and **Margaret** to show them the ice cream cold room, where John works in -35°F. cold.



STRAW HATS for a warm day were worn by **Ronnie** and **Michael Hovden**, seen here with brother **Raymond** and parents **Mr. and Mrs. Norm Hovden**.



INTRICACIES of an adding machine are explored by **Nancy Spence**, with sisters **Sharon** and **Linda** and their parents **Mr. and Mrs. Bob Spence**.



TYKE AND MILDRED KANELLES came to have a look around the plant with children **Greg** and **Donna**.



YOUNGSTERS are **Kathy Wiedman**, daughter of **Mr. and Mrs. Walter Wiedman** and **Robert Sapinsky**.



SHANNON sales supervisor **George Gordon** brought his wife and sons **Bob** and **Rae** for a tour through the plant.



TERRY O'BRIEN points out an interesting feature in the executive offices to his wife and son **Terry Jr.**



MR. AND MRS. HENRY CREASE had their picture taken in the office with daughter **Marsha**. Mrs. Crease works in accounts payable department.



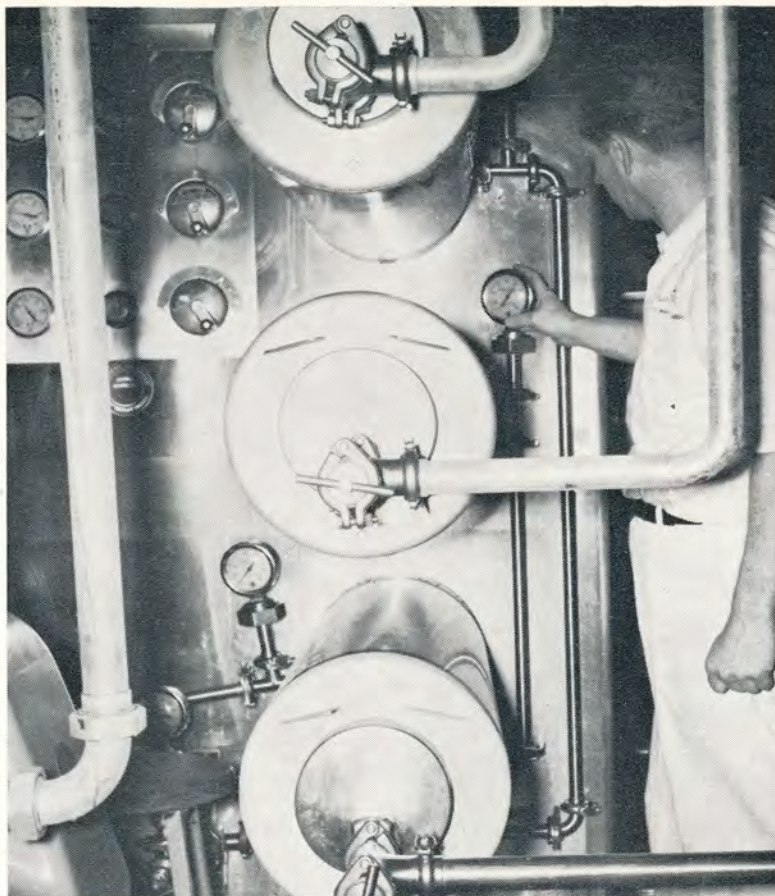
JUNE FLORCZYK shows daughters **Lynne** and **Judy** and son **Allan** how to operate her telephone system with its panel of buttons and lights.



BOB BOUCHER brought his wife **Dorothy** and son **Glen** for a look around the new plant. He works in the general office.



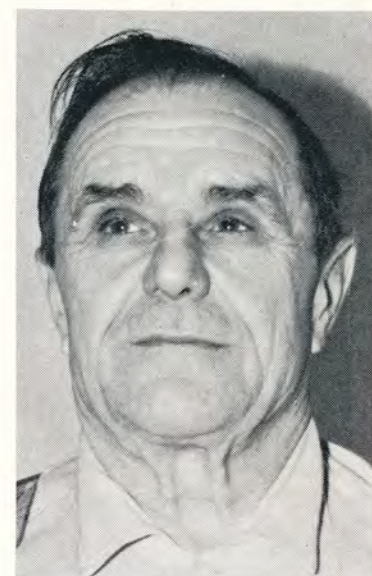
JULIE ST. MARIE uses fast hands and a good sense of timing to fill cartons beneath a continuous stream of ice cream.



ICE CREAM is formed on the inner walls of the three barrels of this machine, being checked by foreman Kurt Wiersing.

John Kuest Goes Back To Farming

JOHN KUEST has retired from the Sardis Plant and is preparing to take up once again the farmer's life he knew as a young man in his native Russia.



JOHN KUEST

... caught in a revolution

He no longer has a farm, but from his large backyard garden he harvests enough produce to feed his family nearly half of the year.

John farmed in Bessarabia (now the Moldavian Republic of the USSR) for nine years before 1928, when he came to Alberta and bought another farm there.

IN CZAR'S ARMY

He tells some fascinating stories about his experiences as an 18-year-old soldier in the Czar's army, fighting on the front lines in Turkey during 1917.

He had been in the army only seven months when the Russian Revolution erupted. The army disintegrated and he made a dangerous month-long trek home on foot and by box-car—only to find himself immediately drafted into the army of Romania, which had moved into Bessarabia.

CAME TO B.C.

John left his Alberta farm and came to B.C. in 1941. In 1943 he first entered the dairy industry at The Borden Co.'s Sumas evaporated milk plant.

He joined the FVMPA in 1946 and has since worked on c-i-p cleaning, milk unloading and as a separator operator.

Neapolitan and Ripples Made Easy

Ever wonder how they get the ripple in ripple ice cream or how the layers in neapolitan get stacked up so neatly?

The Arctic Ice Cream production line, which went into operation at the new plant in December, holds the answer to these and other intriguing questions.

EXPLANATION HELPS

These answers are not easily discerned, however, from the procession of steaming tanks and frost-covered machines on the processing floor. But with the help of Arctic Superintendent **Jan Creighton** or foreman **Kurt Wiersing**, the visitor can make some sense of it all.

After the ice cream mix is made by adding sugar, butterfat, milk solids and stabilizer to raw milk, Jan explains, it passes through pasteurizing, homogenizing, cooling and into four 1250-gallon storage tanks.

Then it is pumped to tanks where liquid flavors are added before the mix passes through the ice cream freezer. On the way to the freezer, air is incorporated into the mix to give the ice cream a light, palatable texture.

At the rate of 300 gallons an hour, the mix passes through the freezer barrels. As it freezes to the inner surface of the barrel, it is scraped off by rotating blades and comes out looking very much like soft ice cream.

Fruits or nuts are blended into the ice cream as it passes through stainless steel pipe on its way to packaging.



DAVE MOORE adds fruit for blending into the ice cream.

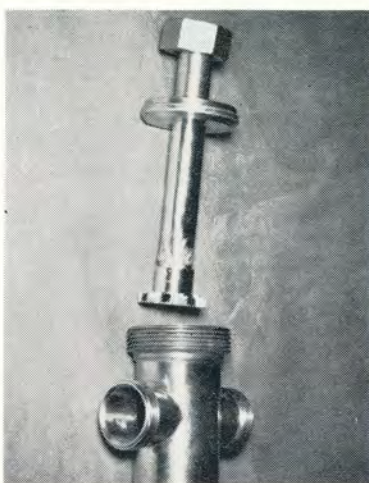
One-pint cartons, dixie cups and sundaes are machine-filled and three-pint cartons and tubs are filled manually by women with fast hands and a good sense of timing.

With the dexterity of jugglers, the women fill the cartons, beneath a continuous stream of ice cream pouring from a down-hanging pipe. When a carton is full, they quickly move it aside and catch the falling ice cream in a second carton.

They rarely miss the catch and the cartons are filled to

within a fraction of an ounce of their proper weight.

For ripple ice cream, a thick flavor syrup is pumped into the pipe carrying the ice cream after it leaves the freezer. The ripple effect is achieved by a "ripple head," which releases the syrup in ribbons through eight small holes.

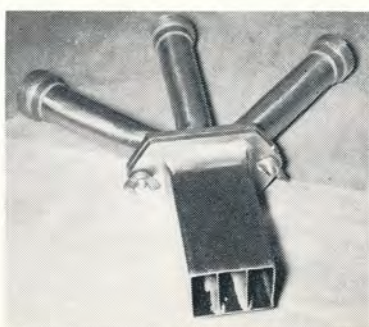


"RIPPLE HEAD" releases ribbons of syrup into the ice cream.

Making neapolitan is not so simple.

Three different flavors of ice cream are made simultaneously and must be travelling at exactly the same speed when they arrive at the packaging end of the line.

Strawberry, vanilla and chocolate flavors are added to mix in three tanks and the mixes remain separate as they pass



"NEAPOLITAN HEAD" puts three flavors into the package in separate layers.

through three freezer barrels and on to the packaging area.

There the three pipes are brought together and the ice cream is forced through a rectangular "neapolitan head" that is divided in three sections. The ice cream is soft enough to be shaped by the head into flat layers, but hard enough so that the three flavors don't mix when the ice cream goes into the package.

800 DOZEN AN HOUR

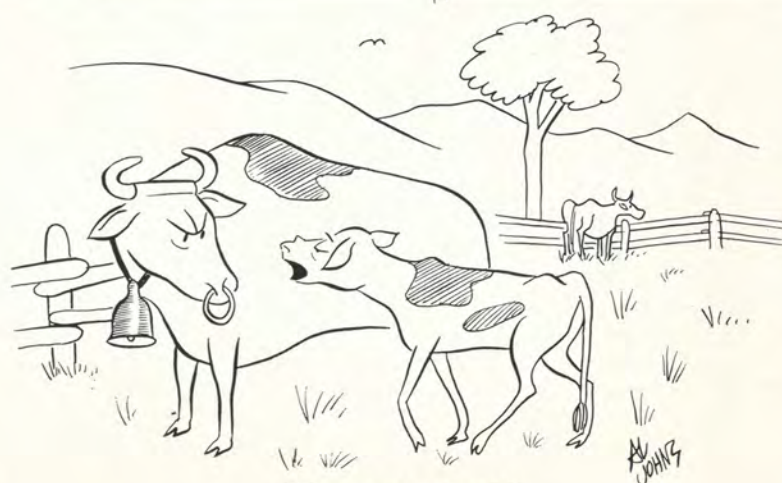
There are other mechanical wonders in the Arctic operation, such as the new Vitaline novelty machine that makes 800 dozen revels or bars an hour.

All in one operation, the drumstick machine fills a cone with ice cream, squirts chocolate and sprinkles nuts on the top and pops on a paper cap—at the rate of one a second.

HARDENED FOR TEXTURE

Conveyors carry the ice cream into the cold room, where it hardens in -35° over a period of 12-15 hours. Rapid hardening is essential if the product is to be of fine texture.

Arctic has been producing at a 750,000-gallon-per-year clip and, beginning in January, production jumped up around the million gallon mark when the Shannon operation moved into the new plant.



"You rang, Sire?"

Fraser Valley Milk Break

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Now It's Dairyland Ice Cream



SISSORS IN HAND, Mrs. A. B. Young, B.C. president of the Consumers' Association of Canada has just declared the new plant officially open. Participants in the ceremony are, from left, **Reeve Alan Emmott** of Burnaby Municipality, former FVMPA President **J. J.**

Brown, J. M. Hartwick of the National Dairy Council, first FVMPA employee, **John Hillas** and **G. M. Strudwick** of Balgonie, Sask., president of the Dairy Farmers of Canada, the national producer organization.

Ceremonies April 30th

New Plant Officially Open

About 300 people — many of them leading figures in industry, education, agriculture and government—attended ribbon cutting ceremonies at the Burnaby Plant April 30.

Many other friends and admirers of the FVMPA in the U.S., eastern Canada and England were unable to attend and sent messages of congratulation.

Among the congratulatory telegrams were wires from **Harold Woolley**, president of the National Farmers' Union of the U.K.; **Richard Trehane**, chairman of the British Milk Marketing Board; **Hon. Harry Hays**, Canada's Minister of Agriculture, and closer to home, from the Dairyland Employees' Credit Union.

Two former presidents who guided the FVMPA through many of its most difficult years, **W. J. Park** and **W. L. Macken**, were unable to attend because of illness.

Before the ribbon was cut by **Mrs. A. B. Young**, B.C. president of the Consumers Association of Canada, FVMPA President **J. C. Brannick** said in introducing her:

"The public and especially the housewives are the people who ensure our success or failure in the market place. This

fine plant is an example of the forward-mindedness of our milk producers in providing the best facilities to serve the community.

"But it is also a result of the continued acceptance of our products by the buyers of B.C. May we never lose sight of our dependence on consumer support and good will."

Holding the ribbon were Reeve **Alan Emmott** of Burnaby Municipality; FVMPA Past-President **J. J. Brown**, representing the producers; the Association's first employee, **John Hillas**, representing the staff; **G. M. Strudwick** of Balgonie, Sask., president of the Dairy Farmers of Canada, and **J. M. Hartwick** of Picton, Ont., president of the National Dairy Council of Canada.

In his introductory remarks as master of ceremonies, General Manager **L. A. Atkinson** commented:

"This building has been made possible by the interest and activities of four main groups of people: the consuming public whose demand for our products has made this building expansion necessary, the farmer members of the Association who provided the milk to operate and the money to finance it, the government bodies who provide the regulations for the background of the operation, and the members of the staff whose re-

sponsibility it is to serve the other three groups in all their requirements."

Five Named to New Dairyland Sales Positions

General Manager **L. A. Atkinson** has announced five appointments to senior sales positions in the Dairyland Division.

H. F. Robin and **Tom Kershaw** have been named assistant Dairyland sales managers in charge of wholesale sales of milk and ice cream.

Omer Tupper has been given a special assignment doing liaison work with distributors and assisting them with product promotion and sales.

Percy Condon is to be acting retail sales supervisor for the eastern district and **Charles Webster** will be acting manager of the Haney branch.

As assistant sales managers, **H. F. Robin** will be responsible for the western half of Vancouver and Vancouver Island, and **Tom Kershaw** will be in charge of the eastern half of Vancouver and the Fraser Valley to Chilliwack.

New Brand Replaces Arctic and Shannon

Ice cream has joined the growing list of products sold under the Dairyland brand name.

A new Dairyland Ice Cream went on the market during the first week in June and the Arctic and Shannon ice cream brands were discontinued.

The move follows a trend towards consolidation of the FVMPA's products under a few major brand names. The Association's Sweetmilk powder assumed the Pacific name two years ago and spectacular sales increases followed.

PROMOTION CAMPAIGN

An extensive promotional campaign will begin June 5 with introduction of the new Dairyland Ice Cream on 23 billboards.

Television advertising at the rate of 30 commercials per week will start June 8 and the campaign should reach its peak on June 11 when full-page advertisements in color will appear in **THE SUN** and **THE PROVINCE**.

In addition, there will be two radio commercials a day on station **CKNW**, 10 sponsored newscasts each week on **CFUN**, and 10 spots a week on each of **CHQM** and **CHQM-FM**. Radio commercials will also be broadcast from stations in Victoria and Nanaimo.

INCENTIVES

A special incentive program will encourage wholesale milk and ice cream drivers to push sales of the new Dairyland Ice Cream.

The range of Dairyland products will include Dairyland Ice Cream and Extra Rich Ice Cream, Dairyland Sherbet, Dairyland Ice Milk and Dairyland sundaes, dices and novelties—many in a wide variety of flavors and package sizes.

In addition to all the former Arctic and Shannon ice cream

products, a new product and a novelty Six-Pak have been introduced.

JUICE BAR

The new product, a frozen juice bar, is similar to a popsicle, but is made of real fruit juices, rather than the flavored water used for popsicles.

The Six-Pak will be used for revels, fudgicles, drumsticks and three assorted flavors of popsicles and juice bars. It will be sold at special introductory prices to step up sales and promotion of novelties in chain stores.

Dairyland will be dominant on all packages except one, which will carry the Party Time name in larger type over the Dairyland name. Party Time will be sold only in four flavors packed in three-pint cartons.

PRIVATE BRANDS

The FVMPA will continue to make ice cream under private brand names for large accounts, such as chain stores.

Although Arctic and Shannon are officially dead, it will be some time before Arctic and Shannon signs and clocks in stores all over B.C. can be changed.

Some 400 plastic sign faces have been prepared to cover old signs with the new Dairyland name and arrangements are being made to change or replace more than 300 advertising clocks.

There are also more than 20 trucks bearing the old brand names and these will be repainted as soon as possible.



A Tribute in Verse

Although many milkmen receive letters of appreciation from their customers, few are treated to poems of praise from 12-year-old girls.

Wholesale driver KEN LOWE recently received a tribute in verse from KATHY LIPS, whose parents run Cedar Hill Grocery in Surrey. She wrote:

Our Milkman

*Our milkman is a happy man, who helps us all he surely can;
He battles storms and sleet and rain, and knows his work is not in vain.
He comes every afternoon at two and never leaves until he's through;
He always says "Hello", always "yes" and never "no",
Or, "I'll do the best I can"—he really is a wonderful man.
For our milkman give a hip-hurrah, and hope that he will always stay.*

Alf Hoskins Retires After 40-Year Career

Retirement May 1 ended 40 years of service with the FVMPA for Sardis Utility Plant checker ALF HOSKINS.

Alf joined the Association in 1924 and worked at the Chilliwack collecting plant for a year until the Sardis Plant opened in 1925.

"At the collecting plant, which has long since passed from the scene," Alf recalls, "we pasteurized and recanned

fluid milk pasteurizing and bottling operation that was running in the Plant at that time.

During his latter years with the Association, Alf was in charge of receiving materials coming into the Plant and he did all the ice cream checking.

For 22 of his 40 years with the Association, Alf was an industrial first aid attendant.

During World War I, Alf joined the RAF and learned to fly in Buffalo training planes. He was commissioned as a lieutenant.

Following the war he went to normal school in Brandon and taught school in Saskatchewan for 4½ years.

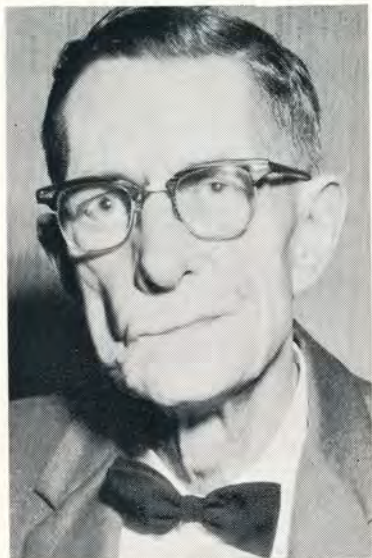
In retirement, Alf plans to devote more time to his gardening, woodworking and stamp collecting hobbies.

"I," said the bull, "am going to take up residence in New York and become a Wall Street Bull."

"And I," said the second bull, "am going to Rome to become a Papal Bull."

"And I," said the third bull, "am going to be a Bull in a China Shop."

"Suit yourselves," said the fourth bull, "I am going to stay right here for beifer and beifer and beifer."



ALF HOSKINS

milk for shipment to Vancouver on the B.C. Electric Railroad. We also made a lot of casein there."

At the Sardis Plant, Alf worked in milk receiving and general relief on other jobs for 17 years. For another five years he made ice cream and ice cream mix and worked in a

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J. L. GRAY, Public Relations Manager

M. D. POOLE, Editor

CORRESPONDENTS

Bill Ames, western district retail; Wilf Graham, eastern district retail; Bob Cooper, Dairyland wholesale; Jimmy Cunningham, ice cream shipping and sales; Kurt Wiersing, ice cream production; Jim Watson, production stores; Doug Wills, workshop; Ernie Hunt, Dairyland shipping; Howie Stevenson, tab room; Marcey Adams and Doris Mogridge, general office; Bob Hind, Haney; Roy Luty and Frank Hannah, Sardis; Ben Donald, Dairyland Sardis; Ruth Morrison, executive offices, and Dave Thomson, Pacific Milk.

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From the Manager's Desk

By L. A. Atkinson

FVMPA General Manager

Public Relations play a very important part in the operation of any business, for it is the sum total of the opinion of the public toward your company, its people and its products.

Many things affect a company's relationships with its public; its attitude toward the public, its reliability for products sold and the treatment which everyone gives to customers by way of service and courtesy.

Of great assistance in forming a good opinion of you and your products is providing an opportunity for them to become more familiar with your plant, your people and your products. This aspect of our public relations is being emphasized these days, with the great number of people who are being given an opportunity to come and visit our new Dairyland Plant in Burnaby.

Seeing the plant and its ultra modern equipment, impresses the viewer with the great care which is taken to produce a top quality bottle of milk every day,



The W. J. Park room (named after one of our founders and a much beloved past president and general Manager) has been booked for something over 300 groups. Among these groups are church auxiliaries, parent teachers organizations, service clubs, technical and professional societies, dietitians, school and university classes and women's groups, just to name a few.

week after week, and year after year.

Many thousands of people have already been through the plant and have had this opportunity. They have been unanimous in their praise of what we have built. Starting with our producer members, followed by our two 'open house' days for staff and their families, followed by the ribbon cutting, press reception, food executives night and suppliers and contractors night, the parade has been continuous and will go on for many months ahead.

Our public relations department under Mr. J. L. Gray, are working practically night and day looking after these people and will I am sure make a great contribution toward making the public aware of what we have here, which has been designed and built with the one thought of serving them more adequately with their milk and ice cream requirements.

Any members of our staff who are members of groups or organizations wishing to visit us, should contact the Public Relations department for a reservation. If you are not on the

list now, you will have to wait some time to get your group in but the result will be well worth the wait.

At the Annual Meeting of the Association, held on March 26, after the presentation of my annual report to the membership, Mr. Arthur Swenson, one of our members, moved a motion of appreciation to all those within the staff who had put such a great deal of time and effort into the building of the plant and moving from our other plants to this location.

Mr. Swenson's motion was greeted with a round of applause and I was asked to convey the appreciation of the members to all those concerned.

One Team Wins, Another Loses

Dairyland softball buffs have fielded two teams, but only one winner this spring.

The Dairyland A team in the Marine Softball League has a record of five wins, one loss and one tie, while the B team has found victory hard to come by in the Queensborough-Anacis Island League.

The B team is still short of players, however.

The A team plays at East 23rd Ave. and Prince Edward and the B team plays at Ryall Park in Queensborough and Moody Park in New Westminster. League schedules are to be posted on plant bulletin boards.

Everyone Benefits at Beacon Services

For more than two years the FVMPA has been co-operating with a New Westminster public service organization to help mentally retarded and physically handicapped young adults.

In the workshop of Beacon Services, the Association has been getting a number of tedious and time consuming jobs done by handicapped young men and women—and everyone has benefitted.

The FVMPA gets excellent workmanship and the young people are helped to play a useful and satisfying part in society.

BOARD MEMBER

It was through Shannon Dairies sales supervisor George Gordon that the FVMPA first became one of Beacon Services' many clients.

As a member of the board of directors of the New Westminster and District Society for Retarded Children, which operates Beacon Services, George naturally thought of the workshop when Shannon had a difficult or unusual job to do.

Since then, Beacon Services has come to the rescue many times for both Shannon and the Arctic Division. Among other things, they have:

- twisted together 18,000 sprigs of imitation holly to decorate ice cream log rolls
- reshaped 40,000 plastic

chip dip lids that had become warped

- put ice cream spoons in 22,000 plastic bags for dixie cups
- repaired 75 wooded milk cases
- corrected the weight printed on 36,000 fudgicle bags.

SHIPPING BILLS

Today, the 22 retarded adults at Beacon Services are repairing more of the Association's milk cases and checking thousands of Shannon Dairies shipping bills.

Under the patient direction of Supervisor Mrs. Ferne Stutsky, they are also folding, stapling, stamping and stuffing circulars and letters; wrapping,

tying, taping, and labelling sample products and doing any number of other jobs cheaper and probably better than anyone else can.

But it is the attitude of these young people, not their accomplishments, that really takes the visitor to the workshop by surprise.

Despite serious mental or physical disabilities (many have both), all join in a coffee break sing-song with cheerful enthusiasm. And they show real conviction, too, in reciting one of their daily mottoes:

Every day is a fresh beginning
Every morn is the world made new.



UNDER THE WATCHFUL EYE of Supervisor Mr. Ferne Stutsky, two of the young people at Beacon Services repair Shannon Dairies wooden milk cases. George Gordon admires their work.



READY TO CUT THE RIBBON, General Manager **L. A. Atkinson** prepares to officially open the new Dairyland Employees' Credit Union Building in ceremonies held April 10. Holding

the ribbon is **Reeve Alan Emmott** of Burnaby Municipality, while CU Manager **Cy Jones** and CU President **Reg Cockle** look on at left. A reception was held in the CU office.

For Milk Break

Reporter System Now Re-organized

The system of correspondents for MILK BREAK has recently been re-organized as a result of the move to the new plant and there are a number of new names on the list.

Bill Amos has agreed to do the reporting job for the western retail district and former New Westminster correspondent **Wilf Graham**, will now report for the eastern retail district.

Bob Cooper will continue as correspondent for the Dairyland wholesale staff.

The ice cream department has a new correspondent in **Jimmy Cunningham** who will be representing shipping and sales. **Kurt Wiersing** will continue to do the job for the ice cream processing staff.

Production stores will be represented by **Jim Watson** and **Doug Wills** has agreed to report for the workshop. Neither department has been represented before.

Ernie Hunt will report on the activities of the staff in the Dairyland shipping office and

gridge. Marcey was formerly correspondent at the North Vancouver branch.

Correspondents will be named later for the garage and production floor.

Former correspondents who will continue are **Bob Hind**, Haney Branch; **Roy Luty** and **Frank Hannah**, Sardis; **Ben Donald**, Dairyland Sardis; **Ruth Morrison**, executive offices, and **Dave Thomson**, Pacific Milk. Milk.

Canada has nearly 1900 dairy plants, paying more than \$117 million annually to about 33,000 employees.

KEN'S 17-POUNDER TOPS FVMFA STEELHEAD DERBY

KEN ALENDAL has won the FVMFA Employees' Steelhead Derby with a 17-pound, one-ounce fish, one of the biggest winners in recent years.

Second in the Derby was last year's winner **FRANK KEMLE**, with a 12-pound, six-ounce fish, followed by **FRED FRANKS** and **J. GRIFFIN**. Fred also won the prize for having the fish closest to the average weight, eight pounds, two ounces.

More than 40 fish were entered by the 27 anglers in the Derby.

Welfare Fund Donates \$6000 for Charities

Community Chest gets top gift of \$4500

And Alberni fund is only new recipient

FVMFA employees will contribute more than \$6000 to charity again this year through the Fraser Valley Employees' Staff and Welfare Fund.

Sharing in the donation will be the same 14 organizations that were supported by the Fund last year. Much the largest donation—\$4500—will go to the Community Chest.

Gifts of \$350 will be made to the Red Cross and the Canadian Cancer Society. The B.C. Tuberculosis Society, the Salvation Army's Harbor Light Corps, Central City Mission, B.C. Heart Foundation and the B.C. Retarded Children's Association will each receive \$150.

The Children's Hospital will get \$100 and \$50 donations will go to Queen Alexandra Solarium and the Polio Fund. Mission City United Appeal will receive \$35 and Central City Mission in Haney and the V.O.N. in Richmond, \$25 each.

FLOOD RELIEF

Only new donation is \$50 for the fund to assist victims of the tidal wave at Alberni.

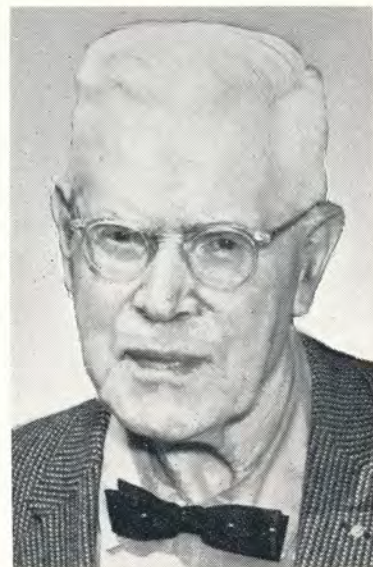
In addition to the Welfare Fund, another \$2796 was distributed to employees and their families through the Staff Fund, with nearly all of this amount going to sick cheer and termination and retirement gifts.

Contributions from the 460 employees in the Fund totalled \$8858 last year and another \$123 was earned in interest and revenue from vending machines.

There are more than 100 employees at the Burnaby plant not participating in the Fund and little progress has been made in the past year towards persuading them to join, Fund officers say.

New officers elected at the May 1 annual meeting are **Danny Fleming**, representing the workshop; **Ruth Schafer**, office; **George Hamilton**, wholesale; **Ralph Ruddy**, eastern district retail, and **Art Holmes**, garage.

Ruddy continues as president, Holmes as vice-president and **Jim Watson**, secretary-treasurer.



W. J. PARK

Room Named for FVMFA Founder

The consumer hospitality room in the new plant has been renamed the W. J. Park Room in honor of one of the FVMFA's founders, W. J. PARK of Pitt Meadows.

The room had been called the Fraser Valley Room.

A plaque which has been mounted in the room, reads in part:

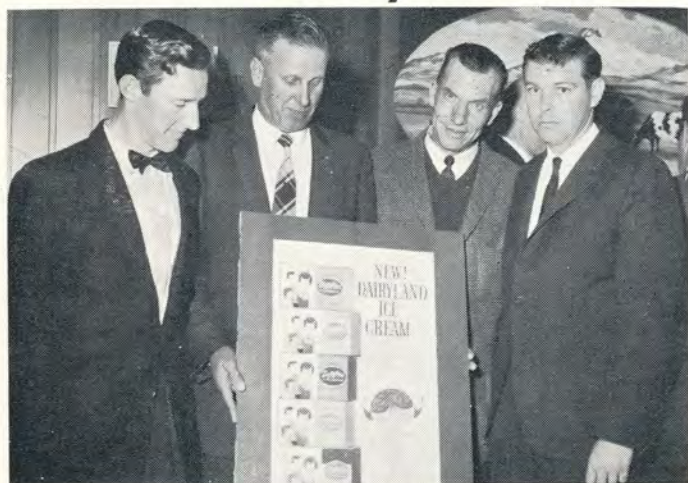
"Elected a member of the initial Board of Directors in 1917, he became the organization's first secretary."

"During the period 1923 to 1931, he provided superb leadership through prosperous and depression years as both president and general manager."

"A friendly, warm hearted man of the land, it is appropriate his name should be given this room which serves as the public hospitality center for the Association."

Mr. Park's son **Gordon** is secretary on the present Board of Directors.

New Dairyland Ice Cream Unveiled for Wholesale Sales Staff



VICTORIA DRIVER-SALESMEN came over from the Island for the meeting. They are **Stan Field**, **Wally Udy**, **Jack Frost** and **Gary Crowe**.



SKETCH FOR BILLBOARD advertising is shown to **Ken Anderson**, **Bill Wollett** and **Tyke Kanelles** by **Bill Inglis** of Goodwin-Ellis Advertising Agency.



NEW CARTONS are examined by **Harold Stevenson**, **Bob Sibles** and **Jim Lyle**. The new product and supporting promotion began the first week in June.



WINNERS off the field, too, are B.C. Lions football players **By Bailey**, left, and **Pat Claridge**, who have made successful careers for themselves as sales representatives for Crown Zellerbach Canada Ltd., one of the manufac-

turers of Pacific Milk cases. **George Okulitch** discusses carton design with them. Bailey is an all-star defensive back and Claridge is an offensive end with the Lions. Both played college football at the University of Washington.

Geary's Design Wins It

Wholesale driver **DON GEARY** has won (with a little help from his wife **JEAN**) the FVMFA Employees' Rod and Gun Club crest design contest.

He came up with a bear and fish motif that caught the eye of the judges.

The Club also became winners in the contest when Don turned his \$5 prize back to be used to buy shells for the junior firearms safety program.

In other business at recent meetings, the Club voted to join the Farmer - Sportsman Relations Committee, an organization of 16 Lower Mainland rod and gun clubs that seeks to open

up more Fraser Valley farm land to hunters.

Membership in the FVMFA Club now stands at 53, but there are still no women members. Club officers emphasize that women are welcome and they have offered a half-price membership fee to employees' wives who join before the end of the year.

BOAT RAFFLE

As a means of raising funds, the Club will raffle a car top boat and other sports equipment. Details will appear on plant bulletin boards in the near future.

Eight graduates of the first junior firearms training course will be introduced to the Club's next meeting, June 11 at the Burnaby plant. Their pictures will appear in the July-August issue of **MILK BREAK**.

A film, a fly casting demonstration and refreshments are also on the program for the June meeting.

Chip Dips Win Playoff

The team with the highest average doesn't always win the league, results of the Dairyland 10-Pin Bowling League show.

The Table Cream team topped the league with 56 wins and 34 losses, but their average of 762 was less than the averages of the second and third place Chip Dip and Trim Two teams.

Averages paid off in the playoffs, however, as the Chip Dip team of **Charlie Sherman**, **Bette Berrettoni**, **Babs Ross**, **Gene Dinwoodie** and **Bob Ross** won it all.

Bill Palmeri's 175 average was tops in the league and **Ralph Hoy** had the best single game with a 241. **Babs Ross's** 226 was the best single game rolled by a woman and **Min Scott** had the best woman's average with a 160.

10 Unblemished Years

9 Drivers Complete Safe Driving Records

Nine Dairyland salesmen have completed 10 consecutive years of driving without a preventable accident.

They are, from the wholesale division, **Arthur Allen**, **William Beagle**, **Phillip Bergh**, **Alan Sawatsky**, **Lawrence Scott** and **Robert Spark**, and from the retail division, **Charles Beadle**, **Ralph Ruddy** and **Vernon Scott**.

"This achievement is something they can be proud of," Fleet Safety Supervisor **W. M. Makweis** said in making the announcement. "This particular type of driving is more likely to encounter every conceivable

hazard every day than any other driving occupation.

"They had not only to contend with the generally accepted hazards of traffic, but had to operate in areas where the average driver may only drive occasionally—dead end streets and lanes, private driveways and many other situations.

"Fraser Valley Milk Producers' Association is indeed proud of these men," Makweis said.

HAROLD, BOB COMPLETE SALES TRAINING COURSE

Dairyland salesmen **HAROLD HUGHES** and **BOB SPENCE** have graduated from the Vansec Career Sales Course, conducted by Sales and Marketing Executives International, an affiliate of the Vancouver Board of Trade.

Harold graduated second in the class behind a salesman who had already taken the course once. Several other Dairyland salesmen have completed the course in past years.

Roy Was with FVMFA Since the Beginning

One of the FVMFA's first employees, **ROY PYVIS** of Chilliwack retired, April 11, after 47 years with the Association.

Roy began work in 1916 with the Chilliwack Creamery and became an FVMFA employee the next year when the Association began operations and assumed control of the Creamery.

He relieved at many different jobs in the Creamery until 1925 when the FVMFA operation moved into the new Sardis Utility Plant. There, Roy was on general relief for another four years and then he began 34 years of milk testing and receiving.

"When I first started with Chilliwack Creamery," Roy recalls, "market conditions were such that people didn't even bother shipping their milk. They shipped only the cream



ROY PYVIS
... among first employees

and fed the milk to the hogs."

During his years in the industry, Roy saw a steady improvement in quality standards. "The quality of the milk has improved tremendously and products like powder and cottage cheese are much better than they used to be. We have always been lucky to have good butter and our butter standards have always been high," he says.

Roy Pyvis was born in Chilliwack and now that he has retired, he has no plans to leave. "I might make a trip later," he says, "but right now I'm going to stay home and keep up my gardening."

DAVE AND DON STILL WINNING

Dairyland salesman **George Miller's** accordion playing sons **David** and **Donald** won just about everything in sight at this year's Kiwanis B.C. Music Festival.

They placed first in all five classes they entered, won three trophies and **David** took home a \$50 music scholarship.

Fraser Valley Milk Break

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"Then I'm to understand you've been raising hogs a good many years?"

FVMPA Founder Passes

WILLIAM JAMES PARK, a founder and the first secretary of the FVMPA, died June 30 at Maple Ridge Hospital after a long illness. He was 84.

A pioneer dairy farmer, business executive and community leader in B.C. for 60 years, he was a member of the original FVMPA board of directors in 1913.

He gave strong leadership to the Association as a director for 18 years and as president and general manager from 1923 to 1931, when illness forced his early retirement.

During Mr. Park's tenure in office, the Association bought the Pacific Milk Company, built the Sardis Utility Plant and greatly expanded its Vancouver operation.

47 MEETINGS

He attended all the Association's 47 annual meetings and as recently as 1959 he demonstrated his active interest in the Association by seconding the resolution to build the new Burnaby plant.

Born in Yeovil, England, he came to Canada in 1899 and took up a dairy farm at Pitt Meadows in 1905.

During a lifetime of community service he was clerk of Pitt Meadows Municipality, also reeve of Municipality for 28 years, a school trustee for 20 years and a leading member of agricultural and community service organizations.

Mr. Park is survived by his wife, **Mary Agnes**; a son, **Gordon**; two daughters, **Mrs. Harry Anderson** and **Mrs. Albert Stevens**; five grandchildren and two great grandchildren. All live in Pitt Meadows.

Dairy Golf Tourney Set for August 9

The fourth annual Dairy Industry Golf Tournament will be held August 9 at Greenacres Golf Club in Richmond. Tee-off time is 12:30 p.m.



Tickets at \$5, which include green fees and dinner, are available from **Bill Rigby**, **Murray McLeod** and **Tony Brown**. Entry deadline is August 1.



Gordon Sedawie Photo

FLIPPER THE SEAL quickly took a liking to **Alan** and the other children who came to see him. The seal showed no interest in regaining its freedom when put in the Capilano River to swim.

Alan's Seal Now at Vancouver Aquarium

What could be a better summertime playmate than a baby seal?

Nothing, says 11-year-old **Alan Dick**, who found a young seal on the beach near Lions Gate Bridge about a month ago.

Alan and his father, Dairyland driver **Vic Dick**, brought the seal home and kept it for about three weeks before donating it to the Vancouver Aquarium.

Alan named his new pet, **Flipper** and fed him a Pacific Evaporated Milk formula from a bottle. The seal quickly regained its strength and took a liking to its new surroundings.

CAME RIGHT BACK

Alan put Flipper on a leash for a swim in the Capilano River, but he soon found he didn't have to worry about his pet swimming away. Flipper wasn't interested in freedom and came right back to Alan's feet.

Flipper was about five weeks old when Alan found him. He was weak and had some oil on his fur, but was otherwise in good condition.

Like young seals in the wild state, Flipper preferred to spend most of his time on dry land. When he did feel like a swim, however, Alan put him in the family rowboat which was filled with water in the back yard.

At Maple Grove

Employees' Picnic Goes on August 16

The annual picnic for FVMPA employees and their families and friends will be held August 16 at Maple Grove Park.

Once again, it will be a day-long gathering beginning at 11 a.m. and concluding with a softball game at 6 p.m. It will be an all-Dairyland contest with the Dairyland A and B teams meeting.

Employees will have to bring their own lunches, but milk, chocolate milk, ice cream, tea and coffee will be provided free.

For the children there will be races during the afternoon and a draw for two bicycles and a tricycle. For the grownups, food hampers will be raffled.

Other attractions will be the Dairyland Minibarn with its collection of young farm animals and a horseshoe pitching competition from 1:30 p.m. to 5 p.m.

Coordination of the picnic is being done by **Ralph Ruddy** and **Bill Hilton** and they are looking for helpers to take charge of the various events.

Our Teams Meet

The Dairyland B softball team will play a team from the Sardis Plant at 2 p.m. Sunday, August 2 at Cultus Lake.

JOHN WINS 1½ MUSIC AWARDS

John Hannah, 13-year-old son of Sardis employee **Frank Hannah**, did very well for himself in the piano section of the Upper Fraser Valley Spring Music Festival.

In competition with more than 500 contestants, John won the trophy for the highest mark in Bach and shared the trophy for the highest piano score awarded in the festival.

Harry's Boy Earns Cadet Exchange Trip

Sgt. Terry Whitlam, son of Sardis employee **Harry Whitlam**, is one of 240 Air Cadets from across Canada selected to take a seven-week senior leaders' course at RCAF Station, Camp Borden.



WINNER of a 10-foot cartop boat in the FVMPA Employees' Rod and Gun Club raffle was Shop Easy manager **Paul Lynch** of Vancouver. Second prize, a camp stove, went to **Craig Bidnell**; **Cy Jones** won an ice chest as third prize, and **Doug Wills** took home an electric lantern, the fourth prize.

ALBERT CHASES SALMON DURING VALLEY FLOODS

"You fish your way and I'll fish mine," says **ALBERT GERMYN**, who chases salmon in a two-ton truck.

Albert was driving his farm pickup tanker through foot deep water on a flooded Fraser Valley road when he spotted a salmon swimming in front of him.

He chased the fish for more than a block before it escaped through the grass at the roadside. Fishing season was over for Albert when the water rose to four feet on the same road a few days later.

Milk Sells Big In Pop Bottles

Fluid milk in soft drink type bottles has become the hottest selling item for the Cass-Clay Creamery in Fargo, North Dakota.

White or chocolate milk of 3.5 per cent butterfat sells for 10 cents in bottles that fit all soft drink vending machines.

"It is so simple we are almost embarrassed we didn't try it before," the dairy manager says.

"I've never seen an item in our business as hot as this one is right now."

Special trucks and route men service all machines twice a week. The company says the slender design of the bottle is intended to have "feminine appeal."

New Correspondent

Murray McLeod has taken on the job of MILK BREAK correspondent for the garage.

How to be a Delinquent Parent

The police department of a large U.S. city gives to the parents of each juvenile who runs afoul of the law, a list of rules for raising a juvenile delinquent. Here are some of them:

- Begin with infancy to give the child everything he wants. In this way, he will grow up believing the world owes him a living.
- Praise him in his presence to all the neighbors; show how much smarter he is than the neighbors' children and teach him to think he is a little better than other people.
- Avoid the use of the word "wrong." It may give the child a guilt complex. This will prepare him to believe, when he is punished later in life for theft or assault, that society is against him and he is being persecuted.
- Pick up everything after him — his shoes, clothes, books and other possessions. Do everything for him so that he will be experienced in throwing burdens onto others.
- Quarrel frequently in the presence of your children. In this way they will learn how to start a broken home of their own.
- Satisfy his every desire for food, drink and pleasure so that he will grow up believing that his sensual cravings are always to be gratified and never controlled.
- Take his part against policemen, teachers and neighbors and train him to think that anyone who opposes him must be wrong or prejudiced against him, or both.
- When he gets into real trouble, always defend yourself by saying, "I never could do anything with that child."

Nearly 40 Years

Millen Boyd Ends Long Dairy Career

Retirement June 19 marked the close of nearly 40 years in the B.C. dairy industry for MILLEN BOYD.

A native of Nova Scotia, Millen came to Vancouver in the mid-1920's and went to work for Valley Dairy. He became an FVMPA employee with the formation of Associated Dairies in 1931.

During all his years in the dairy industry, he was a production worker inside the plants. "I guess pasteurizing is about the only job I haven't done in the plants over the years," he says.

Before coming to Vancouver, Millen and a brother trapped and fished in the Great Slave Lake region for six years.

Now that he has retired, Millen Boyd plans to devote a lot of his time to keeping up his home and garden.



MILLEN BOYD

Give a pig and a boy everything they want and you'll get a good pig and a bad boy. —Bill McKenna, Partners

Fraser Valley Milk Break

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

J. L. GRAY, Public Relations Manager

M. D. POOLE, Editor

CORRESPONDENTS

Bill Amos, western district retail; Wilf Graham, eastern district retail; Bob Cooper, Dairyland wholesale; Jimmy Cunningham, ice cream shipping and sales; Kurt Wiersing, ice cream production; Jim Watson, production stores; Doug Wills, workshop; Ernie Hunt, Dairyland shipping; Howie Stevenson, tab room; Marcey Adams and Doris Mogridge, general office; Murray McLeod, garage; Ruth Morrison, executive offices; Bob Hind, Haney; Roy Luty and Frank Hannah, Sardis; Ben Donald, Dairyland Sardis, and Dave Thomson, Pacific Milk.

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
FVMPA General Manager

On June 30 the Association and the community lost a pioneer who made an outstanding contribution to many different spheres of community activities with which he had identified himself. We are richer in many ways because of his contributions and poorer because he has passed from us.

I refer, of course, to the late W. J. (Bill) Park one of the founders and first secretary of FVMPA. To Mr. Park, more than any other single person, the Association owes its



beginning. Along with the late E. Dodsley Barrow and others, he travelled throughout the length and breadth of the Valley encouraging milk producers to form their own cooperative marketing organization.

Our Minibarn Hits the Road

A redecorated Dairyland Minibarn is back on the road this summer with a new shepherdess of the flock, DIANE ERICKSON.

A University of B.C. agriculture student, Diane succeeds Sharon McArthur who cared for the young farm animals and drove the Minibarn truck last summer.

Removable panels on the side of the Minibarn have been painted since last year with cartoons of the young animals. Inside the Minibarn there is a new lot of calves, young pigs, goats and so forth.

Diane began her tour of shopping centers with the Minibarn on June 4 and will wind up the schedule August 15. Then she will take the Minibarn to Fraser Valley fairs and to the PNE.

Here is the remainder of the supermarket schedule:

Super Valu—
Middlegate-Kingsway, July 30
Super Valu—
4850 Kingsway, July 31
Super Valu—
6399 Victoria Drive, August 1
Super Valu—
538 Clarke Road,
New Westminster, August 6
Super Valu—
1920 Como Lake Road,
Coquitlam, August 7
Super Valu—
Westlynn Shopping Center,
North Vancouver, August 8
Super Valu—
3230 Connaught Crescent,
North Vancouver, August 13
Super Valu—
1632 Lonsdale,
North Vancouver, August 14
Super Valu—
Park Royal,
West Vancouver, August 15

My first acquaintance with Bill Park was in 1923 when he first became president and general manager of the Association and I was a novice in the business, working in the ice cream plant at Hornby Street. Later in 1925 when I graduated from the University, I was hired by Mr. Park to work in the newly formed laboratories, which had been initiated under his direction.

It was also under his management that the Pacific Milk Company was purchased in 1924 and the Sardis Utility Plant and the 8th Avenue extension was completed in 1925 and 1926, and Associated Dairies was formed in 1931.

Due to considerations of health, Mr. Park was forced to retire from our Board of Directors in 1931. Retirement, however, did not lessen his interest in the growth and development of the Association and last March he attended his 47th consecutive annual meeting of the Association.

Mr. Park was a forward looking man and many of the important progressive moves of the Association were taken under his leadership or his interest. As recently as 1959, when consideration was being given to the building of a new Dairyland Plant, he was foremost among the membership in advocating this step, and it was a matter of great satisfaction to him to turn the first sod in 1962.

We have been permitted to perpetuate his contributions and his memory by giving his name to our reception room, now known as the W. J. Park Room.

In addition to his great contribution to the dairy industry of this area, Mr. Park made similar contributions to other phases of community life. He served as Reeve of the Municipality of Pitt Meadows for some 28 years and was an active member of the Rotary Club for more than 40 years, first in the Vancouver Club and latterly in the Haney Club. Over the years he made an active contribution to the Boy Scout movement as well as many other community activities.

Mr. Park was a great man, a splendid example of what can be done by good judgment, great courage and determination.

Loved by all who knew him in life, in death his memory will be honored as long as those of us who knew him shall live.

Dairy Injuries Costly

The cost of injuries to FVMPA employees in the so-called "safe" dairy industry was \$331,232 for the 10-year period, 1953-62.

Records of the Workmen's Compensation Board show that \$244,500 of this amount was paid to employees for wages lost through injury and \$86,732 went to pay medical expenses.

In terms of serious injuries, however, the dairy industry is about as safe as any other. Last year, for example, strains, bruises and cuts accounted for nearly all the compensation claims.

NO FATALITIES

There were no fatal injuries, no limbs were lost and only one employee lost a finger.

With thousands of cases to lift and loads to shift, wrenched backs were by far the most common injury. Seventy-four employees were off work with back strains of varying seriousness.

Cuts came second on the list with 35 lost-time accidents. In all but a few cases, cuts were caused by broken milk bottles.

Other injuries included scores of twisted knees and ankles, six whip-lash injuries resulting from traffic accidents, two broken fingers and assorted bumps and bruises caused by falls.

FREAK ACCIDENTS

And there were a few freak accidents. One driver suffered a twisted thumb when he caught it in the steering wheel of his truck and two production workers were burned when scalding water poured into their rubber boots.

Six drivers claimed compensation for dog bites and another claimed for an injury suffered while avoiding same. The report on this case reads:

"He was walking through a carport to deliver milk when a dog took after him. While keeping his eyes focused on the dog, he walked into a boat hanging in the carport." Result — one lacerated scalp.



"Dear Abby . . ."



GRADUATES of the first junior firearms safety training course conducted by the FVMPA Employees' Rod and Gun Club display their crests. They are, front from left, **John Farrell, Russell Braathen, Greg Green** and **Lorne MacLeod**.

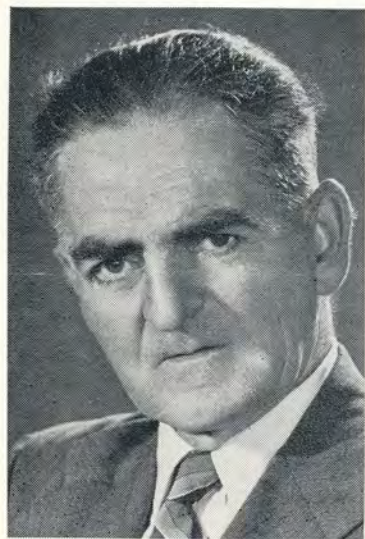
Back row, **Alan Weisgarber, Gary Green, Neil Bon Bernard** and **Doug Tearse**. At the head of the class was Gary Green with a 100 per cent score on his final examination for the course. All attended the June meeting.

Brannick Ranks as FVMPA And Rosedale Area Pioneer

The following biographical sketch on FVMPA President J. C. Brannick begins a series of seven profiles on the men who make the Association's important policy decisions — the Board of Directors.

Both as an FVMPA member and as a resident of the Chilliwack area, **Clarke Brannick** ranks as a pioneer.

Born on the Rosedale farm homesteaded by his father in 1882, Mr. Brannick began shipping to the Association in 1926, following a brief teaching career.



J. C. BRANNICK

He took over the farm from his father who was one of the original FVMPA members.

He graduated from the Provincial Normal School, taught in McBride, B.C. for a year and became principal of the Rosedale school for three years.

After Mr. Brannick returned to the family farm, he continued

to serve education as chairman of the Municipal School Board for 21 years, chairman of the High School Area for 18 years and for two years as president of the Fraser Valley School Trustees' Association.

His service to the FVMPA began with 10 years as a local

president and was followed by election to the Board of Directors in 1947. He held three positions on the board before becoming president last year.

Mr. Brannick has been active in many other agricultural organizations, including the Dairy Farmers of Canada, National Dairy Council and Chilliwack Dehydrated Grasses Co - op, which he has headed since 1947.

Mr. and Mrs. Brannick have one son, **Allen** who also ships to the FVMPA.

3 Publications Preceded Milk Break

FRASER VALLEY MILK BREAK is not the first or even the second publication the FVMPA has turned out for its staff.

It was preceded by **CREAMO NEWS**, which made a very brief appearance in 1921, and by a more ambitious publication born in July 1933, with the improbable name, **ADL**.

While **CREAMO NEWS** was small and devoted entirely to beating the drum for sales, **ADL** did carry some news about the staff before it died a quiet death after five issues.

But even **ADL** was more concerned with hard-sell salesmanship than employee news, as was illustrated by the evolution of its name.

The first issue invited readers to submit suggestions for a name beginning with the letters **ADL** and a \$5 prize was put up for the winner.

Suggestions ranged from "Aggressiveness - Diligence - Loyalty" to "Apathy, Depression and

L for knock the L out of anything."

The winner — **Action Develops Leads** — came from the Associated Dairies Glee Club. (The FVMPA was then a part of Associated Dairies).

Lack of any paid editorial staff was probably the chief cause of **ADL's** departure. Sales Manager **Harry Price** edited the publication, aided by an assistant editor and no less than 42 correspondents, but all were volunteers working on their own time.

Today, many of the people mentioned in **ADL** have been forgotten, while a few like **Billy Hilton, Bill Ramsell** and **Kay Long** are still very much on the scene.

But times have changed more than a little, as a few quotations from **ADL** will indicate:

One driver complained: "If farmers would quit bootlegging milk in New Westminster, we would sell more."

It was noted that "Mr. John Gillies, farrier at the Eighth Avenue Branch, was kicked by a horse, causing compound fracture of the left knee."

After UBC Courses

Tom Profits by Speech Problem

Retail driver-salesman Tom Davies can speak with authority about turning liabilities into personal assets.

As recently as three years ago, Tom had a speech impediment, a serious liability for anyone working in sales.

Today he has not only overcome his problem, but is now a teacher of public speaking with the qualifications to tell other people how to speak forcefully and effectively.

FIRST STEP

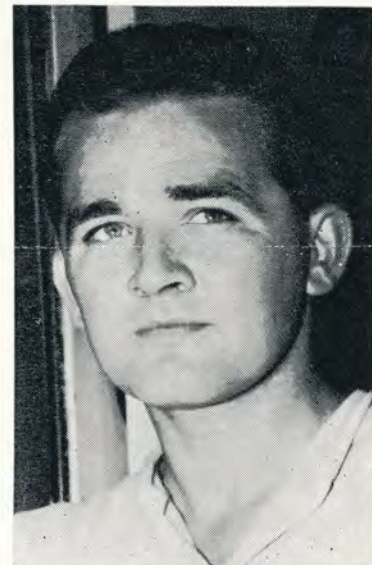
Tom took the first step towards correcting his impediment when he enrolled in a public speaking course offered through the Extension Department of the University of B.C. This course was one of many in a three-year management training course that he was taking.

The following year, 1962, Tom took the advanced public speaking course and won a trophy as top student in the class.

TAUGHT SPEAKING

As part of his work for the advanced course, Tom was required to teach public speaking to young people. "I enjoyed teaching and it kept me from getting rusty with my own speaking, so I continued teaching after I finished the course," he recalls.

Since he began teaching 12-16-year-olds for the Optimist Clubs' public speaking program, Tom has had about 50 boys ("girls are eligible but too embarrassed to join") under his



TOM DAVIES

... teaches others now

care and some of them have gone on to do very well in competitions.

TWO YEARS AHEAD

"Taking a course like this does wonderful things for a youngster's confidence," he says. "Some of these boys couldn't even stand up and say their own name, but when they finish the course they are at least two years ahead of other boys their age in poise and maturity."

Tom feels the FVMPA should train some of its people in public speaking.

"We need a public speaking course because the business depends heavily on people who go out and meet the public," he says.

General Manager W. L. MacKen wrote a column called "I'm Telling You" in which he traced the origins and development of the FVMPA. In discussing the need for a modern dairy industry in a growing city, he commented:

"No longer would it suffice for him (the farmer) to send in one can of milk in the winter months, leaving to the ingenuity of the milk distributor and the

city water system the creating of two more cans."

Cricket was all the rage and the **ADL** was good enough to win the city championship in 1933. Reports of the games contained such interesting side-lights as:

"Wally Scott hit a six and broke a window in the Pavilion. Trev Bagot hit another and one of our fans had two fingers broken by the impact. So sorry."

A Christmas message to drivers read:

"Now and at New Years, we advise all salesmen driving their wagons to endeavour to keep as close to the curb as possible. Nearly all auto drivers getting home early have been to a wet party. See your lamp is lit."

Humor, on the other hand, seems to have changed little over the years. Steves Dairy was renovated in 1933 and the correspondent there wrote:

"The boys are all a-twitter to know who is going to handle the retail counter; will it be a blond or a brunette, or just one of the more ladylike young gentlemen we have with us?"



Illustration from **ADL**



THREADING HIS PROJECTOR, Ben Hyde prepares to show one of the short documentaries he has made. All his work is on 8 mm. film, while some members have made films in 16mm.

Ben Hyde Plans New Plant Film

An FVMPA Production worker is planning to make a motion picture on the new Burnaby plant.

Ben Hyde, an experienced amateur photographer who works in the fluid milk processing area of the new plant, has in mind a short color documentary on the production floor.

NEW ANGLES

"I have watched the professionals shooting for the FVMPA movie," he says, "and I think I can get some interesting angles they have overlooked."

When Ben talks about movies, he speaks from experience. As a member of the Vancouver Movie Club, he has made at least three documentaries with the help of his wife, **Linda**, and

has worked on several other pictures produced by the Club.

His own movies are "Bounty" — on the visit of the sailing ship Bounty to Vancouver; "Potlatch" — on North Vancouver Indian ceremonies, and "Whaling at Coal Harbor, B.C."

"The Prying Eye," one of the Club's films in which Ben had a hand, placed in the "Ten Best in the West" competition conducted by amateur movie clubs in the western U.S. and Canada.

EDITS NEWSLETTER

Ben makes a further contribution to the Club as editor of its monthly newsletter, REEL TALK, and Linda serves as the club secretary.

As secretary, Linda has built up a film exchange program with amateur clubs in the U.S., Australia, New Zealand, England, Mexico and South American countries.

"Many of these films, particularly those from South America, are of really excellent quality," she says.

PAINT OWN TITLES

The 100 members of the Vancouver Club make documentaries, travel films, comedy and animated movies in both eight and 16 mm. Many, like Ben, paint their own titles.

"Since the club was formed in 1952, two of the members have polished their skills until they became good enough to turn professional," Ben says.

One of these men has offered to assist Ben in making his movie at the new plant.

Crowding Over

Butter Crew Cheers Move from Old Plant

It is doubtful that any FVMPA employees benefitted more from the move to the new plant than the men and women in the butter cutting department.

"Sales just kept growing until we were so crowded we could hardly turn around at Eighth Avenue," recalls **Tony Brown**, who has worked in every phase of the butter operation since 1927.

"Our situation was pretty bad right up to the time we moved," Tony says, "but it was even worse in earlier years when we were packaging all the cottage cheese there, in addition to the butter."

SHIFTED TO SARDIS

Although cottage cheese packaging did not end at Eighth Avenue until last fall, most of the work load had been shifted to the Sardis Plant some time before. The last butter was packaged at Eighth Avenue in March.

"When I first started, we only had the butter to worry about, but this was more than enough because we had to do everything by hand," Tony recalls.

HAND WORK

"We cut the butter, wrapped it, took it off the truck and put it on again—all without aid of machinery. Most of the butter came from Sardis, but for several years there was one churn at Eighth Avenue for cream coming in from the lower end of the Valley."

At first, cottage cheese was made at Eighth Avenue, too, but this operation was moved to Sardis when it outgrew the city plant. Volume has increased from two or three vats a week in the late 1920's to as much as

eight vats a day now.

Tony was among those who saw the introduction of cottage cheese here. "It was not always the well-known product it is today," he says. "I remember when **Harold Stevenson** — now in Dairyland sales — promoted cottage cheese with a special truck put on the road just for this purpose.

"School boys were employed to drop dixie cup-size samples of cottage cheese on doorsteps all over the city.

BULK HANDLING

"At the beginning it was thought that cottage cheese would suffer from being enclosed in a package so it was taken around to wholesale accounts in 80-pound bulk cans and the customer's order was weighed out on the spot—a very poor way of doing things.

"For a number of years in the early 1940's, we were cutting and wrapping butter, packaging cottage cheese, putting down butter in brine for boats and shipping both products—all in one room that was smaller than our butter cutting room at the new plant," Tony says.

NO OVERTIME

"During the late 1930's when we were still doing nearly everything by hand, we worked overtime more often than not to keep up with butter orders. Here in the new plant we are packaging up to 23,000 pounds a day and no one has to work overtime."



GLAD TO SEE THE LAST of crowded conditions at Eighth Avenue were these members of the butter cutting and shipping staff. They are, front from left, **Ivy Leatherdale, Lil Scott and Ivy Anthony**. Back row, **Henry Dyck, Roy Lajoie, Joe Taphorn, Tony Brown and Armand Rezette**.

Death Claims Lorne Malcolm, Bill Squair

An FVMPA employee and a retired employee have died in recent months.

Retired Dairyland sales representative **Lorne Malcolm** col-

lapsed and died at Patterson Park in Ladner, where he was presiding harness racing judge. He was 62.

Well known Dairyland sales representative **Bill Squair**, 36, died July 1 at his home, after a long illness.



DOUG WILSON

Doug Prepares Teenagers for Adult World

As a sergeant in the Canadian Army Militia, Shannon driver **DOUG WILSON** is helping White Rock teenagers acquire the maturity and skills they will need in the adult world.

Doug formed a Cadet Corps for 40 boys early this year and after the summer "stand-down" he expects to have an even larger group of boys for the Corps' second year.

"When a boy comes into the Corps," Doug explains, "he takes about six months of basic military training at the rate of two hours a week. This includes drill, handling weapons, first-aid, map reading and emergency training for nuclear, biological and chemical warfare."

SPLITS GROUP

During this basic training period, Doug's cadets are directly under his supervision. "I split the Corps into two groups and pit them against each other in everything they do," he says, "and in this way I get excellent results."

After basic training, the cadets learn a trade, such as welding or mechanics, under the direction of qualified instructors.

For this stage of their training, the cadets work on army equipment either at Jericho Beach or in a workshop-on-wheels in a truck specially designed for this purpose.

EXCHANGE TRIPS

"As an incentive, cadet exchange trips to other countries are offered to the cadets who attain a very high standard in everything they do," Doug says.

"And what's in it for me?" Doug asks. "After 9½ years in the regular army and 2½ years in the reserve with 8 Tech, Royal Canadian Mechanical - Electrical Engineers, I still enjoy the military discipline and the boys love it too.

"Besides, I figure that if I can keep the boys off the streets one or two nights a week, I have achieved something."

More than 23 pounds of milk are required to make one pound of creamery butter.

Fraser Valley Milk Break

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LT.-GOV. GEORGE PEARKEs visited the Burnaby plant on August 17, accompanied by **Mrs. Pearkes** and his sister, **Miss Pearkes**. Following the plant tour, Lt.-Gov. Pearkes was honored at a reception in the W. J. Park Room, attended by all the FVMPA directors and their wives. President **J. C. Brannick** presented the

Lieutenant-Governor with a milking stool as a memento of his visit to the plant. Gen. Pearkes promptly seated himself on the stool and demonstrated its proper use. Gen. Pearkes took such a keen interest in the plant and asked so many detailed questions that his departure was delayed an hour.

In Beauty Contests

Our Gals Look Like Winners

One FVMPA employee and the daughter of another employee won beauty contests this summer, leading to the Miss PNE contest.

Tena Douglas of route accounting won the Miss Grandview title and **Sylvia-Dawn Smith**, daughter of **Dorothy Smith** of the Pacific Milk Plant office, came out on top of the Miss Abbotsford contest.

Tena won the Miss Grandview title at the end of June and went on to compete in the Miss Vancouver contest with girls from seven other districts. Her

luck ran out here and, unfortunately, only the winner goes on to the Miss PNE contest.

In addition to setting a high standard of pulchritude, poise and personality, Tena won her Miss Grandview title with her singing talents.

She studied voice for six years and has become well known in folk song circles as a member of the trio, the Village Quarter Dozen, which has appeared on radio, television and in live performances here and in the U.S.

Tena, who began with the FVMPA in April, hopes to become a solo performer in the folk song field.

In the Miss Abbotsford contest, Sylvia-Dawn Smith also used good looks and a trained singing voice to win her title.

A soprano, Sylvia-Dawn recently passed her Grade 8 voice examinations from the Toronto Conservatory of Music with first class honors. She is much in demand as a soloist for weddings in the Abbotsford area.

As Miss Abbotsford, Sylvia-Dawn represented her district at a number of functions, including the Penticton Peach Festival, Abbotsford Air Show and several local fairs.

Sylvia-Dawn is presently in her second year at the University of B.C., working towards a Bachelor of Education degree.

During the past summer, she worked as a lifeguard and instructor at Centennial Pool in Abbotsford and as a lifesaving examiner at Mission and Hope.

CU to Hold Dinner Dance for Members

Members of the Dairyland Employees' Credit Union are invited to a Credit Union Day dinner dance, 9-1 p.m., October 17 at the Gai Paree Supper Club, 6669 Kingsway.

Tickets are \$3.50 per person with members asked to bring their own liquid refreshment.



SYLVIA-DAWN SMITH



TENA DOUGLAS

Chick Recalls Dairy History

Chick Beadle looks back over 48 years In the New Westminster Dairy Industry

If you want to know anything about the history of the dairy business in New Westminster, just ask **CHICK BEADLE**.

He was born there and has spent the past 48 years selling milk in and around his home town.

Chick retired in July after 43 years with the FVMPA. He had been a route foreman for the past 15 years.

"I made my start in the dairy industry in 1916 with Oxford Dairy," he recalls. "At one time, they were the biggest dairy in New Westminster."

"Later I went over to City Dairy and I became an FVMPA employee when the Association bought City in 1921."

SLEPT AT DAIRY

"Some of the toughest years I remember were during the first war," Chick says. "There were so few men available that we had to sleep for a few hours at the dairy and go right out on another route."

"There was one stretch when I didn't get home at all for three weeks."

"Later, in the 1920's, we worked 35 days straight and had six days off. We started out

between midnight and 3 a.m., depending on the route and the time of year—all for \$105 per month.

"Pretty hard times? No, we didn't think so then. Everyone worked long hours for little money and no one thought very much about it because it was the accepted thing."

THREE HORSES

"When we first began delivery into Burnaby," Chick recalls, "I went all the way from 6th and 6th in New Westminster to serve customers as far away as Boundary Road on the west side of Burnaby. I had three horses for this route so that each horse could have two days rest."

"I drove the first dairy truck in New Westminster in 1925, but soon found that trucks were not nearly as good as horses for delivering milk."

Chick Beadle has 11 grandchildren and a large garden. "With these," he says, "I'll keep busy enough in retirement."



CHICK BEADLE stopped on his route one summer day in 1927 to have this picture taken. "You could deliver a lot of milk off a wagon like this," Chick says, "but they were sure cold in winter when the wind blew in one side and right out the other."

LARRY RESCUES DRIVER PINNED IN SUNKEN CAR

A Chilliwack man is alive today because of the quick thinking of FVMPA tanker driver **LARRY MUIRHEAD**.

While on his route at 1:30 a.m. one night last month, Larry spotted the lights of a car that had rolled into the water of Hope Slough, near Chilliwack.

Larry got help and then plunged into the icy water to drag out the driver who was pinned between the seat and the roof of the overturned car.

For Some It's No Picnic

For most FVMPA employees, the annual staff picnic means a pleasant day at the park, organized sports, prize draws, free milk and ice cream and some entertainment.

For others, however, the picnic is not all fun and games. These are the dedicated people who give generously of their time to plan and organize the picnic.

As picnic chairman, RALPH RUDDY contributed many hours to making seemingly endless arrangements, buying prizes and even delivering them to winners the day after the picnic.

BILL HILTON, who also gave freely of his time, says, "Ralph put in scores of hours to make the picnic a success—and he did a wonderful job."

Others who worked on the picnic include JIM ANDREWS, JIM STOUSE, CECE BROWN and BOB SIMPSON on sports; ANNE CYR, WALLY NEILSON, JIM POLLARD, BOB COOPER on refreshments, and JIM MCCLATCHEY, CECE PEARSON and JIM MILLER.

Many Get Subsidies

Every year when subsidies for agriculture are announced by the Federal Government, there are anguished cries from the press, radio and television of "annual obeisance to the dairy industry" and "buying the rural vote."

"What really hurts in these attacks," a dairyman remarked recently, "is the inference of dishonesty and preferential treatment. Overlooked is the fact that, through circumstances beyond the dairyman's control, production costs make it impossible for him and his family to exist without some form of assistance."

But why single out the dairyman for criticism? Many important segments of the Canadian economy require government assistance to keep going.

In the field of transportation, for example, the government spent \$43 million in the fiscal year ending March 31, 1964 to cover Canadian National Railway deficits.

More than \$13 million went to make up the difference between tariffs and normal tolls under the Maritime Freight Rates act and the Canadian Maritime Commission granted \$40.8 million in subsidies to shipbuilders.

During 1963-64, the government spent \$86.9 million on the CBC and part of this was paid by the subsidized farmer.

People without jobs drew \$378 million from unemployment insurance, while payments from workers into the fund totalled only \$311. The difference of \$67 million presumably will come from the taxpayer, including the farmers who themselves are not eligible for unemployment benefits.

Other government expenditures from the taxpayer's money included \$41.5 million to the Colombo Plan; \$26.8 million in grants to universities; \$15.3 million to help gold mines to remain in production; \$538.6 million on family allowances, and \$22 million in contributions to hospitals.

Magazines and newspapers, consistently the most vociferous critics of agricultural subsidies, are themselves heavily subsidized by second class mailing privileges.

These figures are by no means the complete list of government's expenditures to further the welfare and well-being of Canadians.

They demonstrate the fact that giving aid to agriculture is neither an isolated nor discriminatory undertaking on the part of the Federal Government. It is simply a discharge of its duties as a government.

If you must vilify, condemn and eternally disparage—resign your position and, when you are outside, damn to your heart's content, but as long as you are part of the institution do not condemn it.

—Elbert Hubbard



WATERCOLORIST BILL GAUNT with his painting of Salisbury Cathedral near Stonehenge in Wiltshire, England. Bill has extensive knowledge about all the cathedrals he has painted.

Cathedrals Dominate Bill's World of Art

In this age of specialization, watercolor painter BILL GAUNT is the specialist supreme.

For most of the more than 30 years he has been painting, Bill has painted nothing but cathedrals—and he has some pretty good reasons for this.

"Cathedrals to me represent the highest form of art," he explains, "because they combine all the great forms of art: architecture, sculpture, stained glass, wood carving and painting."

During Bill's first three years as a serious artist, he did paint other subjects, but he was an art student at the time and had no choice in the matter.

ART SCHOLARSHIP

That was at Leeds College of Art in York, England, where he enrolled on a three-year junior art scholarship at age 12.

"In the years that followed," Bill recalls, "I painted nearly every major cathedral in England and many of the better known ones on the continent."

In his precise, careful watercolor style and in charcoal drawings he also recorded interiors and interesting features of these cathedrals in detail.

PAINTING INTERRUPTED

Six years in the British Army partially interrupted his work and today he paints "only when the spirit moves me." Bill came to Vancouver in 1948 and went to work in the FVMPA production department the same year.

After he left art school, Bill worked for three years in a U.K. furniture factory where automation had not yet replaced hand work and craftsmanship.

The skills he acquired on this job are very much in evidence in his home near the Burnaby Plant. His stereo set is housed in a beautiful cabinet of his own making and modestly covered by a cloth is a rosewood coffee table with an inlaid checkerboard of ebony and birch.

The inlaying, flawless as anything modern machinery can

make, was done entirely with a penknife!

The stereo set is a key to another of Bill Gaunt's artistic interests. He has a collection of more than 600 classical records and knows them all from the first note to the closing chord.

Two Association Softball Teams Finish on Top

The FVMPA had two successful softball teams last season and another not so successful.

While the A team was rolling along nearly undefeated to the Marine League Pennant, the B team was losing more games than it won, to finish second from the bottom of the Queensborough-Annacis Island League.

The A team got their lumps too, however, when they were later knocked out of the playoffs for the league championship.

As good and possibly better than either of the Dairyland teams was the Fraser Valley team from the Sardis Plant. They won the Chilliwack Commercial League and drubbed the Dairyland B team in an exhibition game.

Govt. Official Praises FVMPA L-M Committee

The FVMPA Labor-Management Committee has drawn the praise of an official in the Federal Department of Labor.

In a recent letter to General Manager L. A. Atkinson, W. E. Sproule, assistant chief of the Labor-Management Co-op Service commented:

"I read with interest the minutes of your Labor-Management Committee meetings and I would like to congratulate Fraser Valley Milk Producers' Association and its employees for the spirit of cooperation reflected therein."

"After reading them, it is easy to understand why it is such a dynamic and growing undertaking as evidenced by your wonderful new plant."

The new plant and the Labor-Management Committee were featured in a recent issue of the 75,000 circulation publication of the Department of Labor, TEAMWORK IN INDUSTRY.



PETER KENDALL

CU Scholarship To Kendall Boy

Winner of the \$200 Dairyland Credit Union Scholarship is 18-year-old Peter Kendall, son of FVMPA Traffic Manager, Wally Kendall.

Peter is a graduate of Magee High School, where he was active in sports and vice-president of the student council.

He will use the scholarship to help him towards an engineering degree at the University of B.C. The scholarship has been awarded annually since 1960 to relatives of FVMPA employees.

Fraser Valley Milk Break

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J. L. GRAY, Public Relations Manager

M. D. POOLE, Editor

CORRESPONDENTS

Bill Amos, western district retail; Wilf Graham, eastern district retail; Bob Cooper, Dairyland wholesale; Jimmy Cunningham, ice cream shipping and sales; Kurt Wiersing, ice cream production; Jim Watson, production stores; Doug Wills, workshop; Ernie Hunt, Dairyland shipping; Howie Stevenson, tab room; Marcey Adams and Doris Mogridge, general office; Murray McLeod, garage; Ruth Morrison, executive offices; Bob Hind, Haney; Roy Luty and Frank Hannah, Sardis; Ben Donald, Dairyland Sardis, and Dave Thomson, Pacific Milk.

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

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FVMPA Employees Go for a Picnic



LYNN AND KELLY, daughters of retail driver-salesman, **Gerry Bennison**, dig into chicken drumsticks.



YOUNGSTERS delighted in the young farm animals in the Dairyland Minibarn.



VISITORS FROM ENGLAND, Mr. and Mrs. **Henry Phillips**, came with their son **Jack** and his wife.



WINNERS of the three-legged race are **Denice Cole** and **Leslie Harper**.



MRS. DON GEARY takes **Pamela** for a ride on one of the Park swings.



GUZZLING cool milk on a hot day is thirsty **Larry Cooper**.



PRIZES they won in a race are shown by **Steve Lougheed** and **Diane Meyer**.



MR. AND MRS. TERRY THOMAS pause for a picture with children **Michael** and **Mark**.



CRIB PLAYERS are Mr. and Mrs. **Lloyd Blampied**, Miss **Shirley Baker**, **Leonard Johnson** and **Myrna Lucas**.



MR. AND MRS. DON NOBLE hold **Lori** and **Carryn**, with refreshments in hand.



HAPPY MOMENT came for **Brenda Andrews** when she won bicycle.



WHEELBARROW RACE winners were **Brian Bush** and **Roger Fox**.



KIM SHIRLEY contemplates a fast-melting ice cream bar.



BRAD SHERBUCK won a tricycle and dad **Tom** took home a deep fry.

Picnic Prize Lands Jimmy In Hospital

One of the happiest stories at this year's employee's picnic turned out to have a tragic and near-fatal ending.

Nine-year-old Jimmy Logan, son of wholesale driver Verne Logan, was about as happy as a boy can be when he won a shining new bicycle in a picnic prize draw.

Two days later he tangled with a car on a street near his home and three days later awoke from a coma in hospital, suffering from a broken leg, concussion and cuts.

He spent the next six weeks in traction and came home early this month for another four weeks in a walking cast.

"Jimmy was in quite a bit of pain for the first couple of weeks," his father, Verne says, "but from then on he was quite chipper and even carried on with his school work. The drivers here at the plant were wonderfully sympathetic and some of them sent toys to Jimmy."

Badly hurt as he was, Jimmy still came off better than his new bike. It was damaged beyond repair.



JIMMY LOGAN

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George Carpenter and a New Zealand White

And Many Litters

George's Rabbits Bring in Ribbons

Retail driver-salesman GEORGE CARPENTER is fast making a name for himself as a breeder of prize-winning pedigreed rabbits.

In partnership with his son Gary, George began raising rabbits only three years ago. Today the quality of his rabbits is such that they are in steady demand from commercial growers for breeding stock.

"Because our main interest is to show the rabbits," George says, "this is more hobby than business with us."

GOING CONCERN

But with more than a dozen does turning out several hundred young rabbits a year—as is the way with rabbits—the Carpenters have quite a going concern for a hobby.

Right now George and son Gary have more than 20 rabbits in their modern, scrupulously clean rabbitry. This, of course, does not include the young ones that are coming and going at the rate of four litters (seven or eight young to the litter) for each doe during the year.

Most of their rabbits are New Zealand whites, which they sell as breeding stock to farmers who grow for the rabbit meat trade. These are giants of the rabbit family, weighing as much as 15 pounds.

OTHER BREEDS

The Carpenters also raise black and white and brown and white Dutch rabbits for pets and three colors of the short-haired Rex variety, which are valued for their fur.

All of George and Gary's rabbits are pedigreed and most are also registered. Many are grand champions, a title they can earn only by winning first prize in three different shows after they are registered.

The Carpenters have an impressive array of ribbons and trophies their rabbits have taken at the PNE and other Lower Mainland and Vancouver Island agricultural shows. And they have high hopes of extending their conquests into the U.S. when they enter a show in Oregon later this fall.

Many people agree rabbits are fine for pets, but what about eating them? "I like them very much," George says, "even though I don't care much for butchering them and generally have this done at a packing plant."

"Many people have got a bad impression of rabbit meat from eating wild rabbit and this is an altogether different thing from domestic rabbit bred for good eating and raised on a controlled diet."

"What's more," George maintains, "rabbit has more protein, less fat and fewer calories per pound than any of the other meats we commonly eat."

Why, then, isn't rabbit available in most stores? "Because rabbit meat is not inspected in B.C. and most of the larger stores won't handle it until there is inspection," George explains.

"The market is growing, however, and there are two processing plants that will be getting government inspection in the near future," he says.



"Say, Ed, We've had a little accident in cold storage—could you send over someone with a blowtorch?"

Claude Wilkes Ends 20 Years with FVMPA

Retirement this fall will end 20 years with the FVMPA for CLAUDE WILKES of the Burnaby truck painting shop.

Born in England, Claude came to Canada in 1913 and worked in Saskatoon in the grocery, automobile and carriage business.

He arrived in Vancouver in 1923 and worked in a sign shop, for a steel company and in a truck painting shop before joining the FVMPA.

Claude had a hand in painting hundreds of FVMPA trucks during his years with the Association and he also helped out in the sign show when needed.

In retirement, Claude plans to do some travelling and work in his garden.



CLAUDE WILKES

Ruth Visits World's Fair

Ruth Schafer of Accounts Receivable flew to New York in August to see the World's Fair. Here are her impressions of the Fair and New York City.

Flying in to New York's Kennedy Airport on a fine day is a real sight. And driving from the airport into the city, you move in a great stream of traffic. We saw four accidents on this short drive.

During our stay in the city, we saw a great baseball game between New York and Baltimore at Yankee Stadium, with the largest crowd of the season, 60,000, in attendance.

SCIENCE IS KING

At the World's Fair, which we reached after a 20-minute subway ride from the city, we found that the carnival spirit was missing and science had become king.

Large corporations, including General Motors, General Electric, I.B.M., Singers and others, have really outstanding displays of a scientific nature.

Every night there is a wonderful fireworks display and musical water show.

The nations of Asia have excellent national exhibits, showing their architecture and there are many restaurants in these exhibits featuring foods of the different countries. And, of course, there are wonderful bars. All are expensive.

About the only sign of anything Canadian was a lone Mountie—and he was in the Walt Disney display.

There are many convenient food bars scattered about the Fair, and their prices are quite reasonable. The streets are very clean, there are benches where you can rest when you tire of the long walk, and there is an outdoor concert bowl where bands from all over the States perform.

The New York World's Fair is interesting, but Canada's own World's Fair at Montreal in 1967 will probably be better.



CENTURIES OF SERVICE were represented in this group of 24 men honored at a retirement

party November 2. All were people who left in the past two years without any official send-off.

With Gifts and a Send-off

Veteran Employees Honored

Twenty-four long-service employees who retired during the past two years, were honored at a dinner in the Villa Motor Hotel, November 2.

Five of the employees—Roy Pyvis, Alf Hoskins, William Ellis, Bill Hilton and Chick Beadle—had served 40 or more years with the Association.

Each was presented with a gold watch and silver tray, both engraved with a message of appreciation.

Another five men received gold watches in recognition of their service with the FVMFA for periods ranging between 25 and 40 years. They were S. M. Andersen, L. C. Germyn, M. S. Boyd, David Anderson and Fred Sherring.

Also honored were 14 other

men who had been with the Association for less than 25 years. Each received an engraved silver cigarette case.

They were Dave Rees, G. F. Barchat, A. F. Dougharty, W.

D. Bayly, E. G. Archibald, A. J. Rezette, J. B. Potter, Art Innes, Steve Paulding, Claude Wilkes, A. C. Smedley, William Barrett, Roy Dearmond and A. E. Nelmes.

His Hand Must Shake When He Opens a Note

Old Milkmen never die. They just wish they could.

At least that's how Terry O'Brien must have felt when one of his customers left him this note:

"Would you please tell me whether you left me five or six tokens Saturday morning. I put a \$1 bill in the envelope and wrote on the outside, '5 tokens please'. But there was only 10 cents change—two nickles. If you left six tokens, that's OK. I thought I had in the house, besides the token I put in the bottle, only one token, but when tidying up later around the place where I keep the tokens, I found there were seven, so—either I had two besides the one I put in the bottle, and you left me five but charged for six, or I had only one and you left me six—but I only asked for five. Is this too involved?"

British milkmen (or roundsmen, as they are called there) are also in a state of perpetual bewilderment. Garage partsman

Reg Baldock sends along these little gems from the UK:

"Please leave an extra pint. Pay you tomorrow. In bed."

"I have just had a baby. Would you please leave another one each day?"

"Please light the incinerator, let out the dog, and no milk today thank you."

New Dairyland Depots Opened

Dairyland has expanded its operations in recent months with the opening of distributing depots at Nanaimo and Kamloops.

The Nanaimo depot, which opened in November, brings together ice cream and frozen foods accounts formerly held by two Dairyland distributors there.

Four drivers will service the area between Duncan and Campbell River. Manager of the new branch is George Gordon, who had been a sales supervisor at the Burnaby Plant.

The Kamloops depot opened in August, with sales representative Jack Godfrey as its manager. The depot is a distributing center for both milk and ice cream for the new Woodwards Store in Kamloops and for other accounts in the area.

Sold Right Out

Organizers of the Service Department Christmas Dance hung out the "Sold Right Out" sign more than a month before the date of this year's gathering.

"If we have the dance again next year, we are going to have to look for a larger hall," one of the organizers, Walter Moran, said.

Two Lots Will Be Improved

The Engineering Department is going ahead with plans to improve two parking lots at the new plant.

The employee lot east of the Credit Union building will be filled, compacted and graded. This area was not developed at the time the plant was built because it was thought the main parking lot would be adequate to handle all employee's cars.

As this new parking lot is underlain by soft peat and silt deposits that will cause settling, it cannot be blacktopped before next summer, at the earliest.

On firmer ground is the visitors' lot at the west end of the retail bunker. It will be blacktopped sometime this winter—weather permitting.

Company-Wide Club Planned

Dec. 11 Meeting Will Discuss Unified Social Club for All Plants and Branches

First steps have been taken towards organizing a unified social club for all FVMFA employees and their families.

Two retail salesmen, John Dance and Andy Daoust, were appointed by the Labor-Management Committee to explore the possibilities of founding a company-wide club and to arrange an organizing meeting.

This meeting has now been set for 7:30 p.m., Friday, December 11 in the W. J. Park Room at the Burnaby Plant. Organizational structure of the club and the scope of its activities will be discussed at the meeting and committees will be formed to get it started.

John Dance and Andy Daoust have arranged to have members' dues deducted by the FVMFA office for deposit in a club account at the Dairyland Credit Union. Amount of dues has not been decided.

The club is presently visualized as strictly social and open to the wives or husbands of all employees. It would have no connection with the Dairyland Staff and Welfare Fund and would not make contributions to charity.

ICE CREAM FILLER ADDS TO PLANT AUTOMATION

The highly automated Burnaby Plant became even more automated in November with the addition of a three-pint ice cream carton filling machine.

Unlike a lot of packaging machinery, the new Anderson filler ran smoothly right from its first trial run. It fills and seals up to 2130 cartons an hour.

With Mercuries

All Retail Fleet Will Be Replaced

Dairyland retail salesmen will probably all be driving new trucks before too long.

The FVMFA has recently signed a contract with a Vancouver dealer to replace the 30-odd retail trucks the Association owns and the 75 trucks that it leases.

The new trucks will be gasoline-powered Mercury Model M350's with bodies supplied by Collins Manufacturing.

An order for 30 of these trucks has already been placed and they should begin arriving in December at a rate of about three every two weeks.

Deliveries are scheduled to continue at this rate until all 100 trucks have been replaced—provided that the Ford Motor Co. strike does not cause any delays.

The gear ratio of the new trucks will allow a maximum speed of 63 mph, but will not permit high speed driving on the freeway. A number of retail trucks have had burnt-out motors due to high speeds on the freeway in recent months.

In addition to replacing the retail fleet, there will be one spare truck for every 10 on the road. This, together with standardizing truck models, will help the garage to carry out a better preventative maintenance program.

Xmas Specials Now in Stores

Dairyland has six special products on the market for the holiday season.

In the ice cream line there are log rolls and pies and two Christmas flavors—nesselrode and peppermint candy.

Something really exotic—Creme de Menthe sherbet—is being offered along with a fitting flavor for Christmas dinner, cranberry sherbet. Egg nog and five flavors of Party Time chip dips round out the list.

Season's Greetings

For many of our employees, the past year has been a difficult one because of the move to our new Burnaby plant. It has also been an eventful and successful year for the FVMPA and I would like to thank all our employees for the indispensable part they played in achieving this success.

On behalf of the Board of Directors and the members of the Association, I wish to say a most sincere "thank you" to all our staff.

May I also extend the best wishes of the Association to our employees and their families for a joyous Christmas and health and happiness in the coming year.

J. H. Brannick
PRESIDENT

We're Near the Top

When it's raining, Vancouver may not be the best place in Canada to live. But, wet or dry, it's one of the best places in the country to work.

Statistics compiled by the Federal Department of Labor on average hourly wage rates for male laborers show that Vancouver tops every other large Canadian city. The \$2.06 average here is bettered only by Oshawa and Sudbury.

Figures for major cities in each province are: St. Johns, \$1.26; Halifax, \$1.62; St. John, \$1.55; Montreal, \$1.64; Toronto, \$1.69; Winnipeg, \$1.66; Regina, \$1.68, and Edmonton, \$1.75.

In the Vancouver dairy industry, the base rate for male laborers—\$2.26 an hour—tops average laboring wages in every other Canadian city, Oshawa and Sudbury included.

Who's Indispensable?

*Sometime when you're feeling important; sometime when you're ego's in bloom;
Sometime when you take it for granted you are the best-qualified guy in the room;
Sometime when you feel that your going would leave an unfillable hole,
Just try out this simple experiment and see how it humbles the soul.
Take a bucket and fill it with water. Put your hand in up to the wrist.
Pull it out, and the hole that's remaining is a measure of how much you'll be missed.
You may splash all you please when you enter. You can stir up the water galore,
But stop and you'll find in a minute that it looks quite the same as before.
The moral of this tale is simple: Go on doing the best that you can,
Be proud of yourself, but remember there is no indispensable man!*

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

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CORRESPONDENTS

Bill Amos, western district retail; Wilf Graham, eastern district retail; Bob Cooper, Dairyland whole-sale; Jimmy Cunningham, ice cream shipping and sales; Kurt Wiersing, ice cream production; Jim Watson, production stores; Doug Wills, workshop; Ernie Hunt, Dairyland shipping; Howie Stevenson, tab room; Marcey Adams and Doris Mogridge, general office; Murray McLeod, garage; Ruth Morrison, executive offices; Bob Hind, Haney; Roy Luty and Frank Hannah, Sardis; Ben Donald, Dairyland Sardis, and Dave Thomson, Pacific Milk.

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
FVMPA General Manager

Quite a number of years ago, all contributions to community welfare agencies were solicited on an individual basis by a member of our staff. Whenever a welfare agency was having its annual drive, a volunteer canvasser called on each member of the staff for his contribution. Whenever a member of the staff retired, was married, became ill or died, subscription lists were circulated to buy a gift or a remembrance. This type of solicitation involved a lot of hard work on the part of the volunteer and some inconvenience and sometimes some embarrassment on the part of the staff being solicited.

PAINLESS APPROACH

To get away from this type of continuous pestering, the members of the staff, with the cooperation of management, formed what is known as the Staff and Welfare Fund so that a more painless approach could be made to the whole problem.

Under this plan, members of the staff voluntarily signed for a monthly payroll deduction of a definite sum. A high percentage of employees, from the General Manager through all ranks, joined the fund.

13 AGENCIES

For many years we were able to meet the quota set by the Community Chest and to contribute to 13 charitable agencies outside of the Chest in which our members were interested.

Fifty cents of each contribution goes to the staff fund and the remainder to charity, except when the monthly contribution is less than one dollar,

in which case the entire amount goes to charity.

The distribution is handled completely by an employee committee.

While at the old Dairyland plant at 8th Avenue the participation was high, but now that the additional plants and depots have consolidated in Burnaby, this percentage has fallen badly, since many from the other plants and branches have not joined with us.

MANY DO BOTH

Some may feel that too small a share is devoted to employee welfare, others that they would like to give directly to the charity of their choice. If we all participate the funds will be adequate for our own welfare needs and contributing to the fund will not preclude private giving to other charities of our choice. Many of us do both.

I would therefore, like to appeal to all employees who are not now members of the fund, to become so and make a regular contribution to it. Your Committee would like it to be a minimum of \$2 per month. Please be as generous as you can.

When we are all working together on this, we will be fulfilling our obligations to our fellow employees and the community at large.

There's a great satisfaction in being part of a team that is doing its part for others less fortunate.

Derby on Now

The time has come once again for the FVMPA's angling employees to stake \$1 on their fishing skill.

This is the entry fee for the annual FVMPA Employees' Steelhead Derby which began December 1 and runs through to the end of March.

Entries are being taken by Fred Franks and Jim Griffin at the Sardis plant and must be in three days before you enter a fish.

Fish caught anywhere on the Lower Mainland are eligible and they can be weighed in at any FVMPA plant, if there is a witness on hand.



H. S. BERRY

Berry Follows In Footsteps Of His Father

This is the second in a series of profiles on the members of the FVMPA Board of Directors.

FVMPA Vice-president Harry S. Berry's connection with the Association dates all the way back to its formative years before World War I.

Born at Murrayville, near Langley, he grew up with the chaotic marketing conditions and depressed prices which led to formation of the FVMPA.

By the time his father, J. W. Berry, was elected president of the Association in 1918, Harry Berry was already shipping milk to the FVMPA. His father resigned from the Board in 1923 and later became a member of the B.C. Legislature.

J. W. Berry was re-elected to the Board in 1935 and died in office in 1943.

Harry Berry's own service on the board began in 1944. He was elected secretary in 1959 and vice-president last year.

Mr. Berry is widely known in Canadian agriculture for his participation in many farm organizations. He has been active in the Dairy Farmers of Canada, an area director for the Canadian Dairy Foods Service Bureau, president of the Vancouver Milk Foundation and is currently president of the B.C. Artificial Insemination Center at Milner.

Mr. and Mrs. Berry have a daughter and four sons. Three of the sons are partners with Mr. Berry in operating the original family farm near Langley.

Beware of Home Repair Rackets

The Better Business Bureau has issued a warning against a new home improvement racket that is currently popular.

Company A calls on a householder and offers to do a job at a ridiculously high price, not expecting to get it. Company B then comes along with a much lower bid, and the overjoyed householder is hooked, at a price which is likely to be above that of a reputable contractor.

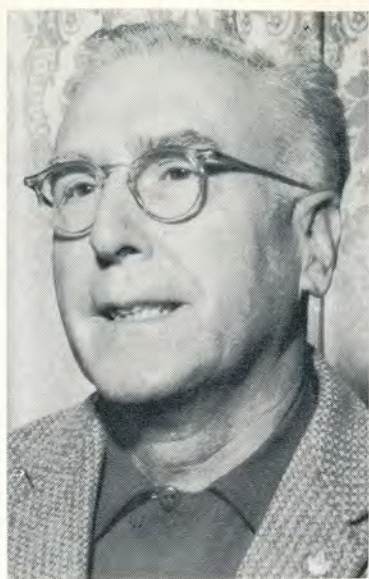
The Bureau keeps records on many shady dealers and supplies information to the public without charge.



"And you being from the city and all, what were your first thoughts when the bull attacked you?"



BILL HILTON
... in 1927



BILL HILTON
... and now

For Bill Hilton

Retirement Is A Hectic Time

"I'm so busy now, I don't know how I ever found time to go to work," **BILL HILTON** said shortly after his retirement.

Bill ended 40 years with the FVMFA on October 31 and immediately began devoting his new-found time to the many service and community activities that have made him one of the most respected citizens of the Kitsilano district.

In fact, the people there think so much of Bill that they named him Kitsilano Good Citizen of the year in 1958.

MANY ACTIVITIES

He is presently treasurer of the Kitsilano Chamber of Commerce, vice-president of the Air Pollution Society of Vancouver, a member of Kerrisdale Kiwanis Club (of which he is a past-president), a member of two boards at Kitsilano United Church, a member of the church choir, and one of those responsible for launching the Kitsilano Showboat each year.

Bill Hilton is probably as well known for his long experience in the dairy industry as for his community service.

He began delivering milk for North Vancouver Dairy in 1920 and carried on with the FVMFA when it bought out NVD in 1924.

For many years he served the cliff-hanging houses of upper Lonsdale. "I first went up there with one horse," he recalls, "but the hills were too much for one horse and I had to use a team.

THROUGH THE DRIFTS

"In bad weather (and there was a lot more snow at that time than we have had in recent years) it was often quicker for me to leave the horses and strike off through the drifts with a full basket in each hand."

Bill became an inspector at North Vancouver and a relief inspector at Vancouver Heights, before he was transferred to Kitsilano as branch manager in 1949.

He went to Eighth Avenue as a retail sales supervisor in 1951 and returned to Kitsilano Branch as manager again in 1957. At retirement, he was supervisor of retail customer accounts at Burnaby.

Next April, Bill Hilton is going to take a break from his community work for a leisurely trip to his native England.

Accompanied by his wife, **Ethel**, Bill will sail on the P&O Lines' Oriana to Southampton. From there, they will tour Europe and visit one of their daughters who is based in Helsinki with the Canadian External Affairs Department.

FVMFA Club Again Offers Gun Training

The Rod and Gun Club would like to conduct another Junior Firearms Training Course — if enough youngsters will sign up.

"There were only eight boys in our first class this year," secretary **Reg Clarkson** says, "and this really wasn't enough to make it worthwhile for the instructors.

GIRLS ELIGIBLE

"We would like to have 12 to 15 signed up before we go ahead with the next class. Don't forget, girls are eligible, too."

Anyone interested in registering their son or daughter for the course should contact **Reg** or **Bob Kosterman**, or attend the next meeting, at 7:30 p.m., Wednesday, December 16 in the W. J. Park Room.

On the agenda for the December meeting is election of club officers for 1965.

As the club nears the end of its first year of operation, it is still looking for its first women member. "We want to remind members that their wives are eligible. In fact, second members from a family—husband or wife—can join for only \$2.50."

New Plant Movie Ready Early 1965

A 40-minute, sound and color motion picture on the new Burnaby plant will be released by the FVMFA early next year.

The film, which has not yet been named, is a documentary record of the planning, construction and official opening of the plant.

As the film is somewhat technical, its main audience is expected to be engineers and other professional groups. It will also be shown to the members of the FVMFA at local meetings.

The new plant is also featured in revisions that are being made to "Of Milk and People," which has been viewed by an estimated one million people in the five years since it was released.

Scenes at the Eighth Avenue and Arctic Ice Cream plants will be replaced for footage that has been shot at Burnaby. There will also be some refilming at

Still Trying

An efficiency expert died and was being given a fancy funeral. Six pallbearers were carrying the casket out of the church when suddenly the lid popped open and the efficiency expert sat bolt upright and shouted, "If you'd put this thing on wheels, you could lay off four men!"

Sardis plant to replace a section on milk powder which shows the old Sweetmilk label.

These revisions, together with additional footage on the Burnaby plant, will increase "Of Milk and People" from 24½ minutes to about a half hour long.

MIND THE BEAR — HE MAY BITE

For all its jet-age sophistication, metropolitan Vancouver is sometimes reminded that backwoods B.C. lies over the nearest ridge.

Such a reminder came from a Dairyland customer in North Vancouver who phoned to cancel her next day's milk delivery because "... there is a bear in our yard and I don't want the driver to be attacked."

It Grew and Grew

The FVMFA's first year of business in 1917 brought \$1,150,532 to the members and by 1963, returns had climbed to \$15,575,768.



THIRTY-THREE active and retired employees sat down to dinner together at the November 2 retirement party at the Villa.



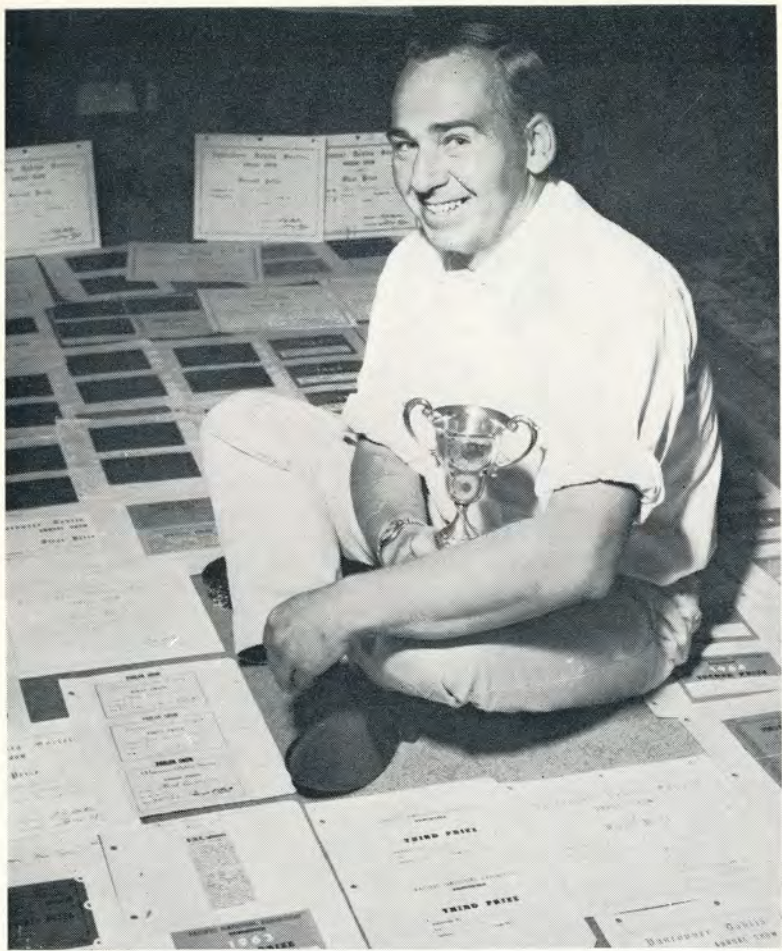
GOLD WATCHES AND SILVER TRAYS went to these men who had served more than 40 years. They are, from left, **Bill Ellis**, **Roy Pyvis**, **Chick Beadle**, **Bill Hilton** and **Alf Hoskins**. The presentations were made by General Manager **L. A. Atkinson**.



ONLY REPRESENTATIVE of the Pacific Milk Plant among the retired group was **A. C. Smedley**, seen here with **George Okulitch** and **Frank Forrest**, who is plant superintendent.



SARDIS CONTINGENT was made up of **Alf Hoskins**, **Roy Dearmond**, **W. J. Barrett**, **A. E. Nelmes** and **Roy Pyvis**, seated. With them is **Murray Osten**, center, superintendent of the Sardis plant.



FORD BURROWS sits on the floor of his livingroom, surrounded by tangible evidence of his skill in growing dahlias. Pictured here are only a fraction of the certificates he has won.

Ford Grows a Winning Crop

After only two years of growing dahlias for show, **FORD BURROWS** is winning just about every prize in sight with his luxurious blooms.

At this year's PNE, for example, Ford entered 31 classes and walked off with 30 prizes, most of them firsts. What's more, he won the coveted trophy for the best blooms in the show.

MANY PRIZES

All together last summer, Ford's dahlias captured 30 first prizes, 29 seconds and 10 thirds or fourths in the various local shows.

How does he do it? "No secret formula," he says, "just a lot of hard work. If you are going to grow for show, you have to cut down on the fishing and spend a lot of time in the garden."

He fertilizes his 140 plants only once a year with plain, old

fashioned manure and uses nothing else except a little nitrogen to improve the color of the blooms.

"Beyond that," Ford says, "the most important factors are good growing weather and careful pruning of the plants so that they produce a limited number of stems and blooms."

Next year Ford will probably be winning more prizes than ever. As if his dahlias were not enough work, he is now turning his horticultural talents to chrysanthemums as well.

Mabel Holmes Ends 24 Years FVMPA Service

MABEL HOLMES retired at the end of November after 24 years in the accounting and payroll departments.

When she began with the FVMPA at Eighth Avenue in 1940, Mrs. Holmes worked in both accounting and payroll. As the staff grew, however, the payroll workload increased until it became a full-time job.

Although she was born in Ireland, Mrs. Holmes has no plans to return to her native land.

Instead, she will take temporary leave of soggy Vancouver to visit a son who lives in Arizona. She plans to continue living here though.



AMONG MANY WINNERS of prizes at the Wholesale Division dance last month were **Bob and Evelyn Sibley**, who were in the right place at the right time for a spot dance. Nearly 200 persons attended the buffet supper and dance at the El Mocambo.

FVMPA Bursaries Go to 3 Students

Three students in the University of B.C. Faculty of Agriculture have won bursaries offered by the FVMPA.

The \$300 FVMPA Entrance Bursary in Agriculture has gone to 18-year-old **Roselynn Stevenson** of Vancouver.

A graduate of Magee High School, she entered UBC in September to begin a four-year course towards the Bachelor of Science in Agriculture degree. She hopes to major in dairy bacteriology or food technology.

One of two \$250 FVMPA Bursaries in Dairy Technology

went to fourth year food technology student **Robin Smith**, 23, of West Vancouver.

His studies have dealt with meat, fish and dairy products and he expects to pursue this interest in industry following graduation next year.

The second \$250 FVMPA Bursary in Dairy Technology was awarded to 19-year-old **Helen Mallet-Paret**, a third-year student in dairy bacteriology.

A graduate of Magee High School, Helen plans to work in a dairy laboratory or in research at the University of B.C. following graduation.

Ice Cream Takes on a Festive Look

For about six weeks each fall, several of the senior women in the ice cream department take up the gentle art of cake decorating.

This year, **Julie St. Marie**, **Eileen Harrison** and **Barbara Snider** have the job. They are making up some 12,000 ice cream log rolls and more than 400 ice cream cakes.

The log rolls are a special

product, sold at the holiday season. The ice cream cakes are not sold at all; they are made only as gifts to be used by the FVMPA at Christmas.

Even if they were sold, the cakes would have to fetch a fancy price to pay for all the hand work involved in making them.

Angel food cake pans are used as molds in which nessel-rode ice cream is frozen for the

cakes. When frozen hard, the cakes are removed from the pans.

Then, with the skill that comes of long practice, the women decorate the cakes with trim and rosettes of pink and green whipped cream. They use cake icers with interchangeable nozzles for different patterns.

While the log rolls also entail a lot of hand work, their decoration is limited to two

colorful sprigs of imitation holly.

The log shape is obtained by freezing ice cream in one-quart cans and, when the ice cream is hard, the cans are dipped in hot water and the log taken out.

The logs are then wrapped in waxed paper, refrozen and once again taken out of the freezer to be coated with whipped cream and sprinkled with crushed peanuts.



QUICKLY AND ACCURATELY, **Eileen Harrison** squirts rosettes of whipped cream around the edges of this ice cream cake.



JULIE ST. MARIE spreads whipped cream on the sides and ends of a log roll, preparatory to sprinkling it with crushed nuts.

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