

Fraser Valley

Milk Break

1965

It Was Tough Sledding!



HUGE SNOW BANKS heaped up by bulldozers and graders on **Percy Greenwell's** British Prop-

erties route made it difficult to serve many houses without the kind of help received here.

Few customers were without milk Despite worst conditions in years

Dairyland's complex milk collection and delivery system came through the record cold snap and snowfall battered but not broken.

Except on a few of the worst days, milk from all farms was picked up and customers, both retail and wholesale, were supplied.

To provide this service, however, many of the association's drivers and sales staff put in working days of up to 20 straight hours under the worst kind of conditions.

As one retail driver put it after a particularly miserable day in wet, deep snow: "I quit four times today."

The record of accidents involving association vehicles illustrates just how bad driving conditions became. In December the normal monthly

accident total of about 20 skyrocketed to more than 70, to the consternation of safety supervisor **Bill Makweis**.

Although most of these accidents were fortunately of a minor nature, they aggravated a shortage of spare trucks, caused by the replacement program for the retail fleet.

The worst accident in the Dairyland delivery system involved one of the association's contract haulers. More than \$1700 worth of products and \$700 in cases were lost when a Clark Reefer Lines Ltd. trailer truck plunged down the Thompson River canyon near Spences Bridge.

Tankers in Trouble

On three occasions, farm pick-up tankers skidded into Fraser Valley ditches and had to be unloaded with portable pumps.

One tanker driver, **John Nessel**, carried 1800 pounds of milk in pails to his truck from a barn 100 yards away, when he could not get through drifts in the driveway.

ZERO AND BELOW

Because the heavy farm tankers wear out an expensive set of chains in a single round trip, they are not put on unless the truck becomes stranded somewhere along its route. For the tanker drivers this meant putting on chains at the roadside in temperatures near zero and even below.

For men like traffic manager **Wally Kendall** and **Harry Whitlam** at Sardis, the period of December 15 to January 15 brought one crisis after another. During all of this time they were constantly within reach by telephone.

FOUR FEET DEEP

Meanwhile, conditions at Haney and in the Vancouver area were no better. On the higher levels of North and West Vancouver the snow reached more than four feet in depth, making it impossible for retail drivers to get to within several blocks of some homes.

Even then most of the customers were served in one way or another. Several drivers borrowed their children's sleighs or toboggans to haul cases of milk

up snow-clogged side streets.

Other drivers phoned their customers and arranged to have them pick up their milk from the truck or from other homes the driver could get to.

Wholesale drivers had their troubles too, but managed to serve every account except the Hollyburn Winter Club. Snow

(Continued on page 4)



MANY DRIVERS like reliefman **Ed Broome** borrowed toboggans and sleds to carry milk up side streets that were impassable to trucks.

Alberni and Rupert

Dairyland Goes Farther Afield

Dairyland extended its widely-scattered operations even farther into the B.C. hinterland at the beginning of the year.

Service from the Nanaimo branch was extended into the Port Alberni area when the

Association assumed the ice cream and frozen foods business of McKinnon's Dairy in Port Alberni. Twice-a-week delivery began January 2.

At the same time many hundred miles to the north, Dairyland took over the milk, ice cream and frozen foods business of Norwest Refrigerated Foods in Prince Rupert.

Working out of a main branch at Prince Rupert and a depot at Terrace, a nine-man sales staff is serving a wide area on the mainland and towns on the Queen Charlotte Islands.

Omer Tupper has spent several weeks organizing the

branch in Prince Rupert and Dairyland sales representative **Jim Kerr** will be moving there as manager of the new outlet.

The opening of branches in Prince Rupert and Nanaimo has brought 16 new employees into the Association. On the Prince Rupert staff are **Stan Weisbrod**, **Stan Douglass**, **David Finlayson**, **Matthew Leggeat**, **Warren Lindsay**, **Al Phillipson**, **Gerhard Schmidt**, **Milburga Maku** and **P. T. Delaney**.

The new employees at Nanaimo are **Bill Brankston**, **Clive Clark**, **Bill Damery**, **Ken Horne**, **Bill Shaw**, **George Slater** and **Jean Kirby**.

Staff Lounge Now Planned

The conference room on the second floor of the new plant office is going to be partly refurnished and made available to employees as a lounge and reading room.

One-half of the room will be furnished with settees, chairs, lamps and tables, while the conference table and chairs will be retained in the other half so that the room can still be used for meetings.

The lounge and meeting area can be divided by a sound-proof folding wall, so that the lounge will still be available when there is a meeting in progress.

Purpose of the lounge is to provide employees with a place to relax after lunch or during other free time.

New Social Club Could Include All Activities

FVMPA employees are showing considerable interest in the proposed company-wide social club and plans for the club are becoming more ambitious.

Most departments in the Association were represented at an organizing meeting December 12 and a committee was formed to consider a number of different suggestions on what form the club should take and the scope of its activities.

Since that time, it has been decided to include representatives of all employee activities in preliminary discussions.

People from the various sports teams and leagues, social groups and other clubs within the Association were invited to a meeting on February 2.

Purpose of bringing all employee groups together is to explore the feasibility of co-ordinating all these activities under a single fund.

Warm Thanks for Cold Work

It took a lot of wet feet, cold hands and lugging baskets of milk up streets thigh-deep in snow, but very few Dairyland customers were without milk for very long.

Our sales staff — both retail and wholesale — gave more than was required of them and the customers showed their appreciation. Many calls of thanks came to the Customer Service Department.

A letter from MRS. MULLER-CLEM, who lives at the top of Mountain Highway in North Vancouver, where the snow was more than four feet deep, expresses the gratitude of many customers. She writes:

"My family and I would like to express our appreciation of Dairyland's work, particularly during the past few weeks. Your drivers have delivered our milk promptly and with their customary politeness, in spite of the worst weather conditions.

"On the one day when snow made it impossible for them to reach us, they phoned us in good time for us to reach the collecting point.

"It seems to us that it might lighten your load somewhat to know that your customers appreciate fully this high standard of service."

Don't You Believe It

The best things in life may not be free, but sometimes they cost less than we think.

Take living in B.C., for example. Our friends from other parts of Canada agree that B.C. is a beautiful province and the climate is balmy. "But it's such an expensive place to live," they say.

We have heard this so often that we believe it ourselves. But it doesn't happen to be true. The Consumer Price Index of the Dominion Bureau of Statistics shows that the cost of living in B.C. is not rising as fast as the Canadian average.

Based on a 1949 level of 100, the Canadian cost of living in 1962 was 130.7, while in B.C. it was 129.8. In 1963 the national average had moved even further ahead of B.C.—133.0 compared with 131.8.

First Orders Placed For 39 Wholesale Trucks

An order has been placed for seven new Dairyland wholesale trucks and delivery is expected to begin this spring at a rate of about two trucks a month.

The order is the first of a series that will be made to replace the 39 existing bus-type forward control units.

The new trucks are tilt-cab Mercurys with a capacity of 250 cases and a wheelbase of 161 inches, which is eight inches longer than any present Dairyland wholesale trucks.

The bodies are one case width longer and the extra space is intended to give the driver more room to handle his load.

The chassis and motors will be supplied by the Ford Motor Company and the bodies will be built in Vancouver by Collins Manufacturing.

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.

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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

At the end of the year 1964, everyone at Dairyland could look back on a year full of activities, some gratifying, some frustrating, and yet, over all, a year with a great many satisfactions.

Everyone will remember the difficulties of transferring men and equipment from our former Dairyland, Arctic and Shannon operations, to the new plant.

You will recall, too, the satisfactions experienced by the fact that throughout the moving period all of our customers' requirements were looked after well.

20,000 VISITORS

The new plant was hailed by the dairy industry of Canada, and by many thousands of consumers, as the most modern, best laid out and best equipped dairy plant in Canada. More than 20,000 people have been received and shown through the operation and advance bookings for the W. J. Park Room indicate the interest is still high.

Early in the year all association brands such as Dairyland, Shannon and Arctic were consolidated into the Dairyland brand and this change has been well received by our customers. This now puts us in the position of having two main house brands—"Dairyland" for fluid products and ice cream and "Pacific" for evaporated milk and skim powder, and several private label brands for chain stores. These have been added to during 1964 by a private label for evaporated milk and one for butter.

EMPLOYEE ACTIVITIES

As a result of the move to Burnaby, a number of employees who had been working on a delayed retirement basis, were retired from our staff.

For some 24 of these long service people, a ceremonial dinner was held at the Villa Motel in October when presentations of watches, silver tea trays and silver cigarette cases were made.

Many employee activities in sport were carried out with Association support during the year.

WHAT LIES AHEAD?

In the dairy business nothing is static, and we can never say that everything is done and we can sail serenely along. While we look forward to the new year with hope, there are many disturbing clouds on the horizon.

Among the more hopeful plans are the blacktopping of the employees' parking area as soon as weather permits, the



After 38 Years

Cece Pearson In Retirement

Retirement in October concluded 38 years on the local dairy scene for former Dairyland branch manager CECE PEARSON.

From 1950 to 1959 he was manager of the North Vancouver branch and he managed the Vancouver Heights branch from 1959 until it was closed for the move to the new plant.

Prior to 1950, Cece had been an inspector since 1942 and a retail driver in two Vancouver districts.

He first began in the Vancouver dairy business with Purity Dairy after he came from his native Winnipeg in 1926. He changed over to Valley Dairy in 1928 and was among those who joined the FVMPA through the formation of Associated Dairies in 1931.

In retirement, Cece is at least temporarily limited by

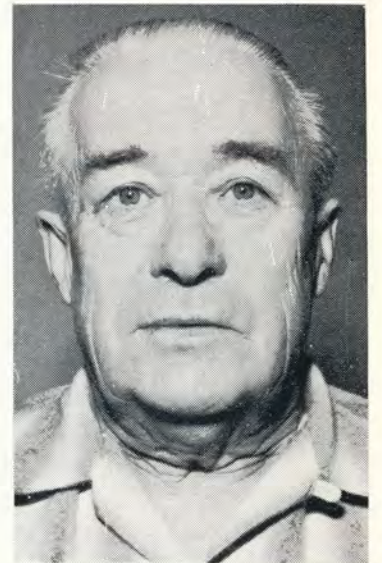
extension of our present anteroom cold storage space and the completion of the landscaping around the new plant.

Among the uncertainties are the negotiation of new labor agreements and changes in the market, particularly with respect to types and sizes of milk packages. The successful solution of these and other problems will require the application of good sense and co-operation to the greatest possible degree.

Working together we can and must solve them to the good of the industry as a whole. If the industry has the will, this can be a happy new year.

Poor Start, Poor Cows!

Canada's first dairy herd got off to a bad start. It was landed at Sable Island in 1518 and did not long survive without proper fodder in the harsh climate. Champlain brought the first cattle to Canada that survived in 1608-1610.



CECE PEARSON

poor health, but he hopes to do some travelling.

While convalescing, Cece entertains himself by watching a portable television set given to him jointly by the FVMPA and the Dairyland Staff and Welfare Fund.

Fund Benefits Go Unclaimed

Some members of the Dairyland Staff and Welfare Fund have not been getting the sick cheer and other benefits to which they are entitled.

Fund secretary-treasurer **Jim Watson** explains that this has happened because the Fund has not been told in time about members who are sick.

Requests for sick cheer can be made to any of the following Fund representatives: Sales, **Ralph Ruddy** or **Gordon Hamilton**; office, **Ruth Schafer**; workshop, **Dan Fleming**; ice cream, **Jim Miller**; garage, **Art Holmes**; production, **Jim Defries**, and plant stores, **Jim Watson**.



"I think I've found out what's giving you the headache, Sam."



CALIFORNIA BIGHORN SHEEP was shot in the Osoyoos area by a University of B.C. professor and mounted by Dairyland checker **Lloyd Kinchen** in his basement workshop.

With Taxidermy

He Brings Them Back to Life

LLOYD KINCEN is not the kind of hunter who "brings 'em back alive," but as an amateur taxidermist, he is able to make his trophies look very much alive.

A checker at the Burnaby plant, Lloyd devotes his holiday time to hunting elk, moose and deer and then he spends the rest of the year mounting heads and horns.

Actually, Lloyd doesn't get much of a chance to work on his own trophies because so many other people are bringing animals and birds to him for mounting.

He has only been doing taxidermy for about two years and his work is already good enough so that people are willing to pay for it. (To the uninitiated, at least, Lloyd's charges seem to be ridiculously low.)

He does all his work in the basement of his home and, contrary to expectations, the place doesn't bear any resemblance to a wildlife abattoir and there is no odor of animals in varying stages of decay.



One deer skull, well boiled.

As in all the better undertaking parlors, things are under careful chemical control. After the cape (the hide from the head and neck down to the shoulders) is removed from the animal, it is soaked for 10-14 days in a salt, alum and water solution.

It emerges tanned or 'pickled' and then undergoes another 12 hours in borax and water, which preserves and mothproofs the hide.

Meanwhile, the skull has been boiled white and clean for 2½ hours.

Before any of this can begin, however, the cape must be re-

moved from the animal and this is perhaps the most delicate part of the entire process. Skinning out ears, eyelids, nose and lips without puncturing the hide requires considerable skill and patience.

Next, the skull (still wearing its horns or antlers) is mounted on a wooden frame that follows the original lines of the neck. Then, working to measurements taken from the animal before it was skinned, Lloyd builds up the skull and neck with paper mache and potter's clay to recreate the animal's natural conformation.

By putting the cape on wet

Air Conditioning Is Still a Warm Issue

After a year-and-a-half in the Burnaby plant, employees are still complaining about the air conditioning. Why?

Because the system has had temporary faults and because people have different ideas about what is a comfortable room temperature, explains **Jim Byres** of the Engineering Department.

"In the first place," Jim says, "our system involves circulation of air and this makes people feel cold at temperatures they would find warm if the air were still."

DIFFERENT TEMPERATURES

"Secondly, when people in adjoining offices have their thermostats set at different temperatures, air from one office may affect the thermostat in

over a final layer of soft clay, he is able to mould the trophy into exactly the shape he wants. As the hide dries, it shrinks slightly and takes on a smooth, natural appearance.

NATURAL APPEARANCE

This natural appearance is heightened by the addition of glass eyes that look strikingly like the real thing and by giving the horns or antlers a dull finish with a mixture of turpentine and boiled linseed oil.

Lloyd has mastered the entire process (which requires about a month to complete) without any instruction, other than what he has read in books on taxidermy.

To those who shoot beasts or birds and want them mounted, Lloyd has this advice: Get your trophy to the taxidermist as soon as possible or, if this cannot be done, have it frozen.

Otherwise, it will shed hair. And who wants a bald moose over the mantelpiece?

the other office, causing the system to blow in more hot or cold air than is wanted."

The problem in the general office is different. One temperature has to please everyone and this, needless to say, is impossible.

But part of the problem has been with the air conditioning system itself, and not just with the people who complain about it, Jim Byres says.

"For the first few months of operation there was dust in the system which made the thermostats perform erratically. This is unavoidable in a new building and you just have to keep cleaning out the thermostats until the dust is gone."

BALANCING ACT

"Since then the problem has been one of balancing the system to meet the varying demands that may be placed on any of the 69 thermostats and 84 mixing boxes for hot and cold air."

Jim explains that adjustment of the system is further complicated by radiators that act as a secondary heat supply to counteract the cooling effect of the large windows.

Although these operate independently of the air conditioning system, the system must compensate for gain or loss in heat when the radiators automatically turn on or off.

Finland has replaced Ireland as the top milk drinking country in the world with an annual per capita consumption of 653 pounds. Canada is far down the list with 326 pounds.

Puddles and Perfume in the Park Room

It is doubtful if the people who included the W. J. Park Room in plans for the Burnaby plant could have foreseen just how popular this hospitality center would become.

During 1964, nearly 21,000 people in 418 groups visited the room, which did not swing into full operation until after the official plant opening, April 30.

Most of these people were welcomed to the plant by Dairyland home economist **Barbara Dobson** and they provided her with some rather memorable experiences.

For example, she will not soon forget the October night when the all-time attendance record was set. Some 136 cubs and scouts jammed into a room designed for 64 persons.

They sat two to a chair or on the floor and had to line up in

meandering queues for their chocolate milk and ice cream. As one of their leaders explained, "A few more turned up than we expected."

With visitors ranging in age from a few months to nearly 100 years, Barbara and first aid man **Jim Stouse** were prepared for any emergency.

Fortunately, there have been few accidents more serious than one which befell a six-year-old in the observation gallery. While watching water flowing on the production floor with his 70 grade one classmates, he was moved to deposit a small puddle of his own.

RIDING CONVEYOR

Only occasionally are groups taken through the plant and children almost never. This latter restriction was re-enforced when a group of children were going through a plant and one of the boys began riding a conveyor line. Travelling in the wrong direction, he met a stack

of cases coming out of the ante-room and was lucky to escape with a slight cut.

PERFUME CLOUDS

Barbara has found that professional ladies and elderly club women invariably trail clouds of perfume and leave the Park Room smelling like a funeral parlor. Pleasant, but overpowering.

The endless hoards of boy scouts and wolf cubs bring a very different smell with them. On wet winter nights, their woolen uniforms exude an essence which severely tests the efficiency of the air conditioning system.

Although groups of children and teenagers generally conduct themselves with mannerly decorum, a few have threatened to run riot.

Surprisingly, it was a young people's church group that nearly brought the house down in pieces. As they were filing out of the Park Room, which

they had reduced to a shambles, a girl in the group remarked to a shattered Miss Dobson:

"I just want to thank you for putting up with us. Another place we visited wrote a letter saying they never want us back."

MANY QUESTIONS

But on the whole, Barbara reports, most of the children are delightful guests, particularly when they give free rein to their curiosity and ask questions.

These range from the charmingly naive (Does chocolate milk come from brown cows?) to the soundly practical (Can I have another dixie cup?).

Barbara confesses that her guests have given her some difficult moments; but her time of trial has ended. Following a January 30 wedding, she and husband **Dan Greeno** travelled to sunny California, where, she hopes, she will never see another Boy Scout.

Bill Barrett Is Ready to Be off

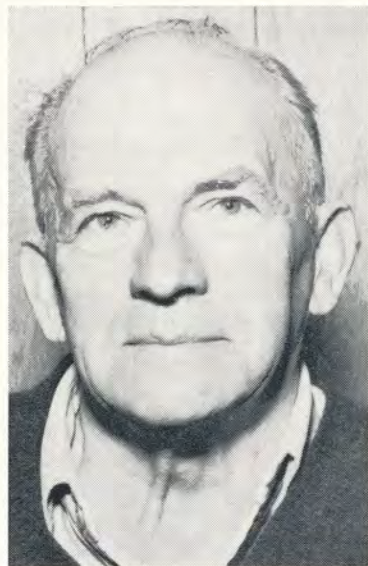
Like the voyageurs of old, BILL BARRETT is waiting for spring so that he can begin a summer-long expedition.

Ever since he retired at the end of October from his job as stationary engineer at the Sardis Plant, Bill has been preparing for a trip that he will begin "maybe as early as April."

He bought a half-ton pickup truck and built himself a trim camper, complete with all the comforts of home.

As soon as the weather permits, he and his wife, Beryl, will be off for an extended ramble into the remote corners of B.C. They have no itinerary and they may not return until the snow drives them home again.

Bill has actually seen quite a lot of B.C. already. Born in Victoria, he grew up in Wash-



BILL BARRETT

SNOW continued

on sidewalks put the wholesale drivers' hand trucks out of use and they had to carry cases of products into most stores.

In attempting to manoeuvre their trucks close to sidewalks and unloading platforms, wholesale drivers became stranded in the drifts repeatedly and had to dig their trucks out.

Wholesale supervisor Bill Hawes said, "On one of the very worst mornings, people all over the city were hours late for work, but only two men out of 65 were late here — and they were only 15 minutes behind schedule. This indicates the trouble they took to be on time. "And considering the difficulties they were working under throughout the day, they did a really fantastic job."

Backstopping the entire milk collection and delivery effort was the garage crew. They were called out at all hours of the day and night to get stalled and stranded trucks moving.

During December alone there were some 150 trouble calls from FVMFA vehicles — more than twice the normal total for this month.

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Published by Fraser Valley Milk Producers' Association
6800 Loughheed Highway, Burnaby, B.C.

Mailing Address: Box 9100, Vancouver 3, B.C.

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

ington State and several points in B.C. and since then he has worked as a machinist and engineer in various parts of the province. He came to the FVMFA in 1952.

'DIRTY' DOGS RILE CAREFUL CUSTOMER

If one retail customer had her way, Dairyland would extend its quality control program to the streets of Vancouver.

She phoned to complain that two dogs were following the Dairyland truck up her street and this was "very unsanitary."

More Plastic Milk Packaging

Two developments in plastic containers for milk have recently been in the news.

In Montreal, four-quart plastic milk bottles have been introduced in 10 food stores. The move follows an apparently successful attempt by a Toronto Dairy to market two-quart plastic bottles there.

Meanwhile, researchers at a Swiss experimental station have found that opaque black plastic bags will retain the elusive vitamin C content of milk much longer than packages and bottles that let in the light.

During a six-hour period, milk in bottles lost 90 per cent of its vitamin C, milk in paper cartons lost 34 per cent and milk in black plastic lost only five per cent.

Milk Bottle Inventor

The milk bottle was invented by Dr. Harvey D. Thatcher at Potsdam, N.Y., in 1884.



GORDON PARK

Director Park Retraces Steps Of His Father

When FVMFA director GORDON PARK was named secretary of the Association in 1963, he stepped into a position that had been filled by his father exactly 50 years before.

W. J. Park, who died last summer, was named secretary by the provisional board of directors that formed the FVMFA in 1913 and when the Association began operations in 1917, he continued as secretary.

He served as president from 1923 to 1930 and continued on the board until 1937.

Although he is only in his mid-forties, Gordon Park has already been on the FVMFA board for nearly 10 years. He was first elected in 1955.

ORIGINAL FARM

He and his wife, Alma, together with their children, Peggy, Linda and Bill, live on the original Pitt Meadows farm that has been in the family since 1907.

Gordon Park is president of Haney Rotary Club, a member of Pitt Meadows Farmers' Institute, Pitt Meadows Gun Club and the local branch of the Dairy Herd Improvement Association.

He also takes an active hand in community affairs as a member of the Pitt Meadows Municipal Council, which he has served for 10 years.

Cartoon Corner



"I lost my glasses first thing this morning and every darn thing has gone wrong since then."

Firearms Course to Be Offered Schools

The FVMFA Rod and Gun Club is planning junior firearms instruction courses for schools on the Lower Mainland.

"We are working out a co-operative arrangement with several high schools to provide firearms instruction for high school students," club president Bob Kosterman says.

The schools would provide space for the classes and the FVMFA club would supply instructors and firearms.

"By working through the schools," Bob explains, "we will be able to hold classes in a number of different areas, rather than at one central location, as we did last year."

In other business conducted at the January 28 meeting, two

new officers were elected from the coming year and another was returned to office.

Bob Kosterman was re-elected president, Barry Craine was named to his first term as vice-president and Lloyd Kinchen became secretary-treasurer.

Plans for extension of the club to other FVMFA plants were discussed and it was decided to send two representatives to explain the operation of the club at a meeting at the Sardis Utility Plant.

Date of the meeting has not been set.

CREDIT UNION MEETING, DANCE SET FOR FEB. 26

Dairyland Employees' Credit Union will hold its annual meeting Friday, February 26, at 8 p.m. in the Canadian Legion Hall, 4356 East Hastings.

Reports will be heard from directors and committees and officers for the coming year will be elected.

A social evening will follow with refreshments, door prizes and dancing.

Fred Franks Again Leads Steelheaders

At the mid-way point in the FVMFA Employee's Steelhead Derby, Fred Franks of the Sardis Plant is leading the field.

He has a 14-pound 12-ounce fish to his credit and is also holding down third place with a 13-pound two-ouncer.

In second spot with a 13-pound 12-ounce trout is Jim Griffin, who also works at the Sardis Plant.

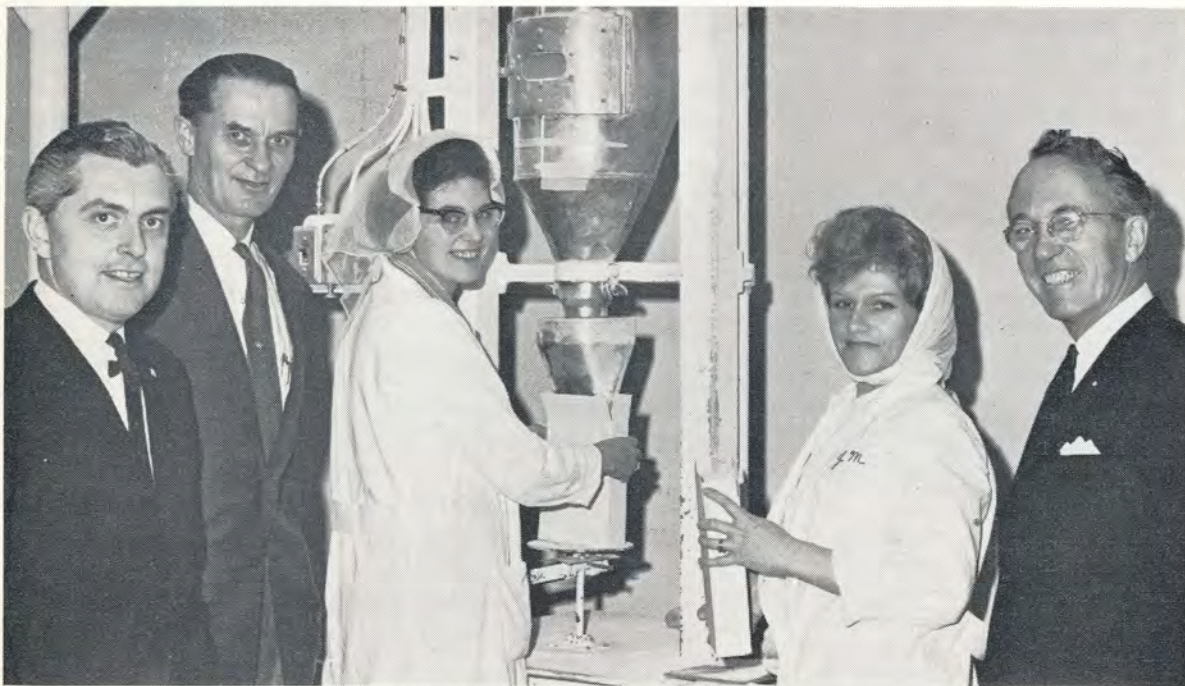
About 20 anglers have entered 10 fish in the derby which runs through to the end of March.



PREFERENCE for Pacific Milk was shown by this young flying squirrel, one of three caught near Abbotsford by Jack Dospital, a son of FVMFA members. The squirrels would eat nearly anything offered them, but refused to touch any brand of evaporated milk but Pacific.

New Zealanders Top Butter Eaters

New Zealanders are the top butter eaters in the world, with an annual per capita consumption of 42.6 pounds. Canadians eat about 18½ pounds per year.



NEW DEMOCRATIC PARTY LEADER Tommy Douglas paid a visit to the Sardis Plant in February and was shown around by plant superintendent **Murray Osten**. NDP candidate

Mark Rose, left, also came along for the tour. At the powder operation, **Mrs. John Teichgrab** and **Mrs. Keith Miller** showed the visitors how boxes are filled with Pacific Instant Powder.

But Short of \$1 Million Goal

Credit Union Growing Steadily

Dairyland Employees' Credit Union continued its steady growth last year, but fell short of the \$1 million in assets it had hoped to reach.

In his report to the CU annual meeting February 26, Treasurer **Cy Jones** said that although assets increased by \$78,500, total assets stood at \$891,156 at the end of the year—well short of the \$1 million goal.

He explained that the move to the new CU building adjacent to the new FVMFA plant had not brought as large an increase in patronage as had been hoped.

Income for the year rose by \$7,200, compared with \$2,000 in 1963, but expenses for 1964 also rose by about \$7,600, due mostly to \$5,600 in expenses incurred in operating the new CU building.

President **Reg Cockle** reported that a loss was also sustained on operation of the CU's Broadway office building because some of the space could not be rented. The building is now fully occupied, however, and most of the tenants have long leases, he added.

Chairman **Jim Pollard** of the credit committee reported that 633 loans totalling \$364,915 had been made during the year,

an increase of 44 loans and \$67,355 over 1963.

Bad debts written off as uncollectible amounted to \$5,231 for the year.

New officers elected at the meeting were vice-president, **Ralph Ruddy**; directors **Jim Watson**, **Dan Fleming**, **Jim Byres**, **Sig Braathen** and **Jim Pollard**; supervisory committee members **Howie Stevenson** and **Roy Davidson**, and a new credit committee member, **Stan Johnson**.

Reg Cockle continues as president and **Dave Lomas** as chairman of the credit committee.

STAFF PICNIC GOES AUGUST 1

The annual FVMFA Employees' Picnic has been scheduled for Sunday, August 1 at Maple Grove Park in Vancouver.

Arrangements for the day are under the general supervision of **Ralph Ruddy** and he is looking for volunteers to assist on the various committees.

Murray was the People's Choice

Sardis Utility Plant Superintendent **Murray Osten** got the stamp of public approval in his first campaign for public office early this year.

He was elected to the school board of School District No. 33, Chilliwack, and has since been named chairman of the Board's important maintenance committee.

Sales Jumped To \$31 Million

Fluid and inventory sales Account for sudden upswing

A new record for gross sales and rapid changes in the pattern of business highlighted the FVMFA's first year of operation in the new Burnaby Plant.

Reports delivered to the Association's 48th annual meeting in Mission, March 25-26, revealed that sales had reached a new high of \$31,213,921 last year.

This was made possible by sales out of 1963 inventory and by increased business on the higher priced fluid market.

Overall milk production of 364 million pounds was up only slightly over 1963 and was some 20 million pounds short of the 1962 record.

TREND CONTINUES

The trend to fewer shippers producing more milk continued last year. Total number of shipping members fell from 1719 to 1597 during the year and the average daily production jumped 60 pounds to 598 pounds.

Utilization of this production was 41 per cent in fluid products, 29.5 per cent in evaporated milk, 21 per cent in butter and powder and eight per cent in ice cream and cottage cheese.

Sales effort by the Dairyland division was credited with increasing the Association's share of the Lower Mainland fluid milk market. While consumption in the area went up 3.34 per cent, Dairyland increased its sales of fluid products by 3.61 per cent.

MARKETS GROW

A contributing factor in the growth of fluid sales was the rapid expansion of the Association's marketing area. Out-of-town shipments now account for about 10 per cent of sales.

Following integration of the Shannon and Arctic ice creams under the one brand name of Dairyland a year ago, ice cream sales increased by 8½ per cent—despite a lack of warm weather to stimulate ice cream consumption.

President **J. C. Brannick** told the annual meeting that increased sales and low milk production combined last year to leave the Sardis Utility Plant short of the minimum amount of milk needed for efficient operation.

Looking to the future, he said production will have to be increased if the B.C. dairy industry is to supply the products that will be required by the province's growing population.

\$70,000 Plant Addition Begun

Work began earlier this month on a \$70,000 addition to the wholesale bunker at the Burnaby plant.

An 80 by 20-foot refrigerated milk holding area will be added to the south side of the bunker next to the checkers' office.

The addition has been made necessary by the sudden increase in wholesale sales, particularly to out-of-town accounts.

General contract for the work was awarded to **Allan and Viner Construction Ltd.** whose bid of \$49,750 was the lowest of three submitted. An additional \$20,000 will be required for installation of the conveyor system.

Completion of the work is scheduled for early June.

Committee to Review Employee Club Costs

A temporary coordinating committee has been formed to review the financial requirements of all FVMFA employee activities and clubs.

The committee was formed at a February meeting of representatives from some 12 different employee activities and clubs.

Original purpose of the meeting was to set up an FVMFA Social Club through which all other employee clubs and activities would operate.

This idea was shelved, however, because of the lack of information on financial requirements of the individual clubs and activities.

Since then the coordinating committee has received budget estimates from 11 employee organizations. These will be examined in detail and passed along to the FVMFA.

Any request for financial assistance are accompanied by a recommendation by the committee for or against acceptance.

A number of employee organizations are self-supporting and their budgets ask only that the Association provide limited financial backing for emergencies.

Over a period of time, the committee will accumulate the information needed to form an all-inclusive FVMFA social club.

Committee members are **Dan Battle**, president; **Bob Simpson**, secretary; **Ralph Ruddy**, **Reg Clarkson** and **Roy Davidson**.



HEFTING the new Dairyland three-quart plastic jug is **Pat Lysiuk** of route accounting. The jugs, which are sold on a no deposit-no return basis, are expected to go on sale in Lower Mainland stores this month. They will not be available through home delivery.

Who Here Knows Hunger?

To many people, PRESIDENT JOHNSON's recent pledge of \$1 billion in aid to Asia was a purely political gesture. But despite any political implications, the offer will mean health instead of sickness and perhaps even life rather than death for millions.

To we who have never known the gnawing pain of starvation, hunger is a mild sensation we experience before dinner. For the under-nourished millions of Asia, it is the raw edge of everyday life.

A few years ago, Dr. Howard Trueman, secretary of the Canadian Freedom from Hunger Committee, wrote a few paragraphs which convey the true immensity of the problem of hunger. He wrote:

I am hunger. I am the denial of man's basic need, the child's first right—food, to maintain life in the body in which he was born.

I am hunger. When the monsoons fail and the hot winds blow across the dusty fields, when the ripening grain withers in the head; when the lean cattle bellow at the dry watering place; then I stalk the land.

I have many servants; the locusts swarming across the burning plains; the disease in the growing plant; the grasping landlord who demands two-thirds of the harvest as his share; the greedy money lender who doubles his money every two or three years; the profiteer in the market place who pays a low price for the crop he buys, and grows fat on what he sells.

I am hunger. I come in many forms; in foods that lack the protective virtues that prevent scurvy and pellagra; in foods that are deficient in bone-building minerals; in foods that fill the belly but that lack the protein to stimulate growth—in Kwashiorkor, the dread deficiency disease of many names in many lands.

I am hunger. I take the bodies of men and women and children, and twist them and torture them and corrupt them until it is a travesty to say that they were ever made in the image of God.

I take away from my victims the strength to help themselves, the will to grow the food they need, to house themselves, to rule themselves for the common welfare. I take away even the simple desire to walk the good earth in strength and gladness.

I am hunger. I hold sway over half of all mankind.

I am hunger, the denial of man's basic need, the child's first right—food to maintain life in the body in which his God has placed him.

Tanker Fleet Grows by Two

Two new farm pickup tankers went on the road early this month, bringing the farm tanker fleet up to 15 vehicles.

The new trucks were made necessary by the continuing swing by FVMPA farms to on-the-farm bulk storage tanks, replacing shipment of milk in 10-gallon cans.

By the end of last year, 675 members had installed bulk tanks and, although they repre-

sented only 43 per cent of the total membership, they were shipping 58 per cent of the total volume of milk.

As recently as 1960, only 11 per cent of the FVMPA shippers had bulk tanks and there were seven farm tanker trucks.

The new trucks have Mercury bodies, Cummins diesel motors and 2200-gallon stainless steel tanks made by Collins Manufacturing in Vancouver.

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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From the Manager's Desk

By **L. A. Atkinson**
FVMPA General Manager

The three quart milk packages, both Pure-Pak plastic-coated paper or glass jug, have very recently been introduced into the Vancouver market.

Undoubtedly this has caused many members of our staff to ask questions on the why and wherefor of this size of container. Such questions might be: was there a consumer demand for this package? is it more economical to produce? can it logically be sold for less than packages previously on the market? The answers to these questions are largely negative.

The history of the three quart jug in Canada has been one of a price cutting device, a gimmick used in attempts to gain a larger share of the market.

TRAFFIC BUILDER

The jug first made its appearance on the Toronto market seven or eight years ago when a man named Becker from Akron, Ohio set up a chain of stores which might be called "convenience stores", with milk as the traffic builder.

These are small stores which remain open from nine or 10 in the morning to 10:30 at night, seven days a week. In addition to the three-quart glass jug of milk, the stores sell bread, eggs, tobacco, soft drinks and a small line of groceries of the sort that people pick up in the evening after regular stores are closed.

It has been stated that with milk sold at a loss, the objective is to have milk sales take up less than 25 per cent of the total sales of the store. At this level, profits on other goods could take care of the loss on milk.

At present there are more than 200 of these stores in Toronto disposing of more than 25 per cent of total milk sales of the area. Similar store outlets have been set up in other Eastern Canadian cities.



It can be appreciated that orthodox milk distributors have had a real problem attempting to compete with this type of store with jug milk selling at from 55 to 59 cents for a three-quart jug, compared to 24 cents per quart in paper cartons.

Vancouver distributors have prayed that this gimmick would not make its appearance in this market. However, in January of this year a group of stores was set up in Winnipeg by a branch of a wholesale grocery company and three quart jugs were offered at 59c, with home delivery by other distributors at 69c. A chain store supplier of milk met this out-of-store price in a three-quart Pure-Pak carton.

HERE IN FEBRUARY

We still hoped they would stay away from the Vancouver market. However, in February a Vancouver distributor announced its intention of supplying three quart glass jugs to a group of "jug stores".

In anticipation of this, a local chain store supplier obtained a three-quart Pure-Pak machine and placed this package on the market at 69c. Dairyland followed shortly after, supplying at the same price.

JUG STORES OPEN

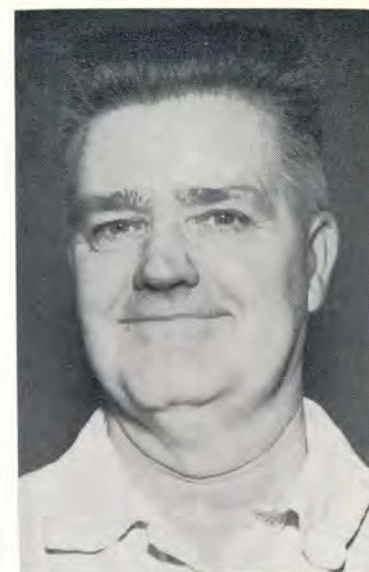
On April 1, four jug stores opened in Vancouver, selling the three-quart package at 65c. This price was immediately met by stores supplied by the chain store dairy and Dairyland.

We were thus forced into an undesirable competitive position and substantial losses in the market have resulted.

It can only be hoped that a realistic appraisal of this bad situation will soon result in this package being sold at a proper price in relationship to other packages and the costs involved. Time alone will provide the answer to this conundrum.

Bully for Bossy!

Although there are now 164,000 fewer dairy cows in Canada than there were in 1955, annual milk production has increased by nearly two billion pounds over the same period. How? By improvement of the average annual production per cow by nearly 1000 pounds of milk.



STAN BECK

Stan Begins Dream Trip

How would you like to be going along with Stan Beck?

With normal retirement age still nine years away, painter Stan will wash his last brush April 15 and set out on a trip that sounds like something out of HOLIDAY magazine.

Together with his wife Doris and another couple, he will leave Vancouver May 1 for a leisurely three-month trip to Montreal. They will live in Stan's trailer, stopping to visit friends and tourist attractions along the way.

TOUR EUROPE

In Montreal they will store the car and trailer and sail August 8 for Rotterdam and the beginning of a three-month tour of the Continent and Great Britain. They will even venture beyond the Iron Curtain to Budapest, birthplace of Stan's brother-in-law, who will be travelling with them.

When they return to Montreal in November, Stan and his wife will pick up their car and trailer and follow the sun to Florida or Mexico, where they will spend the winter.

"If we find that we like Mexico," Stan says, "we may sell our house in Vancouver and move to Mexico permanently, because you can live there so cheaply."

Drivers Help Fire Victims

Three Dairyland drivers in Surrey teamed up recently to find a new home for a family whose house had been destroyed by fire.

Wholesale driver **Ken Lowe** first heard about the plight of the family of **Mrs. Alex Gibson** from one of his customers, who asked him to try to find them a house to rent.

Ken got the help of retail men **Wilf Graham** and **Geoff Hogen** and they combed their routes for a house that the Gibson family could rent.

Within a day or two, they had located five vacant houses and the Gibson's eventually moved into one of them.

And to help the family further, Ken donated a bed-chestfield and chair.





SUPPLIES FOR THE GOLD FIELDS—in this case a winter's supply of eggs—travel by horse and sled from Whitehorse to Dawson City in

this photo taken sometime in the early 1900's. **Bud Mason's** father was transportation manager for the Yukon Gold Company.

In the North Country

Bud Was a Latter-Day Sourdough

To most of the people who work with him, **BUD MASON** is a pretty quiet sort of fellow—except when you get him started on the Yukon.

Bud, who works in Burnaby plant stores, says he would probably be living in the north country today, if it were not for the Second War.

Like his father three decades before, Bud headed North from Vancouver in 1938 in search of adventure and maybe even a little money.

After a short hitch of mining at Atlin, he became a deckhand on "The Klondike", largest of the sternwheelers plying the Yukon River between Whitehorse and Dawson City.

NEARLY DROWNED

Although he narrowly escaped with his life from a ducking in the treacherous Five Fingers Rapids on the Yukon, he would have stayed on the river indefinitely if the war had not broken out. As it was, he returned to Vancouver to enlist and settled down here after the war.

Bud's interest in the Yukon grew out of hearing his father recount his experiences there as a sourdough just after the gold rush of '98.

His father, **James Mason**, hiked over the Klondike trail in 1900. Finding all the gold-producing gravel beds already staked, he went to work for the Yukon Gold Company and eventually became their transportation manager.

HARSH CONDITIONS

In winter, he drove horse-drawn sleds of supplies from Whitehorse to Dawson on the ice of the Yukon River. Conditions were harsh and work was not stopped for cold unless the temperature fell below —60°.

In one of his two photo albums from the period, Bud keeps a chart of temperatures for the winter of 1905 in Dawson City. The mercury dipped to —71° in January that year.

When Bud's father left the Yukon in 1918, he returned to

boat, which he had originally planned to take, was the ill-fated Sophia.

It sank in Lynn Canal with the loss of all 313 passengers and crew.

Vancouver on the second last boat of the season. The last

4 DIRECTORS RETURNED TO ASSOCIATION BOARD

Four incumbent members of the FVMPA board of directors were returned to office in elections held throughout the Fraser Valley on March 31.

Leading the poll with 405 votes was **J. C. BRANNICK** of Rosedale. He and **J. C. CHERRY** of Mt. Lehman and **PETER J. FRIESEN** of Aldergrove were elected to two-year terms and **H. S. BERRY** of Langley was returned for a one-year term.

The fifth candidate in the election was **A. R. AUSTIN** of Mission.

Golf and Horseshoes Facilities Planned

Given some warm weather to dry the ground, contractors will begin work on recreation facilities for employees and on a parking lot at Burnaby plant.

A small golf putting green will be laid out on the triangle of grass immediately west of the office block and the turf will be conditioned to provide a smooth surface.

On the south side of the plant, directly across the road from the boiler room, two horseshoe pitches are to be made.

And later, other facilities may be installed. An outdoor shuffleboard game was suggested for the roof next to the cafeteria.

The Association has said that it is anxious to provide recreation facilities wherever possible and ideas from the staff are invited.

Also awaiting dry weather is the contractor who will black-top the visitors' parking lot at

the west end of the retail bunker. A contract for the work was let several months ago.

Date Set for Fund Meeting

The annual meeting of the Dairyland Staff and Welfare Fund will be held at 8 p.m. Friday, May 7 in the Canadian Legion Hall, 4356 East Hastings.

Fund officers will give annual reports and there will be elections to fill executive posts for the coming year.

Refreshments and dancing will follow. All members and their partners may attend without charge. Bring your own liquid refreshments.

For Sylvia Brown

Three-Week Trip Jammed with Sights

Next time you are going to buzz down to the West Indies for a week or two, just ask **SYLVIA BROWN** where to go and what to see.

Sylvia, who works in the Burnaby plant tabulating department, returned early this month from a three-week trip with her husband **Clint** to the West Indies and Mexico.

In that time, they covered more ground than the normal tourist would in three months.

Their itinerary included five days in Nassau; four at Montego Bay, Jamaica; two at Kingston, Jamaica; four days on the Yucatan Peninsula in Mexico and four in Mexico City.

VISITED RUINS

Sylvia and her husband went to the Yucatan Peninsula to visit the famous ruins of the Mayan and Toltec civilizations at Chichen Itza and Uxmal. The sites are now partially restored and well worth the side trip, she says.

In Mexico City, Sylvia saw her first bullfight and, although she claims to have enjoyed the spectacle, she left the arena after the third of six bulls had been dispatched.

Here are some of her comments on people and places:



SYLVIA BROWN

"Nassau is very relaxing, but very expensive.

"Jamaica is much more scenic than Nassau and not so expensive, but there is a great deal of tension there between whites and Negroes.

"Although English is the language of Jamaica, many of the people speak it so fast and with such a strange accent that it is hard to understand them."

Jim Mahood Retires After Career Spanning 36 Years

Well known wholesale route foreman **JIMMY MAHOOD** retired April 3 after 36 years in the B.C. dairy industry.

He spent 34 of those years with the FVMPA, having joined the Association through the formation of Associated Dairies in 1931.

Jimmy came into Associated Dairies with Spencer's Dairy, where he had worked since 1929. During all his years with the FVMPA, he served wholesale routes out of the Eighth Avenue Plant, until the move to Burnaby.

Although he is a native of Ireland, Jimmy has no immediate plans to return there. He has not returned to his native country since he left in 1926 and, besides, he has plenty to occupy him here.



JIMMY MAHOOD

For the past two years, he has been commuting from his retirement home at Ocean Park near White Rock, and that is where he plans to spend much of his time in the future.

Jimmy intends to do some golfing and after nearly 30 years on Dairyland bowling teams, he may still want to roll a few games.

New Space Found for Staff Lounge

Plans have been dropped to use the Burnaby plant conference room as a staff lounge and a private office will now be equipped for this purpose.

The switch was made when it was found that the conference room would be needed for meetings more often than had been expected.

A new plan has now been approved to remodel the former sales representatives' office immediately outside the upstairs entrance to the cafeteria.

Ten chairs, two lamps and lamp tables and a card table have been ordered and, if necessary, the room will be repainted.



PRESENTING the Kingfisher Trophy to **Fred Franks**, winner of the FVMPA Employees' Steelhead Derby, is Sardis Utility Plant Superintendent **Murray Osten**. Looking on are other prize winners, **Gordy Bremner**, **Wally Armitage** and **Jim Griffin**.

His 6th Victory

Fred Lands Another Derby Win

The FVMPA Employees' Steelhead Derby ended March 31 with **FRED FRANKS** leading the field again.

Fred was given permanent possession of the first Derby trophy several years ago after

he had the top fish for three consecutive years. His name already appears twice on the present trophy.

Fred's winning fish this year weighed 14 pounds 12 ounces, exactly a pound more than the runner-up caught by **Jim Griffin**.

Third place went to **Wally Armitage** with a 13-pound four-ounce steelhead and **Gordy Bremner** placed fourth and won the prize for the fish closest to the average weight of all entries.

Ex-Employee Wins Fiddling

For former Dairyland retail salesman **Bill Leitch**, retirement is a time for winning trophies by just fiddling around.

Bill, who is 72, won first place and a handsome trophy in the over-50 class of the St. Andrews and Caledonian Society old time fiddling competition.

"I've been playing as long as I can remember and I do all my fiddling by ear," he says, "and I can't read a note of music."

Bill retired in 1963 after more than 30 years with the Association.

on the dotted line and others said they intend to join.

Meanwhile, the club has launched another fund-raising raffle and this year the prize is a complete camping outfit, including a tent, two sleeping bags, two cots, a camp stove, cooler and lamp.

DRAWING IN JUNE

Tickets are being sold by all club members and the drawing will be at the June meeting.

Other upcoming events include a fishing derby, details of which will be announced following the April meeting.

The Junior Firearms Training Course, which was to have been offered through Lower Mainland schools, has been suspended until the effect of new provincial firearms regulations is known.

A Real Bargain

This advertisement appeared in the company publication of a Montreal film making firm: "For sale at bargain — Practically new small organ used to play light hymns only on Sundays by elderly lady in stocking feet."

9 Drivers Steer to Perfect Road Records

Nine FVMPA employees have received certificates in recognition of their outstanding safe driving records.

At the end of last year, six of the men had completed 11 years without a preventable accident and three had completed 10 years.

Those who have attained the 11-year plateau are **Arthur Allen**, **William Beagle**, **Phil Bergh**, **Alan Sawatsky**, **Lawrence Scott** and **Vernon Scott**.

The three men with perfect 10-year records are **Clarence**

Lamb, **Jake Loewen** and **Edward Beeder**.

In making the awards, Fleet Safety Supervisor **Bill Makweis** said the driving records completed by these men are especially noteworthy in view of the fact they have driven a combined total of several million miles.

PACIFIC PLANT CLOSED BECAUSE OF CAN STRIKE

The 67 employees at the Pacific Milk Plant got an unexpected holiday on March 7, 8 and 9 when the plant ran out of cans.

A strike in the can industry cut the source of supply and, with the plant using about 150,000 cans a day, reserve stocks quickly disappeared.

Settlement of the strike averted a longer shutdown.

Dairyland Team to Play In Businesswomen's League

Dairyland will field both men's and women's softball teams this spring.

The men's team will be out to repeat its pennant-winning performance in the Senior C Marine League and the women's team will be a new entry in the Businesswomen's League.

The Dairyland "B" team, which played in the Queensborough-Annacis Island League, will be dropped this year.

About 15 women have turned for practices under coaches **Doug Wilson**, **Trev Brown** and **Steve Williams**. They will be competing with teams from B.C. Telephone, The Royal Bank, Lenkurt Electric, Astoria Hotel, Lucky Lager Brewing and a team from the

Canadian Women's Army Corps.

First game for the women's team is scheduled for May 14. Completed schedules for both teams will be posted on plant bulletin boards.

The men's team is being coached by **Tom Dearden**, with assistance from **Harry Dexter** and **Tom Sherbuck**. **Bob Simpson** is manager for both teams.



LES GOLMAN of the Public Relations Department was presented with a rose last month in recognition of his contribution to the Vancouver Board of Trade. Pinning the posie on Les at a B of T meeting is **Jean McDonald** of the Board. Until a recent illness broke the string, Les had a record of more than 25 years of regular attendance at Monday luncheons.



"Your trouble, man, is that you're to wishy-washy."

Fraser Valley Milk Break

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Mailing Address: Box 9100, Vancouver 3, B.C.
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Dairyland To Build In Terrace

Construction will begin at Terrace early next month on a new Dairyland storage depot to replace facilities destroyed by fire May 18.

At the time of the fire, plans were being made for improving the existing facilities. Since then, however, it has been decided to move to a new location in Terrace and property has already been bought.

The 30 by 40-foot building will include office space and two cold storage rooms, one for milk and a low temperature room for ice cream.

There will be a loading dock with parking space for two trucks and unloading facilities for vans bringing products in from the Burnaby plant.

Plywood covered four by eight-foot foam insulation panels for the cold storage room are being fabricated in the carpenter shop at the Burnaby plant by **George Niven** and **Jack Phillips**.

Completion of the building is set for August.

Storybook Farm Is Back Again

The Dairyland Storybook Farm went back on the road again May 20 to begin another summer of appearances at supermarkets and shopping centers.

For the second year **Diana Erikson** is in charge of the collection of young farm animals.

Here is the Storybook Farm schedule for the remainder of the summer:

June 30 — Dominion Store, Gladstone and Kingsway

July 2-3 — Woodward's, Oakridge

July 7-8 — Dominion Store, Kingsway and Willingdon

July 9-10 — Hi-Low, North Road

July 15-16-17 — Overwaitea, Coquitlam

July 22 — Scott Town Plaza

July 23-24 — Super-Valu, Middlegate

July 29 — Shop Easy, Beach Grove

July 30-31 — Woodward's, Park Royal

August 5 — Pay & Save Grocery, Surrey

August 6-7 — Super-Valu, Victoria Drive

August 12 — IGA, 4310 East Hastings

August 13-14 — Loblaws, Brentwood



SHINING GOLD SPIRE, 43 feet high, will be the most distinctive feature of the Burnaby plant sign. The word "Dairyland" will appear on both sides of a plastic panel lighted from inside.

Installed in August

Burnaby Plant to Have 43-foot Sign

A contract has been let for an advertising sign at Burnaby plant, the 43-foot high structure is expected to be in place by early August.

Wallace Neon Ltd. will erect the sign on recently landscaped land at the north-west corner of the property, beyond the retail bunker.

Only copy on the sign will be the Dairyland script in letters 56 and 21 inches high on a plastic panel 16 feet wide and eight feet high. The word "Dairyland" will appear on both sides of the panel, which will be lighted from inside.

The panel will be mounted 16 feet above the ground on a pylon rising 43 feet to a pointed spire. The pylon will be entirely

covered with a shiny gold metalized plastic.

The Dairyland panel will be erected at right angles to the Lougheed Highway, so as to be visible to traffic moving either east or west. Height and position of the sign will also make it visible to passengers on passing trains.

Dorothy Had It Wrong

Dorothy Parker wasn't quite right when she said, "Men seldom make passes at girls that wear glasses." It all depends on their frames.

Board Approves 25-Year Club

About 85 active and retired Employees are now eligible

The FVMPA board of directors has given its approval to formation of a club for employees who have been with the Association for 25 years or more.

Sometime later this year, the first annual banquet will be held and about 85 eligible employees and retired staff members will be presented with pins or tie bars.

In succeeding years, all members will be invited to attend the annual get-together to meet old friends and welcome new members into the 25-year club.

The club is open to all employees, active and retired, in all FVMPA plants and branches.

In announcing formation of the club, Assistant General Manager George Okulitch said the Association has lost touch with some retired employees who would be eligible to join



Drawing of 25-year pin, about four times enlarged

and the assistance of other employees will be needed in locating them.



NEW PACKAGES of various types and sizes have been coming thick and fast for the past year. Range in size of these new containers is illustrated by the contrast between three-quarter ounce creamers, being filled above by **Linda Hudson** and **Eileen Murchison**, and eight-quart containers **Bruce Baker** is filling below. Still more changes are coming this year.



Firm's Good Name Depends on Everyone

If your place of employment was to lose its reputation, who would suffer? Even the briefest consideration of this question will serve to prove again the interdependence of labor and management. A good name can only be achieved through teamwork between labor and management—and it can be lost by the failure of any one member of the team to fulfill the function and responsibility with which he has been entrusted.

There is a story about a man who bought an expensive automobile whose plush interior was continually invaded by an annoying rattle. The noise persisted despite many attempts to locate it. Ultimately one of the car's panels was removed—and under it a whiskey bottle was found. In the bottle was a note which read: "So you finally found it, you rich S.O.B.!"

No such obvious effort is required to damage a good name. A poor weld, an improperly torqued bolt, an off-hand or surly answer to a telephone inquiry, a customer left standing at the counter while last night's events are discussed, a shipment not made on schedule—any act that produces less than the best image in the public eye can damage the company's good name. Nor are employees the only team members who can injure a good name. Faulty decisions and actions on the part of management are equally capable of shattering a reputable image.

Competitiveness has replaced the seller's market—this is an economic reality today. What it means in practical terms is that a company's product, its service, and its good name are being weighed daily on the scales of consumer selection. In this competitive situation, employee relations—the attitude of employees toward management, their jobs, their fellow-workers—are no longer abstracts, but vital functions in today's business life.

It is within the framework of the employer-employee relationship that competitive qualities must be developed. They will arise only if an enterprise is better than that of its competitor—more able, better trained, more loyal, more cooperative. This is the kind of team that builds a good name and succeeds in a market system.

One offence against a customer by one individual—either by lack of courtesy or concern, or by shoddy workmanship—is enough to alienate a customer. Yet everyone suffers. Hence a good name is maintained only by constant vigilance on the part of the whole team, and recognition of the interdependence of the two partners to production labor and management. Willingness to recognize and accept each other's roles as being an essential part of the process is thus the first step.

Good public relations are of concern to all of us, no matter what job we do. Through cooperation between employees and management, they can be improved. The dividends—tangible and intangible—are worth going after.

—from The Federal Department of Labor publication
LET'S DISCUSS

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OUTSIDE WALLS of the 80 by 20-foot addition to the Burnaby plant ante room were nearly finished when this picture was taken

in late May. It is expected that the new space, built to relieve acute crowding in the ante room, will be ready for use sometime in July.

Dan's Old Friends Are Close to Home

Many retired FVMPA employees occasionally visit the plants to see their friends, but none come as often as Dan Battle.

He lives in the house on Greenwood Street, that adjoins the Burnaby plant property and he drops in nearly every day to buy some milk and pass a few minutes with friends.



DAN BATTLE

Dan retired April 30 after 22 years with the Association. He began delivering milk with

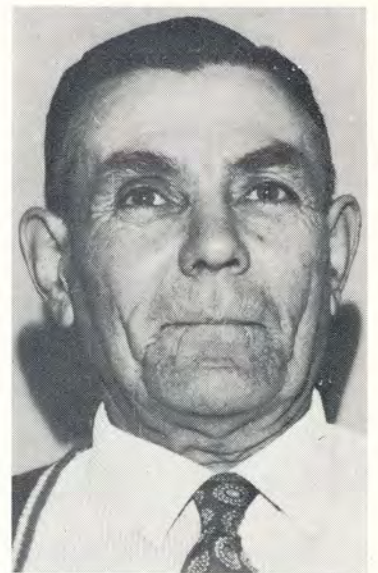
horses on a retail route out of the Eighth Avenue plant and he later transferred to the maintenance department, where he remained until retirement.

Before he arrived in Vancouver in 1927, Dan saw quite a bit of the world. He went to India with the British Army in 1919 and worked in India's Mysore State Forest when he left the Army in 1924.

He travelled through Ceylon, Indochina and Japan. There he couldn't decide whether to move on to Australia or Canada and he settled the question by flipping a coin.

In B.C. he was able to use his knowledge of explosives gained in the British Army. He supervised blasting operations on the Hope-Princeton highway and the Bridge River power development in 1929-30.

During the 1930s, Dan did maintenance work with the CPR and worked with a plumbing contractor, both in Vancouver.



JIM OVENDEN

Jim Ovenden Served 23 Years

Retirement April 30 concluded 23 years of continuous service with the FVMPA for JIM OVENDEN of Burnaby plant.

He began as a retail driver at the North Vancouver branch in 1942 and after 10 years, moved inside the branch as a checker. He continued to work as a checker at Burnaby after the North Vancouver branch was closed.

Before he came to the FVMPA, Jim had seven years of dairy experience in Montreal, beginning in 1921 when he emigrated from England.

He later became a baker in Montreal and continued in this trade until he moved west.

In retirement, Jim is going to travel extensively in B.C. and then make a trip to Australia in 1967.

The year 1892 is remembered in Canadian dairy history as the year of "The Canadian Mite." This was a 22,000-pound cheese made at Perth, Ont., and exhibited the following year at the World's Fair in Chicago.



"They say their ship left Hong Kong 42 days ago, Sir!"



ROBERT W. WILSON

Bob Wilson Passes Away On April 10

ROBERT W. WILSON, 58, assistant sales manager of the Pacific Milk Division, died April 10 in Surrey Memorial Hospital.

Born in Winnipeg, he came to Vancouver at an early age and received his education at schools in the city's West End.

He apprenticed as a butcher and followed this trade for 25 years before he began work with the FVMPA in 1944. He transferred to the Association's Arctic Ice Cream Division in 1948 and entered the Pacific Division in 1951.

Mr. Wilson was past master of Prince Arthur Lodge No. 162, AF and AM and a member of the Scottish Rite Bodies, Vancouver.

He is survived by his wife, Lillian; a son, Thomas and a daughter, Roberta; a brother, Thomas of Vancouver, and a sister, Mrs. Margaret Bowering of Richmond.

Phelps Pulls Plug On Cranky Computer

Don't despair, computers can be incompetent.

In Los Angeles, a computer that has been doing bookkeeping for six clothing stores has been fired. The last straw came on the day the machine issued a \$5,000 cheque to a janitor for two weeks' work.

Customers received the usual punched card with their bills but it carried this additional message:

"Please fold, bend, mutilate or staple. You are holding the last punched card you'll ever receive from Phelps. We've tried to make our peace with automation, but it hasn't worked. Consequently, we are reverting to our slightly archaic — yet highly personalized — accounting methods. We think you'll like it better, we know we will."

It Began in Ottawa

Homogenized milk, the biggest seller on the market today, was first marketed successfully in North America at Ottawa in 1927.

Through Welfare Fund

Staff Will Give \$7,500 to Charity

FVMPA employees will contribute about \$7,500 to charity this year through the Staff and Welfare Fund. This is an increase of more than \$500 over last year.

Sharing in the donation will be 16 organizations, all but two of which were supported by the Fund last year. Much the largest donation—\$5000—will go to the Community Chest.

Reports given at the Fund annual meeting May 7 revealed that there are 507 employees making an average donation of \$12 per year. More than 100 potential members have not joined the Fund.

\$350 TO CANCER SOCIETY

Gifts of \$350 will be made to the B.C. Cancer Society and \$200 each to the B.C. Heart Foundation, Salvation Army's Harbor Light Corps and the B.C. TB Society.

Central City Mission will get \$175, the Retarded Children's Association will receive \$150 and \$100 will go to the Children's Hospital.

Other donations are \$75 to the Polio Foundation, \$50 each to Central City Mission in Haney and Queen Alexandra Solarium, \$35 to Mission City United Appeal and \$25 to the V.O.N. in Richmond.

New recipients this year are the New Westminster United

Good Neighbor Fund, \$250, and the Muscular Dystrophy Association, \$50.

In addition to the Welfare Fund, another \$2741 was distributed to employees and their families through the Staff Fund, with nearly all this amount going to sick cheer and termination and retirement gifts.

Total contribution from the 507 employees enrolled in the Fund last year was \$9533 and another \$118 was earned in interest and revenue from vending machines.

ARTIFICIAL KIDNEY

Members at the annual meeting directed the Fund executive to study the possibility of buying an artificial kidney as part of the Fund's program of charitable donations. The executive will report on the feasibility of this suggestion at the next annual meeting.

Officers elected at the meeting are **Ruth Schafer**, to represent the Fund in the Burnaby plant office; **Jim Defries**, production; **Gordy Hamilton**, wholesale, and **Jim Watson**, receiving.

BURNABY PLANT LAWNS HAVE SPRINKLER SYSTEM

Burnaby plant is now modern and up to date outside as well as inside.

After a few days of what appeared to be preparations for trench warfare, an underground irrigation system was installed at the end of May.

Although the system is not the kind that is operated entirely from a central control, it is several jumps ahead of an army of men with garden hoses.

Harold Put In First Machinery at Sardis

Machinist HAROLD BRADWELL ended a 40-year association with the Sardis Utility Plant when he retired April 1.

Although he did not become



HAROLD BRADWELL

an FVMPA employee until 1945, he worked for a contractor installing the original boilers in the Sardis plant when it was built in 1925.

And on two other occasions before 1945, Harold installed machinery at Sardis. During the same period, he also put in pulp making equipment at Port Alice and maintained construction equipment on several road building projects in B.C.

Harold originally came to Canada from England before the first war, but he enlisted with the Princess Pats and returned overseas in 1918.

In retirement, Harold would like to go overseas again—this time to visit relatives in Britain.



A throw from left field eagerly awaited



Pat Lysiuk in the batter's box



Karen McNeil takes a healthy cut



Nancy Jack reaches for a high throw from home

Some Win, Others Lose

While the Dairyland men's softball team is enjoying another winning season, the girl's team is having first-year difficulties.

Under the coaching of **Tom Sherbuck**, the men have won seven of their nine games in the Marine League and will almost certainly make the playoffs.

The girls, on the other hand,

have lost 11 of their first 12 starts in the Vancouver Business Girl's League, primarily due to problems in getting organized and because of inexperience.

Coach **Trev Brown's** girls are competing with teams from Lenkurt Electric, Lucky Lager, the Bank of Montreal, B.C. Telephone Company and Waldorf Hotel.



FAREWELL PARTY for **Kris Engum**, third from left, was given by the night maintenance staff at Burnaby plant when she left in April for a two-month visit to her native Norway. Wishing

her well are **Marge Bearpark, Gunver Bjorne-rud, Olive Hitchen, Jean Stanley-Smith** and **Karin Estama**. Message on the cake reads: "Bon Voyage—Happy Landing—Kris."

Vic Britt Retires To Furniture Hobby

Burnaby plant dairy worker **VIC BRITT** retired May 15 and turned his hand to the hobby in which he has become a master craftsman—the making of antique furniture.



VIC BRITT

Over a period of years, he has filled his Vancouver home with furniture that compares with the best for tasteful design and meticulous workmanship.

Most of his tables, chests, bureaus and other pieces are constructed of black walnut and finished with the traditional French polish, which requires

several months of tedious work.

Vic had been with the FV-MPA since 1947, after coming to Vancouver in 1941 and working in an aircraft motor plant and at a grain elevator.

During the 1920s and 1930s, he spent 22 years trapping and ranching in the Williams Lake area.

Originally from England, he came to London, Ontario in 1912 and returned overseas for war service in 1916.

GATE WILL HELP PLANT GUARDS

A gate has been erected at the Greenwood Street entrance to the Burnaby plant to aid the Pinkerton security guards in keeping tabs on traffic on the grounds.

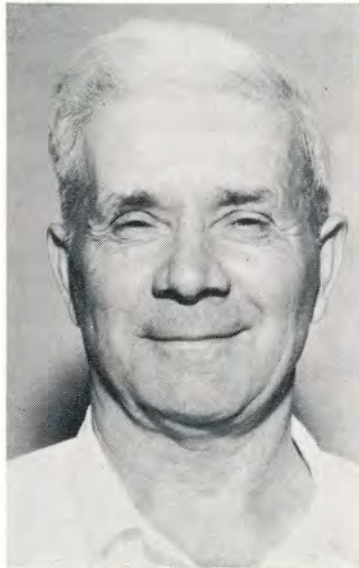
The gate is locked at 6 p.m. so that guards have only to deal with vehicles entering and leaving at Sperling Avenue.

It's Big Business

During 1963 dairying provided an income to Canadian farmers of more than \$508 million, or 15.9 per cent of the total Canadian farm income. In the same year, dairy products returned close to \$34 million to farmers in B.C.



"I call it 'skinny shaft of stone on the top of which one will find a round ball'."



JAKOV ZLATER

Jakov Zlater To Visit Home

Forty-one years ago, **JAKOV ZLATER** left the island off the coast of Yugoslavia where his family farmed and fished, and he came to the Fraser Valley.

A few weeks ago he retired from his job at the Pacific Milk plant and he is now planning his first return visit to Yugoslavia next year.

Accompanied by his wife **Marta**, Jakov will be going to visit his family and to see some land left to him by his father. He plans to return to the Fraser Valley, however, to his farm near Abbotsford.

When Jakov first came to Canada, he worked on the farm of an FVMPA member for four years and then began commercial salmon fishing in 1929.

He began with the Association in 1942 as a boiler room fireman and was working on can receiving at the time of his retirement.

Farms Still Important

Although the number of Canadians living on farms continues to decline each year, agriculture is still an important part of the Canadian economy. An indication of this is the total value of Canadian farms, including livestock, land and buildings, implements and machinery in 1963 — more than \$13 billion.

After 41 Years

Art Coutts Closes Varied Art Career

If **ART COUTTS** is any example, commercial artists are well-travelled types.

When Art retired May 25, he ended a sign writing career that had paid his way for 41 years and taken him to three countries.

He began painting in Stockton, California in 1924 and the following year he bought a 1916 Overland car and drove to Vancouver for a visit.

The visit became a 10-year stay when he started his own sign shop, painting theatre fronts and doing contract work for an oil company.

In 1934 Art began to feel the pinch of the Depression and he sold out his business and returned to his native Aberdeen, Scotland.

He ran a sign business in Aberdeen until 1937, when he returned to Vancouver to paint banners for Famous Players theatre marquees. He took over operation of the FVMPA sign shop in 1952.

Art plans to do a lot of golfing and fishing in retirement and expects to go to England during the summer of 1966 to see the World Cup soccer finals.

While overseas, he hopes also to visit places in France he came to know as a soldier with the British Army in World War I.



ART COUTTS

Five Pass Ice Cream Course

Five members of the Burnaby plant production staff have graduated from the ice cream maker's course of the Dairy Branch, B.C. Department of Agriculture.

Awarded certificates in ice cream making were **Jim Cooper, Ray England, Larry Flynn, Kurt Wiersing** and **Norm Hoy**, who had the highest marks in the class.



WINNERS OF THE DAIRYLAND BOWLING LEAGUE and play-offs were the **Vanstone** family team of sons **Jim** and **Alan**, daughter **Joanne** and parents, **Clem** and **Lilian**. Other team member was Jim's wife **Elaine**. The team had won the league but lost the playoffs for the five previous years.



HIGH SINGLES WINNERS were **Maud Turner** and **Walt Dillman**, **Vic Mahood** (represented by father **Jim**) and **Ron Scott**.

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Published by Fraser Valley Milk Producers' Association
6800 Lougheed Highway, Burnaby, B.C.

Mailing Address: Box 9100, Vancouver 3, B.C.

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



AT THE WHEEL of the nearest truck in this 1947 picture is **Harold "Stevie" Stevenson**, who retired August 1, ending an association with the FVMPA that dates way back to 1917.

On Father's Farm

Stevie Saw Birth of FVMPA

First as a dairy farmer and later as a salesman, **HAROLD "STEVIE" STEVENSON** witnessed the growth of the FVMPA from its formation to the present day, during his 36 years with the Association.

Stevie retired August 1.

He was born in Chilliwack and grew up on a Fraser Valley farm during the years of strife in the dairy industry which led to the establishment of the FVMPA.

His father took an active part in organizing the Associa-

tion and was among the first to join in 1917. Stevie worked on his father's farm that year and the next and then left to become a shingle sawyer.

He began with the FVMPA produce division in 1930, selling cottage cheese and butter and he switched over to ice cream sales in 1946 when the

Association bought out Arctic.

Since moving to the Burnaby plant, Stevie has been a wholesale sales representative.

He is a hunter of long experience and intends to devote a good part of his new-found leisure time to shooting trips in the Interior and sightseeing junkets with his wife **Christine**.

Don Gets Around as Scout Leader

As a boy scout leader, retail driver **DON HOBBS** has seen some of the best that B.C. has to offer in natural beauty.

During the eight years he has been in scouting, Don has taken his troupe on many hikes and over-night trips to places that most of us never get to see.

And this summer, he and another leader took five boys from his 4th Burnaby-Burrard Senior Scout Troop for a 10-day canoe trip in Bowron Game Preserve, 60 miles east of Quesnel.

This is a 90-mile circuit of lakes and rivers that can be travelled with only a few short

portages. The land mass surrounded by this waterway has long been a wildlife sanctuary and animals and birds of many kinds are easily approached and observed.

"Slipping along quietly in our canoes, we were able to get very close to moose, beaver, geese and other wildlife," Don says.

"Guns aren't allowed, but you can fish all you want—and we did. In one lake, we caught 17 trout, all from two to three pounds, in three hours—and we lost more than we caught because we had no net."

The Bowron chain is a nearly untouched wilderness, Don says, but he is concerned that

Picnic Attracts Large Crowd

Prizes, sports and ball game bring out hundreds on hot day

Prospects of a cool wading pool and plenty of cold milk and ice cream brought out a large crowd for the annual FVMPA Employees' Picnic on a scorching August 1.

Although most of the picnickers were preoccupied with eating and loafing, there were organized sports, prize draws and an evening softball game.

The Dairyland men's team proved something or other in drubbing the Dairyland women's team without apparent effort.

HORSESHOE TOURNAMENT

Horseshoes clanged in the horseshoe pitch for most of the afternoon and **Lynn Noble** and **Sue Shirley** came away with the women's title and **Bill** and **Pete Whyte** were the best of the men.

Bill Whyte had quite a day for himself. He also won a flight bag in one draw and a hamper of dairy products in another.

Other winners in the adult draw were **Tom Stafford**, umbrella; **D. Wong**, binoculars, and **L. Rudin**, a waffle iron.

Winners in the children's draw were **Christine Lear**, tricycle; **Brent Dexter** and **Cheryl Ann Jack**, radios, and **Karen Clubine** and **Jim Logan**, cameras.

Hampers went to **Mrs. G. Harris**, **Jessie Reid**, **Ted Lewendon**, **R. Spence**, **Ron Littlewood**, **Darryl Spielman**, **Dan Brand**, **Bonnie Hayward** and **Rose Anne McQueen**.

25-Year Banquet Set for Nov. 3

Pins for the New FVMPA Employees' 25 Year Club have been bought and November 3 has been tentatively set as the date for the presentation banquet.

It was originally hoped to hold the banquet in September, but there are two dairy industry conventions on during this month.

The 85 active and retired employees who are eligible for membership will receive invitations by mail.

Ball Teams Strike Out

Although the Dairyland Girl's Softball Team didn't exactly set the league on fire, they improved steadily through the season and wound up with two wins.

The men's team, on the other hand, won 10 of its 17 league games and might have got past the semi final playoff, if their two top pitchers had not suddenly come up with broken fingers.

One game the girls nearly won was with a pick-up team from the Burnaby plant. They went down by a 14-16 score, but had a good time along the way—especially when an unsuspecting **Nancy Jack** splattered a grapefruit smuggled into the game by pitcher **Norm Tupper**.

The season is over for the girls, except for a league banquet August 27 at the Gai Paree, but the men will play in a Labor Day weekend tourney at Abbotsford.



SPECTACULAR AND UNSPOILED scenery like this view of Lanezi Lake is drawing more and more people to Bowron Park.



DON HOBBS stands atop one of the carts used to portage boats between lakes on the Bowron chain.

OUR 330 TRUCKS, CARS LOGGED 4,430,350 MILES

The FVMPA kept rolling along last year—to the tune of 4,430,350 miles.

About 330 trucks and cars, both leased and owned, logged this total mileage.

They consumed 609,120 gallons of gasoline or diesel oil and 17,557 quarts of lubricating oil.

How Do You Score?

Suppose you are the driver in the 10 situations described below. Can you spot the one thing you would be doing wrong in each instance?

Prepared by the National Safety Council, the test was given recently to safety personnel, who got an average of eight correct answers. How well can you do?

1. It's after midnight and you're a bit weary. Traffic has been heavy and your eyes are tired from facing the headlights. You've managed, however, to cut down the glare somewhat by wearing sunglasses. Spotting an all-night coffee shop, you signal, pull off the road and stop. You unfasten your seat belt and get out.

2. You brake to a stop at the entrance to an expressway and carefully check the traffic situation. Judging that oncoming traffic is far enough away so you can merge safely, you pull out and accelerate quickly, remaining in the far right lane as you do so.

3. You are cruising along a highway at night in deer country. Being alert, you notice a big buck loom up ahead in your bright lights. You slow down. The deer doesn't move. You sound the horn but the deer stands steadfast. Finally, you put on the brakes and stop. The buck then dashes into the woods.

4. The rain is coming down hard, so you start the windshield wipers, roll up the windows, close the vents and cut your speed. All goes well until the downpour makes it impossible to see clearly. You decide it is safer to stop. So you pull far off the road in a safe spot, cut the motor and wait for the rain to let up.

5. It's a hot, sunny day. You started your trip early in the morning when it was cool. But now it's uncomfortably warm. You suggest that it would be a good idea to look for a lunch spot. You finally see a likely looking cafe, start the right turn signal, pull off the road in front of the cafe and stop. Then seat belts are unfastened and the family piles out for its first stretch of the day.

6. You've been behind a big truck for what seems like ages. Cars are strung out behind you. Suddenly the truck driver gives a signal to go ahead and pass. You pull out, step on the gas, then pull in ahead of the truck as it shows up in the rear view mirror.

7. You position your vehicle in the curb lane and start the right turn indicator, planning to turn right when the light changes. Pedestrian traffic is heavy, however, and you realize you won't be able to make the turn immediately. So when the green comes on, you merely pull up a few feet, turn the wheels to the right and wait until the way is clear.

8. A passing car cuts in sharply in front of you. Instantly, you take your foot off the gas and pull off the road onto a strip of gravel. You put on the brakes and skid violently, but manage to regain control of the car without mishap.

9. It's a rainy, unpleasant day and, of course that's when it has to happen—a flat tire! Disgusted, you pull off the road, stop, and set your parking brake. You get the jack out of the trunk and proceed to pack up the car so that damaged tire is raised. You then change the tire.

10. You pull over to park. Since you're on an uphill slope, you turn the wheels toward the curb, put the car in gear and pull on the parking brake. Then you get out on the passenger side of the front seat.

The Answers

1. Neither sunglasses nor so-called night driving glasses should be worn while driving at night. Although they do cut down on headlight glare, they dangerously reduce visibility.

2. Traffic experts say you shouldn't try to enter traffic from a dead stop. Instead, speed up in the acceleration lane, match the speed of the traffic lane and blend in.

3. Bright lights blind a deer, causing it to stand motionless, not knowing which way to turn. Seeing a deer in your headlights, you should switch to low beams immediately.

4. Even when driving along a highway, you should leave windows and vents partly open to prevent accumulation of carbon monoxide. You were right to cut the motor after stopping.

5. Since this was the "first stretch of the day," you had been on the road from early morning until lunch without taking a break. A driver needs a break every two hours or 100 miles, whichever comes first.

6. You should have ignored the truck driver's signal. He has no idea of the capabilities of your car, and was in no position to judge whether you could pass safely. Incidentally, most trucking companies forbid their drivers to give such signals.

7. The wheels should not have been turned to the right. A car ramming you from the rear or an accidental step on the gas pedal would have sent your car plowing into the pedestrians. Wheels should be kept straight until you actually turn.

8. Slamming on the brakes on a gravel surface often causes skids. Proper procedure in this emergency is to let up gradually on the gas and drive with right wheels on the shoulder and left ones on the road until the car slows and it is safe to cut back in.

9. You should loosen the lug nuts on the wheel bolts before jacking up a car. Tugging at a nut while the car is up on the jack may jar it off and cause an accident.

10. When parking on an uphill slope, front wheels should be turned away from the curb to prevent the auto from rolling backward.

From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

The editor of Milk Break has suggested that I might give you a few impressions of the Milk Industry in the United Kingdom which I gained during a recent trip to that country.

My purpose in visiting England and Scotland was not to gain any special knowledge of the milk business, but to have a holiday, see the country, its institutions, its scenery and its people and this is what my wife and I spent most of our time doing.

I did, however, gain some information and formed certain impressions as a result of a visit with the chairman and vice-chairman of the Milk Marketing Board, both of whom had been guests of FVMPA on former occasions. I had lunch with these gentlemen and their department managers at their head office at Thames Ditton, a London suburb.

COMPLETE CONTROL

The chief impression gained was the aspect of complete control which the Milk Board or Boards exercise over the operation of the industry. There are really five Milk Boards, one controlling England and Wales and three in Scotland and one in Northern Ireland, all operating on uniform principles.

Briefly the principle of operation is that all milk sold by producers must be sold through the Board. The government, through the Board, sets the price which must be paid by distributors and manufacturers and also the price to consumers. Prices in 1964 were approximately \$4.50 per 100 lbs. to the producer, \$5.34 per 100 lbs. to the distributor. The consumer paid for pasteurized milk about 83.5 cents per gallon or 21 cents per quart. Milk is, however, not sold in quarts but pints at approximately 11c per pint.

GOVERNMENT SUBSIDY

This price to the consumer is supposed to pay all costs, to the producer, the distributor and the cost of operating the Board. If it does not, the government makes up the difference in the form of a subsidy. If there is a surplus it is paid back to the government.

The government guaranteed price applies to a fixed amount which is determined by a conference between Boards and government early each year. In 1964 this amounted to a little over two billion gallons.

Milk must be sold as whole milk and cream. No skim milk or reduced fat products are distributed to consumers. A milkman's (roundsman) truck is usually electric with flat deck and open sides stacked with



SURROUNDED BY CAMPING EQUIPMENT he won in the Rod and Gun Club's annual draw is **John Gatto**, who works in ice cream shipping.

Game Branch Rep To Address Club

Unlike many staff organizations that close up shop for the summer, officials of the FVMPA Employees' Rod and Gun Club have carried on a limited slate of activities and have been planning for coming meetings.

The club held a salmon derby July 7, and **Merle Jones** who organized the derby, caught the only fish. Later, other members of the club accepted an invitation from the Richmond Rod and Gun Club for an afternoon of trap shooting at the Richmond grounds.

Meetings for the coming season have been moved back one week to the third Tuesday of each month.

At the first meeting, September 21, a representative of the Fish and Game Branch will explain changes in this year's hunting regulations.

At the June meeting, **John Gatto** won the club's annual draw and took home a complete

camping outfit, including stove, lamp, sleeping bags, cots, cooler and tent.

Smart Kid!

The five-year-old had just been vaccinated, and the nurse was preparing a bandage for the sore arm. "Put it on the other arm, will you?" the youngster asked.

"But I want to put it over the sore," said the nurse, "so the boys in the neighborhood won't hit it."

"Put it on the other arm," he repeated. "You don't know those kids."

cases of milk in small necked pints and a case or two of cream. No skim, chocolate, buttermilk, cottage cheese, yogurt or fruit juices or drinks—all very simple and straight forward. The cream, called 'Dairy Cream' is very heavy (48% butterfat) and is used mainly for pouring over desserts.

MILK FOR TEA, COFFEE

Restaurants serve milk for your tea or coffee, not cream, and it is usually hot so it will not chill your beverage. A jug of coffee or a pot of tea and a jug of hot milk is standard procedure.

In Devon they serve what they call 'Cream Teas' which consist of a pot of tea, jug of milk, scones or biscuits with

Devonshire clotted cream and strawberry jam and it is really delicious, though not a bit reducing I am sure!

Milk drinking was not observed on the Continent and about my only contact with dairy products was through their cheeses of which there were a great many delicious varieties.

Altogether my impression was that the life of a dairyman in England and the Continent must be a lot simpler than in Canada or the U.S.A. The complications of standards of product and sizes of packages which we use, makes one yearn for the simple life of one standard product in one standard package—a pint bottle.

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.

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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.

They Came for a Picnic and Had a Ball



YOUNG GOAT attracts Joanne Colby, Cheryl Mills, Charmaine Simmons and Valerie Young.



FRED FRANKS and family came from Sardis with Ritchie Elvin and family from Hope.



PICNICKERS are Mr. and Mrs. George Pinchbeck with Betty, Sharon, Dianne and Debbie.



WALT SPIELMAN takes his ease in the shade of Maple Grove Park with friends.



CHILDREN of Sig Braathen join Percy Condon and daughter Maureen.



FROM SARDIS PLANT came Roy Temple with son Don.



PICNIC WORKERS are Wally Neilson, Ralph Ruddy and Reg Clarkson.



CARRYN NOBLE inspects her free sundae while sister Lori looks concerned about hers.



MR. AND MRS. GENE STEFANSON and children Randy and Donna picnic with Judy Novakowski and son David.



PICNICKERS are Joyce, Laurie, Cheryl Cooper; Kim Shirley, Carol and Valerie Young.



"TRY A LEAF," this young lady says to animals in the Storybook Farm.



LORNA HOLMES at the Storybook Farm with Win Handgraaf and daughter Fay.



DAWN KEAR feeds potato chips into the Storybook Farm, with brother Gary.



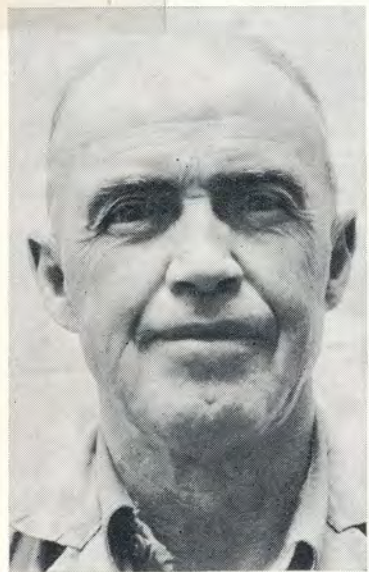
BOTTOMS UP is the reaction of these youngsters to chocolate milk.

Ernie to Be Commercial Flower Farmer

ERNIE HUGHES retired July 1 after 21 years at the Pacific Milk plant.

Originally from North Dakota, he moved to B.C. in 1942 after farming in Saskatchewan and working as a grain buyer and lumber salesman.

During his years with the Association he worked in the plant maintenance department.



ERNIE HUGHES

In retirement, Ernie is going to go into commercial daffodil and carnation growing on his farm near Abbotsford.

"I'm going to plant bulbs this fall," he says, "and I will be in business next spring."



"Complications?"

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FLORENCE HAND at the wheel of a Dairyland wholesale truck shows husband Mel and wholesale driver Doug Wilson how to handle one of these brutes. Picture was taken at Agassiz Experimental Farm where Mel and Doug delivered milk and ice cream for nearly 5000 people at the annual FVMPA picnic.

OVERTURNED TRUCK PINS RETAIL DRIVER BEASLEY

Retail driver CHARLIE BEASLEY escaped without serious injury when he was pinned beneath his overturned truck in Vancouver August 7.

The truck was hit by a small car, Beasley was thrown to the road and the truck rolled on top of him, pinning him from the waist down.

People at the scene freed Beasley by levering the truck up with planks. He was kept in hospital for two days and is now recovering at home from bruises and a back injury.

Pete Drove in Days Of Hard-Tired Trucks

Retirement July 9 brought to a close nearly 40 years in the ice cream business for PETE WHYTE of Burnaby plant.

His experience dates back to the early 1920's, when he worked for the Almond's Ice Cream Company.

Pete's connection with the FVMPA began in 1926 when he moved to the Association's Hornby Street plant, where Almond, Fraser Valley and Arctic ice cream brands were united in the new Port O' Van Ice Cream brand.

He remained at the Hornby Street plant—later the Arctic Ice Cream plant—until it was closed for the move to the Burnaby plant.

For his first 25 years in the business Pete was a salesman on the trucks and after that he worked in ice cream shipping in the Arctic plant and later at Burnaby.

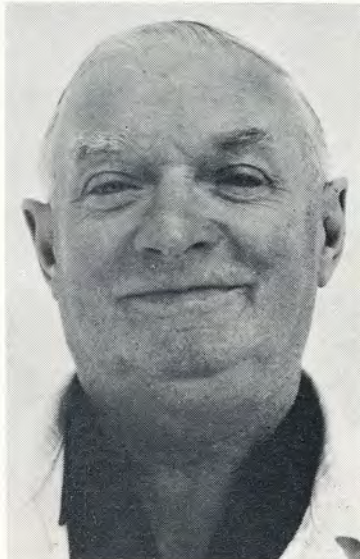
"I started out driving trucks with solid rubber tires and they were pretty rough on the road," Pete recalls. "I was there when we got our first truck with air-filled tires and we thought that was quite an improvement."

In retirement, Pete Whyte says he has no particularly am-

Dairyland in Lights

The new 43-foot high "Dairyland" sign went up at the Burnaby plant August 16 and was in operation two days later.

Aided by a towering crane, a crew from Wallace Neon erected the sign in a single day. The concrete base had been poured in advance.



PETE WHYTE

bitious plans—but his wife Catherine may have other ideas. They are both native Scots and Pete concedes that his wife may yet talk him into paying a visit overseas.



"Guess how fast the new milk truck goes, Boss?"

27 Years with FVMPA

Les Golman Ends PR-Display Career

Retirement June 15 concluded 27 years of public relations work with the FVMPA for LES GOLMAN.

He was brought into the Association in 1938 to do promotional and display work and one of his first projects was to design the Eighth Avenue plant Dairyland Reception Room, where thousands of guests were entertained in succeeding years.

Les also made the first motion picture on the Association's plants and showed it at meetings all over the Lower Mainland.

As one of the founders of the Vancouver Junior Board of Trade and holder of a 27-year attendance record at meetings of the senior Board, Les became one of the most widely known members of the FVMPA staff.

NAVAL TRADITION

If Les had followed the tradition of his family, he would have spent his life in the Royal Navy. Both his grandfathers were Royal Navy admirals and Les himself graduated from the Royal Naval College at Dartmouth.

During World War I he served in the Navy and Royal Naval Air Service and was discharged in 1918 with the naval rank of captain.

Les was awarded the Distinguished Flying Cross for downing nine enemy planes and he received the French Croix de Guerre for saving a French pilot.



LES GOLMAN

Later that year, he began ranching in Manitoba, but like many farmers and ranchers all across the country, he lost so many cattle to the tuberculosis eradication program that he had to sell the ranch in 1920.

Les then took an interior decorating course in Winnipeg and did decorating for the Hudson's Bay Company there and later in Victoria and Calgary.

In 1925, Les moved to Vancouver to take a position doing sales and display work with the Underwood Typewriter Company, where he remained until joining the FVMPA.

Growing 800 Rhododendrons

John Once Again Becomes a Farmer

Many FVMPA employees turn to gardening when they retire, but few do so on JOHN MCKEE's scale.

When he leaves the Pacific Milk plant in September, he will devote his time to tending 800 rhododendron plants he has rooted from cuttings.

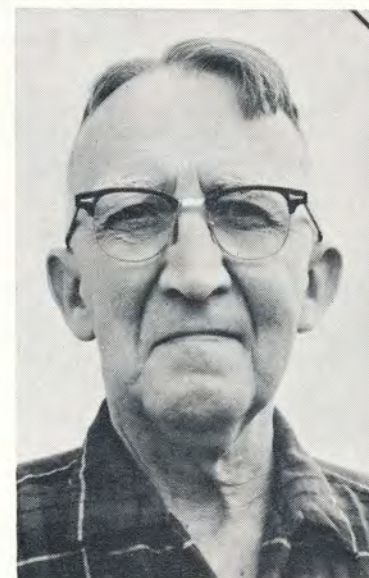
John has grown rhododendrons for a number of years, mostly for sale to wholesalers in the U.S. In fact, rhododendrons are something of a family tradition; his father grew them and developed seven hybrid varieties that are recognized by the American Rhododendron Society.

FARMED FOR 25 YEARS

Before joining the FVMPA in 1948, John had farmed for 25 years near Abbotsford. He graduated with a BA degree from the University of B.C. in 1923 and began clearing 135 acres of land.

He raised sheep and shipped milk to the FVMPA until 1946 when he sold most of the farm and it became Ledgeview Golf Course.

John has been night watchman at the plant for the past two years and this has left him free to pursue his other hobby—Fraser River bar fishing—during the day.



JOHN MCKEE

In addition to salmon and trout, he has caught a few 50-pound sturgeon. "Once in a while I hook one of those eight or nine-foot monster surgeon," John says, "but I cut the line before all my gear is broken."

Baltimore Zoo is installing an eight-cow dairy farm to entertain visitors to the children's section and to provide milk for animals in the zoo.



DAIRYLAND'S new illuminated sign in front of the Burnaby plant has become a landmark in the area. The sign went into operation early this fall and its bright yellow background can be seen from a long way off. Altogether the sign stands 43 feet high. The sign was built by Wallace Neon Ltd. in Vancouver.

Oct. 1 Change

All Milk Can Shipments Head to Abbotsford Plant

Milk cans no longer are accepted at the Sardis plant but instead are transported to the Pacific Milk plant at Abbotsford.

The change went into effect Oct. 1.

Abbotsford plant superintendent **Frank Forrest** says an additional 1,500 cans of milk daily will be received there. The change meant that one more dumper was put on the receiving platform.

In Sardis, four men on the receiving can dumps platform were shifted to other jobs.

Frank says coffee and lunch breaks for the four men on the receiving platform now are staggered, making a saving of about an hour a day.

"This way we can handle the incoming cans just that much quicker," he says.

Sardis Chaps Climb Cheam

Climb a mountain, anyone? Two fellows at the Sardis Utility Plant joined a group this summer and hiked to the top of Mt. Cheam. They were pasteurizer **Jim Watson** and bacteriologist **Roy Luty**. Roy's 11-year-old boy, **Derek**, also got in on the climb.

After hiking a good 20 miles on a highly successful outing, the fellows staggered home and had a good sleep.

Next year another group plan a similar climb.

Dairyland Co-Sponsors 'Reach for the Top'

Popular Teen-age Quiz Program Has Students Working to Gain Scholastic Awards for School

Dairyland is co-sponsoring CBUT's popular television quiz show "Reach for the Top."

The weekly program pits students from two high schools against each other as they compete for scholarships for their schools. The students come from schools throughout the Lower Mainland and Vancouver Island.

Now in its sixth season, "Reach for the Top" is hosted by Terry Garner who has the knack of getting the best from each student during the tough quiz sessions.

Home Oil Distributors is the other sponsor of the show.

Most of the shows are videotaped by CBC television crews several weeks in advance of viewing. Tickets are available for those who would like to see the taping in person. These can be obtained either through the assistance of the FVMPA public relations department or by dealing directly with the CBC, 1200 West Georgia St., Vancouver.

This season started Oct. 5. It will run for 39 weeks during the winter.

Although most shows will be

taped in the CBC Georgia St. studios, some will be done in the Fraser Valley and Nanaimo areas.

Winds Whip Power Lines, Slow Trucks

Gale-force winds whipped through the Central Fraser Valley early this month slicing power lines and creating general havoc.

All three FVMPA plants, however, escaped the wind.

Traffic manager **Wally Kendall** says the only problem arose in the Sumas Prairie and Matsqui areas where some farms were without power during the night and early morning milk pickups.

One gas portable pump was put into action so that the bulk milk tanks could be emptied.

The Matsqui night pickup truck arrived back at the Burnaby plant three hours late.



IAN STRANG, one of FVMPA's accountants, has been re-elected vice-president of the B.C. Central Credit Union. Ian also is a director representing the Dairyland Employees Credit Union.

Murray, Arthur At Convention

Sardis plant superintendent **Murray Osten** and FVMPA director **Arthur Rundle** were part of the Chilliwack school board's seven-member delegation to the B.C. School Trustees Association convention in Vancouver.

Although Mr. Rundle is an old hand at the annual meeting, it was Mr. Osten's first trip to the provincial body which met early in October.



EIGHT HIGH SCHOOL students representing John Oliver, David Thompson and Killarney schools listen intently as genial host Terry Garner, (not seen in the photograph) puts a tough quiz question to them. First team member pushing a buzzer is given an opportunity to answer. The half hour program appears on CBUT-TV Tuesday starting at 7:30 p.m.

FVMPA Director

Work in Community Important to Rundle

All of the men on the FVMPA board of directors are active in their respective communities, but probably none more so than ARTHUR RUNDLE.

For nearly 40 years he has given freely of his time and talents and in 1963 his contributions were recognized when he was named Citizen of the Year in Chilliwack.

He is perhaps best known for his work in education. He has been a member of Chilliwack School Board for 28 years and chairman of the board for the past 20 years. He is a past-president and life member of the B.C. School Trustees Association.

ACTIVE IN AGRICULTURE

In agriculture, Mr. Rundle has been president or a director of the Chilliwack Agricultural Association since 1929 and president of the Chilliwack Cow Testing Association.

His FVMPA service includes several years as president of the Fairfield Island Local and 10 years on the board. He is now executive member of the board.

Also in the dairy field, Mr. Rundle is producer representative for Alberta and B.C. on the Canadian Dairy Advisory Committee.

FARM STUDENT

Mr. Rundle's agricultural training began with 3½ years as a student and another 1½



ARTHUR RUNDLE

years as an assistant on farms in his native England.

The farm he owns and operates today with his son Rex was bought in 1928 from the late Dodsley Barrow, first president of the FVMPA.

Mr. Rundle has been a member of the Association since 1927 and his wife's connection with the FVMPA goes right back to the beginning. Mrs. Rundle's father, Adam Johnston was a charter member of the Association.

From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

You may have noticed in a recent issue of Butter-Fat, a mention that I had been re-elected to the position of Director for British Columbia of the National Dairy Council of Canada.

During a conversation in which reference was made to this, your Editor suggested that it might be of interest to readers of 'Milk Break' to know just what this organization is. Indeed it might be useful to briefly describe the various national organization of which we are members and what is the purpose and function of each.

Actually we are members and active participants in three national groups: The National Dairy Council of Canada, The Dairy Farmers of Canada, and the Associated Milk Foundations of Canada. Each performs a separate function which I shall briefly describe.

NATIONAL COUNCIL

The National Dairy Council is a trade association of milk distributors and milk product manufacturers, embracing all of the major and most of the small dairy companies in the country, both private and cooperative. Over 900 companies are members and are located in all 10 provinces. The Board of Directors consists of 30 men and all commodity groups such as fluid milk, ice cream, butter, cheese, evaporated milk and milk powder, are represented.

The real function of the Council is to serve as a national association interpreting all government regulations to the industry and in turn the thinking and requirements of the industry to all Federal government agencies concerned. It also serves as a forum for the exchange of information among members, of problems of processing and manufacture as well as marketing and public relations.

DAIRY FARMERS OF CANADA

In a similar manner the Dairy Farmers of Canada is a national producer association designed to represent milk producers on a national basis to governments and industry. Their function is to interpret the needs and desires of producers to governments and in turn, the policies of governments to producers. The Dairy Farmers of Canada through the Canadian Federation of Agriculture, has spearheaded the drive to bring about in Canada a National Dairy Authority to control production and pricing of milk on a producer basis, in a similar manner to that of the Milk Marketing Board of the United Kingdom. The feeling is that individual farmers and groups of farmers are always in a weak bargaining position



Food for Thought

Who knows about Canada and things Canadian? Not, it would seem, a high proportion of today's high school students, our citizens of tomorrow.

A recent Toronto survey of some 100 such students from some 17 different schools disclosed a level of general and historical knowledge calculated (one would hope) to disturb the most complacent among us.

What happened in 1867? Only two out of three (66 percent) could say. Who was the first Prime Minister of Canada? Fewer than half (46 percent) had any idea. Who is George Vanier? A mere 50 percent knew.

Louis Riel was correctly (if vaguely) identified by 38 percent of those questioned. Laura Secord by 48 percent. Canada's Prime Minister in World War II by just 36 percent. As for the capital of Alberta, it was known to no more than 28 percent.

Questions relating to provincial and local affairs met with a similar response (e.g. only 50 percent could name the party which won Ontario's 1963 election).

It may be, as someone remarked, that if the parents of these students were similarly polled they might not show up all that much better.

However that may be, is it unreasonable to expect a rather better than this on the massive investment we have all made in education in recent years? More important yet, how much can Canada mean to boys and girls who know so little about what Canada is?

And if, as is to be feared, these results are an all too accurate reflection of the state of learning of our national high school population, where lies the fault? In television? Affluence? Poor teaching? Outdated or unbalanced curricula? Parental indifference?

—The Manifold

Communication of positive values of dairy foods is the job of everyone employed in the dairy industry. The consumers total image of our industry—good or bad, is a reflection of both the impression given by individuals, and the publicity associated with products and plants.

How would you rate yourself in this connection?

when it comes to making arrangements for the sale of their milk.

Membership in Dairy Farmers of Canada is made up mainly of producer cooperative associations and producer commodity groups such as the Ontario Concentrated Milk Producers Association, Ontario Cheese Producers Association, Ontario Cream Producers Association, and similar groups in other provinces.

It is the Dairy Farmers of Canada which developed and operates the Dairy Foods Service Bureau which, on a national basis, carries on non-brand advertising and sales promotion of all dairy products. The cost of this is entirely borne by producers who pay assessment on the basis of their production.

MILK FOUNDATION

The Associated Milk Foundation is really a joint effort of producers and distributors of fluid milk to provide educational information on nutrition to the schools of the country. They are set up on a regional basis in cities across Canada and function as local units but all are members of the national group which provides all of the posters and information pieces. The Vancouver Milk Foundation is an example and here we employ a graduate nutritionist to distribute these pieces to all elementary and secondary schools in the Lower Mainland. The hope is that children will be taught the principles of good nutrition in which milk plays a most important role and will continue to use this throughout their lifetime.

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
JACK JAMIESON, 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.

Jack Lands Many Salmon Near His Home in Victoria

Jack Frost of Victoria has his own place to fish for salmon. And when he goes there, he catches fish.

Take for instance, Jack's vacation this summer. He caught 45 salmon in 10 days of fishing. Twenty-six were cohoes between eight and 14 pounds, one was a spring weighing 12.2 pounds and the balance were humpback salmon.

Jack is one of Dairyland's

wholesale ice cream drivers who works out of the Victoria depot.

Every fisherman has a special technique for catching "big lunkers." Jack's trick is to keep the bait close to the boat.

"I put out about 40 feet of line using 30-pound line and 20-pound leader," says Jack. "Last year I landed a 48½-pound salmon which took 40 minutes to get into the boat."

From this vacation's catch, Jack's wife froze 35 quarts.



JACK FROST proudly holds one of the demons of the deep caught while fishing off Vancouver Island. This salmon weighs 48½ pounds and took Jack about 40 minutes to land. He says there are plenty more salmon like this one where he fishes.

Terrace Depot to Open by End of October

A new Dairyland depot is to go into operation at Terrace by the end of October to serve wholesale needs there and in the Kitimat areas.

The cement block building was constructed in an unusual method. It was designed at the Burnaby plant, and a low temperature cold room was experimentally erected and pre-fitted there before being trucked more than 900 miles to the Terrace site early this fall.

MAY 18 FIRE

The new depot became necessary after existing facilities in the northern community were destroyed by fire May 18.

The 30 by 40-foot building under a carport-style roof contains a loading dock, small utility room plus two cold rooms—one for milk and the other one for ice cream.

Design of the ice cream cold room is the unique feature of the depot.

SPECIAL PANELS

Don McQueen, manager of the Engineering Department, says: "It is our own design. The sectional box-in panels were built to permit future expansion of the unit. Each of the panels was fabricated by Canadian Rescon Ltd., Vancouver, then our carpenters pre-fitted them at the Burnaby plant."

The panels are constructed of five inches of rigid foamed-in-

place urethane with plywood facing on either side. This enables the ice cream cold room to hold temperatures as low as 20 degrees below zero.

TERRACE CONTRACTOR

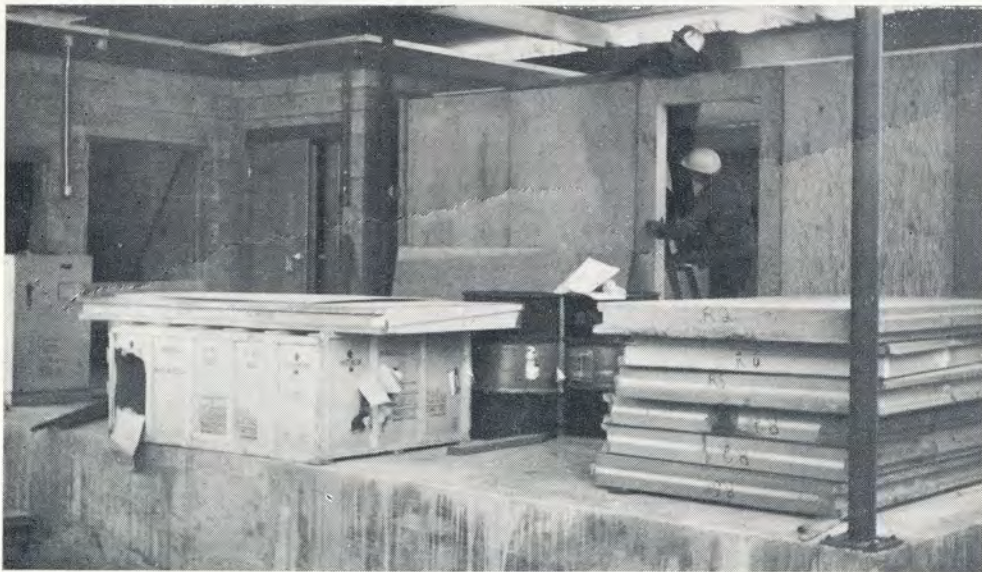
Konst Construction of Terrace was general contractor for the depot. The electrical part of the job was completed by Bruno Electrical Shop, also of that municipality.

Refrigeration installation was handled by **Dave Smith** who made several trips from Burnaby to Terrace this fall.

The depot manager is **Bili Ingles**, formerly of the Burnaby plant and his assistant is **John Hekkert** who previously was employed by Dairyland at the Prince Rupert branch.



JACK PHILLIPS in the Burnaby plant's carpentry shop checks one of the pre-fabricated panels that makes up the low temperature cold room at the Terrace depot. Final fitting adjustments were completed by erecting the room here.



NUMBERED PANELS of plywood and urethane are fitted in place inside of the depot by Konst Construction of Terrace. Some of the numbers can be seen on the panels at the right side of the dock area. The refrigeration equipment was still unpacked at the time this picture was taken.



THE NEW DEPOT will be open for wholesale business at the end of this month, however, the landscaping around the area must wait for spring. The left side of the building here shows the general office and storage area and the loading dock. The cold rooms are at the back of the building. —Dave Smith photos at Terrace

Public Relations

CBC Radio and TV Draws Mike Poole

Mike Poole, of the FV-MPA Public Relations Department, has left the organization to join the Canadian Broadcasting Corporation.

Mike has worked here for the past five years. He is a graduate in journalism at Washington and Lee University, Lexington, Virginia and had been

associated with newspapers before going into the public relations and company publications field.

During his employment with the FVMPA, Mike became well-known throughout the Fraser Valley in agricultural circles. This experience prepared him for his CBC job which involves working with radio and television farm broadcasts on the west coast.

Mike and his wife Betty, and their three youngsters live in Lynn Valley, North Vancouver.



MIKE POOLE

Three Plants Back Bowlers

Ninety-eight men and women are entered in this year's Dairyland Ten Pin Bowling League.

The league bowls weekly at the Stry Co-op Bowling alleys located at Seventh and Main. Sixteen teams are in the league. The Trifty team is in top position.

Sardis and Abbotsford plants sponsor teams in leagues.

MOBILE MILK BAR COMPLETES SEASON

Dairyland's Mobile Milk Bar has completed another successful year.

The milk bar now is two years old. It is made available to 4-H and service clubs for fund-raising purposes.

May Day at Crescent Beach-Ocean Park was the first engagement for the milk bar this year. From there it travelled to fairs, the Mission Soap Box Derby, the Abbotsford International Air Show, the Pacific National Exhibition and many other locations in the Fraser Valley.



THOUSANDS OF GALLONS of fresh Okanagan apple juice now is being packaged at the Burnaby plant. Deliveries to the home started this month and will continue as long as the supply lasts from B.C. Tree Fruits Ltd.



ROY LUTY has been appointed Chilliwack Representative for St. John Ambulance. Roy is a bacteriologist at the Sardis plant.

Settlement at Country Plants

A contract agreement between Sardis and Abbotsford FVMPA plant workers and the company has been reached.

The 150 employees of the Teamsters Union accepted an increase in pay of 20 cents an hour each year for the next three years, placing them on parity with Burnaby plant employees. The contract is retroactive to April 1, 1965. All three plant workers now will operate under the same contract.

Al Anderson

Top Re-tinning Hand Retires from FVMPPA

The lead hand in the FVMPPA's re-tinning shop retired this month after working more than 18 years with the company.

Altogether **Al Anderson** and his relatives have worked for Fraser Valley Milk Producers' Association for more than 120 years. Al is the last in the present line to be connected with the company.

His brother, **Dave**, retired last year as milk tester after being with the company for about 40 years. Another brother, **Jim**, was with the FVMPPA for many years as a delivery man in New Westminster and

Vancouver. In addition, Al's brother-in-law **Bill Mills** retired a couple of years ago. He was wholesale manager.

Busy repairing milk cans and tidying up the tin shop, Al said he was looking forward to his retirement.

"I'm just going to take things easy at home," said Al, with that special Irish twinkle in his eyes.

Al and his wife have three children, a boy and two girls.



INGA FRIDRIKSSON, daughter of Mr. and Mrs. Ed Fridriksson of Abbotsford, has been awarded the \$200 Dairyland Employee Credit Union bursary. Her father is bacteriologist at the Pacific Milk Plant.

Green Thumb

Top Dahlia Grower Takes Home Prizes

Dairyland route supervisor **Ford Burrows** is one of those fellows with a green thumb. When he works around his 150 dahlia plants, he comes up with blooms that capture prizes at the top flower shows in B.C.

Ford entered 40 exhibits at this year's PNE and came home with 38 prize tickets including the best dahlia in the show. He went on to the Vancouver Dahlia Society's annual show Sept. 11 and brought home three trophies: best bloom in the show, best medium and small

decorative dahlia blooms. At the South Burnaby Garden Club show, **Ford** put in five entries and came home with five first prizes. One of his flowers earned 20 points which is considered a perfect bloom.

"I wasn't too sure how I'd make out this year," says **Ford**. "Early this spring, I moved and the ground had to be prepared for the fall shows."

His wife, **Bonnie**, and youngsters **Leslie** 4, and **Frederick** 6, all pitched in with the gardening. While **Ford** was away at work, the rest of the family saw that the plants were carefully watered.

This is **Ford's** fourth year growing dahlias. But to win prizes at flower shows, he realizes that correct setting up of floral displays is important.

"It took about six hours to set up at the PNE," says **Ford**. "It must be done just right so that the flowers show their best features."

Last year, **Ford** picked up 31 prize tickets at the PNE. As for 1966, the Burrows family is sure to be in the running for top prizes in flower shows.



FORD BURROWS continues to grow some of the best dahlias in the Lower Mainland. To prove it, he has entered many of his blooms in flower shows throughout the area and come home with many of the top prizes.

Big Steelhead Derby To Open on Dec. 1

Do you have your steelhead rod and reel cleaned up and set to go? The annual FVMPPA Steelhead Derby is about to get underway.

Fred Franks, one of the regular winners and active persons on the derby committee, says everything is all set for this winter's derby.

Steelhead catches starting Dec. 1 and ending March 31 can be turned in by any plant employee at any of the plants. Milk haulers also are invited to participate in the derby. Fish

can be weighed in at any of the plants.

Others on the committee are **Gordon Bremner**, **Jim Griffin**, and **Wally Armitage**, all at the Sardis plant.

"You know," chuckles **Fred**, "I'm beginning to think the fellows at the Burnaby plant haven't learned to fish for steelhead. Maybe we'll see a change this year."

The largest steelhead caught last year in the derby weighed in at 14 pounds 12 ounces. Entry fee: \$1.

The Impressions

What's It Like 'Down Under'?

Public Relations Manager **Jack Gray** visited Australia and New Zealand early this year. The following are observations on some of the things he saw there.

What's it like "Down-Under"? This is a question I've been asked many times since returning from a Canadian Pacific Airlines tour of New Zealand and Australia. Of course two countries cannot be adequately summed-up by the casual visitor after a three-week stay.

One could talk about the magnificent scenery of New Zealand, the fantastically big dry 'outback' sheep and cattle country of Australia, the clean, fresh-painted homes in the rural and town areas of NZ, the vitality of Sidney, one of the great cities of the world, or the fabulous food and hospitality of both countries.

Instead, here are a few random, as well as some off-beat observations about these countries.

\$40 PER WEEK

Are you thinking of moving to the Southern Hemisphere? How do dairy factory workers fare? One large company pays

wages of less than \$40 per week for a 40-hour, six-day week. Time and a half is paid for the first four hours after 40 hours, then double time. Sunday workers are paid double time.

This firm provides hostels for single men where the worker pays \$11 per week for room and board. Each man has his own room. Married men live in company homes, and pay approximately \$4 per week rent. In addition, fringe benefits may include butter, milk, vegetables, and fuel. One dairy owns 600 worker homes.

Business and industry wages are close to the \$40 weekly

average, with agriculture being by far the dominant industry, and largest employer.

LOTS ARE REASONABLE

Homes with three bedrooms, no basements, and no central heating sell around \$12,000. In large cities and towns, where homes rather than apartments are the rule, quarter-acre lots bring under \$3000 each.

Highway signs in New Zealand give a contrast to our B.C. road signs. For 'Yield', they read 'Give Way'. 'Steep Hill—Use Low Gear' becomes 'Steep Grade—Change Down' and 'End of Construction' is termed 'Work Ends'.

Over in Australia, the peo-

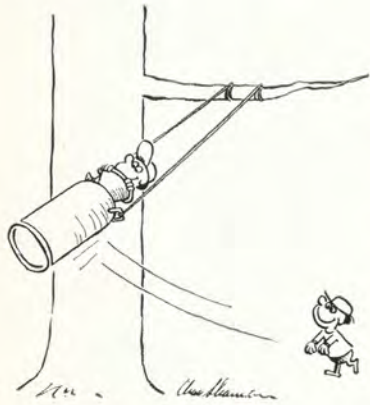
ple show their sense of humor with such signs as the following: a hospital zone—"Maternity Ward, Casualty Ward"; a road marker "Drive Carefully—Two Cemeteries—No Hospitals"; on a used car lot—"Ladies Driving School"; an orchard fence sign—"Fruit Thieves Will Be Shot—Survivors Will Be Prosecuted." And dairymen will wonder at the sign on a cafe—"Steers' Milk Bar".

CROOKED CURVE

It seems corruption and graft rears its ugly head around the world. On the main highway out of Sidney, a large curve has been built into the road, although the surrounding country is flat. Just a crooked contractor who wanted to use up more cement.

One of the bizarre stories we came across was the one about the Australian sheep rancher named Antell who, as the last of his family left alive, swore the ranch would remain in the family as long as an Antell was on his feet. So when he died, he became the only man in Australia, at least, to be buried in a standing position.

Well, folks are not too different 'Down Under'. For better or for worse, they are really a lot like us. Maybe they just say and do things differently.



Fraser Valley Milk Break

Published by Fraser Valley Milk Producers' Association
6800 Lougheed Highway, Burnaby, B.C.
Mailing Address: Box 9100, Vancouver 3, B.C.
Authorized as second class mail by the Post Office Department,
Ottawa, and for payment of postage in cash.

Quarter Century Club Meets



ALL AGES MINGLED at the first Quarter Century Club meeting ever held by Fraser Valley Milk Producers' Association. The event was so successful that it will be held annually.

Dairyland Milk Price Increases Two Cents

The price of Dairyland milk increased two cents a quart Nov. 15. Other Lower Mainland dairies followed suit within the week and North Okanagan dairies did similarly at the end of the month.

The new price brings the retail price to 29 cents from 27 cents a quart for home delivery milk. A similar increase was applied to wholesale accounts which include stores, restaurants and institutions.

FVMPA General Manager **L. A. Atkinson** said: "We are reluctant to raise the price but have no alternative. We have

"Don't worry," said the motorist who'd just run down one of the farmer's sows. "I'll replace your pig."

"You can't," shouted the farmer, "you ain't fat enough."

been operating at a loss in our fluid division every month this year."

Mr. Atkinson explained that costs of business including supplies, wages and the price of milk purchased by the dairies under the Milk Board formula have risen steadily.

"We cannot overtake them, and we cannot continue to operate in the red," he said.

The price of farm milk bought by Lower Mainland dairies is established by a formula written into the B.C. Milk Industry Act, administered by the B.C. Milk Board.

GREAT TIME AT THE CLUB

Reports from persons attending the Quarter Century Club's first annual meeting indicate that it was a big success.

One letter to general manager **L. A. Atkinson** particularly expressed the feelings of many who contacted FVMPA offices. It goes like this:

"I am now ashamed to admit that I was beginning to feel as though I was working for a corporation without a soul. I am sure that no one who attended the festivities last night could come away with that impression.

"Never have I attended an affair that was so completely happy and friendly a pattern that I am sure was fashioned by the graceful and easy manner of our chairman. My congratulations and heartfelt thanks."

Many FVMPA Employees Renew Old Acquaintances

More than 100 persons having at least 25 years employment with the FVMPA met Nov. 2 for the first annual Quarter Century Club gathering.

The dinner meeting was held in the Vancouver Hilton Hotel. General Manager **L. A. Atkinson** chaired the meeting.

He said: "The recognition of long service members by the formation of this club has been under consideration for some years."

VENTURE LAUNCHED

"We now have this venture launched and it is the intention of the association that we hold a meeting such as this, at about this time of year, to honor long service employees who are retiring and for the fellowship involved in spending an evening with friends of yesteryear," he said.

Mr. Atkinson added: "It will be appreciated that in an organization which has been operating as long as we have, some 48 years, there are many long service employees who have not lived to participate with us tonight. We respect their memory and acknowledge their service."

SOME NOT THERE

He also noted that others, because of physical disabilities, were unable to attend the function.

"We are particularly fortunate, however, to have with us two of the first employees of the association—**Miss Ida Bond** and **John Hillas** who commenced in the first year of the association's operation," said Mr. Atkinson.

J. Clarke Brannick, president

of FVMPA, also was on hand to speak to the Quarter Century Club.

ALL TOGETHER

He said the occasion was a unique one because the meeting was the first occasion in which all members of the board has met with employees from every department of the association.

"Twenty-five years is a long time either to look forward or back and I don't think there can be too much wrong with either the employees or employer to work together for that length of time," said Mr. Brannick. "As producers we are proud of your record."

THANKS EXPRESSED

"As a dairy farmer and a personal shipper since 1926, following my father who was a charter member, I would like to officially thank you on behalf of the producers, for your loyalty and interest. If it had not been for you and people like you, it would have been impossible to build this great organization, the envy of every area in Canada."

Gold pins inset with a diamond were presented to each of the club members.

W. J. Mills replied on behalf of the employees. He said a tremendous amount of patience, tolerance and hard work was put in by men who got the FVMPA "off the ground."



WHOOPE-DE-DOO! Al Hughes and Florence had a good laugh.



DANCING WAS LIVELY here during the second annual wholesale section employee-management party. The dance was held Nov. 13 at 490 East Broadway.



JIM CUNNINGHAM and friend pause and smile for a photo.

Best Wishes for a Happy Holiday Season

FVMPA

25 YEAR CLUB
BANQUET



Chas. Munn

"Search me! All I know is she's got 25 years with the company!"

The Power He Holds

A driver's self-control is basic to his car control, says the B.C. Automobile Association.

The mental make-up of a driver can be far more important than his skill, the BCAA says, for it determines what he will do when he has in his hands the power that is packed into today's mighty car.

The way a motorist handles his vehicle shows whether he's inclined to a competitive bully, a thoughtless law-breaker, a self-centred lane-stealer, or whether he's reliable, courteous and sportsmanlike.

A well adjusted person is more likely to make a good driver because he can recognize that traffic situations require fair sharing. He acts, not merely from his personal point of view, but from the point of view of all other street and highway users. He has developed social responsibility.

The average production per cow for 1964 in Canada was 6,363 pounds, according to the Dairy Farmers of Canada fact book. The per capita consumption of dairy products is 912.2 pounds a year. Using the two figures, we can estimate that the average dairy cow in Canada produces enough dairy food for seven Canadians.

Time to Save

When you feel you have to rush, remember these facts from the Brewers' Association of Canada.

A 10-mile trip takes:

- 15 minutes at 40 miles per hour;
- 12 minutes at 50 miles per hour;
- 10 minutes at 60 miles per hour;
- 8.6 minutes at 70 miles per hour.

How much time do you *HAVE* to save?

—Dept. of Labor, Ottawa

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
JACK JAMIESON, Editor

CORRESPONDENTS

Bill Amos, western district retail; Wilf Graham, eastern district retail; 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 Moggridge, 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

As we turn into the last stretch on the round of the year it would seem appropriate to have a quick look back before making the final dash.

It has been a good year in a great many ways but not without the usual plus quota of problems. New branches, new products and new packages, coupled with the well known enthusiasm of our staff, have added to the total volume of business in the fluid milk and ice cream areas. Our Concentrated Division has maintained a high level of sales and values in the face of intense competition.

All employees have gained increased levels of wages and salaries and prices to producers have increased. While these have been received with pleasure and satisfaction to those concerned, they have added to our cost problems and necessitated increases in consumer prices. We hope that consumers will accept the increases as necessary changes in our spiraling economy.

There is still the extra effort required by production and sales departments to take care of holiday season requirements. I know you will take these in your usual stride.

May I take this opportunity of extending to one and all—'A very Merry Christmas and a Happy, Healthy and Prosperous New Year'.

Frank Hannah, who is in charge of shipping and warehousing at the Sardis plant, was Chilliwack Chamber of Commerce's delegate to the B.C. Federation of Agriculture meeting in Victoria in November. Frank is an active chamber member and serves on its agricultural committee.



YELLOW AND BLACK traffic barricades have been erected at two entrances to the FVMPA's Burnaby plant. Unauthorized persons have been driving cars throughout the plant grounds causing our Pinkerton security officers unnecessary problems. Carpenters **George Niven**, left, and **Jack Phillips**, right, talk to **John Gatto** while the bars are lined up.

Christmas Message

As another year ends, our thoughts turn to the many people who have helped in the continuing progress of our organization.

Of prime importance has been the contribution of our one thousand employees.

We deeply appreciate the service and support you have given us during 1965.

We anticipate working together with you in the months ahead.

May you and yours enjoy a healthy, pleasant and happy festive season, with this pattern of life extended through the new year.

J. H. Brannick

PRESIDENT,
FOR THE BOARD OF DIRECTORS

'YUM-YUM' JINGLE DOGGONED GOOD

Dairyland ice cream's "yum-yum" radio commercial is popular with the kiddies. But **Ming**, a Pekingese dog owned by **Wilf Gear** of 1260 East 29th, may think differently about the song.

"Every noon when the commercial starts on CKNW," says Wilf, "Ming dashes over to the radio and begins to bark and howl. This goes on during the singing part of the commercial."

He said Ming doesn't do this for any other radio program or commercial.

"In fact, I don't if he's singing or complaining," Wilf adds. "But your commercial is doggoned-well heard by my dog."

Operating Again

Evaporating Plant Closed For Annual Maintenance

The Pacific Milk plant at Abbotsford closed two weeks during November to take care of annual maintenance work.

Plant superintendent **Frank Forrest** said the last day of

evaporating was Nov. 13 and the machinery started up again Nov. 28. This meant that there were no layoffs this year because the employees not involved in the maintenance operations took their annual vacation.

"The boys went over all the equipment including the electrical and gears," Frank said. "Some painting also was done."

The receiving room continued open during the plant closure but the milk was shifted to other FVMPA plants for processing.

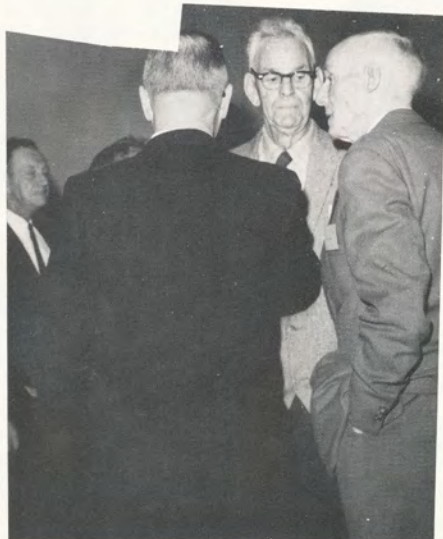
EXTRA COPIES UP FOR GRABS

Extra copies of this issue of **Milk Break** have been printed for those requesting additional pictures of the FVMPA Quarter Century Club's dinner meeting. These can be obtained, on a first come first served basis, by contacting the public relations department at the Burnaby plant.

Quarter Century Club Candid Photos



Quarter Century Club Candid Photos



QUARTER CENTURY CLUB 1965



Row 1—bottom row (left to right)—B. Noble, H. G. Stevenson, R. W. Bailey, L. G. Golman, H. J. F. Campbell, J. Girvin, G. T. Smith, R. T. Pyvis, F. M. Hannah, W. E. Armitage, L. A. Atkinson.
Row 2—J. Hillas, Miss Helen C. Day, L. C. Germyn, P. L. Bergh, A. Turley, A. E. Smith, R. English, W. Ellis, S. E. Chapman, J. Gordon, E. R. Evans, R. E. Evans, P. M. Whyte, E. Entwistle, Miss I. E. Anthony, Mrs. L. M. Scott, J. C. Bran-nick (FVMPA President).
Row 3—J. J. Alexander, H. Metcalfe, W.

J. Hewitt, C. Deacon, J. W. Kelday, G. D. Duncan, D. J. Nellist, S. A. Rashbrook, S. M. Andersen, H. H. Morton, W. J. Mills, T. H. Bagot, C. G. Hensley, J. Downing, Miss Ida Bond, D. A. McDon-old, H. W. Mason, D. Anderson.
Row 4—S. Funston, Mrs. G. A. Newman, Miss Mabel I. Holmes, J. A. Stouse, F. J. Washington, J. Fish, J. D. McIvor, Miss Anne Cyr, F. H. Smith, A. Pollock, A. D. Rundle, (FVMPA Director), D. R. McQueen (Manager of Engineering), W. Ramsell, N. Haslett, G. J. Okulitch, J.

H. T. Calhoun, N. T. Gray (Marketing Manager).

Row 5—G. Ball, G. H. Shawyer, E. C. Bunyan, J. C. Smith, F. F. Sherring, W. L. Leitch, S. L. Gray, A. H. Drew, M. R. Hand, F. G. Forrest, F. C. Brown, P. R. Condon, T. M. Sparrow, H. A. Gillberg, P. S. Atkins, T. Wilson, T. Kennedy, P. G. Marriot, M. S. Boyd.

Row 6—(top row)—H. B. Willcox, W. K. Biggers, G. H. Bird, R. C. Cockle, B. Wells, D. F. Thompson, F. R. Mander, W. C. Chambers, C. Beadle, G. D. Hog-

ben, R. Marchant, R. J. Fetherstonhaugh, A. W. Brown, W. H. Hilton.
 Present but missing from picture—H. F. Robin. 25 Year Club members unable to attend—A. Barber, F. B. Durrant, H. Eades, H. Hopwood, A. C. Hoskins, G. W. Kendall, C. R. Kerr, B. K. Lesley, Miss K. F. Long, J. Mahood, J. J. Makepeace, H. B. Mutch, S. McCartney, C. J. Pearson, G. J. Russell, T. Rutherford, L. W. Salter, W. R. Setter, D. Sexton, A. W. Shawyer, A. Sheard, M. Slipec, C. G. Walker, A. W. Webber.

Students Visit Winnipeg

Twenty-four students from the Lower Mainland this summer visited Winnipeg as centennial youth travel students.

Two of the students are sons of FVMPA employees at Abbotsford and Sardis plants. They are **Warren Smith**, 17, son of

Mr. and Mrs. Hugh Smith (Dorothy works in the office at Abbotsford) and **Dennis Swan**, 17, son of **Mr. and Mrs. George**

Swan (George is a bulk tank driver from Sardis).

The trip was set up as a joint venture of the Centennial Commission acting for the Federal Government, and the provincial governments.

The purpose of the travel program is to provide students with an opportunity to meet, to know and to develop a closer understanding of Canadians living and working in regions other than their own, and to introduce them to the geography of Canada and the political, educational, cultural and artistic achievements of other provinces.

FOUR SCHOOLS

Of the 24 students from the Fraser Valley on the Winnipeg trip, 10 were chosen from Chilliwack Senior Secondary School, another 10 came from Abbotsford Senior Secondary School and four students were selected from Langley and Aldergrove schools.

Selection of the students was done by high school principals and students counsellors. They chose students on the basis of their academic records and general citizenship.

BIG ADVENTURE

Before the students left by train for the Prairies, they were told by the committee spokesman: "This trip is an adventure in learning which we hope will broaden your interest in and understanding of Canada as a nation. There is much you can learn from your travel companions, your escorts and the friends you will make in another part of the country."

In addition to touring the Manitoba capitol, the students visited industries, museums and city developments.

Judging from remarks students made when they returned, the trip gave all of them food for thought and a new insight into the meaning of Canadian.



WARREN SMITH



DENNIS SWAN

'Jock' was Employed As a Soccer Player

J. C. "JOCK" SMITH retired this fall from the FVMPA after working here since 1925. He was honored in November by becoming a member of the company's Quarter Century Club.

Born in Glasgow, Scotland, Jock apprenticed there as a machinist before coming to Vancouver in 1920. He couldn't get a job as a machinist so he worked as a plumber's and electrician's helper in the old Hotel Vancouver until 1925.

Jock was playing soccer for the North Shore Elks team when he was offered a job with the FVMPA if he would play for the Association's "Creamos" team in the Wednesday football league. He accepted the job.

He later played for North Shore United, including the 1930-31 season when that team won the Mainland and Imperial cups in the Vancouver and District League. For this he received an engraved pocket watch. Jock also has several medals he got as a member of winning Creamos and North Shore teams.

While with Creamos and later with North Shore, he was selected a number of times to play on B.C. All-Star teams against touring professional clubs from the United Kingdom.

The Creamos team was formed in the early twenties and disbanded in 1927.

Jock stayed with the FVMPA except between 1942-46 when he left to work in a shipyard.

He began in the old Eighth Ave. plant dumping milk cans and later worked on bottle washing and can filling departments. At the Burnaby plant, he worked on bottle filling.

Jock's retirement plans? "Plenty of salmon fishing."

Fraser Valley Milk Break

Published by Fraser Valley Milk Producers' Association
6800 Lougheed Highway, Burnaby, B.C.

Mailing Address: Box 9100, Vancouver 3, B.C.
Authorized as second class mail by the Post Office Department,
Ottawa, and for payment of postage in cash.



TRACEY ANNE SHINGLES became Miss Canada for an evening and stole the show at Victoria's Oak Bay costume party this year. The bonfire-party is held each year on Hallowe'en.

'Miss Canada' Wins In Costume Contest

The honors went to **Tracey Anne Shingles** Hallowe'en night when she captured first prize at a costume party at Victoria.

Two and one-half-year-old Tracey is daughter of **Mr. and Mrs. Cec Shingles**. She won the contest at the Oak Bay bonfire when she arrived as Miss Canada.

Tracey's dad is Pacific Milk representative for Vancouver Island.

The auburn-haired, blue-eyed cutie is a previous winner at the annual Hallowe'en bonfire. Last year she flashed onto the scene as a devil.

New Christmas Products Are Featured by Dairyland

Christmas is near and the festive dairy products are roll-

ing off the Dairyland production lines.

Dairyland Sales Manager **Bill Ramsell** says all the products are available and early sales are good.

He says four flavors of chip dip are on the market. This year smoked salmon has been added to the dips along with the regular chive, garlic and French onion.

In the ice cream division, Yule Logs, ice cream pies, "festive fruit" and "candy cane" ice cream have been added to the regular line of items. Creme de menthe sherbet is another of the Christmas products.

Egg nog, that popular drink of youngsters and adults is stocked in stores and on home delivery trucks.



J. C. "JOCK" SMITH was one of five retiring FVMPA members presented with wristwatches by FVMPA President J. C. Brannick at the Quarter Century Club meeting. Mr. Smith started with the company in 1925 and at one time was a soccer player for the Creamos.

Watches Given At Retirement

Six retiring FVMPA employees this year have been presented with wrist watches in recognition of at least 25 years service with the company.

L. G. Golman, G. T. Smith, J. C. Smith, H. G. Stevenson and **P. M. Whyte** were present with the watches at the Quarter Century Club dinner by FVMPA President **J. C. Brannick**. Unable to attend, **Jim Mahood** was given his watch at a later time.

SPECIAL PRESENTATION

A special presentation was made to production manager **Norm Tupper**. Because he doesn't own a watch, Mr. Tupper was bestowed with an official Mickey Mouse wrist watch by assistant general manager **George Okulitch** who appropriately explained the importance of accurate time in production.